Mona Lisa Dolls

by VALENTINE DOLLS, INC.
FOR QUALITY, BEAUTY and PLAY

Holiday

19" Tall. Rooted Hair Walking Doll. Fully jointed even at her knees. She sits—She stands—She kneels. Lead her by the hand and she walks and turns her head from side to side. Unbreakable plastic body and legs. Soft, lifelike vinyl face and hands. Sleeping eyes. Dressed in beautiful taffeta party dress and real Boucle (lace) sailor hat. Included in her wardrobe are shoes and stockings, printed picolay street dress, pedal pusher shorts with attached matching shirt, adorable sun-back dress with separate fringed stole, a bathrobe complete with tassled sash. She has sunglasses, roller skates, bedroom slippers and pocketbook. She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real. Endless hours of play.

No. F1777P1070 . . . . . **Retail $15.95**
No. F1787P930—Same as above in same Steamer trunk—does not kneel. **Ret. $13.95**

SITS

WALKS

KNEELS

STANDS

Weep 'n' Sleep

WEEPS REAL TEARS, DRINKS, WETS, SITS, SLEEPS, CRIES, BATHES.

This little tot is almost as much trouble as a real baby. She'll drink from her own bottle and wet her little diaty—but, no fear, there's an extra dry one to change. Squeeze her gently and she'll cry actual tears and make herself heard, too.

She's 16½" tall and is all washable lifelike vinyl. Has fully jointed arms and legs.

Complete Layette includes 2 diapers, bottle, pacifier, Organdy dress, Knit booties, soap, cleansing tissues and powder puffs.

No. F1778P530 . . . . . **Retail $7.95**

Royal Wedding

The Princess of the doll world—in her shimmering Brocade and Satin Gown. Unusual, new neckline and standing collar to show off her pearls. Long nylon tulle veil worn over her face. She'll coyly lift it for her groom's long awaited kiss. Sh—h—she's wearing lovely, full length stockings and a blue garter, too.

The Princess herself—she's 25" tall and she walks. Her pert head is soft vinyl and her radiant saran hair is rooted (actually imbedded) in her scalp. She stands alone, sits, and sleeps like an angel.

Best Friend

29" Life size Walker—you almost expect her to breathe. She kneels, sits in lifelike positions because she has knee, hip, and shoulder joints. Her "Best Friend" walks. Her thick glossy saran hair is rooted right into her scalp—permanently. It can be curled, waved, washed and set. She wears a gorgeous organdy party dress and matching bonnet trimmed with fine lace. Her vinyl head is caressable as real skin. Body and legs and arms are unbreakable plastic.

No. F1777P1325 . . . . . **Retail $19.95**
No. F1788P1200—Same as above—Taffeta Dress—does not kneel. . **Retail $17.95**

No. F1776P1200 . . . . . **Retail $17.95**

Darling Baby

She's little sister size, 19", with real as life glossy rooted saran hair to wash, comb, brush, wave, and set. Huggable, soft all skin body—so much fun to sponge clean. Soft, lifelike vinyl head—big go-to-sleep eyes. Sweet coo voice. Gorgeous chromspun taffeta party dress with real lace bonnet.

No. F1785P400 . . . . . **Retail $5.95**
No. F1789P600—Same as above in 22-inch—extra matching taffeta coat with lace trim . . . . . **Retail $8.95**

Mona Lisa Dolls

by VALENTINE DOLLS, INC.
FOR QUALITY, BEAUTY and PLAY

Cuddle Love

Wears size 1 Baby Clothes

The whole world loves this baby. She's a big 26 inches—Life Size—and dressed in her new polished cotton "windbreaker" snowsuit—with a full length zipper which goes right to the bottom of her leg. Notice the knit cuffs to keep baby snug and warm. She's made of cuddly washable latex, and her jointed, pudgy arms are vinyl—with one little hand all curled up ready to suck her thumb. Baby head with sleeping eyes, is vinyl, too. Complete with plastic rattle.

No. F1772P670 . . . . . Retail $9.95

Bendee Walker

Does almost everything any little girl can do. She's smoothly jointed at the knees, hips, and shoulders. She can kneel for prayers, sit correctly on a chair, bend her knees. Her body and legs are unbreakable plastic. Her chubby face is soft lifelike vinyl, and her saran hair is rooted. Arms are soft, natural feeling vinyl. She stands erect, too, and walks when you lead her. She cries when put down.

No. F1775P735—20" . . Ret. $10.95
No. F1774P1000—23" . . Ret. $14.95

Honey Lee

This little ponytail darling is as durable and lovable as she is cute. She's all soft lifelike vinyl from her head to her toes and her ponytail is rooted in her head (imbedded like real hair). It can be combed, curled, washed and waved endlessly, without damage to the hair or the doll. She has big, blue, go-to-sleep eyes, and a coo type voice. She's 17½ inches tall and she's dressed in lovely printed broadcloth that has whispy organdy sleeves. A perfect playtime companion.

No. F1770P465 . . . . . Retail $6.95

Betty Bendee

24-inch all Vinyl Doll all Nylon Dress

Betty is 100% lifelike soft vinyl. Every crease in baby's skin—body, toes, elbows, fingers, appears as natural as life. She coos gently when squeezed. Her full locks and curls are saran—and permanently rooted in her soft head. Her eyes close to sleep. Special construction makes it possible to bend her body and legs in hundreds of different positions, and remain that way until you change them. All Nylon Dress with nylon embroidery and lace. Matching Boucle (lace) Bonnet.

No. F1773P800 . . . . . Retail $11.95

Our First Dancing Lesson

CHILD'S COSTUME & RECORD

For Dancing—Parties—Plays—or just pretend—her own dancing costume. **Not for dolly**—but for little girls from size 3 to 12. Dancing Record plus nine piece costume including taffeta and nylon net Tu-Tu skirt, separate Bra top, 2 plastic beauty combs, adjustable taffeta slippers, sparkling silvered hair halo, flowered neckband, and silvered bracelet strap with attached hanky.

"Our First Dancing Lesson"—Record—approved and used by New York City public schools. 10"—78 R.P.M. (Standard Speed). Every part adjustable for sizes from 3 to 12. Elastic guaranteed not to bind. Available in Blue or Pink.

No. F1769P335. . . . Ret. $4.95

"STYLE IT YOURSELF"

Dressmaker Doll

Enough materials and trimmings for at least two additional outfits. Everything necessary to bring out the budding genius of your little dressmaker. A perfect use for Mother's left-over fabrics. The young designer becomes Mother's companion during her sewing hour. *Mother also will have lots of fun and find this useful, too.* Make yours the best dressed doll!

No. F1771P800 . . . . . Retail $11.95

- 18-inch Walking Doll with vinyl arms, vinyl head, rooted saran hair—dressed as shown
- Vinyl Dressmaker Model of above doll
- Patterns for long and short sleeves
- Taffeta Dress Material
- Organdy Dress Material
- Printed Cotton Dress Material
- Curlers + Instruction Booklet
- Tape Measure + Needles
- Pins + Pin Cushion
- Thimble + Threads
- Needle Threader
- Ric Rac + Lace
- Soutache
- Ribbons
- Elastic
- Snaps
- Buttons

Fun's a-Poppin'...

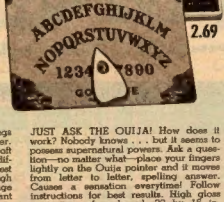
1.79

1.19

"COOTIE" GAME—Who'll piece his cootie together first and be the winner? Roll the dice, numbers indicate whether to add or remove a part of the cootie's body. Sturdily constructed of high impact plastic. Hilarious fun for young and old. For two to four players.
35 J 3308. (1 lb. 8 oz.).....1.79

HIT THE BULL'S EYE! Try your skill . . . test your aim. Shoot safe darts from plastic pistol. Red, White and Blue target of lithographed steel, 10 in. square. Hangs on wall or stands by itself—easel on back. Includes two 7-inch spring-action pistols, 4 harmless rubber-tipped suction cup darts.
35 J 3342. (1 lb. 8 oz.).....1.19

1.79



2.69

FLING-A-RING GAME. Toss rings around his trunk, be the winner. Inflatable plastic elephant; 3 soft plastic throwing rings carry different point values—the surest hand and steadiest eye get high score. Plastic rings won't damage or mar furniture. Jumbo elephant of brightly colored plastic, ready to inflate; 22 inches tall.
35 J 3387. (1 lb.).....1.79

JUST ASK THE OUIJA! How does it work? Nobody knows . . . but it seems to possess supernatural powers. Ask a question—no matter what—place your fingers lightly on the Ouija pointer and it moves from letter to letter, spelling answer. Causes a sensation everytime! Follow instructions for best results. High gloss masonite surface board, 22 by 15 in. wide; plastic pointer included.
35 J 3358. (4 lbs.).....2.69

1 ELECTRO-MAGNETIC BASEBALL. Tests your strategy, because opponents actually control batting and pitching! Push electronic pitching button, "pitch" ball fast, slow, outside, inside—release spring-operated bat for homers, strikes, base hits. 2 scoreboards show hits, runs, errors. Colorful lithographed steel diamond, grandstand, bleachers. 9 metal players, 3 magnetic balls, wood bat and base markers included.
E35 JP 3361. 23x23x8 in. high. Mailable. (9 lbs.)..7.95

2 "SAFARI" ELECTRONIC TARGET GAME. Shoot at a whole jungle full of wild animals as they move across the screen . . . aim swivel mounted pistol, pull trigger; bells ring, lights flash, score is recorded when you hit a target. Long-running clock spring motor. Heavy duty plastic. 20x14 in. high. Batteries not incl.
E35 JP 3313. Mailable. (10 lbs.).....8.95

3 WHO'LL SCORE A "NOK-OUT?" Pick your fighter, move him around ring, control his rights and lefts with quick-action hand control! Knock your opponent's man down and red light flashes, buzzer sounds. Colorfully lithographed steel ring, plastic boxers; steel bell, hourglass timer. Flashlight battery included.
35 J 3375. 12x12x7 in. high. Mailable. (4 lbs.)....5.95

4 SPINNING TARGET GAME—THREE GAMES IN 1. Takes real skill, twice the fun! Play indoors, outdoors; hang it on wall. Masonite target on wood tripod. 3 weighted, balanced darts, unbreakable polyethylene plastic feathers, safe rubber suction-cup tips. Mailable. (5 lbs.)
E35 JP 3339. 24-in. diam. Instr. for 3 games.....2.69

5 CAN YOU KEEP THE CAR ON ROAD? Turn crank, winding panoramic highway moves under metal car; hazards suddenly appear! Steering wheel on dashboard controls car; bulb horn. Brightly lithographed steel.
35 J 3317. 9x19x3 in. high. (3 lbs.).....2.49

8 PLAY ICE HOCKEY! "Players" shoot goals, pass puck, "skate" in any direction when you work control levers at either side of rink. Hardwood frame, ice-colored surface of tough masonite. 12 metal players, 2½ in. high. Incl. 1-in. rubber puck, 2 scoreboards, hour-glass timer, instructions. 29x18x4 in. high.
E35 JP 3378. Mailable. (15 lbs.).....11.95

7 TEST YOUR FOOTBALL STRATEGY! Set up plays, score touchdowns. "Players" run, tackle, pass, kick. Teams actually move by electrical vibrations, ball-carrier "runs" down field until "tackled." 11-man teams include kicker, passer. Enameled metal field, yard markers, goals, extra football. 25x15 in. wide. Mailable.
E35 JP 3362. Guide book. (6 lbs.).....6.39

ELECTRIC BASEBALL. (See small picture). Players steal bases, hit, run, etc. by electric vibration. Mailable.
E35 JP 3384. Guide book. 25x15 in. wide. (6 lbs.)..6.39

BOWL IN YOUR OWN HOME. Score take pop up when each pin is hit; press them down, and pins are set up again. Roll ball into 1-2 or 1-3 pocket and score a strike. Lithographed all-metal alley, 44x12 in. wide; plastic pins. Set includes two 2-in. diameter sponge rubber balls, scoring pad, instructions.
E35 JP 3381. Mailable. (6 lbs.).....3.49

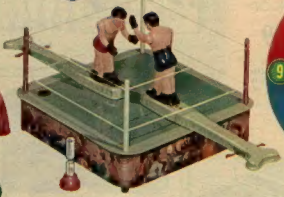
"BAS-KET" BALL GAME . . . all the thrills of real basketball. Flip control lever—shoot for basket from anywhere on court. Up to 6 may play. Wire-reinforced net baskets, 2 colorful 15x12-in. backboards at end of court—rotating scoreboard on each. Plastic ball. Court is 21x13x3-in. high. Instructions included.
35 J 3383. Shpg. wt. 3 lbs. 8 oz.....3.59

Budget Power can make this your brightest, happiest Christmas

When It's Family Game-Time

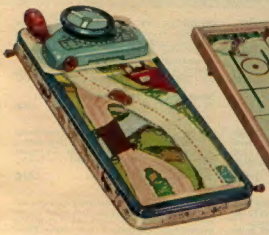
[1] Real Action Baseball **7.95**

[2] "Safari" Electronic Target Game **8.95**



[3] "Nok-Out" Electronic Boxing Game **5.95**

[4] Spinning Dart Game **2.69**



[5] Drive Ur-Self Game **2.49**

[6] Ice Hockey Game **11.95**

Baseball Game

[7] Tru-Action Electric Football or Baseball **6.39**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

AZTEC MELMAC [1] 16-Piece Set Elsewhere $14.95 **7.95** 45-Piece Set Elsewhere $49.95 **24.95**

MOSS ROSE CHINA

[2] 20-Pc. Set Was ~~$11.95~~ **9.95**

[3] 17-Pc. Set **4.95**

[4] Pair **1.98**

[5] Jam Set **2.49**

FANTASY MELMAC

[6] 16-Pc. Set **17.95**

[7] 8-Pc. Set **3.95**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

52-PC. "PARADISE" STAINLESS STEEL SET WITH CHEST

Same quality sells elsewhere for $34.95. Inspired new Paradise pattern lends itself equally well to both casual and formal occasions. Permanent mirror finish, extra heavy stainless steel imported by the National Silver Co. Fully graded spoons and forks taper from thick centers to thin smooth edges. Hollow handle knives for good balance with permanently sharp serrated edge forged blades. Handsome chest covered in Gray fabricoid, Coral lining. Chest is 16x11x3 in. high.

Set: 8 each, oval soup spoons, dinner forks, salad forks, knives; 16 teaspoons; 1 each, sugar shell, butter knife, berry spoon, cold meat fork.
79 J 4597. (71 lbs. 5 oz.).....19.95

CAROLINE STAINLESS TABLEWARE

Graceful leaf spray pattern in mirror finish, medium weight stainless imported by National Silver Co. Smoothly finished spoons, forks; 1-pc. forged knives.

50-Pc. 8 each: soup spoons, dinner forks, salad forks, knives; 16 teaspoons; 2 serving spoons.
79 J 4596M. (5 lbs. 4 oz.).....50-pc. 9.95

24-Pc. Set. Composition: 6 dinner knives, 6 dinner forks, 6 teaspoons and 6 soup spoons.
79 J 4595M. (3 lbs. 2 oz.).....24-pc. 4.95

Festive Dinnerware . . . Makes Meals a Pleasure

SELECTIONS 1 THROUGH 7 SHOWN ON FACING PAGE

[1] AZTEC MELMAC—SAVE UP TO 50%

Graceful new Aztec design in festive colors. Mfr's discount makes tremendous saving possible for Christmas season only . . . 16-pc. set sells for $14.95 elsewhere, 45-pc. set for $49.95. Molded-in colors never fade. Virtually unbreakable—guaranteed for 2 years of normal use. Open stock sold in chart below. Rainbow or solid color sets, 16-pc. 4 ea.: cups, saucers, dinner plates, fruit dishes. 45-pc.: 8 each as in 16-pc. set plus 8 serving bowls; 1 ea.: creamer, covered sugar bowl, vegetable bowl and platter.

Rainbow Assorted Sets: Each set incl. place settings in these colors: Iroquois Blue, Navajo Red, Apache Yellow and Pueblo Gray. Mailable.
K79 J 4375. (6 lbs.).....16-Pc. set 7.95
K79 J 4377. (20 lbs.).....45-Pc. set 24.95

Solid Color Sets. State choice of Iroquois Blue, Navajo Red, Apache Yellow or Pueblo Gray. Mailable promptly from St. Louis factory.
F79 J 4376. State color (6 lbs.).....16-pc. set 7.95
F79 J 4378. State color (20 lbs.).....45-pc. set 24.95

AZTEC MELMAC OPEN STOCK

Open stock available for 6 months after catalog expires. All prices net—they are reduced as much as possible. State: catalog number **F79 J 4379,** name of piece and color (Iroquois Blue, Navajo Red, Apache Yellow or Pueblo Gray). Mailable promptly St. Louis factory.

Item	Quantity	Shpg. Wt.	Price
Tea Cups	4	1 lb.	$3.25
Saucers	4	1 lb.	2.89
Fin or Salad Plates	4	2 lbs.	4.29
Large Dinner Plates	4	3 lbs.	5.99
Soup Bowls	4	2 lbs.	4.29
Sauce Dishes	4	1 lb.	2.99
Covered Sugar Bowl	ea.	2 lbs.	1.79
Cream Pitcher	ea.	2 lbs.	1.25
12½-in. Round Platter	ea.	5 lbs.	3.19
Divided Vegetable Bowl	ea.	2 lbs.	3.29
Oval Vegetable Bowl	ea.	3 lbs.	2.99

[2] [5] MOSS ROSE CHINA

MOSS ROSE Imported China Dinnerware Sets. Fall catalog prices cut from $11.95 and $39.95 for this holiday special. Translucent and lightweight, yet exceptionally strong and chip resistant. Classic Moss Rose pattern . . . Red roses, dewy Green leaves on White. 22K Gold trim. Open stock on pg. 472, Fall catalog.

20-Pc. 4 each: cups, saucers, 10-in. dinner plates, bread plates, sauce dishes. Mailable. (14 lbs.).
K79 J 4016M. Was $11.95.....20-pc. 9.95

53-Pc. Set. 8 each as in 20-pc. set plus 8 salad plates; 1 each: 12-in. platter, open vegetable bowl, covered sugar bowl, creamer. Shipped freight or express. Was $39.95.
K79 J 4011M. (38 lbs.).....53-pc. 34.95

[3] MOSS ROSE Imported China Coffee Set. Ever popular design . . . Red roses, Green leaves on White . . . 22K Gold trim. Set: coffee pot, lid; sugar bowl, lid; creamer; 6 full-size cups and saucers. Mailable.
K79 J 2216. (8 lbs.).....17-pc. 4.95

[4] MOSS ROSE Compotes. Two imported china compotes with pierced rim, hand painted decorations, 22K Gold trim. Harmonize with other Moss Rose pieces. 6 in. diam. 4 in. high.
79 J 2217. (3 lbs.).....Pair 1.98

[5] MOSS ROSE Jam Set. Translucent and break resistant imported china in same pattern as sets above. Two jam jars with lids, two saucers, two stainless steel serving spoons.
79 J 2637. (1 lb. 11 oz.).....Set 2.49

[6] FANTASY MELMAC

Decorated Melmac by Brookpark—latest development in dinnerware . . . same translucent beauty as fine china plus the practicality and break resistance of Melmac . . . guaranteed against breakage for 2 years of normal use. Engaging abstract design in Turquoise Blue on White background. Colors are molded in, can't fade or wash off. Non-decorated pieces are Turquoise Blue. Decorated pieces are White; dinner plates, saucers, salad plates, bread-and-butter plates. See open stock chart on page 470 of Fall catalog for salad plates, bread-and-butter plates and other matching pieces.

16-Pc. Set 4 Turquoise Blue cups and dessert dishes, 4 decorated White dinner plates and saucers.
F79 J 4354. Postpaid...16-pc. 17.95

Same as above but all White pieces.
F79 J 4357. Postpaid.....16-pc. 17.95

5-Pc. Serving Set. Turquoise Blue sugar bowl, creamer, vegetable bowl, White platter and vegetable bowl.
79 J 4355. (3 lbs.).....5-pc. 13.95

Same as above but all White pieces.
79 J 4358. (3 lbs.).....5-pc. 13.95

[7] CHINA CUPS, SAUCERS

Iridescent "collector's quality" china . . . highly durable and elegant on knickknack shelves, mantels, china cabinets, etc. as well as for the most gracious serving. Beautifully decorated translucent china is lightweight and delicate, yet amazingly break resistant. Sets contain assorted patterns.

8-Pc. Set. 4 cups and saucers.
79 J 2218. (2 lbs. 5 oz.).....3.95

12-Pc. Set. 6 cups and saucers.
79 J 2219. (2 lbs. 12 oz.).....5.95

Budget Power can make this your brightest, happiest Christmas

1 "Honey Bunch" 28 in. tall **4.98**

Wears size 1 Baby Clothes!

2 Li'l Darlin 20 in. tall **9.98**

3 "Cookie" 16 in. tall **3.49**

1 **HONEY BUNCH** . . . life size, and oh so lifelike! Cuddly body is all skin like latex, head is baby-soft vinyl plastic. She coos when squeezed, her eyes "go to sleep" when you lay her down. Wears real baby clothes, comes dressed in panties, socks and shoes.
R35 JP 3793. 28 inches tall. (7 lbs.) Mailable. 4.98

2 **L'IL DARLIN'** . . . all dressed for christening, a cuddly lovable sweetheart of soft vinyl plastic that will delight any little girl. Wears organdy dress, matching cap, lawn slip, diaper and booties. Wrapped in satin bound "wooly" blanket. Voice coos, eyes close, body can be bathed. An adorable Ellenbee doll!
R35 JP 3561. 20 inches tall. (6 lbs.) Mailable. 9.98

3 **COOKIE** . . . lovable as a newborn baby. She coos with delight when you hug her, goes to sleep when she's laid down. "Mommy" will love to wash her latex body, her baby-smooth vinyl plastic head and molded hair. Arrives wearing a diaper, nightie, and booties. Pink flannel blanket and pillow included. 16 inches tall.
35 J 3796. (2 lbs.) 3.49

Adorables... Waiting for Little Mommy's Loving Care

4 **CRY BABY** sheds real tears when you squeeze her. Give her a drink from her own bottle, she wets her diaper. Usually a good girl though—she goes to sleep as soon as her head touches the pillow. Made of all vinyl plastic, soft as real baby's skin, with fully jointed body, can be bathed from molded hair to tiny toes. Layette consists of: rayon taffeta print dress with lace trim, matching bonnet; knit booties, extra diaper; 18x13-in. blanket; washcloth, sponge, bar of soap and nursing bottle with nipple. Arrives dressed in a diaper.

13-inch doll, layette.
35 J 3796. (1 lb. 10 oz.) 3.98

16-inch doll, layette.
35 J 3799. (2 lbs.) 5.98

5 **DY-DEE** cries tears, drinks from bottle standing up or lying down, then wets. Sucks pacifier, blows bubbles, sips from spoon, straw. Sleeps . . . eyes can stay closed while sitting up, or open lying down. Hair can be washed, brushed. Body molded rubber, jointed arms and legs, head sturdy plastic, tousle wig. Wears diaper, shirt. Layette: dress, bonnet, slip; PJ's; socks. Shoes; bottle; nipple; straw; spoon; Q-tips; pacifier; bubble pipe; bubble bath; cleansing tissues; Dy-Dee Care book included.

11-inch doll, layette.
35 J 3857. (2 lbs. 12 oz.) 9.98

15-inch doll, layette.
35 J 3558. (3 lbs. 12 oz.) 14.95

20-inch doll, layette.
R35 JP 3559. (7 lbs.) Mailable. 22.95

6 **BETSY WETSY** weeps real tears when you squeeze her washable vinyl plastic body; drinks, then wets—cries, even needs her nose wiped. Jointed at arms and legs to assume many positions. Rooted hair can be washed and combed, long-lashed eyes close, voice coos when she's hugged. Dressed in diaper. Layette includes dress, bonnet, booties, diaper, undershirt, rubber panties, washcloth, soap, clothespins, bottle, nipple, 3 daubers, cleansing tissues.
35 J 3790. 11½-in. doll, layette. (1 lb. 14 oz.) . . . 7.98
35 J 3791. 13-in. doll, layette. (2 lbs. 4 oz.) 9.98
35 J 3792. 16-in. doll, layette. (2 lbs. 10 oz.) 12.98

SAME AS ABOVE with practically unbreakable plastic head, molded hair. Dressed in diaper and shirt. Layette includes: dress and bonnet; slip; booties; bottle and nipple; diaper; washcloth; pins; soap; clothes pins; cleansing tissue; 3 daubers.
35 J 3716. 13-in. doll, layette. (2 lbs.) 6.98
35 J 3717. 16-in. doll, layette. (2 lbs. 14 oz.) 8.98

7 **WHEN "BABEE" CRIES, TEARS RUN DOWN HER CHEEKS.** She drinks, wets, then little "mommy" has to care for her! Almost as cuddly as a real baby, she's completely made of soft, skin-like vinyl plastic; "mommy" will love to bathe her. Rooted hair, arms and legs are jointed, and it's so much fun to put her in little baby poses. When you hug her . . . she coos; lay her down, her big lashed eyes close for her nap. Looks so lovable and sweet in her outfit. "Matching" Pink and White cotton knit cap, sweater, pants, and booties; diaper. Also comes with diaper bag, extra diaper, soap, nursing bottle with nipple, pacifier, cleansing tissue and bib.
16 inches tall.
35 J 3795. Shipping weight 2 lbs. 6 oz. 5.98

8 **BUTCH IS A SCRAPPY ATHLETIC LOOKING LITTLE SHAVER** who will pose like a real baby because his arms and legs are jointed. Feed him from his own bottle when he gets hungry, he wets his diaper, then "mommy" can change it. If he gets tired, just lay him down . . . he'll close his eyes and go right to sleep. When he awakes from his nap his little "mother" will love to bathe him . . . his body is lifelike vinyl plastic, so soft and cuddly! Vinyl plastic head feels just like real baby skin, has molded hair. "Butch" will arrive dressed in a diaper, and you can bet a husky youngster like him has his own nursing bottle and nipple along!
20 inches tall.
R35 JP 3731. Shipping weight 4 lbs. Mailable. 7.98

Budget Power can make this your brightest, happiest Christmas

High-heel Trudy the little traveler . . .

wears high or low heels . . . comes with an exciting wardrobe and sturdy carrying case!

[7] 20-Inch Trudy with wardrobe **18.95**

[8] 16-Inch Bride Doll and Trousseau **12.95**

[9] 14-Inch Winnie with Wardrobe **7.98**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

[4] 13-in. "Cry Baby" with layette **3.98**

[5] 11-in. Dy-Dee Doll, layette **9.98**

We Drink...

...We Wet

[6] 13½-in. Betsy Wetsy, layette **7.98**

[7] 16-in. Babee with layette **5.98**

[8] 20-inch "Butch" **7.98**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

"Join in the Real Fun... Join the Band"

1 JR. COWBOY GUITAR. Accompany yourself singing! 31-in. fiber and wood guitar, 6 nylon strings, friction tuning pegs, steel tailpiece. Music, instr. Mail. #35 JP 2747. Shpg. wt. 4 lbs. 2.98

2 JIMMY DURANTE'S HA-CHA-CHA UKE. 4 reel gut strings, raised plastic frets, friction tuning pegs. Plastic, 21-in. long. Pick, songbook, instructions. Mail. #35 JP 2717. Shpg. wt. 3 lbs. 1.98

3 PROFESSIONAL SIZE GUITAR has deep tone. 3 wire, 3 nylon strings; metal frets, lock-screw tuning. All wood, brown finish. Neck cord, music, instr. Mailable. #35 JP 2711. 32 in. long. (6 lbs.) 8.95

4 13-KEY ACCORDION plays sharps and flats; 26 reeds have rich tone. Plastic ends, fabric bellows; 7x8 in. closed. Fiber case, music book. 35 J 2776. Shpg. wt. 2 lbs. 6 oz. 3.59

5 VIOLIN and bow. Chart on fingerboard teaches fingering. 1 steel, 3 nylon strings, friction tuning pegs, fiberboard body. Rosin, instructions. Mailable. #35 JP 2748. 22 in. long (2 lbs.) 2.98

6 MR. BANJO rolls his eyes as you play. 5 wire, 3 nylon strings, 16 inlaid frets. Fiber body, wooden neck, 23 in. long. Instr. Mailable. #35 JP 2709. Shpg. wt. 3 lbs. 2.98

7 SET OF 3 INSTRUMENTS: 13 in. clarinet with metal keys, 9-in. trumpet, 11-in. sax. Each has 4 reeds—easy to play. Red and Yellow plastic. 35 J 2783. Shpg. wt. 2 lbs. .... 3 pcs. 1.79

8 "GOLDEN" TRUMPET has 4 brass reeds; high-impact "Gold"-plated "engraved" plastic. Mute. 2 sterilized mouthpieces, lyre, music, fiberboard case. 35 J 2777. 13 in. long. (2 lbs. 2 oz.) 3.59

9 RHYTHM BAND. 7-in. 78 RPM record instructs, provides accompaniment. Rhythm blocks, cymbels, triangle, marracas, sticks, gourd, wrist bells, tambourine. Mail. #35 JP 2782. (6 lbs.) ..Set with Record 4.49

See Page 287 for Spiegel Budget Power...a wonderful way to buy

A Four 78 r.p.m. records 89¢

B Mouseketeers' Newsreel 2.69

C Portable Phonograph 9.95

D Acoustic Phonograph 7.49

Start Them Early—the Joys of Music Last a Lifetime

A ALBUM OF FOUR 6-IN. RECORDS finely grooved for 7-in. playing time. Orchestral backgrounds, known vocalists. Package of needles incl. with each album Sturdy plastic, 78 RPM Album. (A): Christmas favorites. (C) Story-telling songs. (D)· Lesson songs. (E) Mother Goose. (F): Goldilocks, Cinderella, etc. (G)· Animal and toy songs.
State Album X, C, D, E, F, or G.
35 J 2769. Shpg. wt. 10 oz.. Album of 4 for 89¢

B OFFICIAL MOUSEKETEER "NEWSREEL"— Loud projector, plays record on phonograph (phono not incl.); record gives background and story for film. Beep· (tells when to change picture; 10 "stills" each film. Plastic projector 6x9 in. high takes 2 "C" cell batteries (sold pg. 239). Screen 9 in high, picture projects 5x5 in. Record, film incl.: "Dance of Leopard Boys", "Touchdown Mickey".
35 J 2792 Shpg. wt. 1 lb. 12 oz.. . . . . Set 2.69
EXTRA FILMS WITH MATCHING RECORDS.
35 J 2793. 2 Disney Cartoons, 2 adventures.
35 J 2794. "Mail Pilot," 3 nature films.
35 J 2795. Scenes from "African Lion" and "Vanishing Prairie," 2 others.
Shipping weight 9 oz.. 4 stories in each set 89¢

C VOLUME CONTROL in acoustic head; electric motor; hi-impact plastic case. Plays up to 10-in. 78 RPM records with clear tone. (No tubes.) 110-120 V. AC-DC. 10x14x5 in.
35 J 2706. Mailable. (9 lb.) 9.95
Phono. 10 records (titles under (1) at right).
35 J 2707. Mailable. (10 lbs.). . . . . Set 11.98

D ACOUSTIC PHONO has electric motor, plastic arm and base. Plays up to 12-in. 78's. Extra needles. 15x10 in. (No tubes)
35 J 2713 AC only. Mail (6 lbs.). 7.49
Phono. 10 records (titles under (1) at right).
35 J 2701 Mailable. (7 lbs.). . . . . Set 9.49

1 PHONOGRAPH, STAND, AND 10 CHILDREN'S RECORDS

Acoustic phonograph plays up to 12-in. 78 RPM records with good clear tone. Strong electric motor, metal head, on-off switch. Handsome fiberboard case 10x12x6 in. deep has plastic handle, snap lock. Masonite stand wipes clean; has wooden legs. 16x12x20 in. high.
Package of needles included. 10 popular children's records (see titles at right) Save on complete set U.L. approved AC only. (No tubes.) Mailable.
Shipping weight 20 lbs.
35 J 2758W. . . Complete set 14.95

PHONOGRAPH ONLY.
35 J 2756. Mailable. (9 lbs.). . . . 8.98
PHONOGRAPH WITH 10 RECORDS (see titles below) Save on set
35 J 2758. Mailable. (10 lb.) Set 10.95
PHONO STAND ONLY.
35 J 2759. Mailable. (8 lb.). 4.49

TEN 6-IN. 78 RPM RECORDS, RACK. 20 songs Robin Hood, Alphabet, Baa Baa Black Sheep, Mulberry Bush, etc. Teakwood rack (incl.) holds 27 records.
35 J 2757. (1 lb. 6 oz.). 2.49

2 MOUSEKETEER TV. Pictures move across lighted opening, synchronized record inside tells story with music—official Walt Disney characters. So simple even a 4-year old can operate it! 10 reels, 5 records.
Acoustic phono, electrically driven, plays up to 7-in. 78's. Steel case 9x14x10 in. high. Mailable. (10 lbs.)
35 J 2760. . . . . 11.95

3 DELUXE PHONOGRAPH has acoustic head, electrically driven 8-in. flocked turntable, on-off switch. Plays up to 10-inch 78 RPM records—gives clear, accurate reproduction. Throwback arm makes changing records easier. Handsome wooden case. (No tubes.) Mailable.
35 J 2721 (9 lb.). . 10.95
Deluxe Phono, 10 records under (1) above.
35 J 2722. (10 lb.). . 12.95

4 ACCORDION. Deluxe model—a real beginner's instrument.
28-note chromatic keyboard, 4 left-hand bass and chord keys. Push or pull, get same note. 52 hand-tuned reeds reach give full rich tone. Plastic, "Gold" trim—looks like professional models. Adjustable harness, luggage-type fiber case, instruction book. 8x10 in high.
35 J 2790. (4 lbs.). . . . 7.25

5 "CATHEDRAL bells" have piano-type keyboard; press colored key, same color bell swings out and rings corresponding note; 1-octave range. Easy-to-follow color music makes reading simple. 8 well-tuned metal bells mounted in plastic tower 13 in. high. Mail.
35 J 2775 (4 lb.) 4.49

6 12-BAR Metallaphone. Play with 2 wood mallets—high carbon steel bars, each colored to match notes in color-keyed music, marked with corresponding tone letter. Wood frame 13 inches long.
35 J 2783. (2 lb 12 oz) 1.98

8-BAR MODEL. 18 in. long.
35 J 2784. (1 lb. 6 oz.). . 98¢

7 DELUXE BANJO. Copy of real banjo with adjustable skin head, gut strings, raised frets. With push-button chord selector they'll be strumming tunes right away. Plastic body, "gold" trim; 22 in. long, body 8¼ in. in diam. Fiberboard case and instructions included.
35 J 2791. (3 lbs.). 6.29

Budget Power can make this your brightest, happiest Christmas

'TV Set' has phonograph lighted pictures move across screen

2 Musketeer "Television" 11.95

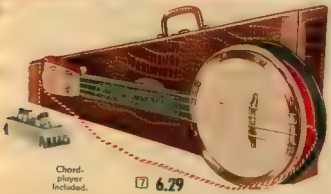
3 10.95

1 Complete Outfit 14.95

Records stand also sold separately

4 7.25

5 4.49



Chord-player included.

7 6.29

6 1.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

[3] 18-inch "Sally" **4.98**

[4] 29-Inch Bride Doll **12.98**

[5] 18-In. Bride, Extra Outfit **8.98**

[6] TV Tots with "TV," Settee **9.98**

20-Inch "Debbie" with Extra Outfit **12.98**

Scene-Stealers, Every One!

[3] SALLY THE SNOW SUIT DOLL is all dressed up for Winter weather in a snug 'n cozy cotton flannel snow suit with matching bow-tied bonnet. She's 18 inches tall, carries a rattle in her hand. Her vinyl plastic head has sleepy glassene eyes and lashes and lovely rooted saran hair that mommy will love to wash, comb and wave! Coo voice, latex body.
R35 JP 3345. 18 inches. (4 lbs.) . **4.98**

[5] HERE COMES THE BRIDE! Walking doll wears White rayon taffeta and *net* gown, with veil and bridal bouquet. After the wedding, she'll replace skirt of gown with a cotton print skirt, bolero and hat—her "going away" outfit! Long rooted hair wash it, re-style it.* Durable plastic body, vinyl head has glassene eyes. Panties, socks, shoes.
R35 JP 3543 18 in high. (4 lbs.) . . **8.98**

[4] 29 INCH WALKING BRIDE wears a full lace trimmed net veil and flowers in her hair. Lavish gown of White rayon satin has a net overskirt; bridal bouquet! Her body is durable plastic; finely detailed vinyl head has rooted saran hair to wash and restyle. Demure glassene eyes, lashes. Has "pearl" choker, crinoline hellslip, panties, shoes and socks
R35 JP 3726. Matiable (6 lbs.). . . .**12.98**

[6] TV TOTS sit naturally on their fiberboard settee, watch their own television set. Horsman's cute pair have vinyl bodies with "Super-Flex" legs—sit, kneel, pose. Merry glassene eyes, lashes, washable rooted hair. Tina TV is 11-inches tall, wears skirt and blouse effect dress, panties, shoes, socks. Timmy is 13-in. tall, wears "blue jeans," shirt, shoes and socks.
R35 JP 3737. (5 lbs.) . . . . . .Set **9.98**

DEBBIE TEEN WEARS HIGH HEELS!

A typical teen-ager who comes with an extra outfit . . . even has a lovely prom gown! Made of Vinyl plastic, soft as real skin; rooted saran hair in a pony tail can be washed, set and re-styled! Jointed elbows; has "Super-Flex" legs —likes to pose just like a real little girl! Horsman's "Debbie" wears a bouffant nylon gown with crinoline, nylon hose and panties. For her leisure hours, a sweater and skirt, crinoline slip, girdle and bra!
R35 JP 3741. 20 in high (6 lbs.). **12.98**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

[1] 29 Inch Melodie **28.95** 3 records included

[2] 24 Inch Carrie **7.98**

[3] 16-Inch "Cindy" **4.98**

Little Sisters . . . Full O' Fun and Ready to Play with You!

Three eager playmates . . . talkative Melodie, cute Carrie and Cindy Strutter . . . each friendly 'n fun, and anxious to make someone's Christmas complete.

[1] HI—I'M MELODIE . . . folks say I'm a chatterbox! I can count, spell, ask questions, and sing seven songs! There's a song book so you can sing along with me! I kneel when I pray (my legs are jointed at the knees); I'm real grown up—29 inches tall, and my body's sturdy plastic. My molded skin-like vinyl head has rooted hair you'll love to wash and style so many ways! I'm all dressed up in an organdy party frock and big straw bonnet, with slip, panties, shoes and socks.
R35 JP 3789 3 records, batteries Incl. (6 lb.) 28.95

[2] CARRIE is all dressed up and ready to travel! Vinyl plastic, with wire core legs, arms jointed at shoulders . . . poses as natural as life! Rooted bob is long and glamorous . . . wash 'n wave it different ways. Glassene eyes, lashes. Travel outfit: tweedy cotton coat with ermine-like collar, matching hat; nunon dress, slip, panties, shoes and socks. Carrie's the perfect Christmas gift!
R35 JP 3787. 24-inchee Tall (5lbs.) 7.98

[3] CINDY STRUTTER is her name . . . see how she walks when her playmate guides her! Horsman's dolly has long rooted pony tail to wash, wave. All skin-like vinyl, jointed at shoulders. Glassene eyes and lashes, coo voice. Wears Red and White cotton dress with heart-shaped buttons, crinoline, panties, socks, shoes.
R35 JP 3742. 16-Inch. (3 lbs.) 4.98
R35 JP 3743. 20-Inch (4 lbs.) 6.98
R35 JP 3744. 24-Inch (5 lbs.) . . 7.98

Budget Power... like having an extra month's pay at Christmas

1 21-inch "Mary-Lynne" **4.98**

2 24 inch "Sandra" **6.98**

6 15-in. Babette **4.98**

7 18-in. "Daisy" **3.98**

8 15-in Merry Ann **5.98** With 2 Extra Dresses

Budget Power protects peace of mind with Prudential Insurance

3 22-inch "Rosie" 4.98

4 16 inch "Buttons" 1.98

5 16 inch Bobbie 2.98

"Party Friends"... So Full of Fun

1 "MARY-LYNNE" has extra long rooted hair, such fun to wash and style it! All skin like vinyl plastic, sleeps, coos. Wears embossed cotton dress, nylon puff sleeves; half slip, panties, socks and shoes (4 lbs.)
R35 JP 3568. 21 in. tall 4.98

2 24-IN. SANDRA poses any way... legs have flexible wire cores, arms jointed at shoulders. All vinyl plastic, wash and style long rooted hair. Closer eyes, coos. Wears White ninon and taffeta dress, Pink slip, socks, shoes.
R35 JP 3788. 24 in. tall. (6 lbs.).... 6.98

3 ROSIE wears her hair in a long long pony tail... wash it, comb it, set it ... it's rooted in. Lashed eyes move in lifelike vinyl plastic head—squeeze her latex body, she coos. Wears a Blue and White embossed cotton dress, crinoline petticoat, panties, socks, shoes.
R35 JP 3567. 22 in. tall. (5 lbs.). . 4.98

4 BUTTONS will coo her way into your heart when you squeeze her cuddly latex body. Vinyl plastic head feels like real baby skin. Has a molded pony tail hair-do with a party Yellow bow; wears a Yellow cotton dress; panties, socks and shoes. (1 lb. 12 oz.).
35 J 3565. 16 inches tall..... 1.98

5 BOBBIE... wash and comb her curly bob—it's rooted in lifelike vinyl plastic head. Squeeze her cuddly latex body, she coos. Lay her down, her long-lashed eyes close in sleep. Bobbie wears a Pink striped cotton dress, matching bonnet; panties, socks, shoes.
Shpg. wt. 1 lb. 12 oz.
35 J 3565. 16 inches tall 2.98

6 BABETTE'S Superflex legs assume any position; rooted Baby bob hair can be washed, combed. Famous Horsman quality, made of skin-like vinyl plastic. Go-to-sleep eyes, coo voice. Wears Pink cotton coat, and bonnet, Red and White checked cotton dress; panties, socks, and shoes
35 J 3735. 15 in. tall (2 lbs.)..... 4.98

7 DAISY has a long rooted pony tail that Mommy can wash, comb, and set in many styles. Her body is cuddly latex, her head is skin-like vinyl plastic with go-to-sleep eyes, coo voice. Daisy's dress is yellow ninon print. Also wears a cotton petticoat, panties, socks, shoes
Shpg. wt. 4 lbs.
R35 JP 3569. 18 in. tall..... 3.98

8 MERRY ANN has 2 extra dresses. Superflex legs assume most any position, rooted hair can be combed, styled. All lifelike vinyl plastic, sleeping eyes, coo voice. Wears Red rayon dress; panties, socks, shoes; has embossed cotton dress with White apron, Yellow ninon party dress. A Horsman doll
35 J 3735. 15 in. tall (2 lbs.)..... 5.98

15-inch "Kay" 3.98

MEET KAY—SHE'S A REAL POSER!
Sits, kneels, lies as naturally as life cause she has the famous Horsman Superflex legs. Wash, comb, set her hair; it's rooted in. All skin-like vinyl plastic; lashed eyes move. Coo voice. Wears a Red cotton dress; panties, socks, shoes.
35 J 3734. 15 inches tall. (2 lbs.) 3.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

GENUINE COWHIDE TV SADDLE SEATS. Your little cowboys and cowgirls can join right in with their favorite Western TV programs! Saddle decorated with studs medallions, steer head design, on 3 sturdy waxed hardwood legs. Rubber tips can't scratch floors. "Bed roll" "saddle blanket," lariat and reins included.

14-IN. HIGH SEAT for ages up to 6. K35 JP 4610. Mailable. (4 lbs.) 5.98

18-IN HIGH DELUXE SEAT for ages 6 and over. While cowhide seat, deluxe trim. K35 JP 4611. Mailable. (6 lbs.) 8.98

Because They Look Like Real!

[1] DOUBLE-BARREL SHOTGUN breaks to load. High-impact plastic "embossed silver" breech, store caps (not incl.) in stock, 4 dummy shells. 36 in. long. K35 JP 4102. Mailable. (3 lbs.) . . . 3.69

[2] 39-in. KADET "Army trainer." Bolt action! Metal barrel, wood stock, rubber bayonet, web strap. Manual of Arms. K35 JP 4128. Mailable. (4 lbs.) 2.98

[3] 35-IN HUNTING RIFLE breaks into 2 parts like real rifles. "Telescopic" sight, shoots roll caps (not incl.); easy loading. Steel barrel, plastic stock. K35 JP 4177. Mailable (4 lbs.) 3.49

[4] ELECTRIC SUB-MACHINE GUN uses 2 "D" batteries (sold page 239). Pull trigger, get loud "Rat tat tat," harmless sparks. Plastic, 24 in. long. K35 JP 4134 Mailable. (3 lbs.) . . 2.89

[5] DAISY SUPER RIFLE makes loud "Crack!" Belches smoke, recoils. Oil in barrel makes smoke. Metal barrel, plastic stock, web sling. 35 in. long. K35 JP 4164 Mailable (3 lbs.) . 3.79

[6] CORK-SHOOTING "TRAINER." Metal "scope" sight, rubber bayonet, metal barrel, wood stock, canvas sling. Corks, instr. manual. 32 in. overall. K35 JP 4127 Mailable. (3 lbs.). . . 1.98

[7] CAP-SHOOTING RIFLE. Real lens scope sight! Cap storage space in plastic stock; metal barrel. 31 in. K35 JP 4174 Mailable (3 lbs.) 1.98

[8] AUTOMATIC BURP GUN will fire off a whole roll of caps without missing a shot—fire short bursts, too! Metal and plastic, spring-wind action. 35 J 4162. 13 in. long. (1 lb. 12 oz.) 2.69

2.98

U.S. MARSHAL'S OFFICE—sure to be the scene of many a thrilling gun-battle! Box board corrugated construction, barred window in each end. Door made extra strong to hold "prisoners." Authentically Western, top to bottom old time "Wanted" posters on front. Easy to assemble, instr. incl. 37x24x30 in. high. K35 JP 4168 Mailable (10 lbs.) 2.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

What Every Young Frontiersman Must Have . . .

(1) LEATHER HOLSTER SET

Handsome Ginger and White 13-inch holster sparked with bright chrome studs and dangling "Silver" conchos. Belt backed with White felt—adjusts front and rear to fit 20 to 30-in. waists. Rawhide leg ties. Two break-action 9½-inch six-guns. Six Red wooden "bullets" fasten to belt . . . 35 J 5850. (2 lbs. 12 oz.) . . . . . Set 3.98

Set **3.98**

(2) CALFSKIN HOLSTER SET

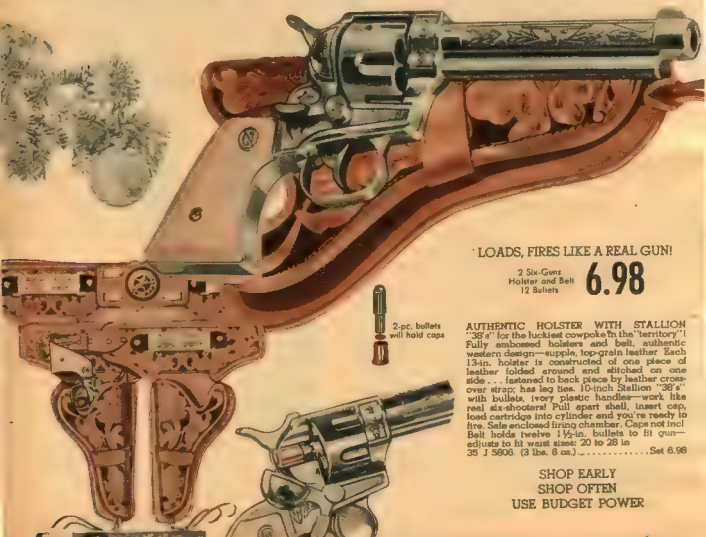
Brand new 12-in. Brown and White holster and belt. Sports genuine hair covered leather! Cross straps with buckles, extra long leg ties. Two Bronze colored, "Cowboy King" break-action 6-guns 9-in. long, with polished Jet Black handles. Belt adjusts to fit 22-32 in waists. Holds 6 silver colored "bullets." 35 J 5851. (2 lbs. 8 oz.) . . . . . Set 4.98

Set **4.98**

(3) PATROL SCOUT OUTFIT

Genuine leather, double tongue belt and 7½ in. holster—map-down flap. 6-in. diam. vinyl plastic canteen, watertight lid. 7-in Hubley "45-caliber" military automatic—slide barrel back, magazine pops up for "reloading." 6 silver colored "bullets" fasten to belt. Adj. to 28 in. waist. . . . 35 J 5805. (2 lbs.) . . . . . Set 3.98

Set **3.98**



LOADS, FIRES LIKE A REAL GUN!

2 Six-Guns Holster and Belt 12 Bullets **6.98**

2-pc. bullets will hold caps

AUTHENTIC HOLSTER WITH STALLION "38's" for the luckiest cowpoke in the "territory"! Fully authentic holsters and belt, authentic western design—supple, top-grain leather. Each 13-in. holster is constructed of one piece of leather folded around and stitched on one side . . . fastened to back piece by leather cross-over strap; has leg ties. 10-inch Stallion "38's" with bullets, ivory plastic handles—work like real six-shooters! Pull apart shell, insert cap, load cartridge into cylinder and you're ready to fire. Safe enclosed firing chamber. Caps not incl. Belt holds twelve 1½-in. bullets to fit gun—adjusts to fit waist sizes: 20 to 28 in. 35 J 5806. (3 lbs. 8 oz.) . . . . . Set 6.98

SHOP EARLY
SHOP OFTEN
USE BUDGET POWER

Budget Power protects peace of mind with Prudential Insurance

Shoot At Flying Ducks—!
Really trains your Eye
3.98 Outfit
SHOOT AT "FLYING" DUCKS knock 'em out of the air with dart-shooting rifle! Ducks "fly" on metal arms that spin down spiral shaft. Suction cup darts stick when they hit; knock ducks off arm—"dead" ducks hang on chain. High impact plastic rifle 22 in. long, target 45 in. high, heavy fiberboard ducks 1.2 in. across. Three 5-in. rubber-tip safety darts. Loads of action!
#35 JP 4103 Mailable Shpg. wt. 5 lbs .. 3.98
1 Free Shells from Ammo Belt! 7.98
2 Both for 2.69
3 Skeet Shoot 3.49
4 2.69
5 Both for 2.79
6 General's Outfit 3.98

They're Ready for Action . . . and Twice As Exciting

1 GIANT .50-CAL. ACK-ACK GUN "fires" harmless plastic bullets from ammo belt, looks and works like real one! Crank the firing mechanism, loaded 50-shot belt unrolls from magazine through breech, comes out empty on other side. Device on magazine makes reloading belt easy. Charge shells in sunlight, they'll glow in the dark like tracers! Remove tripod, use gun with shoulder sling (incl.). Tubular aluminum barrel and tripod; high impact plastic body and magazine.
#35 JP 4114. 33 in. long. Mail. (5 lbs.)..7.98

2 BURP GUN AND MACHINE GUN. Both fire single shots or bursts up to 50 shots—a whole roll of caps at a time! Guns make noise without caps, too! 16-in. burp gun has wire stock; pull trigger for single shots, turn crank for bursts—plenty of smoke. 17-in. "air-cooled" machine gun swings on tripod; turn crank slowly for single shots, fast for bursts. Both guns of steel and high-impact plastic. Caps not included.
#35 JP 4133. Mailable (4 lbs.) Both for 2.69

3 SKEET SHOOT—TRY YOUR SKILL! Hold gun ready, step on rubber release bulb; disc sails from ejector high into the air and you start shooting! More fun for 2 to play—marksman won't know when disc is going to be released. 24-in. high-impact plastic gun shoots three 9-in. suction-tip safety-darts. 4½-in. diam. red and yellow plastic discs, ejector 5x7 in. long with 25 feet of flexible rubber tubing and bulb.
#35 JP 4115 Mailable. (3 lbs.).....3.49

4 SIX-SHOT JET AUTOMATIC RIFLE. Slide barrel forward and back—pump action creates strong air pressure behind table-tennis balls in barrel, shoots them out one at a time with loud "Pop!" Shoot all 6 balls in rapid succession—just pump the barrel. Absolutely safe despite impressive sound; accurate enough for target practice. Aluminum barrel, plastic stock. 29 in. long.
#35 JP 4196 Mailable. (2 lbs.)... 2.69

5 FRONTIER RIFLE and powder horn. 34-in. "Old Betsy" has old-style flintlock that actually strikes a flint and sparks—fires roll caps, too. Trigger guard pulls down, exposing cap mechanism for quick and easy reloading. Compartment in stock for caps. High-impact plastic with die-cast metal working parts. 8½-in plastic horn has brass reed for hunting calls, hangs on leather thong; decorated with red and green feathers.
#35 JP 4197. Mailable. (3 lbs.).. ..2.79

6 FOUR-STAR GENERAL'S OUTFIT. Genuine leather holster 9 inches long, has 4-star trim, carries Hubley "Champ" cast metal cap-pistol with repeater action. Belt holds 12 silvered wood bullets. 4x4 in. field glasses actually magnify; compass works. General's field cap with 4 stars across front adjusts to all sizes (elastic in back); made of regulation olive drab service material.
35 J 4130 Shpg. wt. 2 lbs.....3.98

Budget Power...like having an extra month's pay at Christmas

And Eyes Will Pop When They See These Beauties

4 TINY TOT'S COWBOY SET

Specially designed for 2 year-olds! Genuine leather 6½ in. holster, belt and cuffs. 2 small 5½-in. metal guns designed for tiny fingers—bang when trigger is pulled. Incl.: braided lariat to help him roundup "strays," bright Red kerchief with neck slide. Belt adj. up to 19 in. waist.
35 J 5854. (1 lb. 6 oz.)..... Set 1.98

Set **1.98**

5 LEATHER DOUBLE HOLSTER

Beautifully embossed leather belt, holsters; soft leather fringe on 11-in. holsters—belt back and ends in contrasting lighter-finished leather. Cross strap, lug ties. Two Hubley sure-shot, break-action 6 shooters. Black steerhead design on handles. Belt holds 6 Red wooden "bullets"—adj. front and back to 20-28 in. waist.
35 J 5852. (1 lb. 14 oz.) . . Set 2.98

Set **2.98**

8 CONTRASTING HOLSTER SET

Handsome Grey and Rust leather —looks like real horsehair! An excellent value, 10 in. holster has strongly stitched, rivet reinforced seams. Features 2 Rodeo repeating 6 guns. Belt carries 6 wooden "bullets", adjusts to fit all "cowpokes" from tots to those with 28 in waist
35 J 5853. (1 lb. 14 oz.).....Set 1.98

Set **1.98**

7 Double Holster With Canteen 4.98

8 3.98

9 1.49

Top Grain Leather Holsters; Chrome Plated Six guns

2-pc Bullets Will Hold Caps

2 Sets of Grips

7 COLORFUL LEATHER DOUBLE HOLSTER With Canteen, for your favorite little "cowgirl." Blue 12½-in. holsters and belt—holsters trimmed in White. Sparkling Silvered conches, studs . soft leather fringe. 6-in. diam. White plastic canteen fits on belt. 2 metal Kit Carson break-action 6 shooters.
35 J 5871. Adjusts for 20-28-in. waist. (2 lbs. 14 oz.).....4.98

8 13-IN. STALLION "45" Mark II's. Chrome plated, "pearl" handle, extra Black handle. Carry case. 12 dummy bullets hold caps, fire inside gun, perfectly safe!
35 J 5872. (2 lbs.).....3.98
9-IN. "38's", Ivory grips; 12 bullets; belt bullet clip
35 J 4112. (1 lb. 6 oz.)....1.98

9 HOLSTER CANTEEN—a must for young "scouts." Can be sterilized to hold "water supply" or beverage.
6-in. diam. Brown colored plastic mounted on removable Brown leather back with metal steerhead. Fits holsters or belts up to 3 in. wide.
35 J 5855. (12 oz.)....1.49

DELUXE HOLSTER, STALLION MARK II GUNS.

Our finest . . . authentic western style guns and holster to help young "marshalls" keep law-and-order. Two stallion "45" Mark II six-shooters, chrome plated, embossed, 13 in. long. Interchangeable White "Pearl" and Jet Black plastic handles! Piece cap inside 2-pc. "cartridge", load revolving cylinder. Completely safe—caps fire inside bullet. Push button to eject "bullets".
Each 14-in holster is finest top-grain leather hand-laced with rawhide thongs decorated with Bronzed metal steerheads, Red Ruby "jewels", stars and Silvered studs. Belt backed with Brown felt, adjusts front and back for easy draw. Fits 20 to 27 in. waist. Six 2-pc "bullets" included.
35 J 5870. Shipping weight 4 lbs

Complete Set **12.95**

Guns and Holster 12.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy

* "Guaranteed waterproof as long as case, crown and crystal are intact

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12913891 . . . . . **Retail $71.50**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12216723 . . . . . **Retail $150.00**

Same as above, with YELLOW waterproof** case, steel back

C12213910 . . . . . **Retail $92.00**

C ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF-WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12414390 . . . . . **Retail $100.00**

As above, with 14 K YELLOW SOLID GOLD non-waterproof case

C12516860 . . . . . **Retail $165.00**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand; heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12612739 . . . . . **Retail $71.50**

E ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12813229 . . . . . **Retail $75.00**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13013910 . . . . . **Retail $92.00**

G ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13213587 . . . . . **Retail $85.00**

Same as above, with 14K WHITE SOLID GOLD case.

C13313587 . . . . . **Retail $85.00**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13412739 . . . . . **Retail $71.50**

Triple Selected Diamonds ▪ *Gift Boxed* ▪ *The Ultimate in Design and Artistry*

All watches are illustrated actual size

Diamonds slightly enlarged to show detail.

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10015998 ..... **Retail $140.00**

B ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10215968 ..... **Retail $135.00**

C ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10415557 ..... **Retail $125.00**

D ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10614665 ..... **Retail $100.00**
Same as above, in 14 K WHITE Gold
C10714665 ..... **Retail $100.00**

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

E ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10814253 ..... **Retail $95.00**
Same as above, in 14 K YELLOW SOLID Gold non-waterproof case.
C10914860 ..... **Retail $145.00**

F ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11017198 ..... **Retail $165.00**
Same as above, with YELLOW Gold-filled case
C11114665 ..... **Retail $100.00**

G ▶ DIAMOND JIM BRADY Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11214665 ..... **Retail $100.00**
Same as above, with raised figure dial (no diamonds).
C11312018 ..... **Retail $71.50**

H ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11414700 ..... **Retail $350.00**

*Guaranteed for Life** ADVERTISED IN LIFE

Mainspring Guaranteed Never to Break "Shock resistant" balance staff for added protection

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

[K] ▶ DISCOVERY. New turnepiece with easy-to-read dial! Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C14012249.....**Retail $49.50**

[L] ▶ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold-filled expansion bracelet. Case is steel backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C14213470.....**Retail $52.50**

[M] ▶ "CONCERTO." 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C14413296.....**Retail $52.50**

[N] ▶ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C14613430.....**Retail $85.00**

[O] ▶ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C14813361.....**Retail $75.00**
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case.
C14912744.....**Retail $71.50**

[P] ▶ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C15012739.....**Retail $71.50**

[R] ▶ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C15213156.....**Retail $71.50**

[S] ▶ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C15413156.....**Retail $71.50**
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
C15512538.....**Retail $55.00**

[T] ▶ "COMMANDER." Automatic SELF WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial. Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U.S.A. *is* GUARANTEED FOR LIFE.*
C15613650.....**Retail $85.00**
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case.
C15713611
Retail $140.00

"Shock resistant" balance staff for added protection. Dust Protected

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U.S.A.

* Guaranteed waterproof as long as case, crown and crystal are intact.

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16012393 ..... **Retail $75.00**
Same as above, 14 K YELLOW SOLID GOLD case.
C16144939 ..... **Retail $110.00**

K ▶ WRIST ALARM keeps you on time for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF** Sweep second hand, radium dots-and-hands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17614111 **Retail $100.00**

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16012396 ..... **Retail $52.50**
Same as above, with YELLOW top case, steel back and Gold-filled band.
C16112538 ..... **Retail $55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16412538 ..... **Retail $55.00**

D ▶ AUTOMATIC AND WATERPROOF** ... this self-winding watch is the sportsman's choice. Designed to keep perfect time in any weather ... natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers; sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16012393 ..... **Retail $75.00**

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16813053 ..... **Retail $71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel-back, sweep second hand and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17013910 ..... **Retail $92.00**

G ▶ AUTOMATIC SELF-WINDING watch Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17213430 ..... **Retail $85.00**

H ▶ BLACK MAGIC. AUTOMATIC SELF-WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand YELLOW case, steel back. Black leather highlights gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17413695 ..... **Retail $92.00**

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Mainspring Guaranteed Never to Break — *Gift Boxed*

Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice

Nurses' Watch

*Barton—Solid 14K gold watch, designed for nurses, laboratory technicians, women in radio and television. Has red sweep second hand for precise timing and a clearly legible gold figure dial. W de, flexible expansion bracelet is 10K gold filled. Dust-protected. 17 Jewels.

2224HK3704.....Retail **$85.00**
Same as above in 14K white gold, matching gold-filled expansion band.
2225HK3704.....Retail **$85.00**

*Kim—Ladies' sports watch. 10K yellow rolled gold plate case, matching gold-filled expansion band. Dust-protected, shock-resistant 8 ack dial, gold sweep. 17 Jewels
2226HK3690
Retail.....**$65.00**

*Watchmates—Matching styles for Him and her. Solid 14K yellow gold cases, delane spade straps. Textured faces, stick figures. Dust-protected. 17 Jewel movements.
Hers (May be ordered separately.)
2227HK4488.....Retail **$115.00**
His (May be ordered separately.)
2228HK5468.....Retail **$135.00**

The Hallmark "Rainbow"

. . . with 3 Costume-Matching Bands

Our exclusive watch with three interchangeable leather bands. Mi dy picks band to match her costume, watch case slides easily on or off. Case is 10K yellow gold-filled. All three genuine leather bands, in red, brown alligator and black suede, included with watch. 17 Jewels plus 4 Reservoil jewels.

2229HK3156.....Retail **$71.50**
As above with 10K white gold filled case, same 3 bands
2230HK3156.....Retail **$71.50**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

INCABLOC Shock Resistance • Unbreakable Mainsprings

Elston—Ladies' all-purpose watch that can be worn for every occasion. Waterproof and dust-protected for sports wear. Self winding 17 Jewel automatic movement. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion band. Radium and gold figures, hands.

2231HK4503.....Retail **$115.00**
As above, in stainless steel
2232HK4136.....Retail **$85.00**

Mallory—Automatic waterproof watch for men with sophisticated design. 10K yellow gold-filled dust-protected case, matching gold-filled expansion band. New textured dial has gold-radium faceted stick figures and hands. Red sweep second hand. Shock-resistant 17 Jewel movement.

2233HK4395...Retail **$110.00**
As above in solid 14K yellow gold.
2234HK6365..Retail **$150.00**

Wilson—Hidden, recessed crown gives sleek, streamlined effect. Has stainless steel dust-protected case and expansion band. Automatic waterproof 17 Jewel movement. Dust-protected. Black dial with radium dots and hands; smart silver stick numbers, sweep second hand.

2235HK3846.....Retail **$89.50**
As above with white dial
2236HK3846.....Retail **$89.50**

*20th Century—Alarm watch with the clear, attention-getting ring. Arouses you from sleep, reminds of appointments. Masculine styled case a color of nature; yellow gold. Matching 10K gold-filled expansion band. Radium and gold color numerals and hands. 17 Jewel movement.

2237HK3915.....Retail **$95.00**

*As long as case, crown and crystal are intact

Hallmark

ADVERTISED IN LIFE

21 JEWEL WATCHES

*Prue, Arthur—Authentically styled 21 Jewel watch for men of importance. Dust-protected case of 10K yellow rolled gold plate, matching gold-filled expansion band. Matte-finished dial, sweep second hand.

2238HK3915.....Retail **$95.00**

*Eugenie—21 Jewel ladies' watch with truly chic styling. Solid 14K white gold case with matching gold-filled "Queen" expansion band. Matte-finished dial, black figures. Dust-protected and Shock-resistant movement.

2239HK4209 ...Retail **$100.00**
As above with 14K yellow gold case.
2240HK4209...Retail **$100.00**

Watches illustrated are ¾ actual size.

Suggested Retail Prices include Federal Excise Tax.

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified on Hallmark's guarantee certificate.

Hallmark

Time for a Lifetime

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases

Hallmark Lifetime Guarantee Policy Includes All Bracelets

LIFE

Dale—Distinctive y styled man's watch with deluxe features. Waterproof automatic 17 Jewel movement has indicator to show how much longer watch will run on stored-up power. Avoids winding stress. Two-tone dial with gold-radium sk p figures and hands. 10K yellow rolled gold p ate case with matching gold-filled expansion band.

2241HK3895. . . . .Retail $95.00

*Cosmopolitan—Exciting continental styling in a wafer thin watch. The new, all new dial is radially textured to reflect differently at varying lights. Faceted white skip figures and hands. Red tipped sweep second hand. Modern mult beveled case is 0K white gold-fi ed. Dust-protected. Genuine alligator strap. Shock-resistant 17 Jewel Hallmark movement.

2243HK3209 . . . .Retail $79.50

As above with solid 14K white gold case.

2423HK4998. . . . . Retail $125.00

As above with 10K yellow gold filled case.

2244HK3209. . . . . ..Retail $79.50

As above with solid 14K yellow gold case.

2245HK4998. . . . .Retail $125.00

*Bancroft—Automatic 17 Jewel watch of distinguished styling. Non 2-tone dial with modern gold-color skip figures and hands. Sweep second hand. 10K yellow gold-filled case is dust-protected, has non-corrosive back. Matching expansion band. Shock-resistant movement.

2246HK3919.....Retail $95.00

*Carson—Sty ed for ageless beauty. Dust protected case is barrelled and beaded to give it a decorative effect. It is 10K yellow rolled gold plate with a non-corrosive back. The matching gold-filled expansion band has a pleasing diamond design. Shock-resistant 17 Jewel movement.

2247HK2470.....Retail $59.50

*Dafoe—Handsome, masculine design with a new flat Angled case of 10K yellow rol ed gold plate and matching gold fi ed expansion band with stainless steel back. Two-tone non-flash ed dial, skip figures. Dust-protected. 17 Jewel Hallmark Shock-resistant movement.

2248HK2607.....Retail $65.00

Elliot—Something new and unusual. Automat c, water-resistant, dust-protected as well as Shock resistant. Black dial with gold skip-p numerals and hands. Case is bright an natural yellow gold. Combination 10K gold filled bracelet has inserts of genuine black leather 17 Jewels.

2249HK3313.....Retail $85.00

Fulton—Practical for the active man. Stainless, thin waterproof watch has 2-tone textured dial, radium dots and hands. Skip figures, sweep second hand. Combination expansion band with gray rubber inserts. 17 Jewels. Shock-resistant.

2250HK3210 $65.00
Retail .

Gladstone—Ever popular square design case in stainless steel. Black dial with silver stick figures. Sweep second hand. Stainless expansion band with jet black inserts in each segment make a modern effect. 17 Jewels. Shock-resist Waterproof

2251HK3126 $71.50
Retail.. .....

Houston—A waterproof dress watch with a dust-protected chrome plate case. Matching expansion band. Mat finished dial has new gold-colored skip figures, radium dots and hands. Red sweep second hand 17 Jewel Shock-resistant movement.

2252HK2249
Retail.. .... ..$49.50

Suggested Retail Prices + state Federal Excise Tax.

*As long as case, crown and crystal are intact

*Sir Lawrence—Aristocratic design watch. 10K yellow gold-filled, matching expansion band. 2 tone dial. Dust-protected. 17 Jewels plus 4 additional "Resevoil" jewels.
2203HK3459
Retail.. .. ..$79.50
As above in solid 14K gold
2203HK3282
Retail $125.00

*Exeter—Thin style watch of 10K rolled gold plate with stainless back. Combination expansion band ¼ gold-filled. 2 tone rust-finished dial with skip figures. 21 Jewels.
2201HK4309
Retail.....$99.50

*Beatly—Square design with black dial, gold figures. 10K yellow rolled gold plate case, stainless back. Matching gold filled expansion band. 17 Jewels plus 4 "Resevoil" jewels.
2204HK2661
Retail.. . ..$65.00
As above in solid 14K gold.
2205HK4370
Retail.. .. ..$150.00

*Princess Roberta—Dainty sculptured case of 10K yellow rolled gold plate. Matching expansion band is gold-filled. Full gold-figure dial. Shock-resistant 25 Jewel movement.
2200HK3748
Retail.. .. ..$95.00

ADVERTISED IN LIFE

Hallmark

Quality Crafted Watches

INCABLOC Shock Resistance
Unbreakable Mainsprings

Lifetime Guarantee

Hallmark Lifetime Guarantee Policy Includes All Bracelets

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

*Celeste—14K solid white gold dust-protected case with matching gold-filled Caress® expansion bracelet. Legible silver-color sico-figure dial and high domed crystal. Shock-resistant 17 Jewel movement with 4 added Resevoil Jewels.
2206HK3582
Retail.. .. ..$79.50

*Marianne—Stunningly styled with a black dial and gold numbers. Dust-protected case of 10K yellow rolled gold plate. Matching gold-filled "Queen" expansion bracelet. 17 Jewel movement.
2202HK1818
Retail. $49.75

Suggested Retail Prices Include Federal Excise Tax

RESEVOIL

Resevoil—a new, thoroughly tested invention adds years to the trouble-free service of your watch. It consists of 4 extra ruby oil-reserve jewels that keep delicate moving parts well lubricated for a longer time. Resevoil also helps protect the watch movement from dust and lint. The 4 Resevoil jewels are in addition to the regular 17 friction-bearing jewels of a Hallmark 17 Jewel movement. They are another quality feature that gives extra value to a Hallmark watch.

INCABLOC protects the balance staff from breakage. Guaranteed unbreakable.

Unbreakable Mainsprings The power-house of your watch. Guaranteed never to break for any reason.

RESEVOIL protects the lubrication system of your watch with 4 extra or additional ruby jewels

ADVERTISED IN LIFE

Hallmark

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases

21 Jewels

3 Diamonds

★**Duchess of York**—Two genuine diamonds in a solid 14K yellow gold case. Matching 10K gold filled expansion band. 17 Jewel movement.

2209HK4444
Retail..... **$115.00**

As above with 14K white gold case.

2210HK4444
Retail..... **$115.00**

46 Diamonds

★**Royal Laurel**—An inspiration of brilliant diamonds and 14K white gold. Artfully crafted link bracelet and dust protected case. Safety clasp and guard chain. 21 Jewel shock-resistant movement. Give wrist size when ordering.

2208HK32178
Retail **$700.00**

Lifetime Guarantee

as any defective or broken part. No charge for materials or labor as specified in Hallmark's guarantee certificate.

Hallmark Lifetime Guarantee Policy Includes All Bracelets

★**Lady Garland**—A watch for the fashion-smart lady. 10K yellow rolled gold plate case with matching gold-filled Queen expansion bracelet. Has non-corrosive back. Dust-protected. Gold-colored skip figures and hands, high domed crystal. 17 Jewels.

2211HK2445.....Retail **$59.50**

As above in 10K white rolled gold plate.

2212HK2445.....Retail **$59.50**

★**Lady Devonshire**—Hallmark's famous bangle watch embraces the wrist with beauty. Dust protected case is 10K yellow rolled gold plate with stainless back. Matching 10K gold filled bracelet. Textured dial, dainty skip figures. 17 Jewel movement.

2213HK2710.....Retail **$65.00**

As above in 10K white rolled gold plate.

2214HK2710.....Retail **$65.00**

★**Lady Haywood**—Solid 14K white gold case with matching 10K gold-filled expansion band. Very legible full-figure dial. High domed crystal makes the watch easy to read. Superbly dainty styling. Dust protected case. Hallmark 17 Jewel movement.

2215HK3425.....Retail **$79.50**

As above with 14K yellow gold case.

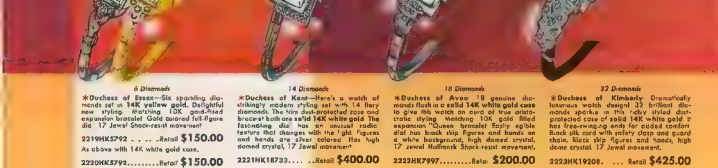
2216HK3425.....Retail **$79.50**

★**Lady Butler**—Something truly unusual in fine watch styling. Boldly designed case of solid 14K yellow gold with carved, free-swinging end-up ears. Matching 10K gold-filled expansion band. Modern gold-colored skip figures. 17 Jewel movement.

2217HK4439.....Retail **$115.00**

As above with 14K white gold case.

2218HK4439..... ..Retail **$115.00**



6 Diamonds

★**Duchess of Essex**—Six sparkling diamonds set in 14K yellow gold. Delightful new styling. Matching 10K gold-filled expansion bracelet. Gold colored full-figure dial. 17 Jewel Shock-resist movement.

2219HK5792 . . . ..Retail **$150.00**

As above with 14K white gold case.

2220HK5792.....Retail **$150.00**

14 Diamonds

★**Duchess of Kent**—Here's a watch of striking modern styling set with 14 fiery diamonds. The trim dust-protected case and bracelet both are solid 14K white gold. The fascinating dial has an unusual radiant texture that changes with the light. Figures and hands are silver colored. Has high domed crystal. 17 Jewel movement.

2221HK18733..... ..Retail **$400.00**

18 Diamonds

★**Duchess of Avon**—18 genuine diamonds flash in a solid 14K white gold case to give this watch an aura of true aristocratic styling. Matching 10K gold filled expansion "Queen" bracelet. Easily legible dial has black skip figures and hands on a white background, high domed crystal, 17 Jewel Hallmark Shock-resist movement.

2222HK7997.....Retail **$200.00**

32 Diamonds

★**Duchess of Kimberly**—Dramatically luxurious watch amongst 32 brilliant diamonds sparkles in this richly styled dust-protected case of solid 14K white gold. It has free-swinging ends for added comfort. Black silk cord with safety clasp and guard chain. Black skip figures and hands, high dome crystal. 17 Jewel movement.

2223HK19208. ... Retail **$425.00**

Watches Illustrated are full actual size

Suggested Retail Prices in Costs Federal Excise Tax

Watches Illustrated are full actual size

HAMPDEN

Distinguished Name in Fine Watches Since 1878

A Distinctive **WATERPROOF** in 10K yellow rolled gold plate case, with steel back. **Sweep Second Hand,** radium dial and hands. Unbreakable crystal. Expansion bracelet. **21 Jewel** movement, **Guaranteed For Life***

5624F3439

Retail $77.50

B Ultra-modern styling in a 10K white or yellow rolled gold plate case with steel back. Dome crystal, raised figure dial. Matching expansion bracelet. Famous **21 Jewel** shock-protected movement, **Guaranteed For Life***

5625F3347 (White 5626F3347 (Yellow)

Retail $77.50

C Large **Nurse's Watch** in **14K YELLOW SOLID GOLD** case 10K gold filled expansion circlet. **Sweep Second Hand.** High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***.

5627F3807

Retail $85.00

As above, in 10K yellow gold filled case.

5628F3067

Retail $71.50

D Charming 10K yellow rolled gold plate case, non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden movement

5629F2661

Retail $57.50

Self-winding Automatic . . . with **Calendar** Dial window shows day of the month. **Waterproof.** Stainless steel case, expansion bracelet, leather inset. **Sweep Second Hand,** luminous dial and hands. 17 Jewel **Guaranteed For Life*** Hampden movement

5632F4101

Retail $100.00

As above, non-waterproof. 10K yellow gold filled case, expansion bracelet

5633F5111

Retail $135.00

ADVERTISED IN LIFE DECEMBER, 1938

Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled expansion bracelet. Modern dome crystal, raised figure dial, 17 Jewel Hampden movement. **Guaranteed For Life***

5630F3072

Retail $71.50

As above, in a stunning **14K YELLOW SOLID GOLD** mirror-polished case

5631F3621

Retail $85.00

For men of distinction—a new modern style in a 10K yellow gold filled mirror-polished case, fully anti-corrosive. Fitted with a perfectly matched 10K gold filled expansion bracelet. Distinctive raised figure two-tone dial of striking beauty, with high crystal. **Guaranteed For Life*** 17 Jewel shock protected movement by Hampden, nationally known for accuracy.

5634F3435

Retail $77.50

There's aristocratic styling in this popular 10K yellow rolled gold plate case with non-corrosive steel back, dust-protected. Handsome matching 10K gold filled expansion bracelet. Easy-to-read raised figure dial. High raised unbreakable crystal. 17 Jewel Hampden movement. **Guaranteed For Life***, faithfully yours for dependable and accurate timekeeping through the years.

5635F2525

Retail $57.50

Automatic, with **Power Reserve Indicator. Waterproof,** sl. stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on fromed-up power. Nationally famous Hampden 17 Jewel shock-protected movement **Guaranteed For Life*.**

5636F3959

Retail $100.00

Self-Winding Automatic in 10K yellow gold filled case, dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel famous for quality Hampden movement.

5637F4526

Retail $115.00

Automatic as above, **14K YELLOW SOLID GOLD CASE.**

5638F0350

Retail $165.00

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Price subject to change without notice.

HAMPDEN

Distinguished Name in Fine Watches Since 1878

GUARANTEED FOR LIFE

ALL MOVEMENT PARTS GUARANTEED
FOR LIFE AGAINST BREAKAGE*

A Smart, tailored design in a mirror-polished 10K gold filled dust-protected case. Gleaming 10K gold filled expansion bracelet. **Sweep Second Hand,** raised figure dial and high raised crystal 17 Jewel Hampden shock-protected movement **Guaranteed For Life***
5639F3347 **Retail $77.50**

As above, in attractive mirror polished **14K YELLOW SOLID GOLD** case
5640F3998 **Retail $100.00**

B Uniquely beautiful feminine **14K YELLOW SOLID GOLD** mirror-polished case, dust-protected. Lovely matched 10K gold filled expansion bracelet. High raised crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement
5641F3158 **Retail $71.50**

C Petite 10K white rolled gold plate case, steel back, fully dust-protected. Dainty 10K gold filled expansion bracelet. High dome crystal, raised figure dial 17 Jewel Hampden movement **Guaranteed For Life***
5642F2607 **Retail $57.50**

As above, in 10K yellow rolled gold plate, stainless steel back.
5643F2607 **Retail $57.50**

D **Ladies Waterproof** . . . in a charming very thin all stainless steel case, fully dust-protected. Stainless steel expansion bracelet. Unbreakable crystal, **Sweep Second Hand,** raised figure luminous dial. Accurate 17 Jewel shock-protected movement by Hampden, **Guaranteed For Life***.
5644F3244 **Retail $77.50**

F Charming design in a mirror-polished 10K yellow rolled gold plate case, fully dust protected, with stainless steel back. 10K gold filled expansion bracelet. **Sweep Second Hand,** raised figure dial and high raised crystal 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
5645F2715 **Retail $57.50**

- Genuine Incabloc Shock-Protected
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Lifetime Guarantee* with each watch • Beautiful Gift Box

F **Waterproof** in masculine styled case with yellow gold color top and non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, raised figure radium dial and hands **Sweep Second Hand.** Black dial. **Guaranteed For Life*** 17 Jewel Hampden movement
5646F2092 **Retail $47.50**

As above in chrome top, steel back. Stainless steel expansion bracelet
5647F1989 **Retail $42.50**

G Distinctive 10K yellow gold plate case, with non-corrosive steel back, fully dust-protected. Handsome matched 10K gold filled expansion bracelet. High dome crystal, raised figure dial Accurate 17 Jewel Hampden shock-protected movement **Guaranteed For Life***
5648F2670 **Retail $57.50**

H **Waterproof** mirror-polished faceted case in the color of natural gold with non-corrosive steel back. Distinctive high crystal and raised figure luminous dial and hands **Sweep Second Hand.** 10K yellow gold filled expansion bracelet. Famous for accuracy **21 JEWEL** Hampden shock-protected movement **Guaranteed For Life***
5649F2950 **Retail $71.50**

J **Self-winding Automatic** in a smartly styled 10K yellow rolled gold plate case, dust-protected. Non-corrosive steel back. Dome crystal and raised figures. Midnight black dial. **Sweep Second Hand.** Distinctive 10K yellow gold filled expansion bracelet. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
5650F3714 **Retail $85.00**

***All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.**

The World Famous

HAMPDEN

Distinguished Name on Fine Watches Since 1876

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED FOR LIFE AGAINST BREAKAGE

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

A Hampden diamond-set watch is guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

(Diamonds slightly enlarged to show detail)

Shock-Protected by exclusive Incabloc
Dust-Protected throughout • Anti-Magnetic

Lifetime Guarantee* with each watch
Permaflex Hairspring assures accuracy
Presentation Gift Box with each watch

A A fabulous achievement of regal styling, crowned with **58 DIAMONDS**, fifty of which are embodied in the petite circular **14K WHITE SOLID GOLD** case, and eight set in the built-on **14K WHITE SOLID GOLD** bracelet, with safety chain. High crystal, raised figure dial. **Guaranteed For Life*** Hampden **21 Jewel** movement. Give wrist size when ordering.
Retail $650.00
5600F2744O

B Dramatic design in a **14K Yellow Solid Gold** dust-protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy-to-read raised figure dial. **21 Jewel** Hampden shock-protected movement **Guaranteed For Life***
Retail $115.00
5601F4479

C Same styling as No. 5601 but with **14K YELLOW SOLID GOLD CASE** and black dial.
Retail $115.00
5602F4479

D **Self-Winding Automatic** in mirror-polished dust-protected case. 10K yellow gold filled top with non-corrosive steel back. **Waterproof Sweep Second Hand.** Luminous raised figure dial, unbreakable crystal. Expansion bracelet. Famous **21 Jewel** Hampden movement, **Guaranteed For Life***.
Retail $135.00
5603F4988

Automatic as above in **14K YELLOW SOLID GOLD** mirror-polished case.
Retail $185.00
5604F7732

GUARANTEED FOR LIFE*

GENUINE MATCHED DIAMONDS. The diamonds featured in all Hampden diamond watches are of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched.

E **2 DIAMONDS** set in **14K WHITE SOLID GOLD**, dust-protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock-protected movement, **Guaranteed For Life.***
Retail $150.00
5605F5552

F **8 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case, fully dust-protected. Matched with charming 10K ware gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement
Retail $185.00
5606F7815

G A gleaming masterpiece in an elegant 10K yellow gold filled case, mirror-polished and dust-protected. Perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial **Guaranteed For Life*** accurate 17 Jewel Hampden*shock-protected movement.
Retail $85.00
5607F3552

As above, in **14K YELLOW SOLID GOLD CASE**
Retail $150.00
5608F5684

H **Automatic . . . Waterproof . . .** with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome new styled case color of natural gold and non-corrosive steel back, fully dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand**, luminous raised figure dial, unbreakable crystal. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***
Retail $85.00
5609F3807

*All movement parts, including mainspring and balance staff, are *Guaranteed for life against breakage*. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

Petite **14K WHITE SOLID GOLD** mirror-polished dust protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. 17 Jewel shock protected movement, **Guaranteed For Life***.

S610F3993

Retail $100.00

10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust-protected case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial. 17 Jewel Hampden quality movement, **Guaranteed For Life***.

S611F7889

Retail $285.00

2 DIAMONDS set in a **14K YELLOW SOLID GOLD** case. Expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden movement. **Guaranteed For Life***

S612F4253

Retail $100.00

As above, **2 diamonds,** yellow gold plate, steel back.

S613F3361

Retail $77.50

24 DIAMONDS set in a **14K WHITE SOLID GOLD** case with flexible end pieces. Matching expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden movement. **Guaranteed For Life***, famous for accuracy

S614F3484

Retail $375.00

Elegant **14K YELLOW SOLID GOLD** case with flexible end pieces. Raised crystal, raised figure dial. Silk cord attachment. 17 Jewel movement, **Guaranteed For Life***

S615F4322

Retail $100.00

As above, **14K WHITE SOLID GOLD** mirror-polished case

S616F4322

Retail $100.00

Ultra-smart mirror polished **14K YELLOW SOLID GOLD** case, dust-protected. Matching 10K yellow gold filled expansion bracelet. High raised crystal, neat raised figure dial. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***.

S617F3638

Retail $85.00

HAMPDEN

ADVERTISED IN LIFE TIME DECEMBER, 1935

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

A masterpiece in **14K YELLOW SOLID GOLD** mirror-polished, dust-protected case. 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement, **Guaranteed For Life***.

S618F5380

Retail $150.00

As above, in 10K yellow gold filled case.

S619F3621

Retail $85.00

Masculine rugged design in a **Waterproof** all stainless steel watch with handsome matching expansion bracelet of latest design. Fully dust-protected. Unbreakable crystal, **Sweep Second Hand,** luminous radium figures and hands. Dependable Hampden 17 Jewel shock-protected movement, **Guaranteed For Life*** for faithful service.

S620F2572

Retail $57.50

Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, non-corrosive steel back 10K gold filled expansion bracelet. Unbreakable crystal, luminous raised figure dial and hands **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement

S621F3631

Retail $85.00

As above, in **14K YELLOW SOLID GOLD.**

S622F6026

Retail $165.00

For dignity and quality nothing can equal this handsomely styled 10K yellow gold filled case, with non-corrosive back. Dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock protected, **Guaranteed For Life*** Hampden movement.

S623F3253

Retail $77.50

Shock-Protected by exclusive Incabloc • Dust-Protected throughout • Anti-Magnetic • Lifetime Guarantee* accompanies each watch
Permaflex Hairspring assures accuracy • Presentation Gift Box with each watch

Helbros

of international renown.. with Lifetime Jewels

Guaranteed timepieces of unfailing accuracy ... engineered to LAST A LIFETIME

A

Modern . . . Smart . . . Efficient

B SOUND-OFF Anytime, anywhere, your alarm will awaken you—and you can't hear it—to keep your secret. Chrome top stainless steel case. Waterproof.* Sweep second hand. Radium hands and sweep second hand. Matching expansion bracelet.
7908BH3847 Retail $79.50

SENTINEL Stainless steel case and back. Radium hands and sweep second hand. Matching expansion bracelet.
7903BH4385 Retail $87.50

Invincible Waterproof Watches

B BALBOA Stainless steel case and back. Yellow rolled gold plate with stainless steel back. Unbreakable mainspring. Radium hands and sweep second hand. Waterproof* and magnetic. Radium hands and sweep second hand. Matching expansion bracelet.
3480H3151 Retail $65.00

CHAMPLAIN Stainless steel case and back.
3467BH2599 Retail $49.75

C COMMANDER Stainless steel case. Waterproof.* Stainless steel back. Unbreakable mainspring. Yellow rolled gold case and stainless steel back. Radium hands and sweep second hand. Matching expansion bracelet.
3588OH3288 Retail $67.50

D ENSIGN Chrome-topped case, stainless steel back. Waterproof.* Radium hands. Shock and dust protected, sweep second hand. Matching expansion bracelet.
3418BH2190 Retail $39.75

CORSAIR As above, yellow rolled gold plate case and stainless steel back.
3480OH2876 Retail $59.75

ENSIGN B Same as Ensign but with back seal.
3418BB H2190 Retail $39.75

CORSAIR B As above, yellow rolled gold plate case and stainless steel back.
3480OB H2876 Retail $59.75

*Waterproof when opened and closed by a competent watchmaker

Self-Winding Automatic

F APOLLO Heavier, slower reserve power. Self-winding 21 jewel, waterproof* and shock resistant movement. Yellow rolled gold plate case, stainless steel back. Radium hands and dial for ease of reading in the dark. Sweep second hand. Matching expansion bracelet.
6998OH4523 Retail $92.50

F

G

H

J

Self-Winding Automatic

G GALAHAD Winds itself automatically! Smart expansion bracelet matches chrome top stainless steel back case. Waterproof* watch has protected anti-magnetic movement of 21 jewels. Unbreakable mainspring. Radium hands and dial. Full sweep second hand.
6966BH3288 Retail $67.50

BRIGADE As above, yellow RGP steel back.
6966OH3847 Retail $79.50

H VALIANT Self-winding 21 jewel movement. Smart yellow rolled gold plate case has stainless steel back. Radium hands and dial for easy night time reading. Waterproof* shock and dust protected, anti-magnetic. Full sweep second hand. Rugged expansion bracelet.
7079OH4523 Retail $92.50

J LANCELOT. Winds itself as you wear it! Waterproof.* 17 jewel movement encased in yellow rolled gold plate. Stainless steel back. Shock and dust protected. Anti-magnetic. Radium hands and dial. Sweep second hand. Handsome combination leather expansion bracelet.
6976OH4111 Retail $85.00

A ROXANNE Gleam, g...ssity in a st...ass lover's j... jewel ...ste. Smart streamlined exp...sion bracelet com... ...ements ...e ...d stitch by fas... one! 14K yellow ...d ...ave ... ... and marker ...d. A ...sting ...elow!
31464W3562 Reta... **$71.50**

ROXANNE W ... ...bracelet ...K wh... ...d.
31464W3562 Retail **$71.50**

D MADAME Fas...non-wave styling in a ...ecker sculptured with ...d shimm...pure 14K yellow gold. Distinctive ...hal with ...gen...fully ...d...hours and ...ts on ...ged hour markers ... ... ewe... ...ement Expansion brace...
22454H3288 Reta... **$67.50**

MADAME W Same as ...ove ...n 14K white gold.
22454W3288 Retail **$67.50**

E LOUISA The ...ean, modern ...nes of this gold-filled bracelet make the perfect setting for a ...hamingly fema... nine ...l or ...ughly ...ept...dable 17 ... ewe... watch. Yellow rol... gold plate ... ...e with stainless steel back. Smart numeral ...d marker ...s
22950H3013 Retail **$62.50**

Helbros

the prestige watch with unbreakable mainspring and Lifetime Jewels

D CARNIVAL Gr... ...top ...ast on! Ex...tingly ...different expansion bracelet sets a storm...g stage for a ...y precision watch. Fron...case is fas...ned ...d ...n roller gold-plate with ...stainless steel back. Numera... ...ne markers ...n. All ...f ...ems ... ewe... ...ement for ...ching accuracy.
24340H3288 Retail **$67.50**

CARNIVAL W As above in white-rolled gold plate steel back.
24340W3288 Retail **$67.50**

F HOLIDAY Sleek, ...phisticated ...d ...keynote of attraction in this smart watch. Yello...rolled gold plate case is cut ...n ...t ...easy ...nes ... grey ...ya ...ramatic background for the ...ndera... numerals ...d ...sive ...ial Steel back. Accurate ... ewe... ...ement. Hand ...t...ughly ...lepe...dable 21 jewel movement. Has ...some expansion bracelet. An ...lea... gift for ...e ...man ... to keep h... fash...nably ...n ...e.
55540H3425 Retail **$69.75**

the gift of a lifetime... for a lifetime of service

Carefully crafted by expert watchmakers who point with pride to the precision production inherent in every watch which bears the honored and famous **HELBROS** *name ... t p-to-the-minute styling . . . timed and tested for complete accuracy ... guaranteed to give you a lifetime of true time.*

F ESQUIRE. A ...mpress... you'll be proud to own! Simple masculine ...es...n is evident in the trim yellow gold-filled case with ...rosel...nameral and marker ...s. Handsome ...omb...ning ...old-f...ed ...expansion bracelet ... ewels.
65752H3974 Retail **$82.50**

G ASTOR Aristocratic wafer-thin case in ...ard-...s 14K yellow gold conceals the sure-time-with...ss of a ...lepe...dable 21-jewel ...accurate ... ewe... movement. Numera... and marker ...ed. Attractive ...expansion bracelet.
46034H5483 Retail **$110.00**

H SARATOGA A ...ersation in style and ...accuracy. Gu...len hands and ...ultra-...ern raised gold markers on ...ral ac...cent the ...stunning ...grooved gold plate case with stainless steel ...back. ...lewe... Rugged expans...n bracelet.
51890H3425 Retail **$69.75**

A DARLINE. Trim expansion band highlights an artistically designed case of yellow rolled gold plate with steel back. Delightfully different numeral and marker dial. 17 jewel movement delivers split-second accuracy.
22770H2465 . . . . . Retail $45.00

B BLOSSOM. You'll be fashionably on time with this lovely watch! A steel back supports a lustrous case of yellow rolled gold plate. Dainty numeral and marker dial. Smart expansion bracelet. Precision 17 jewel movement.
22630H2599 . . . . . Retail $49.75
BLOSSOM W. Same as above in white R.G.P. case. Steel back.
22630W2599 . . . . . Retail $49.75

C JANE. Tailored of yellow rolled gold plate with steel back, the exquisitely styled case brings out the beauty of a chic numeral marker dial. 17 jewels. Expansion bracelet.
22370H2599 . . . . . Retail $49.75
JANE W. Same as above in white R.G.P. case. Steel back.
22370W2599 . . . . . Retail $49.75

D ALICE. The beauty of this enchanting watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. 17 jewels. Expansion br. clx.
30312H3151 . . . . . Retail $65.00
ALICE W. Same as above in white rolled gold plate case.
30312W3151 . . . . . Retail $65.00

E QUINCY. A timepiece you'll be more than proud to own! A distinguished dial highlights the clean-lined simplicity of attractively different hour markers and slender hands. Case of yellow rolled gold plate with steel back. Accurate 17 jewel movement. Expansion bracelet.
51420H2876 . . . . . Retail $59.75

Helbros

peerless quality and beauty at economy prices

Superbly crafted by the master designers of the industry . . . meticulously engineered and assembled by skilled artisans who take pride in their half-century of experience at fine watchmaking . . . Nationally advertised . . . VALUE PACKED . . . exceptionally accurate timepieces that could be made only by HELBROS.

- *Helbros Famous Guarantee*
- *17 Lifetime Jewels*
- *Unbreakable Mainspring*
- *Dust and Shock Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

* Waterproof when operated and stored by a complete set of rules.

F DORIAN. Precision and beauty at a considerate price. Attractively styled case of yellow rolled gold plate with steel back. Dependable 17 jewels. Expansion bracelet.
41820H2599 . . . . . Retail $49.75

G HOLMES. Handsome watch sports a trimly tailored yellow rolled gold plate case with steel back, modern numeral and marker dial, and rugged expansion bracelet. Sturdy and reliable 17 jewel movement. Lifetime mainspring.
4664DH2465 . . . . . Retail $45.00

Helbros Quality at Budget Prices

H HALSEY. Futuristic! Yellow topped case with steel back houses a 17 jewel, waterproof*, shock-dust protected, anti-magnetic movement, sweep second hand. Radium hands and dial. Sturdy and handsome expansion bracelet.
3408H2327 . . . . . Retail $42.50

DEWEY. As above in chrome top with steel back case.
3408H2051 . . . . . Retail $33.75

I VIOLET. 17 Lifetime jewels serve as bearings to ensure the lasting time-true accuracy of the precision-engineered movement. Smartly styled yellow rolled gold plate case with steel back. Expansion bracelet.
2254DH2327 . . . . . Retail $42.50

K FRANKLIN. Symmetrically styled timepiece is as accurate as it is elegant! Stainless steel backs a trimly tailored case of luxurious yellow rolled gold plate. Expansion bracelet. True-time telling 17 jewel movement.
41540H2327 . . . . . Retail $42.50

[A] **RHAPSODY.** Delicate feminine beauty is woven into a lovely 14K yellow gold case and enhanced by the glittering enchantment of 2 flashing diamonds. 17 jewel precision movement. Stunning expansion bracelet.
30537H5091 Retail **$100.00**
RHAPSODY W Same as above in 14K white gold.
30537W5091 Retail **$100.00**

[B] **ALLURA.** 4 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate with stainless steel back. Dependable movement whispers smoothly on 17 fine jewel bearings. Smart expansion bracelet.
22366H3699 Retail **$75.00**
ALLURA W. Same as above white RGP case. Steel back.
22366W3699 Retail **$75.00**

[C] **SPLENDOR.** Beautifully designed to grace a lovely wrist, 2 blazing diamonds set off the smartly sophisticated case of yellow rolled gold plate, with steel back. Accurate 17 jewel movement. Extremely attractive expansion bracelet.
22736H3288 Retail **$67.50**
SPLENDOR W. Same as above in white RGP. Steel back.
22736W3288 Retail **$67.50**

[D] **DESIREE.** The sheer loveliness of this luxurious timepiece is crowned by the magic of 6 brilliant diamonds in a 14K yellow gold case. Delicate numeral and marker dial. Dependable 17 jewel movement. Expansion bracelet.
30467H6306 Retail **$137.50**
DESIREE W Same as above in 14K white gold.
30467W6306 Retail **$137.50**

[E] **EXOTIC.** Breathtakingly beautiful! 40 magnificent diamonds embrace a gracefully tailored case of gleaming 14K white gold. Superbly fashioned single strand bracelet completes the picture. Safety chain. Precision crafted 17 jewel movement.
22407H9261 Retail **$195.00**

Helbros

Precious Diamonds

on the outside . . .

Lifetime Jewels

on the inside

Glorious gems of time . . . the ultimate in watchmaking art . . . Precious perfectly matched diamonds accent the superb styling of the cases . . . Excellence of design complements carefully engineered craftsmanship of tested time-true movements . .

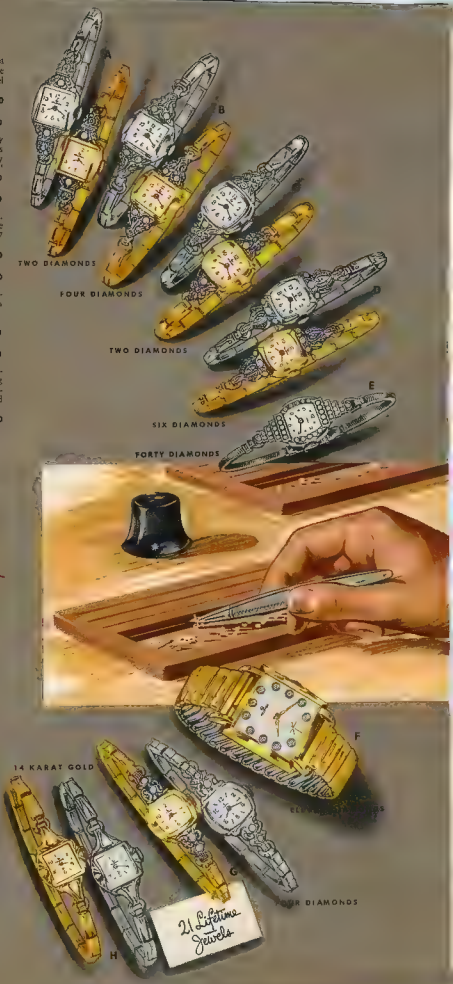
Lifetime Mainsprings . . .

and cushioned balance staffs . . . that add up to a lifetime of accuracy.

[F] **ESSEX.** The dazzling splendor of 11 diamonds distinguish the handsome dial of this spectacular watch! Trim yellow gold filled case contains a dependable 17 jewel movement. Handsomely crafted Expansion bracelet.
5031671116311 Retail **$137.50**

[G] **HEIRESS.** The exquisitely executed yellow rolled gold plate case accepts its perfect complement 4 dazzling diamonds! Steel back. Modern numeral and marker dial. Smart expansion bracelet. 21 jewel movement assures you of amazing accuracy. A lifetime of beauty and precision.
24746H4111 Retail **$85.00**
HEIRESS W Same as above in white RGP case. Steel back.
24746W4111 Retail **$85.00**

[H] **CHARISSE.** Simple elegance! The clean tailored lines of the 14K yellow gold case follow in rhythmic strains into a trim expansion bracelet. Fashionable numeral and marker dial. Superbly accurate 21 jewel movement. A real gem.
24324H4111 Retail **$85.00**
CHARISSE W Same as above in 14K white gold case.
24324W4111 Retail **$85.00**



Wanted . . . Young Operators

FOR EQUIPMENT THAT LOOKS LIKE REAL—WORKS LIKE REAL—TAKES ON ANY JOB

[1] DUAL EARTH MOVER. Load both hoppers, haul to desired spot, push lever—bottoms open automatically to empty load like real earth mover. Realistic "motor" under hood. Heavy gauge steel. Orange baked enamel finish, 3-in. rubber wheels 1 in. thick. Sofa 39 in. long. Mail
R35 JP 5528. Mail. (6 lb.). 5.49

[2] NY-LINT MICHIGAN shovel —authentic replica of famous shovel. Takes big bite of earth, dumps automatically. 23-in. boom raises, lowers, turns 360°. Front wheels turn, back wheels have complete floating action. Heavy steel, rubber wheels. 8x17 in. long. Mail
R35 JP 5547. (14 lbs.) . . . 8.95

[3] EARTH MOVER. Turn winch, removable back section tips, back gate opens as earth dumps. Finely detailed plastic "motor," rubber exhaust stack. 7x20-inches long, 6-inch high heavy gauge steel body with Orange baked enamel finish. Thick rubber tires. Mailable.
R35 JP 5516. (8 lbs.) . . 2.69

[4] ELECTRIC CONVEYOR carries dirt or gravel up the treaded ramp into truck (not included) Made of heavy gauge steel with Red and Green baked enamel finish Rubber conveyor hoist and tractor treads. 14x10 in. high Requires 2 "D" batteries, (sold on pg. 239). Mail.
R35 JP 5551. (4 lbs.) . . 3.49

[5] HYDRAULIC DUMP truck has real hydraulic dump unit—accurate replica of State highway road trucks; tail gate swings free as truck dumps, side panels open. Heavy gauge steel with Orange enamel finish; 6x13x5 in. high Rubber wheels.
35 J 5523 (4 lbs. 10 oz.). . 4.98

[6] STEAM SHOVEL and hauler. 3-control action toy digs, dumps. Boom raises, lowers, swivels 360°. Ratchet winch pulls shovel onto hauler, ramp retracts onto platform. 6x28x6 in. high, shovel 19x6 in. high. All steel. (11 lbs.)
R35 JP 5529 Mailable. . . 3.98

[7] SAND LOADER TRUCK. Turn crank, bucket scoops sand into hopper, gate releases sand through chute into truck. 11-in. truck dumps through tail-gate as bed is raised. Loader 8x11 in. high. Steel, rubber tire wheels. 5-in. shovel incl.
35 J 5527 (4 lbs.) 1.69

[8] 2-WAY HYDRAULIC dump truck. Load can be dumped through side or tail gate—two real hydraulic cylinders tip bed to the back or side. Red baked enamel finish on heavy gauge steel 8x8x24 inches long. Deep-tread rubber tires. Mail.
R35 JP 5530. (10 lbs.) . . . 6.79

Budget Power can make it the best Christmas ever at your house

Attention, Navy Flight Men!

1 Giant Three-Foot Aircraft Carrier **4.49**

Shoot Rockets

Fire Cannon

Drop Bomb

2 Four Trucks **6.95** Interchangeable cabs, trailers

Detach cabs, trailers stand or retract big parking wheels

Push—friction motors keep 'em going!

3 **2.69**

6 **4.98**

Turns automatically!

4 **1.98**

Shoots stream of water

7 **7.49**

5 **1.98**

8 **4.98**

Budget Power... like having an extra month's pay at Christmas

Budget Power protects peace of mind with Prudential Insurance

1 Giant "Electronic" Sound Truck
8.95

2 "Electronic" Claw Super Tractor
18.95

4 Loudspeaker Jet Helmet
4.98

3 Dial Phones
4.98

5 Handiphone Set
4.29

1 GIANT "ELECTRONIC-CONTROL" SOUND TRUCK

- Powerful speaker amplifies your voice, sends buzzer code
- Revolving searchlight shoots strong beam and flashes code

"Broadcast," send secret code messages! Speak into detachable microphone —hear your voice amplified loud and clear through powerful cradle-mounted permanent-magnet speaker. Brilliant revolving searchlight; blinker light, buzzer and code controlled by 2 switches on "electronic" side panel. Disconnect back section from cab when not using speaker—it's a toy in itself! Sturdily constructed of high impact plastic. Battleship-Gray body, "coal" grillework, sparkling "silver" hub caps. Four batteries, 10-ft. of microphone wire included. Overall size 22x6x8 in. high.
#35 JP 5533. Mailable. Shipping weight 7 lbs. 8.95

2 SUPER CLAW TRACTOR...IT'S BRAND NEW!

- Tractor grasps, hoists and steers electronically
- Electronic claw grips, hoists over four pounds

See the big claw swoop down, grasp and hoist objects, lift them up, swing 'round! Super Tractor has 5 separate electronic controls—goes forward, backward; steers left and right. Lever raises, lowers front bulldozer blade; rear end dumps.

Boom revolves a full 360 degrees . . . raises and lowers; claw opens, closes all by electronic control. Tractor is durably built of steel and plastic, runs on 2 "D" cell batteries (not incl.), sold on page 239. Overall 22 inches long.
#35 JP 8033. Mailable. Shpg. wt. 8 lbs. 18.95

3 TWO IVORY DIAL PHONES really work!

Push button, other phone rings—carry on a clear conversation. Fun to use from room to room, upstairs to basement. Hi-impact plastic phones, std. 6x4x4 in. high. Two receivers, each about 8 in long; realistic play dials. Takes 4 "D" cell batteries (not incl.), sold, pg. 239. Instructions, 30 ft. of wire included.
35 J 5035. (4 lbs. 8 oz.) 4.98

4 JUNIOR JET HELMET, Loudspeaker

—hi-impact plastic replica of Air Force model! Speak thru microphone—loudspeaker amplifies voice. Permanent magnet speaker unit can be carried, hung on belt. Soft foam cushion inside helmet. Clear plastic visor, adjustable chin strap. 4 batteries included. For ages to 10 years.
#35 J 5040. (4 lbs.) 4.98

5 TWO HANDIPHONES are actual working phones. Push button, buzz other phone; carry on conversations from room to room. Complete with hangers—hang them up just like modern wall phones. Two phones, each about 8 in. long. Plastic housing. Two batteries, approx. 30 feet of wire, plug-in jacks included.
35 J 5037. (2 lbs. 6 oz.) 4.29

...With These Electronic Wonders of the Rocket Age

A GIANT ELECTRONIC CANNON!

- Toy actually launches interceptor
- Send code, detect "enemy aircraft"

Electronic cannon is packed with exciting features! Realistic "radar" antenna rotates, picks up loud "Beep" signals from planes flashing across radar screen. Rocket launcher sends bright yellow "guided-missile" plane zooming into the air to intercept "enemy aircraft"

Complete electronic communication center with regulation microphone and head set—aircraft spotter can talk with "radar" operator, report presence of suspicious aircraft in the area. Telegraph key transmits code messages.

Durably constructed of high-impact plastic. Operates on 2 "D" cell batteries, included. Overall size 27x10x10 in. high.
#35 JP 5031. Mailable. (6 lbs.) 6.95

B IT'S FUN TO BE A PILOT

- Plates simulate actual flight
- Controls bank, dive plane

Learn to fly with the XB-2 flight trainer! Feed plates thru "electronic brain", flight orders are relayed to control panel. Each of 9 plates gives different flight conditions. It's fun and educational, too!

Signals call for flight control, throttle adjustment, fuel mix, prop pitch, landing gear, flaps, etc. Follow written orders—lights flash when controls are not moved properly for simulated flying conditions.

Plastic flight panel, 16x11x8 in. high; 8 levers, 6 lights. Plastic "brain", 6x7x3 in. high. Two batteries, 9 flight plates, flight training manual included.
#35 JP 5263. Mailable. (6 lbs.) 8.95

C ELECTRIC TELE-COM SET

- Speak from house to garage
- Transmits your voice clearly

Talk from upstairs to basement, room to room with the electric Tele-Com Set. Loads of fun for the kids, a wonderful time and step-saver for mom, too!

No installation problem—simply insert 3-way plugs into each phone, set them up anywhere you like. Press signal lever, and phone at other end buzzes.

Two cradle phones of high impact plastic, abt. 9 in. long; 50 ft. of double strand wire prevents snarls. 2 batteries, two 3-way plugs incl. (3 lbs. 14 oz.)
35 J 5047. Black phones. ..... Set 5.98
35 J 5046. Yellow phones ..... Set 5.98
35 J 5045. Red phones ..... Set 5.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

A 6.49

B 7.95

C Both For 1.98

D 3 for 3.98

Road Kings--Ready to Roll!

A LIGHT FLASHES, hand crank siren wails! Easy-steering fire truck of heavy gauge enameled steel; 4-in. wheels, rubber tires. 31x3x12 in. high. Uses "D" battery (sold on P. 239). #35 JP 5802. Maildable. (16 lbs.) . . 6.49

B HE'LL CARRY PASSENGER, lots of toys with gondola. Sit on cab, steer with bar. Both of heavy gauge steel with 3-in. wheels, rubber tires. 50 in. long, 10 in high, together. (19 lbs.) #35 JP 5539. Maildable. . . . 2 pcs 7.95

C 2 TRUCKS. He'll be the milkman and grocery man! Back doors on 10 inch steel milk truck open wide; 12-in. steel grocery truck carries 12 miniature famous-brand "products." #35 J 5734 Shpg. wt. 4 lbs. . . Set 1.98

D 3 STEEL TRUCKS. 20-in. fire engine has swiveling 30-in. ladder with hoist. 17-in. auto transport with detachable upper tier, three 4-in. cars. 10-in lever-action dump truck #35 JP 5733. Maildable. (6 lb).Set 3.98

ITEMS 1 THROUGH 8 ON FACING PAGE

1 GIANT 3-FT. CARRIER. Turn crank, lift raises plastic planes from hold to flight deck; planes shoot safe missiles. Detailed lithographed steel, rolls on wheels 15 in. high. #35 JP 5725. Maildable. (5 lbs.). . 4.49

2 FOUR 15-IN. STEEL TRUCKS. Cattle truck and grain hauler have working tailgates. Log truck (with logs) has pivoting rear wheels. Doors open on realistically detailed moving van. #35 JP 5717. Mail. (8 lbs.). . Set 6.95

3 STEER "I-H" TRUCK by pushing right or left—wheels turn automatically! Scale replica of International Harvester pick-up. Heavy steel, rubber-tired wheels. 13 in. long. #35 J 5716. Shpg. wt. 3 lbs. 8 oz. . 2.69

4 COCA COLA TRUCK. Accurately detailed replica carries 9 removable cases of "coke"—metal hand truck for delivery. Steel body, rubber wheels. 13 inches long. (2 lbs. 15 oz.) #35 J 5758 . . . . . 1.98

5 ARMY TRUCK, CANNON, 5 soldiers. Steel truck has removable tarpaulin, plastic wheels; 14 in. long. 9-in. cannon fires 5 safe missiles. 5 plastic soldiers using different weapons. #35 J 5724. (2 lbs. 11 oz.) . . . . Set 1.98

6 REALISTIC 19-IN. FIRE engine. Ladder extends to nearly 3 ft.—swivels 180°, raises, lowers at turn of wheel! Friction motor in detachable truck. Steel; rubber-tire wheels. #35 J 5713. Shpg wt. 3 lbs. 4.98

7 FIRE ENGINE SHOOTS WATER. Connect garden hose to miniature hydrant, hydrant to truck. Valve on hydrant controls pressure. 10-in. ladder. Heavy gauge steel, 17 in. long. #35 JP 5714. Mail (7 lbs.). . . . 7.49

8 NAVY JEEP, SEARCHLIGHT trailer total 27 in. long. Powerful light tilts, turns 360°. Raise, lower hood, windshield. Heavy-gauge steel. (taken 2 "D" batteries, sold on p. 239). #35 JP 5715. Mail. (8 lbs.) 4.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

SHOP EARLY—!
USE BUDGET POWER
PAY LATER—!

Play Ball...With the Winners

BASEBALL GLOVES for future "big leaguers." Well constructed of genuine cowhide; sturdy cowhide lining. All leather laced heel and finger webbing. Pocket easily conforms to hand shape. Welted seams

[1] WILSON BALL AND GLOVE SET. Includes Irv Noren 4-finger glove and regulation size horsehide ball, felt center.
52 J 7139. (3 lbs. 4 oz.). Wear on left hand. 2-Pc. 3.95

[2] "WARREN SPAHN" Fielder's Glove. Our finest glove!
52 J 7024. (1 lb. 15 oz.). Wear on left hand. 9.95
52 J 7025. (1 lb. 15 oz.) Wear on right hand. 9.95

[3] "TED WILLIAMS" 3-finger "Ball Hawk." Autographed.
52 J 7045 (1 lb. 11 oz.). Wear on left hand 4.98
52 J 7046. (1 lb. 11 oz.). Wear on right hand. 4.98

[4] "HOOT EVERS" Fielder's Glove. Autographed.
52 J 7019 (1 lb. 14 oz.). Wear on left hand 3.89
52 J 7020. (1 lb. 14 oz.). Wear on right hand. 3.89

[5] WILSON BAT AND BALL SET Set includes: Regulation size horsehide covered ball, felt center and 31-in. ash bat.
52 J 7138. Mailable (5 lbs.) Natural finish bat. 2-Pc. 1.98

[6] 4.95

[7] 6.95

[8] 4.98

[6] 2-PLY BASKETBALL and goal set 2-ply rubber ball; official valve type bladder. Regulation ⅝-inch steel goal; net. Mailable. Shipping weight 8 lbs.
52 J 8378W..... 4.95

[7] 4-PLY BASKETBALL and goal set Our finest! 4-ply rubber ball rubber impregnated twill lining. Valve type bladder. ½-in steel goal; net. Mailable Shipg wt. 9 lbs.
52 J 8378W..... 6.95

[8] WILSON BASKETBALL. Sturdy, long wearing molded rubber construction, valve type bladder; needle incl Regulation size and weight Color Tan
52 J 8371 (2 lbs 10 oz.) List price $6 00 4.98

5-Pc. Jersey Baseball Outfit
6.95

BOY'S 5-PC. BASEBALL UNIFORM cut fit for your "little leaguer." Everything he needs packed in handy carrying case. "Professional" uniform of Grey color heavy duty cotton jersey Short sleeve button front shirt Zipper closing, elastic bottom pants With cap Long stirrup socks. Hard rubber 9-in. amateur league baseball. Also a package of bright felt letters to personalize his shirt with any insignia! (Bat not incl.) Sizes 6-8-10-12-14 See size chart 7, page 288 State size
52 J 7268 Sh wt 3 lbs 5 Pc 6.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy

NATIONALLY ADVERTISED

Prices subject to 10% Federal Excise Tax

[L][M] **8-DAY 7-JEWEL "TWIN FACE" CLOCK.** Fashion-smart with double dials. Ideal for wall or desk use. Gilt case, raised gilt figures with tear-drop luminous hour indicators, hands. Swivel top. 7x4¾x2".
[L] **32LW3450** (With bracket) Suggested Ret **$35.00**
[M] **32MW3125** (Without bracket) Suggested Ret **$49.95**

[N] **8-DAY 4-JEWEL WALL CLOCK.** Charming and distinguished in antique bronze finish, artistic gilt hands, and rich dial design. Gilt Roman numerals. Complete with wall hook. Easy to wind. 12⅝" overall, 6½" dial diameter; 2¼" depth.
32NW1875 Suggested Retail **$29.95**

[P] **8-DAY 7-JEWEL DESK CALENDAR ALARM CLOCK.** Changes the day, date, and month automatically with positive "touch-action." A handsome accessory to dress up the desk. Smartly fashioned in gilt that gleams like precious metal. Dependably accurate 8-day movement. 3⅛x4⅜"; height 2¾".
32PW2060 Suggested Retail **$32.95**

[R] **8-DAY 7-JEWEL "THREESOME" DESK CLOCK.** Thermometer, barometer, and clock . . . fashioned in one smartly functional, attractive creation! In glistening gilt. Raised gilt figures and hour indicators; gilt color hands. Accurate performance for 192 hours with one winding. 6¼" base, 4½" height; 1¼" depth.
32RW2965 Suggested Retail **$47.50**

[S] **8-DAY 7-JEWEL DESK/BOUDOIR ALARM.** Casually elegant yet smartly sophisticated—on the desk, in the bedroom, or on the TV console. Precise, timeworthy movement. Raised gilt figures and hour indicators, luminous hands and hour dots. 6½x4¼x1⅝"
32SW1770 Suggested Retail **$28.50**

P R S

A 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. A handsomely fashioned, seasoned traveler! Precision movement. Protected by hard-wearing genuine leather case. Smart dial design with raised gilt figures, luminous hands and dots. 3⅛x2⅞x1⅛". Color choice of pig, brown, red, blue or green. Specify
31AW610 Suggested Retail **$9.95**

B 30-HOUR "WORLD-TIME" TRAVEL ALARM. Time at a glance anywhere in the world! Dramatic new styling . . . dependable, accurate jeweled movement. Dial has raised gilt figures; hour dots and hands glow in the dark. Genuine leather case. 3½x3⅞x1¾". Color choice of pig, brown, red, or blue. Specify.
31BW871 Suggested Retail **$13.95**

C 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A smart traveling companion of exceptional value! Single key winds both time and alarm for a full week of reliable timekeeping. Handsome genuine leather case. Raised gilt figures; luminous hands, hour dots. 3¼x2¼x1¼". Specify red, tan, pig, blue, or brown.
31CW997 Suggested Retail **$18.95**

D E F 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. Truly regal in its styling, this superb timepiece is obtainable in three finishes. Dial has raised gilt numerals, luminous hour dots and hands. Protective slide closing to 3⅜x2⅞x1⅛" (size of cigarette pack). Open: 5½x2⅞x1⅛".

In gleaming gold-like gilt finish.
31DW1338 Suggested Retail **$21.50**
In genuine leather. Choice of: pig, red, or blue.
31EW1248 Suggested Retail **$19.95**
In tortoise enamel finish. Choice of: brown or green.
31FW1338 Suggested Retail **$21.50**

G 30-HOUR HAT-BOX DESIGN TRAVEL ALARM CLOCK. Novel, sophisticated case styling complements the smooth genuine leather case. Jeweled, precision movement; raised gilt numerals combined with luminous hands and hour dots. 3¼x3x1½". Choice of red, green, blue, tan.
31GW790 Sug. Retail **$12.95**

Prices subject to 10% Federal Excise Tax

H I 30-HOUR 7-JEWEL "CUTIE" ALARM. High fashion glamour in a radiantly lovely clock fit for a princess! Raised gilt numerals, luminous hands and hour dots. Open: 3⅝x1⅝x2½". In gold-like gilt finish.
31HW1185 Sug. Retail **$18.95**
In tortoise enamel finish. Color choice of green, brown, or jet black.
31JW1248 Sug. Retail **$19.95**

K 30-HOUR MUSICAL ALARM. Parisian decor in beautiful plastic! Gilt figures; luminous musical notes, diet-design hands. 4½ x 3⅜ x 1½". Ivory, gold, it. blue, pink.
31KW677
Sug. Retail **$10.95**

T V W **8-DAY 7-JEWEL WALL CLOCKS.** Lovely . . . choice of decorator styles! Three dazzling models in bright gilt with variant case designs. Raised gilt figures and hour indicators. Gilt colored hands. Full-cord for easy on the wall winding. Overall diameter 15"; dial diameter 7"; depth 1½"

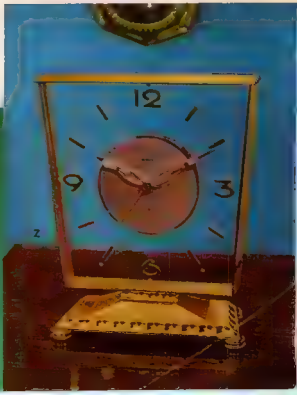
T **33TW2500** Suggested Retail **$39.95**
V **33VW2500** Suggested Retail **$39.95**
W **33WW2500** Suggested Retail **$39.95**

Prices subject to 10% Federal Excise Tax

Z **8-DAY 7-JEWEL DESK/BOUDOIR ALARM CLOCK.** For gracious, modern decor and for trustworthy time . . . this creation in a transparent case! Ideal for TV console. Attractive gilt base. Raised gilt figures and hour indicators. Luminous hands and dots. 7¾x6⅛x1⅛"; base 5½x2½". **33ZW2180** Suggested Retail **$35.00**

Z **30-HOUR 7-JEWEL BOUDOIR ALARM.** A scintillating sparkling creation! Blazing with white baguette and round-cut colored stones—a jeweled fantasy! Gilt figures with luminous hands and hour dots. Available in rose, aqua, peridot, amethyst, blue sapphire or crystal. 2⅞x3x1½". **33XW1248** Suggested Retail **$19.95**

V **8-DAY 7-JEWEL BOUDOIR ALARM.** As enchanting as a dream . . . and desirably feminine! She will love it! Exquisitely fashioned in gold-like gilt. Accurate as it is lovely. Hour dots, slender hands are luminous tipped. Raised gilt figures, hour indicators; bell top. 4½x3¼x1¾". **33YW1720** Suggested Retail **$27.50**



(AA) **30-HOUR DESK/TRAVEL ALARM.** A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, blue, green, tan, or maroon. 3½x3½x1½". **34AAW430** Suggested Retail **$6.95**

(BA) **30-HOUR DESK/TRAVEL ALARM.** Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Brown, blue, red, green, tan or brown alligator grain. 3⅝x3⅞x1⅜". **34BAW430** Suggested Retail **$6.95**

(GA) **8-DAY TRAVEL ALARM.** More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM; genuine Texol covering. Luminous figures and hands. Choice of colors: blue, green, brown alligator, tan, or maroon. 3⅜x3¾x1¾" **34CAW749** Suggested Retail **$11.95**

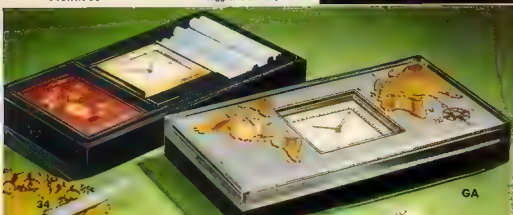
attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!

(DA) **30-HOUR DESK CALENDAR ALARM.** Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4¾x4⅝", overall height 4¾". **34DAW935** Suggested Retail **$14.95**

(EA) **30-HOUR ALARM CLOCK/CIGARETTE BOX.** Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; black base. Two compartments for cigarettes or cards. Time-tested clock has raised gilt figures; indicators; luminous hour dots, hands. 8x4¼x1½". **34EAW795** Suggested Retail **$12.95**



(CA) **8-DAY DESK/BOUDOIR ALARM.** A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3½x1½" **34AAW871** Suggested Retail **$13.95**

(JA) **8-DAY DESK/BOUDOIR ALARM.** A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½". **34FAW997** Suggested Retail **$13.95**

Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit.

CLOCKS — SWEEPERS — SCREENS

ACTION MOVING KIT-CAT KLOCK

Eyes move . . . Tail wags! Luminous eyes, mouth and dial. Cheerful time teller for playroom, child's room, kitchen. Precision electric movement. All brass gears and pinions. Self-starting motor. Molded plastic case in Black, Red, Pink, or Blue. Overall size, 15¼" x 4" 110-120 volt, 60 cycle AC. Guaranteed against factory defects. Shpg. Wgt. 4 lbs.

F104SH-595 ..... RETAIL $8.85

REVERE MANTEL CLOCKS

These distinguished clocks offer a choice of designs to delight varied tastes. Fashioned of fine Honduras Mahogany and rare, costly woods. The beautiful melody of long loved Westminster Chimes is sounded, every quarter hour, on Symphony Chimestone Rods. Modern, electric time-keeping accuracy is assured by the self-starting Telechron Motor

Mahogany case Silver finished dial, cut-out center. 9¾" high, 16½" wide. Westminster Chimes.

F1016H-3300 ..... RETAIL $55.00

Mahogany case with matched striped front and base. 7¼" high 19½" wide. Westminster Chimes.

F1056H-3400 ..... RETAIL $59.00

WALT DISNEY'S PLUTO ELECTRIC CLOCK

The Eyes Roll and the Tongue Moves. The World's Favorite Dog, Walt Disney's Pluto, loved by young and old throughout the world, is now brought to life in this clever animated clock. The fun of watching the rolling and expectant eyes, while the panting tongue reaches for the bone hands in his bone dish makes Pluto a most desirable gift item; truly something different. Pluto is guaranteed against all manufacturing defects. This unusual and amusing product is made of lustrous strong "Eastman Tenite Plastic". The accurate timekeeping, long-wearing motor utilizes a quiet nylon gear movement. Overall size 9½" High, 5" Wide, 4" Deep

F1067H-660 ..... RETAIL $10.95

ROLLS RAZOR

Streamlined Shaving! For 25 years the Rolls has been acclaimed, by men who have tried the small, the finest safety razor in the world. We proudly present the time-proven Rolls mechanism in a new, compact, streamlined case, in the two handsome new models illustrated. Blade and handle, "miracle" strop and hone for economical, easy, fast, happy shaving. The blade is made to suit your face and skin exactly for a perfect shave . . . every shave

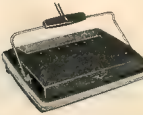
F247H-907 Rolls Shaver ..... RETAIL $13.85

F245H-1232—Rolls Razor Traveler (with extra blade). . . RETAIL $18.95

CHEF KITCHEN CLOCK

HE CAN'T COOK . . . BUT HE'S the TALK of the TOWN! "Frenchie" the colorful, self-starting electric kitchen clock keeps precision, split-second time . . . his MOVING EYES make 'em stop for a second look! Has attractive molded plastic case; beautifully finished in realistic colors. Frenchie is 12" high, 6" wide, and 3" deep . . . and he's GUARANTEED to tell accurate time for 5 YEARS! For smiles, beauty, and accurate timekeeping, you'll surely want FRENCHIE in your kitchen. ORDER TODAY

F1091H-537 ..... RETAIL $9.95



BISSELL "SWEEPMASTER"

Streamlined . . . compact, yet sweeps as wide as more bulky sweepers. Cleans right to walls and under furniture. Dial control adjusts brush to any carpet. Single dustpan empties at a touch. Three colors. Amber Copper, Inca Green, Smoke Grey

F173H-935—Shpg. Wgt. 5½ lbs. . . . . RETAIL $14.95

DA-LITE DELUXE CHALLENGER PORTABLE MOVIE SCREENS

DF874H-1775—Size	30x40	RETAIL $24.75
DF876H-1980—	40x40	RETAIL $26.50
DF878H 2225—	37x50	RETAIL $31.25
DF880H-2410—	50x50	RETAIL $33.90
DF882H-2745—	43x60	RETAIL $38.50
DF884H-3195—	60x60	RETAIL $44.50
DF886H 3395—	52x72	RETAIL $47.25
DF888H-3800—	70x70	RETAIL $54.75

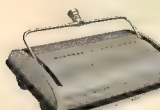
DA-LITE SILVER KING SCREEN FOR STEREO AND 2D PROJECTION

DF872H-2258—Size 40x40 . . . . RETAIL $31.85

BISSELL "GRAND RAPIDS"

Best known sweeper of conventional design — depandable . . . efficient. (Same mechanical features as "Breeze" — except size of bumper.) Finished in rich Sable Brown

F1231H-775—Shpg. Wgt. 7½ lbs. . . . . RETAIL $11.95



BISSELL "EASY SWEEP"

Just a trifle shorter than "regular" sweepers and lighter, too. Brush adjusts to any carpet with slight change in handle pressure. Built-in combs keep brush clean. Each dustpan empties separately. Finished in neutral Pearl Grey. A big buy for little money.

F1070H-585—Shpg. Wgt. 6½ lbs. . . . . RETAIL $8.95

BISSELL "BREEZE"

Durable, sturdy sweeper of modern design—with extra large dirt capacity . . . easy to empty. Adjusts easily to carpets of any thickness. Built-in brush combs . . . "Sta-Up" handle . . . Big rubber bumper. Two colors: Ruby Red and Emerald Green.

F1077H-775—Shpg. Wgt. 9 lbs.. . . . RETAIL $11.95

Nationally Advertised Typewriter & Adders

UNDERWOOD — DELUXE

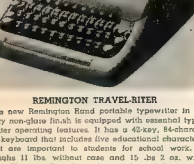
The New Underwood Deluxe Portable Typewriter sweeps all comparison aside with **"Big Standard Machine Features"** combining attractiveness, typing ease, quality, and quiet efficiency. Has complete Keyboard Operation including **"Exclusive Key-Set" Tabulation** which enables you to set, clear and operate accurately the Tabulator from normal typewriting position, eliminating stretching and fatigue. Has the visible, easily accessible **"See-Set" Margins** giving speed, accuracy and dependability in setting margins in scale or inches. Has Standard Spacing, 9 Inch Writing Line 84 Characters, Segment Shift Automatic Ribbon Reverse, Left and Right Margin Release Key; Variable Line Spacer, Writes Red, Black or cuts Stencils, Automatic Line Finder, Single, Double, Triple Line Spacer, Touch Tuning, Paper Guide, Three Position Roll with scale, Centralizing Lock, Finger Form Keys, Pica or Elite Type, etc. Instruction Booklet Non-Glare Two Tone Ivy Green Crackle Finish with a Brown Taupe Tapered Carrying Case.

F868H-3150 . . . . . **RETAIL $120.51**

SMITH-CORONA STERLING MODEL PORTABLE TYPEWRITER

Standard office keyboard in colorspeed. Quick set margins, space lever, back spacer, skidproof feet, floating shift, 3-position paper bail, adjustment paper guide, retractable paper supports, cushioned tabulator. Pica or Elite Shpg Wgt. 20 lbs.

F874H-0080 . . . . . **RETAIL $165.65**



REMINGTON TRAVEL-RITER

This new Remington Rand portable typewriter in its gray non-glare finish is equipped with essential typewriter operating features. It has a 42-key, 84-character keyboard that includes five educational characters that are important to students for school work. It weighs 11 lbs. without case and 15 lbs 2 oz. with case The new Travel-riter has traditional Remington Rand quality."

F871H-6025 . . . . . **RETAIL $79.17**

UNDERWOOD LEADER

The New Underwood Leader Portable Typewriter is a low price, attractive lightweight, well constructed Family Portable An outstanding "good buy" in a reliable portable. Has modern features including Balanced Segment Shift, Standard Spaced Keyboard, Full 9 Inch Writing Line 84 Characters including Arithmetic Signs Family Keyboard, Automatic Line Finder, Manual and Automatic Ribbon Reverse, Finger Form Keys, Easy Touch Action, Back Spacer, Right and Left Shift Key, Shift Lock, Carriage and Paper Release Lever, Adjustable Hand Margins with Right Hand Bell Indicator, Adjustable Paper Fingers; Single, Double, Triple Spacing, Coordinated Carriage Scale, Pica Type, etc Instruction Booklet, Non-Glare Crackle Finish with Green Keytops and attractive Green Carrying Case.

F877H-5080 . . . . . **RETAIL $74.41**

SMITH-CORONA SILENT-SUPER

Top ranking portable typewriter of this world-famous group! It has everything you'd expect in an office typewriter, **plus** Page Gage, numerous sound-deadening devices, a removable cushioned platen, and THE FINEST KEY-SET TABULATOR IN PORTABLE TYPE WRITER HISTORY! It's fast, easy to use, and dependable. Pica or Elite Type Shpg. Wgt 20 lbs.

F858H-5435 . . . . . **RETAIL $122.65**

REMINGTON "QUIET-RITER"

New for 1954 A full-featured portable engineered to give big machine results Super strength frame gives vibration-free performance Exclusive Miracle Tabulator sets and clears from keyboard New direct-set, visible margins and synchronized paper table scale Patented simplified ribbon changer for fast, easy ribbon change. Large size cylinder, extra long carriage return lever. Full standard keyboard as on office typewriters New non-glare Finger Speed Key Tops Locked segment shift for faster, positive shifting. Two-color ribbon with stencil cut-out. Non-glare, grey velour finish. Sturdy luggage-type carrying case. Pica or Elite type. Shpg. Wgt. 20 lbs.

F869H-9650 . . . . . **RETAIL $120.50**

UNDERWOOD UNIVERSAL

The New Underwood Universal Portable Typewriter offers design, quality performance and skilled engineering at a medium price. Public demand has caused the renewal of this type model. It has modern features including visible **"See-Set" Margins** which give speed and accuracy in setting margins in scale or inches. Has Segment Shift Standard Spacing 9 Inch Writing Line, 84 Characters, Left and Right Margin Release Key; Single, Double Triple Spacing, Automatic Ribbon Reverse, Variable Line Spacer, Touch Tuning, Writes Black, Red or cuts Stencils, Automatic Line Finder, Three Position Paper Bail with scale, Paper Guide, Finger Form Keys, Centralizing Lock, Pica and Elite Type, etc. Non-Glare Green Crackle Finish with a Grey Taupe Carrying Case.

F867H-7580 . . . . . **RETAIL $98.25**

SMITH-CORONA "SKYWRITER" PORTABLE

Weighs only 9 lbs Platen ratchet release. Retractable paper supports Speed booster Touch selector Half spacing Quick-set margin scales. Includes carrying case. The perfect travel companion. Pica or Elite type. Shpg Wgt 9 lbs.

F675H-5700 . . . . . **RETAIL $73.77**

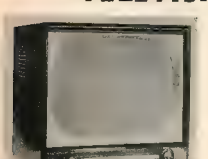
NEW UNDERWOOD LEADER ADDING MACHINE MODEL 78SP ELECTRIC

Adds, Subtracts and Multiplies

Approved by Underwriters' Laboratories, Inc. Is quiet, fast, and has an A.C. and D.C. motor, Has new Multi-Pac Control, which permits calculation flexibility. Its quality construction and durability (plus new features) will prove this a remarkable machine. Has modern, simplified Ten Key Keyboard with "Four Point Control". Motorized dual purpose keys speed one hand operation. Has Sub-Total in color and symbol. Machine clear visible print on accessible and adjustable tape, single and double spacing Has Digit Indicator, Electric Correction, Back Space and Non-Add Keys; Ribbon Reverses with two color ribbon. Non-Glare Grey color crackle finish. Listing capacity of 99,999,99 and totals 999,999,99

F676H-24370 . . . . . **RETAIL $285.40**

TELEVISIONS . . . PHILCO . . . RADIOS



21 INCH TABLE MODEL

Finger tip control center on the front of the set. True-to-life picture sharpness. Golden Grid Tuner. Magnetic ring focusing system. Bonus-Size speaker. Electronically matched UHF-VHF built-in aerial. Plug-in all-channel UHF tuner for "V" models. Metal cabinet with picture mask. A soft ivory Size 20-5/16" High 23" Wide and 19 19/32" Deep. F.O.B. ILLINOIS

DF8264R-15800—Ebony . . . . **RETAIL $179.95**

DF8265R-17500—Blonde . . . . **RETAIL $189.95**

21 INCH CONSOLE TELEVISION

Automatic top touch tuning. Just a touch—there's your station! Power tuning" touch the top of the set to turn it on, change stations automatically. 270 Micro-Grid Chassis. Bonus size tube—262 sq. in. 21" Aluminized 90° picture tube. Copper tone mask. 8" Speaker. Fluted legs with Brass tipped ferrules. Striped Mahogany cabinet size 37¼" High; 23½" Wide, 18-7/16" Deep F.O.B. ILLINOIS.

DF8268R-25900 . . . . **RETAIL $289.95**

PORTABLE PHONOGRAPH-CLOCK RADIO

Beautiful new Ravenet Bubze cabinet with coffee colored grille. Provided with luggage handle and catches for portable use. Clock as front which automatically turns on either radio or phonograph. Stand and broadcast Reception from 540 to 1620 kilocycles 3-Speed automatic Philco change 45 RPM spindle available for easy automatic playing of 45 RPM records. Changer can automatically shut off or replay last record as desired. 4 tubes plus rectifier F.O.B. ILLINOIS

DF9267R-7995 . . . . **RETAIL $89.95**

TWIN-SPEAKER TABLE RADIO

Packed with power and advanced features! AC-DC Superheterodyne. Complete coverage of standard broadcasts from 540 to 1620 kilocycles. Twin 6" heavy magnet specially matched speakers. Phono-Jack. Oversize Magnavox antenna. 4 tube plus rectifier. New Mahogany finish cabinet

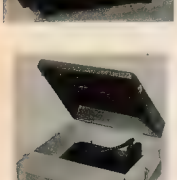
F6266R-3995 . . . . **RETAIL $49.95**

PHILCO CLOCK RADIO

Automatic clock radio—wakes you up, puts you to sleep—pleasantly to music. Turns appliances on and off too! Fully automatic clock with delayed off. Phono-Jack. Separately controlled dial light. Lighted radio-dial with vernier tuning. AC-DC Superheterodyne. 4 Tubes plus rectifier. Cabinet in lustre Ivory with three brilliant new grille colors: Aztec Gold Matador Red or Inca Emerald. Specify grille color

F6266R-3656—Ivory . . . . **RETAIL $46.95**

F6270R-3500—Black/Gold . . . . **RETAIL $44.95**

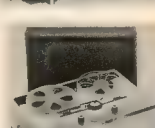


CBS-COLUMBIA HIGH FIDELITY

TWO SPEED HI-FI TAPE RECORDER

Perfect recorder for home, professional, commercial use. Two speed, Deluxe High Fidelity VU meter permits no guesswork in regard to exact recording level. Fast forward and reverse speeds. Can be used as PA system with or without auxiliary speaker. Two 5" x 7" Oval PM speakers 5 Tubes. Wooden cabinet covered with leather toned plastic in two-toned grey. Size: 8¾" x 18" x 21¼". Shpg. Wgt. 24 lbs.

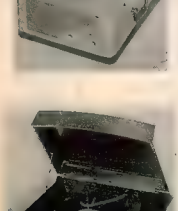
DF6272R-11745 . . . . **RETAIL $149.95**



3-SPEED AUTOMATIC HI-FI

Enjoy the music the lazy way—at home, in the country or wherever you go. Trouble-free, fully automatic, three-speed changer. Automatically shuts off amplifier and changer after last record is played. Columbia Ronette high fidelity turn-over cartridge. Tone controls. Two sapphire needles. Wooden cabinet, covered in leather-toned plastic two-tone brown and tan. Size: 9" x 16¼" x 18". Shpg. Wgt. 29 lbs

F6271R-6530 . . . . **RETAIL $79.95**



COLUMBIA "360" K HI-FI TABLE MODEL

Prepare for new experience in listening with Columbia's "Hi-Fi" wonder! It brings new richness to records. Capable of reproducing sounds through 20,000 cycles per second. Completely automatic High Fidelity, three-speed record changer. Intermixes 10" and 12" records. Four extended range speakers. Equipped with one diamond and one sapphire needle. 4 Tubes plus 2 rectifiers. Heavy wooden cabinet. Size. 11¼" x 20½" x 15". F.O.B. ILLINOIS

DF8273R-11895—Mahogany . . . . **RETAIL $149.95**

DF8274R-12395—Blonde . . . . **RETAIL $158.95**

COLUMBIA "360" K HI-FI CONSOLE

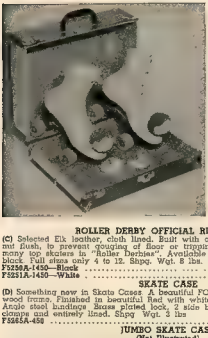
Completely automatic High Fidelity, three-speed record changer. Intermixes 10" and 12" records of the same speed. Automatically shuts off amplifier and changer after last record has been played. Reproduces sounds through 20,000 cycles. One high fidelity extended range 6" PM speaker, plus one Super Klicsphere speaker. Equipped with one diamond and one sapphire needle. Cabinet made of the finest woods. Size: 28" x 19½" x 17". F.O.B. ILLINOIS.

DF8275R-14395—Mahogany . . . . **RETAIL $179.95**

DF8276R-14795—Blonde . . . . **RETAIL $184.95**

Roll on "Chicago" and "Roller Derby" Skates

JUNIOR ARCHERY SETS



CHICAGO SKATE OUTFIT

(A) The "BONUS" buy in a skate outfit ..Complete with Chicago Arrow Shoe Skates, Toe Stops, Pom-Poms, all packed in a JUMBO CASE. A PERFECT GIFT OUTFIT. Available in Boy's black and Girl's white in full sizes only 4 to 12. TOP GRADE ELK SHOES. ALL PARTS INTERCHANGEABLE WITH CHICAGO ROLLER SKATES Shpg. Wgt. 15 lbs

F5232A-1650—White ..... **RETAIL $23.95**
F5234A-1650—Black ..... **RETAIL $23.95**

CHICAGO DELUXE SHOE SKATES

(B) Full grain ELK, leather lined shoes, that fit like a glove. Steel supporting shank. Goodyear lock stitch. Famous Chicago Skate has thick rubber cushion in trucks. 128 ball bearings give you easy rolling and long wear, plus the Famous Chicago Plastic wheels. Available in Women's white and Men's black, in whole and half sizes 4 to 13. Shpg Wgt. 6 lbs

F5283A-1975—White ..... **RETAIL $29.95**
F5284A-1975—Black ..... **RETAIL $29.95**

CHICAGO "FLYING SCOUT" STREET ROLLER SKATES

(E) Standard sidewalk roller skate. Bright nickel finish with corrugated Channel Arch. Oscillating trucks. Equipped with "DOUBLE TREAD", "TRIPLE WEAR" WHEELS. Case hardened bushing that cannot come apart. Extends 8" to 11". Shpg Wgt. 3 lbs.

F5281A-295 ..... **RETAIL $4.50**

CHICAGO "SILENT FLASH" STREET ROLLER SKATES
(Not Illustrated)

DELUXE NOISELESS SKATE, with new RUBBER TIRE WHEELS, special composition that outlast steel. Equipped with Channel Arch to give extra strength and rigidity. Extra wide clamps with wedge grips. Bright nickel finish, oscillating trucks. Steel heel back, cowhide straps including rubber ankle pads. Extends 8" to 11". Shpg. Wgt. 3 lbs.

F5260A-460 ..... **RETAIL $6.95**

CHICAGO "ZEPHYR"

(F) Heavy duty skate with solid steel wheels. Mounted on two-row high speed ball bearings. Strong interlocking Channel arch Shock absorbing Rubber Cushions, oscillating trucks. Bright nickel finish. Extends 8" to 11". Shpg. Wgt 8 lbs.

F5262A-525 ..... **RETAIL $7.95**

ROLLER KING STREET ROLLER SKATES

(G) The most sensational roller skates ever made. Rubber treads to insure no slipping. Rubber wheels that will last twice as long, rubber mountings to give true knee action. Each wheel has 16 ball bearings. The skate that gives you the "FLOATING RIDE." Shpg. Wgt. 6 lbs.

F5259A-550 ..... **RETAIL $7.95**

ROLLER DERBY OFFICIAL RINK SKATES

(C) Selected Elk leather, cloth lined. Built with offset maple wheels, with axle nut flush, to prevent gouging of floor or tripping. These skates are used by many top skaters in "Roller Derbies". Available in Women's white and Men's black. Full sizes only 4 to 12. Shpg. Wgt. 8 lbs.

F5258A-1450—Black ..... **RETAIL $19.95**
F5261A-1450—White ..... **RETAIL $19.95**

SKATE CASE

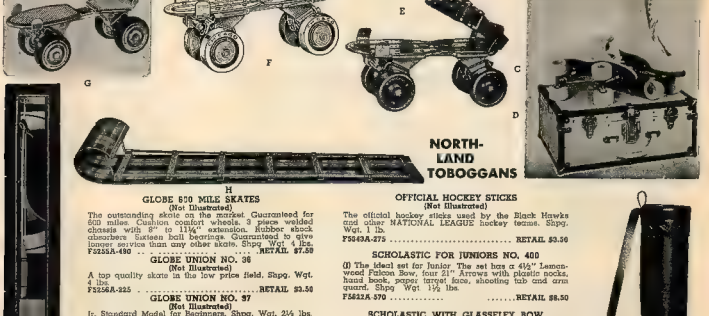
(D) Something new in Skate Cases. A beautiful FORMICA covering over a sturdy wood frame. Finished in beautiful Red with white trim, or Pearl with red trim. Angle steel bindings. Brass plated lock, 2 side bolts, 8 metal covers. 12 metal corners and entirely lined. Shpg Wgt. 3 lbs

F5265A-458 ..... **RETAIL $6.50**

JUMBO SKATE CASE
(Not Illustrated)

Metal covered case with PLY-WOOD FRAME reinforced with metal corners and edges. Size 13½" x 15⅜" x 6½". Same as illustration A. Shpg Wgt. 8 lbs.

F5253A-395 ..... **RETAIL $5.50**



GLOBE 630 MILE SKATES
(Not Illustrated)

The outstanding skate on the market. Guaranteed for 630 miles. Cushion comfort wheels. 3 piece welded chassis with 8" to 11¾" extension. Rubber shock absorbers. Sixteen ball bearings. Guaranteed to give longer service than any other skate. Shpg Wgt 4 lbs.

F5255A-480 ..... **RETAIL $7.50**

GLOBE UNION NO. 36
(Not Illustrated)

A top quality skate in the low price field. Shpg. Wgt. 4 lbs.

F5256A-325 ..... **RETAIL $2.50**

GLOBE UNION NO. 97
(Not Illustrated)

Jr. Standard Model for Beginners. Shpg. Wgt. 2½ lbs.

F5257A-140 ..... **RETAIL $1.85**

CHAMPION TOBOGGANS BY NORTHLAND

(H) Northland Tobboggans are made of especially selected hardwoods and are exceptionally well built and sturdy. They are graceful, flexible, straight running and fast. Beautifully finished in natural color with steel runners. The hand rails are a full half inch cotton rope, held by heavy leather loops. Champion tobogganss are slat construction. Available in 6 and 7 lengths.

F5285A-1450—6'—Shpg. Wgt. 20 lbs. . . RETAIL $23.95
F5368A-2450—7'—Shpg. Wgt. 26 lbs. . . RETAIL $30.95

TOBOGGAN CUSHIONS
(Not Illustrated)

SOX EDGE. Smartly tailored in Dartmouth Green Drill, White Welted Edges—White Tufts. Soft and comfortable to sit on when the toboggan of yours is scooting down the hill

	Shpg. Wgt.	RETAIL
F5370A-475—4½"—for 5' Toboggan	6 lbs.	$ 7.65
F5371A-550—4½"—for 8' Toboggan	7 lbs.	$10.00

OFFICIAL HOCKEY STICKS
(Not Illustrated)

The official hockey sticks used by the Black Hawks and other NATIONAL LEAGUE hockey teams. Shpg. Wgt. 1 lb.

F5243A-275 ..... **RETAIL $3.50**

SCHOLASTIC FOR JUNIORS NO. 400

(J) The ideal set for Junior. The set has a 4½" Lenenwood Pistol Bow, four 21" Arrows with plastic nocks, hand hook, paper target face, shooting tab and arm guard. Shpg Wgt 1½ lbs.

F5422A-570 ..... **RETAIL $6.50**

SCHOLASTIC WITH GLASSFLEX BOW
(Not Illustrated)

Same as above with the exception of the bow.

F5810A-660 ..... **RETAIL $10.50**

SCHOLASTIC FOR JUNIORS NO. 401
(Not Illustrated)

Same as listed above it has a 4' Bow. Shpg. Wgt 1½ lbs.

F5821-479 ..... **RETAIL $7.00**

(Not Illustrated)

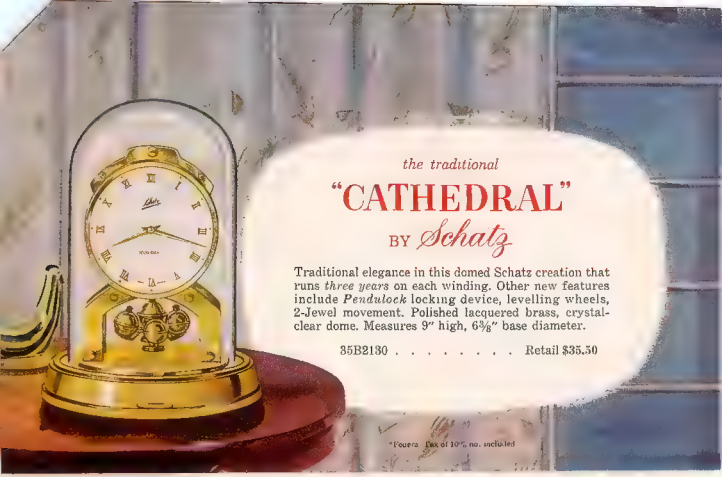
Same as above with GLASSFLEX BOW

F5841A-560 ..... **RETAIL $8.85**

TARGET OR HUNTING QUIVER

(K) Holds 18 target arrows or 12 hunting arrows. Attractively embossed cowhide leather. Shpg. Wgt. 1 lb.

F5847A-595 ..... **RETAIL $6.00**



the traditional

"CATHEDRAL"

BY *Schatz*

Traditional elegance in this domed Schatz creation that runs *three years* on each winding. Other new features include *Pendulock* locking device, levelling wheels, 2-Jewel movement. Polished lacquered brass, crystal-clear dome. Measures 9" high, 6⅜" base diameter.

35B2130 . . . . . Retail $35.50

*Federal Tax of 10%, no. included

Schatz SUPREMACY IS NO ACCIDENT!

Sturdy Pendulum
Rigidly constructed and scientifically weighted for highest accuracy.

Convenient "Pendulock"
Permits Schatz clocks to be moved easily and safely without removing the pendulum.

"Levelator" Wheels
Make Schatz clocks perfectly level on every surface, assuring trouble-free operation.

One-Year Warranty
By Remington Rand, with 120 Service Centers in principal U.S. cities.

HAND-CARVED CUCKOO CLOCKS

BY *Schatz*

Exclusive Rack Movement Runs 8 Days on 1 Winding!

"BIRD" A cheerful cuckoo and a soft chime sound the half-hour and hour. Hand-carved, mahogany finish. White numerals and white baroque hands. With realistic pine cone weights. 13" high.
Retail $29.50*
F1036H1920 1-5
F1036H1750 6 lot

"HUNT" Stag atop carvings of a rabbit, grouse and hunter's sack. Hands may be reset in either direction, cuckoo call remains synchronized. Pine cone weights, mahogany finish, 18" high.
Retail $49.50*
F1038H3220 1-5
F1038H2950 6 lot

INSIST ON THE ORIGINAL *Schatz*

IMPORTED AND GUARANTEED BY REMINGTON RAND

Electric Shaver Division, Bridgeport 2, Conn.

ADV-846

NEW CLOCK FASHIONS

for gracious living...
for tasteful giving...by

Schatz

"ROYAL" – This regal creation runs *three full years* on each winding. Satin-finish lacquered brass, in crystal-clear case. Measures 9¼" high, 7⅞" wide, 5⅞" deep.

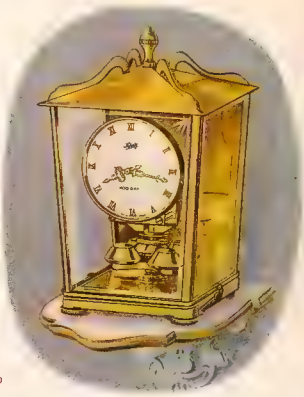
35A2970 . . . . . Retail $49.50*

New Creations
that stand the test of time

Exciting new ideas from Germany's oldest and largest pendulum clock factory. *Decorator styling. Pendulock* to lock or unlock the gently rotating pendulum for convenience in handling. The Schatz *2-Jewel Movement*...infinitely accurate season after season. Schatz clocks are aristocrats of the World of Time — to be given and possessed with pride.

"LONDON COACH" – This charming clock runs *one full year* on each winding. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Measures 8⅛" high, 3⅞" square at base.

36C2375 . . . . . Retail $39.50*



INSIST ON THE ORIGINAL Schatz
IMPORTED EXCLUSIVELY
AND GUARANTEED BY REMINGTON RAND

Electric Shaver Division, Bridgeport 2, Conn.

*Federal Tax of 10% not included

Printed in U.S.A.

BUSINESS FILING CABINETS

COLE'S "PRESIDENTS" FILE

Keep all your records under lock and key. Contains: Four regulation letter size, ball-bearing file drawers, two double drawers for 3" x 5" or 4" x 6" cards (6400 capacity). Plus a secret vault for your valuables; with a 3 way locking mechanism. Vault has 4" dial lock. Made of heavy gauge steel. Height 37½", 31¾" wide; 18½" deep. Olive Green or Cole Gray baked enamel finish. Specify. F.O.B. NEW YORK. Shpg. Wgt. 96 lbs.

DF3370F-5215 ..... RETAIL $69.50

COLE'S MODERN FILE

A filing cabinet, a storage cabinet and a concealed secret vault all in one. Contains: Three ball bearing letter files; two double index drawers for 3" x 5" or 4" x 6" cards (6400 capacity), plus three adjustable storage compartments under lock and key. Secret vault. Size 31¼" high; 30⅛" wide, 17" deep. Olive Green or Cole Gray baked enamel finish. Specify F.O.B. NEW YORK. Shpg. Wgt. 135 lbs.

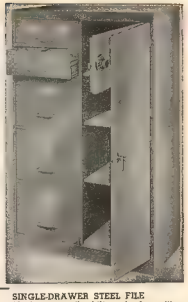
DF5272F-5438 ..... RETAIL $72.50

DF5274F-5175—With Plunger Type Lock. . . . . RETAIL $81.50

4 DRAWER LETTER FILE
(Not Illustrated)

Same as above but with a fourth letter file drawer added, replacing index card drawers. Less Lock. Shpg. Wgt. 135 lbs.

DF5370F-5438 ..... RETAIL $72.50

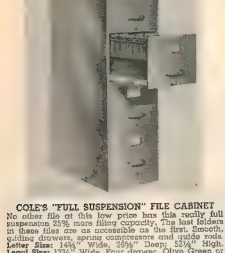


SINGLE-DRAWER STEEL FILE

Low-cost file for utmost flexibility—simple positive-lock feature. Self-centering drawer glides on nylon rollers. **Grey or Olive Green baked on enamel. Specify. Letter Size.** 14⅞" W x 13-3/16 H x 24" D. **Legal Size:** 18-1/16" W x 13-3/16 H x 24" D. Shpg. Wgt. 28 lbs. F.O.B. ILLINOIS.

DF7772F-520 —Letter Size . . . . . SUG. RETAIL $13.90

DF7774F-1060—Legal Size . . . . . SUG. RETAIL $15.90



COLE'S "FULL SUSPENSION" FILE CABINET

No other file at this low price has this really full suspension 25% more filing capacity. The last folders in these files are as accessible as the first. Smooth, gliding drawers, spring compressors and guide rods. **Letter Size:** 14⅜" Wide, 25½" Deep, 52¼" High. **Legal Size:** 17⅜" Wide. Four drawer. Olive Green or Cool Grey baked enamel finish. Specify. Shpg. Wgt. 180 lbs. F.O.B. NEW YORK

DF7354F 2957—Letter Size . . . . . RETAIL $39.95

DF7365F-2750—Legal Size. . . . . RETAIL $44.95

PLUNGER LOCKS that automatically lock all drawers of above, $7.20 Net, additional

ALUMINUM SIDE CHAIR

Aluminum frame with Grey finish. Seat of flex spring cotton padded. Size 16½" Wide, 13½" Deep. Fabri-coated material. Will not stain, crack or peel. Available in Granite Grey, Oak Leaf Green, Wine or Brown. Specify. Shpg. Wgt. 20 lbs. F.O.B. NEW YORK.

F7321F 2997 . . . . . RETAIL $39.95

ALUMINUM GUEST ARM CHAIR

Cushioned seat for flex spring cotton padding. Size: 19" Wide, 17" Deep. Fabri-coated material. Will not stain, crack or peel. Available in Granite Grey, Oak Leaf Green, Wine or Brown. Specify. Shpg. Wgt. 29 lbs. F.O.B. NEW YORK.

DF7324F-4120 . . . . . RETAIL $54.95

COLE'S PORTABLE DESK FILE

Upper compartment with lift cover under lock and key. Lower—Linen drawer glides on a low, bearing double cradle suspension. Four swivel casters, spring compressors and guide rods. Indexes not included. Letter Size: Upper section is 13" W x 10¾" H x 24¾" D. File Drawer 12⅛" W x 10½" H, x 24¼" D. Legal Size: Upper section 16" Wide. File Drawer 15⅛" Wide. Heavy gauge steel. Olive Green or Cole Gray baked enamel finish. 30½" High overall. Specify. Shpg. Wgt. 80 lbs. F.O.B. NEW YORK.

DF7326F-2275—Letter Size . . . . . RETAIL $44.95

DF7387F-4120—Legal Size . . . . . RETAIL $54.95

COLE'S "MERCHANTS" FILE

Just right for your office. Made of heavy gauge steel. Contains Two ball-bearing letter files; a drawer for cancelled checks Two double drawers for 3" x 5" or 4" x 6" index cards (6200 capacity) two adjustable compartments under lock and key; a steel safety vault protected by Dial-lock plus an extra outer door under lock and key (only you know the vault's combination). Size 30⅛" high; 30¼" wide; 17" deep. Cole Gray or Olive Green baked enamel finish. Specify F.O.B. NEW YORK. Shpg. Wgt. 98 lbs.

DF5371F-5745 ..... RETAIL $49.85

DF5377F-4420—With Plunger Type Lock. . . . . RETAIL $57.45

COLE'S "DESK-N FILE" CABINET

A retractable desk, plus a safe for valuables. Drawers for checks, files for letters, compartments for books, drawers for stationery and index cards. A complete office combined into one handsome unit protected by two strong outer doors under lock and key.

Specifications:

	Inside Dimensions Wide	High	Deep
Top Vault	18"	6"	16"
Shallow Drawers	13⅝"	2"	16"
Card Drawers	13⅝"	4⅛"	16"
Check Drawers	13⅛"	4⅛"	16"
Letter Drawers	13⅛"	10⅛"	16"

Overall Size: 31½" Wide, 60" High, 18" Deep. Finished in Olive Green or Cole Gray baked enamel finish. Specify. Shpg. Wgt. 262 lbs. F.O.B. NEW YORK

DF7398F-7425 ..... RETAIL $98.75

No "C.O.D." Orders Accepted on Factory Shipments
Delivery Approximately 2 Weeks

DESK LAMPS . . . BUSINESS EQUIPMENT

TELECHRON ELECTRIC CLOCK
FINEST LIGHTING ACCESSORY · OFFICE · HOME

TELECHRON—LITEMASTER

A doubly useful fluorescent desk lamp with a genuine Telechron 3½" diameter electric Clock! **Royal** statuary bronze with brass trim makes it a beautiful ornament as well. Washable porcelain white enamel reflector. Automatic on and off switch. **Die cast base 6¼" x 9¼". Height 14¾". Steel Shade 18" x 4½" x 2½".** Rubber bumpers for surface protection. Two standard 15-watt T8 fluorescent tubes included. Also available in warm gray. Specify finish. Shpg. Wgt. 11lbs. F.O.B. Ill Factory

DF7586F-1580 ..... **RETAIL $23.85**

FUNCTIONAL PORTABLE LAMP

Two Lite borrodjustment **Spring-tensioned Swivels stay put where placed without dropping.** Cool shade-of chamber (inner reflector) for cool handling. **Oven-fired baked enamel in Coral, Chartreuse, Green with brass plated arms and trim.** Specify color. Die-cast base, steel arms, steel shades. **Base 6½" dia. Arms 14" Shades 5½"** dia. Rubber padded bases—prevents marring surface. **Maximum height 18".** Shpg. Wgt. 7 lbs. F.O.B. ILL. factory.

DF7772F-1190 ..... **RETAIL $13.85**

Ideal Lighting for the Executive Office Home

LITEMASTER DESK LAMP

Smart new fluorescent desk lamp for home, office or institution Sturdy weighted die cast base 6¼" x 9¼" equipped with rubber bumper. Heavy gauge steel shade 18½" x 4¾" x 2¼" Hi-lighted English Bronze or Gray finish. Specify. Reflector, washable porcelain white enamel. Complete with 2 standard 15-watt fluorescent tubes. Height 14¼". Shpg. Wgt. 13 lbs. F.O.B. ILLINOIS FACTORY

DF7584F-1980 ..... **RETAIL $19.25**

ALL-STEEL OFFICE TABLE

Sturdy is the word for these office tables. These sturdily reinforced office tables are made of heavy gauge steel, electrically welded throughout. Table tops are made of high grade linoleum Stainless steel binding adds to trim appearance. Shipped knocked down in individual cartons Easily assembled. Stands 30½" Available in Olive, Green or Metallic Gray. Specify finish. F.O.B. Ill. Factory.

DF7272F-4275—45" to 54"—
one drawer ..... **RETAIL $64.10**
Wgt. 115 lbs.

DF7274F-5115—60" to 84"—
one drawer ..... **RETAIL $76.70**
Wgt. 140 lbs.

DF7275F-6087—72" to 54"—
two drawer ..... **RETAIL $91.30**
Wgt. 170 lbs.

COLE'S 33 DRAWER STEEL STORAGE CABINET

Will pay for themselves many times over as valuable money savers in locating and protecting important matter. Ideal for cancelled checks, catalogs, hardware, office forms, artwork, cuts, photographs, tools etc. Sturdily constructed of the finest grade, heavy gauge steel, electrically welded. Beautifully finished in olive green or Cole gray baked enamel. Specify F.O.B. NEW YORK.

DF7418F-2750 ..... **RETAIL $35.95**

WALL-COAT AND HAT RACK

Saves floor space. Utilizes Wall Area. Double shelf. Heavy 1" chrome tubing. Finished with plastic caps. Extending 15" from wall surface. F.O.B. ILLINOIS.

DF7438F-793 39" Length—
Wgt. 12 lbs. ..... **RETAIL $11.95**

DF7439F-1635—68" Length—
Wgt. 17½ lbs. ..... **RETAIL $15.95**

DF7440F-1230—80" Length—
Wgt. 22½ lbs. ..... **RETAIL $21.95**

STATIONARY FLOOR CUSTOMER

Ideal for home, store, office. 1¼" Chrome Column. Heavy gauge steel, 15" Dia. base, chrome plated. 4 hooks, ⅜" Chrome steel rods. Plastic ball tipped. Overall Height—72" Shipped K.D. Shpg Wgt 22 lbs. F.O.B. ILLINOIS.

DF7437F-1080 ..... **RETAIL $15.95**

WROUGHT IRON BOOT REST

Smartly designed holder for Rubbers, Galoshes Overshoes, etc. The ingenious trough for catching drippings, eliminates messy floors, protects carpeting Size: 25" L. x 13½" W. x 10½" H. Brass finish Shpg Wgt. 6 lbs

RETAIL $5.95

F7450F-380 .....

WALL CUSTOMER

Heavy gauge 1" tubing, chrome plated Three hooks ⅜" steel chrome plated plastic tipped balls. Overall length 13". Depth 9". Shpg. Wgt. 3 lbs.

F7451F-300 RETAIL $4.95

HANG-RITE ROD

Great new device solves your closet problems, protect your clothes. Expands to fit any closet. Featuring the Wonder Hook Saves space, clothes and effort Hangers not included Chrome finish. Shpg. Wgt. 2 lbs.

F7452F-180—Expands 18" to 30"
RETAIL $2.98

F7453F-300—Expands 42" to 72"
RETAIL $5.50

STEEL SUPPLY STORAGE CABINET

Will keep your office supplies and printed matter clean and orderly. Also can be used for your workshop in factories, used for raw materials Doors are equipped with a two-way locking device controlled by a paracentric lock Five adjustable compartments Size: 75" High 36" Wide 18½ Deep. Available in Olive Green or Cole Gray finish. Specify Shpg. Wgt 150 lbs F.O.B. NEW YORK.

DF7419F-3750 ..... **RETAIL $49.95**

HEAVYWEIGHT TYPEWRITER STAND

The best protection for your costly electric bookkeeping machine or typewriter Protruding leaves for operator comfort Shelf for books. Casmet tip or tilt Ball bearing casters, retractable at the flip of lever. Leaves open up to 48" x 25" x 28" high Non skid top. Available in Olive Green or Cole Gray baked enamel finish. Specify Shpg Wgt 65 lbs. F.O.B. NEW YORK

DF7420F-2590 ..... **RETAIL $34.50**

Factory Shipments Require 2 Weeks Delivery
No "C.O.D." Orders Accepted

Florence DINNERWARE

—from America's oldest molder of plastics, maintains its position of leadership through better styling and today's most popular decorator's colors. Florence dinnerware is the choice of the discriminating housewife because it keeps hot foods hot longer, cool ones cool . . . because it is easy to clean . . . it is odorless, non-toxic, non-inflammable, and safely washable in boiling water, in sink or dishwasher.

42-pc. DINNER SET

Setting for Six consists of 6 ea., 10" Dinner Plates, Salad Plates, Bread and Butter Plates, Soup or Cereal Bowls, 6 Cups, 6 Saucers; one ea. Open Vegetable Dish, Divided Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl Wt. 20 lbs.

Retail **$47.95**

F32645-3197	Turquoise Blue
F32695-3197	Bone White
F32665-3197	High Noon Yellow
F32675-3197	Dawn Gray
F32685-3197	Fiesta Pack

(Fiesta consists of Dinner and Bread and Butter Plates Blue, Cups—3 Blue, 3 Red, Platter and Salad Plates Yellow; Saucers, Creamer and Sugar Bowl Black; Serving Dishes Red, Bowls Black). As illustrated above.

6-pc. Service Set smartly styled serving pcs., includes 14¼" Platter, 2 Vegetable Dishes (1 open, 1 Divided), Creamer and Covered Sugar Bowl. Wt. 5 lbs.

Retail **$12.95**

F32765-863	Midnight Black
F32735-863	Turquoise Blue
F32755-863	Sunset Red
F32745-863	High Noon Yellow

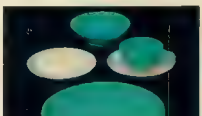
1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pre-shr-ink-in Brush Co
FLORENCE, MASS

OPEN STOCK

Allow 10 days for shipment F.O.S. Florence, Mass.
Minimum order $10 at Retail Value
SOLID COLORS: Sunset Red, Dawn Gray, High Noon Yellow, Midnight Black, Bone White and Turquoise Blue SPECIFY COLORS.

Item No.		
F35375-120	Dinner Plate 10"	$1.80
F35385- 76	Salad Plate, 7⅜"	1.15
F35395- 63	Bread & Butter, 6¼"	.95
F35405- 50	Saucer	.75
F35415- 66	Cup, 9 oz.	1.00
F35425- 66	Soup or Cereal Bowl, 14 oz.	1.00
F35435- 53	Fruit Dish, 8 oz.	.80
F35445-196	Small Platter, 12½" oval	2.95
F35455-263	Large Platter, 14¼" oval	3.95
F35465-200	Vegetable Dish Open	3.00
F35475-217	Vegetable Dish—Divided	3.25
F35485-234	Cream & Sugar Set	3.50

When ordering sets not listed . . .
Service for 8—order 2—20 Pc and 1 Service Set
Service for 12—order 3—20 Pc and 1 Service Set



20-pc. Dinner Set Setting for 4 consists of 4—10" Dinner Plates, 4—6¾" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs.

Retail **$18.95**

F32775-1263	Turquoise Blue & Bone White
F32785-1263	Sunset Red & Dawn Gray
F32795-1263	Rainbow Assortment

Rainbow—equal pcs Blue White-Red-Yellow

41-Pc. DINNER SET

Service for six includes six 10" large dinner plates, six 6½" plates, six 9 oz. soup or cereal bowls, 6 salad bowls, six cups, six saucers, cream and sugar set, 15" platter, 11" veg. serving dish. Wt. 12 lbs.

Retail **$35.95**

F32525-2397 (1 to 3 sets)
Coral Pink and Bone White with Coral Serving Pcs.

F32525-2397 (1 to 3 sets)
Celadon Green and Primrose Yellow with Green Serving Pcs.

F32545-2397 (1 to 3 sets)
Fiesta (dinner plates, bowls, cups, 3 ea. yellow, 3 ea. white — saucers, bread and butter plates, 3 ea. green, 3 ea. coral — cream and sugar coral — platter yellow — veg. bowl green). As shown on right

When ordering sets not listed . . .
Service for 8-order 2-20 Pc and 1 Service Set
Service for 12-order 3-20 Pc and 1 Service Set

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co.
FflorENCE, MASS

MOLDED OF
PLASKON
MELAMINE
Guaranteed by Good Housekeeping

20-Pc. DINNER SET

Set consists of four place settings including four 10" large dinner plates, four 6½" plates, four 9 oz. bowls, four cups and four saucers. Wt. 9 lbs.

Retail **$14.95**

F32555-997 Primrose Yellow
F32565-997 Celadon Green
F32575-997 Coral Pink
F32585-997 Bone White
F32595-997 Rainbow

Rainbow —equal pcs. above 4 colors

THE NEW *Cadence*

the quality line with the **Budget** *price*

New and stunning . . . in today's newest decorator colors, is CADENCE — today's best buy in Melamine ware. Economical to own and economical to use, CADENCE ends breakage replacements. Actually guaranteed against chipping, cracking or breaking!

For beauty and value CADENCE has no equal . . . Smooth, clear surface . . . china like glaze . . . gracefully balanced . . . solid Melamine throughout . . . rich, glowing colors that cannot wear off or rub off.

A modern design that is easy to clean, easy to stack, new CADENCE is a mark of good taste, a symbol of gracious living. It is odorless, non-toxic, non-inflammable, and safely washable in boiling water in sink or dishwasher. CADENCE is the practical dinnerware for every day use and everyone's budget.

OPEN STOCK
Allow 10 days for shipment F.O.B. Florence, Mass.
Minimum Order $10.00 at Retail Value

SOLID COLORS: Primrose Yellow, Celadon Green, Coral Pink and Bone White. **SPECIFY COLORS.**

		Retail
F32555-107	Dinner Plate, 10"	$1.60
F32565- 50	Salad Plate, 6½"	.75
F32575- 58	Saucer	.75
F32585- 60	Cup, 7½ oz.	.90
F32595- 67	Mug, 9 oz.	1.00
F33305-234	Sugar & Cream Set	3.50
F33315- 60	Rimless Salad Bowl, 15 oz.	$ .90
F33325- 53	Rim Cereal Bowl, 9 oz.	.80
F33335- 57	Fruit Dish, 5 oz.	.55
F33345-197	Veg. Serving Dish	2.95
F33355- 83	Lug Soup Bowl, 14½ oz.	1.25
F33365-263	Platter 15"	3.95

5-Pc. SERVICE SET

Modern, functional design . . . match and fit any table setting. The five pc. set consists of large 15" platter, 11" veg. serving dish, creamer and sugar bowl with cover. Wt. 3 lbs. Solid colors only.

Retail **$9.95**

F32605-663 Primrose Yellow
F32615-663 Celadon Green
F32625-663 Coral Pink
F32635-663 Bone White

I'M BETTY LOU . . . AND FULL OF FUN

I'm Betty Lou and real as life, 'cause I can walk, sit . . . even kneel, because my knees are jointed. I'll just love to have my new playmate wash, brush and set my long gleaming hair (it's rooted in). My body is of durable plastic; my head is skin like vinyl. My eyes have long lashes and close when I sleep. I cry sometimes. I'll arrive, dressed just like my big sister, in bright plaid rayon dress with organdy apron, pinafore top, petticoat, panties, socks, shoes.
R35 JP 3794. 23 inch tall Doll. (8 lbs.).....7.98

I'M MARGIE . . . AND TALL AS A 5 YEAR OLD

I'm Margie, and big enough to be a real playmate! I can walk, sit naturally and kneel which makes me so much more fun. My long hair is rooted in . . . wash it, brush it, style it any way you like. My body is durable plastic, my head and arms are life-like vinyl. My eyes have long lashes, close to sleep. I'm dressed for the trip to my new playmate's house in plaid rayon dress with organdy apron, pinafore party top, panties, socks and shoes.
R35 JP 3749. 36 inch tall Doll. (8 lbs.). Mailable . 17.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy

PLAYMATES FROM THE LAND OF MAKE BELIEVE

1 DISNEY'S MOUSEKETEER doll—Walt Disney's cheerful pet has merry plastic face, gay yellow yarn pony tail, and a cotton filled body. Official Mousketeer Emblem on shirt. Washable. (3 lbs.)
R35 JP 3505 23-in . . . 5.69

2 "BENDEE" assumes any position, (has wire frame in a soft washable latex body) Vinyl plastic head, button eyes Coo voice "Bendee" is zipped into a snug hooded suit that's washable (1 lb 6 oz.)
35 J 3615. 14-in.. .. 1.98

3 RAGGEDY ANN comes straight from story book land into your tot's heart! Shoe-button eyes on her merry face, "carrot-top" yarn hair. She's cotton filled cloth, dressed in washable quality percale
35 J 3510. 15-in. (1 lb.) .2.89

4 "DRAFT DODGER" is snug in red and white flannel suit, booties and tassled-cap Horsman's lovable all vinyl plastic doll has "Super-Flex" arms legs that assume lifelike positions. Coo voice
35 J 3740. 15 in. (2 lbs.). 3.98

5 WINKEN, BLINKEN N NOD . . . each with his own sleepy look! Nap or daytime buddies Set of 3 dolls have soft latex bodies vinyl plastic heads, Blue Pink and Yellow flannel nighties (2 lbs.)
35 J 3745 10 in Set 3.79

6 THE SQUEEZEM KIDS, cute molded vinyl pair squeek when squeezed Miss Copy Cat has yellow hair—looks in the mirror as she applies lipstick. "Run-away" has a "pet" in his sack (1 lb. 8 oz.)
35 J 3784. Ea. 11-in. tall. Set 2.98

Tiny Travellers . . . Outfitted and All Ready to Go

7 HI-HEEL TRUDY has a trunk full of lovely outfits! She's so sophisticated . . . wears high or low heels; she's jointed at the knees and ankles. So much fun to wash and restyle her long, shiny rooted Saran hair! Glassene eyes, flirty lashes; durable plastic body vinyl arms. Trudy has a real suitcase that can be used by a certain little girl, too. Sturdy wood frame is covered with washable vinyl plastic, closes with 2 clasps, lock and key; inside—a hanger bar for dolly's clothes Measures 7x13x21-in. high. Included taffeta and net gown, "ermine" stole, pleated skirt, blouse, school dress, coat, crinoline half-slip, panties, pj.'s, house coat, bonnet, rain cape and boots, high heels, low heel shoes, nylon hose, I. Miller shoe box, 10 hangers curlers, comb, brush, mirror
R35 JP 3727 20-in tall. Washable. (9 lbs.) 18.95

8 WALKING BRIDE has her own trousseau! Saran hair rooted in vinyl plastic head . . . wash, set with 3 curlers, comb, brush, mirror (incl.) Moving glassene eyes with long lashes durable plastic body Wears rayon satin gown, veil, half-slip, panties, shoes, socks; carries bouquet. Incl.; velvet coat, straw hat, taffeta dress, cotton dress, sunsuit, nighty, housecoat, compact, "lipstick", shoes, socks, hankie purse , wedding "trousseau," 12x6x18-in. high fiberboard trunk has hanger for clothes, drawer for accessories Mail abie
R35 JP 3570. 16-in tall (6 lbs.).12.95

9 WINNIE owns trunk, wardrobe. All vinyl plastic Horsman doll has Superflex legs—holds any position Wash, comb, wave her rooted hair, (3 curlers, comb, brush, mirror, soap sponge, incl.). Lashed glassene eyes, coo voice. Wears felt hat, 2-pc lace collared cotton outfit, panties, socks, shoes, Incl. Blue taffeta coat and bonnet set, party dress, swim suit, flannel pajamas, extra panties, shoes. 12x6x16-in. high fiberboard trunk with hanger and drawer to hold dolly's clothes A little girl's dream come true on Christmas morning! Mailable. . . . 7.98
R35 JP 3738 14-in. tall (5 lbs.) .

Budget Power can make it the best Christmas ever at your house

Life-Like Playthings for Little Girls

LITTLE HOSTESS TEA CART WITH SERVICE

Unusually beautiful all metal tea wagon, gracefully styled wrought iron tubular legs. Four crystal plastic wheels. Upper tray decorated with 4 color Little Miss Muffet design. Fitted with 32 pc colorful tea service. Size: 21" High, 18" Long, 12" Wide. Shipped K. D. Wghs. 7 lbs.

F1837P-460 ..... RETAIL $7.95

SCALE MODEL ELECTRIC RANGE

A stove all her own! Beautifully enameled in white, with baked on enamel finish. Gleaming chrome plated burner plates and drip bowlies. Heavy welded steel construction. Seven practical cooking utensils. Listed by Underwriters Laboratories TESTED AND APPROVED FOR SAFETY. Size 15"x13¾"x7¾". Ship. Wgt. 10 lbs.

F1845P-670 ..... SUG. RETAIL $10.95

NON-ELECTRIC RANGE

Same as above size 12"x7¼"x7".

F1803P-370 ..... RETAIL $3.95

TALKING TELEPHONE BANK

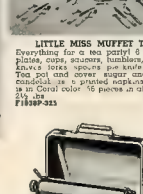
A combination play phone that's a Wall bank and talking toy all in one. Hard impact plastic 9¾" x 6¾ x 4 cabinet. Hand wind record with operator's voice. Money can be taken out only by removing disc in the back. Shpg Wgt 3 lbs.

F1803P-265 ..... RETAIL $5.95

31-PIECE DOLL'E LAYETTE

Everything to care for her doll-at-home, or on a trip! Packed with famous products in doll's "Overnight" Basket with two metal handles, hinged basswood lid. Packed with famous brand products. Height with handles up to 10", length 13¾, width 10". Shpg. Wgt. 6 lbs.

F1891P-375 ..... RETAIL $5.95



LITTLE MISS MUFFET TEA SET

Everything for a tea party! 6 each: Dinner plates, cups, saucers, tumblers, Mirro plated knives, forks, spoons, pie-cake butter knife. Tea pot and cover sugar and creamer, 2 candelabra, 2 printed napkins. Dinnerware is in Coral color. 46 pieces in all. Shpg. Wgt 5½ lbs.

F1836P-325 ..... RETAIL $5.50

"FRIENDLY FOLKS" MOTEL

Opens like regular hotel. Door opens to a desk with business supplies, cash register, post office, telephone, and many other items. Has key chain. Stairway and Elevator to each room. Size and shape of modern colonial motel. 3 signs, antennas, flag. Sturdy plastic. Shpg. Wgt 3 lbs.

F1829P-480 ..... RETAIL $8.98

SCALE MODEL ELECTRIC RANGE

A stove all her own! Beautifully enameled in white, with baked on enamel finish. Gleaming chrome plated burner plates and drip bowlies. Heavy welded steel construction. Seven practical cooking utensils. Listed by Underwriters Laboratories TESTED AND APPROVED FOR SAFETY. Size 15"x13¾"x7¾". Ship. Wgt. 10 lbs.

F1845P-670 ..... SUG. RETAIL $10.95

NON-ELECTRIC RANGE

Same as above size 12"x7¼"x7".

F1803P-370 ..... RETAIL $3.95

TOY TYPEWRITER AND CARRYING CASE

Real typewriter with standard keyboard caps and others numerals punctuation marks. Individual key operation. Shift keys too, bearing numerals and symbols. Has spacer bar 8½ carbon. Takes 8½ x 11 letterhead. Attractively finished. Chrome trim. Size: 10" deep; 10¼" wide; 6" high. Fun and educational for both boys and girls. Shpg. Wgt. 10 lbs.

F1810P-1400 ..... RETAIL $21.95

TOM THUMB REGISTER

Hands actual business more efficient by! Red metal toy register absolutely essential for playing store. Boys & children learn to count money—they have a great time doing it. Imitation folding money and coins included. Perfect for any child over 3. Size: 7¼" high x 6½" wide x 7¼" deep. Shpg. Wgt 4 lbs.

F1829P-215 ..... RETAIL $3.95

ELECTRIC CORN POPPER AND VENDOR

Just plug it in and hunter's in business with his own corn popping stand and vending machine! Looks like a professional one too—white baked enameled finish. Equipped with four colored serving bowlies a supply of pop corn, instructions and recipes. No crank to turn—safe heating unit. Size 17" high x 12" x 9". Shpg. Wgt. 9 lbs.

F1854P-685 ..... SUG. RETAIL $10.95

IRON AND BOARD SET

Toy electric iron heats evenly, won't burn. Chrome-plated with plastic handle, even heat is distributed by fully insulated thicks. Chrome element. Attached cord 8' long. Rigid steel top ing board has ventilated top. Baked white enamel finish. Folds flat. Board 28" x 8"; 22" high

F1790P-825 ..... RETAIL $5.50

SEWMASTER

One of the best makes—your little seamstress will love it. Does such a professional job that Mother will be borrowing it in a pinch. Hand operated. Stitch control. . . . Mounted on beautiful hardwood cabinet. Size 8½" x 4⅝" x 6¼". Shpg. Wgt. 24 lbs.

F1887P-675 ..... RETAIL $7.95

CHUCK WAGON SET

Campbell Kid's meal-time set consists of Can of Franco-American Spaghetti, Campbell's Pork 'N Beans, Campbell's Soups — Chicken Kernel Peas, Mugs — Forks and Spoons. Chuck Away on Chuck Pail. Western Tune pictured on wood. Western style Neckerchiefs. All packed in a Chuck Wagon cabinet Size, 10½" High; 19" Long; 13½" Wide with cupboard closed. Shpg. Wgt 6 lbs.

F1836P-350 ..... RETAIL $4.98

TELECOM INTER-PHONE SYSTEM

Not just a toy. Ideal for home, garage and other businesses. Two sensitive-size profes sional headsets with buzzer set operation. Patented power supply. Two buzzer set operation. Patented power supply. Two buzzer set operation. Patented power supply. Two

STUFFED AND MUSICAL TOYS

STANDING COCKER SPANIEL

So real, you feel he loves you too—and will cuddle right back! He's a full 19" long and 14" tall. Soft curly plush accented eyes. Bright ribbon bow. Rubber squeaker in tail, with leash Available in Black, Brown or White Specify Shpg Wgt. 3 lbs

F1857P-325 ..... RETAIL $5.50

MUSICAL CUDDLE PANDA

A lovable armful of playtime and bedtime pal. Soft, cuddley plush—Black with White trim—Bright ribbon bow—Vinyl nose—Secured moving eyes. Size: 18" Tall. Shpg. Wgt 2 lbs

F1858P-350 ..... RETAIL $5.95

CUDDLE DOLL

Just waiting to be cuddled! Soft cuddley plush Beautiful baby doll face Movable closing sleepy eyes—Says ma ma and Mama crying voice Satin ribbon bow 18" Tall Available in Pink or Blue Specify

F1863P-355 ..... RETAIL $5.95

DANCING MUSICAL ELEPHANT

An unusual musical stuffed toy that bellances on one foot and dances around and around as a Swiss musical box plays a happy melody. Colorful plush and trimmed with ruffle collar. Detailed vinyl face and long elephant trunk Felt hat with pom-pom. 15½" Tall Shpg Wgt

F1861P-550 ..... RETAIL $7.98

TALKING HOWDY DOODY DOLL

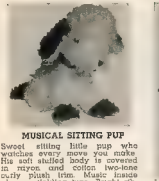
Laughable, squeezable little rascal plays his own gag Authentic replica of famous television puppet Plastic molded Howdy Doody head with movable jaw Dressed in colorful plaid shirt and twill dungarees with contrasting colored boots. Soft stuffed body, 20½" tall, Shpg Wgt. 3 lbs

F1830P-400 ..... RETAIL $6.50

"FARMER IN THE DELL MUSIC BOX

Acts out the story as it plays the music Turn the crank . . . as each verse of the song is ended one of the characters in the story pops out the door Sing and play the complete song again, and all the characters jump back into the house All metal, sturdy construction. Size 10"x 7"x8½" high

F18772-250 .. RETAIL $3.79



MUSICAL SITTING PUP

Sweet sitting little pup who watches every move you make His soft stuffed body is covered in rayon and cotton two-tone curly plush trim. Music inside plays a tinkling tune. Bright ribbon bow. 12" tall. Available in Black White and Brown. Specify Shpg. Wgt 2 lbs

F1864P-355 ..... RETAIL $5.50

COLORING AND STORY BOOKS

Provides many happy hours of educational fun for boys and girls. Huge assortment of storybook characters to color. Contains: 4 different coloring books (112 pages of outline drawings), 4 Bonnie books in full color with Activity and Story book titles; 4 Trace-and-Color books, each contains 16 pages of tracing paper and outline drawings, 10 books such as Connect the Dots Puzzles, Magic coloring, etc.; 2 books with die-cut opening in front cover (heavy coated paper can be recolored) box of 36 crayons. 12"x10"x 2½" Shpg Wgt. 6 lbs

F1841P-315 ..... RETAIL $5.50

KATY KACKLER — THE RED HEN

How they'll love pulling "Easy Kackler" just to hear the sounds "Cluck, Cluck, Cluck — Squa-awk! Cluck, as the wings and feet move up and down. Strong wood body and wheels, concealed sound device, bright red vinyl comb Size. 7¾" long, 9¼" high, 5" wide Shpg Wgt 2 lbs

F1865P-175 ..... RETAIL $2.98

CARNIVAL HURDY GURDY

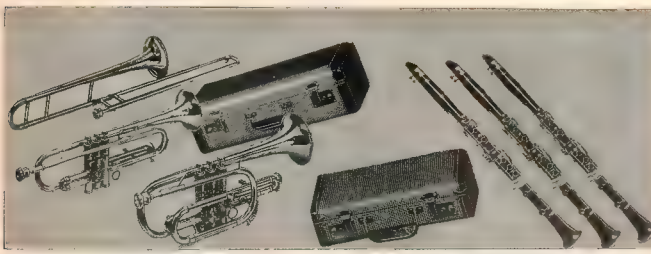
For wee folks, right from the pages of his story book Largest and loudest music box in the world of toys Plays jolly tunes. All metal. "Break proof". Vinyl shoulder strap 24", organ grinder's stick. Size: 27"x 8"x7" Shpg Wgt. 2 lbs

F1868P-350 ..... RETAIL $3.79

THE BUCKY BURRO

Pull the colorful "Bucky Burro" . . . Life-like "Hee haw, hee-haw" sound intrigues every child. Mechanism safely concealed in sturdy wood cart Actute ears flip back and forth Spring tail switches as fun-packed burro bucks up and down with kicking motion Driver mounted on safe spring for added play value Sturdy all wood construction. Ideal for children 2-5 years old. Size: 13½" long 7½" high, 4¾" wide Shpg Wgt. 2 lbs.

F1866P-175 ..... RETAIL $2.98



BARCLAY BAND INSTRUMENTS

Imported and designed for the American market Superior workmanship, quality material, true tone Sturdily built, clear lacquered, low Bb pitch, lightning action valves, single water key Medium bore 4½" bell Complete in hard shell, plush-lined case

DF6212R 5450—Cornet Outfit . . . . . **RETAIL $ 84.00**
DF6213R-5450—Trumpet Outfit . . . . . **RETAIL $ 84.00**

Bb TROMBONE OUTFIT

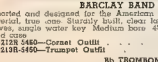
Scientifically proportioned with lightning like slide action. Perfect tuning from the lowest to the highest register. Built in slide lock Complete in plush-lined, hard shell shaped case

DF6214R 7150—Trombone Outfit . . . . . **RETAIL $110.00**

MADE IN U. S. A.

A moderately priced horn that matches the performance of the costliest brass instruments. Wonderful to look at, amazingly responsive in all registers. Nickel silver valves, pitched in Bb, 4-9/16" bell diameter Double water keys, Cacz lacquered, nickel trimmed Complete in streamlined hard shell, pearshaped case

DF6215R-8418—Cornet Outfit . . . . . **RETAIL $128.50**
DF6216R-8418—Trumpet Outfit . . . . . **RETAIL $128.50**



THE NO. 64 CHROMONICA
(Professional Model)

Embodies four full chromatic octaves small "C" on piano and extending to 4 Lines "C" 64 perfectly tuned reeds Packed in polished burl walnut can tainer, with double hinges and gilt snap lock. Available only in the key of C

F6232R 1300 . . . . . **RETAIL $20.00**

THE CHROMATIC

47½" long. Supplies half tones (sharps and flats) corresponding to the black keys on a piano. 40 perfectly tuned reeds fitted with leather valves Packed in leather hinged box. Available in the key of C or G

F6233R 760 . . . . . **RETAIL $12.00**

Bb TROMBONE OUTFIT

Perfectly balanced with smooth slide action One piece nickel silver slide tubes. Detachable balancer, 7" bell Complete in streamlined hard shell pear-shaped case

DF6217R-8418—Trombone Outfit . . . . . **RETAIL $129.50**

BARCLAY CLARINET OUTFITS

Ebonite Outfit. Free full blowing standard Bb Boehm system Ebonite (hard rubber) clarinet of 17 keys and 6 rings Looks and responds like a good quality wood instrument. Complete with streamlined hard shell, plush-lined case covered in attractive keratol. With lyre, swab and cork grease

DF6218R-6468 . . . . . **RETAIL $ 59.50**

Grenadilla Wood. Unsurpassed in tonal quality and performance. Full Bb Boehm system, 17 keys, 6 rings. Hand forged keys. Complete with streamlined hard shell, plush lined case covered in attractive keratol. With lyre, swab and cork grease.

DF6219R-7213 . . . . . **RETAIL $112.50**

"Artist" All Wood Clarinet. Bb Boehm system, 17 hardened nickel silver keys, 6 rings Made of finest grandilla wood specially treated and seasoned to eliminate checking and cracking. Rare of perfect grained design—highly polished Flat caps give lifetime service. Outfit includes lyre, swab, cork grease and screw driver.

DF6220R 12868 . . . . . **RETAIL $198.50**

MECHANICAL METRONOME

Metronome DeMaelzel used for music teaching exclusively now used extensively by industry and wherever time beat is necessary Delivers accurate time beat, both audible and visible. Adjusts from 40 to 208 beats per minute. Case of selected wood finished in dark mahogany brown. Height, 8", 4½" square base.

F6231R-925 . . . . **RETAIL $13.50**

U. S. REGULATION BUGLE

The official regulation bugle extensively used in military, camps and bugle Corps. Built in key with slide to F Brass polish finish, nickel plated mouthpiece and chain bread flat run on bell. Length, 15⅜" Bell diameter, 4½".

F6222R-790 . . . . . **RETAIL $12.00**

BUTONI ACCORDIONS

Butoni Accordions excitingly beautiful to look at, but their beauty is more than "skin-deep." Technicians who have taken them apart will tell you they have never seen such quality at comparable prices—such fine materials and precise workmanship and such a combination of advances and refinements Outstanding features include perfect balance; fast, positive, pre-set treble switches, fine hand-polished blue steel reeds. Perfectly seasoned, moisture-proof, shellac-coated wooden parts; hand made bass action, double aluminum panels in bass and treble, lightning-fast keyboard. Each instrument complete in streamlined hard shell plush-lined case and heavy leather adjustable straps

ROMANTIC MODEL

Size: 18¼x15½x6¾ Weight 16 lbs. 12 oz., Keys: 41 Treble, 120 Bass, Reeds: 2 Treble, 4 Bass, Switches: 2 Treble, 2 Bass Bellow Folds 17

DF6225R-14175—Black & White . . . . . **RETAIL $295.00**
DF6226R-14175—Red & White . . . . . **RETAIL $295.00**

ARTIST MODEL

Size 18½x15½x6¾ Weight 17 lbs., 4 oz., Keys. 41 Treble, 120 Bass; Reeds: 2 Treble, 4 Bass; Switches: 2 Treble, 2 Bass; Bellow Folds: 17

DF6227R-22125—Black & White . . . . . **RETAIL $395.00**
DF6228R-22125—Red & White . . . . . **RETAIL $395.00**

PROFESSIONAL MODEL

Size: 19x15½x7, Weight: 19 lbs.; Keys: 41 Treble 120 Bass, Reeds: 3 Treble, 5 Bass, Switches: 7 Treble, 2 Bass; Bellow Folds: 17

DF6229R-26250—Black & White . . . . . **RETAIL $495.00**
DF6230R-26250—Red & White . . . . . **RETAIL $495.00**

No C.O.D. Orders Accepted — F.O.B ILLINOIS

RECORDERS—CAR RADIOS—PORTABLE RADIOS

WILCOX GAY DELUXE TAPE RECORDIO

Never before has a unit so rich in fidelity, range and tone qualities been available for professional and home recording. Will pick up the faintest whisper—**with High Fidelity, Stereophonic 2D Sound,** Dual Speed 3¾ and 7½ I.P.S. Four Speakers. Uses 5", 7" and 7" Reels. Radio-Phono-TV input jack. Microphone. Tone control. Volume control. Public address system. Fast Rewind and Forward. 115 Volt AC-60 cycle. Size, 16¼" x 16½" x 11¼. Shpg. Wgt. 45 lbs. F.O.B. MICHIGAN

DF6352R-16197 ..... **RETAIL $269.85**

WILCOX GAY TAPE-DISC RECORDIO

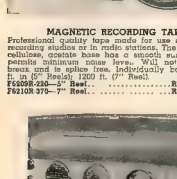
With this Wilcox Gay, you can transfer phonograph records to tape . . . re-record portions of tape recording to disc. Tape may be erased and reused indefinitely. Highspeed wind . . . forward and reverse. Double mesa recording volume indicator. Cue for overload. New controlled reluctance microphone, 6" x 9" oval speaker. Single speed Leatherette case 18" x 18" x 11". F.O.B. MICHIGAN. Shpg. Wgt. 32 lbs.

DF6350R-11997 ..... **RETAIL $195.95**

CRESCENT RECORDER AND PLAYER

America's greatest tape recorder value! Gives you the advantage of both 3¾ and 7½ I.P.S. Two demanded recording speeds. Dual Track recording. Fast rewind and rewind mechanism. 3.2 OM Speaker output. Hi-Fi microphone, one reel of tape and extra take-up reel. Lightweight measures only 13½" x 12" x 8¾". Beautiful lined oak. Practical fabric covered case. 110-120 Volt-60 cycle AC. Shpg. Wgt. 22 lbs. complete. F.O.B. ILLINOIS.

DF6353R-5865 ..... **RETAIL $89.50**



MAGNETIC RECORDING TAPE

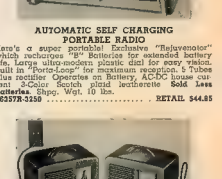
Professional quality tape made for use at home, in recording studios or in radio stations. The plasticized cellulose, acetate base has a smooth surface which permits minimum noise level. Will not stretch or break and is splice free. Individually boxed in 600 ft. in 5" Reels; 1200 ft. (7" Reel.

F6209R-220—5" **Reel**..... **RETAIL $9.50**
F6210R-370—7" **Reel**..... **RETAIL $5.85**

WILCOX GAY KEYBOARD TAPE RECORDER

Sensational and Exclusive **Push Button Keyboard Controls.** Dual speed 3¾" and 7½" I.P.S. 4" Round speaker. Radio, Phono-TV input jack. Microphone, Record level indicator Tone control. Erase. Volume Control. 3 Watt Output Public address system. Fast rewind and Fast forward. 115 Volt AC-60 cycle. Size, 14" x 12" x 8". Shpg. Wgt. 28 lbs. F.O.B. MICHIGAN.

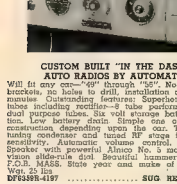
DF6355R-8663 ..... **RETAIL $129.95**



AUTOMATIC SELF CHARGING PORTABLE RADIO

Here's a super portable! Exclusive "Rejuvenator" which recharges "B" Batteries for extended battery life. Long ultra-modern plastic dial for easy vision. Built in "Ferto-Loop" for maximum reception. 6 Tubes plus rectifier Operates on Battery, AC-DC. Uses current 3-Color Scotch plaid leatherette **Sold Less Batteries.** Shpg. Wgt. 10 lbs.

F6357R-3250 ..... **RETAIL $44.85**



CUSTOM BUILT "IN THE DASH" AUTO RADIOS BY AUTOMATIC

Will fit any car—'49 through '56. No cables, no brackets, no holes to drill, installation a matter of minutes. Outstanding features: Superheterodyne; 6 tubes including rectifier—8 tube performance. Two dual purpose tubes. Six volt storage battery operation. Low battery drain. Simple one or two unit construction, depending upon the car. Three gang tuning condenser and tuned RF stage for extreme sensitivity. Automatic volume control. Large PM Speaker with powerful Alnico No. 5 magnet. Easy vision slide-rule dial. Beautiful hammertone finish. F.O.B. MASS. State year and make of car. Shpg. Wgt. 25 lbs.

DF6338R-4197 ..... **SUG RETAIL $59.95**

PIONEER GEIGER COUNTER

Designed to be use dia the location of radio-active ores such as pitchblende, carnotite, gumite and thorium, and in the detection of the presence of radio-active materials in laboratories, schools and the home. Supplied with two 1S85 tubes and has a sensitivity greater than **Double that of any other Geiger counter.** All components and circuitry are inverted to prevent moisture damage. Complete with tubes, batteries, headphone radio-active sample and instructional manual **Sensitivity**—Beta, Gamma, **Range**—Full sensitivity at all times. Size: 3" x 4" x 6". Shpg. Wgt. 5 lbs. F.O.B. CALIF.

DF6040R-3995 ..... **RETAIL $98.95**

PORTABLE WIRELESS INTERCOM

No Wires — No Installation: Just Plug-in on AC or DC Current Ideal for Offices, Factories—Stores and Home. No wires necessary. Features: **Sensitivity Scooter; Dual Transmission; Hush-O-Matic.** Durable plastic cabinet; size 8¼" Wide, 6" High, 5⅝" Deep. 2½ Watts Power Output. Shpg. Wgt. 4½ lbs. each. F.O.B. ILLINOIS

DF6103R-5810 ..... **RETAIL $84.50**

6 TUBE UNIVERSAL CAR RADIO

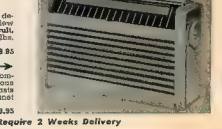
For all cars and trucks. A completely new compact powerful radio designed for **under-the-dash** and **in-the-dash mounting.** Illuminated full view slide rule dial. Self-contained single unit **Superheterodyne 6 tubes circuit,** giving you 8 tube performance. 3 Gang condenser. Shpg. Wgt. 11 lbs. F.O.B MASS

DF6622R-2835 ..... **RETAIL $59.95**

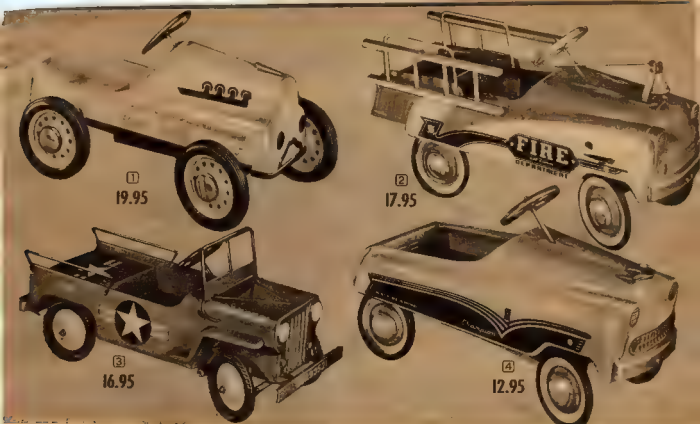
RCA 3-WAY PORTABLE RADIO

Gives you all the convenience of battery, AC or DC operation in a compact "Personal" radio! Reception is rich and clear through the famous "Golden Throat" tone system. Handsome plastic ivory cabinet contrasted with the gold-and-black striped grille. Recessed smart handle. Cabinet size: 9" High; 10½" Wide; 3" Deep **Sold Less Batteries.**

DF6650R-2898 ..... **RETAIL $39.95**



No "C.O.D." Orders Accepted Factory Shipment Require 2 Weeks Delivery



The Big Surprise—for The Little Driver's Christmas

1 CHAIN DRIVE Hot Rod! He'll have the fastest car on the block! Heavy steel "Rod" has ball-bearing chain drive with fast gear-ratio. Yellow baked enamel, Red/Black trim. 10-in. wheels spaced well outside body for stability. 1⅜ in. rubber tires. Abt. 17x36 in. long. Shpg. wt. 40 lbs.
E35 JP 3177. Matlable.. 19.95

2 MURRAY FIRE TRUCK carries extra "fireman!" Heavy welded steel. Two removable wooden ladders; Chief's bell, steel hand rails. Ball-bearing double-disc 8-in. wheels; solid ¾-in. rubber tires, block pedals. Vermillion Red enamel with Yellow trim, "Silver" grille, headlights. 17 by 43 in. long. Shipping wt. 38 lbs.
E35 JP 3184. Matlable.....17.95

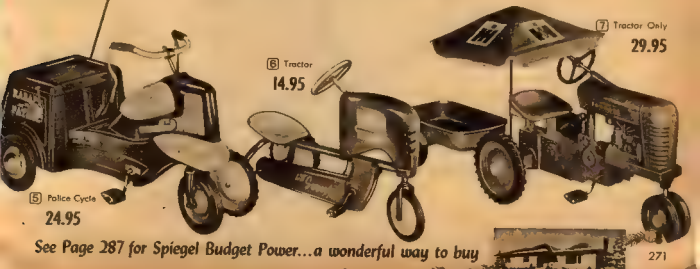
3 AIR FORCE JEEP. Room for extra rider. Windshield raises, lowers like real jeep. Heavy gauge steel; Blue baked enamel finish with insignia trim. Ball-bearing drive. Pedals adjust for leg reach. 8-in. wheels; 1¼-in. semi-pneumatic rubber tires. Abt. 15x41 in. long. Frt. or exp.
E35 JP 3178 (40 lbs.)...16.95

4 MURRAY ECONOMY auto has plenty of leg room, features of more costly cars! Ball-bearing pedal drive; 8-in. double-disc wheels. Solid rubber ¾-in. tires, block pedals. 2-tone Green and Blue enamel, "Silver" trim on heavy steel, nickel hub caps. Fabric pad. 17x36 in. long. (31 lbs.)
E35 JP 3173. Matlable..12.95

5 JUNIOR POLICE CYCLE has a big, roomy trunk for carrying favorite toys; real wailing siren. Sturdy heavy gauge steel body; ball-bearing, 8-in. double-disc wheels, 1¾-in. semi-pneumatic front tire, 1¼-in. rear tires. Bicycle type roller chain, easy to pedal. Turns a full 360° with ease. Dark Blue baked enamel finish. 22 inches wide, 35 inches long. Shipping weight 41 lbs.
E35 JP 3182. Matlable 24.95

6 HVY. GAUGE STEEL TRACTOR maneuvers like a charm—front wheel turns a full 360°. 7¼-in. front, 10-in. rear ball-bearing wheels; 1¾-treaded rubber tires. Ball-bearing chain drive completely enclosed for safety. Steel bucket seat adjusts to child's leg length. Gleaming Red baked enamel finish, White trim. Overall abt. 25 inches wide, 36 in. long. Shpg. wt. 28 lbs.
E35 JP 3190. Matlable.... 14.95

7 "FARMALL" TRACTOR SET. Scaled replica of famous International Harvester model. Rugged, lightweight cast aluminum alloy won't rust ever! Shift gear for engine noise or quiet. Chain drive, ball-bearing pedals. 12-in. rubber tractor tires; 7-in. dual front wheels with 1¼-in. tires. Red enameled finish; Tractor, 36x19x28 in. high. Steel trailer, 20x18x8 in. deep; 7-in. rubber-tire wheels. Canvas-like cloth umbrella with adj. steel rod.
E35 JP 3186M. Tractor. Matlable. (43 lbs.).....29.95
E35 JP 3187M. Trailer. Matlable. (13 lbs.).....7.95
E35 JP 3188M. Umbrella. Matlable. (4 lbs.).....3.49
E35 JP 3189Y. All 3. Save! (58 lbs) Frt or exp. 38.95



See Page 287 for Spiegel Budget Power...a wonderful way to buy

Schoenhut Pianos Make Playing Easy as A, B, C's

1 49-KEY SCHOENHUT—largest toy piano—4-octave range, sharps, flats. Standard width keys let child graduate easily to adult piano. Precision-ground high-carbon steel rods give mellow tone. Walnut finished plywood cabinet, folding music rack. 32 in. wide x 17x21 in. high, bench 10 in. high. Frt. or exp.
B35 JP 2726 Shpg. wt. 30 lbs. . . . 36.95

2 25-KEY SCHOENHUT Spinet has 2-octave range, sharps, flats Standard-size keys let child change to real piano with ease Precision-ground high-carbon steel tone rods, wood case 19x13x17 in. high, light walnut finish. Bench 11x7x8 inches high. Mailable.
E35 JP 2723. Shpg. wt. 15 lbs. . . . 12.95

3 TABLE MODEL SCHOENHUT. 2-octave range, sharps and flats; durable plastic keys. Steel rods give clear tone. Plywood cabinet, turned wood legs, finished in light walnut lacquer. 14x11x9 inches high.
R35 JP 2781. Mailable (7 lbs.) 5.98

4 TURN CRANK—colored dots on moving chart appear next to color-matched keys . . . play tunes right away 3 charts, 6 tunes. 12 plastic keys, steel tone rods, wooden case. 11x13x5 in. high.
35 J 2770. Shpg. wt. 3 lbs. 5.49

20-key, Music, no crank action
35 J 2744. 11x12x5 in. high (4 lbs.) 3.98

8-key. Color keys, music, no crank action.
35 J 2724. 8x10x5 in (2 lbs. 12 oz.) 1.98

5 TRAP DRUMS. 20-in. bass drum, 7-in. tom-tom have 2 fiber heads; 8-in. snare drum has 1 fiber, 1 cloth head. Steel bodies. Foot pedal works bass, cymbal Bells, triangle, 2 wood blocks, two 11-in. drumsticks.
E35 JP 2736W. Mailable. (9 lbs.) 3.98

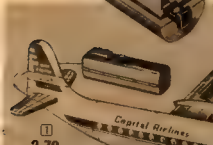
6 2-OCTAVE XYLOPHONE. 25 steel bars (sharps, flats). Mallets, music and holder. Removable aluminum legs, easy to assemble.
R35 JP 2737. 22x16x21 in. Mail. (9 lbs.). . 5.98

7 30-KEY JAYMAR has light action, regular-size keys; sharps, flats. Precision-ground high-carbon steel tone rods. Walnut finished wood, folding rack Bench 10 in. high.
E35 JP 2730. 19x14x22 in. Mail. (28 lb.)..23.95

Budget Power can make it the best Christmas ever at your house

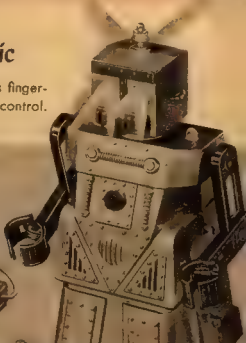
Touch-And-Go Magic

Remote control puts action-magic at his fingertips—toys work at a touch of the hand control.



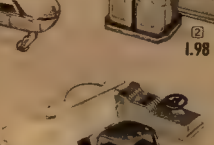
1 2.79

2 1.98



3 5.69

4 2.98



5 3.49

6 2.89

7 3.98

8 3.49

1 TAXI AIRPLANE across floor by remote control. Turn right, Green starboard wingtight flashes on; turn left, Red port light flashes, props spin. All-steel model of Capital Airlines' Viscount. 11-in long, 14 in. wingspan Use 2 "D" batteries (sold below) (1 lb 8 oz.)
35 J 5532 .....2.79

2 WALK ROBOT forward-and backward by remote control—lights in eyes blink on and off, arms swing back and forth All lithographed steel, minutely detailed Control box has forward, reverse buttons, uses 2 "D" cell batteries (sold below) Robot stands 6¼ inches high.
35 J 5524 (2 lb.) 1.98

3 ROBERT THE ROBOT says "I am Robert Robot, the mechanical man—drive me and steer me wherever you can!" when crank is turned. Make him walk forward, beckward, turn him right or left by remote control. On-off switch works lights in eyes, antenna Robert stands 14 inches tall—strong metallic-finished plastic Battery incl.
35 J 5513 (4 lbs.).....5.69

4 MG SPORTS CAR drive it forward, reverse, right, left by remote control . . . headlights light up when it moves. Steer with wheel on control unit. Plastic car 9 inches long has 1¼-inch rubber-tire wheels, bright Red, Grey and White finish Takes 2 "D" batteries (sold below)
35 J 5525. (2 lbs.)2.98

5 DUMP TRUCK drives forward and backward, steers right and left, dumps load—all by remote control! Tailgate swings open automatically for dumping. Control unit uses 2 "D" cell batteries (sold below). Truck made of Blue and White plastic, measures 8 inches long; 1¼ in. rubber wheels.
35 J 5506. (2 lb.)..3.49

6 RED LIGHT FLASHES, rotates; siren wails! Drive forward reverse, right, left by remote control Steel car takes 2 "D" batteries (sold below).
35 J 5526. 9 in. long. (1 lb. 8 oz.) 2.89

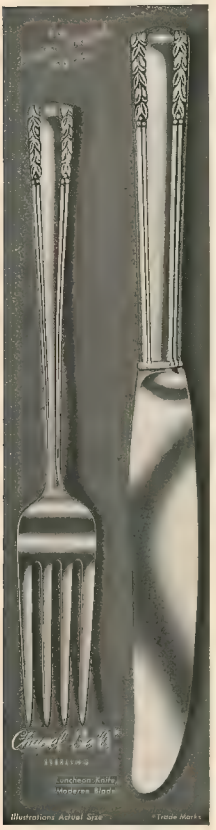
LONG-LIFE BATTERIES.
35 J 5534 "D" cell type. (8 oz.) 2 for 25¢
35-J 5535. "C" cell type. (4 oz.) 2 for 25¢

7 SPEEDY FIRE ENGINE Run it forward, backward by remote control—red light flashes. Large ladder swivels 180°, extends 23 in. with 2 extension ladders; raises, lowers by hand crank. 3 extra ladders. Red plastic, 10 rubber wheels; 16 inches long. Use 2 "D" batteries (sold at left).
35 J 5508. (2 lbs. 5 oz.).....3.98

8 POWERFUL TRACTOR with trailer climbs up steep grades and over obstacles Remote hand control has forward, reverse buttons Orange color high-impact plastic tractor has removable rubber treads Measures 12 in. long overall. Uses 2 "D" cell batteries (sold at left). Shipping weight 2 lbs.
35 J 5505 3.49

See Page 287 for Spiegel Budget Power...a wonderful way to buy

A PRODUCT OF **THE ALVIN SILVERSMITHS** SUBSIDIARY OF **GORHAM MFG. CO.**



	EACH	RETAIL Without Tax
Teaspoons	S-194	$ 3.41
Luncheon Knife	S-298	5.23
Luncheon Fork	S-311	5.45
Dinner Knife	S-363	6.36
Dinner Fork	S-415	7.27
Salad Fork-Ind.	S-272	4.77
Cream Soup Spoons	S-259	4.55
Butter Spreader F.H.	S-207	3.64
Butter Spreader H.H.	S-272	4.77
Oyster Forks	S-194	3.41
Coffee Spoons	S-117	2.05
Dessert Spoons	S-311	5.45
Iced Tea Spoons	S-259	4.55
Bon Bon Spoon	S-259	4.55
Butter Knife	S-415	7.27
Butter Pick	S-246	4.32
Cheese Server	S-311	5.45
Cold Meat Fork	S-518	8.09
Cream Ladle	S-324	5.68
Gravy Ladle	S-609	10.68
Jelly Server	S-324	5.68
Lemon Fork	S 220	3.86
Pie Server	S-518	8.09
Salad Fork, Serving	S-777	13.64
Salad Spoon, Serving	S-777	13.64
Sugar Spoon	S-311	5.45
Sugar Tongs	S-389	6.82
Table Spoon	S-505	8.86
Tomato Server	S-713	12.50
Roast Carving Set, 2-Piece	S-2837	49.77
Steak Carving Set 2-Piece	S-1036	18.18

5 PIECE PLACE SETTING

Luncheon Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon.

S-1334 Setting .....RETAIL $23.41

5 PIECE PLACE SETTING

Dinner Size

S-1503 Setting .....RETAIL $25.36

4 PIECE PLACE SETTING

Luncheon Knife, Fork, Teaspoon, Salad Fork

S-1075 .....RETAIL $18.86

4 PIECE PLACE SETTING

Dinner Size.

S-1244 Setting .....RETAIL $21.81

CHAPEL BELLS

Introduces not only strikingly new design of classical origin, but a pleasing departure from the conventional proportions of older patterns. Its the kind of a pattern that goes well with all China. Soft Butler finish

CHASED ROMANTIQUE

Fashionable, smart and richly endowed with the beautifully Chased Scroll and flower effects of the romantic Louis XV period, that again becomes the mode of the day. Bright Butler finish

A PRODUCT OF **THE ALVIN SILVERSMITHS** SUBSIDIARY OF **GORHAM MFG. CO.**

Illustrations Actual Size *Trade Marks

	EACH	RETAIL Without Tax
Teaspoons	S-194	$ 3.41
Luncheon Knife	S-298	5.23
Luncheon Fork	S-311	5.45
Dinner Knife	S-383	6.86
Dinner Fork	S-415	7.27
Salad Fork-Ind.	S-272	4.77
Cream Soup Spoons	S-259	4.55
Butter Spreader F.H.	S-207	3.84
Butter Spreader H.H.	S-272	4.77
Oyster Forks	S-194	3.41
Coffee Spoons	S-117	2.05
Dessert Spoons	S-311	5.45
Iced Tea Spoons	S-259	4.55
Bon Bon Spoon	S-259	4.55
Butter Knife	S-415	7.27
Butter Pick	S-246	4.32
Cheese Server	S-311	5.45
Cold Meat Fork	S-518	9.09
Cream Ladle	S-324	5.88
Gravy Ladle	S-609	10.88
Jelly Server	S-324	5.88
Lemon Fork	S-220	3.86
Pie Server	S-518	9.09
Salad Fork, Serving	S-777	13.84
Salad Spoon, Serving	S-777	13.84
Sugar Spoon	S-311	5.45
Sugar Tongs	S-389	6.82
Table Spoon	S-505	8.86
Tomato Server	S-713	12.50
Roast Carving Set, 2-Piece	S-2837	49.77
Steak Carving Set 2-Piece	S-1036	18.18

5 PIECE PLACE SETTING
Luncheon Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon.
S-1334 Setting ..... **RETAIL $23.41**

5 PIECE PLACE SETTING
Dinner Size
S-1503 Setting ..... **RETAIL $26.36**

4 PIECE PLACE SETTING
Luncheon Knife, Fork, Teaspoon, Salad Fork.
S-1075 ..... **RETAIL $18.86**

4 PIECE PLACE SETTING
Dinner Size
S-1244 Setting ..... **RETAIL $21.81**

Illustrations Actual Size *Trade Marks

DELLA ROBBIA

A pattern of sheer beauty and charm with a romantic background. Designing genius has translated into *lovely* sterling the spirit of eternal youth from the works of Luca Della Robbia, famous sculptor of the fifteenth century. Bright Butler finish.

BRIDAL BOUQUET

All the beauty and charm of flowers, from the delicate forget-me-not to the shank of the handle to the wild rose of late summer and Autumn's Chrysanthemum, are brought out in bold relief giving it a special kind of loveliness not found in any other pattern. It is of substantial weight yet delicately balanced for hand comfort in use.

1ROGERS1 STERLING

Proudly Crafted by
THE INTERNATIONAL SILVER COMPANY
NATIONALLY ADVERTISED Sterling Silver 925/1000 Fine

RETAIL PRICE LIST — FEDERAL TAX INCLUDED

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

12151497	BRETON ROSE	$ 28.00
32151497	BRIDAL VEIL	28.00

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

12251738	BRETON ROSE	32.50
32251738	BRIDAL VEIL	32.50

52-PIECE ROMANCE SERVICE FOR 8

8	Luncheon Knives	8 Cream Soup Spoons
8	Luncheon Forks	2 Tablespoons
16	Teaspoons	1 Butter Knife
8	Salad Forks	1 Sugar Spoon

123S18569	BRETON ROSE	291.25
323S18569	BRIDAL VEIL	291.25

76-PIECE SERVICE FOR 12

12	Luncheon Knives	12 Cream Soup Spoons
12	Luncheon Forks	2 Tablespoons
24	Teaspoons	1 Butter Knife
12	Salad Forks	1 Sugar Spoon

125S22464	BRETON ROSE	420.25
325S22464	BRIDAL VEIL	420.25

BRETON ROSE

A provincial design with the rapture of old world enchantment. The fiddle back handle is crowned with delicately carved flowers and outlined with graceful scrolls. This magnificent contrast with the plain center panel reflects the radiant brilliance of solid silver.

RETAIL OPEN STOCK PRICE LIST

		EACH
100S227	Teaspoon	$ 4.25
101S374	Luncheon Fork	7.00
102S307	Luncheon Knife (Hollow Handle)	5.75
103S294	Salad Fork	5.50
104S294	Cream Soup Spoon	5.50
105S240	Butter Spreader (Flat Handle)	4.50
106S240	Butter Spreader (Hollow Handle)	4.50
107S120	Coffee Spoon	2.25
108S294	Iced Drink Spoon	5.50
109S200	Oyster or Cocktail Fork	3.75
110S548	Tablespoon	10.25
111S506	Pastry Server (Hollow Handle)	9.50
112S307	Sugar Spoon	5.75
113S321	Sugar Tongs	6.00
114S374	Butter Knife	7.00
115S615	Gravy Ladle	11.50
116S775	Cold Meat Fork	14.50
117S895	Serving or Berry Spoon	16.75
118S775	2-pc. Salad Serving Set (Olive Wood)	14.50
119S1122	2-pc. Steak Set (Hollow Handle	21.00
120S1657	Carving Set (Hollow Handle)	31.00

BRIDAL VEIL

Sculptured with elegant simplicity, traditional garland of scrolls and exquisitely wrought flowers frame a shining mirror panel.

RETAIL OPEN STOCK PRICE LIST

		EACH
300S227	Teaspoon	$ 4.25
301S374	Luncheon Fork	7.00
302S307	Luncheon Knife (Hollow Handle)	5.75
303S294	Salad Fork	5.50
304S294	Cream Soup Spoon	5.50
305S240	Butter Spreader (Flat Handle)	4.50
306S240	Butter Spreader (Hollow Handle)	4.50
307S120	Coffee Spoon	2.25
308S294	Iced Drink Spoon	5.50
309S200	Oyster or Cocktail Fork	3.75
310S548	Tablespoon	10.25
311S506	Pastry Server (Hollow Handle)	9.50
312S307	Sugar Spoon	5.75
313S321	Sugar Tongs	6.00
314S374	Butter Knife	7.00
315S615	Gravy Ladle	11.50
316S775	Cold Meat Fork	14.50
317S895	Serving or Berry Spoon	16.75
318S775	2-pc. Salad Serving Set (Olive Wood)	14.50
319S1122	2-pc. Steak Set (Hollow Handle)	21.00
320S1657	Carving Set (Hollow Handle)	31.00

LUXURY CHEST (Illustrated on preceding page)

124S700	Chest Extra, Retail Each (Chest not subject to Federal Excise Tax)	$12.00

All Dealer Prices Net — Cash Discount Has Been Deducted AL-455-48

MADE BY THE INTERNATIONAL SILVER COMPANY

ROGERS STERLING

IS
THE INTERNATIONAL SILVER COMPANY

Proudly Crafted by

THE INTERNATIONAL SILVER COMPANY

NATIONALLY ADVERTISED—Sterling Silver 925/1000 Fine

OLD CHARLESTON

Heavier than Regular Weight

Strikingly distinctive . . . sparkling design blends with graceful outlines and rich carving, reflecting the pristine charm and elegance of the Old South.

RETAIL PRICE LIST — FEDERAL TAX INCLUDED

22151617 5-PIECE PLACE SETTING ..... $ 30.25

Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

22251871 8-PIECE PLACE SETTING 38.00

Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

223S16746 52-PIECE ROMANCE SERVICE FOR 8 ..... 313.25

8 Luncheon Knives
8 Luncheon Forks
16 Teaspoons
8 Salad Forks
8 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

225S24175 76-PIECE SERVICE FOR 12 ..... 452.25

12 Luncheon Knives
12 Luncheon Forks
24 Teaspoons
12 Salad Forks
12 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

RETAIL OPEN STOCK PRICE LIST

		EACH
2085240	Teaspoon	$ 4.50
2015401	Luncheon Fork	7.50
2025334	Luncheon Knife (Hollow Handle)	6.25
2035321	Salad Fork	5.00
2045321	Cream Soup Spoon	8.00
2055264	Butter Spreader (Flat Handle)	4.75
2065254	Butter Spreader (Hollow Handle)	4.75
2075134	Coffee Spoon	2.50
2085321	Iced Drink Spoon	6.00
2095214	Oyster or Cocktail Fork	4.00
2105575	Tablespoon	10.75
2115821	Pastry Server (Hollow Handle)	9.75
2125334	Sugar Spoon	6.25
2135347	Sugar Tongs	8.50
2145491	Butter Knife	7.50
2155641	Gravy Ladle	12.00
2165802	Cold Meat Fork	15.00
2175935	Serving or Berry Spoon	17.50
2185802	2-pc Salad Serving Set (Olive Wood)	15.00
21851203	2-pc. Steak Set (Hollow Handle)	22.50
22051710	Carving Set (Hollow Handle)	32.00

LUXURY CHEST of Solid Honduras Mahogany, lined with new interest coal Silver Company Prevent Tarnish Cloth.
12457D6 Chest Extra $12.00
(Chest not subject to Federal Tax)

All Dealer Prices Net—Cash Discount Has Been Deducted

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Back of handles are beautifully modeled with delicate protective tapered border. Pattern name embossed in all teaspoon handles.
Luncheon Knife, Modern Blade
Illustrations Actual Size

*Rosecrest**

SOLID STERLING SILVER

Love and Roses belong to the young in heart . . and here in this fresh, new ALVIN creation we find one of today's most fashionable patterns that expresses the lovely sentiment of love and roses in beautiful sterling silver.

Slender, graceful, beautifully balanced handles assure hand comfort in use, and make this one of those precious services that becomes more and more cherished as the years pass by. Its beautiful reflections and highlights are softened by its smooth butler finish that lends charm to the table ensemble. All blades are Mirror-Finish, Stainless Steel.

*Trade Marks

	EACH	RETAIL Without Tax
Teaspoons	S-194	$ 3.41
Luncheon Knife	S-298	5.23
Luncheon Fork	S-311	5.45
Dinner Knife	S-363	8.36
Dinner Fork	S-415	7.27
Salad Fork-Ind.	S-272	4.77
Cream Soup Spoons	S-259	4.55
Butter Spreader F.H.	S-207	3.64
Butter Spreader H.H.	S-272	4.77
Oyster Forks	S-194	3.41
Coffee Spoons	S-117	2.05
Dessert Spoons	S-311	5.45
Iced Tea Spoons	S-259	4.55
Bon Bon Spoon	S-259	4.55
Butter Knife	S-415	7.27
Butter Pick	S-246	4.32

	EACH	RETAIL Without Tax
Cheese Server	S-311	5.45
Cold Meat Fork	S-518	9.09
Cream Ladle	S-324	5.68
Gravy Ladle	S-609	10.68
Jelly Server	S-324	5.68
Lemon Fork	S-220	3.86
Pie Server	S-518	9.09
Salad Fork, Serving	S-777	13.64
Salad Spoon, Serving	S-777	13.64
Sugar Spoon	S-311	5.45
Sugar Tongs	S-389	6.82
Table Spoon	S-505	8.86
Tomato Server	S-713	12.50
Roast Carving Set 3-Piece	S-2837	43.77
Steak Carving Set 2-Piece	S-1036	18.18

5 PIECE PLACE SETTING

Luncheon Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon.

S-1334 Setting ..... RETAIL $23.41

5 PIECE PLACE SETTING

Dinner Size.

S-1503 Setting ..... RETAIL $36.36

4 PIECE PLACE SETTING

Luncheon Knife, Fork, Teaspoon, Salad Fork.

S-1075 ..... RETAIL $19.86

4 PIECE PLACE SETTING

Dinner Size

S-1244 Setting ..... RETAIL $21.81

A product of
the ALVIN silversmiths
subsidiary of
the GORHAM MFG. CO.
Showing beautifully designed soft-weight silver with modern pattern in serving pieces
Illustrations Actual Size

Chateau Rose*

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Marks

	EACH	RETAIL Without Tax
Teaspoons	S-194	$ 3.41
Luncheon Knife	S-298	5.23
Luncheon Fork	S-311	5.45
Dinner Knife	S-363	8.36
Dinner Fork	S-415	7.27
Salad Fork-Ind.	S-272	4.77
Cream Soup Spoons	S-259	4.55
Butter Spreader F.H.	S-207	3.64
Butter Spreader H.H.	S-272	4.77
Oyster Forks	S-194	3.41
Coffee Spoons	S-117	2.05
Dessert Spoons	S-311	5.45
Iced Tea Spoons	S-259	4.55
Bon Bon Spoon	S-258	4.55
Butter Knife	S-415	7.27
Butter Pick	S-248	4.32
Cheese Server	S-311	5.45
Cold Meat Fork	S-518	9.09
Cream Ladle	S-324	5.68
Gravy Ladle	S-809	10.88
Jelly Server	S-324	5.68
Lemon Fork	S-220	3.86
Pie Server	S-518	9.09
Salad Fork, Serving	S-777	13.64
Salad Spoon, Serving	S-777	13.64
Sugar Spoon	S-311	5.45
Sugar Tongs	S-389	6.82
Table Spoon	S-505	8.86
Tomato Server	S-713	12.50
Roast Carving Set 3-Piece	S-2837	49.77
Steak Carving Set 2-Piece	S-1036	18.18

5 PIECE PLACE SETTING
Luncheon Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon.
S-1334 Setting . . . . . RETAIL $23.41

5 PIECE PLACE SETTING
Dinner Size
S-1503 Setting . . . . . RETAIL $36.36

4 PIECE PLACE SETTING
Luncheon Knife, Fork Teaspoon, Salad Fork.
S-1075 . . . . . RETAIL $18.86

4 PIECE PLACE SETTING
Dinner Size
S-1244 Setting . . . . . RETAIL $21.81

GALCO DECIMAL AND 60 SECOND TIMER 1/5 SECOND

A high grade "time-out" Timer with an easy-to-read combination dial. Shows decimals of a minute as well as the usual 60 seconds. Side slide starts and stops hands. Pressure on crown brings hands back to zero

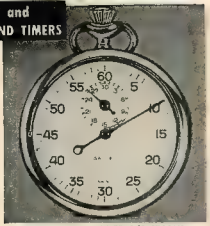
No 810BW-1755—7 Jewels
Sug Retail $35.10

GALLET FOOTBALL AND BASKETBALL TIMER 1/5 SECOND

IDEAL FOR BROADCASTING

Highly dependable, Fifth second, 30-minute register. Fly back from crown, side slide for starting and stopping.

GALLET—No. 402W-2000—With Locking Device—7 Jewels..... Sug. Retail $41.60
GALLET—No. 302W-1963—Without Locking Device—7 Jewels..... Sug. Retail $39.25
GALCO—No. 810W-1690—7 Jewels
Sug. Retail $33.80
SECURITY—No 510W-1040—1 Jewel
Sug Retail $20.80



GALLET PLAIN TIMER 1/5 SECOND

An excellent timer for industrial and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown, lever movement, nickel case

GALLET—No. 300-1820—7 Jewels
Sug. Retail $36.40
GALLET—No. 300W-2697—Water & Dust Resistant Case Sug. Retail $54.00
GALCO—No. 801W-1592—7 Jewels
Sug. Retail $31 85
SECURITY—No 501W-943—1 Jewel
Sug Retail $18 85

C. L. GUINAND'S SPLIT TIMER 1/5 SEC.

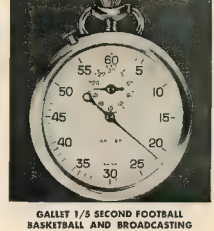
Fifth-second, 30-minute register, start, stop and fly back from crown; side push for the split second hand; fine continuous-running type movement

No 644W-4355—7 Jewels Sug. Ret. $87.10
No 643W-5100—15 Jewels.
Breguet Hair Spring Sug Ret. $102.10

GALLET TENTH-SECOND SPLIT RELAY TIMER

This watch is particularly useful where extremely precise timing is necessary. Tenth-second, 15-minute register; start, stop and fly back from crown; side push for the split-second hand.

No. 499W-3932—7 Jewels. Sug. Ret $77.35



GALLET 1/5 SECOND FOOTBALL BASKETBALL AND BROADCASTING TIMER

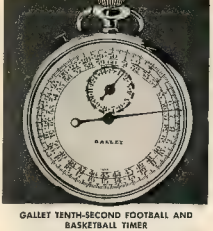
A combination of the regular start, stop and fly back and Football Timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero

GALLET—No. 305W-1963—7 Jewels
Sug. Retail $39 25
GALCO—No 815W-2093—7 Jewels.
Sug. Retail $33 80
SECURITY—No 515W-1040—1 Jewel
Sug Retail $20 80

GALLET SPLIT-SECOND TIMER 1/5 SECOND

Professional in measuring related activities. Fifth-second, 30-minute register; start, stop and fly back from crown; side push for the split second hand

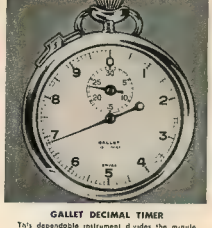
GALLET—No 344W-3815—7 Jewels.
Sug. Retail $76.30
GALCO—No. 854W-3445—7 Jewels.
Sug Retail $68 90



GALLET TENTH-SECOND FOOTBALL AND BASKETBALL TIMER

A combination of the regular start, stop and fly back and Football Timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero

GALLET—No 405W-2063—7 Jewels
Sug Retail $41.20
SECURITY—No 555W-1105—1 Jewel
Sug. Retail $22.10
GALLET—No. 938W-2288—7 Jewels—3½ Diameter
Sug Retail $45 75



GALLET DECIMAL TIMER

This dependable instrument divides the minute into 100 parts. Side slide for time out. Small hand registers revolution of long hand. Fly back from crown

GALLET—No. 301W-1963—7 Jewels
Sug. Retail $39.25
GALCO—No. 820W-1690—7 Jewels.
Sug Retail $33.80
GALLET—No. 300D-1820—7 Jewels.
Sug. Retail $36.40

GALLET and GALCO TIMERS

- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES
- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

GALLET 1/100 SECOND TIMER

11 Jewels. Sweep hand makes one revolution in one second. Small hand registers to thirty seconds.

No 7390IW-3120. . . . . Sug. Retail $62.40

GALCO 1/10 SECOND TIMER WITH TIME OUT

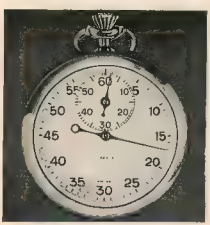
Start and stop from crown; side plunger restores hands to zero. 7 Jewels. Features 30-minute register.

No 955W-1787 . . . . . Sug. Retail $35.75

GALCO 1/5 SECOND TIMER WITH TIME OUT

60-minute register. 7 jewels, with side slide time out for interrupted performance.

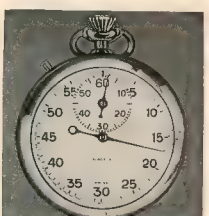
No. 910W-1792 . . . . . Sug. Retail $34.50



GALCO 1/5 SECOND TIMER

Featuring 60-minute register. 7 Jewels Plain Timer, start, stop and fly back from crown.

No 901W-1592. . . . . Sug. Retail $32.50



GALCO 1/5 SECOND TIMER WITH TIME OUT

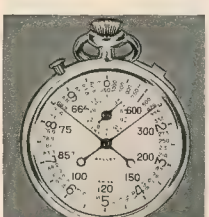
60-minute register. Start and stop from crown, side plunger restores hands to zero.

No. 915W-1792—7 Jewels Sug. Retail $34.50

GALCO "FILMETER" 1/5 SECOND (for 35mm and 16mm)

7 Jewels, 1/5 second. Black figures indicate film footage consumed for 35 millimeter. Blue figures indicate film footage consumed for 16 millimeter. Red figures indicate time consumed. Registers to 12 minutes. Time out for interrupted operation.

No. 852W-1950. . . . . Sug. Retail $39.00



GALLET SPLIT-SECOND TIME STUDY PRODUCTION TIMER

30-minute registers. Fly back from crown; side slide for time out; 7-jewel ed, lever movement.

No. 335W-4030. . . . . Sug. Retail $80.60

No. 336W-4030—Decimal Dial . . . . . Sug. Retail $80.60

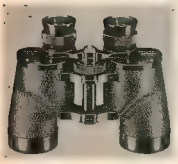
GALLET TIME-OUT MINUTE DECIMAL TIMER

7 Jewels. 1/100th minute division time out for interrupted operat ons. Registers to four minutes.

No. 7401IW-2418. . . . . Sug. Retail $49.40

Items on this page not subject to Excise Tax. Prices subject to change without notice.

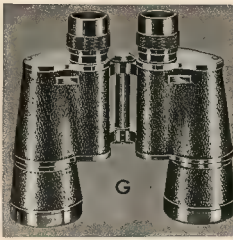
BINOCULARS — FIELD GLASSES



JASON 7 x 35 BINOCULAR

New principle, new B. L. type design new results! Comparable to glasses selling at actually four times the price Only possible through new methods of manufacture. 7-power, coated lenses, center focus. Opens new horizons in viewing pleasure Enjoy races, football, basketball, scenic views. Something NEW from Jason. Case included.

FE634H-2965 .... RETAIL $47.50



JASON 7 x 50 BINOCULAR

Tremendous binocular value! Choice of our armed forces! A big, bright clear glass with a wide, sharp field of vision. Individual focus, coated lenses. Usable for all purposes, under any light conditions. Magnifies 7 times. Black finish on lightweight body. No viewing task too difficult for this beauty. America's most popular glass at an amazingly low price. Case included.

FE635H-2725 ..... . RETAIL $45.00

BELLEVUE 8 x 26 BINOCULAR

Extraordinary value from Paris. Never before available at this low price. Full 8-power, coated lenses, center focus. Priced to compete with the lowest. Case included

FE636H-2400 ..... RETAIL $38.75

BELLEVUE 8 x 30 BINOCULAR

Same as above with coated 30mm lenses giving an extremely wide field of vision. A top value. Case included.

FE637H-2800 . ....RETAIL $46.75

WOLLENSAK 8x30 PRISM BINOCULAR

Here's the all-around prismatic sports binocular. Individual focusing of both eye-pieces, coated optics. Specifications: Magnification 8 diameters; objective lenses, 30mm dia. pupillary distance 48 to 72mm; length extended 4¾", complete with deluxe carrying case and strap

FE665H-7667 RETAIL $115.00

WOLLENSAK RAMBLER

One of the finest field glasses for use outdoors or at the theatre. Coated achromatic lenses give sharp, color-free images. 85 yd field at 1000 yds. 4-power x 35mm. All metal construction. Height 3¼". With sole leather carrying case and strap.

FE663H-1970 .....RETAIL $29.50

SPORT OR OPERA GLASS

2½X Sport or Opera glass. Smartly designed and light in weight. Optically ground achromatic lenses in metal frames. Field of view is 800 ft at 1000 yds. Lizard skin barrel covering. Highly polished frames. Complete with soft leather zipper case

FE664H-1380 . .. RETAIL $23.00

COATED OPTICS 4X

Precision built, 4-power field glass ideal for sport and general outdoor use. Permits a wide field of vision, sharp definition, and brilliant color free illumination. Sturdy hinged bridge, 32mm. achromatic, high quality coated lenses. Height closed 3¼". Lightweight and compact with trim leather carrying case and straps

FE666H-1350 . RETAIL $22.50

5X ACHROMATIC GLASS

Coated lenses. Rugged, lightweight (12 oz.) Sport Glass. 40mm achromatic objective lenses afford sharp definition, wide field, and good illumination. Bakelite eye pieces Black Vinylite covered barrels Height open 5¾", closed 4½" Neck strap and case of leather

FE620H-1500 ..... RETAIL $25.00

ACHROMATIC FIELD GLASS

4X, 35mm achromatic lenses for sharp, clear images. Sturdy construction with aluminum and zinc metal parts. Height when closed 4½". Black leather carrying case with hand strap. Field glass has woven plastic neck strap. Amazingly low price for this type of quality field glass.

FE654H-980 . . . . RETAIL $18.00

4-POWER FIELD GLASS

Easy-focusing, 4-power glass popular with hunters, yachtsmen, and sport fans. 40mm lenses optically ground. Sturdy, with metal parts finished in Chrome and Black enamel Barrels covered with Black leatherette. Height closed 4½". Attached neck strap and leatherette carrying case

FE656H-600 .....RETAIL $10.00

3X FIELD GLASS

Efficient and dependable field glass in the moderately priced field. Lenses are 3X with 40mm objectives. Easy focusing. Sturdy, lightweight frame is made of zinc and plastic. Grained leatherette covering on barrels. Height when closed 4½" Complete with neck strap and carrying case.

FE650H-450 .....RETAIL $7.50

RECONDITIONED OFFICE TYPEWRITERS GUARANTEED PERFECT

NO. 10 ROYAL KMG MODEL

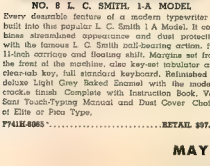
Improved "MAGIC MARGIN" Model of very late design. Includes all features which have made Royal one of the most popular machines in the world. New finger-comfort keys in addition to all standard equipment — keyset tabulator, standard 84-character keyboard, back spacer, variable line spacer. A machine to give you many years of trouble-free service. Completely Reconditioned and Refinished in deluxe Light Grey Crackle Finish. Complete with Instruction Book, Van Sant Touch Typing Manual and Dust Cover. Your choice of Elite or Pica Type.

F765H-11075 ..... RETAIL $190.00

NO. 6 UNDERWOOD DELUXE "SS" MODEL

A very late achievement in Underwood design. Brings for the first time an Underwood with the modern convenience and ease of the "Basket Shift" Every other modern feature, including keyset tabulator, Tabulator Bar, back spacer, variable line spacer, Underwood's quick-set margin stops, full 84 character keyboard and modern, streamlined appearance. Completely reconditioned and finished in chrome and deluxe Light Grey Crackle Finish. Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover. Choice of Elite or Pica type.

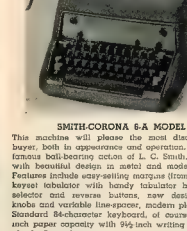
F732H-8125 ..... RETAIL $180.00



NO. 8 L. C. SMITH, 1-A MODEL

Every desirable feature of a modern typewriter is built into the popular L. C. Smith 1 A Model. It combines streamlined appearance and dust protection with the famous L. C Smith ball-bearing action, full 11-inch carriage and floating shift. Margins set from the front of the machine, also key-set tabulator and clear-tab key, full standard keyboard. Refinished in deluxe Light Grey Baked Enamel with the modern crackle finish Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover Choice of Elite or Pica Type.

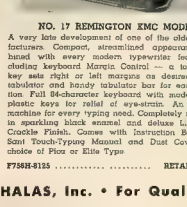
F741H-6065 ..... RETAIL $97.00



SMITH-CORONA 6-A MODEL

This machine will please the most discriminating buyer, both in appearance and operation. All of the famous ball-bearing action of L. C. Smith, combined with beautiful design in metal and modern plastic. Features include easy-setting marquee (from the front), keyset tabulator with handy tabulator bar ribbon selector and reverse buttons, new design platen knobs and variable line-spacer, modern plastic keys Standard 84-character keyboard, of course. Full 11-inch paper capacity with 9½-inch writing line. Completely Reconditioned and refinished in deluxe Light Grey Crackle Finish baked enamel. Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover Choice of Elite or Pica Type.

F742H-8525 ..... RETAIL $155.00



NO. 17 REMINGTON EMC MODEL

A very late development of one of the oldest manufacturers. Compact, streamlined appearance combined with every modern typewriter feature, including keyboard Margin Control — a touch of a key sets right or left margins as desired. Keyset tabulator and handy tabulator bar for easy operation. Full 84-character keyboard with modern black plastic keys for relief of eye-strain. An excellent machine for every typing need. Completely refinished in sparkling black enamel and deluxe Light Grey Crackle Finish. Comes with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover. Your choice of Pica or Elite Type

F756H-8125 ..... RETAIL $190.00

NO. 17 REMINGTON "SUPER-RITER"

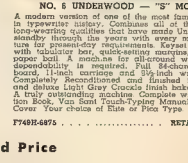
The latest development in the Remington Line. A completely modern, like-new machine at tremendous savings. All the famous dependability of the Remington Line in a new, fully enclosed and streamlined case. Features include keyboard Margin Control Keyset Tabulator with full-length Tabulator Bar. Distinctively shaped modern plastic keys, touch control full 11-inch carriage with 9½-inch writing line, easy-to-grip platen knobs and variable line-spacer A machine to be proud of in the most modern office or home. Comes to you in that new deluxe Light Grey Crackle Finish Completely Reconditioned for long service, Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover. Choice of Elite or Pica Type

F762H-10125 ..... RETAIL $162.00

NO. 10 ROYAL KMM MODEL

One of the most popular typewriters ever built Features the famous "MAGIC MARGIN" Standard equipment throughout keyset tabulator, back spacer, two-color ribbon device, standard keyboard, streamlined modern appearance, Completely Reconditioned and guaranteed Refinished a modern deluxe Crackle Baked Enamel in Light Grey Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover. Your choice of Elite or Pica Type.

F764H-8125 ..... RETAIL $130.00



NO. 5 UNDERWOOD — "5" MODEL

A modern version of one of the most famous names in typewriter history. Combines all of the rugged long-wearing qualities that have made Underwood a standby through the years with every modern feature for present-day requirements. Keyset tabulation with tabulator bar, quick-setting margins, overhead paper feed A machine for all-around work where dependability is required. Full 84-character keyboard, 11-inch carriage and 9½-inch writing line Completely Reconditioned and finished in Chrome and deluxe Light Grey Crackle finish baked enamel. A truly outstanding machine Complete with Instruction Book, Van Sant Touch-Typing Manual and Dust Cover Your choice of Elite or Pica Type

F749H-6875 ..... RETAIL $118.00

"All in Living 3-D Color"

IN THE COMFORT OF YOUR HOME

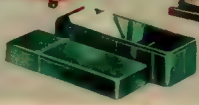
[1] Deluxe Outfit **6.95**

[6] Full Color 3-D Reels **6 for 2.00**

[2] Standard Outfit **4.95**

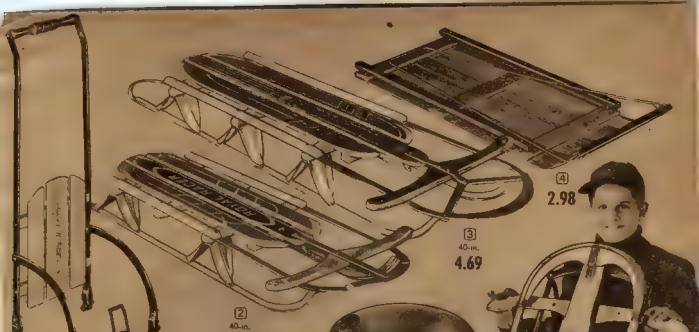
[3] Junior Projector **9.95**

[5] Beaded Screen **2.50**



[4] Library Box **1.85**

See Page 287 for Spiegel Budget Power...a wonderful way to buy



Make Way for the Speed Kings

[1] SLED HANDLE converts any conventional sled to a pusher. Arm rests keep baby, groceries from falling. 31 in. high; wood handles, steel braces.
E35 JP 3294. Mailable. (6 lbs.)..... 3.49

[2] EASY STEERING "ROYAL RACER." Grooved steel runners curled at the ends for safety; hardwood deck. Priced low to fit any budget! Mailable
E35 JP 3291. 40-in. 4 knees (8 lb.). 3.69
E35 JP 3292. 45-in. 4 knees (10 lbs.)....4.69
E35 JP 3293. 54-in. 6 knees (13 lbs.) ..5.89

[3] SILVER STREAK has "V" steering for lightning response! Steel safety runners, Red, Blue and Natural hardwood deck "Silver" metal parts. Mailable.
E35 JP 3287. 40 in. 4 knees (10 lb)..4.69
E35 JP 3288. 45 in. 4 knees (11 lb)....5.69
E35 JP 3289. 52-in. 6 knees (13 lb)....6.68
E35 JP 3290. 58-in. 6 knees (14 lb)... 7.49

[4] SNOBOGGAN skims over deep snow fast as the wind! Made of steam-bent hardwood, beautifully lacquered; oak rails. Pull cord. (6 lb.)
E35 JP 3298. 14x35 in. long. Mail. 2.98

[5] SNOFLAKE DISC needs little snow—scoot down hills in this flying saucer, steer with your body. 27-in. enameled heavy gauge steel disc; turned edges, braking studs. Web handles.
E35 JP 3299. Mailable. (11 lbs.)...4.29

[6] SPRING-TOP "Fleetwing Flash." 4 coil springs between runners and deck take shock out of belly-flopping, smooth your ride on rough terrain. Sharp, quick steering, reinforced metal front. Grooved steel safety runners, hardwood deck. Mailable
E35 JP 3285. 47-in. 4 knees (15 lb) 9.95
E35 JP 3286. 51-in. 4 knees (17 lb) 10.95

TOT'S WAGON has bright steel handrails on enameled steel body.
Red on the inside, White with Red circus designs on the outside. Body measures 11x24x21 in. long, 5-in. wheels, ½-in. rubber tires. Mailable.
E35 JP 3114. Shpg. wt. 10 lbs. . 3.89

BIG RADIO FLYER. Solid heavy-gauge steel body is 18x5x34 inches long.
Red baked enamel finish, White trim. Gray wheels, 10-inch double-disc wheels mounted on graphite lifetime bearings, 1¾-inch semi-pneumatic rubber tires.
E35 JP 3131. Mailable. (36 lbs.) 8.95

RADIO RANCHER. Sides off for coasting, on for hauling. Arrange sides different ways for different jobs. Body 36 in. long, 17x9 in. high with sides on.
Heavy gauge steel body, sides; Red and gray enamel finish, 10-in. double-disc wheels, graphite bearings, 1¾-in. semi-pneumatic tires.
E35 JP 3140. Mailable. Shpg. wt. 40 lbs....12.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy

[1] 10-In. Murray Deluxe **13.95**

[3] 10-inch **8.95**

[4] 10-inch **11.98**

[5] Tot's Trike **6.49**

HOW TO ORDER TRIKES
Measure from crotch to ball of foot for leg reach. Order by wheel size from chart below

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in.
12 inch	17½ to 19 in.
16 inch	19½ to 21 in
20 inch	21½ to 25 in

So Sturdy and So Much Fun Too

[1] DELUXE MURRAY TRICYCLES. Exceptionally strong, for years of wear. All strain points on 1¼-in. tube steel frame doubly welded. Chrome handle bars, double spring saddle adjust. Ball bearing wheels, 1¾-in. semi-pneumatic tires. 5-in. wide step-plate; rubber pedals. Maroon/White baked enamel. See "How to Order" above.

H35 JP 3250 Mailable. 10-in. (25 lbs.)	13.95
E35 JP 3251. Mailable. 12-in. (26 lbs.)	14 95
E35 JP 3252. Mailable. 16-in. (30 lbs.)	16 49
E35 JP 3253. Mailable. 20-in. (36 lbs.)	17.95

[2] DRAGNET POLICE CAR. Speak thru microphone which hooks on dashboard—voice booms over loud-speaker. Hold mike near speaker, send code signal with button. Heavy steel; adj. pedals, plated hub caps. 8-in. diam. wheels; rubber tires. Black and White Dragnet emblem on side. 16x36 inches long. 6V battery included. Shipping weight 32 lbs.

E35 JP 3192. Mailable..... **18.95**

[3] GOOD MURRAY TRIKES, built for rugged wear. 1¾-in. tube steel frame, brazed joints. Ball bearing front sleeve bearing rear wheels. 1¾-in. semi-pneumatic tires; rubber pedals. Adj. saddle, handle bars. Red and White baked enamel. See "How to Order" at left. Mailable

H35 JP 3264. 10-in. (20 lbs.)	8.95
E35 JP 3265. 12-in. (23 lbs.)	9 95
E35 JP 3266. 16-in. (25 lbs.)	11.49

[4] BETTER MURRAY TRIKES, durably reinforced at strain points. 1¾-in. tube-steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. semi-pneumatic tires; vinyl pedals. Adj. double spring vinyl plastic saddle, handle bars. Blue and Red baked enamel finish See "How to Order" at left. Mailable.

E35 JP 3254. 10-in. (25 lbs.)	11.98
E35 JP 3255. 12-in. (26 lbs.)	12.98
E35 JP 3256. 16-in. (30 lbs.)	13 98

[5] TOTS' 10-IN. MURRAY economy trike is just the thing for little beginners. Handlebars and seat are fully adjustable; trike "grows" with the child. Strong 1¾-in. tubular steel frame; ball-bearing front, sleeve-bearing rear wheels. ⅜-in. solid rubber tires. Red and White baked enamel finish; Red vinyl plastic handle grips. Mailable.
R35 JP 3267. (15 lbs.)..... 6.49

[6] "BOBBIN," the Rockin' Roller hunter "cowpokes" delight in the gentle, realistic rocking motion as they pedal "Bobbin" merrily along. Sturdy plywood horse steers easily from handle bar, bobs back and forth as it goes forward for an exciting double-action ride. All-steel chassis and wheels. Rubber tires; 8-in. front, 6-in. rear wheels. Approx. 29 by 28 in. high overall. Mailable.
E35 JP 3178. (25 lbs.)..... 17.95

Budget Power can make it the best Christmas ever at your house

Admiral
17 JEWEL WATCHES

- INCABLOC Shock Protected
- Dust-Protected Cases
- Presentation Boxed
- Unbreakable Mainspring
- Electronically Timed
- Non-Magnetic Movement

Balance Staff and Mainspring Guaranteed Never to Break

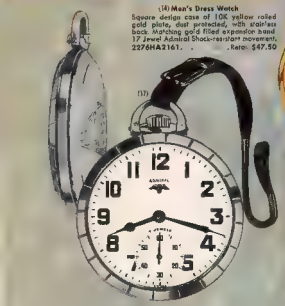
GUARANTEED IN LIFE

Lifetime Guaranteed*

*Do any defective or broken parts—no charge for materials or labor, as specified in Hallmark's guarantee certificate.

(12) **Water-Resistant* Sport Watch**
Chrome steel case is dust and water resistant* Radium figure and hands, sweep second hand. Two-tone effect Stainless expansion bracelet 17 Jewel Shock-resistant Admiral movement
2273HA2014. . . .Retail $45.00

(14) **Man's Dress Watch**
Square design case of 10K yellow rolled gold plate, dust protected, with stainless back. Matching gold filled expansion band 17 Jewel Admiral Shock-resistant movement.
2276HA2161. . . .Retail $47.50



(17) ***Watch for Railroaders, Truckers, Farmers, Mechanics, Sportsmen...***
Super accurate, yet sturdy enough to stand hard use. Chrome nickel dust-protected case; heavy, black enamel figures on stark white dial. 17 Jewel Admiral Shock-resistant movement Leather braided fob strap given free.
2279HA1886. . . . . .Retail $42.50

(15) **Black Dial**
Thin, dust-resist case color of yellow gold. Black face with gold figures. Strap of black suede. 17 Jewel Admiral Shock-resistant movement.
2277HA1901..Retail $42 50

(10) **Water-Resistant* Automatic**
Self-winding, water resist* 17 Jewel lifetime-guaranteed Shock-resist Admiral movement. Radium figure dial, sweep second hand. Yellow dust-protected case; non-corrosive back. Gold-filled expansion band
2271HA2812. . . .Retail $65.00
As above with chrome steel case, stainless expansion band,
2270HA2700. . . . .Retail $59.50

(11) **Man's Dress Watch**
Dust-protected case styled in the color of yellow gold. Gold-filled expansion band. Lifetime guarantee 17 Jewel Admiral Shock-resistant movement. Modern skip-figure dial
2273HA2082. . Retail $47.50

(13) **Sweep Second Hand**
Massively tailored Type case in yellow gold color Stainless steel back Matching gold filled expansion band Skip-figure dial 17 Jewel Shock-resistant Admiral movement.
2274HA2029. . . Retail $47 50

(16) **Jet Age Styling...Shock-Resistant**
Ultra-smart modern styling in a dust-protected case of 10K yellow rolled gold plate with stainless back. Matching expansion band Gold colored skip-figures. 17 Jewel guaranteed Admiral movement
2278HA2156. . . . . Retail $47.50

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original tightness.

Watches illustrated are 13/16 of actual size.

Suggested Retail Prices Include Federal Excise Tax.

(1)

(2)

(2) Ladies' Dress Watch
Daintily modelled beauty. Shock-resistant, lifetime guaranteed 17 Jewel Admiral movement. 10K yellow rolled gold plate dust-protected case with non-corrosive back. Matching expansion bracelet. Skip figures.
2260HA2117..... ....Retail $47.50

(1) Black Suede Strap
For sport or dress. Black dial, yellow hands and numerals. Wide black suede strap. Dust-protected case of yellow rolled gold plate, non corrosive back. Lifetime guaranteed Admiral 17 Jewel Shock-resistant movement.
2262HA2186..... . . . .Retail $47.50

(2)

(2) Ever Popular Styling
Pretty and practical 17 Jewel shock resistant, lifetime guaranteed watch. 10K yellow rolled gold plate, dust protected case. It has a non-corrosive back, expansion bracelet, domed crystal and a very legible dial.
2261HA2203.....Retail $49.50

ADVERTISED IN LIFE

(4)

(4) Lionel Watch
Precise movement. Beg. 1881 line of 10K yellow rolled gold plate. Dust and shock resistant. Life guaranteed 17 Jewel Admiral movement. Sk p figure dial. Safety clasp.
2263HA2274.....Retail $49.50

Admiral
17 JEWEL WATCHES
INCABLOC Shock-Protected
Unbreakable Mainsprings
Gift Boxed
Non-Magnetic
Lifetime Guaranteed*
*On any defective or broken part. No charge for material or labor, as specified in Helbros's guarantee certificate.

(3) Diamond Watches
Two flashing diamonds sparkle in a 10K white rolled gold plate case; non corrosive back. Matching expansion band. Dust-protected 17 Jewel Shock-resist movement.
2264HA2450..... . . . .Retail $55.00
As above with 10K yellow rolled gold plate
2265HA2450.....Retail $55.00

(3)

(7) Ladies' Water-Resistant*
Chrome steel case, gray leather band. Sweep second hand, radium hands and figures. 17 Jewel Admiral Shock-resistant guaranteed movement.
2267HA1735
Retail.....$29.95
As above, with steel expansion band.
2268HA1911
Retail . . $37.50

(7)

(5)

(5) Wide Expansion Band
Tailored dust protected case of 10K yellow rolled gold plate, stainless steel back. Ultra-flex 5/8 matching expansion band. Gold figure dial and domed crystal. 17 Jewel Shock resist guaranteed Admiral movement.
2266HA2141. . .Retail $47.50

Retail Prices Include Federal Excise Tax.

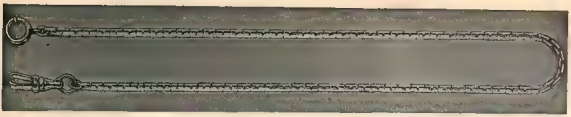
(9)

(9) Solid 14K Gold Watch
Beautiful dust-protected case of 14K yellow gold. Matching gold-filled expansion band. Easy-to-read gold-figure dial, dome crystal. Admiral 17 Jewel Shock-resistant movement.
2270HA2617.....Retail $59.50

(6)

(6) Man's Water-Resistant* Watch
Unbreakable value! Chrome steel water-resist* case, match ng expansion band. Radium figure dial and hands. Sweep second hand. 17 Jewel Shock-resistant Admiral life guaranteed movement.
2269HA1735..... . . Retail $29.95
*As long as case remains intact

GIFT SUGGESTIONS



A

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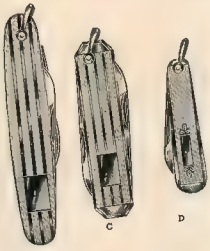


B C D

F

G

H

J

(A) Waldemar Chain—1-20-12K. Yellow or white gold filled Highly polished links

44AW-275 ..... **SUG. RETAIL $5.50**

(B) Yellow gold rolled knife.

44BW-250 ..... **SUG. RETAIL $5.00**

(C) Yellow gold filled Knife. extra fine blades.

44CW-275 ..... **SUG. RETAIL $5.50**

(D) Yellow Gold Rolled Knife.

44DW-175 ..... **SUG. RETAIL $3.50**

(E) Golden Vision Lighted Clock. Heavily 24K. gold plated. Three dimension time indicator Can be used as a night lamp. 8¾" high, 7¾ wide Operates on 110 volt, 60 cycle A.C

44EW-1377 ..... **SUG. RETAIL $22.95**

(EE) Same as above in smaller size. 7½" high, 6¼ ' wide

44EEW-857 ..... **SUG. RETAIL $13.95**

(F) 400 Day Clock. All brass case. Width 9⅛", Height 9¼", Depth 5⅛". Oval shape glass dome. Silver and brass dial 4"

44FW-2397 ..... **SUG. RETAIL $39.95**

(G) Ship Ahoy. This Portable Clock with authentic, old time Three-masted Sailing Ship Glides gracefully through choppy seas in continuous action. Scene and dial illuminated by indirect lighting which also serves as a night light. Dimensions: 8¼" high, 8¼" wide, 3" deep.

44GW-1137 ..... **SUG. RETAIL $18.95**

(H) Davy Crockett Watch. Slim Model chrome plated steel back, genuine leather western strap and fittings.

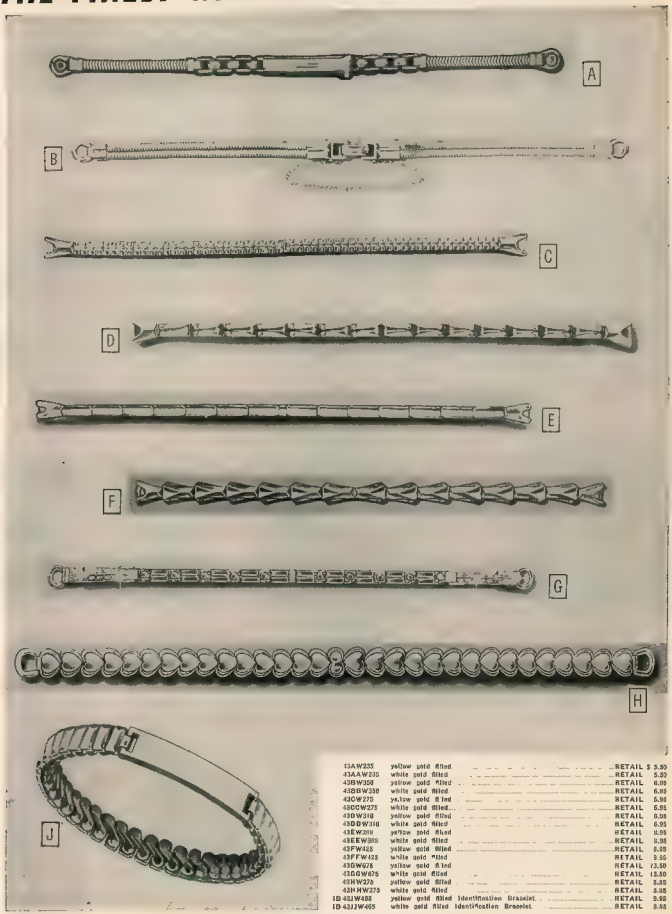
44HW-330 ..... **SUG. RETAIL $4.95**

44HHW-463—Same with metal expansion band ..... **SUG. RETAIL $6.95**

(J) Davy Crockett Clock. Log Cabin Style Case in true outdoor Redwood. Hand Painted Finish. Scene in full natural colors Davy on horse in continuous motion. Lighted. 10¾" wide, 7" high, 3½" deep. Self-starting Electric motor. History of Davy Crockett on back of clock.

44JW-1077 ..... **SUG. RETAIL $17.95**

THE FINEST WATCHES USE BRETTON BANDS



43AW235	yellow gold filled	RETAIL	$ 3.50
43AAW235	white gold filled	RETAIL	5.00
43BW350	yellow gold filled	RETAIL	6.95
43BBW350	white gold filled	RETAIL	6.95
43CW275	yellow gold filled	RETAIL	5.95
43CCW275	white gold filled	RETAIL	5.95
43DW310	yellow gold filled	RETAIL	6.00
43DDW310	white gold filled	RETAIL	6.95
43EW308	yellow gold filled	RETAIL	6.95
43EEW308	white gold filled	RETAIL	6.95
43FW425	yellow gold filled	RETAIL	8.95
43FFW425	white gold filled	RETAIL	9.95
43GW675	yellow gold filled	RETAIL	12.50
43GGW675	white gold filled	RETAIL	12.50
43HW275	yellow gold filled	RETAIL	5.95
43HHW275	white gold filled	RETAIL	5.95
ID 43JW485	yellow gold filled Identification Bracelet	RETAIL	5.95
ID 43JJW485	white gold filled Identification Bracelet	RETAIL	5.95

2 NEW BROWNING
Lighter than Lightweight Shotguns

to be introduced this fall

The ever growing numbers of *extra lightweight advocates* must be recognized. To meet this significant demand, we will have available, by fall, two new models.

The TWENTYWEIGHT—12 Gauge—Double Automatic
an addition to the Double Automatic line of 12 gauge shotguns; the Standard in 12 gauge weight, the Twelvette in 16 gauge weight

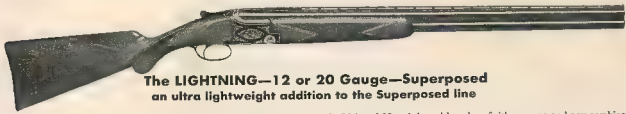
NOW the *new* Twentyweight at an even *6 pounds*

Yes, a 12 gauge shotgun which in weight, balance, and handling qualities is comparable to the lightest 20 gauge, providing every desirable characteristic of a small bore *but* the superior shot pattern, the hit-ability of the 12—and the same soft 20 gauge recoil with *12 gauge loads.*

This lightest of 12 gauge shotguns is designed primarily for field use where speed and lightweight are most desired, and field loads not exceeding 1⅛ ounces of shot are generally used

Handsome in appearance with distinctive black receiver, gold engraving, gold trigger. All barrels of special steel in 26½ inch length Chokes of any preference from full to cylinder.

Retail with plain matted barrel $143, with new ventilated rib barrel $163



The LIGHTNING—12 or 20 Gauge—Superposed
an ultra lightweight addition to the Superposed line

Identical to the regular Superposed, except in weight. The 12 gauge models will average an even 7 pounds; the 20 gauge an even 6 pounds

The new Lightning will have particular appeal for upland hunting—it's lightning-fast, and what a pleasure to carry. The same impeccable balance characteristic of all Superposed shotguns has been carefully duplicated.

All models Grades I through V are designed with ventilated ribs in 26½ and 28 inch barrel lengths, of either gauge and any combination of chokes desired. Any standard 2¾ inch factory loaded ammunition may be used.

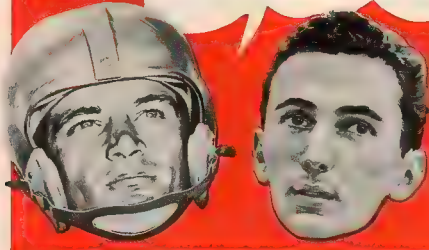
Lightnings with extra sets of barrels are available on special order or *now* a combination set if preferred—one set of Standard weight barrels and one set of Lightning weight.

Retail in 12 or 20 gauge, Grade I $275, Grade II $360, Grade III $410, Grade IV $535, Grade V $630.

BROWNING... *Finest in Firearms*

BROWNING ARMS CO., ST. LOUIS 3, MO.
(For More Information Circle No. 77 on Page 171)

Look at this Power-Packed
Fall and Christmas
Football-Basketball Promotion
by **SEAMLESS**



Say
ADRIAN BURK,
Veteran Quarterback,
Philadelphia Eagles,
and former star, Baylor U.
and
BOB COUSY,
All-Professional, Boston Celtics,
National Basketball Association

Hard-Hitting National Advertising

- *Burk and Cousy talk directly to the kids in big-space ads in BOYS' LIFE.*
- *SPORTS ILLUSTRATED carries the story of the new Raised Rib football to fathers.*
- *Participations in the BOYS' LIFE—SPORTS ILLUSTRATED Christmas Promotion sponsored by the National Sporting Goods Association.*
- *Consistent advertising in important Athletic Magazines.*
- *Concentrated publicity program featuring Burk, Cousy and SEAMLESS ambassadress to the sports editors, Grace Thorpe, the immortal Jim Thorpe's daughter.*

(For More Information Circle No. 20 on Page 171)

All these sales aids are FREE to you!

SPORTS COMIC BOOKS

Use as counter giveaways or for your mailing list. Written by Burk and Cousy, they give highlights of football and basketball, playing tips and rule changes. Every child (and many adults, too) will want a copy.

POSTERS AND DISPLAYS

for your window or in-store promotion.

NEWSPAPER MATS

both complete ads and product cuts for your local advertising.

RADIO & TV SCRIPTS

for use on your local stations.

GLOSSY PRINTS

for your catalog or flyers.

Famous Football and Basketball Stars Give Hints and Highlights of the Game
Fathers of Boys 6 to 12:
"RAISED RIB" FOOTBALL by SEAMLESS
Bob Cousy
"BASKETBALLS "SEAMLESS" PLAY BETTER"
NOW APPROVED
SEAMLESS

Get the complete details of this exciting promotion and the wonderful tie-in opportunity it offers to increase sales in your store.

Send for your free portfolio today. Write:

THE ATHLETIC DIVISION

THE SEAMLESS RUBBER COMPANY

NEW HAVEN 3, CONN., U. S. A.

(For More Information Circle No. 21 on Page 171)

A
COLT OFFICIAL POLICE REVOLVER

B
COLT .45-CAL. GOVERNMENT AUTOMATIC

C
COLT .22-CAL. MATCH TARGET AUTOMATIC

D
COLT OFFICER'S MATCH REVOLVER

E
COLT DETECTIVE SPECIAL REVOLVER

G
COLT .22-CAL. HUNTSMAN AUTOMATIC

Famous COLT Guns for Sports and Self-Defense

POPULAR COLT .22-CAL. TARGET WOODSMAN AUTOMATIC

Woodsman's favorite—carefully balanced and designed for bull's-eye accuracy. Ideal as a target weapon or sport gun for small game. Equipped with ramp-type front sight, adjustable Accro rear sight with one-minute clicks for elevation and windage. Wide trigger, two grip adapters, checkered Colt-wood stock, automatic slide stop, magazine safety. Uses 22-caliber long rifle cartridges only—10-shot magazine. 6-in. barrel. Overall length 10½ in.

40156V5853—Colt blue finish. Actual wt. 32 oz. . . . . Retail **$63.60**

Colt Sport Woodsman—as shown above, but 4½ in. barrel. 9 in. overall.

40157V5853—Colt blue finish Actual wt. 30 oz. . . . . Retail **$69.90**

FINE HANDGUNS BY COLT—A NAME THAT MEANS TOP QUALITY

The famous Colt trademark is your guarantee of top quality. Every Colt pistol is made to the most exacting specifications, using the finest materials available today. Choose the correct caliber, size, and weight to get the gun that's right for your purpose—whether it be police work, hunting, or target-shooting. All Colt revolvers and automatics offered on this page are carefully designed for long service and top performance. All are carefully checked and tested for safety and accuracy before they leave the Colt factory.

[A] ACCURATE COLT OFFICIAL POLICE REVOLVER

A practical revolver for dependable and easy shooting. Positive safety lock, glare-proof fixed rear sight and ramp-style front sight. Checkered walnut stock. 6-shot cylinder. .38-cal. special (35 oz.) with choice of three barrel lengths: 4 in., 5 in., or 6 in. .22-cal model comes with 6-in barrel only (38 oz.). Specify caliber. If ordering .38-cal., also specify barrel length.

40170V5247—Colt blue finish. . . . . Retail **$64.60**

[B] COLT .45-CAL. GOVERNMENT-MODEL AUTOMATIC

Earned its fame on world battlefields—the official side arm of Army, Navy, Air Force, and Marine Corps. Uses .45-cal. cartridges—7-shot magazine. Checkered stock and hammer spur. Fixed rear and ramp front sights, arched housing, grooved trigger, 5-in. barrel. 8½ in. overall.

40160V6051—Colt blue finish. Actual wt. 39 oz. . . . . Retail **$74.50**

Colt Super .38-Cal. Automatic—Same as described above, but uses .38-caliber cartridges. 9-shot magazine. 8½ in. overall length.

40162V6051—Colt blue finish. Actual wt. 39 oz. . . . . Retail **$74.50**

CONVENIENT COLT .22-CAL. CONVERSION UNIT (not shown)

Converts the .45-caliber Government-model and the Super .38 (listed under item B above) to economical .22-caliber automatics. Easy to do.

40164V2200—Colt blue finish. Actual wt. 38 oz. . . . . Retail **$40.00**

[C] FAVORITE COLT .22-CAL. MATCH TARGET AUTOMATIC

Adjustable Accro rear sight provides one-minute clicks for elevation and windage. Ramp-type front sight with removable blades. Uses .22-cal. long rifle cartridges—10-shot magazine. Perfectly balanced. Features checkered Coltwood stock, wide trigger, 2 grip adapters, automatic slide stop, magazine safety. 6 in. barrel. 10½ in. overall.

40158V6863—Colt blue finish. Actual wt. 40 oz. . . . . Retail **$84.50**

Colt .22—As above, but smaller. Has 4½ in. barrel. 9 in. overall

40159V6863—Colt blue finish. Actual wt. 36 oz. . . . . Retail **$84.50**

[D] POWERFUL COLT OFFICER'S MATCH REVOLVER

Adjustable Accro rear sight. Undercut front sight with removable blade. Checkered walnut stock. 6-shot cylinder. 6-in. barrel. Overall length 11½ in. Two models: .38-cal. special or .22-cal. long rifle

40244V6437—.38 special. Colt blue finish. Wt. 39 oz. Retail **$79.25**

40243V6437—.22 long rifle. Colt blue finish. 43 oz. . . . Retail **$79.25**

[E] POPULAR COLT DETECTIVE SPECIAL REVOLVER

Fixed rear and ramp front sights—glareproofed! Grooved trigger, full checkered walnut stock. 6-shot cylinder. 2-in. barrel, 6¾ in. overall length. .38-cal. special or .32-cal. new police. Weight 21 oz.

40168V5247—Colt blue finish. Specify caliber. . . . . Retail **$64.60**

Colt Cobra—As above, but round stock. Choice of .38 or .22-cal., and 2 in. barrel (6¾ in. overall, 15 oz.) or 4 in. barrel (8¾ in. overall, 17 oz.).

40167V5531—Colt blue. Specify caliber, barrel length. **$68.10**

[G] COLT .22-CALIBER HUNTSMAN AUTOMATIC

Uses .22-cal. long rifle cartridges—10-round magazine With fixed sights, wide trigger, checkered Coltwood stock. Colt blue finish

40249V3452—4½ in. barrel. 9 in. overall. 30 oz. . . Retail **$42.50**

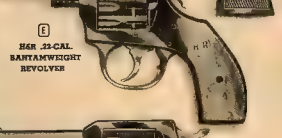
40250V3452—6 in. barrel. 10½ in. overall. 31½ oz. . . Retail **$42.50**

A
HI-STANDARD
.22-CAL. SPORT KING
AUTOMATIC

B
HI-STANDARD
.22-CAL. SENTINEL
REVOLVER

C
HI-STANDARD
.22-CAL. DURA-MATIC

D
H&R .22-CAL.
SPORTSMAN REVOLVER



E
H&R .22-CAL.
BANTAMWEIGHT
REVOLVER

G
H&R .22-CAL.
REVOLVER

Hi-Standard Guns

POPULAR GUN DESIGNS BY HI-STANDARD

Hi-Standard gives you dependable performance at a moderate price—brings you the latest, most advanced designs for safety and convenience. Hi-Standard weapons are made for accuracy and durability.

A HI-STANDARD .22-CAL. SPORT KING AUTOMATIC

A low-cost .22-cal. long rifle auto-loading pistol that packs real power! With fixed rear sight and fixed ramp front sight—non-glare sighting plane. Slide automatically locks open when the final shot is fired. Hammerless action, hooded breech. Positive-action lock safety. Molded diamond-checkered grip with thumb rests. 10-shot capacity. Easy to handle. Glare-proof blued finish.
Choice of two barrel lengths 6¾ or 4½ in

40211V3552—6¾ in. barrel. Actual wt. 40 oz. ..... Retail **$42.75**
40210V3552—4½ in. barrel. Actual wt. 37 oz. ..... Retail **$42.75**

B HI-STANDARD .22-CAL. SENTINEL REVOLVER

Destined for real popularity—the Sentinel is the first 9-shot, swing-out cylinder .22-caliber revolver ever made! Single and double action. Rebounding hammer with automatic safety block. Single-stroke multiple ejection. Scored trigger. Lightweight—fast and easy to use. Features Hi-Standard's glare-proof blued finish. Your choice of two barrel lengths—3 or 6 in.

40261V2838—3 in. barrel. Actual wt. 23½ oz. ..... Retail **$34.95**
40299V2838—6 in. barrel. Actual wt. 27 oz. ..... Retail **$34.95**

C HI-STANDARD .22-CAL. DURA-MATIC AUTOMATIC

Another sure-fire success by Hi-Standard! Positive cross bolt safety, slide lock. 10-shot .22-cal. long rifle auto-loader. Sure-fire magazine with push-button magazine release. Square notched rear sight and scored non-slip trigger. It's lightweight and comfortable in your hand—easy to use. Diamond checkered grips. Glare-proof blued finish. Choice of two barrel lengths.

40252V3046—6½ in. barrel. Actual wt. 34 oz. ..... Retail **$37.50**
40253V3046—4½ in. barrel. Actual wt. 31 oz. ..... Retail **$37.50**

D H & R .22-CALIBER SPORTSMAN REVOLVER

Hand-fitted action combined with exact balance. 9-shot, 6-in. barrel, .22-caliber revolver. Single or double action. Barrel has bull's-eye broach rifling for accuracy you can depend on. Adjustable front and rear sights, top-breaking automatic ejector. Comfortable checkered walnut grips, semi-thumb rest, wide hammer cocking spur.

40188V3980—Blued finish. Actual wt. 30 oz. ..... Retail **$49.75**

E H & R .22-CALIBER BANTAMWEIGHT REVOLVER

Single or double action. 9 shot, 2½ in. barrel, solid frame .22-caliber revolver. Safety cylinder. Coil spring action, push pin extractor, cylinder pin release. Positive cylinder stop for uninterrupted firing. Checkered Tenite grip. Light, easy handling. Choice of finishes.

40193V2380—Blued finish. Actual wt. 20 oz. ..... Retail **$29.75**
40194V2540—Chrome finish. Actual wt. 20 oz. ..... Retail **$31.75**
H & R .22-Caliber Guardsman—Same design and construction as above, but 5-shot, .22-caliber revolver. Available in one finish only.
40187V2740—Blued finish. Actual wt. 19 oz. ..... Retail **$34.25**

G H & R .22-CAL. MODEL 922 REVOLVER

Reliable 9-shot, 4-in. barrel, .22-caliber revolver. Single or double action, push-pin extractor clears chambers in one thrust. Cylinder pin release. Checkered Tenite grip. Choice of finishes.

40191V2380—Blued finish. Actual wt. 25 oz. ..... Retail **$29.75**
40192V2540—Chrome finish. Actual wt. 25 oz. ..... Retail **$31.75**
.22-Cal. Revolver—Same as above, but with 6-in. barrel
40189V2380—Blued finish. Actual wt. 26 oz. ..... Retail **$29.75**
40190V2540—Chrome finish. Actual wt. 26 oz. ..... Retail **$31.75**

H & R for Top Accuracy

H & R HANDGUNS FOR QUALITY YOU CAN TRUST . . .

Well-made, dependable revolvers by Harrington and Richardson in the medium price range. They're accurate, durable, and easy to handle

ASTRA .25-CALIBER AUTOMATIC

A small, compact, easy-to-carry weapon. The Astra is accurate for all close-range shooting. It has a minimum kickback and is designed with three safety catches—one on thumb, one on grip, and the other on the magazine disconnector. Chamber load indicator shows at a glance if there is a cartridge in the chamber. The lightweight Astra automatic uses .25-caliber cartridges, has 6-shot magazine capacity. Durably made to stand up under years of use. Designed and tested by expert craftsmen. Length of barrel is only 2⅛ in. Overall length 4⅜ in. Available in your choice of two finishes

40204V2240—Blued finish. Actual wt. 11¼ oz. ..... Retail **$29.90**
40206V3080—Engraved chrome finish. Actual wt. 11¾ oz. . Retail **$40.00**

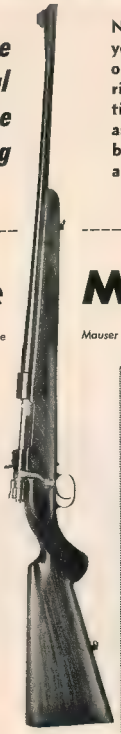
JOBBERS!

Now! For the first time Firearms International offers the F. N. DeLuxe Mauser through jobbing channels.

Now you will be able to offer your dealer the convenience of ordering F.N. DeLuxe Mauser rifles locally, saving him both time and shipping costs. You, as a jobber, will benefit greatly by adding an item of prestige and quality to your line.

F. N. DeLuxe Mauser

Everyone who knows fine rifles knows the F.N. DeLuxe Mauser rifle as the best in quality and performance.



Because it is the top favorite with hunters, the custom crafted F.N. DeLuxe Mauser is also tops in sales appeal. Beautiful in design, rugged in construction and positive in its function, it performs with utmost accuracy. The action is simple in design, strong, easy to operate and keep clean. All contact surfaces are engineered to provide long life and trouble free service.

F.N. DeLuxe Mauser rifle with F.N. Tri-Range receiver sight **$150.00.** Calibers: .30-06, .270, .300S, 7mm, .257R, .250/3000, .220 Swift. Optional choice with Lyman, Williams or Redfield receiver sights.

Astra "Cub" pistols .22 short

One of the hottest handgun sellers on the market. Uses .22 Shorts at less than a penny a shot. Lustrous blue $29.90. Chrome engraved $43.35.

Astra Model 200 .25 Auto

Make a better profit selling the safest automatic of them all — four separate safety features. $29.90. Also, Astra Model 202, hand engraved and chrome plated $40.00.

Parts and service readily available Prices quoted are list—Write or wire for trade discount.

Firearms International Corporation
Washington 22, D. C.

(For More Information Circle No. 399 on Page 171)

DEALERS!

Order Now! to insure delivery in time for the hunting season!

Here are some of the top value, top selling items your customer wants. Assure yourself of year 'round sales and higher profits with the F.I. line.

The Matador

(formerly Model 400E)

Manufactured especially for the American shooter by the world renowned House of AyA, the Matador offers all the extras you would expect in a quality double, plus bonus features at a bargain price.

MATADOR selective auto ejectors and selective single trigger $154.00.

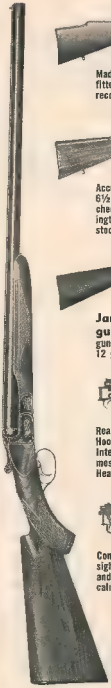
BOLERO with the same quality features, but with non-selective single trigger and extractors, $125.00. 12, 16, 20, 20 Magnum, .410 gauges. All popular chokes and barrel lengths.

Star Model F 4¼" Barrel

Compact and light weight, here is the ideal handgun for the hunter, trapper and outdoorsman, as well as for all 'round "plinking." 10 shots quick! $41.15.

Star "CO" .25 Auto

Outside hammer, manual and half-cock safeties make this an absolutely safe arm. "Three second takedown". Beautiful velvety blue finish $37.70. Chrome engraved $43.35.



Sako Magnum Mauser Rifles

Made in the Sako tradition of extreme accuracy, hand fitted and finished. Monte Carlo cheekpiece and rubber recoil pad. .300 H&H and .375 H&H $156.25.

Sako Sporter

Accuracy, rugged strength, dependability built into a 6½ lb. light weight. Checkered French walnut stock with cheekpiece and Sako Dual Range peep sight. .222 Remington, .22 Hornet, .218 Bee $135.00. Mannlicher type stock $144.75.

Janssen Triple Lock Double Barrel Shotguns. The finest moderately priced Belgian made shotgun. 12 and 16 gauges, all chokes. $139.95. Also in 12 gauge, 3" Magnum $149.95.

Sako Barreled Actions

Ready to stock and shoot. Completely blued and finished. Hooded ramp front sight. Dual Range receiver peep sight. Integral scope mount bases accommodate Sako and domestic scope mounts, $89.50. Heavy Barrel $95.90. Heavy Barrel less sights $90.00.

F.N. Barreled Actions

Completely finished and blued with hooded ramp front sight. Drilled and tapped for all standard scope mounts and receiver sights. Ready to stock and shoot. All popular calibers. $74.50.

Sako Trigger

Available as an accessory for quick installation on all F.N. and Mauser actions. Easily adjusted for creep and backlash. Only $7.50.

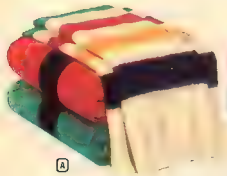
Parts and service readily available. Prices quoted are list—Write or wire for trade discount.

fi *Firearms International Corporation*

Washington 22, D. C.

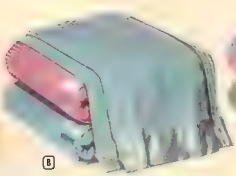
(For More Information Circle No. 400 on Page 171)

Colorful, Famous-Name Blankets for Year 'Round Comfort



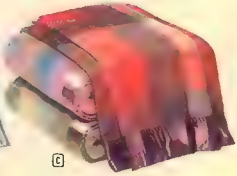
A

HUDSON BAY
100% wool 72 x 90 in. $34.95 retail



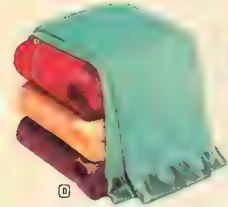
B

NORTH STAR
94% wool, 6% llama Twin size $18.95 retail



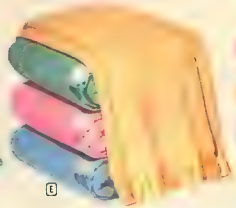
C

NORTH STAR
100% wool Twin size $17.95 retail



D

NORTH STAR
80% wool, 20% orlon Twin size $18.95 retail

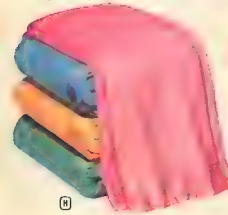


E

ST. MARY'S
100% wool Twin size $23.95 retail

G

CHATHAM
100% wool 72 x 84 in. $12.95 retail

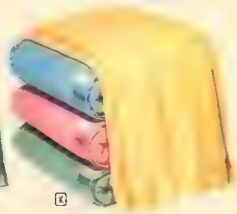


H

CHATHAM
Rayon-and-nylon 72 x 90 in. $8.95 retail

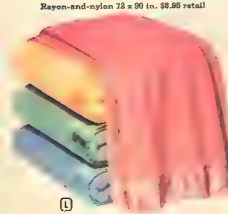
J

ST. MARY'S
100% wool Twin size $16.95 retail



K

ST. MARY'S
100% wool Twin size $17.95 retail

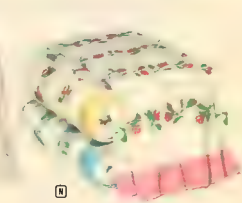


L

NORTH STAR
100% wool Twin size $17.95 retail

M

CHATHAM
100% orlon 72 x 90 in. $15.95 retail



N

CHATHAM
Rayon-and-orlon 72 x 90 in. $12.95 retail

Quality Blankets for Warmth, Comfort

Full Selection of Sizes, Colors, and Weights to Choose From! They Fit Your Bed with "Just-Right" Width and Ample Tuck-In

A HUDSON'S BAY POINT BLANKET

- 100% virgin wool—extra heavy for extra warmth
- Traditional Hudson's Bay stripes—always smart
- Deep nap with edges that need no binding

Hudson's Bay "point" blanket—famous the world over! Extra heavy 4-point construction is marked right on the blanket. A truly fine quality blanket for years and years of use. Made in England of 100% virgin wool. Deeply piled—no binding on the soft, well-finished edges. Background colors: scarlet (with black border stripe), white (with multicolor stripe), bottle green, or green (with black border stripe). Specify background color.

78691A2850—72 x 90 in. Wt. 6 lbs. **$34.95**

B NORTH STAR'S FINE-N-DANDY

- 84% wool, plus 6% Acetate llama fleece
- Smart new styling with unique deep texture
- Checks on one side, stripes on the other!

Use this wonderful blanket either side up! Fine-N-Dandy is completely reversible. And it's so soft to touch, too! Extra gentle, extra warm without weight. Wonderfully warm wool combined with llama—noted for its insulating qualities, soft touch, and beautiful luster. Mothproof, washable, preshrunk to size. Matching acetate binding. Pastel shades: mint green, pink, or blue plaid—specify.

78485A1410—Twin size. Wt. 4 lbs. **$18.95**
78460A1495—Full size. Wt. 4½ lbs. **$19.95**

C NORTH STAR ORIOLE BLANKET

- 100% wool basketweave in smart block plaid
- Rich-looking 5-inch cravete edge binding
- Stays fluffy new—washing after washing

It's new—it's smart—and it's plaid! Multicolor block plaid makes eye-compelling tones. Plaid is practical, too, because it's slow to show soil. 100% wool in novel basketweave—it's soft and comfortably warm. Blanket is mothproof for sleep-time safety. Preshrunk to size—so it's washable. Contrasting binding is Cravete—completely locked—can't pull out. Deep-tone plaids: walnut, rose, or moss green, dominates—specify.

79253A1336—Twin size. Wt. 4 lbs. **$17.95**
79356A1450—Full size. Wt. 4½ lbs. **$19.95**

D NORTH STAR NORMAN BLANKET

- A balanced blend of 80% wool and 20% orlon
- Deep nap on blanket stays high and fluffy
- Acetate binding is dyed to match blanket color

Lovely to look at—and even lovelier to use! Luxurious to touch. Long-wearing orlon and wool are carefully blended, woven, and finished to a soft and downy finish. Orlon for strength, and wool for warmth—wonderful combination. Perfect for busy homemakers—it's easy to wash, dries fast. Preshrunk and mothproofed for years of use! Petal-soft binding matches blanket. Colors: turquoise, rose, yellow, walnut—specify.

79080A1200—Twin size. Wt. 4 lbs. **$15.95**
79081A1530—Full size. Wt. 4½ lbs. **$17.95**

E ST. MARY'S CASTLE BLANKET

- 100% wool in choice of five lovely pastel colors
- Preshrunk to size—washes neatly, safely
- Double napping process for extra-soft finish

A blanket that brings you luxurious sleeping comfort—plus exceptional beauty! 100% wool with a high, soft nap. Special double napping process gives it a soft finish—provides warmth without weight. Certified washable by the American Institute of Laundering—it's preshrunk to size and mothproofed. Matching acetate satin binding for beauty and wear. Pastel colors, primrose yellow, celadon, camellia pink, or it. blue—specify.

79693A1775—Twin size. Wt. 4 lbs. . . . **$23.95**
79693A2050—Full size. Wt 4½ lbs. . . **$29.95**

F CHATHAM 100% WOOL BLANKET

- All wool—guaranteed mothproof for 5 years
- Durolon acetate binding—so long-wearing
- High quality at low cost—for big value

A blanket especially made for the budget-minded homemaker—all-wool with a soft fluffy nap that keeps you extra warm and comfortable. Preshrunk to size—washable. Guaranteed mothproof for five years—no storage dangers. New Durolon binding made of 100% acetate—wears longer than ordinary bindings, lovely-looking too. Binding matches blanket color. In blue, rose, yellow, or hunter green—specify color.

78132A685—72 x 84 in. Wt. 3½ lbs. . . **$12.95**

Chatham "Esmere" blanket. 50% wool, 25% rayon, 25% cotton. Red, hunter green, rose, blue —specify.

78133A535—72 x 84 in. Wt. 3½ lbs. . . **$7.95**

H CHATHAM SLUMBERESS BLANKET

- Winter warmth—at a budget blanket price
- Rayon-nylon blend provides warmth plus wear
- Can be washed quickly and easily!

A brand new blend of rayon and nylon—in a fine quality blanket. Combination of rayon and nylon gives you wonderful-to-touch softness, long wear, and warmth. Perfect comfort anywhere—for children's beds, in dormitories, your own bedroom. Tightly woven, but light in weight. Bound with new exclusive Chatham "Durolon"—outwears ordinary bindings. Binding matches blanket color. In popular pink, blue, yellow, or green—specify color.

78888A650—72 x 90 in. Wt. 3½ lbs. **$8.95**
78887A710—80 x 90 in. Wt. 4 lbs. **$8.95**

I ST. MARY'S CARLYLE BLANKET

- Closely woven from selected 100% virgin wool
- Double napping provides downy soft finish
- Lovely striped border adds extra beauty

A beautifully patterned blanket with muted woven stripes forming a border at top and bottom. Certified washable by the American Institute of Laundering. All-right warmth is yours with this 100% virgin wool blanket. It's double napped so it stays ever soft and fluffy. Bound with acetate satin that matches the exact color of blanket. Choice of four colors—hunter green, alpine rose, nutmeg, or French blue—specify.

78894A1330—Twin size. Wt. 4 lbs. . . . **$18.95**
78695A1500—Full size. Wt. 4½ lbs. . . . **$20.95**

K ST. MARY'S PREMIER BLANKET

- Beautiful, luxurious 100% wool—for warmth
- Matching satin ribbon-bound edges—for beauty
- In your choice of four lovely colors

A bright and cheerful blanket addition to any bedroom! Soft, fluffy nap is carefully raised to provide bed-time snugness. Blanket has deep, fluffed nap that lasts and lasts. It's washable, too—preshrunk to size—certified washable by the American Institute of Laundering. A wonderfully practical blanket. Satin ribbon binding matches color of blanket exactly—so smart-looking! In four lovely pastel colors—choose: primrose yellow, blue, rose, or green—specify color.

78898A1250—Twin size. Wt. 4 lbs. . . . **$17.95**
78887A1400—Full size. Wt. 4½ lbs. . . . **$18.95**

L NORTH STAR'S CAMDEN BLANKET

- Made of 100% wool in soft and fluffy weave
- Matchless—big, warm, soft, and easy to wash and
- Three sizes—select the blanket to fit the bed

Keeps cold air out, warm air in! Woven from finest long-staple wool. Washed and combed to create a downy soft nap that resists matting and bunching. This blanket launders to perfection because it's preshrunk to size. Mothproof, too—no worries about storing. Matching 9-in. nylon satin binding on top and bottom edges of blanket. King size is bound all around. In twin, full, or king size—to fit any size bed. Lovely colors—butterscotch, turkey, green, blue, or rose—specify. (King size not available in butterscotch.)

79353A1320—Twin size. Wt. 4 lbs. **$17.95**
79354A1450—Full size. Wt. 4½ lbs. . . . **$18.95**
79491A2100—King size. Wt. 5 lbs. **$27.95**

M CHATHAM ALL-ORLON BLANKET

- Made of 100% orlon for warmth without weight
- Washes and dries in a jiffy—mothproof, too
- Bound with durable 100% nylon for longer wear

A blanket that provides a perfect touch of luxury for your bed. Orlon has cashmere softness—promises an end to all problems of washability, moths, and allergies, it's extra lightweight—so it keeps you warm all night without tiring you out! All-nylon Durolite binding is guaranteed to last the life of the blanket. Colors: white, light green, pink, or yellow—state to specify.

78889A1240—72 x 90 in. Wt. 4 lbs. **$15.95**
78890A1310—80 x 90 in. Wt. 4½ lbs. **$16.95**

N CHATHAM MOSS ROSE FURREY

- Decocted with attractive hand-screen-print
- Blend of rayon and orlon—lightweight warmth
- Nylon binding—guaranteed to wear longer

A romantic new pattern that's a delight to the eye! Beautiful hand-screen print features traditional moss roses on luxurious winterweight Furrey. It's a special blend of rayon and orlon for softness, light weight, real warmth. Has 7-in. Durolite 100% nylon binding—guaranteed for life of blanket. White background with pastel pattern in pink, yellow, or blue—specify.

78888A885—72 x 90 in. Wt. 3½ lbs. **$12.95**

SUMMERLON LIGHTWEIGHT BLANKET FOR "JUST-RIGHT" WARMTH

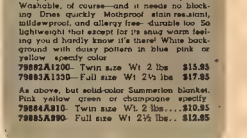
- All synthetic—orlon with nylon binding
- Beautiful daisy pattern—hand-screen print
- Easy to wash and dry—non-allergic

A complete new all synthetic lightweight blanket for summer use—or as an extra blanket for cool nights. Made of orlon Du Pont's acrylic fiber soft to the touch yet it provides ample warmth. Bound on the ends with nylon satin for lasting wear. Lovely hand screened daisy print on blanket adds a charming touch. Washable, of course—and it needs no blocking. Dries quickly. Mothproof stain resistant, mildewproof, and allergy free—durable too. So lightweight that except for its good warm feeling you'd hardly know it's there! White background with daisy pattern in blue pink or yellow—specify color.

79882A1200—Twin size. Wt 2 lbs **$15.95**
79883A1330—Full size Wt 2½ lbs **$17.95**

As above, but solid-color Summerlon blanket. Pink yellow green or champagne—specify.

79884A810—Twin size. Wt 2 lbs. . . . **$10.95**
79885A990—Full size Wt 2½ lbs.. **$12.95**



CHATHAM RANCHO BLANKET

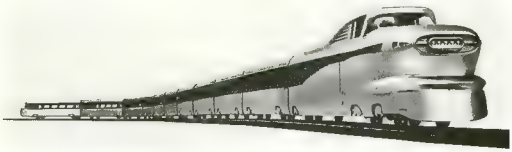
- A fine blend of rayon, cotton, and orlon
- In bright Western patterns—Western colors
- Firmly whip-stitched and hold tightly

A real cowboy blanket—and a proven success with big and little buckaroos alike! Attractive all over Jacquard design features steers, lariat ropes, corral fence, and authentic cattle brands! Ends are firmly whip-stitched to prevent raveling. White design on colored background—colors are reversed on opposite side of the blanket. White with red, green, or brown—specify color.

79314A570—72 x 84 in. Wt. 3½ lbs. **$7.95**

"HO" GAUGE ELECTRIC TRAIN SETS

VARNEY



GM Aerotrain

Set contains diesel locomotive, observation car, two coaches and power pack. Included are 12 sections of curved track, 2 sections of straight track, rerailer and terminal track. Weight per set 2½ lbs.

ST-90-32 ..... **Each $32.00**

One in a carton.

Mighty Midget

Set contains diesel side switcher locomotive, flat car, gondola car, caboose and power pack transformer. Included are 12 sections of curved track, 2 sections of straight track, automatic coupler, rerailer and terminal track. Weight per set 2¾ lbs.

ST-90-35 ..... **Each $35.00**

One in a carton.

Burlington Freight

Set contains diesel locomotive, hopper car, tank car, refrigerator car, caboose and power pack transformer. Included are 12 sections of curved track, 2 sections of straight track automatic coupler, rerailer and terminal track. Weight per set 4¾ lbs.

ST-90-37 ..... **Each $37.00**

One in a carton.

Florida East Coast

Set contains a two unit diesel locomotive, one section powered, hopper car, tank car, refrigerator car, gondola car and caboose. Included are 12 sections of curved track, 2 sections of straight track, automatic coupler, rerailer, terminal track and power pack transformer. Weight per set 4¾ lbs.

ST-90-43 ..... **Each $43.00**

One in a carton.

Great Northern Trainmaster

Set contains a two unit diesel, one powered and one dummy, gondola car, hopper car, tank car, flat car, 2 refrigerator cars, box car, caboose and power pack transformer. Included are 14 sections of curved track, 4 sections of straight track, automatic coupler, rerailer and terminal track. Weight per set 5½ lbs.

ST-90-53 ..... **Each $53.00**

One in a carton.

"HO" GAUGE LOCOMOTIVES

VARNEY

An authentic scale model reproduction of a diesel switching locomotive as used in the modern railroad yards. Plastic body and has 8 wheels.

ST-90-2552 ..... Each $32.50

One in a carton.

VARNEY

A tiny 0-4-0 steam switcher with plastic body that is a true scale reproduction of the workhorse of the railroad. So powerful that it will pull 20 "HO" gauge railroad cars.

ST-90-2456 ..... Each $15.00

One in a carton

"HO" GAUGE PASSENGER CARS

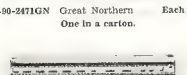
VARNEY

All passenger cars are made of plastic and are authentic scale model reproductions of the cars on the roads whose names they carry.

Passenger Coaches

ST-90-2471IC	Illinois Central	Each $4.50
ST-90-2471SP	Southern Pacific	Each $4.50
ST-90-2471FR	Pennsylvania	Each $4.50
ST-90-2471GN	Great Northern	Each $4.50

One in a carton.



Observation Cars

ST-90-2472IC	Illinois Central	Each $4.95
ST-90-2472SP	Southern Pacific	Each $4.95
ST-90-2472PR	Pennsylvania	Each $4.95
ST-90-2472GN	Great Northern	Each $4.95

One in a carton.

"HO" GAUGE PASSENGER CARS

VARNEY

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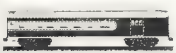


Baggage Cars

ST-90-2470IC	Illinois Central	Each $4.50
ST-90-2470SP	Southern Pacific	Each $4.50
ST-90-2470PR	Pennsylvania	Each $4.50
ST-90-2470GN	Great Northern	Each $4.50

One in a carton.

"HO" GAUGE FREIGHT CARS

VARNEY

All freight cars are made of plastic and are authentic scale model reproductions. Finished in true colors of the railroads whose names they carry

Flat Cars

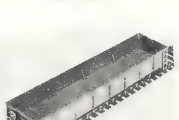
ST-90-2462SP	Southern Pacific	Each $1.95
ST-90-2462SF	Santa Fe	Each $1.95
ST-90-2462NW	North Western	Each $1.95

One in a carton.

Hopper Cars

ST-90-2467V	Virginia	Each $2.15
ST-90-2467M	Monon	Each $2.15
ST-90-2467CBQ	Burlington	Each $2.15

One in a carton.



Gondolas

ST-90-2463PR	Pennsylvania	Each $2.15
ST-90-2463MC	Michigan Central	Each $2.15
ST-90-2463EJE	Elgin, Joliet & Eastern	Each $2.15

One in a carton

"HO" GAUGE FREIGHT CARS

VARNEY

All freight cars are made of plastic and are authentic scale model reproductions. Finished in true colors of the railroads whose names they carry

Refrigerator Cars

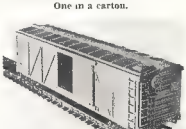
ST-90-2566SF	Santa Fe	Each $2.45
ST 90-2566PFX	Pacific Fruit Express	Each $2.45
ST-90 2566FTX	Fruit Growers Express	Each $2.45
ST 90-2566S	Swift	Each $2.45

One in a carton

Cattle Cars

ST-90-2464UP	Union Pacific	Each $2.65
ST-90-2464NYC	New York Central	Each $2.65

One in a carton.



Box Cars

ST-90-2465B&O	Baltimore & Ohio	Each $2.65
ST-90-2465MSL	Minneapolis & St. Louis	Each $2.65
ST-90-2465MTK	Missouri, Texas, Kansas	Each $2.65

One in a carton.

Tank Cars

ST-90-2466S	Sinclair	Each $2.65
ST 90-2466G	General American	Each $2.65
ST 90-2466CC	Carbide & Carbon	Each $2.65
ST-90-2466K	Koppers	Each $2.65

One in a carton.

Caboose

ST-90-2468 Each $3.25

One in a carton.

Treasure Mates

GENUINE
DIAMOND
CASES WITH 17 JEWEL
BULOVA
MOVEMENTS

★ **Exceptionally Fine, Beautifully Matched, Sparkling Genuine Diamonds.**
★ **Dependable, Accurate, 17 Jewel BULOVA Movements.**
★ **Beautifully Styled, Exquisitely Crafted, Long Wearing Cases.**
★ **Each Watch Completely Guaranteed! An Unsurpassed Value!**

TREASURE MATE, the brilliantly crafted, enchantingly beautiful case. BULOVA, the superbly accurate movement. Truly, masterworks of the watchmaker's art. The perfectly matched diamonds are painstakingly selected for superiority of color, cut and brilliance.

[A] Lovely value packed TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17 Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify.
29314F4116 Retail **$85.00**

[B] Grace personifies this TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17 Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow. Please specify.
29315F4361 Retail **$90.00**

[C] Specially designed TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17-Jewel BULOVA movement, domed crystal, expansion bracelet. Available in White or Yellow. Please specify.
29316F4508 Retail **$95.00**

[D] Unusually feminine TREASURE MATE case. 10K rolled gold plate steel back. **4** fine Genuine diamonds. 17-Jewel BULOVA movement, domed crystal, expansion bracelet. Available in White or Yellow. Please specify.
29317F4875 Retail **$100.00**

[E] Gorgeous TREASURE MATE case set with **4** radiant match ed Genuine diamonds. 10K rolled gold plate steel back. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow. Please specify.
29318F4875 Retail **$100.00**

[F] **6** sparkling Genuine matched diamonds. Graceful TREASURE MATE case in 10K rolled gold plate with steel back. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify.
29319F5145 Retail **$110.00**

[G] Brilliant TREASURE MATE case with **6** flashing Genuine matched diamonds. 10K rolled gold plate with steel back. 17-Jewel BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify.
29320F5390 Retail **$120.00**

[H] TREASURE MATE Exclusive. **10** Genuine beautifully matched diamonds set in 10K rolled gold plate steel back TREASURE MATE case. High crystal. 17-Jewel BULOVA movement. Expansion bracelet. White only.
29321F6825 Retail **$140.00**

[J] Cherished favorite! TREASURE MATE case in 10K rolled gold plate steel back. **12** fine Genuine matching diamonds. High crystal. 17 Jewel BULOVA movement. Expansion bracelet. Available in White only.
29322F7350 Retail **$150.00**

[K] **20** radiant, matching Genuine diamonds are set in the TREASURE MATE beauty. 10K rolled gold plate steel back, high crystal, 17 Jewel BULOVA movement. Expansion bracelet. Available in White only.
29323F9310 Retail **$195.00**

All prices subject to federal excise tax where not for resale.
All prices subject to change without notice.

Treasure Mate Guarantee

These fine movements and the TREASURE MATE Cases have been subjected to full and rigid inspection and are fully guaranteed against any organic defects. The movement has been carefully tuned and fitted and is guaranteed to conform with our high standards of accuracy and dependability. Diamonds are carefully selected for color, cut, brilliance and quality.

BEAUTIFULLY GIFT BOXED

Treasure Mates

GENUINE
DIAMOND
CASES WITH 17 JEWEL
ELGIN
MOVEMENTS

★ **Exclusive, Beautifully Styled, Solid 14K Gold TREASURE MATE Cases.**
★ **New, Tiny, Dependably Accurate, 17 Jewel ELGIN Movements.**
★ **Beautifully Matched, Exceptionally Fine Genuine Diamonds.**
★ **Each Watch Completely Guaranteed! An Unsurpassed Value!**

A fabulous, y beautiful TREASURE MATE case combined with the accurate time-keeping, tiny new ELGIN movement and the superior quality D amonds is assurance of a watch that will be an ever cherished possession. Cases are of the latest designs and finest quality

(L) Solid 14K Gold TREASURE MATE case with **2** matching fine Genuine diamonds. 17-Jewel ELGIN movement, domed crystal. Sleek wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify.
29324F5537 Retail **$95.00**

(M) Specially designed solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement, **2** beautiful matched Genuine diamonds, domed crystal. Expansion bracelet. Available in White or Yellow Gold, please specify.
29325F6125 Retail **$110.00**

(N) Solid 14K Gold TREASURE MATE case, 17-Jewel ELGIN movement. **4** radiant matched Genuine diamonds, domed crystal. Wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify
29326F6125 Retail **$110.00**

(P) Lovely 14K Gold TREASURE MATE case with **4** gleaming, matching Genuine diamonds. Domed crystal. 17-Jewel ELGIN movement. Match ng expansion bracelet. Available in White or Yellow Gold, please specify.
29327F6918 Retail **$125.00**

(R) Unusually beautiful solid 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. **6** beautiful matching fine Genuine diamonds. Domed crystal. Slender expansion bracelet. Available in White or Yellow Gold please specify.
29328F7350 Retail **$150.00**

(S) The class c fasyle to Captivating solid 14K Gold TREASURE MATE case 17-Jewel ELGIN movement. **10** flashing beautifully matched Genuine diamonds. Domed crystal. Expansion bracelet. White Gold only
29329F8575 Retail **$175.00**

(T) Gloriously fashioned solid 14K Gold TREASURE MATE case. 17 Jewel ELGIN movement. **16** blazing matched Genuine diamonds. Domed crystal. Black silk cord, adjustable catch. Available in White Gold only.
29330F13760 Retail **$225.00**

(V) **20** radiant flashing genuine diamonds set in an exquisite 14K Gold TREASURE MATE case. 17-Jewel ELGIN movement. Domed crystal. Black silk cord with adjustable catch. Available in White Gold only.
29331F13720 Retail **$275.00**

(W) Glamorous 14K Gold TREASURE MATE case set with **30** bright blaz ng Genuine diamonds. 17-Jewel ELGIN movement. Domed crystal. Black silk cord with adjustable catch Available in White Gold only.
29332F17640 Retail **$350.00**

(X) Fabulous TREASURE MATE solid 14K case and magnificent flexible bracelet fashioned as part of the watch. 17-Jewel ELGIN movement. **30** fine beautifully matched Genuine diamonds in case and bracelet. Domed crystal. An everlasting beauty White Gold only
29333F23520 Retail **$500.00**

All prices subject to federal excyte tax where not for resales.
All prices subject to change without notice.

BEAUTIFULLY GIFT BOXED

Treasure Mate Guarantee

These fine movements and the TREASURE MATE Cases have been subjected to full and rigid inspection and are fully guaranteed against any original defects. The movement has been carefully timed and fitted and is guaranteed to conform with our high standards of accuracy and dependability. Diamonds are carefully selected for color, cut, brilliance and quality.

HORSMAN DOLLS

CRY BABY

A doll that drinks, wets and cries real tears. Fully jointed at shoulders and hips and has turning head and glassine eyes with lashes. Dressed in cotton knit shirt and panty. Baby has a wardrobe of sheer dress with matching bonnet, cotton sunsuit, diaper, bottle with nipple, clothes pins, soap, sponge, booties, safety pins and wash cloth.

With Molded Hair

Nos.	Each	Height Ins.	Shipping Carton Quantity	Weight Ship. Ctn. Lbs.
ST-26-CB1	$7.00	13	6	17
With Lambs Wool Tousle Wig				
ST-26-CB1W	$9.00	13	6	19
ST-26-CB2W	11.00	18	6	21

One in a carton.

LOVE-ME-BABY

All vinyl babies with rooted pony tail hairdo, coo voice, turning head and sleeping eyes with lashes. Dressed in beautifully styled lace trimmed dresses of cotton or nylon, knit panties, vinyl shoes and rayon socks.

With Super-Flex Legs

Nos.	Each	Height Ins.	Shipping Carton Quantity	Weight Ship. Ctn. Lbs.
ST-26-555	$4.00	11	12	22
ST-26-552	5.00	15	6	14
ST-26-351	6.00	17	6	17
With Super-Flex Arms and Legs				
ST-26-459	$8.00	19	6	20

One in a carton.

RUTHIE

She drinks and she wets. Made entirely of soft, resilient vinyl plastic, she has a swivel head and jointed arms and legs. Each finger and toe is distinct and has real baby markings. Her hair is molded and tinted and she has large sleeping eyes with lashes. Dressed in checked percale sunsuit and matching sunbonnet and open toed sandals. Has her own nursing bottle and nipple. Height 16 inches. Weight per shipping carton 13 lbs.

ST-26-DW2 ..... Each $6.00

One in a carton; six in a shipping carton.

BRIDE

This a No. ST-M88 Bride Doll but she comes with nylon nightgown and robe and nylon party dress. Furnished with sturdy fibre board trunk with snap lock and carrying handle. Extra garments are on hangers in the trunk. Weight per shipping carton, 14 lbs.

ST-26-SM8 ..... Each $5.00

One in a carton; twelve in a shipping carton.

BRIDE

A miniature 8 inch doll made of all vinyl for greater detail, longer life, more durability, washability and realism. Sleeping eyes with lashes and permanently rooted hair fixed in long curl bob. Dressed in bridal outfit of lace and satin with net overskirt, lace cap, bridal veil, socks and shoes. Super-flex arms and legs permit assuming dozens of natural positions. Height 8 inches. Weight per shipping carton 8 lbs.

ST-26-M88 ..... Each $3.00

One in a carton; twelve in a shipping carton.

BABY BUTTERCUP

All vinyl baby with molded baby hair, coo voice, turning head and sleeping eyes with lashes. Furnished with lace trimmed baby dress with matching bonnet, knit panties, vinyl shoes and rayon socks. Has super-flex legs. Height 15 inches. Weight per shipping carton 14 lbs.

ST-26-212 ..... Each $4.00

One in a carton; six in a shipping carton.

HORSMAN DOLLS

DRAFT DODGER

An all vinyl baby, stunningly dressed in vivid red and white striped 4 piece "draft dodger" sleeping garment, which has full length zipper down the front. Also has matching booties and stocking hat. Has coo voice, turning head and sleeping eyes with lashes. Super flex arms and legs, and molded baby hair. Height 16 inches. Weight per shipping carton 19 lbs.

ST-26-DD1 ..... Each $4.00

One in a carton; twelve in a shipping carton.

DRAFT DODGER

An all vinyl baby, stunningly dressed in vivid red and white striped 4 piece "draft dodger" sleeping garment, which has full length zipper down the front. Also has matching booties and stocking hat. Has coo voice, turning head and sleeping eyes with lashes. Super-flex arms and legs, and rooted miracle hair. Height 15 inches. Weight per shipping carton 12½ lbs.

ST-26-T25 ..... Each $5.00

One in a carton; six in a shipping carton.

GOLD MEDAL BABY

All vinyl baby with molded hair and super-flex legs. Beautifully dressed in assorted prints with skirt and contrasting blouse, knit panties, vinyl shoes. Baby has coo voice, turning head and sleeping eyes with lashes. Height 13 inches. Weight per shipping carton 19 lbs.

ST-26-111 ..... Each $3.00

One in a carton; twelve in a shipping carton.

POLLY AND PETE

"Polly" **"Pete"**

Negro brother and sister in look-a-like outfits of red and white percale. Heads have carefully detailed and painted features and molded hair (the girl's in pigtail style). Coo voices. Super-flex legs permit them to sit, kneel or assume dozens of positions. Both wear socks and plastic shoes. Height 13 inches. Weight per shipping carton 15 lbs.

Nos.	Each	Style
ST-26-N1	$3.00	Polly (girl)
ST-26-N2	3.00	Pete (boy)

One in a carton; twelve in a shipping carton.

TYNIE BABY

An all vinyl new born tynie baby in cotton flannel blanket with contrasting trim, tied in wide satin ribbon bow, sleeping glassine eyes and coo voice. Super-flex legs. Height 13 inches. Weight per shipping carton 19 lbs.

ST-26-TT11 ..... Each $3.00

One in a carton; twelve in a shipping carton.

A LUXURY ELECTRIC SHAVER — for those who prize smartest styling . . . and demand superb performance

The Gentle-Action Lady Schick is truly deluxe in every detail. Each model was styled especially for Schick by a world famous designer to combine the beauty of a "precious jewel" with all Schick's famous precision performance. Finished in lustrous silver and gold colors . . . as pretty on a dressing table as a lovely perfume flask! An unparalleled gift . . . very special, very personal . . . for all memorable occasions. Each shaver is packaged in an exclusive, tailored carrying case.

LADY SCHICK CLASSIC
in textured silvery finish
16701A651200/1300.....
Retail $20.00

LADY SCHICK GODDESS
in ribbed golden finish
16702A651350 1463.....
Retail $22.50

Backed by the greatest advertising campaign that ever introduced a Woman's Shaver

NBC NETWORK TV...102 STATIONS

"Robert Montgomery Presents"

Reaching 20,000,000 Viewers Every Week

FULL COLOR SPREADS—PAGES
September to Christmas in
LIFE LOOK POST!

SCHICK ELECTRIC SHAVER SHOPS ARE CONVENIENTLY LOCATED ACROSS THE COUNTRY

ORDER YOUR SCHICK ELECTRIC SHAVER FROM GENERAL MERCHANDISE COMPANY

IT'S NEW! IT'S BEAUTIFUL!

THE GENTLE-ACTION

Lady Schick

AQUAMARINE
Retail $14.95

ROSE QUARTZ
Retail $14.95

PEARL WHITE
Retail $14.95

Specially designed for legs and underarms. Gentle-Action head. One side for smooth underarm shaving. One side for close leg shaving.

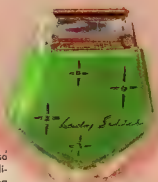
4 Jewel-like colors. Pearl White—Jade Green—Rose Quartz and Aquamarine. Each color glows with 3 dimensional translucency . . . has gold-plated head.

Gentle and safe. Shaves underarms so gently, a deodorant may be used immediately. No more nicks and cuts when shaving legs Lady Schick is safe.

Extra-quiet motor. Practically "vibration-less." Much quieter than any other woman's electric shaver. 110 Volts, 60 cycle, AC only.

Dainty palm size. Lady Schick is small and perfectly balanced for convenient handling. Stands on its own base.

Smartly designed carrying case. Finished in beautiful oyster-white coated fabric with golden sunburst recessed top and ebony black base. Makes attractive pedestal display. Extra-long 7-foot cord neatly concealed in base.



JADE GREEN
Retail $14.95

Breath-taking beauty. Fashioned from exclusive inlaid lucite—a material never before used in cosmetic casings. Lady Schick colors sparkle like precious jewels.

$14.95
Fair Trade Retail

The electric shaver that really understands a woman's grooming problems

Schick proudly introduces the Lady Schick Electric Shaver . . . designed especially for feminine grooming. A few quick strokes and underarms and legs are smooth and neat — no cuts or nicks. Schick's compact and lightweight design handles easily. Smartly color-styled in dainty feminine tints. Quiet 110-120 volt, 60 cycle, AC motor is precision engineered for minimum vibration. Shaves close . . . safely! With 7-ft. U. L. approved cord, case. Shpg. wt. 1 lb.

16698A6S897/972	Aquamarine	Retail $14.95
16700A6S897/972	Rose Quartz	Retail $14.95
16697A6S897/972	Pearl White	Retail $14.95
16699A6S897/972	Jade Green	Retail $14.95

Schick FIRST IN ELECTRIC SHAVING

ORDER YOUR SCHICK ELECTRIC SHAVER FROM GENERAL MERCHANDISE COMPANY

222A

Bowman LEAK-FREE PLYGLAS RUNABOUTS

All Boats from Arkansas Factory

V-BOTTOM PLY-GLAS boats feature the sensational FIBER-GLASS and MARINE PLYWOOD construction. PLY-GLASS runabouts have FIBER-GLASS covering over all seams and joints, thus molding a TRULY ONE-PIECE LEAK-FREE boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind for leak free service. CHEMICALLY impregnated—painting for appearance only. An extremely fast full V-bottom which permits tight turns at high speed and gives amazing performance. Solid core resin-bonded marine plywood; ⅝" 5-ply bottom with ¼" sides" 9-ply 1⅝" HEAVY DUTY transom. Metal parts treated for salt water. BEAUTIFUL cedar decks hand rubbed to HIGH GLOSS. LUSTROUS white topside, green bottom and red splash rails. CHROME plated brass hardware.

All Bowman boats have been approved by the Outboard Boating Club of America.

Full V-BOTTOM of SPORTSTER, RASCAL and HOBO Boats

Hobo, Rascal and Sportster boats are favored for water sports as the full v-bottom is extremely fast; it permits tight turns at high speed performs well with the smallest motors and is truly "tops" with the big ones!

SPORTSTER RUNABOUT

A real eye-catcher unsurpassed in its price for beauty of design and excellence of performance. Stern seat equipped with folding back. Take it fishing in the morning or the water skiers in the afternoon, and be confident of its ability to do its part.

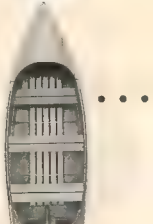
	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
Sportster 2215AF2565	14'	56"	48½"	29"	34"	8	3	25	262	$299.50
Coastal Sportster 2216AF3615	16'	66"	58"	29"	34"	9	3	25	315	439.50

For West of Denver, add 10% to above prices.

Accessories for the Sportster boat.

2216AF2595—Windshield. Complete with Wrap-around Brackets and Rubber Channel. Mfr's. Sugg. Retail $39.95

2311AF2595—Steering Wheel. Complete with Tiller Rope—Pulleys—Rope Tighteners. Mfr's. Sugg. Retail $30.95



RASCAL RUNABOUT

As smart looking as only a grownup deck boat can be. Its utility and beauty rate it high on the lists of boating enthusiasts. All joining parts are laid in a bed of non-hardening plastic to eliminate leakage. Ideal for trailer storage. Designed for use with larger motors.

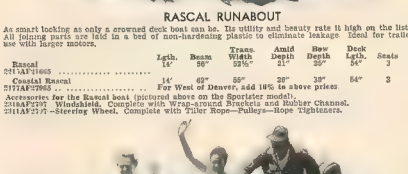
	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
Rascal 2311AF1965	14'	56"	52⅛"	21"	25"	54"	3	22	225	$300.50
Coastal Rascal 2317AF2965	14'	62"	55"	26"	30"	54"	3	25	285	399.50

For West of Denver, add 10% to above prices

Accessories for the Rascal boat (pictured above on the Sportster model).

2216AF2797 Windshield. Complete with Wrap-around Brackets and Rubber Channel. Mfr's Sugg. Retail $39.95

2311AF2787—Steering Wheel. Complete with Tiller Rope—Pulleys—Rope Tighteners. Mfr's. Sugg. Retail $30.95



HOBO RUNABOUT

This will be your choice if you like a large, roomy boat. It features lightness and is constructed of ¼" marine plywood. A three-seat boat, seating four people with ease and comfort. A real family boat with many uses. All joining parts are laid in a bed of non-hardening plastic to eliminate leakage.

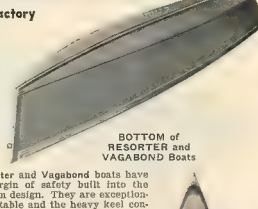
	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
Hobo Runabout 2317AF2965	14'	56"	52¼"	21"	26"	52"	4	16	225	$280.50

For West of Denver, add 10% to above prices.

Bowman LEAK-FREE PLYGLAS FISHING BOATS

All Boats from Arkansas Factory

Ply-Glas Fishing Boats are an investment in fun. They will give years of **SAFE, LEAK-FREE ENJOYMENT.** All seams and joints are covered with **FIBER-GLASS**, thus molding a **TRULY ONE-PIECE, LEAK-FREE** boat. Always ready for use—no soaking; no caulking; no upkeep of any kind necessary for leak-free service. **CHEMICALLY** impregnated painting for appearance only. Solid core-bonded marine plywood. Select oak frame. **LIGHT-WEIGHT VAGABONDS** are designed for car-top carriage and are made of ¼" material. Wide beam, extra deep **RESORTERS** have ⅜" 5-ply bottom and ¼" sides. Metal parts treated for salt water. **REMOVABLE** floor mats for easy cleaning. Solid decked bow-seat provides **DRY STORAGE** space beneath. **RESORTER** and **VAGABOND** boats have an extra margin of safety built into the bottom design. This exclusive Bowman development permits level riding, easier maneuvering and better performance with motor. Beautiful green marine enamel outside. Equipped with non-corrosive oar locks and bow eye.



BOTTOM of RESORTER and VAGABOND Boats

All Bowman Boats Certified by Outboard Boating Club

Resorter and Vagabond boats have a margin of safety built into the bottom design. They are exceptionally stable and the heavy keel contributes to maneuverability.

RESORTER FISHING BOAT

The Resorter features Bowman's exclusive design which permits level riding, easier maneuvering and better planing with motor. Special "bridge type" trusses under seats imparts super strength. Dry storage is provided by solid decked bow seat. Wide beam extra deep has ⅜" 5-ply bottom and ½" sides

	Lgth.	Beam	Trans Amid Width	Bow Depth	Deck Depth	Lgth.	Sts	Max. H.P.	Act. Wght.	Retail Price
Resorter 2219AF1985	14'	49"	49"	17¼"	19"	5"	4	7½	160	$169.50

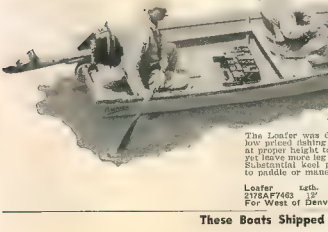
For West of Denver, add 10% to above price.

VAGABOND FISHING BOAT

This light weight model is the ideal fishing boat. Designed for carton carriage and made of ¼" material. Has many of the fine features found in the Resorter" including exclusive design, "bridge-type" trusses and dry storage seat.

	Lgth.	Beam	Trans Amid Width	Bow Depth	Deck Depth	Lgth.	Sts	Max. H.P.	Act. Wght.	Retail Price
Vagabond 2220AF8065	12'	42¼"	37¼"	11"	14¼"	5"	3	5	110	$129.50

For West of Denver, add 10% to above price.



LOAFER FISHING BOAT

The Loafer was developed to meet a demand for a dependable, low priced fishing boat for use with small motors. Seats are set at proper height to give low center of gravity for utmost stability yet leave more leg room than offered by any boat of similar design. Substantial keel plus proper bottom design makes Loafer easy to paddle or maneuver with motor.

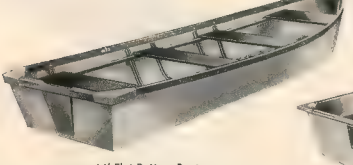
	Lgth.	Beam	Trans Amid Width	Bow Depth	Deck Depth	Lgth.	Sts	Max. H.P.	Act. Wght	Retail Price
Loafer 1758AF7463	12'	45¼"	37¼"	14"	7"	9"	3	5	90	$98.50

For West of Denver, add 10% to above price.

These Boats Shipped from Arkansas Factory

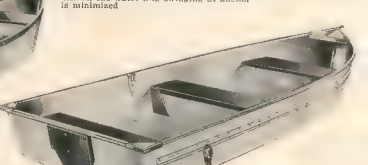
ALUMINUM BOATS — Flat Bottom

The V flat bottom is very popular due to its stability. New features: a deep wide center keel and 2 bilge keels give a good bite on the water and swamping at anchor is minimized.



14' Flat Bottom Boat

2276AF14700—Here's a 14 footer for fishermen, cottage owners and others who desire an economical 14 ft. aluminum boat having contrasting wood trim. Good depth and ample flare to rides result in a dry running boat. 4 wood seats of finest redwood. Heavy duty gunwales and seat rails are first grade red oak. 5 years use by fish camps and boat liveries prove this boat has what it takes at the lowest possible cost. Motors to 7½ H.P. are recommended. Weight approx. 140 lbs. Maintenance—hull none, wood trim—one pint of paint once a year. Maximum width 51", stern width 45", stern depth 14", bow depth 16". Supplied with anchor pulley and carlocks. **F.O.B. Indiana Factory.**
Sugg. Retail $183.75



12' Flat Bottom Boat

2277AF12600—A low cost 12 foot boat for general use in smaller lakes and streams. Weight is 85 lbs. 3 seats arranged for maximum leg room. Full length aluminum rub rails—18 heavy ribs—wide seats. All seams inert are welded—proven construction—guaranteed against failure. Thousands in use since 1947. No maintenance. You can carry it on your car to your favorite fishing spot. For motors up to 5 H.P. Maximum width 48", stern width 44", stern depth 15½", bow depth 18". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.**
Sugg. Retail $157.50

ALUMINUM BOATS — ROUND BOTTOM

Due to its rounded bilge design it handles ably in rough water. Deeper keels give non-skidding turns and directional stability.

14' Round Bottom Boat

2279AF21000—A longer, deeper and wider 14 foot round bottom boat. A roomy boat for family pleasure, fishing or general all around use. Extruded aluminum gunwales—4 aluminum seats—aluminum spray rails. Heavy hydro-press formed sterns having no wood structural members. Wood used for motor cushions only. More for your money than ever before. Can be carried on your car or trailer—ideal for the medium size motors up to 10 H.P. Maximum width 52", stern width 45", stern depth 15½", bow depth 24". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.** Weight 120 lbs.
Sugg. Retail $262.50

12' Round Bottom Boat

2279AF16380—Weighing only 85 lbs.—has been acclaimed by owners as the best all around canoe boat built today. It rows easily and performs very well with any of the smaller motors. 5 or 6 H.P. is recommended as the ideal power on this model. Constructed of by tensile aluminum for maximum strength, durability and minimum maintenance. Can be carried easily on the smallest cars. One man can haul it. Maximum width 48", stern width 45", stern depth 15½", bow depth 23". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.**
Sugg. Retail $204.75

INFLATABLE RUBBER BOAT

- It's the boat for sportsmen: ideal for duck shooting and fishing.
- It's the boat for yachtsmen: use as dinghy or life boat.
- It's the boat for every use . . . fun at the lake or beach.

BOAT DOLLY

2280AF2597 — Deluxe Boat Dolly. A real convenience for handling boats up to 500 lbs. Transportation from water's edge to nearby storage made quick and easy. One man handles the boat like a baby carriage. Revolves within length of boat. Reinforced aluminum tubular construction with strut bracing; 48" long x 27" wide. Solid tread 10 x 2.25 disc wheels with ball bearings. Hardwood chocks. Height 14½". Shipping weight 50 lbs. **F.O.B. New York Factory.**

Mfr's. Sugg. Retail **$38.95**

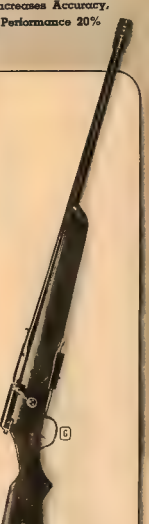
2281AF13965—Inflatable Rubber Pak-Boat

Pack in your car trunk, carry in your trailer or plane. Deflated rolls up in carrying case, 20"x18"x9". An entirely new duty-style inflatable rubber boat—each side and bottom a separate compartment for absolute safety. Inflated size 10'3"x3'10"x17" deep. Rides rough water; multiple keel bottom checks drift. Built in motor mount takes outboard motor up to 5 H.P. Built of inflatable aircells of "tough-as-hide" construction for years of service. Includes pump, seats and carrying case. **F.O.B. New York Factory.** Shipping weight approx. 60 lbs.
Mfr's. Sugg. Retail $169.50

2282AF5250—Oars. A pair of 2 piece 5 ft. Aluminum oars **F.O.B. New York Factory.**
Mfr's. Sugg. Retail $7.15

Marlin Guns—Famous for Accuracy and Fine Construction

Marlin's Revolutionary New Micro-Groove Rifling Increases Accuracy, Performance 20%



[A] OVER-AND-UNDER MODEL SHOTGUNS

Marlin 90DT. An all-around sportsman's gun! Hammerless action, cocks on opening. Positive automatic safety. Easy to take down for cleaning. 28-in. barrels of special alloy steel. Front trigger fires modified-choke lower barrel, rear trigger fires full-choke upper barrel. Walnut stock. For 2¾ in. shells. 45 in. long.

40116A7995—12 ga. Act. wt. 7½ lbs. . Retail **$99.95**
40117A7995—16-ga. Act. wt. 6¼ lbs. . Retail **$99.95**
40118A7995—20-ga. Act. wt. 6¼ lbs. . Retail **$99.95**

Model 90ST. As above, but single trigger. Fires modified-choke barrel, then full-choke. Rubber recoil pad.

40119A9915—12-ga. Act. wt. 7½ lbs. Retail: **$123.95**
40236A9915—16-ga. Act. wt. 6¼ lbs. Retail **$123.95**
40237A9915—20-ga. Act. wt. 6¼ lbs. Retail **$123.95**

[B] BOLT-ACTION BIG GAME RIFLE

Marlin 455. Three big-game calibers—270, 30/06, or .308. Famous FN Mauser action. "Micro Groove" rifling for 20% more accuracy. Sako trigger mechanism with crisp, short adjustable pull. Receiver drilled and tapped for top mounts, factory-equipped with Lyman 48 receiver sight with windage and elevation setting. FN Mauser safety, stainless steel barrel, ramp front bead sight, detachable hood. American walnut stock, Monte Carlo type, oil-finished. 4-shot box magazine. 42½ in long

40280A11545—.270 cal. Wt. 8¼ lbs. Retail **$149.95**
40281A11545—30/06 cal. Wt. 8¼ lbs. Retail **$149.95**
40282A11545—.308 cal. Wt. 8¼ lbs. Retail **$149.95**

[C] SAKO REPEATING .222 RIFLE

Marlin Sako 322. Varmint rifle built around the famous Sako Mauser type receiver. Equipped with Marlin's Micro-Groove rifling for 20% more accuracy! Uses .222 cal cartridges. Adjustable trigger. Cocking piece safety locks striker and breech bolt. Indicator on rear of bolt automatically tells fire position of gun. Ramp front sight with hunting bead, detachable hood; two-position peep sight gives 100 and 200 yard zero impacts. Swivels for sling. High comb stock for telescope sight. 24-in. medium weight smokeless steel barrel. American walnut stock with checkered pistol grip and hard rubber butt-plate. Oil-finished. Bolt easily removed for cleaning. Removable clip magazine, 3-shot capacity. 42 in. long

40235A10000—Actual wt. 7½ lbs. . . . . Retail **$129.95**

[D] LEVER-ACTION REPEATING RIFLE

Marlin 336ADL. For big game hunters who want the best in high-power 30/30 lever-action repeaters! "Hunting man" non-glare front sight with bead, detachable hood. Open-type rear sight. Receiver drilled and tapped for standard receiver sights. Solid top receiver, automatic side ejection, low hammer spur for low mounting of telescopes. Detachable swivels and 1-in. leather sling strap. Round tapered 24-in barrel. Hand-checkered walnut stock with full pistol grip, semi-beavertail forearm. 5-shot capacity magazine. 42 in. long.

40110A7700—Actual wt. 6¼ lbs. . . . . Retail **$99.95**

Model 336ADL. As above, but uses .35-cal cartridges

40111A7700—Actual wt. 6¼ lbs. . . . . Retail **$99.95**

[E] 30/30 LEVER-ACTION WESTERN REPEATER CARBINE

Marlin 336C. 30/30 repeater carbine. New-type round breech bolt of rigid alloy steel. Redesigned carrier for positive feeding. Sand-blasted top receiver surface for non-glare sighting plane. Side ejection, solid top receiver, low hammer spur—for low mounting of telescopes. 20-in. round tapered barrel, smokeless steel. Open rear sight, bead front. Walnut stock, blued exposed metal parts. 6-shot magazine. 38 in. long

40108A5620—Actual wt. 6¼ lbs. . . . . Retail **$72.95**

Model 336C. As above, but uses .35-caliber cartridges

40108A5820—Actual wt. 6¼ lbs. . . . . Retail **$72.95**

[F] MARLIN 12-GAUGE SHOTGUN

Marlin 55WC. Bolt-action repeating shotgun with 3-position ventilated choke. Marlin double extractors. Positive sear lock safety. Visible indicator at rear of breech bolt shows when gun is cocked. Short-stroke breech bolt means fast operation. 28-in. barrel, receiver, and all action parts made of quality alloy and high carbon steel. American walnut stock with rubber recoil pad. Clip magazine holds 2 shells. Chambered for 2¾ in. shells. Gun 49 in. long

40263A2925—Act. wt. 7½ lbs **$37.95**

Marlin 55. As above, but has full choke instead of 3-position ventilated choke

40234A2615—Act. wt. 7½ lbs. **$33.95**

Lightning-fast lever action. .22-cal. repeater needs less than 25° stroke for rapid firing.

.22-Cal. Rifles Precision Made for Crack-Shot Performance

A MARLIN .22-CAL. LEVERMATIC RIFLE

Model 58. Levermatic .22-cal clip magazine repeater. Rapid fire—takes less than a 25° stroke to open breech, eject shell and close breech on a new cartridge! Work the complete cycle without removing hand from pistol grip! Right—action securely embedded in one-piece stock. 7-shot clip magazine handles .22-caliber Sun Fire, Short, Long, or Long Rifle ammunition, greased or waxed, regular or high-speed loads. Marlin's first lever-action rifle with removable clip magazine. 24-in. round-tapered blued-steel barrel. "Micro-Groove" rifling. Automatic side ejection, receiver solid at rear—drilled and tapped for Weaver Tip-Off mount, also standard sights. Finger safety on trigger guard plate. For take-down remove front and rear receiver screws. Flush magazine catch in floor plate. Walnut stock, pistol grip. Non hard rubber butt plate. 43½-in. long.
40185A3755—Actual wt. 6½ lbs.....Retail **$48.75**

B H&R "PLAINSMAN" .22-CAL. RIFLE

Model 88S. Fast bolt-action repeater for easy handling and accuracy. Positive magazine ejector for faster re-loading—found only on more expensive guns! Fires .22-cal. Short, Long, or Long Rifle cartridges, regular or high speed. 5-shot box magazine. 24-in. precision-rifled, tapered barrel has crowned muzzle. Removable bolt and handle, side thumb safety. Adjustable open rear sight and famous H&R "Cottontail" bead front sight. Walnut stock—full pistol grip and hard rubber butt plate. 41 in. long
40146A2190—Actual wt. 5 lbs.....Retail **$25.95**

E MARLIN 7-SHOT CLIP SEMI-AUTOMATIC RIFLE WITH MICRO-GROOVE RIFLING

Model 89C. Handles .22-cal. Long Rifle cartridges only, regular or high speed. 24-in. round-tapered, blued-steel barrel. "Micro-Groove" rifling increases accuracy by 20%. Chromed cocking spur, automatic side ejection. Dovetailed grooving on receiver accommodates Weaver

C MARLIN 28-SHOT .22-CAL. REPEATER

Model 81DL. Deluxe model rifle. Tubular magazine holds 26 Short, 21 Long, or 19 Long Rifle .22-cal. cartridges—regular or high speed. Round-tapered 24-in. barrel of blued steel, "Micro-Groove" rifling for 20% more accuracy. Crowned muzzle. Automatic side ejection. Adjustable receiver peep sight, ramp front sight with detachable hood. Takes low mount 'scope sights. Flush take-down screw. Sling swivels. Walnut pistol grip stock with fluted comb, semi-beavertail forearm. 42½ in. long.
40105A2615—Actual wt. 6½ lbs.....Retail **$33.95**

Model 81C. 28-shot repeater as above, but with open rear sight and bead front sight. Without sling swivels
40104A2395—Actual wt. 6½ lbs.....Retail **$30.95**

D MARLIN .22-CAL. DELUXE CLIP REPEATER

Model 80DL. 9-shot bolt-action clip magazine repeater—uses .22-cal. Short, Long, or Long Rifle cartridges, regular or high speed. 24-in. round tapered blued-steel barrel with "Micro-Groove" rifling for greater accuracy. Receiver dovetailed, grooved for Weaver Tip-Off mount. Automatic side ejection, positive safety. Rear peep sight, ramp front sight with detachable hood. Self cocking. Quick trigger release. Sling swivels. Walnut stock, fluted comb 42½ in. long
40103A2305—Actual wt. 6½ lbs.....Retail **$29.95**

Model 80C. Clip magazine repeater as above, but with open rear sight, bead front sight. No sling swivels
40102A2075—Actual wt. 6½ lbs.....Retail **$26.95**

Tip-Off mount for 'scopes. Rocky Mountain open rear sight, hooded front sight with hunting bead. Positive sear lock safety. Walnut stock, pistol grip, fluted comb. Rubber butt plate. 45 in. long.
40107A2815—Actual wt. 6¾ lbs.....Retail **$33.95**

G MARLIN .22 LEVER-ACTION

Model 39A. Tubular magazine holds 26 Short, 21 Long, 19 Long Rifle .22-cal cartridges, regular or high speed. 24-in. round-tapered blued steel barrel with exclusive "Micro-Groove" rifling adds 20% to accuracy. Automatic side ejection, visible hammer. Open rear sight, hooded ramp front sight. Takes standard receiver sights. Low sighting plane for 'scope mounting. Single take-down screw. Walnut stock, pistol grip, semi-beavertail forearm. 41 in. long.
40100A5070—Act. wt. 6¼ lbs.**$65.95**

Model 39-A. Mounts As above but straight grip, 20-in. barrel. 38½ in. long.
40101A5070—Act. wt. 6 lbs...**$65.95**

Rifles by Marlin, Noble, H&R —Tops for Fast, Accurate Firing in the Field

Dependable New Features
Streamlined Designs
Moderate Prices

A MARLIN 30/30 CARBINE

Marlin Model 336SC. 5-shot magazine 20-in. round tapered barrel of smoke less steel, *new type.* "Micro Groove" rifling, "Huntsman" non-glare ramp front sight with bead, detachable hood. Open rear sight. Solid top receiver takes standard sights. Positive feed carrier, automatic side ejection, round steel breech bolt. Low hammer spur for low scope mount. Walnut forearm, pistol grip, rubber butt plate. 38" long.
40112A5620—Act. wt. 6¼ lbs. **$72.95**

As above but uses 35-cal. cartridges.
40113A5820—Act. wt. 6¼ lbs. **$72.95**

Model 336MG. Same but Micro-Groove rifling for .219 zipper cartridges.
40116A5620—Act. wt. 6¼ lbs. **$72.95**

B MARLIN 30/30 "TEXAN" CARBINE

Model 336T. Quick-drawing straight grip for scabbard carrying. Magazine holds 6 shots. Lever action. Smokeless steel 20-in. barrel, "Micro Groove" rifling, crowned muzzle. "Huntsman" non-glare ramp front sight with bead, detachable hood. Solid top blued receiver with non-glare sighting plane and automatic side ejection make this a reliable game getter. Receiver drilled and tapped for standard receiver sights. Positive feed carrier, round steel breech bolt. Low hammer spur for telescope mount. Blued. American walnut stock. Semi-beavertail forearm, rubber butt plate. 38 in. long.
40114A5620—Actual wt. 6½ lbs.....Retail **$72.95**

Model 336T. Favorite of big game hunters. As above but uses hard-hitting 35-caliber cartridges
40115A5820—Actual wt. 6½ lbs.....Retail **$72.95**

C MARLIN SINGLE-SHOT .22-CAL. RIFLE

Model 100. Designed especially for beginners. Low-priced rifle with big-gun features—for years of dependable performance! Shoots .22-cal. Short, Long, and Long rifle cartridges, regular and high speed. 24-in. round tapered barrel of blued steel, "Micro-Groove" rifling for accuracy. Crowned muzzle. Rebounding striker, automatic ejection. Bead front sight, open rear sight. Removable bolt gives quick access for cleaning. New flush take-down screw for quick disassembly and assembly. Plated bolt assembly, trigger. Bores treated to resist corrosion. Walnut stock, full pistol grip "non-slip" rubber butt plate. 41½ in. long.
40233A1220—Actual wt. 4½ lbs.....Retail **$15.75**

G HARRINGTON & RICHARDSON PIONEER SINGLE-SHOT .22-CAL. RIFLE

Model 750. Single-shot bolt-action .22-cal. rifle. Chambered for .22 Short, Long, or Long Rifle cartridges, regular or high speed. 24-in. tapered blued barrel of high-tensile-strength steel, crowned muzzle. "Plaid feed" loading platform—last drop cartridge in and close bolt. Self-cocking. Live cartridge can be ejected when rifle is cocked; eliminates discharging cartridge to clear chamber. Side thumb safety. Removable bolt assembly. Walnut stock. Shaped hard rubber butt. 41 in. long
40145A1515—Actual wt. 4¾ lbs.....Retail **$18.95**

D NOBLE 21-SHOT .22 SLIDE REPEATER

Model 235. Newly designed rifle. Light, streamlined, accurate. Short, smooth, hammerless slide action—quick aim, instant firing. Dependable action. Holds 21 Short, 17 Long or 15 Long Rifle .22-cal. cartridges. Visible feed shows when rifle is loaded. Selected steel 24-in barrel—precision rifling, crowned muzzle. Adjustable sporting rear sight, ramp front sight. Independent thumb-operated safety. Blued receiver is machined for dovetail scope sight mount. Grooved full-size slide handle. American walnut stock—full pistol grip, shaped butt plate of hard rubber. 41¾ in. long.
40144A2765—Actual wt. 6 lbs.....Retail **$34.65**

E MARLIN .22-CAL. SEMI-AUTOMATIC RIFLE

Model 98DL. Deluxe semi-automatic. Funnel-loading tubular magazine holds 14 Long Rifle .22-cal. cartridges 24-in. round tapered steel barrel—"Micro-Groove" rifling delivers 20% more accuracy. Crowned muzzle. Automatic side ejection. Positive sear lock safety. Dovetailed grooved receiver for standard Tip-Off mount, low and central telescope mounting. Strong receiver peep sight on end plug of gun, hooded ramp front sight. Hand-checkered walnut stock, pistol grip for easy handling. Fluted comb, rubber butt-plate, beavertail forearm. Sling swivels for strap attachment. 43 in. long.
40137A3480—Actual wt. 6¾ lbs.....Retail **$44.95**

Model 98G. As above, but open rear sight, plain stock, forearm. For low mount scopes. No sling swivels
40106A3000—Actual wt. 6¾ lbs.....Retail **$38.95**

A

SMITH-CORONA
"Silent Super"
Retail $128.00

B

ROYAL
"Quiet Deluxe"
Retail $129.85

C

SMITH-CORONA
"Silent"
Retail $119.40

D

REMINGTON
"Quiet-Riter"
Retail $129.00

E

ROYAL
"Senior Companion"
Retail $89.95

Popular Portable Typewriters . . .

A SMITH-CORONA "SILENT SUPER"—SMART NEW COLORS

It's super—and "silent"! Built like a standard—even has tabs. And you can choose it in your favorite decorator color. Easy to operate—set, clear, tabulate right at keyboard. New 44-key 88-character keyboard with molded tenite keys—Quickset margins work with flick of fingers. Quadruple touch selector—and-at-line bell. Page-Gage that warns when only 2½ in. is left at bottom of page. Tip-touch back spacer, synchronized line spacer, line retainer—floating shift. Variable line spacing—single, double, triple. 2-color ribbon and stencil—dual drive feed with one-stroke reverse. Paper holder, too. Type bar speed booster cuts effort. Trimly styled—non-slip feet. Cushioned platen is removable. Includes gay aluminum Holiday case with brown vinyl covering. Shpg. wt. 20 lbs.

Stock Number	Size Type	Color	Retail Price
20212W9900	Pica	Coral Pink	$129.00
20285W9900	Pica	Sea-Foam Green	$129.00
20287W9900	Pica	Desert Sand	$129.00
20288W9900	Pica	Alpine Blue	$129.00
25462W9900	Pica	Sapphire Gray	$129.00
20215W9900	Elite	Coral Pink	$129.00
20289W9900	Elite	Sea-Foam Green	$129.00
20291W9900	Elite	Desert Sand	$129.00
20313W9900	Elite	Alpine Blue	$129.00
20463W9900	Elite	Sapphire Gray	$129.00

All typewriters available in Elite (12 letters per inch) or Pica (10 letters per inch)—see opposite page for type slugs.

B ROYAL "QUIET DELUXE"

Royal's finest portable—deluxe—and in color! It's quiet and it even has tabs! Standard keyboard with 44 Finger Flow keys, 88 characters, and touch control.

"Magic Margins"—both set from carriage and Easy-to-set tabulator. End-of-line bell. Back spacer. Line meter shows number of lines left at bottom of page. Left, right shift keys—line finder. Foolproof space bar—single, double, triple spacing. 2-color ribbon, stencil—automatic ribbon reverse. New Clean-n-Easy ribbon changer—no more inky fingers—hands don't touch ribbon!

Light aluminum frame with non-mar, shock absorbing feet. Push-button top opening Airplane-type fiber-glass carrying case. 4 colors. Wt. 20 lbs.

Stock No.	Type	Color	Retail
20896W9702	Pica	Gray	$129.85
20897W9702	Pica	Pink	$129.85
20895W9702	Pica	Red	$129.85
20941W9702	Pica	Green	$129.85
20893W9702	Elite	Gray	$129.85
20896W9702	Elite	Red	$129.85

C SMITH-CORONA "SILENT"

It's built for speed—and it's "silent". Standard keyboard with 42 molded tenite keys, 84 characters. Fast type bars print and snap back instantly—no jamming. Smooth piano-key action—touch control.

Quickset margins—cushioned tabulator. End-of-line bell. Adjustable paper guide tells when you're 2½ in. from bottom of page. Tip-touch back spacer—floating shift key. Synchronized line spacer and line retainer.

Retractable paper support—dual-action release. Single, double, triple spacing. 2-color ribbon, stencil—automatic ribbon reverse. Gray ripple finish, green Colorspeed keys. Silent platen is removable. No-slip feet. Luggage-type case. 17 lbs.

20250W9108—Pica	Retail	$119.40
20251W9108—Elite	Retail	$119.40

D REMINGTON "QUIET-RITER"

It's a new deluxe "silent" model—for home, school, business . . . with many features of standard machines. All the locks and controls are located just as they are on standard models.

Has 44-key 88-character standard-size keyboard with Finger Speed keys. Personal touch regulator. New visible margins set with finger-tip ease. Miracle Tab—sets and clears right on keyboard. Handy end-of line bell.

Sure-acting back spacer. Right and left shift keys. Extra-big paper cylinder with sure-grip feed even for thick carbon packs, envelopes—prints clearly, easy feeding. Fast-action space bar—single double, triple line spacing. Simplified ribbon changer—2-color ribbon and stencil. Super-strength frame with gray crackle finish, green keys. Non-marring feet—non-slip too. Includes luggage-type case. Wt. 24 lbs.

20282W9896—Pica . . . .Retail $128.00
20283W9896—Elite . . .Retail $128.00

E ROYAL "SENIOR COMPANION"

Fast, efficient—fully portable! Precision-built with famous Royal features that mean long life, fine performance.

Full-size 42-key 84-character keyboard with Finger Flow keys that are contoured for easy typing. Margins are easily and quickly set by hand. End-of-line bell. Fast, accurate back spacer. Right and left shift keys margin release. Balanced speed space bar—skip-proof type bar.

Paper bail and paper table scale—paper guides. Single and double spacing. Line finder returns to correct writing line to cut errors. 2-color ribbon and stencil—easy manual reverse. Smart gray Velveteen finish with green keys—non-slip feet cut vibration. Matching fiber-glass case for carrying, and storing. Wt. 15 lbs.

20445W7194—Pica . . . . .Retail $89.95
20446W7194—Elite . . . . .Retail $89.95

Adding Machines and Cash Registers

Fine Office Equipment That Reduces Work, Increases Accuracy

Smith-Corona

Upright Typewriter

SMITH-CORONA STANDARD MODEL

Standard-upright machines, slightly used, but in first-rate condition. Each typewriter has been thoroughly inspected to assure like-new performance for years to come. Exclusive automatic margin, 4-way ribbon control. Error control lets you delete characters typed by mistake. Master tab-clear key. Rimless, non-glare green keys with letters that won't rub off. Many other luxury features. Sapphire gray finish. In 3 carriage widths, 2 type sizes. Wt. 22 lbs.

20777W9350—11" wide. Pica type...**$185.00**
20778W9350—11" wide. Elite type...**$185.00**
20779W10950—13" wide. Pica type...**$205.00**
20780W10950—13" wide. Elite type..**$205.00**
20781W10950—15" wide. Pica type..**$205.00**
20782W10950—15" wide. Elite type..**$205.00**

SMITH-CORONA CASH REGISTER

Balances cash, keeps daily sales records, codes in 9 classifications. Tax key—bank for tax money. One lock, one key—detail tape locks in place. Automatic locks for total and sub-total. Adding machine unit—removable. Lists to 999.99 —totals to 9,999.99. Tan-tone enamel finish. Instructions.

20296W15084—Shpg. wt. 54 lbs..**$209.50**

Above, but for gas stations—gas, oil key, etc. Lists to 999.99, totals to 9,999.99

20297W15084—Shpg. wt. 54 lbs.....**$209.50**

SERVICE-STATION CASH REGISTER

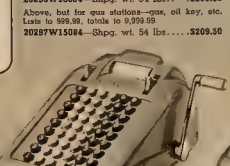
By Smith-Corona. 9 keys code departments for accurate tabulating—gas, oil, grease, etc. Dollar and gallon totals. Balances cash, keeps day-to-day records, 3 separate clerk keys. Includes tax key and bank. 14-in. cash drawer has 5 plastic compartments with space below. Detail tape locks in place. Automatic locks for total, sub-total keys; case locks into machine. Removable adding machine unit. Lists to 99.99—totals to 999.99. Tan-tone crinkle enamel finish. Instructions.

20533W15642—Shpg. wt. 54 lbs.....**$229.50**

RESULTA PORTABLE ADDING MACHINE

So small you can hold it in your hand, yet it performs just as efficiently as a full keyboard machine. Imported from Germany, the Resulta has a 7-column keyboard—it adds, subtracts, multiplies, figures mark-ups, discounts, and credit balance. Visible checking panel saves need for paper tape. Operates quietly. Repeat key. Includes stylus pencil for quick, easy operation. Handsome black finish. Adds to 99,999.99. Guaranteed 1 yr. by U.S.A. factory warehouse. 3½ x 5¾ x 4½ in. size.

20778A4608—Shpg. wt. 5 lbs....Retail **$81.45**



VICTOR FULL-KEYBOARD ADDING MACHINE

Adds, lists, multiplies—quickly. Total, sub-total, repeat keys. Finger-tip touch control. Automatic space-up. Die-cast case with metallic gray enamel finish—eye-ease green keys. Lists to 999,999.99—totals to 9,999,999.99.

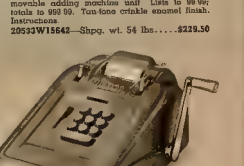
20786W12197—Shpg. wt. 16 lbs.....**$149.24**

As above, but lists and totals to 99,999.99

20787W10977—Shpg. wt. 16 lbs.....**$134.32**

As above, but lists and totals to 9,999.99.

20788W9540—Shpg. wt. 16 lbs.....**$116.73**



VICTOR 10-KEY "CHAMPION" ADDER

Simplified 10-key keyboard. Adds, lists, multiplies feather-touch fingering. Total, sub-total, repeat features. Automatic space-up. Die-cast—gray enamel finish—green keys. Lists to 999,999.99—totals to 9,999,999.99

20783W12197—Shpg. wt. 16 lbs.....**$149.24**

As above, but lists and totals to 99,999.99

20784W10977—Shpg. wt. 16 lbs.....**$134.32**

As above, but lists and totals to 9,999.99

20785W9540—Shpg. wt. 16 lbs.....**$116.73**

[A] Tape Dispenser. Heavy metal. Keeps tape handy, ready to tear off evenly. Holds ½ or ¾ in. tape.

20371A119—Wt. 1 lb...Retail **$1.69**

[B] Scotch Cellophane Tape. ½ lb.

20372A44—½ in. x 800 in.....**.59c**
20734A44—¾ in. x 600 in.....**.59c**

[C] Handy Letter Holder. Convenient, attractive for your desk or table—at home or at work! Spiral spring-type rings keep letters at hand. Made of chromed metal, firmly attached to oblong wood base. 7½ in. long. Wt. ¼ lb.

20378A108.....Retail **$1.69**

[D] Phone-Mate. Index and list finder. Durable plastic—fits compactly under any telephone. 9 quick-pull-out tabs offer space for over 400 names numbers. Black with handy yellow note-paper tray. 10¾ x 5¾ x 1⅛ in.

20755A197—Wt. 1 lb.....**$2.95**

[E] Tele-Rest Phone Cradle. Now—phone in complete comfort! Handy shoulder cradle ends juggling phone while jotting down notes. Padded plastic cradle fits on shoulder, holds phone securely—leaves both hands entirely free.

20375A125—Wt. ½ lb.....**$2.00**

A

SMITH-CORONA
"Sterling"
Retail $110.95

B

SMITH-CORONA
"Clipper"
Retail $93.05

C

SMITH-CORONA
"Skywriter"
Retail $73.77

D

REMINGTON
"Travel-Riter"
Retail $84.86

Each In Its Own Carrying Case

A SMITH-CORONA "STERLING" PORTABLE TYPEWRITER

A luxury-styled typewriter—fast and efficient! It's a portable with machine features. Has full-size 42-key 84-character standard keyboard with rimless, glare-proof keys molded to finger shape. Quickset margins—personal touch selector. Fast-printing type bars for speed. Cushioned tab is sure—easy to set. End-of-line bell. Tip-touch back spacer—floating shift. Posture Page-Gage to warn when 2½ in. remain at bottom of page. Super-speed escapement for speed without effort—type-bar speed booster to prevent jamming 3 position paper bail, paper table with retractable paper supports. Single double, triple spacing. 2-color ribbon and stencil—automatic-manual ribbon reverse. It's neat and trim—sturdy. Has gray ripple finish—green keys. Acoustical vents cut vibration. Non-slip base. Includes handsome luggage-type case for carrying and storing. Shpg wt. 17 lbs.

20252W8514—Pica. Retail **$110.95** **20253W8514**—Elite. Retail **$110.95**

B SMITH-CORONA "CLIPPER" PORTABLE TYPEWRITER

Makes typing a pleasure—easy, fast, efficient! Has full standard Colorspeed keyboard with 42 non-glare, rimless keys molded to finger shape. 84 characters. Piano-key action for effortless typing—type bars print fast, slip back into place instantly. Quickset margins. Touch selector. End-of-line bell. Tip-touch back spacer—floating shift. Page-Gage tells you when you're 2½ in. from bottom of page. Super speed escapement and type-bar speed booster 3 position paper bail for accurate paper feed. Synchronized line space lever—for single, double, triple spacing. 2-color ribbon and stencil—automatic-manual reverse. Sturdy, streamlined design with handsome gray ripple finish, green keys. Legs are skidproof. Acoustical vents for quiet operation. Includes matching luggage-type case. Shpg. wt 20 lbs.

20254W7328—Pica. Retail **$93.05** **20255W7326**—Elite. Retail **$93.05**

C SMITH-CORONA "SKYRITER" PORTABLE TYPEWRITER

Small enough to tuck into your suitcase, drawer, overnight case—weighs only 9 lbs., measures just 4 in. high, 11 in. wide, 12 in. long! And it's a fine worker—takes full-size business stationery. Has the built-to-last construction and same modern styling as larger Smith Corona models. 42-key 84-character Colorspeed keyboard with keys molded to fit the fingers. Quickset margins—personal touch regulator. End-of-line bell. Fool-proof back spacer. Error-control line retainer ratchet release, retractable paper supports—type bar speed booster for effortless typing. Swing shift with 2-key control. Single and double spacing. Single-color ribbon—automatic reverse. Beautifully and ruggedly built with handsome mist gray finish, non-glare green keys. Non-slip base is safe on table tops, won't slide. With matching carrying case. Shpg wt 10 lbs

20256W5836—Pica Retail **$73.77** **20257W5836**—Elite. Retail **$73.77**

All typewriters listed on these two pages are available in either Pica (12 characters per inch) or Pica (10 characters per inch). Choose the type size you prefer.

This is elite type.
This is pica type.

E

ROYAL
"Royalite"
Retail $74.50

D REMINGTON RAND "TRAVEL-RITER" PORTABLE

It's small, compact—all features needed for fast, beautiful typing! Weighs only 11 lbs. Full-size keyboard with 42 non-glare speed keys, 84 characters—types arithmetic signs, degree mark, exclamation point, business symbols. Easy-to-set visible margins—left and right release key—writing line is 8½ in. wide. End-of-line bell—line lock. Back-space key—left and right segment shift keys. Twin roller paper bails, positive feed. Fast space bar—single, double line spacing. Line finder. Single-color ribbon—automatic and manual reverse. Gray finish, gray keys—carriage centering, locking device. No-mar base. Luggage-type carrying case. Shpg wt. 14 lbs.

20298W6808—Pica. Retail **$84.86** **20299W6808**—Elite. Retail **$84.86**

E ROYAL ALL-NEW "ROYALITE"—SLIM AND EXTRA SMALL

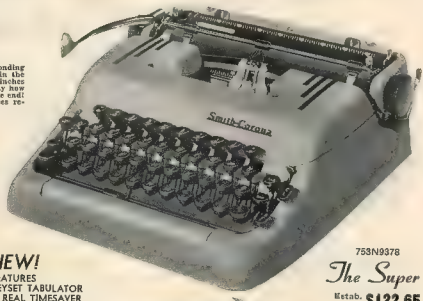
It is slim and trim—and beautiful. Easy to carry—weighs only 8 lbs. and it's only 3 in. high. Produces clean, sparkling letters—and it's rugged in the Royal tradition. Has 42-key 84-character standard keyboard—distinctive type face specially designed for "Royalite"—contoured rimless keys are light and responsive to the touch. Touch Set margins—right and left release. Has famous light-touch space bar—smooth carriage return that's easy to operate. End-of-line bell—easy touch back spacer—right-left shifts. Spacing, ½, 1, 1½, 2. Single-color ribbon—automatic reverse. Streamlined with smart green finish, non-glare green keys. Has non-slip base. In distinctive new portfolio-style case that's as beautiful as fine luggage—trim with nylon lining. Shipping weight 11 lbs.

20210W8006—Pica ..... Retail **$74.50**

Smith-Corona

With New Page Gage
Here's How It Works . . .

You just turn the platen to the GREEN FIGURE corresponding to the length of the paper you are using, insert a sheet in the usual way, and start typing. As you get down to within 2½ inches of the bottom of the page, RED FIGURES show you exactly how much space is left—and keep showing you, right down to the end! PAGE GAGE eliminates solid pages of spoiled paper, saves retyping—keeps pages neat. Saves time and paper!



753N9378

The Super

Estab. Retail **$122.65**

NEW!
FEATURES
KEYSET TABULATOR
A REAL TIMESAVER

The Super

- "HOLIDAY CASE"—(illustrated above)
- Keyset Tabulator
- Miracle Page Gage
- Full-Size Keyboard
- Floating Shift
- Quickset Margins
- Adjustable Touch
- Synchronized Carriage Return
- Frame-fit Space Bar
- Aligning Paper Feed

753N9378—The Super. The completely new-styled portable giving top performance. Non-glare grey crackle finish, with contrasting green keyboard, paper tables, scales. "Holiday" carrying case. Ship wt. 19 lbs. **Choice of PICA or Elite type—Please Specify.** Estab. Retail $122.65

727N8648

The Silent

Estab. Retail **$113.10**

Specify Choice of Type
This is ELITE Type
This is PICA Type

The Silent

- Numerous Sound Deadening Devices
- Acoustical Vents
- Page Gage
- Colorspeed Keyboard
- Super Speed Escapement
- Quickset Margins
- Synchronized Line Space Lever
- Tip-touch Back Spacer
- Typebar Speed Booster
- Skidproof Feet
- Piano Key Action
- Floating Shift
- Line Retainer

727N8648—The Silent. The Silent Platen is easily interchanged with a harder Platen for manifolding or card and label writing. Non-glare grey-crackle finish, contrasting green keyboard, paper table, and scales. Blue houndstooth carrying case. Ship wt. 20 lbs. **Choice of PICA or Elite type—Please Specify.** Estab. Retail $113.10

729N8078

The Sterling

Estab. Retail **$105.65**

The Sterling

- Page Gage
- Skidproof Feet
- Quickset Margins
- Colorspeed Keyboard
- Super-Speed Escapement
- Synchronized Line Space Lever
- 3-Position Paper Bail
- Tip-touch Back Spacer
- Acoustical Vents
- Typebar Speed Booster
- Adjustable Paper Guide
- Floating Shift
- Cushioned Tabulator

729N8078—The Sterling. New and standard features combine to produce an excellent portable. Non glare grey-crackle finish, contrasting green keyboard paper tables, scales. Houndstooth carrying case. Ship wt. 15½ lbs. **Choice of PICA or Elite type—Please Specify.** Estab. Retail $105.65

Please Specify Choice of Type When Ordering Typewriters

Remington Rand

Estab. Retail **$120.50**

"The Quiet-Riter"

- **Miracle Tab**—sets, clears tabs automatically
- **Direct-Set Visible Margins**—stops never slip
- **Larger Size Paper Cylinder**—sure-grip paper feed
- **Finger-Speed Keys**—contour-formed for sure touch
- **Standard Keyboard**—84 characters like office models
- **2-Color Ribbon**—special cut-out for stencils
- **Semi-Automatic Ribbon Changer**—for fast changes
- **3-Line Space Selection**—single, double, triple
- **Super Strength Frame**—gives years of service

1417N9215—Famous Remington "Quiet-Riter" with all the latest styling, operational features and performance. Gives standard machine results—instant response to the touch, clear easy-to-read type—without sacrificing portable convenience. Standard 4-row, 84 character keyboard. Set and clear margins from keyboard—set both margins without moving carriage. Right and left shift keys and locks, back spacer, tab key all located just as they are on standard typewriters. Non-glare Green velour finish with Green keys—reduces eye strain. Luggage-type carrying case. Touch method typing instruction book included. Specify PICA or Elite type.

Established Retail $120.50

Estab. Retail **$100.94**

"The Letter-Riter"

- **Simplified Ribbon Changer**—for easy changing
- **Larger Paper Cylinder**—sure grip paper feed
- **New Visible Margins**—set with finger-tip ease
- **Completely Portable**—plus top efficiency
- **Super-Strength Frame**—durable, long lasting
- **Luggage-Type Carrying Case**—handy for storing
- **New French-Grey Color**—so good looking
- **Instructions**—teach yourself touch typing

766N7719—New Remington "Letter-riter"—economy-priced completely portable typewriter. All the features of a standard office machine except tabulator—ideal for school or home use. Patented Simplified Ribbon Changer reduces ribbon changing to a simple operation. Clear, easy-to-read type, positive feeding of carbon packs, cards and envelopes. Standard 4-row keyboard has 84 characters, finger-speed keys, right and left shift keys and locks, back spacer—all located just as they are on office typewriters. New French Grey color, luggage-type carrying case and touch method typing instruction book. Specify PICA or Elite type.

Established Retail $100.94

Nationally-known and advertised **Remington-Rand** portable typewriters bring years of typing pleasure . . . are tops in convenience, speed and durability. These models combine the performance features of standard size office machines with the all-around convenience of a portable. Luggage-type cases for easy carrying and compact, dust-free storage. **Specify choice of PICA or Elite type when ordering.**

Estab. Retail **$79.17**

NEW REMINGTON "TRAVEL-RITER"

707N0054—Newest Remington Portable with essential typewriter operating features. Designed for those who want a low-priced portable typewriter with traditional Remington-Rand quality. 42-key, 84-character keyboard includes **five educational characters** for students. Non-glare plastic keys, right and left shift keys, shift lock. Positive paper feed, tilting paper table. Sturdy frame construction, non-glare Grey finish. Black grained-fabric carrying case. Specify PICA or Elite type.

Established Retail $79.17

Estab. Retail **$73.77**

SMITH-CORONA "Skyriter"

733N0648—Fits in a briefcase, yet takes full size stationery. Perfect for travelers, this 3" high, 11" wide, 12" long portable weighs only 8 lbs. Full-size 84-character keyboard, quickset margins, line retainer and retractable paper supports. Typebar speed booster, touch selector. Right and left shift keys, shift lock, back space key. Non-glare Grey crackle finish with matching metal carrying case—easy to store. Specify PICA or Elite type.

Estab. Retail $73.77

Machines on This Page Sold for Resale Only

Beauty and Performance

Underwood Deluxe Quiet Tab

New Suntan & Copper Finish

- "Key-Set" Tabulation—tabulator stops are controlled from keyboard —"no fussing" with back
- See-Set Margins—Margin stops are always visible—left and right margins are set simultaneously
- Left and Right Margin Release Key
- Touch Tuning—adjusts for individual touch
- Variable Line Spacer—Automatic Line Finder
- Writes Red, Black or Cuts Stencils
- Balanced Segment Shift—no carriage movement when shifting
- Standard 84 character keyboard—with standard spacing between keys

762N9214—The portable with "Big Standard Machine Features"! This is the newest of the Underwood line, having a well earned reputation for first-rate performance. In addition to the features presented above, the following add to its value and service; Automatic ribbon reverse; Single, double or triple spacing; Paper aligning guide and bail; Lateral paper guide; Centralizing lock; 9" writing line; Fingerform keys. Non-glare two tone Suntan and Copper finish on typewriter, with two-tone Brown Fashion-Flite Carrying Case. PICA or Elite type—Please Specify.

Estab. Retail **$120.51**

Specify Elite or Pica Type

Underwood "Deluxe Quiet Tab"

Universal Quiet Tab

- See-Set Margins—set both margins with a touch of the finger
- Touch Tuning—individualized touch tension
- Standard Spaced Keyboard—no cramping or crowding
- Finger-Form Keys—makes typing almost effortless!
- Single, Double, Triple Spacing for every requirement
- Two-Color Ribbon Control
- Automatic Line-Finder
- Simple Margin Release Key Controls Both Margins
- Carriage Centralizing Lock—locks carriage in position for closing case

765N8483—NEW UNDERWOOD QUIET TAB PORTABLE has modern features including "Key-Set" Tabulation which permits setting, clearing and operating the Tabulator from the keyboard, a convenient time saver. Has the visible "See-Set" Margins which give speed and accuracy in setting margins. Other features as above. PICA or ELITE TYPE —PLEASE SPECIFY. Non-Glare Blue and Gray finish with Sturdy carrying case. Ship. Wt. 24 lbs.

Estab. Retail **$110.95**

Underwood "Universal Quiet Tab"

Underwood Universal

ATTRACTIVE • COMPACT • LIGHTWEIGHT

- SEGMENT SHIFT
- STANDARD SPACED KEYBOARD
- TOUCH TUNING
- 84 CHARACTERS
- SINGLE, DOUBLE, TRIPLE SPACING
- VARIABLE LINE SPACER
- RIBBON REVERSE
- PAPER GUIDE
- FINGER FORM KEYS

768N7513—The New Underwood Universal Non-Tab Portable Typewriter offers design, quiet performance and skilled engineering at a medium price. It has the modern features listed above including visible "See-Set" Margins which give speed and accuracy in setting margins in scale or inches. Combination of Teal Green and Gull Gray finish. Available in PICA or ELITE TYPE; please Specify choice. Ship. Wt. 23 lbs.

Estab. Retail **$98.25**

Underwood "Universal"

Smith-Corona Clipper

Complete Instruction Booklet and "Touch Typewriting Chart" are included with each machine describing in detail the proper operation of your typewriter.

- Page Gage—indicates space left on last 2½" of each page
- Colorspeed Keyboard—finger fitted keys with permanent lettering in plastic
- Super-Speed Escapement—minimizes jamming
- Typebar Speed Beater—spring snaps typebar back after printing
- Synchronized Line Space Lever—close to the keyboard for rapid carriage return
- Piano Key Action—key motion matches the finger's natural stroke
- Quickset Margins—slide into position
- Skidproof Feet—will not shift position
- Acoustical Vents—for quiet typing
- Tip-Touch Back Spacer—for easy action
- Floating Shift—type segment glides down noiselessly

728N7513—A moderately priced machine built to withstand rough treatment from constant handling—steel frame on four sides with heavy cross support. Attractive Gray-crackle finish; handsome Blue Hound-tooth pattern carrying case. PICA or ELITE type, Please Specify.

Estab. Retail **$98.25**

The Clipper

Please Specify Choice of Type When Ordering Typewriters

PLASTICVILLE ACCESSORIES

BACHMAN

Accessories are educational and entertaining for children; important too for the adult builder of model railroads. The units fit perfectly into the scheme of any model railroad, country side or village. All pieces are made of sturdy plastic and true in scale and color so all pieces will match any others to be added.

VEHICLE ASSORTMENTS

A colorful assortment of vehicles for any or all village or airport layouts. Consists of 4 automobiles, 2 jet planes, fire ladder truck, fire pumper, ambulance and bus. Weight per assortment 7½ lbs.

ST-22-1802 ..... **Per Asst. $1.49**

One assortment in a carton; twelve assortments in a shipping carton

ROADSIDE REST SETS

A 12 piece set of fine scaled toys consisting of a frosty bar, bridge and pond, bus, 4 autos, flag pole, tree, billboard and 2 lamp posts. Weight per shipping carton, 14 lbs.

ST-22-5200 ..... **Per Set $1.98**

One set in a carton; twelve sets in a shipping carton.

CATHEDRAL

White walls, grey roof, red door and simulated stained glass windows. Gold bell and cross. 7½ ins. long, 6½ ins. wide and 10½ ins. high. Weight per shipping carton 12 lbs.

ST-22-1904 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

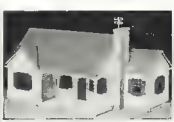
TOWN HALL

Buff walls, white tower windows and roof railing. Red roof. 10 ins. long, 12 ins. high and 6 ins. wide. Weight per shipping carton 15 lbs.

ST-22-1905 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

NEW ENGLAND RANCH HOUSE



New England style house 9¾ inches wide, 5 inches deep and 5⅝ inches high. Weight per shipping carton 5 lbs.

Nos.	Color	Each
ST-22-1701	Brown & White	$1.29
ST-22-1701	Brown & Buff	1.29
ST-22-1701	Grey & White	1.29

One in a carton; twelve in a shipping carton. Specify color when ordering.

CAPE COD HOUSE

A Cape Cod style house, size 5 inches wide, 4 inches high and 4 inches deep. Weight per shipping carton 15 lbs.

Nos.	Color Roof	Each
ST-22-1400	Brown	$0.79
ST-22-1400	Blue	.79
ST-22-1400	Grey	.79

One in a carton; thirty-six in a shipping carton. Specify color when ordering.

SCHOOLHOUSE

COLONIAL HOUSE

Two story colonial style house 9½ inches wide, 5 inches deep and 6 inches high. Weight per shipping carton 7½ lbs.

Nos.	Color Roof	Each
ST-22-1700	Grey	$1.29
ST-22-1700	Red	1.29
ST-22-1700	Green	1.29

One in a carton; twelve in a shipping carton. Specify color roof when ordering.

BERMUDA RANCH HOUSE

Bermuda ranch type house 9 inches wide, 4⅜ inches deep and 4 inches high. Weight per shipping carton 17 lbs.

Nos.	Color Roof	Each
ST-22-1603	Blue	$1.00
ST-22-1603	Grey	1.00
ST-22-1603	White	1.00

One in a carton; thirty-six in a shipping carton. Specify color when ordering

Red walls with grey roof and lights on either side of door that glows in the dark. 9½ inches long, 3¼ inches wide, 6 inches high. Weight per shipping carton, 18 lbs.

ST-22-SC4 ..... **Each $1.00**

One in a carton; thirty-six in a shipping carton.

CHURCHES

White with grey roof. Simulated stained glass windows. Red door. 8 inches long, 3½ inches wide, 9 inches high. Weight per shipping carton 20 lbs.

ST-22 1600 ..... **Each $1.00**

One in a carton; thirty-six in a shipping carton

POST OFFICE

Official post office grey. Size 9¼ inches long, 4¼ inches wide, 3⅞ inches high. Weight per shipping carton 18 lbs.

ST-22-1602 ..... **Each $1.00**

One in a carton; thirty-six in a shipping carton.

PLASTICVILLE ACCESSORIES

BACHMAN

Accessories are educational and entertaining for children, important too for the adult builder of model railroads. The units fit perfectly into the scheme of any model railroad, country site or village. All pieces are made of sturdy plastic and true in scale and color so all pieces will match any others to be added

SIGNAL BRIDGES

Black railroad signal bridge. 9½ inches wide. 9 inches high. Will span 2 tracks. Weight per shipping carton 9 lbs.

ST-22 1403 ..... **Each $0.79**

One in a carton;
thirty-six in a shipping carton.

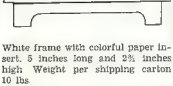
TRESTLE BRIDGES

Black bridge 17½ inches long, 6½ inches high and 4½ inches wide. Weight per shipping carton 30 lbs.

ST-22-1604 ..... **Each $1.00**

One in a carton;
thirty-six in a shipping carton.

BILLBOARDS

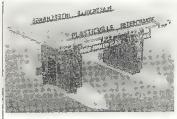


White frame with colorful paper insert. 5 inches long and 2½ inches high. Weight per shipping carton 10 lbs.

ST-22-1038 ..... **Each $0.10**

One in a carton;
thirty-six in a shipping carton.

TURNPIKE INTERCHANGE SETS



Adds the modern touch to the village layout. The colorful blue and white interchange is 11 inches long, 10 inches wide and 5 inches high. Weight per shipping carton, 8 lbs.

ST-22 1900 ..... **Each $1.98**

One in a carton;
twelve in a shipping carton.

BARNS

Red walls, white roof and metalized silo roof, vents and weather vane. Width 8½ inches, Depth 4½ inches Height 5½ inches. Weight per shipping carton 18 lbs.

ST-22-1601 ..... **Each $1.00**

One in a carton;
thirty-six in a shipping carton.

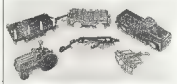
BRIDGE AND POND

Green pond and rustic brown bridge 9 inches long, 5 inches wide and 3 inches high. Weight per shipping carton 2 lbs.

ST-22-BL2 ..... **Each $0.59**

One in a carton;
thirty-six in a shipping carton.

FARM IMPLEMENT SETS

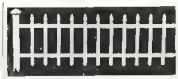


Six pieces scaled and in excellent detail. Consists of farm truck, jeep, wagon, tractor and driver, plow and harrow. Weight per shipping carton, 12 lbs.

ST-22-1302 ..... **Per Set $0.59**

One set in a carton;
thirty-six sets in a shipping carton.

PICKET FENCE SETS



Set contains twenty-four (24) sections of picket fence, each 6 inches long and 2½ inches high. Weight per shipping carton of 18 sets, 28 lbs.

ST-22-1602 **Per Set $1.29**

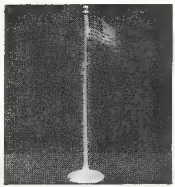
One set in a carton;
eighteen sets in a shipping carton.

PICKET FENCE GATES

A picket fence gate for use with No ST-22 1602 fence

ST-22-CG **Each $0.10**

FLAG POLES



White pole and plastic flag. 6 inches high with 1¼ inch diameter base. Weight per shipping carton, 6 lbs

ST-22 1027 ..... **Each $0.10**

Twelve in a carton;
thirty-six in a shipping carton

TELEPHONE POLES

Size: 6 inches high with 1¼ inch diameter base. Weight per shipping carton, 1 0 lbs.

ST-22-1000 **Each $0.05**

Twelve in a carton;
thirty-six in a shipping carton

ADDITIONAL PLASTICVILLE ACCESSORIES NOT ILLUSTRATED

ST-22-CT6	Christmas Tree	**$0.05**	**Each**
ST-22-1001	Spruce Tree	**.05**	"
ST-22-FR5	Barbecue	**.05**	"
ST-22-YW4	Yard Pump	**.05**	"
ST-22 WF5	Platform Fence	**.05**	"
ST-22-1025	Street Lights	**.10**	**Set of 2**
ST 22 WG10	Platform Gate	**.10**	"
ST-22-WW3	Wishing Well	**.10**	"
ST-22 SL1	Boulevard Light	**.10**	"
ST-22-SA7	Outhouse	**.15**	"
ST-22-HF2	House Fence	**.25**	**Box**
ST-22-1100	Street Sign Set	**.39**	**Set**
ST-22-1606	Farm Animal Set	**1.00**	**Set**
ST 22 1605	Citizens Set	**1.00**	"
ST-22-ST1	Street Accessories	**1.00**	**Each**
ST-22-YA9	Yard Accessories	**1.00**	"
ST-22-DH2	Drug and Hardware	**1.00**	"
ST 22-CS5	Chain Store	**1.00**	"
ST-22-SM7	Super Market	**1.00**	"
ST-22-PD3	Police Station	**1.00**	"
ST-22-AP1	Airport and Planes	**1.29**	"

PLASTICVILLE SETS AND ACCESSORIES

BACIDIAN

Plasticville sets and accessories are exclusively designed for scale and detail accuracy for the discriminating hobbyist for the adult builder of model railroads. The units fit perfectly into the scheme of any model country-side or village, being built to scale for model railroad set ups.
Made of sturdy plastic and true in scale and color so all pieces will match any others to be added.
Complete towns or shopping centers as well as airports are available or your own units may be built with individual pieces.

FARM SETS

A real down on the farm set with all pieces accurately detailed and scaled. The 83 pieces include a barn and ranch house, 34 farm animals, farm machinery, outbuildings as well as trees and fence. Weight per shipping carton, 30 lbs.
ST-22-5603 ..... **Per Set $4.98**
One set in a carton; twelve sets in a shipping carton.

TURNPIKE SETS

A complete interchange including the entrance, gas station, six autos, a frosty bar, billboard, flag pole and one bus. Weight per shipping carton, 22 lbs.
ST-22-5601 ..... **Each $4.98**
One set in a carton; twelve sets in a shipping carton.

TRAIN ACCESSORY SETS

A beginners assortment of 12 accurately detailed railroad items designed for O and S gauge trains. Included in the set is station, signal bridge, switch tower, flag pole, billboards, telephone poles and crossing gate. Weight per shipping carton, 17 lbs.
ST-22-5400 ..... **Per Set $2.98**
One set in a carton; twelve sets in a shipping carton.

COMMUNITY CHURCH SETS

A decorative assortment for the mantel or under the tree display. The 13 pieces consist of cathedral, cape cod house, trees, bushes, lamp posts and automobile. Weight per shipping carton, 17 lbs.
ST-22-5401 ..... **Per Set $2.98**
One set in a carton; twelve sets in a shipping carton.

MASTER VILLAGE SETS

This 101 piece set furnishes everything needed for a complete layout. Included are barn, super market, Church, fire house, diner, gas station, ranch house plus street signs, accessories, etc. Also furnished are fire engines, automobiles, farm animals and people. Weight per shipping carton, 38 lbs.
ST-22-5900 ..... **Per Set $9.98**
One set in a carton; six sets in a shipping carton.

RAILROAD ACCESSORY SETS

A complete set of railroad structures in exacting detail. The 14 piece set consists of Union Station, trestle bridge, switch tower, signal bridge, crossing gate, telephone poles, billboard and lamp posts. Weight per shipping carton, 25 lbs.
ST-22-5602 ..... **Per Set $4.98**
One set in a carton; twelve sets in a shipping carton.

FARM BUILDING AND ANIMAL SETS

Authentic farm buildings and animals scaled to size. Set includes five outbuildings and 12 miniature fowl and 4 domestic animals. Weight per shipping carton, 18 lbs.
ST-22-1617 ..... **Per Set $1.00**
One set in a carton; thirty-six sets in a shipping carton.

INTERNATIONAL AIRPORT SETS

A complete airport set consisting of 17 scaled and detailed pieces. Included are administration building, hanger, runway, airplanes, bus and autos, fire engine, flag pole and bill board. Also an ambulance is furnished. Weight per shipping carton, 28 lbs.
ST-22-5000 ..... **Per Set $4.98**
One set in a carton; twelve sets in a shipping carton.

PLASTICVILLE ACCESSORIES

BACHMAN

Accessories are educational and entertaining for children, important too for the adult builder of model railroads. The units fit perfectly into the scheme of any model railroad, country s.te or village. All pieces are made of sturdy plastic and true in scale and color so all pieces will match any others to be added.

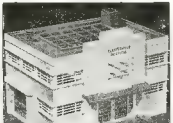
FIREHOUSE

Red roof, doors and chimney, white walls. Size 6½x6½ inches. 5 inches high. Furnished with ladder fire truck. Weight per shipping carton 22 lbs.

ST-22-1607 ..... Each $1.00

One in a carton; thirty-six in a shipping carton.

HOSPITALS

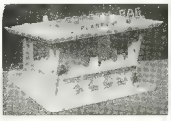


White walls with blue roof and trim Equipped with 22 pieces of scaled furniture. Size 9¼x9¼x6¼ ins. high. Weight per shipping carton 12 lbs.

ST-22-HS6 ..... Each $1.98

One in a carton; twelve in a shipping carton.

FROSTY BARS

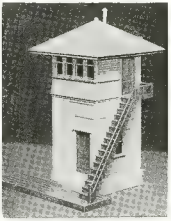


All frosty bars have silver metalized counter. Size 5 inches wide, 4½ inches deep and 3½ inches high. Weight per shipping carton 11 lbs.

Nos.	Color	Each
ST-22-1401	Yellow & White	$0.79
ST-22-1401	Salmon & White	.79

One in a carton; thirty-six in a shipping carton. Specify color when ordering.

SWITCH TOWERS

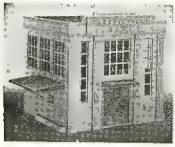


Brown walls with gray roof. Size 4 inches wide, 5 inches deep, 7 inches high. Weight per shipping carton 11 lbs.

ST-22-1402 ..... Each $0.79

One in a carton; thirty-six in a shipping carton.

BANKS



Sandstone walls and dark green roof Size 6x6x6 inches high. Weight per shipping carton 12 lbs.

ST-22-1801 ..... Each $1.49

One in a carton; twelve in a shipping carton.

AIRPORT ADMINISTRATION BUILDING

White walls with blue roof and trim 10¼ ins. wide, 6¼ ins deep and 8¼ ins high. Weight per shipping carton 10 lbs.

ST-22-AD4 ..... Each $1.98

One in a carton; twelve in a shipping carton.

PASSENGER STATIONS

Brown platform, white walls and chimney with green roof and windows Size 11 inches long, 4½ inches high, 4½ inches deep. Weight per shipping carton 21 lbs.

ST-22-1616 ..... Each $1.00

One in a carton; thirty-six in a shipping carton.

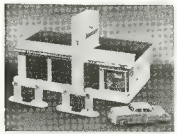
RAILROAD STATIONS

A scaled replica of the famous union stations, one that will complete any train layout. Length 20 inches. Width 7 inches. Height 5 inches. Weight per shipping carton, 10 lbs.

ST-22 1901 ..... Each $1.98

One in a carton; twelve in a shipping carton.

GAS STATIONS

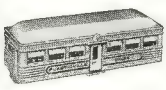


Red roof and garage doors, white walls. Colorful insert for bulk windows Size 8⅞x5½x5⅝ ins. high. Weight per shipping carton 12 lbs.

ST-22-1800 ..... Each $1.49

One in a carton; twelve in a shipping carton.

DINERS

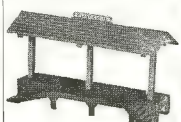


Silver metalized front and sides Length 8½ inches Width 3 inches Depth 3 inches. Weight per shipping carton 13 lbs.

Nos.	Color Roof	Each
ST-22-DE7	Yellow	$0.89

One in a carton; thirty-six in a shipping carton.

FREIGHT PLATFORMS



Brown platform with green roof and posts Size. 7¼ inches long, 3½ inches high, 2½ inches wide. Weight per shipping carton 10 lbs.

ST-22-1200 ..... Each $0.49

One in a carton; thirty-six in a shipping carton.

RAILROAD CROSSING GATES

Black base with white gate. 5¾ inches long. Weight per shipping carton, 12 lbs.

ST-22-1029 ..... Each $0.10

Twelve in a carton; thirty-six in a shipping carton.

DECORATIVE DRAMA IN

LAMPS by Lehigh

LEHIGH "BETTER-LITE" Floor Lamp . . . 3-way for 30-70-100 watt lighting. Inverted reflector shade, for most scientific flow of light. So smart in Maroon or Green with rich Brushed Brass trim. Wt. 14 lbs.

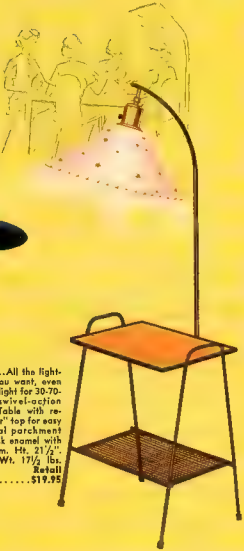
	Retail
34734W1000—Maroon	$15.95
34735W1000—Green	$15.95

"FLEXI" Bridge Lamp . . . Brass "gooseneck" is completely adjustable to every position 15" star-showered fiber glass shade. Black with Brass contrast. Most "personalized" style for everyone's reading comfort. Wt. 12 lbs.

34738W867 . . . . . Retail $13.95

"LAMP 'N TRABLE" . . . 3-way lamp for 30-70-100 watt lighting; swivel action 16" white fiber glass shade, luxuriously "Gold-spattered." "Trable" has 20" removable "Gold-glitter" tray, and tubular legs. Baked Black enamel with polished Brass trim. Ht. 21½". Wt. 14 lbs.

34736W1200 . . . . . Retail $19.95



"TABLE-LIGHT" . . . All the light-and-table-space you want, even for parties! 3-way light for 30-70-100 watt bulbs; swivel-action shade and arm. Table with removable "Nevamar" top for easy cleaning! Natural parchment shade. Baked Black enamel with polished Brass trim. Ht. 21½". Table, 12" x 16". Wt. 17½ lbs.

	Retail
34737W1200	$19.95

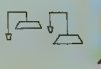
DECORATIVE DRAMA IN LAMPS by... Lehigh

Vivid reproductions of French Tole — so effectively used for 150 years as decorative accents in Early American, provincial and traditional interior settings — and for the first time priced so low that you'll want them for your living room, den, bedroom, dining areas. Choose smart black or white with polished brass tone and pierced golden tone trim. Shades in the authentic tole tradition of golden leaf wreath trim. All are 3-way for 30-70-100 watt lighting: 6" glass reflectors.

DECORATOR'S "TALLIGHT" ...Styled to enrich your finest room settings! Modern Black or White, gleaming with brilliant polished Brass. Ht. 54". Wt. 15 lbs.

Retail

34751W1200—Black . . $19.95
34752W1200—White . . $19.95



"WALLIGHT" . . . adjustable up or down, swing-arm wall lamp brings light exactly where you want it . . . in free-motion beauty! "Terraced" diffuser under 14½" shade. Wall mount in smart Brass. White or Black with polished Brass trim. Wt. 11 lbs.

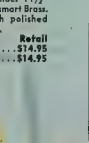
Retail

34759A933—Black $14.95
34760A933—White . . . $14.95

"LOUNGE-LIGHT" . . . ideal for end-table lighting and beauty! Black or White with gleaming polished Brass. Ht. 21". Wt. 9 lbs.

Retail

34757A933—Black . . $14.95
34758A933—White . . $14.95



"STUDENT-LIGHT" . . . more efficient . . . and beautifully designed! Bright polished Brass contrasted on Black or White. Ht. 25". Wt. 12 lbs.

Retail

34755A1000—Black . . . $15.95
34756A1000—White . . $15.95

"FLOORLIGHT" . . . tall, graceful and charming in every area, for any room . . . perfect alongside sofa, chair, piano, television set. Black or White with polished Brass trim. Ht. 54". Wt. 17 lbs.

Retail

34753W1276—Black . . $20.95
34754W1276—White . . $20.95

FOR THE YOUNG IN HEART

Lehigh

CONTEMPORA GROUP

Modern in the finest sense . . . not extreme, beautifully *right* for every style of interior furnishing . . . completely adjustable in every direction . . . for indirect or direct lighting . . . and for the spotlight effect that's such a new, exciting look in today's home decoration!

"FLEXARM" Floor Lamp. . Ideal for every room! Graceful single lamp on flexible arm, swings in all directions. Coffee and Sand with polished Brass or Ebony Black with polished Brass. Wt. 12 lbs.

Retail
34740W800—Coffee . . $12.95
34739W800—Black . . . $12.95

"FLEXARM DUO" . . . Two separately controlled lamps; completely flexible arms move in all directions! The perfect complement for your loveliest rooms and so versatile. Coffee and Sand with polished Brass or Ebony Black with polished Brass. Wt. 14 lbs.

Retail
34742W1067—Coffee . $16.95
34741W1067—Black . . $16.95

"TREE-LIGHT" . . . 3 bullet lights, each separately controlled; adjustable to all positions. Spots light right where you want it. Your choice of Coffee and Sand with polished Brass or Ebony Black with polished Brass. Sturdy base. Ht. 61½". Wt. 15 lbs.

Retail
34743W1333—Coffee . $21.95
34744W1333—Black . . $21.95

"TABLEAUX" Tree Lamp . . . Lights! Action! Color! 3-light lamp! Each bullet shade lights and focuses independently and is adjustable for free-swing lighting at desk or table. Coffee and Sand with polished Brass or Ebony Black with polished Brass. Ht. 28½". Wt. 8 lbs.

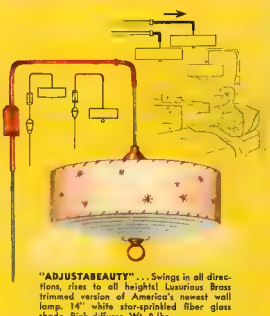
Retail
34746A1000—Coffee $15.95
34745A1000—Black $15.95

"FLEXARM DUETTE" Desk Lamp . . . 2 separately controlled lights each on flexible sturdy arm, completely adjustable. Practical — for desk, night table etc. Modern—adds an up-to-the-minute look. Coffee and Sand with polished Brass or Ebony Black with polished Brass. Wt. 7 lbs.

Retail
34750A867—Coffee . . $13.95
34749A867—Black $13.95

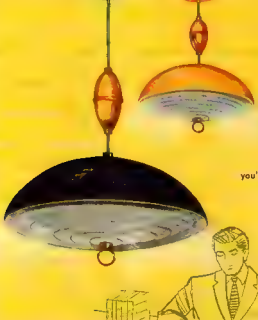
"FLEXARM SINGLETTE" Desk Lamp . . . Perfect for guest rooms, desk, sick room, anywhere you need a single light. Flexible arm adjusts to any position. Coffee and Sand with polished Brass or Ebony Black with polished Brass. Wt. 5 lbs.

Retail
34748A533—Coffee . . $8.95
34747A533—Black $8.95



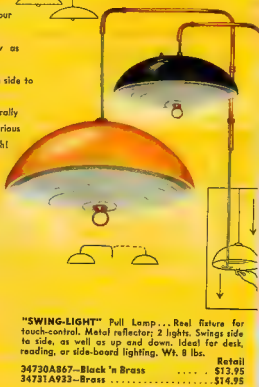
"ADJUSTABEAUTY"... Swings in all directions, rises to all heights! Luxurious Brass trimmed version of America's newest wall lamp. 14" white star-sprinkled fiber glass shade. Rich diffuser. Wt. 8 lbs.
34728A867 ..... **Retail $13.95**

"CEIL-LIGHT" Ceiling Lamp 'n Fixture... Polished Brass lamp, with 20" white star-lavished fiber glass shade. Finest quality diffuser. Adjusts up and down to all heights. Wt. 5 lbs.
34729A1200 ..... **Retail $19.95**



ADJUSTA LIGHTS
BY LEHIGH

Pull-up—the lamp luxury triumph of our time! Smartly styled Lamps that are glowing beautiful and new as tomorrow. Pull them down... push them up... swing them from side to side... used any way they offer a dramatic and functional effect. Naturally you'll find the latest... as well as the most Luxurious Lamp... here... Low-priced by Lehigh!



"PULL-LIGHT"... Modern wall lamp of the most advanced design. Switch for 2 light socket. Comes up or down to your best reading or working distance! 15" reflector; quality diffuser. Bright Brass or Black with Brass. Wt. 5 lbs.

	Retail
34732A933—Black 'n Brass	**$14.95**
34733A1000—Brass	**$15.95**

"SWING-LIGHT" Pull Lamp... Reel fixture for touch-control. Metal reflector; 2 lights. Swings side to side, as well as up and down. Ideal for desk, reading, or side-board lighting. Wt. 8 lbs.

	Retail
34730A867—Black 'n Brass	**$13.95**
34731A933—Brass	**$14.95**

25 Jewel and 21 Jewel watches

A ▶ "MUSKETEER" is a dashing AUTOMATIC watch in YELLOW 14 K SOLID GOLD boldly executed in an exciting case design! Rugged wearing features of self-winding watch include rock crystal, combination dial, sweep hand and Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10346V6811 ..... **$150.00**

Same as above, with Gold-filled case.

10347V4405 ..... **$100.00**

B ▶ ASSURANCE MARKS THE MAN who owns this precision AUTOMATIC WATER-RESISTANT winner! YELLOW Gold-electroplated self-winding timepiece possesses durable stainless-backing, superb sweep second hand, jet black dial, curved unbreakable crystal and harmonizing Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10348V3425 ..... **$85.00**

Same as above, with WHITE dial.

10349V3425 ..... **$85.00**

C ▶ "IMPERIAL." Impressive dignity is keynote of this YELLOW Gold-electroplated case. Features include stainless-back, square shaped dial, sweep second hand and heavy rock crystal. Gold-filled expansion band blends with case design. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10350V2739 ..... **$71.50**

D ▶ "HIGHLANDER" is a 25 JEWEL self-winding movement which never runs down while you wear it! WATER-RESISTANT, too! 14 K YELLOW SOLID GOLD case is fashioned with stainless-back, sweep second hand and curved crystal. Contemporary styling displayed in Gold-filled expansion band inset with leather. Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10351V6311 ..... **$140.00**

With YELLOW Gold-electroplated case.

10352V3910 ..... **$87.50**

E ▶ RESERVE POWER INDICATOR on dial of AUTOMATIC, WATER-RESISTANT, 25 JEWEL self-winding timepiece tells how much power is in mainspring for periods off wrist. YELLOW Gold-electroplated case has stainless back, sweep hand, radium dial, curved crystal, Gold-filled expansion band. Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10353V4253 ..... **$95.00**

F ▶ "THE MARINER" is a 21 JEWEL CALENDAR watch! This WATER-RESISTANT timepiece is SELF-WINDING with the motion of your wrist! YELLOW Gold-electroplated case is stainless backed. Dial has calendar window, sweep second hand, radium markers and curved crystal. Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10354V3910 ..... **$85.00**

G ▶ "HIDDEN TREASURE" appropriately describes this AUTOMATIC, WATERPROOF** watch. Mirror lapped all stainless steel case has intriguing hidden crown. Self-winding feature, sweep second hand, curved crystal and companion all-stainless steel expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10355V3651 ..... **$85.00**

H ▶ "THE THIN-MAN" is the thinnest watch you've ever seen! And this extra-thin watch is WATERPROOF**, too! Styling perfected in a YELLOW Gold-electroplated case with stainless-back, handsome dial, curved crystal, sweep hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10356V3126 ..... **$71.50**

I ▶ AN ALARM ON YOUR WRIST! You're on time all the time because of the WRIST ALARM feature of this WATERPROOF** watch. YELLOW case is Gold-electroplated. Sweep hand, stainless-backing, curved crystal, radium dial and Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10357V3567 ..... **$79.50**

"Shock resistant" balance staff for added protection.

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Copyrighted 1956 Clinton Watch Co.

ALL MOVEMENT PARTS *Guaranteed for Life** **Never To Break**
By Clinton Watch Company

A ▶ TEN BRILLIANT DIAMONDS radiantly set in an inimitable WHITE 10 K rolled Gold plate top filigree case reflects elegant fashion in all its glory! This precious timepiece requires little care because of its sturdy stainless-back and functional dome crystal. Notice the distinctive elevated combination dial and dramatic new diamond-cut matching Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10335V5856 ..... **$140.00**

B ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Stainless-back case is fashioned with a dome crystal. Gold-filled expansion bracelet. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10336V3910 ..... **$85.00**

C ▶ "CARLOTTA" in gleaming richness of precious 14 K. SOLID GOLD distinguishes this very elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. This is truly an heirloom timepiece that maintains graciousness and beauty as the years pass on. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10337V3156 (YELLOW SOLID GOLD) **$75.00**
10338V3156 (WHITE SOLID GOLD) **$75.00**

D ▶ SIX SELECT DIAMONDS, matched and blended, in a subtly exotic WHITE 14 K SOLID GOLD timepiece she'll cherish for life! Fascinating diamond design is also incorporated in lovely harmonizing Gold filled expansion band. Raised numerals on distinctive stark white dial are crowned with dome crystal. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10339V3856 ..... **$140.00**

E ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A diamond-appointed timepiece she'll treasure and wear with great pride for decades. Shapely dome crystal arches over fashionable clear dial. Gold-filled expansion bracelet circles her wrist with flattery. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10340V4851 ..... **$110.00**

F ▶ SOLID GOLD AND DIAMONDS will surely capture her fancy—and all those who see this rare creation!! TWO RADIANT DIAMONDS are imaginatively set in a picturesque 14 K SOLID GOLD case that features a raised-figure white dial, dome portrait crystal and matching subtle Gold-filled expansion band. Dustprotected 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
10342V4390 (YELLOW SOLID GOLD) **$100.00**
10343V4390 (WHITE SOLID GOLD) **$100.00**

G ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with glittering diamonds. This highly regal display of fine watchmaking would be proudly owned by Europe's Royal Families. Graceful diamond-cut Gold-filled expansion bracelet is majestic! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10344V14700 ..... **$350.00**

H ▶ "BLACK TREASURE" is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW Gold-electroplated case, stainless-back and sweep second hand are a perfect match for the distinctive expansion band. Insets of gleaming black patent leather overlaid in Gold highlight the band. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
10345V2925 ..... **$71.50**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor. Watches are illustrated ¾ actual size

Gift Boxed.

"Shock resistant" balance staff for added protection.

A ▶ EAGERLY AWAITED and lastingly remembered is this new 14K YELLOW SOLID GOLD milestone in fine watchmaking. Design of Gold-filled expansion band ingeniously matches smart square-shaped case. Precision features include sweep second hand, modern combination dial and rock crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10371V5145 . . . . . **$115.00**

Same as above, with Gold-filled case.

10372V3293 . . . . . **$75.00**

B ▶ "BLACKSTONE" is a WATER-RESISTANT watch which features a jet black dial and black leather-accented steel expansion band. This advance-designed handsome chrome top timepiece also has a vital sweep second hand, superb sculptured markers and sturdy stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10373V2401 . . . . . **$55.00**

C ▶ "CENTURY" is a smart, contemporary timepiece for the man of the hour! Rectangular case of 10K YELLOW rolled Gold plate with unique masculine design has just what he wants. stainless back, large legible dial, heavy crystal and harmonizing Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10374V2249 . . . . . **$49.50**

D ▶ DAY AND DATE CALENDAR watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATERPROOF!** YELLOW Gold-electroplated case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band This timepiece is being acclaimed throughout the nation! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10375V3910 . . . . . **$92.00**

E ▶ "BLACK MAGIC" describes this AUTOMATIC SELF-WINDING WATER-RESISTANT watch Perfect "added touches" which he is sure to appreciate include black dial with raised Gold markers and sweep second hand YELLOW Gold-electroplated case has a stainless-back for added wearability. Black leather highlights Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10376V3425 . . . . . **$79.50**

F ▶ PEOPLE ARE TALKING about the expensive appearance of this AUTOMATIC, SELF-WINDING YELLOW 10K rolled Gold plate timepiece. Distinguished square-shaped watch is characterized by rock crystal, precision sweep second hand, elevated combination dial, stainless back, Gold filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.

10377V3425 . . . . . **$85.00**

G ▶ "MARCO POLO" is an adventurous AUTOMATIC, WATER-RESISTANT watch styled in an all-stainless steel case. Fashion is being captured with its black leather inset steel expansion band, rounded crystal and radium appointed dial. Sweep second hand is added feature! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10378V2691 . . . . . **$67.50**

H ▶ "BLACK GEM" is our luxurious AUTOMATIC self-winding watch in a YELLOW 10K rolled Gold plate case! Black elegance prevails in raised dial and in gleaming leather insets of the Gold-filled expansion band Domeshaped crystal, stainless-steel back and sweep second hand are precision made. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

10379V3704 . . . . . **$85.00**

I ▶ "SEA KING" is rugged enough for lifeguard's vigorous use! WATERPROOF** watch is designed with an all-stainless steel case. Dial features sweep hand and radium markers-and-hands under unbreakable curved crystal. Matching all-stainless steel band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10380V2249 . . . . . **$55.00**

With YELLOW Gold-electroplated case, stainless-back, Gold-filled expansion band

10381V2426 . . . . . **$55.00**

Triple Selected Diamonds.

K ▸ "ACTION PACER" is our tiny WATER-PROOF** watch fashioned in a YELLOW Gold-electroplated case. The pride of nurses, sportswomen and careerists! Particular features include sweep second hand, curved unbreakable crystal, radium-detailed dial, stainless backing and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10358V2597 . . . . . **$59.50**

L ▸ WHEN SECONDS COUNT, Nurses and Homemakers depend on our WATER-RESISTANT, AUTOMATIC self-winding watch! YELLOW Gold-electroplated case, sweep hand, stainless back, radium dial, curved crystal and Gold-filled expansion band with brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10359V3651 . . . . . **$85.00**

Chrome top case, stainless band

10360V3425 . . . . . **$79.50**

M ▸ "FLORENCE NIGHTINGALE" styled for Nurses or Homemakers is a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand assure absolute accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10361V3293 . . . . . **$75.00**

Same as above, with 10 K YELLOW rolled Gold plate case, stainless-back

10362V2739 . . . . . **$71.50**

Retail prices include federal excise tax. Prices are subject to change without notice.

The Ultimate in Design and Artistry.

H ▸ "SUZANNE" is a shapely design in a YELLOW 10 K rolled Gold plate, stainless-back case. This watch has raised figure dial, dome crystal and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10363V2249 . . . . . **$49.50**

P ▸ "PRISCILLA"® is a new timepiece with easy-to-read dial, 10 K YELLOW rolled Gold plate case, stainless back and gold-filled expansion bracelet is styled with leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10364V3249 . . . . . **$49.50**

D ▸ "FAIR LADY" is what we call our new 14 K SOLID GOLD watch . . . especially designed for lovely ladies! As pleasing as a picture because of its beautiful dome crystal, combination dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10365V3891 (YELLOW Solid Gold) . **$67.50**

10366V2891 (WHITE Solid Gold) . **$67.50**

E ▸ "PETITE NOIRE" describes this Parisinspired YELLOW 10 K rolled Gold plate timepiece! Jet black dial features raised gilt numerals, black enamel insets in Gold-filled expansion band, stainless backing. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

10367V2538 . . . . . **$55.00**

***Guaranteed Waterproof as long as case, crown and crystal are intact.**

Mainspring Guaranteed Never to Break.

T ▸ TWO BRILLIANT DIAMONDS in an unusual watch designed to enthrall her with its shimmering beauty. Filigree case created in WHITE 10 K rolled Gold plate. Notice the harmonizing Gold-filled diamond-cut expansion bracelet. Case has dial of classic simplicity, stainless back and dome crystal. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*

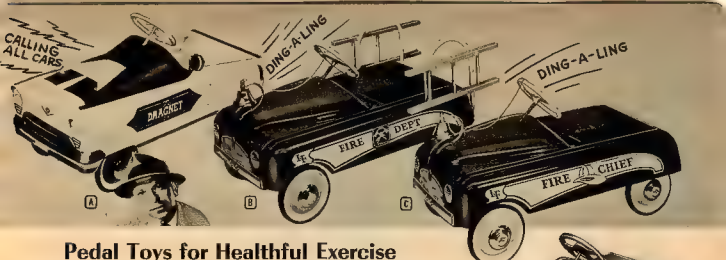
10368V2739 . . . . . **$67.50**

V ▸ "LA PARISIENNE" has all the sophistication of Paris. Styled in 14 K YELLOW SOLID GOLD, the case is distinguished by the simplicity of its design, dome crystal, combination dial and chic Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

10369V2891 . . . . . **$67.50**

As above, with YELLOW 10 K Rolled Gold plate top, stainless-back case

10370V2396 . . . . . **$49.50**



Pedal Toys for Healthful Exercise

[A] DRAGNET SQUAD CAR

Car equipped with electric microphone, loud-speaker, amplifier—simple battery operation (order battery below). Dragnet insignia, fac-simile license. Ball-bearing rear axle supports. Adjustable pedals. 8-in disc wheels with nylon bearings, ⅝-in rubber tires. Heavy gauge steel in black and white finish, red and silver-colored trim. 37 in. long

60362W1530—Shpg wt. 29 lbs **$22.95**

35122A61—6-volt battery for above . . **90c**

[B] BRIGHT RED FIRE TRUCK

Fun for more than one fire-fighter! Rear step platform and hand rails hold second rider Pedal drive with ball-bearing pull straps. Adjustable rubber-block pedals 7½ in. wheels with ⅝ in. rubber tires. Padded seat, fire bell. Heavy gauge steel in red finish, white trim 39 in long, 18 in. wide.

60296W1283—Shpg. wt. 32 lbs..... **$19.95**

[C] FIRE CHIEF AUTOMOBILE

Pedal drive with ball-bearing pull straps. Turns in small circle Foot pedals adjust Real fire bell. Fiber seat. 7½ in. wheels, ⅝ in. rubber tires Heavy gauge steel in red finish, white trim. 35 in. long. 18 in wide.

60255W997 Shpg. wt. 29 lbs.. . . . **$14.95**

[D] MURRAY CHAMP AUTO

Smooth rolling—and safe! Ball-bearing driving mechanism in pull straps and rear axle hangers. Rubber block pedals. Comfortable padded seat. 8-in. double-disc wheels with ⅝ in rubber tires. All steel—two-tone blue finish 35 in. long, 17 in. wide

60364W997—Shpg wt. 28 lbs..... **$14.95**

[E] HOT ROD RACING CAR

Speedy auto that will make little eyes light up. Equipped with chain drive, ball-bearing pedal cranks and rear axle supports. 10-in. wheels with nylon bearings, 1¾ in. semi-pneumatic tires. Steel with yellow finish, red and black trim. 35 in. long.

60114W1530—Shpg. wt. 38 lbs..... **$22.95**

[G] GARTON SPACE CRUISER

Formerly $34.95 retail! Heavy-gauge steel construction throughout Smooth chain drive Ball-bearing rear axle and pedal crank Full-circle turning. Adjustable bucket-type saddle seat Nylon bearings. 10-in rear wheels have 1¾ in. rubber tires. 8-in front wheel with 1¼ in. tires. Flying saucer gun really shoots. White baked enamel with red and yellow trim 48 in. long 27 in wide

60115W1330—Shpg. wt. 51 lbs... . . **$19.95**

[H] FREE-WHEELING VELOCIPEDE WITH CALIPER BRAKE

A wonderful way to introduce youngsters to the pleasure of bike-riding. Free-wheeling pedals permit coasting Caliper hand-brake operates on the pedal wheel. Fender guards keep clothing away from wheels. Two-piece opaque red-and-white Vinylex pedals. Strong wheels with easy-rolling nylon bearings, 1¾ in. puncture-proof semi-pneumatic tires. 12-in. front wheel Heavy balanced frame of 1¼ in. tubing 2-in head. Reinforced fork is equipped with long-wearing bronze bushings. Red finish with white and gold-colored trim

60361W1797 Shpg. wt. 25 lbs..... **$26.95**

As above, but with 16-in front wheel

60360W1997—Shpg. wt. 30 lbs... . . **$29.95**

CYCLIST'S HORSE AND SADDLE

[I] Bronco Horse—A beauty on the bike! Clamps on easily Brown vinyl with lifelike detailing Hardware included. 9 x 13 in high.

60306A198—Shpg wt. 2½ lbs..... **$2.98**

[K] Gene Autry Saddle—Fits over seat of any bicycle or tricycle. Brown vinyl. 14" long.

60260A198—Shpg. wt. 2½ lbs..... **$2.98**

8-PIECE PLAY PATROL SET

Teaches children how to "be safe" while they "play safe." Set includes a junior patrol hat, 4 all-metal signs, an all-metal traffic light which turns red and green, book of traffic tickets, and a policeman's whistle. Designed for indoor or outdoor play Signs stand about 24 in high

60363A233—Shpg. wt. 3½ lbs..... **$3.49**

Fine Well-Made Bicycles for Everyone

Choose the Size, Style, and Price to Suit Your Purpose!

Famous Columbia Bicycles

Many different styles—a wide range of prices All made to exacting specifications from finest materials. **Thermo-o-matic frames**—Extra strong silver-brazed bicycle frames represent the peak of modern design and engineering. Oversized, extra-gauge tubing at all important stress points —perfectly aligned throughout. **Self-Cleen Chain Oiler and Cleaner**—Automatically oils and cleans the chain as bike is ridden. Reduces friction, assures smoother pedaling.

Deluxe Imported Bicycles

A varied selection for youngsters and adults. All designed to stand up under long, hard use—give you smooth riding action and comfort on the longest trips. All imported bikes on this page have brazed frames for extra strength 'First line tires and tubes, American valves.

[A] COLUMBIA 26-IN. MIDWEIGHT

- **Midweight—smooth-riding and easy handling**
- **Safe coaster brake with 3-speed gearing**

Features the new, popular midweight frame. Complete with 2-speed gearing—coaster brake for safe and stops—with gentle foot pressure. Light-weight carrier with spring luggage retainer, wide chain guard with Lubri-Kleen chain oiler, two-tone saddle with chrome crash rail, matching handle bar grips. Therm-o-matic lightweight frame and front fork. Bullion kick stand 26-in wheels with chrome rims, 1¾ in. wide wall first line tires and tubes. Gleaming chromed hardware. Baked-on enamel finish. Shpg. wt. 48 lbs.

80189W5285—Boys' model. Maroon **$69.95**
80190W5285—Girls' model. Blue **$69.95**

[B] COLUMBIA 26" BALLOON TIRE MODEL

- **Electric horn, headlight—fully equipped**
- **Deluxe model designed for strength, comfort**

Fully equipped—perfect for average youngsters, utility riders. Smooth-riding balloon-tired model with safe coaster brake Exclusive Air-Flow tank, electric horn, front headlight, chrome-plated rims and truss rods. Wide heavy-duty luggage carrier. Chain guard has Lubri-Kleen chain oiler, side kick stand. Comfortable saddle has new grey Tex-Tweed top with contrasting hardware. Harmonizing handle grips. Rugged Therm-o-matic frame 26-in. wheels, first-line 2½ in. balloon tires and tubes. Chromed hardware. Enamel finish, grey trim. Shpg. wt. 60 lbs.

80191W4895—Boys' model. Maroon **$84.95**
80385W4895—Girls' model. Blue **$84.95**

As above, but without tank, horn, and luggage carrier (model 80190). Shpg. wt. 42 lbs.

80183W4285—Boys' model. Maroon **$58.95**
80184W4285—Girls' model. Blue **$58.95**

[C] COLUMBIA 26-IN. LIGHTWEIGHT

- **With front and rear caliper hand brakes**
- **Three-speed rear hub gearing**

Deluxe model with full equipment. Precision construction and advanced styling. Front and rear caliper brakes. Three-speed rear hub gearing. Generator-type electric headlight. Tail reflector. Chrome fenders with decorative fins. Lightweight handlebar design, plastic finger-fit handle grips. New kick stand actually "built in" the frame tubing. Wide chain guard with Lubri-Kleen chain oiler. New grey Tex-Tweed saddle top with matching touring bag. Famous Columbia Therm-o-matic frame with precision-built pedal assembly. 26-in. wheels with chromed rims, lightweight high-pressure 1¾ in first-line tires and tubes. Enamel finish, grey trim. Shpg. wt. 50 lbs

80185W6985—Boys' model. Maroon **$79.95**
80216W6985—Girls' model. Blue **$79.95**

[D] IMPORTED 26-IN. LIGHTWEIGHT

- **3 speeds—easy shifting—fully equipped**
- **With front and rear caliper hand brakes**

Comfortable to ride, easy to pedal 3-speed gearing with trigger-action handlebar control Hand operated front and rear caliper brakes. Electric generator headlight and tail light. Full fenders. Chrome-plated fenders, rims, tire pump, and hardware. Saddle top matching bag in lightweight design. Contoured handlebars with molded grips Sturdy kick stand and full-length chain guard Lightweight rugged steel frame, Full ball bearing throughout, 26-in. wheels with chromed rims, 1¾ in. first-line lightweight tires and butyl tubes. American valves. Bright-color enamel finish Shpg. wt. 48 lbs

80277W4612—Boys' model. . . . Retail **$61.50**
80278W4612—Girls' model . . . . Retail **$61.50**

[E] COLUMBIA DELUXE 28-IN. FIRE ARROW

- **Sendix 2-speed shift, safe coaster brake**
- **New, popular midweight design**

Here's a bike which combines the best features of lightweight and balloon-tire models. Two-gear hub with safe coaster brake assembly. Offers the finest materials and styling available today. Features exclusive Airline fenders—front and rear. Lightweight carrier in back with spring luggage retainer. Short tank with electric horn Chrome-plated headlight. Lightweight chain guard, Lubri-Kleen chain oiler. Two-tone top-quality saddle Matching hardware and chrome crash rail. Harmonizing red handle grips and pedals. Built-in kick stand Therm-o-matic modified lightweight frame and front fork 26-in wheels with chrome rims and 1¾ in. first-line white sidewall tires and butyl tubes. Baked enamel finish. Boys' model

80285W5895—Shpg. wt. 66 lbs . Retail **$77.95**

As above, but girls' model—does not include tank with electric horn. Red enamel finish

80188W3595—Shpg wt. 65 lbs. . Retail **$73.95**

[G] COLUMBIA 24-IN. DELUXE

- **Designed for youngsters 6 to 12 years old**
- **Electric horn and headlight—fully equipped**

Fully equipped bicycle for youngsters 6 to 12 years old. Designed for smooth safe riding with instant stopping coaster brake. Many deluxe features other bicycles don't have. Air-Flow tank, electric horn and headlight, wide luggage carrier in back Lubri-Kleen chain oiler with Lubri-Kleen chain oiler Chrome truss rods. Side kick stand Gray Tex-Tweed saddle top with harmonizing gray handlebar grips. Lightweight frame, 24-in wheels with chrome rims and first-line 2¼ in. balloon tires and tubes. Chromed hardware. Enamel finish with gray trim. Shpg. wt. 46 lbs.

80217W4795—Boys' model. Maroon . . . **$63.95**
80228W4795—Girls' model. Blue **$63.95**

[H] IMPORTED 24-IN. MIDWEIGHT

- **Designed for youngsters 6 to 12 years old**
- **Coaster brake stops bike quickly, safely**

An especially good-looking, smooth-riding bicycle. Popular midweight frame for ease of handling and comfortable riding. Reliable coaster brake works easily, gives fast safe stops. Heavy-duty full-length chain guard protects clothing. English type spring-cushioned saddle. Strong, easy-to-operate kick stand. American-style drop-out rear wheel frame—fully ball-bearing throughout. Heavy-duty rubber double block bicycle pedals. Chrome-plated handlebars with rubber handle grips. Rear reflector. 24-in. wheels with 1¾ in. first-line tires and butyl tubes. American valves. Beautifully designed, bright baked enamel finish with contrasting trim. Shpg. wt. 42 lbs

80185W7296—Boys' model. . . . . Retail **$43.95**
80187W3296—Girls' model. . . . . Retail **$43.95**

[J] COLUMBIA 20-IN. MIDWEIGHT

- **Removable trainer wheels for easy learning**
- **Here's the new, popular midweight design**

A true bike value at a reasonable price. Middle weight frame for smooth riding, perfect balance Coaster brake provides smooth safe stops. Decorated tank, electric headlight, full length chain guard, Lubri-Kleen chain oiler, Grey top saddle, comfortable handle grips. Ruggedly constructed frame, 20-in wheels with chrome rims and 1¾ in. first-line tires and tubes. Equipped with detachable trainer wheels Beautiful enamel finish with grey trim. Shpg. wt. 38 lbs.

80227W4150—Boys' model. Red. Retail **$54.95**
80228W4150—Girls' model. Blue. Retail **$54.95**

[K] IMPORTED 20-IN. TRAINER

- **Two removable stabilizer wheels for learning**
- **Reliable coaster brake assures safe stops**

Designed for children 4 to 8 years old. Built for long hard use and smooth riding at a moderate price. Easy-to-control handlebars enable beginners to ride safely at once—teaches balance —simply remove when rider acquires confidence.

Full-length chain guard protects clothing. Iron gremlin and tears. Spring saddle with molded rubber top for comfortable riding. Long double-braced fenders. Chromed handlebars, non-slip rubber grips. Fully bellbearing Regular double block bicycle pedals. Lightweight frame is braced for extra strength. 20-in. wheels, first-line 2¼ in balloon tires and butyl tubes. 7-in. rubber-tired stabilizer wheels Handsome bright finish. Shpg. wt. 36 lbs

80235W3113—Boys' model. . . . . Retail **$41.50**
80240W3113—Girls' model. . . . . Retail **$41.50**

IMPORTED 26-IN. LIGHTWEIGHT

- **Imported bike with 3-speed shifting**
- **Front and rear caliper hand brakes**
- **Lightweight for long-range traveling**

An ideal bike for long-distance traveling, moves along smoothly and safely. Well-made yet moderately priced. Features 3-speed hub with trigger-action handlebar control. Fitted with front and rear caliper hand brakes. Streamlined fenders. Contoured handlebars with molded grips for easy steering Kick stand Full-length chain guard covers top of chain completely, protects clothing. Rugged all-steel frame stands up under long use-rough weather conditions. 26-in. wheels with chromed rims. 1¾ in. first-line tires and butyl tubes. American valves. Beautiful, long-wearing baked enamel finish Shpg. wt. 46 lbs

80275W3748—Boys' model. . . . . Retail **$49.95**
80276W3748—Girls' model. . . . . Retail **$49.95**

Remove handle so it becomes a girl's bike.

MURRAY 18-IN. PARK CYCLE

- **Converts from boys' to girls' model**
- **Safe for learners—training wheels**
- **Step-on back for extra "rider"**

Perfect choice for youngsters at first two-wheeler. Made for years of bicycling fun, yet so inexpensively priced! Features strong safety - trainer wheels - teaches balance Wheels remove quickly and easily when they're no longer needed Handle bar is step-on back—two can ride it at once. Round-section fenders are well constructed—won't rip clothes or cut hands Adjustable handlebars with non-slip hand grips. Double block pedals are easy to reach, Full chain guard. Frame of light-weight steel tubing—ball-bearing crank for easy pedaling. Easy-to-remove cross-bar—converts bike from boys' to girls' style. 16-in. ball-bearing wheels with heavy machine spokes 1¾ in. semi-pneumatic puncture-proof tires. 6-in. steel disc trainer wheels with rubber tires. Blue and white enamel finish. Shpg. wt. 40 lbs.

80196W1871—Boys'-Girls' model. . . . **$24.95**

Latest Models--Safe, Easy to Handle

A

COLUMBIA 26-IN MIDWEIGHT
Retail $69 95

B

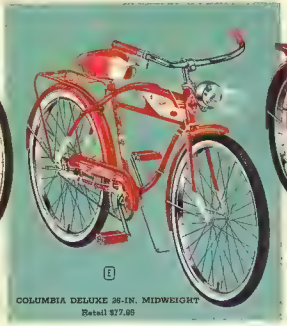
COLUMBIA 26-IN. BALLOON TIRE MODEL
Retail $64.95

C

COLUMBIA 26-IN. LIGHTWEIGHT
Retail $79 95

D

IMPORTED 26-IN. LIGHTWEIGHT
Retail $81.50



E

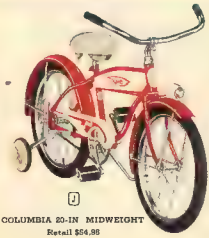
COLUMBIA DELUXE 26-IN. MIDWEIGHT
Retail $77.95

G

COLUMBIA 24-IN DELUXE
Retail $63.95

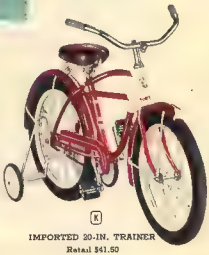
H

IMPORTED 24-IN. MIDWEIGHT
Retail $43.95



J

COLUMBIA 20-IN MIDWEIGHT
Retail $54.95



K

IMPORTED 20-IN. TRAINER
Retail $41.50

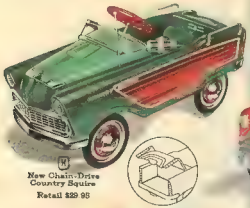
D
Chain-Drive Tractor
Retail $29.95

E
Dump-Trac Trailer
Retail $9.95

G
Ranch Wagon
Retail $24.95

MURRAY

Famous Name In Wheel-Goods



H
New Chain-Drive
Country Squire
Retail $29.95

K
Fire Truck
Retail $24.95

M
Deluxe Model
16-in. Tricycle
Retail $10.95

J
New Lancer Auto
Retail $24.95

L
Super Deluxe
12-in. Tricycle
Retail $21.50

W
Special Deluxe
10-in Tricycle
Retail $16.95

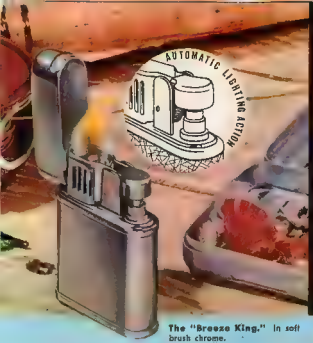
P
New Deluxe Taxicab
Retail $18.95

S
Chain-Drive
Speedster
Retail $21.50

V
Ball-Bearing
Coaster Wagon
Retail $10.95

Q
Chain-Drive
Deluxe Kidillac
Retail $43.95

T
Chain-Drive
Tractor
Retail $19.95



EVANS

. . . presents the ***"Breeze King."*** *revolutionary new windlighter with Evans exclusive "Automatic Lighting Action." Just flick it open, press the lever and it's lit. Surelire in the strongest wind. Yours in an attractive variety of styles and prices.*

ALL ILLUSTRATIONS ½ ACTUAL SIZE

The "Breeze King." In soft brush chrome.
8166J206.....Retail **$3.50**

Navy Lizard. Vinyl—brush chrome.
8167J235... Retail **$4.00**

Alligator Calf. Polished chrome.
8168J294 .. Retail **$5.00**

Genuine Snake. Golden metal.
8169J353..... Retail **$6.00**

Genuine Ostrich. Golden metal.
8170J441 . ...Retail **$7.50**

Genuine Alligator. Gold color
8171J588. .. Retail $10.00
8172J1029 Ref **$17.50** † †
*In gold filled with alligator.

8173J235. .. Lighter Retail **$4.00**
8174J118 Key Chain .. Retail **$2.00**
A collector's item. Antique autos on lighter and key chain. Ford illustrated.

A charming new lighter for the ladies. No larger than your lipstick. Cover swings back to reveal a fine Evans lighting action.

Golden Metal Line Design
8175J235.....Retail **$4.00**

Golden Metal Line Design.
8176J235. ....Retail **$4.00**

Basketweave of golden metal and rhodium.
8177J294.....Retail **$5.00**

Evans Enamel Rose Design.
8178J294.....Retail **$5.00**

Jumbo Lighter. Golden meta with black maracca.
8179J294..... Retail **$5.00**

Petite Bracelet Lighter.
8182J441 ..... Retail **$7.50**
Plus Tax

Petite Ladies Lighters. Gay hand-painted designs on lasting Evans Enamel. Golden metal.

Masks.
8180J353 . .. Retail **$6.00**
Bouquet.
8181J353..... . . Retail **$6.00**

Evans

FINE WOMEN'S PERSONAL ACCESSORIES

Fashioned by the creators of famous Evans fitted handbags.

Evans "Serv-Pac" cigarette case in golden mesh. King size
8201J588 ..... Retail **$10.00**
Also available in "Regular."

Ladies Waist in golden mesh.
8090J500..... Retail **$8.50** Plus Tax

Eyeglass Case in golden mesh.
[illegible].....Retail **$7.50** Plus Tax

Coin Purse in golden mesh.
8203J294 ..... Retail **$5.00** Plus Tax

All mesh items also available in white metal. Specify.

3 Piece Enam. Dresser Set
8206J882 .....Retail **$15.00**
Also available in both Black and Straw. Specify. Gift Packaged.

Comb and File Set in golden mesh.
8204J441.....Retail **$7.50**

Miss Evans Little Shaver
8205J88 .....Retail **$1.50**

Golden Metal Carryall
8207J1029 .....Retail **$17.50** Plus Tax

Rhinestone Decorated Carryall in rhodium
8208J1764.....Retail **$30.00** Plus Tax

Evans Carryall Engine Turned Design.
8209J1176.....Retail **$20.00** Plus Tax

All Evans carryalls contain automatic lipstick, coin holder, door type powder compartment, velour puff, make up mirror and compartment for cigarettes.

Evans

LIGHTERS AND SMOKING SETS IN LASTING EVANS ENAMEL

. . . style and color-toned for modern living.
. . . gracious luxury with a fashion flair.
. . . gifts with a purpose and a place in any home.

ENTIRE BODY OF EACH LIGHTER IS A FUEL RESERVOIR

ALL SETS ATTRACTIVELY GIFT PACKAGED.

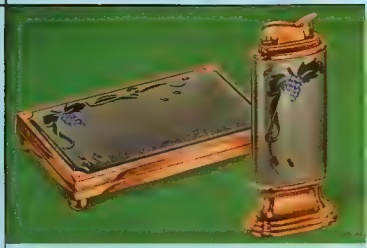
Pine Cone
8183J2058 . . .Set as shown . . . Retail $35.00
Lighter Only
8184J588 . . . . . Retail $10.00

Rooster
8121J588 . . . . . Retail $10.00

Poodle
8185J588 . . . . . Retail $10.00

Flower Cart
8186J1323 . . Set . . . Retail $22.50
Lighter Only
8187J588 . . . . . Retail $10.00

Old Fashioned Carriage
8188J882 . . . . Set . . . . . Retail $15.00
Lighter Only
8189J588 . . . . . Retail $10.00



Vintage
8190J1323 . . Set . . . . . Retail $22.50
Lighter Only
8191J588 . . . . . Retail $10.00

EVANS

. . . superb craftsmanship brings the age old art of fusing enamel and metal to modern day perfection. Preserving unexcelled beauty in a lasting functional form.

RED SEAL FUEL CONTROL PREVENTS EVAPORATION OF FLUID.

ALL SETS ATTRACTIVELY GIFT PACKAGED.

Rosettes on White
8192J1617 ..... Set . . . . . Retail **$27.50**
Lighter Only
8193J735 . . . . . Retail **$12.50**
Above also available in black. Specify.

Dragon
8194J588.....Retail **$10.00**

Trojan Horse
8195J588..... ..... Retail **$10.00**

Ming Tree
8196J1323... Lighter and Ashtray Set ... Retail **$22.50**
Lighter Only
8197J588 . . . . . Retail **$10.00**

Petit Point Pattern
8198J1029 .....Retail **$17.50**

Topax Colored Enamel Stoned.
8199J2058.... ..Set .... Retail **$35.00**
Lighter Only
8200J882 . . . . . Retail **$15.00**

The World Famous

HAMPDEN

Distinguished Name on Fine Watches Since 1878

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

(Diamonds slightly enlarged to show detail)

Shock-Protected by exclusive Incabloc
Dust-Protected throughout • Anti-Magnetic
Lifetime Guarantee* with each watch
Parmoflex Hairspring assures accuracy
Presentation Gift Box with each watch

[A] A fabulous achievement of regal styling, crowned with **58 DIAMONDS**, fifty of which are embodied in the petite circular **14K WHITE SOLID GOLD** case, and eight set in the built-on **14K WHITE SOLID GOLD** bracelet, with safety chain. High crystal, raised figure dial. **Guaranteed For Life*** Hampden **21 Jewel** movement. Give wrist size when ordering.
6500W27440 **Retail $650.00**

[B] Dramatic design in a **14K Yellow Solid Gold** dust-protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy-to-read raised figure dial. **21 Jewel** Hampden shock-protected movement **Guaranteed For Life***.
6501W4479 **Retail $115.00**

[C] Same styling as No 5501 but with **14K WHITE SOLID GOLD CASE** and black dial.
6502W4479 **Retail $115.00**

[D] **Self-Winding Automatic** in mirror-polished dust-protected case 10K yellow gold filled top with non-corrosive steel back. **Waterproof Sweep Second hand.** Luminous raised figure dial, unbreakable crystal. Expansion bracelet. Famous **21 Jewel** Hampden movement, **Guaranteed For Life***.
6503W4988 **Retail $135.00**

Automatic as above in **14K YELLOW SOLID GOLD** mirror polished case.
6504W7732 **Retail $185.00**

GUARANTEED FOR LIFE*

GENUINE MATCHED DIAMONDS: The diamonds featured in all Hampden diamond watches are of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched

[E] **2 DIAMONDS** set in **14K WHITE SOLID GOLD**, dust-protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock-protected movement, **Guaranteed For Life.***
6505W5552 **Retail $150.00**

[F] **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case, fully dust-protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
6506W7815 **Retail $185.00**

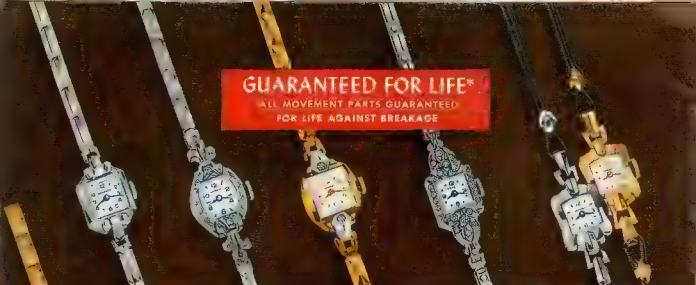
[G] A gleaming masterpiece in an elegant 10K yellow gold filled case, mirror-polished and dust-protected. Perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial. **Guaranteed For Life*** accurate 17 Jewel Hampden shock-protected movement.
6507W3552 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE**
6508W5664 **Retail $150.00**

[H] **Automatic** — **Waterproof** . . . with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome new styled case color of natural gold and non-corrosive steel back, fully dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand**, luminous raised figure dial, unbreakable crystal. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***.
6509W3807 **Retail $85.00**

*All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

NEW YORK • **BENNETT BROTHERS, INC.** • CHICAGO
CONSTANT SERVICE FOR MORE THAN 50 YEARS



Petite **14K WHITE SOLID GOLD** mirror-polished dust-protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. 17 Jewel shock-protected movement, **Guaranteed For Life*.**
6510W3393
Retail $100.00

10 DIAMONDS set in a sunning **14K WHITE SOLID GOLD** dust-protected case. 10K white gold filled expansion bracelet Lustrous high contoured crystal, raised figure dial 17 Jewel Hampden quality movement, **Guaranteed For Life*.**
6511W7885
Retail $185.00

2 DIAMONDS set in a **14K YELLOW SOLID GOLD** case. Expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden movement **Guaranteed For Life*.**
6512W4233
Retail $106.00
As above, **2 diamonds**, yellow gold plate, steel back
6513W3361
Retail $77.50

24 DIAMONDS set in a **14K WHITE SOLID GOLD** case with flexible end pieces. Matching expansion bracelet High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life*.** famous for accuracy
6514W14847
Retail $375.00

Elegant **14K YELLOW SOLID GOLD** case, with flexible end pieces Raised crystal, raised figure dial. Silk cord attachment. 17 Jewel movement, **Guaranteed For Life*.**
6515W4322
Retail $190.00
As above, **14K WHITE SOLID GOLD** mirror-polished case.
6516W4322
Retail $200.00

Ultra-smart mirror polished **14K YELLOW SOLID GOLD** case, dust-protected. Matching 10K yellow gold filled expansion bracelet. High raised crystal, neat raised figure dial. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life*.**
6517W3636
Retail $85.00

HAMPDEN

ADVERTISED IN LIFE
DECEMBER, 1935

*All movement parts, including mainspring and balance staff, are *Guaranteed for Life* against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

A masterpiece in **14K YELLOW SOLID GOLD** mirror-polished, dust-protected case. 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement, **Guaranteed For Life*.**
6518W5380
Retail $150.00
As above, in 10K yellow gold filled case.
6519W3621
Retail $85.00

Masculine rugged design in a **Waterproof** all stainless steel watch with handsome matching expansion bracelet of latest design Fully dust-protected. Unbreakable crystal, **Sweep Second Hand,** luminous radium figures and hands. Dependable Hampden 17 Jewel shock-protected movement, **Guaranteed For Life*** for faithful service.
6520W2575
Retail $57.50

Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, luminous raised figure dial and hands. **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
6521W3631
Retail $85.00
As above, in **14K YELLOW SOLID GOLD.**
6522W6815
Retail $165.00

For dignity and quality nothing can equal this handsomely styled 10K yellow gold filled case, with non-corrosive back Dust-protected Matching 10K gold filled expansion bracelet, **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected, **Guaranteed For Life*** Hampden movement
6823W3293
Retail $77.50

Shock-Protected by exclusive Incabloc • Dust-Protected throughout • Anti-Magnetic • Lifetime Guarantee* accompanies each watch
Permaflex Hairspring assures accuracy • Presentation Gift Box with each watch

HAMPDEN

Distinguished Name in Fine Watches Since 1876

GUARANTEED FOR LIFE*

ALL MOVEMENT PARTS GUARANTEED FOR LIFE AGAINST BREAKAGE

A Smart, tailored design in a mirror-polished 10K gold filled dust protected case. Gleaming 10K gold filled expansion bracelet **Sweep Second Hand,** raised figure dial and high raised crystal 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
6529W3347 **Retail $77.50**

As above, in attractive mirror-polished **14K YELLOW SOLID GOLD** case
6540W3998 **Retail $100.00**

B Uniquely beautiful feminine **14K YELLOW SOLID GOLD** mirror polished case, dust-protected. Lovely matched 10K gold filled expansion bracelet. High raised crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden shock protected movement
6541W3156 **Retail $71.50**

C Petite 10K white rolled gold plate case, steel back, fully dust-protected Dainty 10K gold filled expansion bracelet. High dome crystal, raised figure dial 17 Jewel Hampden movement **Guaranteed For Life***.
6542W2607 **Retail $57.50**

As above, in 10K yellow rolled gold plate, stainless steel back.
6543W2597 **Retail $57.50**

D **Ladies Waterproof** . . . in a charming very thin all stainless steel case, fully dust-protected Stainless steel expansion bracelet Unbreakable crystal, **Sweep Second Hand,** raised figure luminous dial. Accurate 17 Jewel shock-protected movement by Hampden, **Guaranteed For Life***.
6544W3244 **Retail $77.50**

E Charming design in a mirror-polished 10K yellow rolled gold plate case, fully dust-protected, with stainless steel back. 10K gold filled expansion bracelet, **Sweep Second Hand,** raised figure dial and high raised crystal. 17 Jewel Hampden shock protected movement **Guaranteed For Life***.
6545W2715 **Retail $57.50**

- Genuine Incabloc Shock-Protected
- Dust-Protected throughout • Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Lifetime Guarantee* with each watch • Beautiful Gift Box

F **Waterproof** in masculine styled case with yellow gold color top and non corrosive steel back 10K gold filled expansion bracelet Unbreakable crystal, raised figure radium dial and hands **Sweep Second Hand.** Black dial **Guaranteed For Life*** 17 Jewel Hampden movement.
6546W2092 **Retail $47.50**

As above in chrome top, steel back Stainless steel expansion bracelet
6547W1989 **Retail $42.50**

G Distinctive 10K yellow gold plate case, with non-corrosive steel back fully dust protected Handsome matched 10K gold filled expansion bracelet. High dome crystal, raised figure dial. Accurate 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
6548W2570 **Retail $57.50**

H **Waterproof** mirror-polished faceted case in the color of natural gold with non-corrosive steel back. Distinctive high crystal and raised figure luminous dial and hands **Sweep Second Hand.** 10K yellow gold filled expansion bracelet. Famous for accuracy **21 JEWEL** Hampden shock-protected movement **Guaranteed For Life***
6549W2956 **Retail $71.50**

J **Self-winding Automatic** in a smartly styled 10K yellow rolled gold plate case, dust-protected Non-corrosive steel back. Dome crystal and raised figures Midnight black dial. **Sweep Second Hand.** Distinctive 10K yellow gold filled expansion bracelet. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
6550W3714 **Retail $85.00**

**All movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.*

NEW YORK • BENNETT BROTHERS, INC. • CHICAGO

HAMPDEN

Distinguished Name in Fine Watches Since 1878

A Distinctive **WATERPROOF** in 10K yellow rolled gold plate case, with steel back. **Sweep Second Hand,** radium dial and hands. Unbreakable crystal. Expansion bracelet.
21 Jewel movement, **Guaranteed For Life*.**
6524W3430 **Retail $77.50**

B Ultra-modern styling in a 10K white or yellow rolled gold plate case with steel back. Dome crystal, raised figure dial. Matching expansion bracelet. Famous **21 Jewel** shock-protected movement, **Guaranteed For Life*.**
6525W3347 (White) 6526W3347 (Yellow) Ret. $77.50

C Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion circlet. **Sweep Second Hand.** High raised crystal, raised figure dial 17 Jewel Hampden movement, **Guaranteed For Life*.**
6527W3307 **Retail $85.00**
As above, in 10K yellow gold filled case
6528W3067 **Retail $75.50**

D Charming 10K yellow rolled gold plate case, non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden movement.
6529W2661 **Retail $57.50**

Self-winding Automatic with **Calendar.** Dial window shows day of the month. **Waterproof.** Stainless steel case, expansion bracelet, leather inset. **Sweep Second Hand,** luminous dial and hands 17 Jewel **Guaranteed For Life*** Hampden movement
6532W4302 **Retail $100.00**
As above, non-waterproof, 10K yellow gold filled case, expansion bracelet
6533W5111 **Retail $135.00**

ADVERTISED IN LIFE DECEMBER, 1955

Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled expansion bracelet. Modern dome crystal, raised figure dial 17 Jewel Hampden movement, **Guaranteed For Life*.**
6536W3072 **Retail $72.50**
As above, in a stunning **14K YELLOW SOLID GOLD** mirror-polished case.
6531W3621 **Retail $85.00**

For men of distinction—a new modern style in a 10K yellow gold filled mirror-polished case, fully dust-protected. Fitted with a perfectly matched 10K gold filled expansion bracelet. Distinctive raised figure two-tone dial of striking beauty; with high crystal. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden, nationally known for accuracy.
6534W3435
Retail $77.50

There's aristocratic styling in this popular 10K yellow rolled gold plate case with non-corrosive steel back, dust-protected. Handsome matching 10K gold filled expansion bracelet. Easy-to-read raised figure dial. High raised unbreakable crystal. 17 Jewel Hampden movement **Guaranteed For Life***, faithfully yours for dependable and accurate timekeeping through the years.
6535W2533 **Retail $57.50**

Automatic, with **Power Reserve Indicator, Waterproof,** all stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on stored-up power. Nationally famous Hampden 17 Jewel shock-protected movement **Guaranteed For Life*.**
6536W3910 **Retail $100.00**

Self-Winding Automatic in 10K yellow gold filled case, dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel famous for quality Hampden movement.
6537W4520 **Retail $135.00**
6537W4528

Automatic as above, **14K YELLOW SOLID GOLD CASE.**
6538W6350 **Retail $365.00**

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Price subject to change without notice.

Helbros

Watches of superb beauty and quality at popular prices! Designed by master craftsmen . . . smartly styled cases . . . supremely accurate Lifetime Jewel movements . . . Unbreakable Mainsprings. Fully guaranteed. Beautifully gift-boxed!

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION • RADIO

A MIRANDA. Delightfully different. Fashionable combination red leather and expansion bracelet complements the smart 10K yellow rolled gold plate case, stainless steel back. Accurate 17-jewel movement.
10315V2795.....Retail **$37.50**
MIRANDA W. In 10K white RGP.
10316V2795.....Retail **$37.50**

B CANDIE. Glamorous timepiece has richly carved 10K yellow rolled gold plate case, stainless steel back. Numeral and marker dial. 17 Lifetime Jewels! Expansion bracelet.
10311V2195..... Retail **$47.50**
CANDIE W. In 10K white RGP
10312V2195..... Retail **$47.50**

C SEVILLE. Dapper 7-jewel dress watch is an outstanding value—in price, appearance, accurate timekeeping! Handsome yellow top case has stainless steel back. Modern skip-figure dial. Second hand. Matching expansion bracelet.
10317V1450..... Retail **$29.75**

Gleaming dress watches for ladies and gentlemen . . . budget-priced . . . yet bearing the marks of the masters . . . up-to-the-minute styling . . . Unbreakable Mainsprings . . . lifetime accuracy! Dependable 7-jewel movements. Gift-boxed. Outstanding values . . . a joy to own or to give!

SPECIALLY PRICED 7-JEWEL WATCHES FOR MEN AND WOMEN

D SUPERB. Fashion-right for any woman . . . price-perfect for any purse! Lovely 7-jewel dress watch features a gleaming yellow top case with stainless steel back. Trim numeral and marker dial. Matching expansion bracelet
10318V1450.....Retail **$29.75**

E THERESA. Exciting elegance! Lustrous 10K yellow rolled gold plate case, stainless steel back . . . sleek matching expansion bracelet. 17-jewel precision movement.
10313V2515.....Retail **$52.50**
THERESA W. In 10K white RGP
10314V2515.....Retail **$52.50**

HANDSOME 17-JEWEL WATCHES FOR MEN

F RALEIGH. Skillfully sculptured . . . stainless steel back yellow top case . . . matching expansion bracelet Numeral and marker dial Second hand. 17-jewel movement
10321V2195. Ret. **$47.50**

G SUTTON. Impressive! Handsome 10K yellow rolled gold plate case, stainless steel back. Second hand. Combination leather expansion bracelet. 17 Lifetime Jewel movement.
10951V2515 Ret **$52.50**

H SAVOY. Ultra thin! Distinctive 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement. Second hand. Skip-figure dial. Comfortable matching expansion bracelet.
10982V2795 Ret. **$37.50**

J DEWITT. To wear with pride! Gleaming 10K yellow rolled gold plate case, stainless steel back . . . matching expansion bracelet. Stylized dial, second hand. 17 Lifetime Jewel movement
10933V2935 Ret. **$59.75**

K CHELSEA. A design masterpiece with 17-jewel accuracy! Glowing yellow gold-filled case . . . distinguished combination gold mesh-expansion bracelet. Trim skip-figure dial.
10954V4055 Ret **$82.50**

Helbros

PRESTIGE WATCHES FOR MEN

Designed for men who demand a distinguished watch . . . handsomely styled for business or dress . . . yet sturdy enough to remain time-perfect for rugged sport wear.

The answer is HELBROS! *Master-crafted, precision engineered timepieces . . . guaranteed to give a lifetime of accuracy. 17-jewel movements . . . anti-magnetic, shock and dust protected . . . Unbreakable Mainsprings are guaranteed for life! And they are* WATERPROOF!

Nationally advertised . . . world famous HELBROS . . . *first in accuracy, beauty . . . the treasured gift of a lifetime! When it is a* HELBROS *he knows he is wearing the finest watch money can buy!*

**Waterproof when opened and closed by a competent watchmaker*

A SOUND OFF. Modern wrist alarm reminds you of appointments . . . shock/dust protected, anti-magnetic, waterproof*! Chrome top case, stainless steel back. Luminous hands, dial Sweep second hand. Clear sounding alarm. Combination leather expansion bracelet. 17 jewels.
10888V3925 . . Retail **$79.50**

B SENTINEL. Same as above, in 10K yellow rolled gold plate.
10889V4475 . . Retail **$89.50**

17-JEWEL SELF-WINDING WATCHES

C STAUNTON. Self-winding automatic has indicator to show **reserve power!** 17 jewels. Anti-magnetic, shock/dust protected. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Luminous hands, dial Sweep second. Combination gold mesh expansion band.
10299V4615 . . . . . Retail **$92.50**

D ARCHER W. Winds itself as you wear it! Waterproof*, shock/dust protected, anti-magnetic. 17 jewels. Chrome top, stainless steel back case. Luminous hands, dial Sweep second hand. Matching expansion bracelet.
10300V3255 . . . . . Retail **$67.50**
ARCHER. With yellow top case.
10301V3635 . . . . Retail **$72.50**

E KNIGHT B. Black dial, 10K yellow RGP case, stainless steel back. Luminous hands, dial Sweep second. Self-winding! Waterproof*, shock/dust protected, anti-magnetic. 17 jewels. Gold mesh/expansion band.
10302V4195 . . . . Retail **$85.00**
KNIGHT. As above with white dial.
10303V4195 . . . . . Retail **$85.00**

17-JEWEL WATERPROOF* WATCHES

F EXCELSIOR. Really rugged! Waterproof*, shock/dust protected, anti-magnetic. Handsome yellow top case has stainless steel back. Luminous hands, dial. Sweep second hand. 17 jewels. Expansion bracelet.
10304V2375 . . . . . Retail **$49.75**
EXCELSIOR W. With chrome top case.
10305V2095 . . . . . Retail **$39.75**

G CAMBRIDGE W. Distinctive! Sturdy! Smart stainless steel case. Luminous hands, dial. Sweep second. Waterproof*, anti-magnetic, shock/dust protected. Combination leather expansion bracelet. 17 jewels.
10306V2655 . . . . . Retail **$55.00**
CAMBRIDGE. In 10K yellow RGP.
10307V3075 . . . . . Retail **$62.50**

H HATTERUS. A dress or sport beauty! Thin-as-a-coin yellow top case, stainless steel back. Skip-figure dial with luminous hands and hour dots . . . sweep second hand. 17-jewel movement is shock/dust protected, anti magnetic. Waterproof*. Combination leather expansion band.
10308V3355 . . . . Retail **$67.50**

HERS AND HIS

Special watch values for men and women Smart, rugged timepieces with 7-jewel movements . water and shock resistant anti-magnetic Trim chrome top cases, stainless steel backs both have a second hand! All this at an amazing low price.

J LASSIE. For her! With luminous hands . . . neat leather straps.
10309V1250 . . . . Retail **$24.75**

K LAD. For him! Radium dot dial Matching expansion bracelet.
10310V1250 . . . . Retail **$24.75**

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INTERNATIONALLY RENOWNED

HELBROS . . . recognized the world over for prestige watches . . . of unmatched beauty . . . supreme LIFETIME accuracy.

Helbros

DISTINCTIVE LEADER

Master of watchmaking art . . . distinguished design . . . guaranteed precision movements.

Helbros

23 LIFETIME JEWELS

Engineered for a lifetime!

Electronically timed and tested by master craftsmen . . . Lifetime Jewel movements, guaranteed Unbreakable Mainsprings!
HELBROS—*the watch of a lifetime . . . each in a beautiful gift box!*

A ENVOY. Self-winding! Waterproof*, shock/dust resistant, anti-magnetic 23 Lifetime Jewels Radium hands, dial Sweep second hand Streamlined stainless steel case and expansion bracelet
10268V3995 Retail **$85.00**

B EMBASSY. 23 jewels Self winding, waterproof*, shock/dust protected, anti-magnetic 10K yellow rolled gold plate case, stainless steel back Radium hands and dial Sweep second Expansion band.
10269V4475 Retail **$92.50**

C EMPRESS. For active women! 23 jewels Self winding Waterproof*, Anti-magnetic, shock/dust resistant Luminous hands, dial Chrome top case stainless steel back Leather strap.
10270V4760 Retail **$95.00**

D ELITE. Winds itself! Mirror polished yellow top case, stainless steel back Radium hands, dial, Waterproof*, anti-magnetic, dust/shock protected 23 Lifetime Jewel movement. Leather strap.
10271V5035 Retail **$100.00**

E GOVERNOR. Handsome automatic is self winding, waterproof*, anti magnetic, shock/dust resistant! 23 Lifetime Jewel movement. Sleek 10K yellow rolled gold plate case, stainless steel back. Luminous hands, hour dots Sweep second hand Combination leather expansion bracelet.
10267V4760 Retail **$95.00**

23 Lifetime Jewels
Self-Winding Waterproof

*Waterproof when opened and closed by a competent watchmaker

As advertised in LIFE and Saturday Evening Post TV and Radio

F WINSLOW. Distinguished dress watch! Features 21 Lifetime Jewel movement Smart 10K yellow rolled gold plate case, stainless steel back Sweep second hand Numeral and marker dial Comfortable matching expansion bracelet
10272V3495 Retail **$69.75**

G SAILOR. Waterproof*! 21 jewels Chrome top case, stainless steel back Sweep second. Luminous hands, dial Combination leather expansion band
10273V2935 Retail **$59.75**

H ATLANTIS. Trim 10K yellow RGP case, stainless steel back Luminous hands, dial Sweep second 21 jewels Waterproof* Combination leather expansion band.
10274V3355 Retail **$67.50**

J HEATHER. Delicate beauty precision timekeeping! 21 Lifetime Jewel movement Tiny 10K rolled gold plate case, stainless steel back, Chic numeral and marker dial Matching expansion bracelet. A treasured gift!
10275V3355 Retail **$67.50**
HEATHER W. With white RGP case
10276V3355 Retail **$67.50**

K VERONICA. Exacting elegance in 2 flashing diamonds set in a distinctively fashioned 10K yellow rolled gold plate case, stainless steel back Expansion bracelet Accurate 21-jewel movement Numeral and marker dial
10277V3775 Retail **$75.00**
VERONICA W. With white RGP case
10278V3775 Retail **$75.00**

L FIESTA. Gay sophistication! Smart sculptured 14K gold case sets a stunning background for a delightful numeral and marker dial . . sleek expansion bracelet. Supremely accurate 21-jewel movement.
10279V4195 Retail **$85.00**
FIESTA W. With 14K white gold case.
10280V4195 Retail **$85.00**

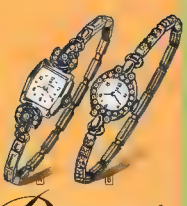
M CLEOPATRA. Feminine loveliness! 6 fiery diamonds exquisitely laid in dainty hearts crown the beautiful 10K yellow rolled gold plate case stainless steel back Expansion bracelet 21 Lifetime Jewel movement.
10281V4475 Retail **$89.50**
CLEOPATRA W. With white RGP case
10282V4475 Retail **$89.50**

Helbros

The perfect gift for any woman . . . the gift of a lifetime . . . a world renowned HELBROS *watch!*

Magnificent timepieces meticulously crafted by the masters of watchmaking art . . . internationally acclaimed for their supreme accuracy and unexcelled beauty. Expertly engineered to assure a lifetime of split-second service . . . precision mechanisms . . . guaranteed Unbreakable Mainsprings . . . 17 Lifetime Jewel movements.

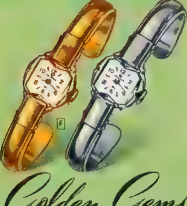
Choose from this fabulous array of HELBROS *watches . . . either a dazzling timepiece set with precious, sparkling diamonds . . . or a gleaming gem of time executed in luxurious gold . . . all are in lovely gift boxes . . . each is a prized possession . . . an exquisite remembrance that will live a lifetime.*



Diamonds aglitter and aglow

A LAMOUR. Lovingly conceived with 12 sparkling diamonds dotting the dainty end pieces of the beautiful 14K white gold case Slim, matching expansion bracelet. Time-worthy 17-jewel lifetime movement.
10284V8825 . . . Retail **$175.00**

B PRINCESS. Crowning achievement in elegance! Dazzling with 24 diamonds encrusted in a 14K white gold case . . . magnificence enhanced by a stunning matching expansion bracelet. Numeral and marker dial. 17-jewel movement.
10283V9450 . . . Retail **$195.00**



Golden Gems

J VENUS. Stunning simplicity! Striking costume watch and bracelet combination . . . smartly styled yellow top case, with stainless steel back. Chic numeral and marker dial. Snug-fitting bracelet. Always accurate 17-jewel movement.
10291V3795 . . Retail **$59.75**

VENUS W. As above in white.
10292V2795 . . . . . .Retail **$59.75**

AS ADVERTISED IN LIFE The Saturday Evening POST

TELEVISION • RADIO

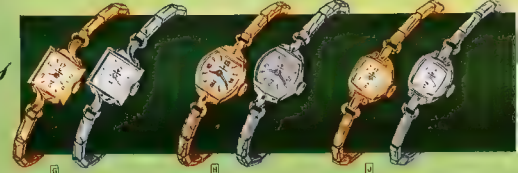
BRILLIANT 17-JEWEL DIAMOND WATCHES

C ANDREA. Delightful! Lovely 10K yellow rolled gold plate case, stainless steel back . . . exciting end pieces aglow with 2 exquisite diamonds. Trim numeral and marker dial. 17 jewels. Matching expansion bracelet.
10285V3075 . . . . Retail **$62.50**
ANDREA W. In 10K white RGP
10286V3075 . . . . . .Retail **$62.50**

D ENCHANT. Exquisite floral sprays . . touched with 4 twinkling diamonds . . . bloom into a lovely 10K yellow rolled gold plate case, stainless steel back 17-jewel movement. Matching expansion bracelet.
10287V3635 . . . . .Retail **$72.50**
ENCHANT W. In 10K white RGP
10288V3635 . . . . . Retail **$72.50**

E DACHE. Graceful, delicate scroll end pieces illuminated with 6 flashing diamonds . . superb beauty culminating in a luxurious 14K yellow gold case. Precision 17-jewel movement. Matching expansion bracelet.
10289V6725 . . . . . .Retail **$137.50**
DACHE W. In 14K white gold case.
10290V6725 . . . . . .Retail **$137.50**

GLAMOROUS GOLD 17-JEWEL WATCHES



G CECILE. Completely charming! Trim, deftly designed 10K yellow rolled gold plate case, stainless steel back Neat numeral and marker dial Dependable 17-jewel movement. Matching expansion bracelet.
10293V3215 . . . . Retail **$65.00**
CECILE W. In 10K white RGP.
10294V3215 . . . . . .Retail **$65.00**

H DINAH. Simple elegance! The clean tailored lines of the 14K yellow gold case follow rhythmically into a matching expansion bracelet. Textured dial with numerals and markers 17 Lifetime Jewel movement.
10295V3355 . . . . . .Retail **$71.50**
DINAH W. In 14K white gold case
10296V3355 . . . . . Retail **$71.50**

J CLAUDINE. For a lovely lady. Captivating timepiece of classic beauty fashioned in 14K yellow gold . . har monizing expansion bracelet. Attractive numeral and marker dial 17 Lifetime Jewel movement.
10297V3635 . . . . .Retail **$72.50**
CLAUDINE W. In 14K white gold.
10298V3635 . . . . . .Retail **$72.50**

Toys to Help Build Young Minds and Muscles

A Wide Selection for Pleasant Recreation—Entertainment for All

[A] ROCKET POGO STICK—STRONG ALUMINUM

- **Muscle-building action provides lots of exciting fun!**
- **Strong tempered steel spring packed with bounce**

Healthful, invigorating fun. Pogo stick has life-like tempered steel spring, aircraft aluminum plunger and foot-rest insure durability. Non-slip hand-grip. Live rubber jumping tip prevents slipping. A real muscle-builder—develops coordination and balance. Red, white enamel finish with bright decal. Strong—holds up to 150 lbs.

87727A463—Shipping weight 5 lbs. . . . Retail **$6.95**

[B] ADJUSTABLE ALL-METAL ROCKET STILTS

- **Four position, foot-rest moves up as child increases!**
- **Safe, easy to manage—favorite with all youngsters**

Safe, strong, lightweight. Always an outdoor favorite! Easy for beginner to manage. Adjustable foot-rests allow child to learn safely—first position only 6 inches off the ground! Teaches balance and coordination. Solid aircraft aluminum foot-rests adjust easily to four positions —with interchangeable wing nuts. Large non-slip rubber walking tips. Stilts are 60 in. high. Well-made, durable—all metal construction. Baked enamel finish

87940A397—Shipping weight 5 lbs. . . . Retail **$5.95**

[C] AMERICAN SKYLINE CONSTRUCTION SET

- **Easy, fascinating fun—build true-to-life skyscrapers**
- **Architectural scale unit parts—½ in. to the foot**
- **Interlocking pieces—precision-made for accurate fit**

Finest toy of its kind developed in recent years! Designed to bring out child's creative ability. Beautiful white plastic building units—with floors and roofs printed on sturdy plastic to simulate brown and white tile. American Skyline construction is made of finest super-high-impact plastic—strong, resilient, and safe. Retains original shape for precision fit—interlock to make sturdy models. Building instructions included.

87254A999—1,904 pieces. Wt. 7 lbs. . . Retail **$14.95**
87257A985—1,217 pieces. Wt. 3½ lbs. . Retail **$9.95**
87236A985—723 pieces. Wt. 2½ lbs. . . Retail **$5.95**
87281A285—476 pieces. Wt. 1½ lbs. . . . Retail **$3.95**

[D] NORTHWESTERN ELECTRONIC KNOCKOUT GAME

- **Here's plenty of punch! It's new—it's a knockout!**
- **Real ring action—excitement galore for two or more**
- **Non-marring rubber feet, colorfully lacquered metal**

Players control fighters' movements in every direction—right and left, too! One on the button, and down goes the fighter for the count! A square hit on button disconnects electric current—fighter drops, light turns on, and buzzer sounds. Stand the fighter up—current connects automatically—and they're ready to go again. Lithographed metal—non-marring rubber feet. Uses one standard flashlight battery—(not included) 15 x 12 x 6¼ in. high.

87253A463—Shipping weight 1¼ lbs. . Retail **$6.95**

[E] MATTEL'S FULLY-AUTOMATIC BURP GUN

- **Serial 1 to 50 shots at trigger touch, cap chamber opens**

Only fully automatic cap gun made! Fires one to 50 shots at trigger touch! Noisy fire bursts, smoking barrel. Easy to load and fire—cap chamber opens for easy loading. All-metal working parts. Rust-resistant plated grip. Use perforated roll caps only—order below.

81110A200—Shipping weight 1½ lbs. . . Retail **$3.00**

Klipre Roll Caps. 50 caps to roll, 5 rolls to box, 60 boxes to carton. Sold by carton only.

81174A199—Carton. Shpg. wt. 1½ lbs. . . . Retail **$2.99**

[G] ACTIVITY PLAYTIME BOX—4 TO 9 YR. OLDS

- **Here's a box full of fun that lasts and lasts!**
- **So much to do—it gives hours delightfully low!**

Perfect for sick-a-beds or rainy-day play. Paint palette with 8 paint chips, water pan, and brush. Box of 8 crayons, 8 different activity color book titles, size 8½ x 7 in., 20 pages each. Four Christmas color books, 4 x 11 in., with 20 pages each. Construction set includes a color pencil, 3-in. scissors, stencils, about 30 pages of colored paper. Four picture books in full color. Six coloring books, 11 x 12¼ in., 20 pages each. Four sewing cards with colored yarn. Two jig-saw puzzles in color.

85116A199—Shipping weight 4¼ lbs. . . . Retail **$2.99**

[H] PARADE OF POPULAR GAMES—50 IN 1!

- **Big selection of activity—popular games for everyone**
- **Sturdy lithographed metal games—fun that lasts**

A package of fun at pocket-money price! 50 thrilling games for the entire family! New metal game assortment for years of use. Special favorites include Chinese Checkers, Bingo, Checkers, Baseball, Stockade, Pui and Take, Hounding the Fox, Ringoon Checkers—plus 50 others! A new game every day for weeks—enough variety for years of enjoyment! A big bargain in one compact box—21½ x 14 in. wide.

85290A199—Shipping weight 3¼ lbs. Retail **$2.99**

[I] 3-D STORY SLIDES AND VIEWER SET

- **See familiar children's stories in three dimensions!**
- **Each set includes 3-dimensional viewer, four stories**
- **Story's told in six 16mm. slides—story printed on card**

See and read it! Rodex 3-D viewer gives full color three-dimensional viewing! Viewer has lined focus-scaler for children to manage. Set includes 4 boxes of story-telling slides—6 slides per story. Story is printed on each set of viewing cards. Packed in book-shaped box.

Adventure Set—Viewer plus 4 stories—Wild Bill Hickok, Davy Crockett, Robin Hood, and Capt. Kidd.

87264A332—Complete set. Wt. 2 lbs. . . . . Retail **$4.98**

Fairy Tales Set—Viewer plus 4 stories—Hansel and Gretel, Goldilocks and the 3 Bears, Snowwhite, and Cinderella.

87265A332—Complete set. Wt. 2 lbs. . . . . Retail **$4.98**

Nursery Rhymes Stories—Red Riding Hood, Three Pigs, and other popular nursery rhymes

87266A199—Three sets of slides. Wt. 1 lb. **$2.98**

Adventure Stories—Jack & Beanstalk, A. Lincoln, Capt. Rades

87271A199—Three sets of slides. Wt. 1 lb. **$2.98**

Religious Stories—Birth of Christ, Noah's Ark, Creation.

87272A199—Three sets of slides. Wt. 1 lb. **$2.98**

[K] MURRAY'S DELUXE FIRE CHIEF AUTOMOBILE

- **Trunk opens up—plenty of room for other playthings**
- **Fire Chief finishing light—Real ball-bearing drive**
- **Smart design—chrome trim, pliaid fabric-type seat**

Flashing pep, performance, and play value! So effective-looking—real! Starter with switch and 6 battery holder (battery not included). Rear trunk has smooth-working hinges lots of room for toys. Realistic styling—red plaid fabric-type seat. 15-in. coil spring chassis has wooden tip. Bumpers, windshield, and radiator ornament are aluminum. Easy-working ball bearing pedal drive. Rides on smooth-rolling 8-in. ball-bearing wheels with 1-in. solid rubber tires. Heavy-gauge steel construction finished in two-tone baked enamel—vermilion with white baked enamel panels. 39 in. long, 17 in. wide.

80131W1997. Shipping weight 40 lbs. . Retail **$29.95**
35122A61—6-Volt Lantern Battery. . . . . Retail **90c**

[L] NEW, LARGE SUPER-DELUXE PALOMINO

- **Quality construction—tough plastic won't chip or peel**
- **Long-life steel springs for realistic galloping action**

Palomino champion rides right into every child's heart! He really gallops! Realistically detailed—spirited action, beautiful simulated Western saddle. Captures the love of all cowboys and girls from 1 to 7 years. Quality construction throughout, designed to last. Tough plastic will not chip, peel, crack, or scuff. Long-life steel springs provide plenty of action. Here's the kind of fun they never tire of! Wide frame stands solidly. Stand is heavily chrome plated, stays bright. Base measures 40 in. long, 20 in. wide; 23 in. high to top of saddle.

80117W1997—Shipping weight 17 lbs. . Retail **$28.95**

As above, but smaller for children 1 to 6 years. 33 in. long, 21 in. wide, and 21-in saddle height.

80117W1330—Shipping weight 15 lbs . Retail **$19.95**

[M] RICH'S BIG 4-GAME ALLEY FOLDS UP

- **Hours of pleasure for several players—4 games in one**
- **Sturdily built pine frame and legs; hardwood braces**

Here's everything needed for four exciting games—hours of pleasure for several players! An excellent gift for folks of all ages—ideal accessory for the recreation room. Four games in one—bowling, skill ball, horse racing, and shuffleboard. Has convenient and quick automotic ball return, loud scoring bell. Sturdily constructed—pine frame and legs—hardwood braces with hardboard backboard and steel alley pit. Folds for convenient storage. Bright colorful finish. Includes 4 bowling balls, 10 bowling pins, 4 horses, 4 pucks, spinner. Set is made for years of hard family use. 80 x 12 x 24¾ in. high.

85101W663—Shipping weight 12 lbs. . . . Retail **$8.95**

[N] ELECTRIC PIN-BALL GAME—FOR ALL AGES

- **Just plug it in and you're set for lots of exciting fun**
- **Action-packed—lights flash, bells ring, scores register**
- **Automatic ball loading—two hand-activated kickers**

Deluxe design! State Fair pin-ball game provides hours of recreation for everyone, any age. Wonderful for youth centers or "rec" rooms. Works on standard 110 volts, AC—U.L. approved. Has automatic scoring mechanism—lights flash, bells ring, and scores register as you tour the lots and win the contests. Provision is made for triple plays. Two hand-activated kickers keep the ball in play so that a score of one hundred thousand can be made! Equipped with 5 steel balls—load automotically. Extra-heavy glass set in sturdy wood frame. Mounted on wooden legs. Has backboard bumper 30¾ in. long, 18½ in. wide. Overall height 45 in.

85112W1663—Shipping weight 30 lbs . Retail **$34.95**

Our Newest and Most Popular Toys

[A] TONKA STATE HIGHWAY DEPARTMENT

- **Scale models "work"—authentic to last detail**
- **Complete set of highway signs, road barriers**

Absorbing! Everything needed to keep young highway engineers busy on road building and maintenance projects for hours. Includes four model vehicles, six road signs 4½ in. high, and two barriers 4½ x 6 in. Road Grader has simulated operating blade. Front wheels steer from cab, blade can be rotated and tilted. 17 x 7¼ x 6¼ in high Dump Truck has tail gate regulated for dumping or spreading. 13 x 5 x 6 in. high. Hydraulic Dump Truck—real hydraulic lifting mechanism. Two sides drop down, tail gate has two-position regulator—dump or spread. 13 x 5 x 6½ in. high Pick-Up Truck—tail gate opens. 12¾ x 5½ x 5¾ in. high. All of heavy 20-gauge steel construction with rubber tires, simulated emergency light. Shpg. wt. 19 lbs.

81148W1338—Set.....Retail **$18.95**

[B] NYLINT ELECTRONIC TRUCK CANNON

- **Electronic push button elevation cannon**
- **Elevation indicator shows exact angle of cannon**
- **Electronic button fires missile on its way**

Wonderful action! Completely safe! Remarkably accurate! Sights or lower knob to exactly right elevation indicated on dial—by remote control. Load . . . Fire! Just touch on the electronic firing button sends plastic missile swirling on its way—harmless sponge-nose. Heavy 20-gauge welded steel, rubber tires. Operating instructions permanently printed on bottom of platform. Sprayed-on baked enamel finish. 22½ x 6½ x 16¾ in. For missiles in digs. Reliable motor requires two "D" flashlight batteries (not included).

81158W863—Set. Shpg. wt. 11 lbs. Retail **$12.95**

[C] ELECTRONIC RADAR ROCKET CANNON

- **Civil Defense unit spots planes; shoots 'em down**
- **Communication center; regulation mike works**

Action-packed! Giant electronic cannon launches Rocket plane on "enemy" aircraft approach. Turn the knob and large radar warning antenna rotates electronically and plays up beep signal. TV screen lights up and moving airplane targets appear on it. Spotter's chart helps identify planes as "friend" or "enemy" aircraft. Complete electronic communication center has regulation microphone and head set—distant aircraft spotter relays warnings over 25-ft. wire to radar operator's headset. Telegraph key sends Morse code messages. Set works on standard flashlight batteries included with set. Heavy plastic construction. 22 x 4¼ x 10 in high. With headset, microphone, rocket cannon, and plane spotter's chart.

87164A596—Shpg. wt. 3 lbs.....Retail **$7.95**

[D] COMPLETE SUPERIOR SERVICE STATION

- **Elevator, oil rack, car wash, actually "work"**
- **Made of strong metal—brightly lithographed**

Realistic two-story metal station for fun at home. Youngsters love it! Designed with upper parking level elevator raises car to roof, ramp exit returns car to lower level. Oil rack, car wash unit, 2 gas pumps and air reel have "working" parts for absorbing play. Includes two plastic cars. Station is 23 x 16¾ x 10¾ in. high.

87297A322—Set. Shpg. wt. 7 lbs. Retail **$4.98**

[E] SUPERIOR'S NEW FORT COMANCHE

- **Set plastic riding figures swivel at waist**
- **Exciting fun—Comanche actually shoot bullets**

Brightly lithographed metal fort is ready for a long siege! Fort consists of 4 complete stockade with gate, four corner block houses, metal headquarters building and stable. Figures are soft plastic—8 Western figures, 15 Indians, 6 horses, 2 cannons which actually shoot bullets, and one horse and wagon. All standing figures have swivel waists—also fit on horses. Complete with simple set-up instructions. 24 x 24 x 6¾ in. high.

87293A332—Set. Shpg. wt. 3½ lbs.....**$4.98**

[G] ELECTRONIC ATOMIC-SUB NAVIGATOR

- **Pilot wheel steers, dives, and surfaces sub!**
- **Exciting new educational toy for boys 6 to 15**

Electronic sonar system buzzes and red light flashes when atomic submarine is steered off its exact course—anywhere in the world! Turn the pilot wheel to make the sub surface or dive. Blue spark shows "atom reactor" at work. Telegraph buzzer key sends messages. Moving navigation chart points to exact position on world map. High-impact plastic case measures 11 x 10 x 6 in. wide. Uses 2 standard flashlight batteries (not included).

87285A463—Shpg. wt. 3½ lbs.....Retail **$6.95**

[H] BRAINY ELECTRONIC LIGHTNING BUG

- **Amazing, fascinating—moves around obstacles**
- **Brightly colored plastic—flashing nose light**

The bug of tomorrow! Loads of fun—delights youngsters, amuses adults. Doggedly works itself out and around obstacles as red nose light flashes. Bug contacts an object and automatically changes direction—left, right, or moves in circles! Pressure on trigger-type antenna makes him turn. Brilliantly colored, strong plastic construction. Lever-type on-off switch. Self-contained flashlight battery (not included) and electric motor. Measures 9½ x 14 x 5 in.

81147A332—Shpg wt. 6 lbs.....Retail **$4.98**

[I] COMBINATION MICRO-CHEMISTRY SET

- **Tested, safe—commended by Parent's Magazine**
- **World of Science done up in 4-section cabinet**
- **Includes microscope, chemicals, 7 science books**

A young scientist's dream come true! World of Science in a giant 4-section steel folding cabinet! Contains the new adjustable microscope—6 magnifying powers from 50x to 400x. Has triple-nose revolving turret and two eye pieces. Set is packed full with authentic laboratory equipment and supplies for wide-ranging work in the fields of Chemistry, Biology, Microscopy. Chemical components include genuine Pyrex glass accessories —four tiers of bottles filled with a variety of safe chemicals—steel test tube racks that fit out—spirit lamp—blow torch attachment. Microscope adjuncts include prepared and clear specimen slides, dissecting equipment, polaroid lens plus many others. Complete science library—7 books in all scientific fields.

84141A1506—Set. Shpg. wt. 17 lbs.....**$22.50**

[K] "MR. WIZARD" SCIENCE LABORATORY

- **Do all the experiments "Mr. Wizard" does on TV**
- **Teaches physics, chemistry, and natural sciences**
- **Radiometer, pulse glass, mystic fuel, plus others**

Brings fun and thrills with education. Prepared by Mr. Wizard himself! This metal laboratory cabinet is outfitted with radiometer, pulse glass and color spectrum, mystic fuel, and secret ink. Plus equipment and materials to perform all interesting experiments that Mr. Wizard does on his television program. Complete instructions. 32 x 13½ in. area

84134A730—Set. Shpg. wt. 7 lbs.....**$10.95**

[L] ACTION FLEET—SET OF 9 AUTOS

- **Whole fleet of sound and movement—model cars**
- **Made of lasting steel—priced unbelievably low!**

Roll them across the floor and working parts move! A dune-piece action-car fleet—each one actually works. Windshield wipers move, bells clang, taxi meter registers, windows go up and down, police car gun moves and fires. Completely safe enclosed bottoms, lasting lithographed steel construction, rubber tires. Durable two-tone finishes. Each car 4 in. long.

81442A198—Set. Shpg. wt. 1½ lbs.....**$2.98**

[M] BIG WHITE HAWK ARCHERY SET

- **Safe vacuum-tip arrows for indoor or outdoor fun**
- **Sturdy construction insures long-lasting sport**

Every boy's a champion marksman at heart and here's the set to make that dream come true—safely! Archery set teaches depth perception and coordination. Designed for indoor or outdoor use. 24-in. drum, heavy-board target with colorful varnished bull's eye—rubber-tipped tripod legs stand firmly, won't scratch floors. Flat-design 42-in. seasoned bow strung with pure flax for strength. Four birch arrows with feather tops and safe rubber vacuum tips.

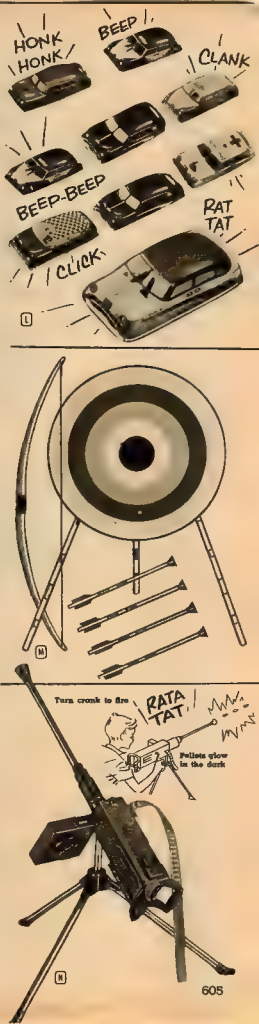
85237A399—Set. Shpg. wt. 7 lbs. Retail **$5.98**

[N] MACO'S 50-CALIBER "ACE-ACK" GUN

- **Automatically fires 50 harmless pellets**
- **Removable magazine, ammunition belt—reloads**
- **Removes from stand—can be carried on lanyard**

Replica model of the 50-cal. air-cooled machine gun used in World War II. Automatically fires 50 "glow-in-the-dark" tracer pellets from moving belt just like real gun! Harmless fluorescent pellets are easy to find. A turn of the crank and out they come with a loud "crack." In the dark, a thrilling path of racers is visible as pellets leave gun muzzle. Ack-ack gun removes from stand for carrying about on lanyard. Stands 20 in. high on aluminum tripod. High-impact polystyrene gun, aluminum barrel. Measures 33 in. long. Equipped with ammunition belt.

81143A539—Shpg. wt. 3 lbs. .....Retail **$8.98**



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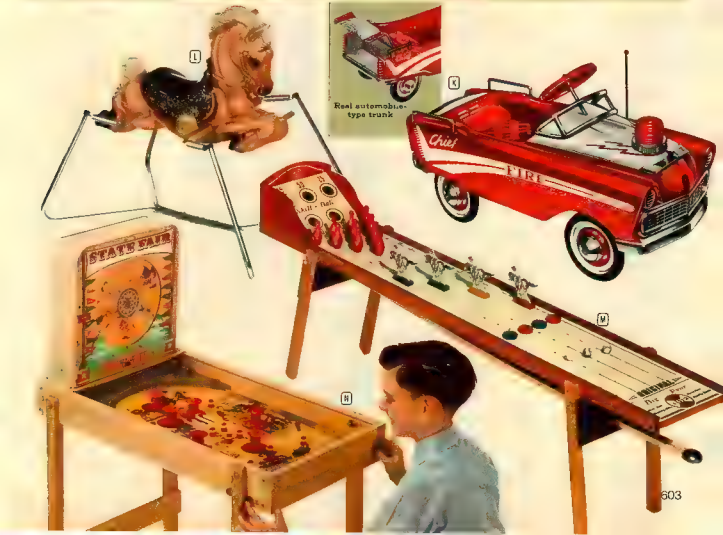
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Real automobile-type trunk
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WALTHAM

WALTHAM

Executive Presentation Series

A Stephen Decatur . . . 21 Jewels . . Waterproof* with accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band.

12201V3474 . . . . . Retail $79.50

B John Hancock . . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected.

12202V3391 . . . . . Retail $79.50

As above, in solid 14K yellow gold.

12203V5189 . . . . . Retail $115.00

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case.

12207V2675 . . . . . Retail $65.00

Traveler . . . As above, chrome steel case.

12208V2391 . . . . . Retail $55.00

WALTHAM "OPERA" SERIES
Diamond Watches

F Aida . . . 2 diamonds White rolled gold plate case. 17 Jewels

12209V2935 . . . . . Retail $71.50

As above, with yellow rolled gold plate case. 2 diamonds.

12210V2935 . . . . . Retail $71.50

G Tosca . . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels.

12211V4895 . . . . . Retail $115.00

As above, with white 14K gold and 4 fiery diamonds

12212V4895 . . . . . Retail $115.00

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold. 17 Jewel shock-resistant movement. Expansion bracelet.

12213V6125 . . . . . Retail $150.00

J Marguerite . . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet 17 Jewels. Shock-resist.

12214V9751 . . . . . Retail $225.00

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant.

12204V3391 . . . . . Retail $79.50

As above, in solid 14K yellow gold.

12205V4738 . . . . . Retail $100.00

D Lord Oglethorpe . . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant.

12206V3704 . . . . . Retail $85.00

21 Jewel Movement
Solid 14K Gold Case

Youthful in spirit, graceful in style . . . this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal

12215V4601 . . . . . Retail $97.50

As above, with solid 14K white gold case.

12216V4601 . . . . . Retail $97.50

WALTHAM

21 JEWEL WATCHES

A Paul Revere . . . 21 Jewels . . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.
12228V3719 . . . . . Retail $85.00

B Evangeline . . . 21 Jewels . . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.
12227V3327 . . . . . Retail $75.00

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives. A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement.
12229V2685 Retail $65.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust-protected.
12234V2249 . . . . . Retail $49.50

As above. 7 Jewels. Black cord bracelet.
12235V1749 . . . . . Retail $34.95

D Corinna . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock-resistant.
12236V2190 . . . . . Retail $47.50

As above. 7 Jewels. Black cord bracelet.
12237V1651 . . . . . Retail $32.50

E Clay . . . Waterproof* watch. 17 Jewels Shock-resistant. Chrome steel case, steel expansion band. Radium figure dial and hands.
12238V1935 . . . . . Retail $39.95

As above. 7 Jewels. Gray leather strap.
12239V1499 . . . . . Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant.
12240V2136 . . . . . Retail $45.00

As above. 7 Jewels. Brown leather strap.
12241V1597 . . . . . Retail $32.50

Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal.
12230V2685 . . . . . Retail $65.00

As above. White case and gold-filled bangle.
12231V2685 . . . . . Retail $65.00

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case.
12232V2915 . . . . . Retail $71.50

As above. Yellow case, gold filled bangle.
12233V2915 . . . . . Retail $71.50

Each watch gift boxed *As long as case, crown and crystal remain intact. Retail prices include Federal Excise Tax

...WALTHAM.....WALTHAM....

Deluxe Waterproof* Collection

Bostonian . Frankly, this watch is for the man with a flair for living Self winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate Non-corrosive back Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
12220V3523 Retail $65.00

Farragut . . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time The smart case is yellow gold filled and has a non-corrosive back Matching expansion bracelet, 17 Jewels.
12219V3915 Retail $90.00

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style. Semi-recessed crown in the steel dust-protected case. Steel expansion band Superbly textured 2-tone dial has glowing radium dots and hands 17 Jewel shock-resistant movement designed for accuracy
12218V3317 Retail $79.50

Yorktown... Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort
12217V4954 Retail $110.00

Ladies' Self-Winding Watches

Olympiana . petite styling for a wonderfully sturdy watch Self-winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather 17 Jewel shock-resistant movement.
12221V4483 Retail $95.00

Molly Pitcher . . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band
12222V3817 Retail $90.00

Asabove Yellow gold-filled.
12223V3817 Retail $90.00

Oliver Perry . . The watch that's built for hard wear! All steel waterproof* dust protected case with matching expansion band. Dependable, shock resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
12225V2621 Retail $62.50

Admiral Dewey . . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
12226V2327 Retail $55.00

Capt. Kidd . . . Swashbuckling self winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather 17 Jewels. Shock-resistant, Jet black dial with radium hands can be read in the dark.
12224V3601 Retail $85.00

Retail prices include Federal Excise Tax

*As long as case crown and crystal remain intact

Each watch gift boxed

America's *First* Watchmaker
Since 1850

WALTHAM

21 Jewel Watches
Fully Guaranteed
Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory

American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band Easy-to-read dial Shock-protected with famous Incabloc.
12192V3719 . . . . . Retail $85.00

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
12191V3337 Retail $75.00

C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels Shock-protected.
12195V3033 . . . . . Retail $71.50

As above, in 14K white gold.
12196V3033 . . . . . Retail $71 50

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement
12193V2445 Retail $55 00

E Priscilla Alden . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
12194V2607 Retail $62.50

F Cumberland . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band Easy-to-read dial, domed crystal.
12197V2298 Retail $52.50

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate.
12198V2597 Retail $62.50

As above, with white dial
12199V2597 . . . . Retail $62.50

Princeton . . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back Matching expansion band
12200V2519 Retail $59 50

*INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax *All lines of cases, brown and crystal remain Incab. Each watch gift boxed

SHARPSHOOTER

A CADACO-ELLIS SPORTS CLASSIC

2 Unbreakable, molded, automatic repeating Pistols, Rubber Band ammunition, Trophy Target Range, in Special Target Display Box 19" x 12¾" x 1½"

- FOR ALL AGES
- FOR 2 OR MORE PLAYERS

●

Catalog No. 193
Suggested
Retail Price.....$2.98

TARGET CLASSIC

- Fast shooting fun for all ages. . . . Features two repeating pistols . . . unique Trophy Target Range.
- Sharpshooters, young and old, enjoy the sport of shooting Bear, Buck, Mountain Sheep. Targets reverse to show the mounted Trophy with its scoring value.
- The Sharpshooter with the highest Trophy score at the end of six action-packed Rounds wins.

PITCHIN' PAL

A CADACO-ELLIS ACTION GAME

Mechanical Pitchin' Pal, Set Stick, 2 Rubber Balls, self-contained Tally, 4 Markers in display Box 20¾" x 12⅛" x 3¼"

- FOR AGES 8 YEARS TO ADULT
- ANY NUMBER OF PLAYERS

•

Catalog No. 201
Retail Price.....$4.00

HILARIOUS PARTY GAME!

- Pitch and Catch for any number of players.
- Toss the rubber ball from 6 feet in front of the game into its funnel top. The ball rolls down into one of four openings from which it is ejected by spring action back to the thrower who must catch the ball to score.
- Hilarious Party Stunt. First to tally 15 points wins.

TRIPOLEY DELUXE

A CADACO-ELLIS ADULT GAME

Vinyl Table Cover 27" x 27" in Box 13½" x 10¼" x 1½"

- FOR 'TEEN AGERS AND ADULTS
- FOR 2 TO 9 PLAYERS

•

Catalog No. 111

Suggested Retail Price $2.00

ALL-YEAR FAVORITE

- Tops in display value! . . . Recognized as a leading game staple nationwide, Tripoley combines Hearts, Poker and Michigan Rummy into the famous game of Kings and Queens.
- Smartly designed in two colors on moisture-proof vinyl . . . strikingly boxed . . . the new Tripoley De Luxe attracts immediate attention.

New Edition!

BAS-KET

A CADACO-ELLIS SPORTS CLASSIC

- FOR ALL AGES
- FOR 1 TO 6 PLAYERS

Catalog No. 165
Suggested
Retail Price.....$4.00

Complete with Basketball Court, Score Boards and Ball, in full Telescope Box 20¾" x 12½" x 3¼"

AMERICA'S FAVORITE INDOOR SPORT!

- Here is real Basketball in miniature, with action every minute of play!
- Shoot the ball from any position on the court. Each player operates mechanically controlled levers which throw the ball at the basket.
- Rules and scoring are exactly the same as in real Basketball.
- Tested steel mechanism and sturdy construction make BAS-KET a game that will last.

New Edition!

FOTO-ELECTRIC FOOTBALL

A CADACO-ELLIS SPORTS CLASSIC

- FOR AGES 10 TO ADULT
- FOR 2 PLAYERS

●

Catalog No. 164

Suggested
Retail Price.....$7.00

Play-Viewer with self-contained Gridiron, Electric Light and Cord with On and Off Switch, Scoreboard, Playing Chart, complete set of Plays and Defenses, Dice in transparent Plastic Shaker, in display Box 14" x 18" x 4"

REAL FOOTBALL AT ITS BEST!

- Spectacular New Edition of this popular Gridiron Classic . . . precision designed for Ages 10 to Adult.
- Over 1000 possible Play Combinations based on authentic Football Records . . . See every Play in action on the illuminated Foto-Electric Play-Viewer!
- In a class by itself, FOTO-ELECTRIC FOOTBALL duplicates the strategy, action and suspense of Big Time Conference Play.

Carefully Constructed Model Trucks and Fire Engines

The Finest in Educational, Imaginative Play for Youngsters of All Ages

A STRUCTO DELUXE CATTLE TRANSPORT

- **Compartments for cattle, pigs, and sheep**
- **Sturdy ramp for loading and unloading**
- **With hand-painted die-cast metal animals**

A livestock transport truck with front compartment for hauling cattle, double-deck rear sections for pigs and sheep. 10 hand-painted die-cast metal animals, loading ramp included. Truck has die-cast metal chassis, chrome-plated aluminum cab. Trailer is made of heavy-gauge steel with back doors that open and close. With floating tandem dualx, 14 rubber truck tires on metal wheels. Retractable dolly has rubber wheels. Realistic detail with lithographed nameplate on side of trailer. Size, 30½ in. long, 5½ in. wide, 8½ in. high.

#1418A530—Shpg. wt. 8 lbs.. . .Retail **$7.95**

B STRUCTO DELUXE AUTO TRANSPORT

- **It's actually six toys in one—lots of fun!**
- **Consists of cab, trailer, 4 die-cast cars**
- **Extended ramp for loading trailer**

A well-made auto transport that youngsters enjoy playing with. It looks just like the transports you see on the road every day. Chrome-plated aluminum cab with die-cast metal chassis. Cab uncouples from sturdy heavy-gauge steel trailer for separate play. 10 rubber truck tires, die-cast metal wheels. Set of four attractively colored die-cast metal automobiles and loading ramp formed 27 in. long, 6 in. wide, 6¾ in. high.

#1398A397—Shpg. wt. 6 lbs.. . . . . Retail **$5.95**

C STRUCTO HYDRAULIC-LIFT TRUCK

- **Hydraulic cylinder raises and dumps loads**
- **Authentic design—popular with youngsters**
- **Well made for long-lasting enjoyment**

It's a real favorite with young truckmen every where. Truck body rises to dump loads automatically by means of a real hydraulic cylinder. Dumping action is slow—permits load to be spread evenly. Liquid in hydraulic cylinder is non-toxic, non-staining. Truck has all-metal body —smoothly finished, strong enough to stand up under consistently rough play. 10 rubber truck tires, authentic double-duty rear wheel construction. Overall length is about 21 in.

#1435A397—Shpg. wt. 7 lbs. . . . . Retail **$5.95**

D STRUCTO HOOK-AND-LADDER TRUCK

- **Thrilling toy—real scale model fire engine**
- **Ladder swings and swivels like a real one**
- **Strong steel construction takes rough use**

Realistic live-action toy—packed with real play value. Four-cast metal control wheel mechanism extends ladder, separate control-wheel swivels it 360°. Ladder extends to 34 in. at maximum angle of 80° from horizontal. Steel base auxiliary ladder included. Hook-and ladder is well-constructed of heavy-gauge steel and aluminum—it's designed to stand up under long hard play. Equipped with 8 rubber tires and die-cast metal wheels. Bright red baked-on enamel finish. Overall size of fire engine 33¼ in. long, 6¼ in. wide, 7 in. high.

#1397A863—Shpg. wt. 10 lbs. . . . . Retail **$8.95**

E TONKA AERIAL LADDER

- **Aerial ladder lifts and extends for "rescues"**
- **Authentically scaled miniature fire truck**

Simulated hydraulic lifting mechanism raises ladder to proper position—swivels 360°, extends to 36 in. Tillerman's seat and windshield swing away for easy ladder operation. Aluminum ladders. Simulated danger light and siren on cab plus hand fire extinguishers add to realistic look. Truck made of heavy 20-gauge steel. Has rubber truck tires on metal wheel discs—plated headlights, grill, and bumper. Durable red enamel finish. Size 22½ in. long, 6 in. wide, 7½ in. high

#1291A697—Shpg. wt. 11 lbs.. . . . Retail **$14.95**

F NEW TONKA SUBURBAN PUMPER

- **Valve-operated hydrant with hose attachment**
- **Pumper really shoots a steady stream of water**
- **Completely new design for top playtime fun**

Suburban pumper actually shoots a continuous stream of water! Valve control on hydrant regulates flow of water through pumper, connects to any garden hose. It's an exact scale model of real pumpers. Beautifully detailed truck carries a removable ladder, two 5-in rubber hydrant connecting hoses and one 40-in. fire hose on a reel. Fire hose is equipped with a hook—can be attached to top of aerial ladder. 6 rubber-tired wheels. 17 in. long, 6¼ in. high, 6 in. wide.

#1117A597—Shpg. wt. 5 lbs.. . . . Retail **$8.98**

H TONKA TRAILER FLEET

- **Fleet of 4 different trailers, 2 tractors**
- **Dolly wheels on trailers just like the big ones**
- **Life-like detail for playtime realism**

Here is all the equipment necessary to put a small boy into the trucking business. Contains four different trailers for livestock, regular cargo, logs, and freight, two separate tractors—he can rotate the fleet. Livestock van has big tail-gate and ramp combination for loading and unloading. Cargo King has open-top design —carries load of any size. Small sliding door for unloading sand and gravel. Logger comes complete with smooth-sanded wooden logs and heavy-plated logging chain. Open-top-and-bank freighter carries almost any kind of load. All trailers have strong steel construction, dolly wheels, rubber tires and 8 rear wheels. Each truck about 23" long with cab. Livestock van and logger with cab available separately

#1102W1582—Set. Shpg. wt. 26 lbs. . . **$19.95**
#1113A485—Livestock Van 8½ lbs. . . . **$8.98**
#1290A332—Logger. Wt. 7½ lbs. Retail **$4.98**

J HUBLEY ROAD-BUILDING SET

- **Five toys in one set—really a "pack" of fun!**
- **All toys have moving parts—so realistic**
- **Strong and durable, well-made in every detail**

A deluxe road-building set that all young engineers will delight in. It's authentically designed —pieces contain many real-life features for long-duration play interest. Complete set consists of cement mixer, tractor, power shovel, scraper, and dump truck. Cement mixer really turns, tractor moves on heavy rubber tires, power shovel is equipped with chain hoist mechanism that raises and lowers shovel, scraper really scrapes! Dump truck lowers to dump loads. All are of durable steel construction with genuine rubber tires. Scraper 10¾ in. long; others in proportion.

#1118A483—Set. Shpg. wt. 8 lbs. Retail **$8.95**

K TRU-SCALE 5-PIECE FARM SET

- **Miniature farm machines in true scale**
- **Strong steel and aluminum construction**
- **Clever-it design for top play value**

Carefully modelled set of scale model farm machines includes 4 in tractor, 10¾ in wagon, 10¼ in. spreader, 6¾ in. plow, 8½ in. harrow—all have moving parts for fun-packed play. Tractor has magic "no-scuff" steering—it's almost like power steering in today's modern cars. Wagon is constructed with tongue steering and removable grain box. Sliding tail gate. Spreader has gear-driven beaters and wide spreader. Shifter lever for transport in neutral gear. Two-bottom plow really works! Lever for raising and leveling. Harrow has adjustable tandem disc—eighty parts working for fun! All pieces are made of steel or aluminum. All have red enameled finish. Yellow wheels, rubber tires.

#1342A583—Set. Shpg. wt. 5 lbs Retail **$8.75**

L TONKA DUMP TRUCK

- **Authentically styled scale model truck.**
- **Lever control raises dump body**
- **Strong all-steel construction for long hard use**

As tough and durable as its real-life counterpart —here's a toy that's fun for every boy! Fill it up and dump it—provides endless entertainment! Accurate scale-model truck—plated lever controls raises and lower dump body. Modern cab design with plated headlights grill, and bumper for real-life look. Dump body has sturdy braced sides, tail gate has position for spreading load. Heavy-duty rubber tires. Made of heavy-gauge steel in enamel finish. Overall size of truck is 13 in. long, 6 in. wide, 8 in high.

#1292A285—Shpg. wt. 4 lbs. . . . . Retail **$3.98**

M NEW TONKA WRECKER

- **Extra-strong construction for fun that lasts**
- **Authentic styling in every detail**
- **Equipped with crank-operated chain and hook**

Big enough and heavy enough to handle any toy vehicle—it's a truck that fits right in with the trucks and cars your youngster already has. Authentically designed for realism. New reinforcing bars and heavy-duty winch add strength and realism. Simulated emergency and rear-operating lights. Heavy chain and hook can be cranked easily. Constructed of heavy steel in durable enamel finish—long-wearing and attractive. Smoothly finished, no dangerous rough edges to tear clothes, cut hands. Large rubber tires. Overall size of truck: 12 in. long, 6½ in. high, 6¼ in. wide.

#1134A332—Shpg. wt. 4 lbs. . . . . Retail **$4.98**

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Stretch Transport
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Authentic Scale-Model Trucks and Road Building Sets

A BUDDY "L" SEARCHLIGHT TRUCK

A BUDDY "L" SEARCHLIGHT TRUCK

- **Rotating searchlight really works**
- **Set of 3 tools included for "repairs"**

A truck with a future of busy play! Giant searchlight rotates and swivels in a full circle—throws a powerful beam of light into every corner. Uses two flashlight batteries (not included) Set of 3 tools—wrench, hammer, and screwdriver—for removing wheels, performing minor repair jobs. All-steel construction for years of rough play. Smoothly finished edges won't snag clothing or cut fingers, provide safer fun. Rubber tires. Overall length 15 in.

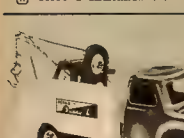
81160A285—Shpg. wt. 4½ lbs... **$3.98**

B BUDDY "L" REPAIR-IT WRECKER

- **It's an authentic scale model design**
- **Workable "hoist"—tows toy vehicles**

Wrecker service to the rescue! Here's topnotch equipment for the junior fix-it man. It's authentically designed—looks just like trucks you see in every city. Sturdy truck with crane-operated wrecker hook in back tows any other toy vehicle. Interchangeable truck and spare wheels—rubber tires. Set of three handy tools—hub cap wrench, hammer, and screwdriver. Heavy-gauge steel construction. Overall length 15¾ in.

07753A233—Shpg. wt. 4½ lbs....**$3.49**



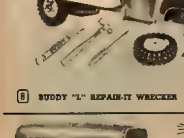
B BUDDY "L" REPAIR-IT WRECKER

C ARMY TRANSPORT WITH HOWITZER

- **Authentic Buddy "L" Army design**
- **Howitzer really works—spring action**

An authentic live-action Army transport truck that tows a real shooting howitzer (ammunition also supplied). Howitzer is mounted on a trailer—can be disconnected from transport and used individually for added play value. Transport is ruggedly made — heavy-gauge steel construction throughout. Sturdy removable tarpaulin cover, heavy-duty rubber tires, plated hub caps. Overall length 27 in. long.

07446A366—Shpg. wt. 7 lbs.....**$5.49**



C BUDDY "L" ARMY TRANSPORT

D TONKA FARM STAKE TRUCK

- **Removable stakes pedals like real trucks**
- **Hauls almost any play-size load**

An exact scale model of the all-purpose farm truck you see on country roads and highways every day! Has the strength and size to haul play loads of almost any kind, any weight. Stake panels can be removed for extra big hauls. Stakes are smoothly rounded for extra safety—no torn clothes or scratches. Heavy rear wheels have mud guards for an added touch of realism. Rugged all-steel construction throughout Heavy-duty tires of real rubber. Overall length 13 in.

81168A285—Shpg. wt. 4½ lbs... **$3.98**

E READY-MIX CONCRETE TRUCK

- **Mixer rotates as truck moves along**
- **Has simulated water storage tank**

Made by Structo for hours of playtime fun for youngsters of all ages. It's an important toy for every junior contractor. Authentic detail, careful construction. Looks just like a real cement mixer! Mixing apparatus is geared to cake, rotates as truck moves and simulates mixing noise. Special crank raises mixer for unloading Mixer opens so you can really fill it and empty it! Simulated water storage tank and "Diesel" motor. Truck is equipped with 10 rubber wheels—chrome-plated hub caps. Sturdy steel construction for years of active play Overall length 21¾ in

81170A539—Shpg. wt. 10 lbs.... **$7.95**

G BUDDY "L" HYDRAULIC DUMPER

- **Lifts load high and dumps automatically**
- **With realistic dual tandem wheels**

Accurate scale-model truck. It's superb size and lots of fun An ideal gift for the young truckman in your household. Designed for rugged play—with plenty of gadgets to keep youngsters for hours at a time. Equipped with self-energizing hydraulic piston filled with safe, non-toxic, non-stunning fluid. Special knuckle linkage to raise dump body extra high—load slides out through chute in rear door Realistic dual tandem wheels take bumps smoothly Heavy-gauge steel construction throughout with durable finish, plated hub caps, and rubber tires Smoothly finished edges for safe play. Overall length 23½ in

07161A665—Shpg. wt. 10 lbs.....**$3.98**

D TONKA FARM STAKE TRUCK

H TONKA LUMBER TRUCK

- **Load of toy lumber comes with truck**
- **Special roller for unloading truck**

Large, good-looking lumber truck—carefully detailed, authentically designed. To unload the stack of lumber it carries, the "driver" has only to uncouple chains and operate roller—lumber slides off in perfect order. Red warning flag included for added realism. Strong steel construction. Red rubber tires. Overall length 18¾ in

81163A395—Shpg. wt. 5 lbs.. **$5.50**

J NY-LINT MICHIGAN SHOVEL

- **Real-action toy—many working parts**
- **All-steel construction—strong, durable**

Copy of the famous Michigan Shovel made by Clark Equipment Co. The bucket takes a full "bite" just like its life-size counterpart—then trips automatically when raised to the boom Boom lifts and lowers and the whole housing pivots. Complete with cab rubber tires, steerable front wheels. Leveler at back extends to brace entire unit on uneven ground Overall length 31½ in

81390A883—Shpg. wt. 12 lbs. ...**$9.95**

K TONKA AERIAL SAND LOADER SET

- **Really works—keeps youngsters busy**
- **Shovel picks up sand, stones, marbles**

It does so many things! Set consists of steel cab with clam shovel and hopper mounted on rugged aluminum frame, and steel dump truck. Cab moves on frame—operated by wheel control on side. Separate controls lower, open, and close shovel attachment. Shovel empties into hopper, and hopper into Tonka dump truck. Crank on truck raises and lowers dump section. Rubber truck tires, rubber tips on aerial frame. Overall size—23½ in. long, 19½ in. high, 8 in. wide.

81106W1130—Set. Wt. 13 lbs... **$16.95**

L STRUCTO COAST-TO-COAST FLEET

- **17-pc. truck and trailer assortment**
- **4 trailers, 2 cabs, assorted cargo**

Trailer assortment consists of lumber trailer, auto hauldaway trailer, freight hauler trailer, and transport trailer. Also includes two cabs which fit all trailers, two die-cast metal automobiles, and assorted play cargo tones. Lumber trailer has floating tandems, redistic wood logs. Auto hauldaway trailer has ramp for loading and unloading Freight hauling trailer has floating tandems, chrome-plated hub caps. Transport trailer has retractable dolly wheels, rear doors that really open. All are made of heavy-gauge steel with real rubber tires. Average length of trailers and cab is 22 in

81181W730—Set. Wt. 15 lbs... **$10.95**

M TONKA ROAD BUILDER SET

- **4 authentic scale models in one set**
- **Strong steel construction—durable**

Contains 17-in. road grader, 13-in. dump truck, 15-in. steam shovel, and 33-in. carryall. Road grader's front wheels steer from cab, back wheels are floating tandem duals. Blade rotates and tilts. Dump truck has plated control lever and tail gate dumping latch. Special tail gate position for sprawling. Steam shovel glides on dual rubber tracks, has full rotating cab Operating crank on side, heavy-duty link chain Carry-all has movable aluminum scraper—steam shovel glides onto it for easy moving All are made of heavy-gauge steel for long use Equipped with real rubber tires Carry-all with steam shovel also available separately

81104W1083 Set. Wt. 18 lbs....**$15.95**

Carry-all and steam shovel only.

81167A65—Set. Wt. 9 lbs.... **$8.98**

N STRUCTO ROAD-BUILDING SET

- **2 authentically designed pieces**
- **Rugged steel construction for long use**

An excellent combination for the junior highway engineer. Consists of 26-in steam shovel, 20-in. dump truck, 18-in road grader. Steam shovel has controls for automatic unloading of shovel and raising and lowering of boom. Cab revolves. Dump truck offers real-life action. Body rises to unload automatically. Road grader has steerable front wheels. Scraper blade rotates, tilts, lowers, tilts. Floating tandem rear wheels. All pieces are made of steel, equipped with tires of real rubber

81392A662—Set. Wt. 13 lbs.. **$9.95**

Thrilling Action Toys by Hubley

[A] Fire Truck. An action toy packed with play value! So realistic—copied after the latest up-to-date fire trucks. Heavy-duty truck is metal enameled in bright red with black driver's seat, shining metal trim. Complete with aluminum ladder. Crank mechanism extends ladder, separate mechanism swivels it in circle. With easy-rolling rubber tires, 19 in. long.
81229A332—Shpg. wt. 4 lbs. ...**$4.98**

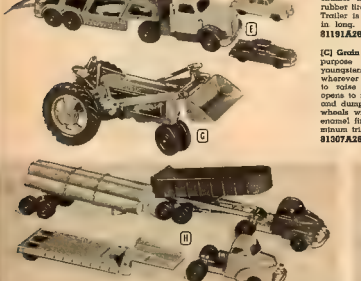
[B] Carryall and Grader. Double fun! Designed in realistic detail. Finished machinery carrier is detachable — cab lifts up to reveal realistic motor. Road-grader with adjustable scraper blade really works! Steerable. Heavy-duty set is all-metal in contrasting baked enamel finish. Aluminum trim. Wide rubber tires on cab, trailer, and scraper. Trailer is 20½ in. long, grader is 10¾ in. long.
81191A265—Set. Wt. 4¼ lbs. **$3.98**

[C] Grain Dump Truck. Here's an all-purpose truck that's sure to please youngsters. Just load it up and it'll dump wherever you please! Push lever on side to rotate dump—tailgate automatically opens to release load. Real-looking cab and dump—all wheels are rubber, rear wheels with dual action. Bright baked enamel finish in contrasting colors, aluminum trim. 18 in. long
81307A265—Shpg. wt. 4 lbs. ...**$3.98**

[D] Motor Express Truck. Realistic in every detail. Cab lifts up to reveal a scale-model motor—trailer is detachable. Side doors open and rear doors swing out. Retractable dolly and independently mounted rear wheels—rolls over stones with ease. Big rubber wheels—dual wheels on trailer. Sturdy all-metal construction in bright baked enamel finish, 16 in. long.
81192A265—Shpg wt. 5 lbs. .. **$3.98**

[E] Auto Transport Truck. A new action-packed toy that will delight youngsters *everywhere*. Just like a real auto transport truck. Complete with four plastic cars. Removable trailer ramp makes it easy to "drive" cars on or off the trailer. Strong metal truck in bright baked enamel finish, aluminum-color trim. Real rubber tires. Overall length of transport 14 in.
81436A166—Set. Wt. 1½ lbs. . **$2.49**

[G] Tractor Loader. An exciting realistic toy that's made for rugged play indoors or out. Accurate model tractor has its own shovel-loader. Large steering wheel *operates front wheels.* Finely detailed "engine." Spring seat. Lever actually raises, lowers, and dumps loader just like its life size counterpart. It's made of sturdy metal with bright red baked enamel finish, aluminum trim. Rubber tires 12 in. long
81308A198—Shpg. wt. 3 lbs. ..**$2.98**



[H] HUBLEY TRUCK SET

Here's a complete assortment that offers unlimited play possibilities! Set consists of 2 tractors which fit any of the three trailers included in the set—a log trailer complete with load of logs and red signal flag, large dump truck that really works, and flat-bed machinery carrier. All-metal construction for lasting use. Bright baked enamel finish in contrasting colors. Each tractor-trailer combination is 18 in. long.
81437A599—Set. Wt. 11 lbs. **$8.98**

[J] HUBLEY 4-PC. SET

A delightful gift for any little boy. This versatile selection is designed for all 'round play fun. 6½-in. navy plane with revolving propeller and 8¾ in. folding wings—retractable landing gear. 7½-in. sports car, 7-in. stake truck with bright metal sides, tail-gate, roomy back for hauling small objects. Tractor with 2 heavy-tread tires on back wheels. All 4 toys are metal in baked enamel finish. All have rubber tires.
81305A199—Set. 2½ lbs. . **$2.98**

[K] HUBLEY 5-PC. FARM SET

Provides 5 times the fun! Sure to make a hit with youngsters everywhere. Includes 5 different farm machines—all in realistic detail. An outstanding playtime value! Complete with 7-in. tractor, 5-in. flat-bed wagon, 6-in cultipacker, 6¼-in. manure spreader, 5¼-in plow. All pieces interlock — use them together or separately. Made of sturdy metal with bright baked enamel finish. All with smooth-rolling rubber tires.
87221A199—Set. Wt 3 lbs. **$2.98**

[L] TOOTSIE-TOY SET

Exciting miniature vehicles designed for plenty of active fun! Boys and girls will have hours of enjoyment with this set of ten colorful toys. Complete assortment of popular favorites with eight of the latest model transports including cars, trucks, buses, jeeps, and two realistically styled jet airplanes. Made with famous "Tootsie Toy" construction to last through rugged play. All toys are die-cast metal in baked enamel finish—smooth-rolling rubber wheels
81411A199—Set. Wt 3 lbs. .. **$2.98**

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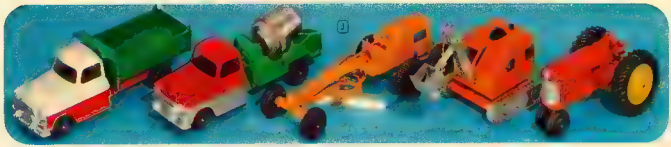
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T V W **8-DAY 7-JEWEL WALL CLOCKS.** Lovely . . choice of decorators! Three dazzling models in bright gilt with variant case designs. Raised gilt figures and hour indicators. Gilt colored hands. Pull-cord for easy on the wall winding. Overall diameter 15"; dial diameter 9"; depth 1½".

T	**1535N2500**	Retail **$39.95**
V	**1536N2500**	Retail **$39.95**
W	**1537N2500**	Retail **$39.95**

Prices subject to 10% Federal Excise Tax

Z **8-DAY 7-JEWEL DESK/BOUDOIR ALARM CLOCK.** For gracious, modern decor and for trustworthy time . . this creation in a transparent case! Ideal for TV console. Attractive gilt base. Raised gilt figures and hour indicators. Luminous hands and dots. 7⅝x6½x1½", base 5½x2½"
1539N2180 Retail **$35.00**

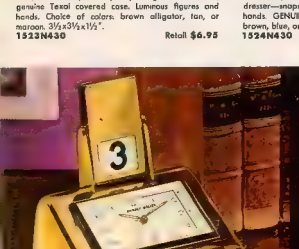
X **30-HOUR 7-JEWEL BOUDOIR ALARM.** A scintillating, sparkling creation! Blazing with white baguettes and round-cut colored stones– a jeweled fantasy! Gilt figures with luminous figures, hands and hour dots. Available in rose, aqua, or crystal. 2⅝x3x1½".
1326N1248 Retail **$19.95**

Y **8-DAY 7-JEWEL BOUDOIR ALARM.** As enchanting as a dream . . and desirably feminine! She will .ove it! Exquisitely fashioned in gold-like gilt. Accurate as it is lovely. Hour dots, slender hands are luminous tipped. Raised gilt figures, hour indicators; bell top. 4½x3⅛x1⅜".
1494N1720 Retail **$27.50**

AA 30-HOUR DESK/TRAVEL ALARM. A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3½x1½". **1523N430** Retail **$6.95**

BA 30-HOUR DESK/TRAVEL ALARM. Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Choice of colors: brown, blue, or brown alligator grain. 3⅞x3⅞x1⅝". **1524N430** Retail **$6.95**

CA 8-DAY TRAVEL ALARM. More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM, genuine Texol covering. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3⅝x3⅜x1¾". **1525N749** Retail **$11.95**



attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!

DA 30-HOUR DESK CALENDAR ALARM. Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4⅞x4½"; overall height 4⅝" **1526N933** Retail **$14.95**

EA 30-HOUR ALARM CLOCK-CIGARETTE BOX. Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; black base. Two compartments for cigarettes or cards. Time-tested clock has raised gilt figures, indicators, luminous hour dots, hands. 8x4⅛x1½" **1529N793** Retail **$12.95**

FA 8-DAY DESK/BOUDOIR ALARM. A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3⅜x1½" **1527N871** Retail **$13.95**

GA 8-DAY DESK/BOUDOIR ALARM. A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½". **1528N997** Retail **$15.95**

Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit

World-Famous Tricks

with this

GILBERT MYSTO MAGIC SET

No. 1½ GILBERT MYSTO MAGIC

What fun you can have with this set, drawing gasps of amazement from the audience when they see you perform astonishing tricks made famous by conjurers of international repute! Each set is a real "stopper" and yet each one is easy to master with practice. Set includes 11 tricks: Vanishing Handkerchief, Mystic Slide, Cut & Restore Paper Ribbon, Magic Keys, Phantom Cards, Vanishing Rabbit and others. Illustrated booklet tells secret of tricks. Box measures 18" x 10" x 1¼".

GILBERT PUZZLE SETS . . . FUN FOR EVERYONE!

No. 1032 GILBERT PUZZLE SET

Nearly two-dozen twisters in this big Gilbert assortment are packed in neatly-arranged tray. You'll laugh as you watch your friends try to solve these puzzles because it's a cinch when you know how. Illustrated booklet provides solutions. Set measures 18" long x 10" wide x ½" high.

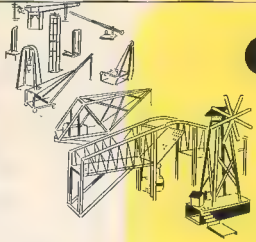
No. 1033 GILBERT PUZZLE SET

Giant de luxe set, combining 20 wire puzzles and six clever puzzle tricks, all packed in place-for-everything molded "Kleer-Tainer" tray. Wire puzzles made of heavy-gauge steel, plated to resist rust. Set measures 20½" long x 13¼" wide x 1¼" high.

No. 1034 GILBERT PUZZLE SET

New set of six intriguing teasers, handsomely finished in full color and just the thing to liven up a party, keep the children amused or while away some leisure time. You'll have all kinds of fun Playing Golf, competing in the great Turtle Race, acting as Atomic Bombardier, lifting (with Leo the Strong Man) the mammoth bar bell, solving the Topsy-Turvy Rivets puzzle and nailing the Lucky Horseshoe. There's a trick way to do each one! Clear plastic dome-type puzzles have 3½" diameter. Package is 13½" x 9½" x 1½".

THE A. C. GILBERT COMPANY, Erector Square, New Haven 6, Conn.



ERECTOR®

AMERICA'S MOST FAMOUS TOY ... FOR NEARLY 50 YEARS!

Here's Why ERECTOR is such a Big Seller ... Year after Year

1

NOT *JUST ONE* TOY, BUT *THOUSANDS!*

An Erector set is not simply a chest of gleaming metal girders and other parts. It's a Ferris Wheel, a Gantry Crane, a Draw Bridge or any one of thousands of interesting toys which a boy can build himself. No wonder it's a cherished toy handed down from one generation to the next!

2

MORE PARTS, BETTER PARTS

Girders, gears, wheels, pinions, plates — these and many more parts are packed in generous quantity with each Erector. You can DO more with Erector because you GET more!

3

RUGGED, STURDY CONSTRUCTION

Nuts-and-bolts, the strongest building method known, hold each of the Erector parts firmly together. Completed models stand firm, won't wobble or sway.

4

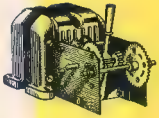
SQUARE GIRDER

Only Erector has this great feature! With it a boy can build bridges capable of supporting a 200 lb. man!

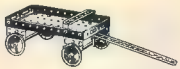
5

POWERFUL MOTOR FOR ACTION MODELS!

One of the secrets of Erector's great appeal to all ages is this powerful motor which can be hooked up to completed models to give them action. It has forward and reverse drive and can achieve 4 speeds through gearing arrangement. Underwriters' Laboratories Approved, this motor is packed with sets 6½ and up.



THE A. C. GILBERT COMPANY
New Haven, Connecticut, U.S.A.
Showroom and Export Division:
GILBERT HALL OF SCIENCE BUILDING
Fifth Avenue at 25th St., New York 10, N. Y.



EXCAVATING SHOVEL (1½ set)

WINDMILL (1½ set)

No. 1½ ERECTOR — THE BUILDER'S SET

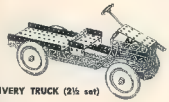
Here's extraordinary value! Four sizes of steel girders, 2 kinds of base plates and host of other parts sufficient to build score upon score of interesting models. Illustrated "HOW TO MAKE 'EM" book, with four-color cover, shows 45 of them including Baggage Truck, Swing, Prairie Schooner, Express Wagon, Crane Hoist, but actually number is unlimited. Parts arranged for easy accessibility. Set measures 13¼″ long x 9½″ wide x ¾″ high.

No. 2½ ERECTOR — THE APPRENTICE SET

Builds hundreds of models, including Ferris Wheel, Trailer, Farm Wagon, Elevated Crane, Dutch Windmill, Portable Derrick, Inclined Railway and Foot Bridge. 10½-inch girders can be assembled in square girder form — strongest construction principle known. With nut-and-bolt method you can build models that have the strength and rigidity of real-life engineering construction. Models won't wobble or sway. Wheels, pulleys, plates, screwdriver, etc., are also included. Illustrated "HOW TO MAKE 'EM" book. Set measures 18″ long x 10″ wide x 1¾″ high

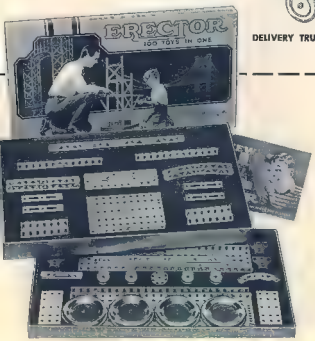
INCLINED RAILWAY (2½ set)

FERRIS WHEEL (2½ set)



DELIVERY TRUCK (2½ set)

TRACTOR (2½ set)



No. 3½ ERECTOR — THE PROFESSIONAL SET

With the giant baseplates and three different sizes of angle girders — 12″, 6″ and 3″ — such interesting models as the Hoist, Elevator, small Ferris Wheel, Truck, Portable Jib Crane and others, can all be built. Two huge tiers contain 182 parts, including wheels, pulleys, plates and assorted girders. Set has ample quantity of nuts and bolts to make models that are strong and true, won't wobble or sway when completed. It's just like real-life engineering when you make models with this No. 3½ Erector! Box measures 18″ long, 10″ wide, 2″ high.

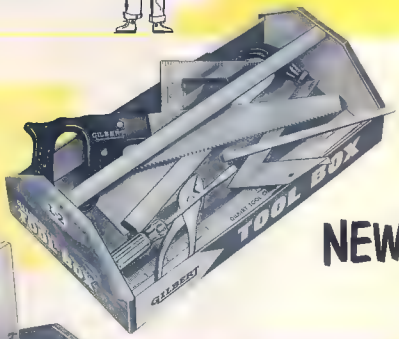
ELEVATOR (3½ set)

- Every Set Packed in Steel Cabinet, Chest or Carrying-Case
- All Basic Tools Necessary to Build Hundreds of Projects
- Hardened Swedish Steel Saws

The GREATEST TOOL CHESTS in GILBERT HISTORY!

No. L-2 GILBERT MECHANICS TOOL BOX

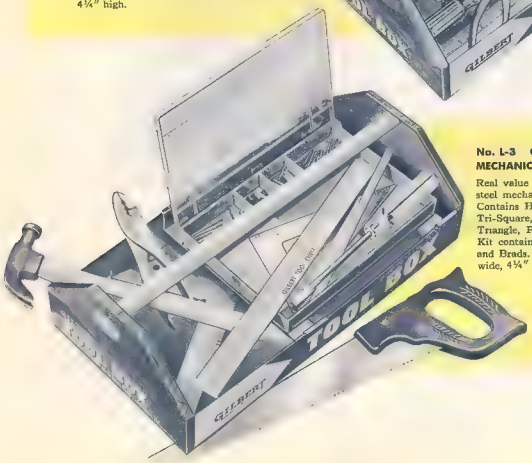
A perfect starter set for Dad's young helper; ideal for teaching the care and use of basic tools. Packed in brand new and colorful tool box like the kind carpenters carry for on-the-job work. Contains Saw, Magnetized Screwdriver, Pliers, Hammer, steel Triangle, carpenter's Ruler, Tri-Square, Sandpaper, Pencil. Tool Box measures 13" long, 7" wide, 4¼" high.



NEW

No. L-3 GILBERT MECHANICS TOOL BOX

Real value — a brand new set packed in a steel mechanic's tool box for easy carrying. Contains Hammer, Saw, Ruler and Pencil, Tri-Square, Magnetized Screwdriver, steel Triangle, Pliers, Sandpaper, heavy molded Kit containing assorted wood Screws, Nails and Brads. Tool Box measures 13" long, 7" wide, 4¼" high.



NEW

GILBERT BIG

Features New Dial-An-Angle

New! Dial-An-Angle Level and Combination Square!

No. L-8 GILBERT TOOL CHEST

Big assortment of carpenter's tools packed in a heavy-gauge steel chest with nickel-plated clasp and carrying handle. Set features new Dial-an-Angle Level and Combination Square with sliding miter angle that holds with thumb screw. Other tools include Brace and Bit, Crosscut Saw, Hack Saw, set of 3 magnetized Screwdrivers, Ruler and Pencil, Hammer, Mallet, Sandpaper, Pliers, Utility Can, steel Tri-Square, steel Triangle, Plane. Chest measures 16" long, 8¼" wide, 3" high.

Dial-An-Angle Level Combination Square!

No. 10 GILBERT TOOL CHEST

Complete set of tools for the advanced junior carpenter who likes "fixit" or building jobs. Heavy gauge steel cabinet, which opens to 20¼", contains Hammer, Brace and Bit, carpenter's Pencil and Ruler, Sandpaper, set of 3 magnetized Screwdrivers, 2 Chisels, Putty Knife, Awl, Plane, Utility Can, Crosscut Saw, Hack Saw, Pliers, new Dial-an-Angle Level and Combination Square with sliding miter angle that locks with thumb screw. Illustrated folder. Cabinet measures 19" high, 10" wide, 4" deep.

ERECTOR®
and other GILBERT
"CAREER-BUILDING" TOYS

Magnetic and Electrical Sets

No. 3 GILBERT FUN WITH ELECTRICITY SET

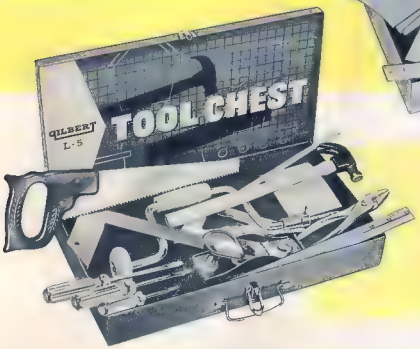
Perform hundreds of interesting experiments! Make a light telegraph . . . electrical storm . . . electromagnetic gun . . . magic cork . . . buzzer telegraph system . . . many others.

Here's a fascinating set that every boy who loves to tinker and experiment will want. Not only offers hours of fun and enjoyment but also provides complete basic education in the whys and wherefores of electricity. Hundreds of experiments and stunts can be performed, including the making of a light telegraph, electromagnetic gun, magic cork, electric light plant, rheostat, buzzer telegraph system, electrical storm, experiments in magnetism and friction, wet cell battery, galvanoscope, solenoid, magnetic suspension bridge and many other things. Set includes 1½ volt electric kit motor with "see-through" housing, brass-plated pulleys, brass-plated gears, mounting brackets, axle, 2 four inch bar magnets, 2 solenoid coils, 5½" battery holder, 2 dry cells — 1½ volt, bulb, telegraph key unit, electric bell, mounting base, glass, carbon, zinc and rubber rods, powdered iron and ammonium chloride, 3 parts bottles and illustrated manual. Set is 20¼" long, 13¾" wide, 1¼" deep.

No. L-4 GILBERT TOOL CHEST

Won't he be proud to own these just-like-Dad's tools packed in this heavy gauge steel chest with nickel plated lock and carrying handle! Set includes Hammer, Saw, Pliers, Magnetized Screwdriver, Plane, steel Tri-Square, steel Triangle, Sandpaper, Pencil and Ruler Chest measures 14½" long, 8¼" wide, 2" deep.

NEW



NEW

No. L-5 GILBERT TOOL CHEST

Plenty of tools here to build a club house for the gang, a handy toy box or a back yard bird house. Set includes Saw, Hammer, Brace and Bit, set of 3 Magnetized Screwdrivers, Pliers, Plane, steel Triangle, steel Tri-square, Pencil and Ruler, Sandpaper. Steel chest measures 14½" long, 8¼" wide, 2" deep.

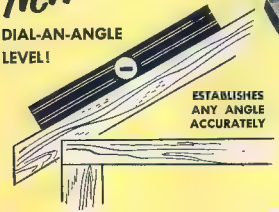
No. L-6 GILBERT TOOL CHEST

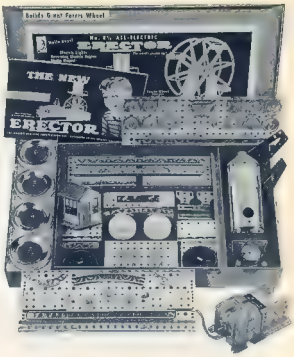
Just the thing for the junior carpenter! Has ample selection of tools for building scores of things, from a playhouse to chairs and tables. Outfit contains Saw, Hammer, wooden Mallet, Plane, set of 3 Magnetized Screwdrivers, Pliers, assortment of wood Screws, Tacks and Brads packed in handy compartmented Case, steel Triangle and steel Tri-Square, Sandpaper and new dial-an-angle Level. Steel chest measures 16" long, 8¼" wide, 3" high.

NEW

New

DIAL-AN-ANGLE LEVEL!





No. 7½ ERECTOR — THE ENGINEER'S SET

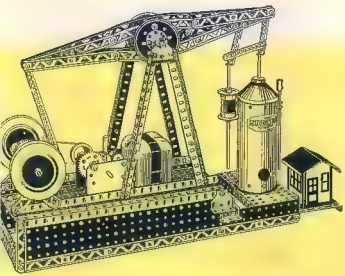
BUILDS THE WALKING BEAM ENGINE

Over 360 all-metal parts, including a powerful Electric Engine whose gearing will produce a variety of speeds, plus reverse or forward operations, make up this huge ERECTOR set. Engineering marvels like the Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, Steam Plant, Twin Cylinder Engine and many, many others can all be built right in your own home. Polished steel boiler and Engineer's shack provides even greater value. With new red light, socket and battery holder, a real fire-box glow can be installed in such models as Walking Beam Engine, Steam Plant and all boiler models. By adding gear arrangements, Engine can be made to produce scores of varied speeds and will turn vertical as well as horizontal shafts. A set made for years of fun — and real usefulness. Sturdy, heavy gauge steel chest, with hinged metal clasp cover, measures 18⅝″ long x 10⅛″ wide x 2⅞″ high.

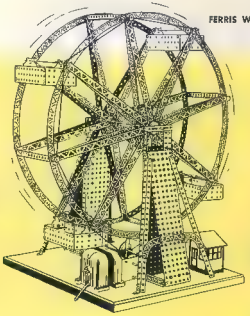
No. 8½ ERECTOR — THE ALL-ELECTRIC SET

BUILDS THE COLORFUL FERRIS WHEEL

Nearly 16 POUNDS of Girders, Gears, Pinions, Plates, Wheels and other ERECTOR parts make up this massive set, complete with sturdy hinged-cover cabinet. In addition to a 4-speed forward-and-reverse gearing in Electric Engine, you'll find electric lights to illuminate finished models PLUS an electro-magnet so powerful it grabs up steel girders before it touches them! With this set you can make such exciting models as a Magnet Crane, Oil Drilling Rig, Ferris Wheel, Portable Derrick, Operating Elevator, Airplane Beacon, Cantilever Bridge and scores upon scores of others, including over 100 engine-driven, illuminated models alone! With new red bulb assembly all boiler models (Steam Plant, etc.) can be given real fire-box glow. Set has Flex-O-Matic magic coupling to transmit motor power in twists and loops. Huge heavy gauge steel chest, finished in bright red, measures 20¼″ long x 12¼″ wide x 2¾″ high.



GIANT WALKING BEAM ENGINE (7½ set)



FERRIS WHEEL (8½ set)

PILE DRIVER
(8½ set)

No. 4½ ERECTOR — THE MOTORIZED SET

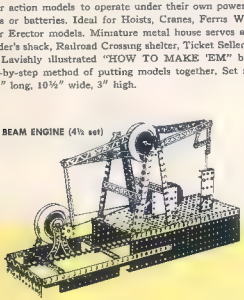
Packed in heavy gauge steel chest, with baked enamel finish. Two big tiers provide a multitude of parts — girders, plates, wheels, etc. — to build such models as a Windmill, Jig Saw, small Airplane Ride, Autogiro, Trip Hammer, small Walking Beam Engine, Stamp Mill, Railroad Bridge and a lot more. The precision-made mechanical wind-up Motor enables trucks and other action models to operate under their own power without wires or batteries. Ideal for Hoists, Cranes, Ferris Wheel and other Erector models. Miniature metal house serves as Bridge Tender's shack, Railroad Crossing shelter, Ticket Seller's booth, etc. Lavishly illustrated "HOW TO MAKE 'EM" book tells step-by-step method of putting models together. Set measures 16¼" long, 10½" wide, 3" high.

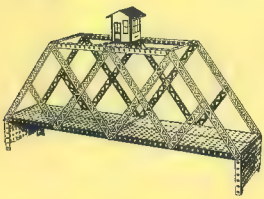
No. 6½ ERECTOR — THE ELECTRIC ENGINE SET

BUILDS THE THRILLING AIRPLANE RIDE

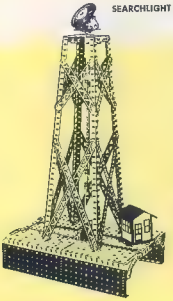
It's easy to understand why this big ERECTOR set, with its gleaming array of more than 325 parts, has consistently remained one of the most popular ever made. Now, packed in big steel chest, it's jam-packed with Girders, Gears, Pinions, Wheels, Plates, Bolts, etc., it has a double tier of trays nested in a sturdy hinged-cover cardboard box. Powerful Electric Engine gear train runs in forward and reverse, has multiple speed combinations. All-steel Bridge Tender's Shack finished in bright colors. Set builds such models as the Lift Bridge, Windmill, Pump, Airplane Beacon, Pile Driver, Delivery Truck, Hoist, Elevator and scores of others. Also included in set is extraordinary Magic-Twist flexible coupling that enables you to transmit power from the motor to the model in bends, twists and loops. Box is 18" long x 10" wide x 3" high. Big illustrated book describes in step-by-step fashion how to put together models.

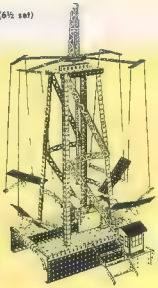
WALKING BEAM ENGINE (4½ set)





SEARCHLIGHT (6½ set)



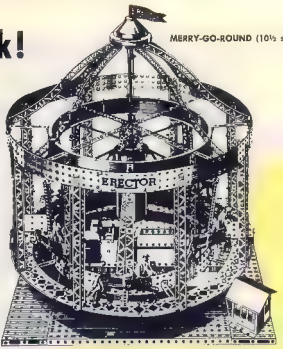


AIRPLANE RIDE (6½ set)

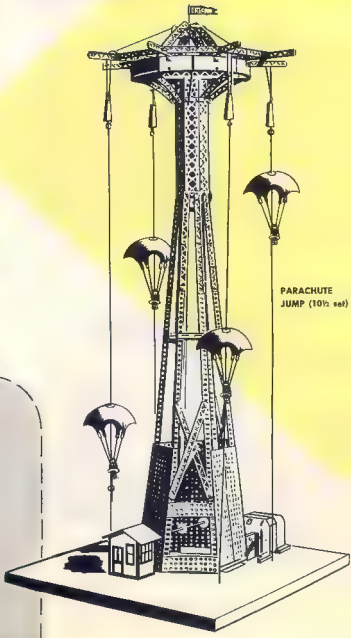
Make An Exciting Amusement Park!

No. 10½ ERECTOR — THE AMUSEMENT PARK SET
BUILDS PARACHUTE JUMP and MERRY-GO-ROUND

What a huge ERECTOR assortment confronts you when you open the lid of this big all-steel hinged cabinet and see the mass of parts, arrayed in a double tier! Here, indeed, is a set that lasts for a lifetime, can be handed down from father to son. Nearly 25 POUNDS of parts and equipment; over 300 toys all rolled into one! You can build a colorful carnival setting that will be the envy of the neighborhood: Parachute Jump, Merry-go-Round, Sideshow booths, etc., PLUS such action models as the Giant Power Plant, Dutch Windmill, Traveling Crane, Universal Crane, Double Cylinder Horizontal Engine, Hammerhead Crane with Magnet and many, many other kinds. Models swing into action when connected with the 110 volt Electric Engine with forward-and-reverse operation and variety of geared speeds. Parts include Boiler and Fly Wheel equipment, electro-magnet, horses, Bridge Tender's shack, and electric lights. New red light, socket and battery holder creates fire-box glow in all boiler models. Big sheet steel cabinet measures 22" long x 13⅛" wide x 2¾" high.

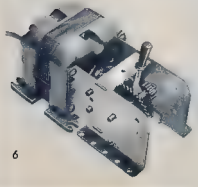


MERRY-GO-ROUND (10½ set)



PARACHUTE JUMP (10½ set)

EXCITING ACTION FOR YOUR MODELS WITH THIS POWERFUL ERECTOR MOTOR!

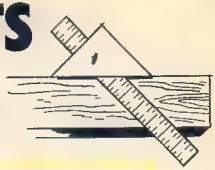


No. A49 ERECTOR MOTOR

Ferris Wheels revolve, Bridges raise and pistons pump when this rugged power plant goes to work. Has forward and reverse drive. Can achieve 4 speeds through gearing arrangement; by adding more gears additional speeds can be gained. Motor rated at 120 volts, 60 cycles, A.C. Approved by Underwriters' Laboratories.

VALUE TOOL CHESTS

Level and Combination Square



The Finest Tool Cabinet Set Ever Made!

Big Steel Cabinet, beautifully finished

•

Huge Assortment of Tools

•

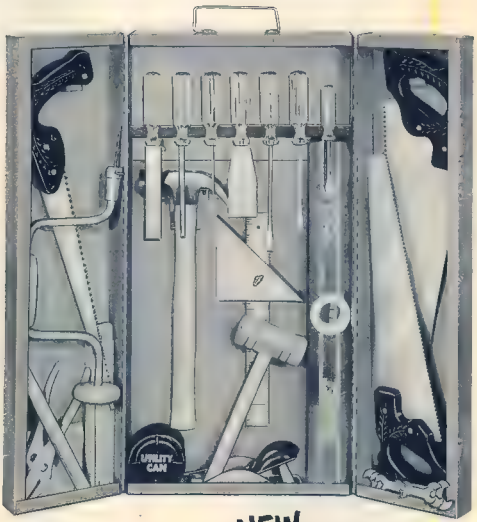
New, Dial-An-Angle Level and Combination Square

•

Set of Magnetized Screwdrivers

•

All Basic Tools to Build Hundreds of Things



NEW

No. 15 GILBERT TOOL CABINET

With the generous array of tools packed in this big all-steel cabinet, the young carpenter and workshop hobbyist can turn out literally hundreds of projects, ranging from a boat or raft to a club room or storage chest. Assortment includes Keyhole Saw, Brace and Bit, carpenter's Pencil, Pliers, 6-foot folding Ruler, set of 3 magnetized Screwdrivers, 2 Chisels, Awl, Putty Knife, Hammer, Mallet, Plane, Utility Can, new Dial-an-Angle Level and Combination Square with sliding Miter Angle that locks with Thumb Screw, Crosscut Saws and Rip Saw, set of 3 Open End Wrenches. Illustrated Folder. Cabinet is 21" high, 10" wide, 4" deep and opens to 20¼"

Finest Quality Alligator Handbags

Genuine Alligator Handbag

Finely tailored travel bag of finest quality and workmanship. Highly polished corners and lock. Leather lined, two zipper compartments one for passport. Leather coin purse and mirror. Brown only.
217L5279 Size 11¼"x8" .....**Sugg. Retail $76.50**
218L4037—Size 9"x7½" .....**Sugg. Retail $58.50**

211L6682—Genuine Domestic Alligator

Custom styled by Lucille de Paris. Choice Domestic Alligator Skins used throughout. Padded front and back welded decorations. Genuine roll leather lining. Four inside compartments including over-size zipper pocket and a special closing flap pocket. Leather coin purse and double faced mirror. Finest quality and workmanship. Brown only. 8½"x7½".
Sugg. Retail $89.50

212L6075—Genuine Domestic Alligator

Custom styled by Lucille de Paris. Choice Domestic Alligator Skins used throughout. Finest quality genuine leather lining with four compartments including over-size zipper pocket. Lower side bars relief padding for extra strength. Leather coin purse and double faced mirror. Size 8"x12½". Choice of Black or Brown. Specify color choice.
Sugg. Retail $79.50

Selected Skins—Faultless In Design

261L1831—Genuine Alligator

Lovely classic satchel bag of genuine alligator. Single handle for easy carrying. Fully leather lined. Fitted with mirror and change purse. 9"x5". Brown only.
Sugg. Retail $26.50

262L1584—Genuine Alligator Handbag

Smartly styled semi-satchel handbag made of fine quality alligator skins. Single handle for easy carrying. 7" inside zipper pocket. Fully leather lined. Fitted with mirror and change purse. 7"x6½". Brown only.
Sugg. Retail $22.95

263L1584—Genuine Alligator

An elegant vanity shape handbag of selected imported alligator. Bag features highly polished gold tone frame, full leather lining, zipper, extra pocket. Leather coin purse, mirror. Size 8"x4½". Brown only.
Sugg. Retail $22.95

Distinguished Styling—Superior Quality

264L2670—Genuine Alligator

A long, wide opening bag in genuine domestic alligator. Extremely roomy bag that is fully leather lined. Features leather coin purse, zipper extra pockets and mirror. Frame has covered top and highly polished gold tone legs. 11½"x6". Brown only.
Sugg. Retail $38.70

265L3105—Genuine Alligator

A spacious shape bag in fine domestic alligator, featuring gently tapered sides. Gold tone lock. Fully leather lined, leather coin purse, extra pockets and mirror. Size 8"x7". Brown only.
Sugg. Retail $45.00

266L2083—Genuine Alligator

Lovely sculptured pouch bag of fine alligator with covered metal saddle lock. Single handle for easy carrying. Leather lined with 7" inside zipper pocket. Fitted with mirror, comb and change purse. Size 8"x6". Brown only.
Sugg. Retail $30.00

All Handbags Subject to 10% Federal Excise Tax

TARGET SETS

KENNER

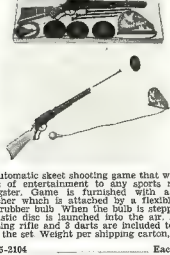
Gun will shoot 5 rockets at one time or one at a time as one or more triggers are pressed. 13 inch gun is furnished with rockets and an indicator on the target chalks up the score. Plastic darts have rubber suction cups Plastic gun is 13 inches long. Weight per shipping carton, 9 lbs.

ST-82-344 ..... Each $2.98

One set in a carton; six sets in a shipping carton.

SKEET SHOOT

IRWIN



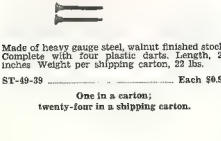
An automatic skeet shooting game that will give hours of entertainment to any sports minded youngster. Game is furnished with a skeet launcher which is attached by a flexible tube to a rubber bulb When the bulb is stepped on, a plastic disc is launched into the air. A dart shooting rifle and 3 darts are included to complete the set Weight per shipping carton, 14 lbs.

ST-35-2104 ..... Each $3.98

One in a carton; six in a shipping carton.

DART RIFLES

ALL METAL



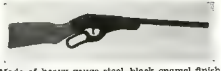
Made of heavy gauge steel, walnut finished stock. Complete with four plastic darts. Length, 21 inches Weight per shipping carton, 22 lbs.

ST-49-39 ..... Each $0.98

One in a carton; twenty-four in a shipping carton.

CORK GUNS

ALL METAL



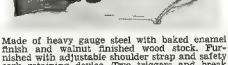
Made of heavy gauge steel, black enamel finish Walnut stock A lever action pop gun with five corks. Length, 23½ inches. Weight per shipping carton, 12 lbs.

ST-49-48 ..... Each $0.98

One in a carton; twelve in a shipping carton.

DOUBLE BARREL POP GUNS

ALL METAL



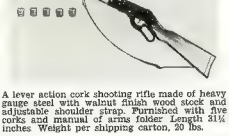
Made of heavy gauge steel with baked enamel finish and walnut finished wood stock. Furnished with adjustable shoulder strap and safety cork retaining device. Two triggers and break action. Length, 27⅝ inches. Weight per shipping carton, 38 lbs.

ST-49-36 ..... Each $1.69

One in a carton; twelve in a shipping carton.

TRAINING RIFLES

ALL METAL



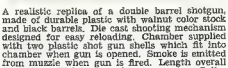
A lever action cork shooting rifle made of heavy gauge steel with walnut finish wood stock and adjustable shoulder strap. Furnished with five corks and manual of arms folder Length 31½ inches Weight per shipping carton, 20 lbs.

ST-49-49 ..... Each $1.98

One in a carton; twelve in a shipping carton.

CAP SHOOTING SHOTGUNS

MARX



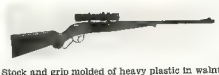
A realistic replica of a double barrel shotgun, made of durable plastic with walnut color stock and black barrels. Die cast shooting mechanism designed for easy reloading. Chamber supplied with two plastic shot gun shells which fit into chamber when gun is opened. Smoke is emitted from muzzle when gun is fired. Length overall 26 inches. Weight per shipping carton, 7 lbs.

ST-29-268 ..... Each $3.98

One in a carton; three in a shipping carton.

CAP SHOOTING RIFLES

MARX

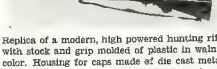


Stock and grip molded of heavy plastic in walnut color. Housing for caps is made of die cast material and pump lever exposes the housing for quick and easy reloading.A real looking and operating telescope is mounted over the breech of gun. Smoke is emitted from the steel barrel when gun is fired. Length of gun 36 inches. Length of telescope, 7½ inches. Weight per shipping carton, 4 lbs.

ST-29-266 ..... Each $3.98

One in a carton; three in a shipping carton.

MARX



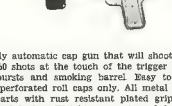
Replica of a modern, high powered hunting rifle with stock and grip molded of plastic in walnut color. Housing for caps made of die cast metal Steel barrel with peep sight arrangement and is supplied with webbed strap shoulder sling. Smoke is emitted from the muzzle when the rifle is fired. Length overall, 35 inches. Weight per shipping carton, 11¼ lbs.

ST-29-285 ..... Each $2.98

One in a carton; six in a shipping carton.

BURP GUNS

MATTEL



A fully automatic cap gun that will shoot from 1 to 50 shots at the touch of the trigger Noisy fire bursts and smoking barrel Easy to load. Uses perforated roll caps only. All metal working parts with rust resistant plated grip Size 13x6¼x2 inches Weight per carton of 6, 9 lbs.

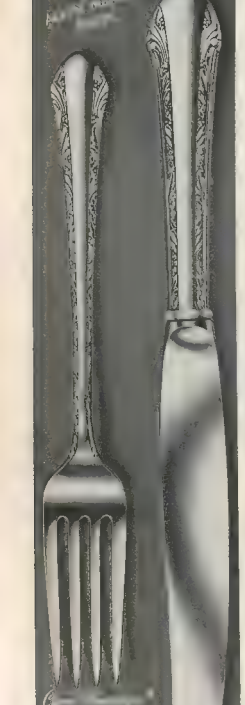
ST-16-536 ..... Each $3.90

One in a carton; six in a shipping carton.

BURP GUN CAPS

For use with No ST-16-536 Burp Guns.

ST-88-1505 ..... Per Pkg. $0.25



Illustrations Actual Size *Trade Marks

CHASED ROMANTIQUE PATTERN

Single Place Settings—6 Pieces Sugg. Retail

114K1511 Luncheon Size $27.05
113K1676—Dinner Size 30.00

Single Place Settings—5 Pieces Sugg. Retail

(Composition Same As Above Less Butter Spreader)

304K1307—Luncheon Size $23.41
305K1473—Dinner Size 26.36

CHASED ROMANTIQUE Smart, fashionable pattern which reflects the pomp and splendor of the Louis XV Period with its slender flute-like panels and deep-cut chased scroll and flower effects

DELLA ROBBIA—The creative genius of Della Robbia furnished the inspiration for this artistic pattern. Its finely molded decorative motif is a true adaptation of the purity of line and harmony of design inspired by the Renaissance

Six-Piece Place Setting Composition
Knife*—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon
Individual Salad Fork
Individual Butter Spreader, Flat

CHASED ROMANTIQUE

Open Stock—Staple Pieces—Per Dozen

	Sugg. Retail
4203K2285—Teaspoons	$40.91
421 K3504—Luncheon Knives*	62.73
4214K3656—Luncheon Forks	65.46
4225K4266—Dinner Knives*	76.36
4217K4876—Dinner Forks	87.27
4230K3047—Cream Soup Spoons	54.55
4209K3656—Dessert Spoons	65.46

Open Stock—Fancy Pieces—Per Dozen

	Sugg. Retail
4239K2437—Butter Spreaders, Flat	$43.64
4240K3200—Butter Spreaders, H H	57.27
4237K3200—Individual Salad Forks	57.27
4228K1371—Coffee Spoons	24.55
4231K3047—Iced Teaspoons	54.55
4233K2285—Oyster Forks	40.91
4290K4266—Steak Knives	76.36
4291K3809—Steak Forks	68.18

Open Stock—Fancy Pieces—Each

	Sugg. Retail
4252K485—Tablespoon	$ 8.86
4258K508—Cold Meat Fork	9.09
4246K597—Gravy Ladle	10.68
4277K407—Butter Knife	7.27
4251K305—Sugar Spoon	5.45
4264K381—Sugar Tongs	6.82
4292K1015—2-Pc. Steak Set	18.18
4288K1853—2-Pc. Carving Set	33.16
4289K2780—3-Pc. Carving Set	49.77
4272K508—Pie Server	9.09
4256K241—Butter Pick or Olive Fork	4.32
4245K318—Cream or Sauce Ladle	5.68
4270K318—Jelly Server	5.68
4239K761—Salad Fork, Serving	13.64
4250K761—Salad or Berry Spoon	13.64
4244K254—Bon Bon or Nut Spoon	4.55
4261K216—Lemon Fork	3.86
4275K4266—Tomato Server	12.50
4267K305—Cheese Server	5.45

DELLA ROBBIA

Open Stock—Staple Pieces—Per Dozen

	Sugg. Retail
3903K2285—Teaspoons	$40.91
3921K3504—Luncheon Knives*	62.73
3914K3656—Luncheon Forks	65.46
3925K4266—Dinner Knives*	76.36
3917K4876—Dinner Forks	87.27
3930K3047—Cream Soup Spoons	54.55
3909K3656—Dessert Spoons	65.46

Open Stock—Fancy Pieces—Per Dozen

	Sugg. Retail
3939K2437—Butter Spreaders, Flat	$43.64
3940K3200—Butter Spreaders, H H	57.27
3937K3200—Individual Salad Forks	57.27
3928K1371—Coffee Spoons	24.55
3931K3047—Iced Teaspoons	54.55
3933K2285—Oyster Forks	40.91
3990K4266—Steak Knives	76.36
3991K3809—Steak Forks	68.18

Open Stock—Fancy Pieces—Each

	Sugg. Retail
3952K495—Tablespoon	$ 8.86
3958K508—Cold Meat Fork	9.09
3946K597—Gravy Ladle	10.68
3977K407—Butter Knife	7.27
3951K305—Sugar Spoon	5.45
3964K381—Sugar Tongs	6.82
3992K1015—2-Pc. Steak Set	18.18
3988K1853—2-Pc. Carving Set	33.16
3989K2780—3-Pc. Carving Set	49.77
3972K508—Pie Server	9.09
3956K241—Butter Pick or Olive Fork	4.32
3945K318—Cream or Sauce Ladle	5.68
3970K318—Jelly Server	5.68
3939K761—Salad Fork, Serving	13.64
3950K761—Salad or Berry Spoon	13.64
3944K254—Bon Bon or Nut Spoon	4.55
3961K216—Lemon Fork	3.86
3975K4266—Tomato Server	12.50
3967K305—Cheese Server	5.45

Illustrations Actual Size *Trade Marks

Della Robbia Pattern

Single Place Settings—6 Pieces Sugg. Retail

120K1511—Luncheon Size $27.05
119K1676 Dinner Size 30.00

Single Place Settings—5 Pieces Sugg. Retail

(Composition Same As Above Less Butter Spreader)

296K1307 Luncheon Size $23.41
287K1473—Dinner Size ... 26.36

★**Note:** When adding to a silver service established prior to publication of our 1922 Blue Book be sure to specify "FRENCH" BLADE for Dinner or Luncheon Knives—Otherwise NEW MODERNE BLADE as illustrated will be supplied

Bennett Brothers are direct Factory Distributors of Alvin Sterling Flatware at Direct Factory Prices.

A product of the **ALVIN** *silversmiths subsidiary of the* GORHAM MFG. CO.

Luncheon Knife, Modern Blade

Illustrations Actual Size

*Bridal Bouquet**

SOLID STERLING SILVER

All the beauty and charm of flowers, from the delicate forget me-not in the shank of the handle to the wild rose of late summer and autumn's chrysanthemum, are brought out in bold relief giving it a special kind of loveliness not found in any other pattern.

Each piece is custom made for the discriminating by artists long skilled in the age-old art of silversmithing. It is of substantial weight, yet delicately balanced for hand comfort in use. It will serve you with distinction and dignity through all of your years. **Trade Marks*

BRIDAL BOUQUET Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

Bennett Brothers are Direct Factory Distributors of Alvin Sterling Flatware at Direct Factory Prices

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife*—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—[Not Illustrated]
- Individual Salad Fork
- Individual Butter Spreader

Single Place Settings—6 Pieces

	Sugg. Retail
1081K1611—Luncheon Size	$27.05
1071K1676—Dinner Size	30.00

Single Place Settings—5 Pieces
(Composition Same as Above Less Butter Spreader)

	Sugg. Retail
2881K1307—Luncheon Size	$23.41
2871K1473—Dinner Size	26.36

See Pages 262 and 263 for Additional Listings of Place Settings

Complete Sets for 8, 8 and 12 on Pages 264 & 265

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Sugg. Retail
5303K4285—Teaspoons	$40.91
5321K3504—Luncheon Knives*	62.73
5314K3656—Luncheon Forks	65.46
5325K4266—Dinner Knives*	76.36
5317K4870—Dinner Forks	87.27
5330K3047—Cream Soup Spoons	54.55
5309K3656—Dessert Spoons	65.46

★ **Note:** When adding to a silver service established prior to publication of our 1952 Blue Book **be sure to specify FRENCH STYLE BLADE for Dinner or Luncheon Knives**—Otherwise NEW MODERN BLADE as illustrated will be supplied

OPEN STOCK—FANCY PIECES—PER DOZEN

	Sugg. Retail
5839K2437—Butter Spreaders, Flat	$43.64
5340K3200—Butter Spreaders, H.H.	57.27
5337K3209—Individual Salad Forks	87.27
5329K1371—Coffee Spoons	24.55
5331K3047—Iced Teaspoons	54.55
5333K2286—Oyster Forks	40.91
5390K4266—Steak Knives	76.36
5391K3809—Steak Forks	68.18

OPEN STOCK—FANCY PIECES—EACH

	Sugg. Retail
5352K495—Tablespoon	$ 8.86
5358K508—Cold Meat Fork	9.09
5346K587—Gravy Ladle	10.68
5377K407—Butter Knife	7.27
5351K305—Sugar Spoon	5.45
5364K381—Sugar Tongs	6.82
5392K1015—2-Pc. Steak Set	18.18
5389K1802—2-Pc. Carving Set	33.18
5389K2780—3-Pc. Carving Set	49.77
5372K808—Pie Server	9.09
5356K261—Butter Pick or Olive Fork	4.32
5345K318—Cream or Sauce Ladle	5.68
5370K318—Jelly Server	5.68
5359K761—Salad Fork, Serving	13.64
5350K761—Salad or Berry Spoon	13.64
5344K254—Bon Bon or Nut Spoon	4.55
5361K216—Lemon Fork	3.86
5375K699—Tomato Server	12.50
5367K305—Cheese Server	5.45

A product of the **ALVIN** *silversmiths subsidiary of the* GORHAM MFG. CO.

Showing beautifully designed back of handles with same ornament in each piece.
Luncheon Knife, Modern Blade
Illustrations Actual Size

*French Scroll**

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high-lights created by its soft undulating surfaces . . . gives life to this lovely pattern.

Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.

*Trade Marks

FRENCH SCROLL Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

Bennett Brothers are direct Factory Distributors of Alvin Sterling Flatware at Direct Factory Prices

THE PLACE SETTING PLAN

COMPOSITION OF A PLACE SETTING:
Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon—(Not Illustrated)
Individual Salad Fork
Individual Butter Spreader—(Not Illustrated)

Single Place Settings—6 Pieces

	Mfr's. Sugg. Retail
398K1511 Luncheon Size	$27.06
398K1675—Dinner Size	30.00

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader)

	Mfr's. Sugg. Retail
391K1307 Luncheon Size	$23.41
390K1473—Dinner Size	26.36

See Pages 262 and 263 for Additional Listings of Place Settings

Complete Sets for 5, 8 and 12 on Pages 264 and 265

★NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not** include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Trade Information

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Mfr's. Sugg. Retail
6003K2285—Teaspoons	Dozen $40.81
6021K3504—Luncheon Knives	Dozen 62.73
6014K3656—Luncheon Forks	Dozen 65.46
6025K4266—Dinner Knives	Dozen 76.36
6017K4876—Dinner Forks	Dozen 87.27
6002K3047—Cream Soup Spoons	Dozen 54.55
6009K3656—Dessert Spoons	Dozen 65.46

OPEN STOCK—FANCY PIECES—PER DOZEN

	Mfr's. Sugg. Retail
6038K2437 Butter Spreaders	Dozen $42.64
6040K3200—H. H. Butter Spreaders	Dozen 57.27
6037K3200 Indiv. Salad Forks	Dozen 57.27
6029K1371—Coffee Spoons	Dozen 24.55
6031K3047 Iced Tea Spoons	Dozen 54.55
6033K2285—Oyster Forks	Dozen 40.91
6030K4266—Steak Knives	Dozen 76.36
6091K3809—Steak Forks	Dozen 68.18

OPEN STOCK—FANCY PIECES—EACH

	Mfr's. Sugg. Retail
6002K495 —Tablespoons	Each $ 5.86
6058K508 —Cold Meat Fork	Each 9.09
6046K597—Gravy Ladle	Each 10.68
6077K407 Butter Knife	Each 7.27
6051K305 —Sugar Spoon	Each 5.45
6064K381 Sugar Tongs	Each 6.82
6092K1015—2-Pc Steak Set	Each 18.18
6088K1853—2-Pc Carving Set	Each 33.18
6099K2780—3-Pc Carving Set	Each 49.77
6072K508 —Pie Server	Each 9.09
6056K241 —Butter Pick or Olive Fork	Each 4.32
6045K318 Cream or Sauce Ladle	Each 3.86
6070K318—Jelly Server	Each 6.68
6059K761 Salad Fork Serving	Each 13.64
6050K761—Salad or Berry Spoon	Each 13.64
6044K254 Bon Bon or Nut Spoon	Each 4.55
6061K216 —Lemon Fork	Each 3.85
6078K699 —Tomato Server	Each 12.50
6067K305 —Cheese Server	Each 5.45

A product of the ALVIN *silversmiths subsidiary of the* GORHAM MFG. CO.

Showing beautifully designed back of handle with name embossed in each
Luncheon Knife, Modern Blade
Illustrations Actual Size

*Prince Eugene**

SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.
PRINCE EUGENE for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender—and his successes gained for him the everlasting gratitude of the people.
PRINCE EUGENE is a heavy-weight, complete open-stock pattern . . . furnished in beautiful soft Butler finish. All Blades are Mirror-Finish, Stainless Steel. Illustrated . . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.
*Trade Marks

PRINCE EUGENE Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

Bennett Brothers are direct Factory Distributors of Alvin Sterling Flatware at Direct Factory Prices.

The Place Setting Plan

COMPOSITION OF A PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—[Not illustrated]
- Individual Salad Fork
- Individual Butter Spreader

Single Place Settings—6 Pieces

	Mfr's Sugg. Retail
*26K1853—Luncheon Size	$33.18
125K2006—Dinner Size	36.91

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader)

	Mfr's Sugg. Retail
284K1625—Luncheon Size	$29.09
283K1778—Dinner Size	31.82

See Pages 262 and 263 for Additional Listings of Place Settings

Complete Sets for 6, 8 and 12 on Pages 264 and 265

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Mfr's. Sugg. Retail
5503K3047—Teaspoons	Dozen $54.55
5521K3961—Luncheon Knives	Dozen 70.91
5514K4875—Luncheon Forks	Dozen 87.27
5525K4571—Dinner Knives	Dozen 81.82
5517K6094—Dinner Forks	Dozen 109.09
5530K3656—Cream Soup Spoons	Dozen 65.46
5509K4265—Dessert Spoons	Dozen 76.36

OPEN STOCK—FANCY PIECES—PER DOZEN

	Mfr's. Sugg. Retail
5539K2742—Butter Spreaders	Dozen $49.09
5540K3504—H H Butter Spreaders	Dozen 62.73
5537K3961—Indiv Salad Forks	Dozen 70.91
5529K1524—Coffee Spoons	Dozen 27.27
5531K3856—Iced Tea Spoons	Dozen 65.46
5533K2742—Oyster Forks	Dozen 49.09
5590K4571—Steak Knives	Dozen 81.82
5591K3961 Steak Forks	Dozen 70.91

OPEN STOCK—FANCY PIECES—EACH

	Mfr's. Sugg. Retail
5552K036 *Tablespoon	Each $11.36
5558K599 —Cold Meat Fork	Each 12.50
5546K673 —Gravy Ladle	Each 12.05
5577K444 Butter Knife	Each 7.95
5551K368 —Sugar Spoon	Each 6.59
5564K444 —Sugar Tongs	Each 7.95
5592K1092—2-Pc. Steak Set	Each 19.55
5585K1935—2-Pc. Carving Set	Each 35.00
5589K2933—3-Pc. Carving Set	Each 52.50
5572K553 —Pie Server	Each 9.55
5556K279 —Butter Pick or Olive Fork	Each 5.00
5546K394 —Cream or Sauce Ladle	Each 7.05
5570K381 —Jelly Server	Each 6.82
5550K927 —Salad Fork, Serving	Each 16.59
5550K927 Salad or Berry Spoon	Each 16.59
5544K305 —Bon Bon or Nut Spoon	Each 5.45
5561K241 —Lemon Fork	Each 4.32
5575K812 —Tomato Server	Each 14.55
5567K330 —Cheese Server	Each 5.91

Place Settings

Sterling 925/1000 Fine

Nine Exquisite Patterns by ALVIN

PRINCE EUGENE | **CHAPEL BELLS** | **CHASED ROMANTIQUE**
ROSECREST | **CHATEAU ROSE** | **BRIDAL BOUQUET**
DELLA ROBBIA | **SOUTHERN CHARM** | **FRENCH SCROLL**

NATIONALLY ADVERTISED

6-PLACE SETTINGS		8-PLACE SETTINGS		12-PLACE SETTINGS		SIZE & PATTERN	
Catalog Number	Mfr'g. Sugg. Retail	Catalog Number	Mfr'g. Sugg. Retail	Catalog Number	Mfr'g. Sugg. Retail		
409K10422	$177.30	410K13896	$236.37	411K20848	$354.54	Luncheon only	Breton Rose
169K10035	180.00	200K13406	240.00	231K20110	360.00	Dinner Luncheon	Bridal Bouquet
170K9067	162.30	201K12089	216.40	232K18134	324.60		
415K10422	177.30	416K13896	236.37	417K20848	354.54	Luncheon only	Bridal Veil
173K10055	180.00	204K13406	240.00	235K20110	360.00	Dinner Luncheon	Chapel Bells
174K9067	162.30	205K12089	216.40	236K18134	324.60		
175K10055	180.00	206K13406	240.00	237K20110	360.00	Dinner Luncheon	Ch. Romantique
176K9067	162.30	207K12089	216.40	238K18134	324.60		
177K10055	180.00	208K13406	240.00	239K20110	360.00	Dinner Luncheon	Chateau Rose
178K9067	162.30	209K12089	216.40	240K18134	324.60		
179K9984	166.38	210K13312	221.84	241K19968	332.76	Dinner Luncheon	Chatelaine
180K9000	180.00	211K12000	200.00	242K18000	300.00		
181K10055	180.00	212K13406	240.00	243K20110	360.00	Dinner Luncheon	Della Robbia
182K9067	162.30	213K12089	216.40	244K18134	324.60		
267K9902	177.30	268K13203	236.40	271K19804	354.60	Dinner Luncheon	Ecstasy
268K9061	162.30	270K12081	216.40	272K18122	324.60		
396K10055	180.00	398K13406	240.00	400K20110	360.00	Dinner Luncheon	French Scroll
397K9067	162.30	399K12089	216.40	401K18134	324.60		
157K12036	215.46	218K16048	287.28	249K24073	430.92	Dinner Luncheon	Prince Eugene
158K11119	199.08	219K14825	265.44	250K22238	398.16		
277K9902	177.30	279K13203	236.40	281K19804	354.60	Dinner Luncheon	Puritan
278K9061	162.30	280K12081	216.40	282K18122	324.60		
428K10055	180.00	430K13406	240.00	432K20110	360.00	Dinner Luncheon	Rosecrest
429K9067	162.30	431K12089	216.40	433K18134	324.60		
191K10055	180.00	222K13406	240.00	253K20110	360.00	Dinner Luncheon	Southern Charm
192K9067	162.30	223K12089	216.40	254K18122	324.60		
360K11478	191.34	362K15304	255.12	364K22956	382.68	Dinner Luncheon	Southern Rose
361K10800	180.00	363K14400	240.00	365K21600	360.00		
372K12552	209.16	374K16736	278.88	376K25104	418.32	Dinner Luncheon	Valenciennes
373K11880	198.00	375K15840	264.00	377K23760	396.00		

(All place settings listed above are composed of 6 pieces.)

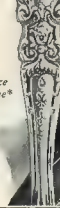
Place Setting Purchase Plan

CONTENTS OF SIX-PIECE PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Individual Salad Fork
- Cream Soup Spoon
- Individual Butter Spreader

This practical, convenient plan enables you to accumulate your desired service in a relatively short period of time. Simply start with the purchase of one "PLACE SETTING" in your desired pattern, and add to it at intervals that best suit your requirements. No great outlay of money is required. See price list above.

French Scroll



*Prince Eugene**

BAKE AND SERVE SETS

MIRRO

A popular 12 piece bake and serve set that will provide many happy hours of play for the little Miss. Equipped with all the pots and pans necessary for baking cookies, cakes and pies. All pieces are made of bright aluminum. Tray has special hammer effect. Weight per shipping carton of twelve, 12¾ lbs.

ST-52-141MT ..... **Each $1.00**

One in a carton; twelve in a shipping carton.

COFFEE POT SETS

MIRRO

The little hostess may entertain her friends in best of style with this beautiful 16 piece coffee pot set. Entire set made of bright finished aluminum. Packed in a colorful gift box. Weight per shipping carton of 12, 11 lbs

ST-52-140MT ..... **Each $1.00**

One in a carton; twelve in a shipping carton.

TEA POT SETS

MIRRO

The little hostess may serve her friends tea in the best of style, with her beautifully finished aluminum 33 piece tea pot set. Tea pot has red enameled handle and the plates are embossed with "Three Little Kittens" design. Tray made of hammered effect aluminum. Completely furnished with knives forks and spoons as well as cups and saucers. Weight per shipping carton, 11¾ lbs

ST-52-145MT ..... **Per Set $2.00**

One set in a carton; six sets in a shipping carton.

BAKE SETS

MIRRO

Playing house becomes realistic to the little tot with this ideal 20 piece baking set. Special bright aluminum finish and red handles on the mixing spoon and measuring cup. Furnished with all the pots and pans necessary to set up the helpers kitchen. Weight per shipping carton, 11⅘ lbs

ST-52-150MT ..... **Per Set $2.00**

One set in a carton; six sets in a shipping carton.

PERCOLATOR SETS

MIRRO

A complete service for four. The Little Miss can entertain her friends in style "Like Mother" Embossed with the "Three Little Kittens". Bright aluminum finish. Percolator handle and cover are red enameled. Each packed in an attractive gift carton. Weight per shipping carton, 11¾ lbs.

ST-52-147MT ..... **Each $2.00**

One in a carton; six in a shipping carton.

CAMP SETS

MIRRO

A complete 27 piece camping set that will stimulate the imagination of the small fry. Set is complete with two sturdy printed cardboard standards, and a realistic printed cardboard fire for setting up a real looking campfire either indoors or outdoors All cooking utensils made of bright finished aluminum. Set is packed in a colorful display box with western motif. Weight per shipping carton of 3, 8¼ lbs.

ST-52-158MT ..... **Each $2.00**

One in a carton; three in a shipping carton.

PERCOLATOR SETS

MIRRO

A complete party set for four. A most complete set of brightly finished aluminum for any occasion The set even includes a serving tray. Furnished with plates, cups and saucers, sherbets, sauce dishes, knives, forks and spoons. 41 pieces in all. Weight per shipping carton, 8 lbs.

ST-52-248MT ..... **Per Set $3.00**

One set in a carton; three sets in a shipping carton.

LAZY SUSAN PARTY SETS

MIRRO

For the little Miss who loves to entertain, this 48 piece set will give a complete service for six Special bright aluminum finish on all pieces with percolator handle red enameled Plates are embossed with "Three Little Kittens" design Lazy Susan made of hammered effect aluminum with dividers and it will actually rotate. Furnished with plates, cups and saucers, percolator, knives, forks, spoons, etc. Weight per shipping carton, 7¾ lbs

ST-52-247MT ..... **Per Set $3.00**

One set in a carton; three sets in a shipping carton.

COOK AND BAKE SETS

MIRRO

This cook and bake set is a must for every little homemaker The tea kettle whistles and all the utensils can actually be used for baking and cooking on Mothers range All are brightly finished aluminum. Set also includes double boiler, cake pans, measuring cup, spoons, measure, canisters and even assorted cooky cutters. 24 pieces for all cooking needs. Weight per shipping carton, 8 lbs

ST-52-255MT ..... **Per Set $3.00**

One set in a carton; three sets in a shipping carton.

CAMPBELL KIDS COOKING SET
AMSCO

For the little ladies who like to help Mother fix lunch. A 20 piece cooking set that includes Campbell's Tomato, Celery, Beef and vegetable soups, plus a soup ladle, stirring spoon, bowls and all the other pots and pans that are needed. Size with cupboard closed, 16 inches high, 19 inches long, 4½ inches wide. Weight per carton of six, 36 lbs.

ST-31-512/6 ..... Each $5.00
One in a carton; six in a shipping carton.

CAMPBELL KIDS CHUCK WAGON SETS
AMSCO

One of the Campbell Kids mealtime sets in true chuck wagon style. Campfire equipment consisting of kettle, plates, mugs, forks, spoons and many other necessities for eating out. Even furnished with one can of spaghetti and one can of pork 'n beans. Also included is a western tune photograph record. Weight per shipping carton, 35 lbs.

ST-31-516/6 ..... Each $5.00
One in a carton; six in a shipping carton.

CAMPBELL KIDS CHOW TIME
AMSCO

When its Chow Time on the range any young cow poke can be fixed up with this set. A 7 ounce can of pork'n beans, a can of spaghetti and two cans of soup are furnished. To make everything complete there are 2 chow plates, a range mug, chow kettle, 2 spoons ladle, stirring spoon and even a chuck wagon cook book included. Weight per shipping carton, 22 lbs.

ST-31-517/6 ..... Each $3.00
One in a carton; six in a shipping carton.

CAMPBELL KIDS LUNCH TIME
AMSCO

Everything here that a young homemaker needs to serve a quick lunch. Set contains an aluminum sauce pan, stirring spoon, soup ladle, box of napkins, cook book, and most important of all, 4 cans of Campbells soup, (4½ ounce size). Also furnished are 2 soup bowls and 2 soup spoons. Weight per shipping carton, 20 lbs.

ST-31-513/6 ..... Each $3.00
One in a carton; six in a shipping carton.

CAKE MIX SETS
MODEL CRAFT

High quality utensils and top-brand ingredients make this a must for every kid who has outgrown the mud pie age. Everything that is needed except milk is furnished; 9 boxes of Pillsbury cake mix, frostings, cake decorations, cups, cake tins, spatula, etc. Also included is a cook book. Weight per shipping carton, 36 lbs.

ST-100-P301 ..... Each $3.00
One in a carton; twelve in a shipping carton.

HEINZ KITCHEN SETS
MODEL-CRAFT

A childs kitchen with six assorted cans of Heinz foods and the necessary bowls, glasses, plates, knives, forks, casserole dish, sauce pan, etc for heating and eating. Also furnished is an apron and chefs' hat along with an easy to read cook book. The kitchen cabinet is sturdily constructed and the walls may be painted by the child. Weight per shipping carton, 36 lbs.

ST-100-H57 ..... Each $5.00
One set in a carton; six sets in a shipping carton.

BAKING SETS
MODEL CRAFT

A baking contest set featuring Pillsbury's Best Flour, Carnation Powdered Milk and Brer Rabbit Molasses. Sets also contain vanilla, spices, decorations and sugar. A complete set of baking utensils in junior mixing size is also furnished. There is an easy conversion table for making Mothers recipes in junior size just to fit the pans. Weight per shipping carton, 30 lbs.

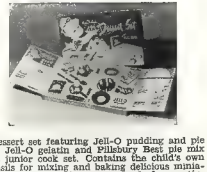
ST-100-P75 ..... Each $5.00
One in a carton; six in a shipping carton.

JELL-E-MAKER
AMSCO

A new idea in Kitchen Fun for Kids. Here is everything that Mothers helper needs to help put up jellies or preserves, including 4 Ball Mason jar units with lids and bands, 2 bottles of grape juice, box of Sure-Jell, Powdered Fectin, a metal carrying rack, dish and spoon. Also included are measuring spoon and measuring cup, pot holder, lables and colored marking pencils. Even a hat, 2 dollies and instruction book are furnished. Weight per shipping carton, 54 lbs.

ST-31-563/6 ..... Each $3.00
One in a carton; twelve in a shipping carton.

JELL-O DESSERT SETS
MODEL-CRAFT



A dessert set featuring Jell-O pudding and pie mix, Jell-O gelatin and Pillsbury Best pie mix in a junior cook set. Contains the child's own utensils for mixing and baking delicious miniature pies and puddings. Easy to do for creative play—good to eat for realism. Weight per shipping carton 36 lbs.

ST-100-J81 ..... Each $3.00
One set in a carton. Twelve sets in a shipping carton.

PLACE SETTINGS by LEADING SILVERSMITHS in Sterling 925/1000 Fine

Sterling SOLID Silver

Chatelaine **by FRANKLIN**
Ecstasy
Puritan
By AMSTON

Valenciennes
Southern Rose
By MANCHESTER

Bridal Veil
Breton Rose
By INTERNATIONAL

NATIONALLY ADVERTISED

PATTERN & SIZE		1-PLACE SETTING		2-PLACE SETTINGS		4-PLACE SETTINGS	
		Catalog Number	Mfr's. Sugg. Retail	Catalog Number	Mfr's. Sugg. Retail	Catalog Number	Mfr's. Sugg. Retail
Breton Rose	Luncheon only	406K1737	$29.55	407K3474	$59.10	408K6948	$118.20
Bridal Bouquet	Dinner	107K1676	30.00	310K3352	60.00	138K6703	120.00
	Luncheon	108K1511	27.05	311K3022	54.10	139K6045	108.20
Bridal Veil	Luncheon only	412K1737	29.55	413K3474	59.10	414K6948	118.20
Chapel Bells	Dinner	111K1676	30.00	312K3352	60.00	142K6703	120.00
	Luncheon	112K1511	27.05	313K3022	54.10	143K6045	108.20
Ch. Romantique	Dinner	113K1676	30.00	314K3352	60.00	144K6703	120.00
	Luncheon	114K1511	27.05	315K3022	54.10	145K6045	108.20
Chateau Rose	Dinner	115K1676	30.00	316K3352	60.00	146K6703	120.00
	Luncheon	116K1511	27.05	317K3022	54.10	147K6045	108.20
Chatelaine	Dinner	117K1664	27.73	318K3328	55.46	148K6656	110 92
	Luncheon	118K1500	25.00	319K3000	50.00	149K6000	100.00
Della Robbia	Dinner	119K1676	30.00	332K3352	60 00	150K6703	120.00
	Luncheon	120K1511	27.05	333K3022	54.10	151K6045	108.20
Ecstasy	Dinner	263K1650	29.55	334K3301	59.10	265K6601	118.20
	Luncheon	264K1510	27.05	335K3020	54 10	266K6041	108.20
French Scroll	Dinner	388K1676	30.00	392K3352	60.00	394K6703	120.00
	Luncheon	389K1511	27.05	393K3022	54.10	395K6045	108.20
Prince Eugene	Dinner	125K2006	35.91	348K4012	71.82	156K8024	143.64
	Luncheon	126K1653	33.18	349K3708	66.36	157K7413	132.72
Puritan	Dinner	273K1650	29.55	380K3301	59.10	275K6601	118.20
	Luncheon	274K1510	27.05	381K3020	54.10	276K6041	108.20
Rosecrest	Dinner	421K1676	30.00	424K3352	60.00	426K6703	120.00
	Luncheon	426K1671	27.05	425K3022	54.10	427K6045	108.20
Southern Charm	Dinner	129K1676	30.00	352K3352	60.00	160K6703	120.00
	Luncheon	130K1511	27.05	353K3022	54.10	161K6045	108.20
Southern Rose	Dinner	354K1913	31.89	356K3826	63.78	358K7652	127.56
	Luncheon	355K1600	30.00	357K3900	60.00	359K7200	120.00
Valenciennes	Dinner	366K2332	34.86	368K4184	69.72	370K8368	139.44
	Luncheon	367K1980	33 00	369K3960	66.00	371K7920	132.00

(All place settings listed above are composed of 6 pieces.)

The Ideal Place Setting

CONTENTS OF SIX-PIECE PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon
- Individual Salad Fork
- Individual Butter Spreader

The place setting plan is an ideal way to buy Sterling flatware. Most individuals start by purchasing one "PLACE SETTING" consisting of the six pieces shown above. After continuing this process through the years, the entire service is completed. See prices above. For engraving styles and prices see Trade Information.

Complete Listings of All Patterns on Following Pages

HALL OF FAME STARS

TELL HOW TO PLAY THE GAME

TY COBB

ROGERS HORNSBY

CARL HUBBELL

GEORGE SISLER

BASEBALL HALL OF FAME

HONUS WAGNER

PIE TRAYNOR

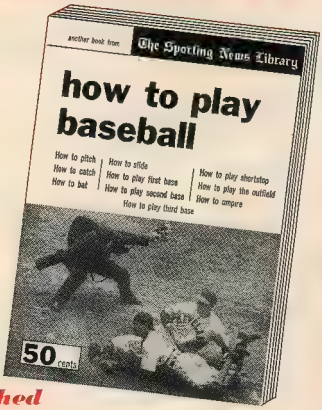
RAY SCHALK

GEORGE BARR

(For More Information Circle No. 44 on Page 171)

HOW TO PLAY

- ★ **OUTFIELD . . .** *By Ty Cobb*
- ★ **FIRST BASE . . .** *By George Sisler*
- ★ **SHORTSTOP . . .** *By Honus Wagner*
- ★ **THIRD BASE . . .** *By Pie Traynor*
- ★ **SECOND BASE AND BATTING . . .** *By Rogers Hornsby*
- ★ **PITCHING . . .** *By Carl Hubbell*
- ★ **CATCHING . . .** *By Ray Schalk*
- ★ **BASE-RUNNING** *By Ty Cobb*
- ★ **SLIDING . . .** *By Bernie de Viveiros*
- ★ **UMPIRING . . .** *By George Barr*



6th Edition Just Published

IMMEDIATE DELIVERY

The sixth edition of instructive book which is in demand by youngsters on teams in Little League, American Legion Junior baseball, Babe Ruth League, sandlotters and semi-pros.

IT HELPS SELL EQUIPMENT, TOO!

Every time a person interested in baseball visits your store to purchase a book, he is a potential customer for baseball equipment.

Order NOW . . . . Mail Coupon!

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$4.00 DOZ.

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Please enter our order as indicated below and ship F.O.B. St. Louis. (Minimum order at wholesale prices: Six copies of book.)

..... *dozen copies of How to Play at $4.00 dozen.*

STORE NAME .....

ADDRESS .....

CITY ..... STATE .....

(For More Information Circle No. 45 on Page 171.

Boontonware® Belle

MELMAC® dinnerware at its finest!

Magnificently Modern—Intensely Practical

Boontonware Belle blends the freshness of the square shape with the practicality of the round, fits with any period of decorating. Smooth and lustrous, Boontonware Belle is practically indestructible; stacks and handles easily, is safe in a dishwasher's hottest water.

*Guaranteed Against Breakage**

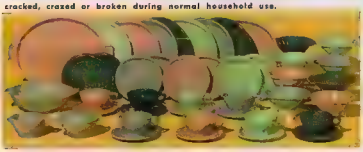
5 PIECE PLACE SETTING

Buy two or more of these place settings and mix or match your colors as you build your complete Boontonware set. Contains one each: large 10" dinner plate; 6½" dessert or salad plate; 12 oz. salad or soup bowl; 8 oz. cup and saucer. In solid colors

2631H317.....Retail **$4.75**

(Please Specify Color—See Chart Below.)

Guarantee* For one year, the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use.



16 PIECE—*Service for four*

Set contains four each. large 10" dinner plates; 6½" dessert or salad plates; 8 oz. cup and saucer. In solid colors, and mixed color Harlequin (one place setting each, Sea Foam Green, Stone Gray, Copper Pink, Forest Green.)

2632H930.....Retail **$13.95**

(Please Specify Color—See Chart Below.)

For handsome service pieces to match either of the beautiful Boontonware designs, see other side.

45 PIECE—*Service for eight*

Set contains 8 each: large 10" dinner plates; 6½" dessert or salad plates; 12 oz. salad or soup bowls; 8 oz. cups and saucers—plus large 14½" platter; 10" vegetable serving dish; sugar and creamer set. Comes in solid colors and mixed color Harlequin.

2633H3310.....Retail **$49.65**

(Please Specify Color—See Chart at Right.)

Sea Foam Green	Forest Green	Stone Gray	Golden Yellow	Copper Pink

Boontonware® Deluxe

MELMAC dinnerware at its finest!

Finest Dinnerware of Classic Design

Beautiful Boontonware Deluxe is truly Melmac® dinnerware at its finest. The classic simplicity of its design and its easy-to-live-with decorator colors make it perfect for all dinner time needs. It is practically indestructible.

GUARANTEED AGAINST BREAKAGE*

16 PIECE—*Service for four*

Contains four each: large 10" dinner plate; 7" dessert or sandwich plate; 8 oz. cup and saucer. In solid colors and mixed color Harlequin—one place setting each Sea Foam Green, Golden Yellow, Forest Green, Copper Pink.

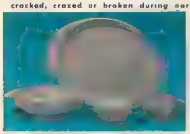
2635H1130.....Retail **$16.95**
(Please Specify Color—See Chart Below.)

5 PIECE PLACE SETTING

Buy just the number of place settings you need, add service pieces and mix or match your colors to your heart's desire Set contains one each. large 10" dinner plate; 7" salad or dessert plate; 16 oz. bowl for cereal or soup; 8 oz. cup and saucer in solid colors.

2634H383.....Retail **$5.75**
(Please Specify Color—See Chart Below.)

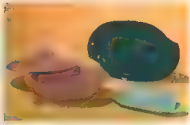
Guarantee* For one year, the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use.



5 Pc. Continuation Service Piece Set

Matches Deluxe or Belle. Large 14½" platter; 10" vegetable serving bowl; sugar and creamer. Available in solid colors or mixed color Harlequin.

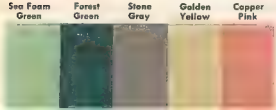
2636H777.....Retail **$11.65**
(Please Specify Color—See Color Chart at Left)



5 Pc. Completion Service Piece Set

Matches Deluxe or Belle. 10" divided vegetable serving bowl; vegetable bowl cover; 11" platter; covered butter dish. Available in solid colors or mixed color Harlequin.

2637H787.....Retail **$11.80**
(Please Specify Color—See Color Chart at Left.)



Realistic Child-Size Riding Toys

Exciting round-the-track ride — sets up in your back yard!

CHILDREN'S THRILLING ROLL-E-COASTER RIDE—BY EVANS

It's wonderful fun! A thrilling ride for children from 3 to 10 years old! Sturdy enough to hold up to 200 lbs. Tots ride the clever little car safely down the chute-the-dips track—then gather speed to scoot 30 to 50 feet across the floor or lawn. Provides safety, durability, and many hours of truly exciting fun! Platform height is easily adjustable to lower or higher setting—allows easier loading and reduces speed of car for smaller tots. Ensemble consists of riding car with hang-on safety handles and foot brace, sturdy platform, and 8½ ft of car tracks. Track and platform are made of welded tubular steel. Car itself has steel brackets, wheels, and axles, strong plywood seat. Smooth-rolling rubber tires. Three-piece unit disassembles quickly for fast and convenient storage—and it takes only a few minutes to set up again. Car is 12 x 24 in., wheels are 5¾ in. in diameter. A toy that will take the hard play that all youngsters give their toys and give your children real entertainment for many years.

80324W1330—Shipping weight 27 lbs. . . . . Retail **$19.95**

DOEPKE "YARD BIRD" RIDE FOR BACK-YARD ADVENTURES

Lots of fun for the younger crowd and it's a body-builder besides! Crank handles turn to make car zip smoothly along. 40 ft. of curved track included. Designed for children 3 years old and up. Rugged enough for Dad to ride. Smooth chain drive, 8 cast-iron wheels. Durable steel—enamel finish. 11 x 34½ in. long. Order trailer below.

80304W2663—Shipping weight 79 lbs. . . . . Retail **$39.95**

Trailer Car. Shown above, behind Yard Bird car. Attaches for extra hauling. Steel construction, cast-iron wheels. 11 x 34½ in long

80308W1083—Shipping weight 22 lbs. . . . . Retail **$15.95**

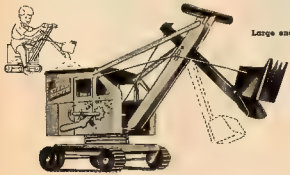
Extra Tracks. 20 ft., 4 sections. Sets up straight or curved tracks

80305W797 Shipping weight 26 lbs. . . . . Retail **$11.95**

80295W987 Right-hand switch—for branch-offs. Wt. 28 lbs. . . **$14.95**

80230W997 Left-hand switch—for branch-off lines. 28 lbs. . . **$14.95**

80221W663—Crossing—for crossovers or figure-8. 10 lbs. . . **$ 9.95**



Large enough to ride

BUDDY "L" SIT-N-RIDE STEAM SHOVEL—SWINGS, DIGS, DUMPS

It's a popular sit-and-ride model that provides extra play fun for children! Actually swings, digs, and dumps in any direction—kiddies can ride it or just play with it! Removable wide flat seat forms a comfortable seat—has double-grip handle, wide base for real stability. Flat-lot-lot motor sound adds to fun. Made of heavy-gauge steel, enamel finish heavy rubber trac-treads. 23¾ in long extended

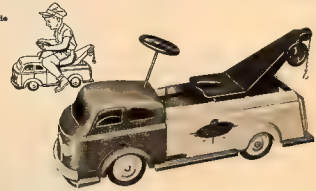
87154A999—Shipping weight 7 lbs. . . . . Retail **$5.98**

REALISTIC "RIDE 'EM" LOCOMOTIVE WITH LOUD WHISTLE

A real looking locomotive—with luggage space in the coal-tender. Loud whistle works with flick of finger—just pull string and bell rings, too. Comfortable saddle seat—handlebar steering control. Two wheels in front, four wheels in back—all-steel disc type with rubber tires. Built to last, carefully detailed automobile steel body can carry weight of adult. Red and black. 13½ x 28 in. long

81198A885—Shipping weight 16 lbs. . . . . Retail **$12.98**

Sit-and-ride size for child



BUDDY "L" SIT-N-RIDE HEAVY DUTY MODEL DUMP TRUCK

A realistically designed dump truck that youngsters can really ride! Has removable contour-formed saddle seat—safe and strong. Automobile-type steering linkage—steer it wherever you want to go! Large dump box carries and dumps loads—has lock lever. Truck is ruggedly built of heavy-gauge steel with brightly colored enamel finish—heavy-duty rubber tires. Measures 20½ x 8¼ x 11¼ in. high.

87750A999—Shipping weight 8 lbs. . . . . Retail **$5.98**

HIGHWAY TOWING SERVICE TRUCK FOR CHILD-SIZE RIDER

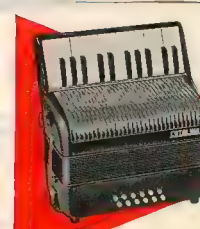
Wyandotte Super Highway Service Truck that's fun to ride and steer. Sturdy steel seat is 9 inches from the floor. Easily steered by smallest child. Heavy wrecker boom, equipped with strong chain. Hand-operated winch with locking device. Equipped with solid rubber tires on sturdy metal wheels, polished hub caps. Extra-durable automobile steel with colorful baked enamel finish. 32 x 15 x 9 in.

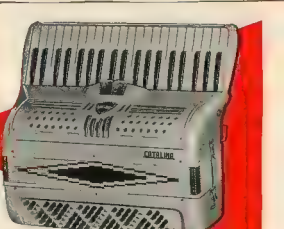
87346W465—Shipping weight 15 lbs. . . . . Retail **$6.98**

CATALINA ACCORDIONS

INER TONE QUALITY
NOTE YOU N

A Catalina ion has
lected for y price range
the beginner to the advanced profes-
sional. These accordions are known
for their quality of tone. The outer
beauty of the Catalina accordion is
matched by expert workmanship and
top grade materials of inner construc
tion.





CATALINA STUDENT

...1155—A 12 bass accordion that is ideally small in size and price—a ...sized down, professional model with many big accordion features. It is a real ...nance instrument in every detail from perfectly tuned reeds to superb Cata-...lina body construction. Has 26 keys, 12 basses—2 sets of hand finished reeds in treble, 4 sets in bass. Bellows are extra large keyboard is 13⅝". Included extra durable case padded adjustable shoulder straps. Weighs 7½ lbs. Ship wt. 18½ lbs. Specify choice: Jet Black or White Pearl finish. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $79.50

CATALINA 120 BASS

2334MF11663—This pleasing model, 41 key, 120 bass, is light, com... handled by teenagers or ladies. No sacrifice of rich ful... it has genuine Catalina hand finished reeds. Traditional construction throu... out assures long service, lasting beauty. Has 2 sets hand finished reeds in treble, 4 sets in bass. Two automatic treble switches, fingertip style. Keyboard length is 16", body length 16". Includes padded straps. Extra luggage type case. Specify choice: Jet Black White Pearl Red and White Pearl finish. Weighs 15¾ lbs. Ship wt 33¾ lbs. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $225.00

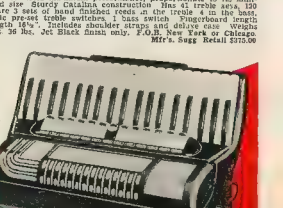
EACH CATALINA COMES FULLY COVERED BY MFR'S. GUARANTEE OF SATISFACTION

CATALINA SPECIAL

...MF11185—Superior tone, extra strong construction and new modernistic design make this a most practical instrument for either the professional or student. Has a great variety of tone changes—necessary and valuable in professional work—provided by its bass and treble switches. Finest body construction is used throughout. There are 41 piano keys, 120 basses, with 2 sets of Catalina steel reeds in the treble, 4 in the bass. Also 3 automatic treble switches, 1 bass switch. Keyboard length 18½", body length 16½". Complete with padded shoulder straps, deluxe case. Weighs 16½ lbs. Ship wt. 34½ lbs. Specify choice of Jet Black or White Pearl finish. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $235.00

CATALINA GRAND

2334MF16688—The most popular multi-switch accordion with a tremendous variety of tonal effects. Specially designed for the young professional or concert musician. It offers maximum performance, proportionate to its minimum weight and size. Sturdy Catalina construction. Has 41 treble keys, 120 basses. There are 3 sets of hand finished reeds in the treble 4 in the bass, with 7 automatic pre-set treble switches, 1 bass switch. Fingerboard length is 19", body length 16¾". Includes shoulder straps, and deluxe case. Weighs 18 lbs. Ship wt 36 lbs. Jet Black finish only. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $370.00



Reeds—Made of finest Swedish blue steel, formed, fitted, tuned by skilled craftsmen

Reed Blocks—Quality violin spruce, laminated with seasoned hardwood for protection against all weather changes

Bellows—All hand-made, reinforced, lined with [illegible] cloth

Body — [illegible] constructed, with 3 ply laminated hard wood, reinforced corner blocks, covered in rich durable pearl

Switches —All pre-set (no duplication) ... greatest tone variety. Solid silver ... are sandwiched between aluminum shields to prevent binding

CATALINA ARTIST

2336MF12060—Distinctive tone beauty and power. Catalina automatic switches put 24 thrilling tone variations at your command. Has 4 sets of hand finished hand tuned reeds in the treble, a piccolo set, and 5 sets in the bass. Also 7 automatic treble switches, 1 bass switch. Fingerboard length is 20", body length 16". Includes padded straps, luggage type plush lined case. Weighs 23½ lbs. Ship wt. 46½ lbs. Jet Black finish. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $495.00

CATALINA SUPER ARTIST

2339MF95685—The ultimate in superior performance! Designed for the most critical concert artist, professional musician. 13 automatic finger-tip treble switches in smaller switch, 7 automatic bass switches. Master-crafted reeds, dual tone chambers, dependable construction. There are 41 piano keys 4 sets of hand tuned treble reeds, a piccolo set, and 5 sets of reeds in the bass. Keyboard length 20", body length 16". Includes shoulder straps, lovely plush lined luggage type case. Specify choice: Jet Black finish. Weighs 24½ lbs. Ship. wt. 49½ lbs. F.O.B. New York or Chicago.
Mfr's. Sugg. Retail $1,100.00

Mike Souchak, former National Open Champ, is renowned as one of the game's finest teachers; he recommends these clubs as particularly suited to beginners or part time players.

BILLY BURKE

Champion WOODS and IRONS

BURKE Champion WOODS & IRONS

Best of construction — best of materials — perfect for the golfer interested in making a smaller investment. Medium sized wood heads finished in dark mahogany Dur-O-Var. Heavily plated irons have double flange sole. Genuine True Temper shafts and Burke form fitting grips that automatically position hands with respect to club face.

1909A3175	Matched Set 4 Woods	$54.00
1910A2381	Matched Set 3 Woods	$40.50
2234A1588	Matched Set 2 Woods	$27.00
1911A4234	Matched Set 8 Irons (2 thru 9)	$72.00
1912A3175	Matched Set 6 Irons (2-4-5-7-9-P)	$54.00

FOR LADIES

Champion Clubs are also specially made for feminine play. They are smart looking and easy to use.

Sets matched.

LADIES' WOODS and IRONS

2228A3175	Matched Set 4 Woods	$54.00
2229A2381	Matched Set 3 Woods	$40.50
2230A1588	Matched Set 2 Woods	$27.00
2231A4234	Set 8 Irons (2-9)	$72.00
2232A3175	Matched Set 6 Irons (2-4-5-7-9 & Putter)	$54.00
2233A2646	Set 5 Irons(3-5-7-9-P)	$45.00

Perfect Balance assures more distance with less striking force.

SHOT SAVERS

BURKE BOMBER GOLF BALLS

A high compression ball with liquid center — liveliest all-new rubber winding assures exceptional distance — genuine Balata cover resists cutting—will putt true because of uniform roundness.

2238A882 Bomber Golf Balls $13.00 Doz.

60% of the game is played around or on the greens. Improve your score with a Wedge and Chipiron — select one of these accurately constructed putters to make those "one putt greens" come often.

1916A706	(A) M-143 Putter, Large Aluminum Head-Goose-Neck	$12.00	Ea.
2235A706	(B) M-Burke Putter, Aluminum Head-Center Shafted	$12.00	Ea
1914A706	(C) M-SP Putter, Steel Head-Flange Sole-Center Shafted	$12.00	Ea.
2236A706	(D) M-7-11 Putter, Steel-Flange Sole-Offset Hosel	$12.00	Ea.
1919A706	(E) Sand Blaster, Popular Model-Heavy Sole	$12.00	Ea.
2237A706	(F) Pitching Wedge, Forged Steel-Championship Type	$12.00	Ea.
1918A706	(G) Chip Iron, Double Faced for Right or Left Hand	$12.00	Ea.

DELUXE 15 PC. GOLF SET

Right and left hand models.

Here is the top bargain in golf equipment — a dollar for dollar value that will give you the maximum in golfing enjoyment. 2 woods, 5 irons, 6 balls, 4 packages of tees, and a beautiful plaid golf bag — everything necessary to make your game a success. Take advantage of this marvelous buy now — you can add additional clubs later if you want a bigger set within the next two years

Woods have genuine persimmon heads finished in long lasting mahogany Dur-O-Var, irons have top grade forged steel heads, precision ground and heavily chrome plated. Shafts are genuine true-temper step down type. Grips are famous non-slip cork and rubber. All sets are perfectly balanced to give top performance and carefully matched.

Bag is made from sturdy, colorful plaid fabric with generous sized pockets and hood. Padded sling makes carrying easy and comfortable. Balls have tough covers to resist cutting and are of liquid center construction for added distance. Red and yellow tees are sturdy and easy to see in the grass.

1924A4719 Complete Deluxe Set $79.95

BURKE PREP SET

Sensibly priced, well designed, matched and balanced set for young golfers. Definitely not a toy sturdy built clubs with many of the features found in Dad's set. Full flange iron heads and prime block wood head with fiber insert. An exceptional value.

Set Consists of Wood, 3 Fairway Irons, Putter and Durable Duck Bag

2239A2349 Complete Prep Set.... $39.95

The Champions Choose

CHICK HARBERT NATIONAL P.G.A WINNER
PLAYS AND RECOMMENDS BURKE CLUBS

Because Each SET* reflects the infinite skill and patience of master craftsmen. This precise workmanship takes time - has long limited Burke's production — but results in a balanced playability that cannot be duplicated by mass manufacturing methods. Few things you can own will provide such real pleasure and satisfaction.

Burke First in GgolF Established 1898

America's Oldest Maker of Golf Clubs Exclusively

POWERED FOR LONGER DRIVES · DESIGNED FOR EASIER CONTROL · GUARANTEED TO GIVE SATISFACTION

CHICK HARBERT ARISTOCRAT

Here are the finest clubs money can buy — Powerfully built to give extra yardage — Precision balanced for easy control.

Driver is deepfaced to give booming power off the tee—matching woods are streamlined offering less turf resistance and making it easy to get fairway shots up and out. Lustrous Dur-O-Var finish is rich cherry.

No matter how hard the lies, those irons make it easy to get off long shots that are accurate. Reinforcing bar runs full length of blade — concentrates weight directly back of striking point. All sets are perfectly matched, balanced and registered.

MEN'S RIGHT HAND ONLY

Aristocrat Clubs have Golf Pride Rib-Lock grips—Best in all weather conditions— Leather available on special order

All Burke Clubs have True-Temper shafts. Rocket pattern in Aristocrat, Meteor pattern in Autograph.

First and only clubs to receive Fashion Academy Gold Medal for exceptional design.

Woods finished in Dur-O-Var Exclusive Burke formula with beautiful color depth—waterproof—will not chip, peel or come off under buffing.

CHICK HARBERT Autograph

You may find it hard to believe that such strikingly beautiful clubs are available at a modest price and with these deluxe features: necks on woods are wrapped with nylon thread and covered with fiberloid - wood facing is exact - iron heads are double flanged with beautiful Duo-Tone finish — genuine True Temper Shafts.

Whether you're a beginner or expert you'll play well with these clubs, too. Perfectly balanced irons to give your swing smoothness. Medium deep, round wood heads are finished in dark mahogany Dur-O-Var and will stand up year after year under the hardest conditions of play. All sets perfectly matched, balanced and registered.

RIGHT OR LEFT HAND

Every Burke Wood made from a prime block of solid Persimmon.

Feature skived, oval shaped vacuum grips which have cushion-like feel, provide non-slip holding power, automatically positions club in hands.

WOODS		
2222A4939	Set of 4 (1-2-3-4)	$ 84.00
2223A3704	Set of 3 (1-2-3)	$ 63.00
IRONS		
2224A7673	Set of 9 (2 thru 9 & Putter)	$130.00
2225A6821	Set of 8 (2 thru 9)	$116.00
2226A5116	Set of 6 (2 4 5 7 9 & Putter)	$ 87.00

WOODS		
2172A3998	Set of 4 (1-2-3-4)	$ 68.00
2171A2999	Set of 3 (1-2-3)	$ 51.00
IRONS		
2174A6615	Set of 9 (2 thru 9 & Putter)	$112.50
2227A5880	Set of 8 (2 thru 9)	$100.00
2173A4410	Set of 6 (2-4-5-7-9 & Putter)	$ 75.00

ALL CLUBS MADE IN MATCHED SETS SO THAT INTERASSOCIATION OF CLUB WEIGHT, GRIPS, HEADCHARACTERISTICS, BALANCE, PITCH & LIE, ARECOMBINED FOR PERFECT BALANCE. FOR GREATER SATISFACTION CHOOSE GENUINE BURKE CLUBS.

Thoroughly Seasoned Wood Blocks

"Permanent" DUR-O-VAR Finish

Forged Steel Precision Heads

Perfectly Balanced

KIT OF 4 SUPERSONIC FIGHTERS

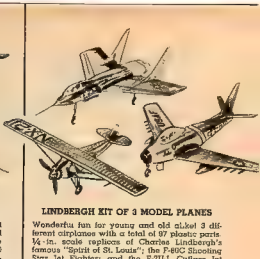
Four authentically detailed supersonic fighter planes—in easy-to-assemble ¼ in scale models. 6-plane kit includes: F-80 Lightning; F-80 Lockheed Jet; F-86D Sabre Jet; and Vertical Take-Off "Pogo." All planes composed of 18 to 21 plastic pieces each. Fun to put together—and real enjoyment afterwards, too! All assembly parts included in kit—plus necessary decals, full instructions. With a display stand for each plane Wings 9¼ to 13".

87898A285—Kit. Wt 1½ lbs. ...Retail **$3.98**

KIT OF 4 FAMOUS FIGHTER PLANES

Easy to assemble—and fun to play with! Kit contains all plastic parts for four famous World War II fighter planes in exact ¼ in. scale design: British Spitfire; Focke Wulf 190; P-40 Flying Tiger, and Jap Zero. Each plane composed of 19 to 26 pieces. All assembly parts are included in kit—plus decals and full instructions Wing spans 8¾ to 9¼ in With a display stand for each plane.

87825A199—Kit. Wt. 1 lb.... .Retail **$2.98**



LINDBERGH KIT OF 3 MODEL PLANES

Wonderful fun for young and old alike! 3 different airplanes with a total of 97 plastic parts. ¼ in. scale replicas of Charles Lindbergh's famous "Spirit of St. Louis"; the F-80C Shooting Star Jet Fighter; and the F-91-L Cutlass Jet fighter. Wing spans range from 8½ to 11¾ in Each model includes easy-to-follow instructions, decals, and a mounting stand for display Planes are fun to assemble

81467A199—Kit Wt. 2 lbs....Retail **$2.98**

Build-It-Yourself Scale-Model Kits for Toys or Showpieces

AUTHENTIC B-17 MODEL PLANE KIT

Made by Monogram—a famous name in the manufacture of model plane kits. Build this famous B-17 flying fortress in exact scale! Kit contains 50 molded plastic parts, and 49 finished balsa wood parts. Prefab fuselage and tail assembly, monofil wing, 20-in. wingspan on assembled plane Also includes large tube of Mono-Glue, four jars of Mono-Dope color, and colorful decals. Instructions for easy assembly

81466A330—Kit. Wt. 1½ lbs.....Retail **$4.95**

SCALE MODEL B-24 LIBERATOR KIT

A beautiful scale model B-24 with remarkable realism in all its details Contains 46 molded acetate plastic parts and 49 finished balsa parts All parts completely finished, ready to be put together Prefab fuselage and tail assembly Famous monofoil wing, 23-in. wingspan, assembled. Tube of Mono-Glue, 4 jars Mono-Dope in correct colors. Includes decals and instructions for assembly

81467A330—Kit Wt. 1½ lbs. .Retail **$4.95**

FLIGHT BAG OF BOMBER MODEL KITS

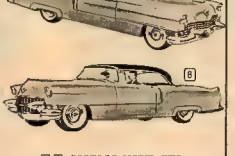
A Monogram kit—patterned after overseas airlines flight bag. Contains plastic parts ready to assemble into 4 twin-engine aircraft: PBY-5A Catalina with torpedos, pilots, gunners; B-25 Mitchell with cannon, machine guns, rockets; B-26 Invader with pilots, gunners, guns, rockets, auxiliary gas tanks; and DC-3 airliner with personnel. Also cement, instructions, and a display stand for each plane Wings 12"

81492A279—Kit. Wt 2 lbs... Retail **$4.19**

KIT OF 4 LATEST MODERN CARS

Ready-to-assemble parts for Lincoln Futura, Ford Thunderbird; Cadillac Seville; and Plymouth. Plastic body and chassis with chrome-color bumpers, grill, headlights, wire axles; rubber wheels; metal hub caps; transparent windshield; metallic-trim name plate, dashboard. Completely finished to very last detail! Fun to play with or display. Start your own collection Kit includes a tube of cement and instructions for assembly Each car 4" long.

81485A239—Kit. Wt. 1 lb.....Retail **$3.59**



A B CADILLAC MODEL KITS

[A] Scale-model of Cadillac Convertible—by Monogram. All parts molded of fine acetate plastic—they fit together in a jiffy. Accurate in every detail—complete to speedometer and windshield wipers. Driver, passenger, dog. Cement 11 in. long.

81455A166—Kit. Wt. 1½ lbs. .Retail **$2.49**

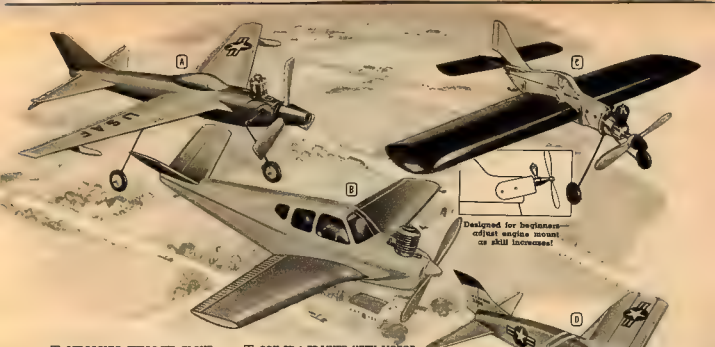
[B] As above, but Cadillac Coupe de Ville.

81456A166—Kit. Wt. 1½ lbs. .Retail **$2.49**

FIVE OLD-TIME AUTOS IN MODEL KIT

Fun and educational to collect and put together! Contains plastic parts and interlocking Kit includes 1903 Model "A" Ford; 1910 Packard; 1905 Cadillac; 1910 Model "T" Ford; and 1909 Stanley Steamer. The parts of each car are individually packed in cellophane packages. Kit also includes paint brush, three bottles of colorful paint, bottle of paint thinner, 2 tubes cement, instructions Each 3¼" long.

81486A173—Kit. Wt. 1 lb. ....Retail **$2.59**



A AEROSONIC TURBO-JET PLANE

An advanced swept-wing flying Wen-Mac model with automatic, self-starting .049 gas engine! Just fuel up, pull the starter cord, check the controls—and the Turbojet is airborne! Adapted from USAF jets—minutely detailed down to the wing insignia! Durable high-impact plastic—bend the wings double, they snap back for action 16-in. wing span. Tricycle landing gear, three-bladed prop. Fully assembled! With flight U-controls. Gross wt. 9 oz.

81458A563—Shpg. wt. 2 lbs. Retail **$12.95**

B 1956 BEECHCRAFT BONANZA

Sport plane thriller—fully assembled flying Wen-Mac model with engine installed. "Duro-Flex" plastic that lasts and lasts! Two-tone colors, "V-tail" design and clean sport plane lines. Flies under its own power with miniature 1-cylinder .049 gas engine. Pull-cord starter. Turns over at least 17,500 rpm. Every engine pre-run and tested. Authentic detail makes it look just like the Bonanzas at airports. 19¾ in. wing span. With flight U-control.

81458A563—Shpg. wt. 1½ lbs. . . **$9.95**

C COX TD-1 TRAINER WITH MOTOR

Learn to fly a model better, quicker, more economically! First duni plane—a trainer, or a stunt flyer! Engine mount is adjustable permits propeller thrust adjustment to individual's experience. Adjustable elevator control. Break-resistant plastic. Shock-absorbing rubber nose spinner. In crash, unique rubber-band assembly permits parts to separate without breaking! reassembles in seconds. .049 engine. 21½ in. wing span. Order flight control below

81495A530 Shpg. wt. 1½ lbs. **$7.95**

D THUNDER-STREAK MODEL PLANE

Assemble it yourself in a jiffy! Beautifully finished parts snap together easily, accurately, securely. There's no measuring, no cutting! All parts finished and keyed for perfect fit down to USAF wing insignia. It's ready to fly in an hour! Processed balsa wood body and wings—wing span 17½ in. Unbreakable plywood elevator. Equipped with instant-start .049 gas engine, easy-guide control handle. Complete with hardware, extra parts, and accessories.

81454A500—Shpg. wt. 1 lb. .Retail **$7.50**

E THIMBLE-DROME TD-1 PLANE—READY TO FLY

Just fuel it up and fly it! Aluminum aircell wings assure high lift. 24½ in. wingspan. Wings won't warp, twist, or lose their flying characteristics. Completely assembled plane with motor—climbs, flies, stunts. Equipped with Space Bug .049 gasoline engine—flies circs 1½/A motor. No break-in required. Durable 18-in. plastic body. With U control flight handle.

81252A1930—Shpg. wt 4 lbs. **$19.95**

COX MOTORIZED SPEEDBOAT

Speed and action! This hydro goes anywhere—does everything! Fast, furious, fantastic action! Straight-away runs and thrill-a-minute turns. Fabulous Water Wizard is loaded with go-it-and-go! Fully assembled. Streamlining, dynamic styling, brilliant coloring! Made of tough high-impact plastic. Water-tight compartment for perfect buoyancy. Instant-starting .049 gas engine—the champion of them all! Has unbreakable spring starter. May be radio-controlled where space is limited. 10 in. long.

81497A653—Shpg. wt. 2 lbs . . . .Retail **$8.95**

1½-VOLT A BATTERY

For model airplanes, boats, and cars. Ordinary 1½-volt battery. Use it as a starter for any gasoline model engine. Screw-type terminals. Just connect the wires, turn engine over and model is ready to go. Order your battery at the same time you order your model—you'll be all set for a sure start. Get several—keep extras on hand for future use.

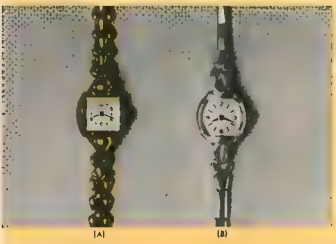
35210A67—Wt. 2 lbs. Retail **98c**

FLIGHT CONTROL ACCESSORY KIT

Everything needed for gasoline-powered model operation except a battery—order the one shown at the left. Airplane accessory kit contains Skylon ½ A reel—a flip of the knob winds in both lines. Positive lock assures proper position every flight. Disassembles in five seconds—use it on other planes. High-impact plastic. Plus Thimble-Drome glow fuel, filler cap with stainless steel strainer and hose, battery wires, glow plug clip, flying lines, and neoprene "fingaard"—protects finger without interfering with "feel" of flipping the prop over. For all model planes.

81496A197—Kit. Shpg. wt. 1 lb. . . . . .Retail **$2.95**

FINE BENNETT LADIES' GOLD WRIST WATCHES



These Lady Bennett watches make up a fine assortment, fully guaranteed and are suitable for either dress or sports wear. They all have shock protected balance staffs and non-breakable mainsprings. Each watch is carefully inspected before shipment and packed in its own individual gift case. The prices quoted on these two pages are Bennett's Suggested Retail Prices and do not include the Federal Excise Tax.

(A) (B)

(A) 3197W2750 "Rosalind"
14K yellow gold smartly styled case. 17J Bennett shock-protected movement, gold-filled link attachment with safety ratchet catch.
Suggested Retail **$50.00**

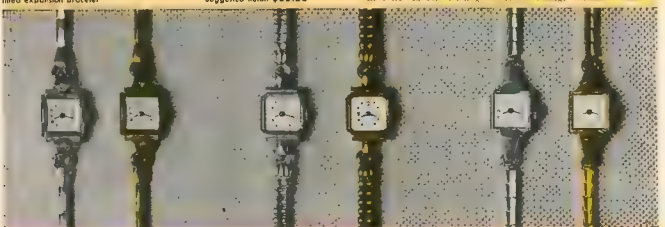
(B) 3232W3050 "Helena"
Delightful 14K white gold case. 17J Bennett shock protected movement, gold filled expansion bracelet *Suggested Retail* **$55.50**

Illustrations Slightly Reduced

PRECISION BENNETT

★ Beauty ★ Dependability ★ Value

Prices in the City of Newark, Chicago, Denver and New



3261W3500 "Irene"
14K white gold topped case. 17J guaranteed Bennett shock protected movement, gold filled expansion bracelet. *Suggested Retail* **$59.50**

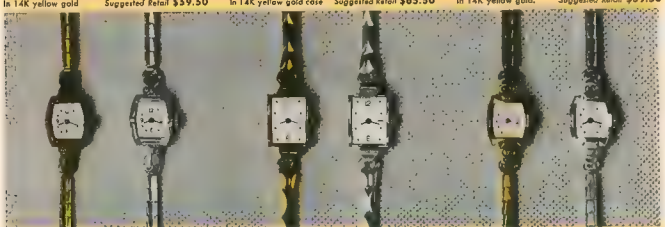
3233W3500 "Irene"
In 14K yellow gold *Suggested Retail* **$59.50**

3256W3850 "Bernice"
Dainty 14K white gold case . . . 17J Bennett shock protected movement, 14K white gold applied figure dial, gold filled expansion bracelet.
Suggested Retail **$65.50**

3249W3850 "Bernice"
In 14K yellow gold case *Suggested Retail* **$65.50**

3255W3500 "Rosemary"
Tailored simplicity reflected in 14K white gold case, 17J Bennett shock protected movement, gold filled expansion bracelet. *Suggested Retail* **$59.50**

3254W3500 "Rosemary"
In 14K yellow gold. *Suggested Retail* **$59.50**



3259W3900 "Diane"
Exquisitely dainty 14K yellow gold watch, 17J Bennett shock protected movement, 14K gold applied dial, gold filled expansion bracelet.
Suggested Retail **$66.50**

3260W3900 "Diane"
In 14K white gold case. *Suggested Retail* **$66.50**

3252W4200 "Valerie"
Classic design in 14K yellow gold mirror topped case, 14K gold applied figure dial. 17J Bennett shock protected movement, matching gold filled expansion bracelet. *Suggested Retail* **$71.50**

3251W4198 "Valerie"
In 14K white gold. *Suggested Retail* **$71.50**

3257W4150 "Marilyn"
Dainty 14K yellow gold case, 17J Bennett shock protected movement, gold filled expansion bracelet, 14K gold applied figures.
Suggested Retail **$70.00**

3258W4150 "Marilyn"
In 14K white gold case. *Suggested Retail* **$70.00**

CYMA

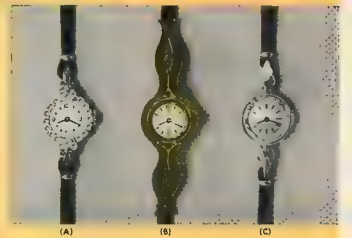
Honor Award Watches

WORLD PRESTIGE SINCE 1862

CYMA presents **cymaflex** most effective anti-shock device ever invented

A CYMA Watch is the distinguished product of one of the oldest, largest, fine watchmaking institutions in the world—the CYMA Watch Factory in Tavannes, Switzerland. Beautiful to behold, every CYMA is a brilliant masterpiece of precision . . . each, regardless of price, shock protected by CYMAFLEX, the most effective anti-shock device ever created. You can give or possess . . . nothing finer than a CYMA . . . the "Honor Award Watch"

The Established Retail Prices shown on this page include the Federal Excise Tax of 10%.



(A) (B) (C)

(A) 5012W16500 "Aris"
Gleaming 14K white gold case set with 20 selected fine quality diamonds Cyma 17J movement Black silk cord band *Established Retail* **$275.00**

(B) 5013W8750 "Eugenie"
Ultra smart "Bracelette" style in rich 14K yellow gold with black silk cord band Fine 17J Cyma movement Also available in 14K white gold if requested. *Established Retail* **$150.00**

(C) 5014W8000 "Facette"
Honored Cyma 17J movement in this petite round 14K white gold case with its faceted synthetic white sapphire crystal Black silk cord band *Established Retail* **$135.00**

Illustrations on This Page Slightly Reduced

5015W5575 "Arlene"
Trim 14K yellow gold case, 17J Cyma movement, applied gold figure dial, silk cord with safety catch. *Established Retail* **$95.00**

5004W5575 "Arlene"
Same as above but in 14K white gold. *Established Retail* **$95.00**

5021W4950 "Babette"
Elegant mirror finish 14K yellow gold case, 17K Cyma movement, applied gold figure dial, gold filled expansion bracelet. *Established Retail* **$82.50**

5000W4950 "Babette"
Same as above but in 14K white gold. *Established Retail* **$82.50**

5225W5850 "Fawn"
Sculptured design in this 14K yellow gold case, 17J Cyma movement, applied gold figured dial. Black silk cord with safety catch. *Established Retail* **$100.00**

5016W5850 "Fawn"
Same as above but in 14K white gold. *Established Retail* **$100.00**

5017W5000 "Apollo"
Round yellow gold filled dress model This case fitted with fine 17J Cyma movement, Sweep second hand. Gold filled expansion band. *Established Retail* **$79.50**

5018W5700 "Yeoman"
Cyma 17J movement, automatic, water resistant, sweep second hand, gold filled top, stainless steel back. Leather strap. 14K gold applied dial markers. *Established Retail* **$97.50**

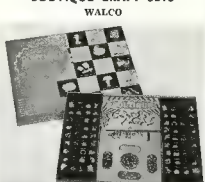
5229W4653 "Drexel"
Handsome yellow gold filled case, 17J Cyma movement, modern two-toned dial, matching expansion band. Distinguished product of one of the oldest, largest, finest watchmaking institutions in the world *Established Retail* **$77.50**

5919W8250 "Cortez"
Ultra thin 14K yellow gold case fitted with 17J Cyma movement. 14K gold applied dial markers, fine leather band. *Established Retail* **$140.00**

5020W7900 "Nelson"
Cyma 17J movement, automatic, water resistant with sweep second hand, 14K Top, Stainless Steel back 14K gold applied dial markers. *Established Retail* **$135.00**

BOUTIQUE CRAFT SETS

WALCO



A complete set for decorating household or personal items. Among the items that can be decorated are vases, clocks, combs, mirrors, lamps, compacts, picture frames or practically any item in the house. Box contains rhinestones, jewels, colorful carved flowers, fruits and vegetables. Also a pamphlet of simplified designs and instructions is furnished.

ST-28-4511 ..... Each $3.00

One in a display carton;
twenty-four in a shipping carton.

BEAD-A-BASKET AND COASTER SETS

WALCO

A new handicraft that will be enjoyed by children of all ages. The set contains a generous supply of selected beads, drilled craft sticks, center discs, blunt-point needle, thread and illustrated step by step instructions. There is sufficient materials to finish six completed projects consisting of basket, large place mat and four coasters. The colors of the beads are fast and non-injurious.

ST-28-4411 ..... Each $3.00

One in a display carton;
twenty-four in a shipping carton.

BEAD AND JEWELRY SETS

WALCO

A do-it-yourself fashion craft for all ages. No needles or thread required. Consists of an assortment of beads, pearls, sequins, fancy spangles, cork balls, sequin pins, ribbon etc. Enables one to make sparkling and fashionable cork and pom pom jewelry items, hat or dress ornaments, etc. Furnished with complete instructions.

ST-28-4111 ..... Each $3.00

One in a display carton;
Twenty-four in a shipping carton.

COSTUME JEWELRY CRAFT

WALCO

Offers a wide scope of subjects to choose from. Among the items that can be made are brooches, Earrings, bracelets, pins; also decorations for combs, belts or hat bands. Sets contain all the necessary beads, bar pins, earring backs along with thread, wire, needles and glue. Complete easy to follow instructions included. Weight per shipping carton, 24 lbs.

ST-28-3910 ..... Each $3.00

One in a display carton;
twenty-four in a shipping carton.

ALUMINUM ART CRAFT

GABRIEL

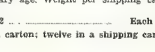
Makes beautiful antiqued silver pictures with easily replaceable aluminum foil. Each set contains two subjects. Included is large 9x12 inch reusable, double faced plaque, steel wool, aluminum foil, picture frames, applicator and 2 jars of different colored aluminink. Weight per shipping carton, 15 lbs.

ST-63-7421 ..... Each $2.00

One in a carton; twelve in a shipping carton.

CAPT. KANGAROO PETS

HASSENFELD



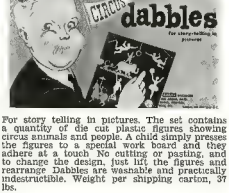
With this set children are enabled to mimic Capt. Kangaroo pets, those seen everyday on the popular TV show. A favorite for pre-school and primary age. Weight per shipping carton, 17 lbs.

ST-87-1862 ..... Each $2.00

One in a carton; twelve in a shipping carton.

CIRCUS DABBLES

DANGLES



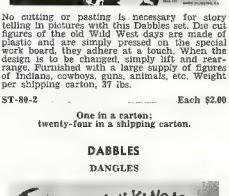
For story telling in pictures. The set contains a quantity of die cut plastic figures showing circus animals and people. A child simply presses the figures to a special work board and they adhere at a touch. No cutting or pasting, and to change the design, just lift the figures and rearrange. Dabbles are washable and practically indestructible. Weight per shipping carton, 37 lbs.

ST-80-3 ..... Each $2.00

One in a carton;
twenty-four in a shipping carton.

WILD WEST DABBLES

DANGLES



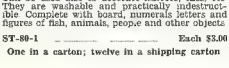
No cutting or pasting is necessary for story telling in pictures with this Dabbles set. Die cut figures of the old Wild West days are made of plastic and are simply pressed on the special work board, they adhere at a touch. When the design is to be changed, simply lift and rearrange. Furnished with a large supply of figures of Indians, cowboys, guns, animals, etc. Weight per shipping carton, 37 lbs.

ST-80-2 ..... Each $2.00

One in a carton;
twenty-four in a shipping carton.

DABBLES

DANGLES



A creative design kit for imaginative story telling in pictures and words. Made of self-sticking plastic and a plastic work board. The child simply presses the colorful diecut plastic figures or letters to the work board, they adhere at a touch. No cutting or pasting is necessary. To change the design, just lift off and rearrange. Can be used also to decorate mirrors, tiles, etc. They are washable and practically indestructible. Complete with board, numerals letters and figures of fish, animals, people and other objects.

ST-80-1 ..... Each $3.00

One in a carton; twelve in a shipping carton

NOBLE *Slide Action* FIREARMS

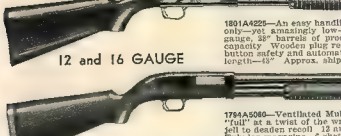
.22 CAL.

Noble Model 235 Repeating Rifle—.22 Cal.

2272A2625—Action is short, exceptionally smooth to operate. Action unlocks only when trigger is permitted to return to normal position after firing. Trigger locks cannot be pulled until breech bolt is locked into position. 24" barrel of selected steel, precision rifled and chambered for .22 cal. 21 short, 17 long and 15 long rifle cartridges; adjustable rear sight with ramp front sight. Hammerless, independent thumb operated safety. Visible feeding mechanism, tubular magazine. Stock and slide handle of American Walnut. Overall length 41⅝". Approx. weight 6 lbs.

Mfr's. Sugg. Retail **$32.85**

12 and 16 GAUGE



Noble Model 50 Slide Action Repeating Shotgun

1801A4225—An easy handling all-around pump gun with many features found in high-priced guns only—yet amazingly low-priced. Full or modified choke. Finest value anywhere. 12 and 16 gauge, 28" barrels of proof-tested steel, chambered for 2¾" shells. Tubular magazine—6 shot capacity. Wooden plug reduces magazine capacity. Solid steel frame, push button safety and automatic side ejection. Stock and forend of sturdy American Walnut. Overall length—43". Approx. ship wt. 7 lbs. Specify 12 or 16 gauge.

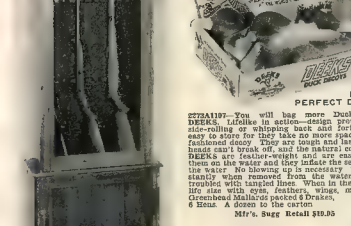
Mfr's. Sugg. Retail **$56.35**

12 and 16 GAUGE

Noble Model 40 Repeating Shotgun—12 and 16 Gauge

1794A5060—Ventilated Multi-Choke reduces recoil and provides any choke from open cylinder to "full" at a twist of the wrist! "No-Shoe" rubber recoil pad has inner cushion of resilient rubber gel to deaden recoil. 12 and 16 gauge, 28" barrels of proof-tested steel, chambered for 2¾" shells. Tubular magazine—6 shot capacity. Wooden plug reduces magazine capacity. Solid steel frame, handy action release, push button safety and automatic side ejection. Stock and forend of sturdy American Walnut. Overall length—48". Approx. ship. wt. 7½ lbs. Specify 12 or 16 gauge.

Mfr's. Sugg. Retail **$67.45**

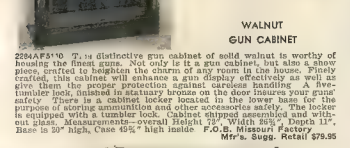


Self-Inflating Natural Rubber Decoys

SET OF 12 DEEKS—THE PERFECT DUCK DECOY

2272A1197—You will bag more Duck with rubber **DEEKS**. Lifelike in action—design prevents unnatural side-rolling or whipping back and forth. **DEEKS** are easy to stow—for they take no more space than one old-fashioned decoy. They are tough and last for years. The heads can't break off and the natural colors never fade. **DEEKS** are feather-weight and are easy to use. Drop them on the water and they inflate the second they touch the water. No blowing up is necessary. They deflate instantly when removed from the water. You are not troubled with tangled lines. When in the water, they are life size with eyes, feathers, wings, molded in relief. Greenhead Mallards packed 6 Drakes, 6 Hens. 4 dozen to the carton

Mfr's. Sugg. Retail $19.95



WALNUT GUN RACK

2282AF1130—Solid walnut gun rack harmonizes well with gun stocks and will add to the appearance of firearms. It holds 4 guns which cannot be removed from the rack until unlocked. Rack contains a roomy drawer equipped with tumbler lock for the purpose of storing ammunition, knives and other accessories safely. One key unlocks both drawer and guns. Size of rack, 25" wide, 37½" high, 7¼" deep.

F.O.B. Missouri Factory. Mfr's. Sugg. Retail $16.85

WALNUT GUN CABINET

2284AF5140—The distinctive gun cabinet of solid walnut is worthy of housing the finest guns. Not only is it a gun cabinet, but also a show piece, crafted to heighten the charm of any room in the house. Finely crafted, this cabinet will enhance a gun display effectively as well as give them the proper protection against careless handling. A five-tumbler lock, finished in statuary bronze on the door insures your guns safety. There is a cabinet locker located in the lower base for the purpose of storing ammunition and other accessories safely. The locker is equipped with a tumbler lock. Cabinet shipped assembled and without glass. Measurements—overall Height 78", Width 36½", Depth 11". Base is 20" high, Case 49⅝" high inside

F.O.B. Missouri Factory

Mfr's. Sugg. Retail $79.95

1132AF1065 — Quick Draw Gun Case—

Breathes in any climate for finest gun protection. Crafted from Saran, a full woven fabric, that allows air to pass in and out of the cover when it is closed. Padded with thick fleece. Full length zipper. Extra zipper pocket for cleaning patches, breakdown cleaning rod, or extra cloth. Available in 42"@2", 44", 46", 48", 50", 52", and 54" lengths. Parcel Post from Wisconsin Factory

Mfr's. Sugg. Retail $16.00

2271AF1323—Same styling as above except full length zipper styling-pattern. 19" open width. Same sizes as above. Specify size. Parcel Post from Wisconsin Factory.

Mfr's. Sugg. Retail $20.00

CROSMAN .22 CAL. CO_2

1730AF2300—**Repeater Rifle** Requires no pumping, charged by a CO2 cylinder. Refill cylinder equipped with safety supplied with each rifle. 560 shots per cylinder depending on power selected 22 barrel—20—key 8½"w. Walnut finish stock, adjustable rear peep. Extra open side included. Muzzle velocity approx 700 FPS at full power. Detachable tube type magazine, capacity for 8 Super Pells. Pellet pell supply. Length 38¾" overall. Wt 5 lbs. 12 ozs. Available in .22 Cal. only

Mfr's Sugg Retail $34.00

1611A317—**Refill Cylinder for Crosman Rifle and Pistol.** Easy to use. Built-in features for complete safety. Charger is refillable.

Mfr's. Sugg. Retail $4.95

1610A295—Crosman Ammunition 22 Cal., pellet Super Pells. Soft steel pellets designed not to contain foreign materials or pellets that would harm rifling or barrel. 500 count

Estab. Retail $4.50

SHERIDAN PNEUMATIC RIFLES

1642A3..5—Sheridan Ammunition Ranman 6's 5m/m .20 Cal. 5 6 11/4 mixed super-penetrating. Built to shoot ammunition. Sold under Sheridan's interchangeable name.

Estab. Retail $4.70

1602A1798—**Sheridan "Blue Streak."** Sleek, lightweight. Blue steel finish, open rear sight, over and under type construction with tube shaped magazine. Single shot. Suitable for plinking and elementary target practice. Blue steel finish, 5mm / 20 Cal. Microrifled rustproof barrel. Bolt action (single shot) with automatic safety. Automatic "Firing-pin" safety. Full length Mannlicher type Walnut stock, take down design. Wt. 5 lbs., length 37

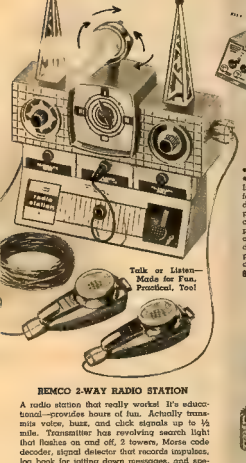
Estab. Retail $24.85

1641A1796—"Silver Streak". Same as above in Silver finish

Estab. Retail $23.85

New Electronic Toys

- Action-packed
- Educational
- Shockproof
- Full of fun



REMCO 2-WAY RADIO STATION

A radio station that really works! It's educational—provides hours of fun. Actually transmits voice, buzz, and click signals up to ½ mile. Transmitter has revolving search light that flashes on and off, 2 towers, Morse code decoder, signal detector that records impulses, log book for jotting down messages, and special key for sending them.

Switchboard-type transmitter has individual plug-ins for each activity—central plug controls searchlight, telegraph key, and telegraph buzz. Also, plug-in for two microphones—talk into them or listen to messages through them. Complete with wiring. Made of high-impact plastic—colorful finish. Operates on two batteries (included)—safe, shockproof. 12 x 10 in.

87575A463—Shpg. wt. 1¼ lbs. **$5.95**

REALISTIC GUIDED MISSILE BASE

- **Allows aiming and firing of missiles**
- **Five adjustable anti-aircraft guns**

Instrument panel designed "like the real thing" for firing missiles. 6-in. rocket in front, adjusts to desired shooting position—on its own launching platform. 4 flying pursuit saucers fire too. All controlled by buttons on front panel—fire independently or all at one time. Five adjustable anti-aircraft guns. Rotating radar antenna. Give firing directions with plug-in "make-believe" microphone. Fuel register and "radarscope." Plastic construction. 14 x 9½ x 3 in. high.

87850A332—Shpg. wt. 2 lbs. . . . . Retail **$4.98**

NEW ELECTRONIC BRAIN WITH MISSILES

- **Moves in any direction preset by you!**
- **Most exciting electronic toy of the year!**

Powered by electric motor. Oversized head, moving robot-like arms. Helmet houses presetting mechanism which directs brain on various routes, even to the point of firing the rockets at specific targets in other rooms of the house and returning to operator! Launching platforms hold missiles—set them to go off at specific time while brain is in operation. Lights on each side of helmet signal turns. Plastic body—metal base and working parts. With four batteries, two lights. 10 x 5 x 7 in.

87649A797—Shpg. wt. 2½ lbs. . . Retail **$11.95**

WINDSHIELD CRADLE TELEPHONE SET

- **Fun for play—has actual utility value**
- **Works like professional telephone**

Talk from room to room on professional-type telephones. 4 batteries for sound transmission—you can hear holding phone away from ear! Press right button of one phone, dial, and other phone rings. Press left button and your phone is ready to ring. Lights up when in use. Plastic. Includes 4 batteries, 50 ft. of wire.

87848A597—Set. Shpg. wt. 3 lbs. . . Retail **$9.95**

REL-COM 2-WAY LOUDSPEAKER SET

- **For entire family—save time and steps**
- **Each instrument has genuine R.C.A. speaker**

Fun for children—or the entire family. Two complete loudspeaker units! Each has R.C.A. speaker for high-fidelity reproduction. Exceptional clarity and volume. Plastic bases contain speaker; silvery plastic microphone attaches to side, disconnects current when not in use. Operate on 4 "C" size batteries (not included). 50 ft. of wire.

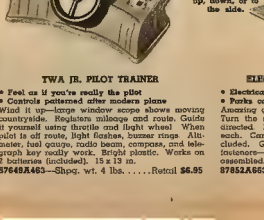
87851A530—Set. Shpg. wt. 2½ lbs. . . **$7.95**

REMCO DICK TRACY WRIST "RADIO"

- **Two telephone-type wristband "radios."**
- **Transmits voice and sound up to ½ mile**

Two "radio" phones with wristbands—realistically designed in tough plastic. Loud and clear 2-way voice transmission up to a distance of ½ mile. Electro-magnetically powered. Secret code buzzer signal system for Morse code, telegraph click. Includes battery for operating and 50-ft. reel of wire.

87792A263—Set. Shpg. wt. 1 lb. . . Retail **$3.95**



TWA JR. PILOT TRAINER

- **Feel as if you're really the pilot**
- **Controls patterned after modern plane**

Wind it up—large window scope shows moving countryside. Registers mileage and route. Guide it yourself using throttle and flight wheel. When pilot is off route, light flashes, buzzer rings. Altimeter, fuel gauge, radio beam, compass, and telegraph key really work. Bright plastic. Works on 2 batteries (included). 15 x 12 in.

87648A463—Shpg. wt. 4 lbs. . . . . Retail **$6.95**

ELECTRONIC PARKING GARAGE

- **Electrically controlled elevators**
- **Parks cars just where you want them**

Amazing garage powered by 2 electric motors! Turn the switch—electric elevator moves where directed. Parks cars on 5 levels, 8 locations on each. Car wash, 4 plastic cars, 2 batteries included. Garage of Masonite board with steel fasteners—strong enough to support 200 lbs. when assembled. 19 x 9 x 16 in.

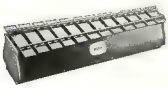
87852A663—Shpg. wt. 8 lbs. . . . . Retail **$8.95**

XYLOPHONES
TUDOR METAL

An all metal xylophone with 8 tru-toned bars in different colors and an attractively designed tone chamber. Furnished with one wood mallet and one rubber mallet. Size 12½x6¼x5½ inches. Weight per shipping carton, 32 lbs

ST-89-125 ..... **Each $3.00**
One in a carton; twelve in a shipping carton.

TUDOR METAL



Beautifully lithographed in metal with scientific built-in tone chamber. Heavy steel tone bars, mounted on a felt base are absolutely tru-toned. Tone bars are finished in different colors Furnished with one wood mallet, one rubber mallet and a 12 page music book. Size 18x6½x5½ inches. Weight per shipping carton, 23 lbs

ST-89-150 .. .. **Each $4.00**
One in a carton; six in a shipping carton.

HOWDY DOODY UKE
EMENEE

A jumbo junior size uke in color plastic with Howdy Doody design. Has nylon strings and friction tuning pegs. Will actually play with a fine tone. Song book and pick are included Put up in an individual carrying case. Weight per shipping carton, 16½ lbs.

ST-57-103 ..... **Each $1.00**
One in a carton; twenty-four in a shipping carton.

UKULELES
EMENEE

A professional size ukulele with the original "Arthur Godfrey" uke player that makes it possible for any one to play. Ukulele has brass pitch pipe built in for easy tuning and four friction tuning pegs that insure a magnificient tone. The beautiful Mahogany and Ivory finished ukulele is complete with instruction book and felt pick. Weight per shipping carton, 18 lbs.

ST-57-101 ..... **Each $5.00**
One in a carton; twelve in a shipping carton.

GENE AUTRY COWBOY GUITAR
EMENEE

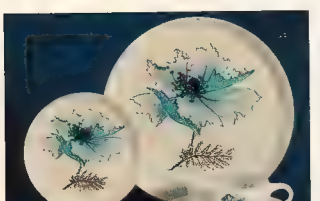
Colorful two-tone design and western motifs are blended on this beautiful full size guitar. Nearly three feet long and 1 foot wide and has gear action metal tuning pegs and rich professional tone. Furnished with silk shoulder harness, felt pick and music book as well as carrying case

ST-57-601 ..... **Each $10.00**
One in a carton.

GOLDEN BANJO
EMENEE

An authentic banjo with gold finish and engravings. Has 8 adjustable lugs to regulate tension of genuine calf skin drum. True banjo tonal quality Screw type, adjustable tuning pegs and is furnished with automatic banjo player Complete with song and instruction book and is put up in luggage style case. Over 22 inches long Weight per shipping carton, 12 lbs.

ST-57-120 ..... **Each $7.00**
One in a carton, six in a shipping carton.



ORIENTAL POPPY

Florence BY Prolon

in captivating new decorated patterns, *translucent* like fine china

Here's built-in beauty that never fades in today's most exciting decorated dinnerware! Florence is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long life, smoothness and lustre. Translucent, rich and glowing in original decorated patterns created by the noted designer Scott Wilson—Florence is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers. Choose today from four colorful new decorated patterns: REGATTA—refreshing as a cool sea breeze, ultra modern in its smart, symbolic design. GRANADA –combines quiet dignity and charm with rich colors and exquisite design. CHANTICLEER—its whimsical, sprightly design will cheer your every meal. ORIENTAL POPPY—so colorful and captivating with its whisper of the Orient.

CHANTICLEER

REGATTA

GRANADA

16-Pc. Starter Set, service for four consists of 4—10" Dinner Plates, 4—6½" Plates, 4—Cups and 4 Saucers. Wt. 7 lbs. SPECIFY PATTERN DESIRED.

25832A451197/1330—Complete 16-Pc. Set .....Retail $19.95

35-Pc. Dinner Set, service for six consists of 6 each 10" Dinner Plates, 6½" Plates, 6 Cups, 6 Saucers, 6 Fruit Dish and 1 each 14½" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 14 lbs. SPECIFY PATTERN DESIRED.

25833A453150/3500—Complete 35-Pc. Dinner Set ....Retail $52.50

melmac

GUARANTEE *Guaranteed not to chip or break during a year of normal use.*

Guaranteed by Good Housekeeping

New Prolon

45-PC. DINNER SET

Service for eight consists of 8 each 10¼" Dinner Plates, 6½" Salad Plates, Soup Bowls, Cups, Saucers and 1 each Vegetable Serving Dish, large 15" Platter, Creamer and Covered Sugar Bowl. Wt. 17 lbs.

25840A452370/2633—Rainbow* ..... Retail $39.50

*Rainbow—equal pcs. Melon, Bone White, Celadon Green, Primrose Yellow with Melon service pieces.

IN SMART SOLID COLORS . . Mix 'em or match 'em —either way you'll brighten the table you set with this gay new Prolon dinnerware. It's super-strong nationally advertised Melmac® quality—known for long life and lasting beauty.

5-PC. SERVICE SET

Of modern design consisting of large 15" Platter, 11" Vegetable Dish, Creamer and Sugar Bowl with cover. Wt. 4 lbs.

25844A45537/597 Primrose Yellow . . .Retail $8.95
25845A45537/597—Melon . . . . . .Retail $8.95

20-PC. DINNER SET

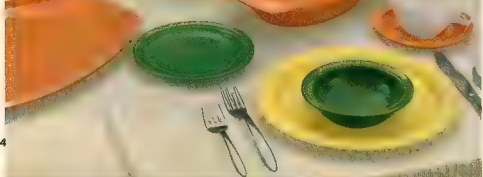
Service for four includes 4—10¼" Dinner Plates, 4—6½" Plates, 4 Soup or Cereal, 4 Cups and 4 Saucers. Wt. 8 lbs.
Melon and White Combination
25842A45930/1033—Set . . Retail $15.50
Green and Yellow Combination
25841A45930/1033—Set . . .Retail $15.50
Rainbow Assortment*
25843A45930/1033—Set . . . .Retail $15.50
*Rainbow—equal pcs. Melon, Bone White, Celadon Green, Primrose Yellow with Melon serving pieces.

OPEN STOCK

Allow 10 days for shipment
F.O.B. Chicago, Ill.
Minimum Order $10.00 or Retail Value.

SOLID COLORS. Primrose Yellow, Celadon Green, Melon and Bone White. SPECIFY COLORS.

	Retail
25846F106—Dinner Plate, 10¼" . .	$1.60
25847F50 —Salad Plate, 6½"	.75
25849F43 Saucer	.65
25848F57 —Cup, 7½ oz.	.85
25850F67 Mug, 9 oz.	1.00
25851F53 —Salad Bowl, 15 oz.	.80
25852F47 —Rim Cereal Bowl, 9 oz. .	.70
25854F77 —Lug Soup Bowl, 14½ oz..	1.15
25853F37 Fruit Dish, 5 oz.	.55
25855F234—Sugar & Cream Set	3.50
25856F167—Veg. Serving Dish, 11" ..	2.50
25857F263—Platter, 15"	3.95



Florence BY Prolon

IN RICH, LUSTROUS, SOLID COLORS

Dine with beauty at every meal — built-in beauty that never fades because this fine dinnerware is nationally advertised Melmac® quality Melamine . . . your assurance of long life, smoothness, lustre and lasting good looks. This smartly designed dinnerware is also virtually unbreakable, resists chipping, is not harmed by even the hottest water in automatic dishwashers.

MELMAC® MEANS QUALITY — AND THE FINEST MELMAC IS "FLORENCE"

Guaranteed not to chip or break during a year of normal use.

OPEN STOCK

Allow 10 days for shipment F.O.B. Chicago, Ill. Minimum order $10.00 at Retail Value.

SOLID COLORS: Copper, Bone White, Beige, Turquoise and High Noon Yellow. Specify color.
*Also available in Midnight Black

	Retail
25858F120— Dinner Plate, 10"	$1.80
25859976 — Salad Plate, 7⅞"	1.15
25860F63 — Bread & Butter, 6¼"	.95
25861F50 — Saucer	.75
25862F66 — Cup, 9 oz.	1.00
25863F66 —*Soup or Cereal Bowl, 14 oz.	1.00
25864F53 —*Fruit Dish, 5 oz.	.80
25865F196 *Small Platter, 12½" oval	2.95
25866F263—*Large Platter, 14¼" oval	3.95
25867F200—*Vegetable Dish—Open	3.00
25868F217—*Vegetable Dish—Divided	3.25
25869F234—*Cream & Sugar Set	3.50

20-Pc. DINNER SET

Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers Wt. 9 lbs.

Turquoise and White Combination
25658A451137/1263—Set . . . . . Retail $18.95

Copper and Beige Combination
25827A451137/1263—Set . . . . Retail $18.95

Rainbow Assortment
25828A451137/1263—Set . . . . . Retail $18.95

Rainbow equal pcs of Copper, Beige, Turquoise, Yellow.

45-Pc. DINNER SET

Setting for Eight consists of 8 ea. 10" Dinner Plates, 8 ea. 6¼" Plates, 8 Soup or Cereal, 8 Cups, 8 Saucers; one ea. Open Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl. Wt. 18 lbs.

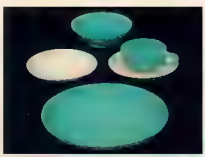
25826A452850/3167—Rainbow Assortment . . . . . Retail $47.50

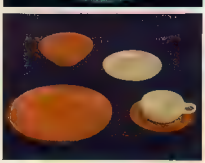
Rainbow—equal pcs Copper, Beige, High Noon Yellow and Turquoise with service pcs Turquoise and Yellow.

5-Pc. SERVICE SET

Smartly styled serving pcs include 14¼" Platter, Open Vegetable Dish, Creamer and Covered Sugar Bowl as pictured above Wt. 4 lbs.

25829A45597/663—Midnight Black . . . Retail $9.95
25830A45597/663—Turquoise . . . . . Retail $9.95
25831A45597/663—Copper . . . . . Retail $9.95





Sterling by International, Manchester and Amston

Traditional Quality

A selected group of fine Sterling Silver patterns of excellent design, weight, and manufacture, each adaptable to any decorative scheme.

All six patterns can be purchased in quantities to fit individual requirements and added to until a complete service is acquired. For this reason, all are available in open stock, place settings, and various set combinations (see pages 264 and 265).

Amston Sterling

Ecstasy. An attractive contemporary design modified by just enough floral pattern so that it will blend with any decorative scheme.

Single Place Settings	Sugg. Retail
263K1660—6-Pc. Dinner	$399.85
264K1451—5-Pc. Dinner	80.50
264K1510—6-Pc. Luncheon	97.85
465K1312—5-Pc. Luncheon	83.50

Open Stock Per Dozen	Sugg. Retail
6263K3253—Teaspoons (Hvy.)	$45.00
6263K4467 Dessert Spoons	89.00
6214K3266—Luncheon Forks	70.00
6214K3267—Dinner Forks	80.00
6221K3351—Luncheon Knives ..	68.00
6225K3099—Dinner Knives	70.00
6240K3274—Butter Spreaders, H.H.	42.50
6236K3281—Cream Soup Spoons.	51.00
6229K3397—Coffee Spoons	25.00
6233K3331 Iced Teaspoons	60.00
6233K3338—Oyster Forks	40.00
6237K3097 Ind. Salad Forks..	55.45
6206K1048—Ind. Steak Knives, H.H.	72.50

Open Stock Fancy Pieces Each	Sugg. Retail
6325K538 —Tablespoon	$40.00
6273K391 —Butter Knife	7.00
6258K559 —Cold Meat Fork	16.00
6346K538 —Gravy Ladle	40.00
6236K545 —Sugar Tongs	8.00
6272K467 Pie Server	8.20
6293K3401—Salad Serv. Fork ..	15.50
6296K810 —Salad Serv. Spoon ..	15.50
6215K3385—Sugar Spoon	6.00
6237K3097—Sugar Spreaders ..	31.00
6246K1676—2-Pc. Roast Set	80.00
6298K2123—3-Pc. Roast Set	98.00

Amston Sterling

Puritan. The exquisite simplicity of this popular pattern will add distinction in any setting—for a lifetime.

Single Place Settings	Sugg. Retail
213K1659—6-Pc. Dinner	$299.85
402K1461—5-Pc. Dinner	80.00
274K1305—6-Pc. Luncheon	97.85
405K1342—5-Pc. Luncheon	83.50

Open Stock Per Dozen	Sugg. Retail
6260K5218—Teaspoons (Hvy.) ..	$45.00
6260K4467—Dessert Spoons ..	89.00
6214K3261—Luncheon Knives ..	60.00
6214K3940—Luncheon Forks ..	70.00
6225K3099—Dinner Forks	80.00
6221K3351—Luncheon Knives ..	68.00
6225K3099—Dinner Knives	70.00
6240K3274—Butter Spreaders, H.H.	42.50
6236K3281 Cream Soup Spoons	51.00
6229K3397—Coffee Spoons	25.00
6233K3331—Iced Teaspoons	60.00
6233K3338—Oyster Forks	40.00
6237K3097—Ind. Salad Forks...	55.45
6206K1048—Ind. Steak Knives, H.H.	72.50

Open Stock Fancy Pieces Each	Sugg. Retail
6182K539 —Tablespoon	$40.00
6177K391 —Butter Knife	7.00
6258K559 —Cold Meat Fork	16.00
6346K538 —Gravy Ladle	40.00
6170K535 Jelly Spoon	4.00
6172K467 Pie Server	8.20
6293K3401—Salad Serv. Fork ..	15.50
6296K810 —Salad Serv. Spoon..	14.50
6215K3385—Sugar Spoon	6.00
6218K836—Ice Serv. Steak Set ..	13.00
6188K1676—2-Pc. Roast Set	80.00
6188K2123—3-Pc. Roast Set	98.00

Manchester Sterling

Valenciennes. This graceful, pierced design is inspired by the beauty of fine old French lace. Bright finish.

Single Place Settings	Mfr's. Sugg. Retail
306K7092 6-Pc. Dinner	$34.80
334K1810—5-Pc. Dinner	30.17
367K1906—5-Pc. Luncheon	25.00
370K1708—5-Pc. Luncheon	23.00

Open Stock Per Dozen	Mfr's. Sugg. Retail
5303K3564—Teaspoons (Reg. Wt.)	$42.75
5305K1041 Teaspoons (Hvy. Wt.) ..	66.68
5009K3125—Dessert Spoons	85.41
5014K3125—Luncheon Forks	85.41
5017K3675—Dinner Forks	101.32
5021K4752—Luncheon Knives	78.23
5025K3375—Dinner Knives	85.41
5040K4135—H.H. Butter Spreaders	40.27
5036K5311—Cream Soup Spoons	68.91
5030K3414—Coffee Spoons	30.78
5031K4145 Iced Teaspoons	60.84
5033K3907 Oyster Forks	48.41
5037K4986—Indiv. Salad Forks	74.97

Open Stock Fancy Pieces Each	Mfr's. Sugg. Retail
5325K520 Tablespoon	$ 8.67
5044K580—Bon Bon Spoon	3.83
5175K1464—Butter Knife	8.00
5258K256 Pie Server	4.77
5258K56—Cheese Scoop	4.77
5258K60—Cold Meat Fork	10.77
5346K963—Cream Ladle	6.05
5346K967—Gravy Ladle	11.45
5170K3981—Jelly Spoon	4.00
5061K325—Lemon Pick	4.05
5172K3645—Pie Server, Forged Blade	9.69
5293K1137—Salad Serv. Fork ..	14.86
5293K1123—Salad Serv. Spoon	14.86
5061K382—Sugar Shell	3.23
5044K583—Sugar Tongs	8.63
5075K1135—Tomato Server	14.86
5092K3587—2-Pc. Steak Set	16.43
5090K1895—3-Pc. Roast Set	71.00
5089K3708—3-Pc. Roast Set	46.64

Manchester Sterling

Southern Rose—Rich, exquisitely detailed floral design well proportioned and balanced for comfort.

Single Place Settings	Mfr's. Sugg. Retail
354K1943—6-Pc. Dinner	$31.80
353K1940—5-Pc. Dinner	27.63
353K1980—6-Pc. Luncheon	30.00
387K1511—5-Pc. Luncheon	25.74

Open Stock Per Dozen	Mfr's. Sugg. Retail
2305K3385—Teaspoons (Reg.) ..	36.24
2305K3308—Teaspoons (Hvy.) ..	55.54
2309K4836—Dessert Spoons	77.64
2314K4645—Luncheon Forks	77.64
2313K5076—Dinner Forks	94.30
2321K4739—Luncheon Knives ..	71.00
2325K4638—Dinner Knives	77.64
2340K4838—H.H. Butter Spreaders	37.14
2336K3368—Cream Soup Spoons	55.14
2329K4147—Coffee Spoons	25.43
2331K1738—Iced Teaspoons	57.54
2333K4836—Oyster Forks	37.14
2337K3916—Indiv. Salad Forks	65.47

Open Stock Fancy Pieces Each	Mfr's. Sugg. Retail
2154K473 —Tablespoon	$ 7.98
2144K339 —Bon Bon Spoon	4.37
2172K149 —Butter Knife	7.32
2172K329 —Butter Spoon	4.92
2167K559 —Cheese Server	7.82
2158K586 —Cold Meat Fork	9.77
2145K306 —Cream Ladle	5.59
2146K625 —Gravy Ladle	10.41
2170K3257—Jelly Spoon	4.92
2161K2221—Lemon Fork	3.68
2172K3645—Pie Server, Forged Blade	8.59
2159K1628—Salad Serv Fork	17.14
2159K1628—Salad Serv Spoon .	17.14
2161K382 —Sugar Shell	4.90
2164K429 —Sugar Tongs	7.32
2175K1135—Tomato Server	13.14
2192K2585—2-Pc. Steak Set	13.50
2188K1782—2-Pc. Roast Set	70.00
2189K3651—3-Pc. Roast Set	44.18

International Sterling

Bridal Veil. Inspired by the sweeping grace of the bridal veil, its mirror finish of the pastel is outlined with a garland of flowers trailing the length of the handle.

Single Place Settings	Sugg. Retail
490K1317—5-Pc. Luncheon	$250.53
495K1497—5-Pc. Luncheon	75.45

Open Stock Per Dozen	Sugg. Retail
6003K3721—Teaspoons	$40.88
6012K3698—Luncheon Knives ..	76.78
6011K4488—Luncheon Forks	70.36
6015K3676—Ind. Salad Forks ..	68.00
6020K3528—Cream Soup Spoons	60.00
6026K7088—Butter Spreaders, Flat	49.46
6440K7866—H.H. Butter Spreaders	49.92
6031K3528—Iced Teaspoons	60.00
6043K3496—Oyster Forks	40.94
6029K4444—Coffee Spoons	34.75

Open Stock Fancy Pieces Each	Mfr's. Sugg. Retail
6630K548 —Tablespoon	$ 9.97
6277K371 Butter Knife	6.56
6277K3257—Cold Meat Fork	13.18
6646K615—Gravy Ladle	10.47
6272K3645—Pie Server	8.84
6458K845—Salad Spn Server ..	15.73
6261K498 Sugar Spoon	3.53
6618K521 Sugar Tongs	5.45
6626K1612—2-Pc. Steak Set	19.00
6288K1637—2 Pc. Roast Set	28.18

Six-Piece Place Setting Composition
- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon
- Individual Salad Fork
- Individual Butter Spreader

Five-Piece Place Setting Composition
Same as above less Individual Butter Spreader.

Manchester Sterling

Breton Rose. This new Provincial pattern is reminiscent of old world enchantment. Scroll-edged back handles with delicate floral crown.

Single Place Settings	Mfr's. Sugg. Retail
490K7337 6-Pc. Luncheon	$29.85
498K1497—5-Pc. Luncheon	75.45

Open Stock Per Dozen	Sugg. Retail
6003K3724—Teaspoons	$40.88
6231K3683—Luncheon Knives ..	67.74
6011K4488—Luncheon Forks	70.36
6015K3528—Ind. Salad Forks ..	68.00
6020K3528—Cream Soup Spoon	60.00
6026K3686—Butter Sprds., Flat, Hdls.	49.46
6440K3686—H. H. Bttr Spds	49.92
6031K3528—Iced Teaspoons	60.00
6043K3444—Coffee Spoons	34.75

Open Stock Fancy Pieces Each	Mfr's. Sugg. Retail
6332K548 Tablespoon	$ 9.97
6277K374 —Butter Knife	6.56
6258K775 Cold Meat Fork	13.18
6346K1474—Gravy Ladle	10.43
6272K467 Pie Server	8.84
6293K3605—Salad Serv. Spoon	15.73
6261K308 Sugar Spoon	3.24
6618K521 —Sugar Tongs	5.45
6626K1612—2-Pc. Steak Set	19.00
6288K1637—2 Pc. Roast Set	28.18

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

With genuine pride we present CHATELAINE. We know it will find many admirers who love truly fine Silver. Here is beauty, grace and distinction, in lasting, traditional design.

CHATELAINE Pattern by Franklin Silversmiths . . . Solid Sterling Silver

THE PLACE SETTING PLAN
COMPOSITION OF A PLACE SETTING

Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon
Individual Salad Fork
Individual Butter Spreader

Single Place Settings—6 Pieces

	Suggested Retail
118K1500—Luncheon Size	$25.00
117K1665—Dinner Size	27.75

Single Place Settings—5 Pieces

(Composition same as above less Butter Spreader)

	Suggested Retail
292K1312—Luncheon Size	$21.86
293K1475—Dinner Size	24.55

See Pages 262 and 263 for Additional Listings of Place Settings

Complete Sets for 6, 8 and 12 on Pages 264 and 265

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Suggested Retail
5405K2454—Teaspoon Heavy	$40.90
5421K3469—Luncheon Knives	57.82
5414K3633—Luncheon Forks	60.56
5425K4126—Dinner Knives	68.73
5417K4942—Dinner Forks	82.36
5435K2258—Butter Spreaders	37.64
5437K3175—Indiv. Salad Forks	52.91
5430K3011—Cream Soup Spoons	50.18

OPEN STOCK—FANCY PIECES—PER DOZEN

	Suggested Retail
5429K1473—Coffee Spoons	$24.55
5431K3273—Iced Teaspoons	54.55
5433K2520—Oyster Forks	42.00

OPEN STOCK—FANCY PIECES—EACH

	Suggested Retail
5462K505—Tablespoon	$ 8.41
5458K627—Cold Meat Fork	10.45
5446K682—Gravy Ladle	11.36
5477K423 Butter Knife, Hollow Handle	7.05
5451K327—Sugar Spoon	5.45
5472K491—Pie Server	8.18
5490K505—Steak Carving Knife	8.41
5491K503—Steak Carving Fork	8.41
5456K210—Pickle Fork	3.50

★ NOTICE—All prices quoted herein are other the Manufacturer's or Bennett's Suggested Retail prices and do not include the 10% Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Trade Information

Prices Do Not Include 10% Federal Excise Tax

SKUNK
HIGHLANDER

Any number of the family can play this thrill packed game. Easy to play, needs no deep concentration and provides a laugh a minute. Each game includes 100 score sheets, 120 white, red and blue chips and one pair of specially designed dice. Weight per shipping carton, 13 lbs.

ST-84-500 Each $1.98
One in a carton; twelve in a shipping carton.

JOHNNY CAN READ
ED U-CARDS

A most entertaining game for child-parent participation. It serves as a test for his knowledge for words that he is actually being taught in school. Consists of a full color playing board 224 selected word cards, 4 scoring spinners and 24 picture boards. Size of playing board, 18x9½ inches. Weight per shipping carton, 9 lbs.

ST 72-119 Each $1.98
One in a carton; twelve in a shipping carton.

"DRAGNET-BADGE 714" GAME
TRANSOGRAM

Exciting action game based upon the exploits of Jack Webb in the role of Joe Friday. Fun for all the family as they track down and throw a drag net around the suspect. Contains a lithographed playing board 19x18 inches, mystery clue cards, police and suspect cards, 8 game markers and easy to follow playing instructions. Weight per shipping carton, 16 lbs.

ST-4-3855 Each $2.98
One in a carton; six in a shipping carton.

MAJOR LEAGUE BASEBALL GAME
GABRIEL

Batter-up and the fun begins. Based on actual American and National League statistics, it includes platform with 10 spinners, score pad, 6 plastic baseball figures, playing pieces and playing board decorated with realistic ball field. Weight per shipping carton, 24 lbs.

ST-63 T457 Each $1.98
One in a carton; twelve in a shipping carton.

SHAKE
HIGHLANDER

A fast action game in which two can play or teams may be formed. Made of brilliant plastic with 36 built-in cubes on a dazzling red playing field. Comes complete with all necessary pieces and complete instructions. Weight per shipping carton, 9 lbs.

ST-84 1100 Each $1.98
One in a carton; twelve in a shipping carton.

TRAPPED
BETTYE-B

Every player is a master detective as they track the killer through this perfect miniature house and garden. The player must match wits with the murderer, reveal his motive and set the time the act took place. Plenty of clues and plenty of action. Weight per shipping carton, 20 lbs.

ST-66-500 Each $2.98
One in a carton; twelve in a shipping carton.

MY FIRST GAME
GABRIEL

Two to four players choose their favorite Disney Cartoon characters like Pluto, Mickey or Minnie Mouse, Donald Duck, etc. Spin for colors and see who can get home first. Nothing to read. Just bright appealing colors which even the youngest child can follow. Furnished with large selection of colored building sticks, markers and spinner. Weight per shipping carton, 15 lbs.

ST 63 T323 Each $1.98
One in a carton; twelve in a shipping carton.

B. T. O.
BETTYE-B

A colorful, fast moving game of money and power as players shrewdly manipulate to monopolize famous New York landmarks. Furnished with the game are ownership certificates, play money, automobiles, etc. Three dimensional playing board. Weight per shipping carton, 25 lbs.

ST-66-400 Each $2.98
One in a carton; twelve in a shipping carton.

ADVENTURES OF ROBIN HOOD
BETTYE-B

A game of adventure played on a colorful three dimensional playing board. Has magic windows which actually open to reveal secrets which the player must solve correctly to wins chests of gold, horses, shields and armor and bows and arrows. Weight per shipping carton, 25 lbs.

ST-66-300 Each $2.98
One in a carton; twelve in a shipping carton.

CARGOES
SELCHOW-RIGHTER

A game for 2, 3 or 4 players, ages 7 to 15. Consists of a 3-panel folding board, with a color map of the world, showing principal seaports products, famous buildings, etc. Weight per shipping carton, 26 lbs.

ST-164-42 ..... Each $2.49
One in a carton;
twenty-four in a shipping carton.

STOCK MARKET GAME
GABRIEL

Players can make a fortune or lose their shirts in all the excitement of Wall Street. They buy, sell and trade stock with play money and stock certificates. Furnished with quote board, price markers and purchase record cards. Everything you need to be a tycoon. Weight per shipping carton, 14½ lbs.

ST-63-T450 ..... Each $2.98
One in a carton; six in a shipping carton.

EARTH SATELLITE GAME
GABRIEL

Right out of todays headlines, this game is based on space stations. Contains a game board which takes players from earth to moon via the satellite, plus 4 large plastic rockets, plastic meteor, asteroid, spinner set in control panel and playing cards. Weight per shipping carton, 12 lbs.

ST-63-T453 ..... Each $2.98
One in a carton; twelve in a shipping carton

DEAD PAN
SELCHOW-RIGHTER

Anybody can drop a marble into a pan and anybody can count. That's all there is to Dead Pan but it's a real challenge to win the game. Furnished with 4 durable colored plastic trays, 72 colored marbles and short, easy to read directions. Weight per shipping carton, 29½ lbs.

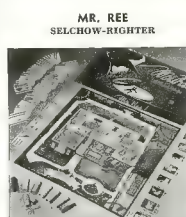
ST-104-50 ..... Each $2.98
One in a carton; twelve in a shipping carton

BANG
SELCHOW-RIGHTER

A rootin-tootin adventure game with sheriffs and the Dalton Gang trying to outwit each other for bags of gold. Game is furnished with playing board, bullet spinner, 40 cards, 40 one hundred dollar bills, money bags, pawns, 2 wood dice and playing instructions. Weight per shipping carton, 29½ lbs.

ST-104-62 ..... Each $2.98
One in a carton; twelve in a shipping carton.

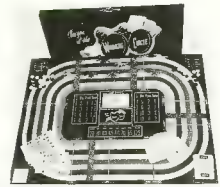
MR. REE
SELCHOW-RIGHTER



A game for 4 to 8 players, ages 7 and up. A different plot—a different solution every time you play. Consists of a 5 color folding board, 18½ inches square, 4 weapons, hatchet, revolver, knife and bottle of poison, 8 character cards, 7 hollow character pawns, 1 detective pawn, 100 playing cards, 4 murder cards and instructions. Weight per shipping carton, 24 lbs.

ST-104 77 ..... Each $2.98
One in a carton;
twenty-four in a shipping carton.

WINNERS CIRCLE
NORTON



An exciting, thrill packed game that brings horse racing right into your own home. Included are such features as pari-mutuels, daily doubles, photo finishes. Eight races from 5 furlongs to 1¼ miles and even a steeplechase race. Game is furnished with race track board, plastic chips, eight plastic horses, playing cards, programs, result cards and dice. Size of track 10½x22¼ inches. Weight per shipping carton, 23 lbs.

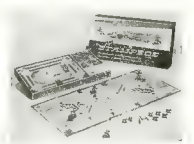
ST-6-11 ..... Each $3.98
One in a carton; six in a shipping carton.

LI'L STINKER
HIGHLANDER

Here comes Li'l Stinker, a crazy little side-splitting character in a game for every member of the family. Comes complete in an attractive package with plastic blocks and complete rules. Weight per shipping carton, 10 lbs.

ST-84-369 ..... Each $2.98
One in a carton; twelve in a shipping carton.

STAMPEDE
GABRIEL



A 3 in 1 action game with pistol packin' cowboys that actually shoot at the rustlers with small harmless pellets. Two additional games may be played on extra game board on platform. Contains large playing board, plastic cows, brand markers, playing cards and shooting cowboys. Weight per shipping carton, 14 lbs.

ST-63-T451 ..... Each $2.98
One in a carton; six in a shipping carton.

Imperial "Alarm"—Distinctive Watches—Mayfair "Heart Beat"

8039W3750 "IMPERIAL ALARM"
No more missed appointments! Fine 17-jewel anti-magnetic shock resistant movement with easily set alarm. Steel back water resistant case with highly polished chrome steel bezel.
Established Retail **$75.00**

549W863 "MARLIN G"
Attractive yellow top Marlin model Timex watch with stainless steel back and matching yellow top, steel back full expansion band. These watches are waterproof and dustproof.*
Est. Retail **$12.95**

3272W798 "HEART BEAT"
In place of a second hand this beautiful "Mayfair Heart Beat" watch has a tiny heart cut out through which you can see the flash and beat of every second jeweled Swiss movement. Choice of Lipstick Red, Charcoal Black or Emerald Green—specify color.
Est. Retail **$10.95**

550W487 "SWEEP"
Guaranteed Ingersoll wrist watch with luminous radiolite dial. Chrome plated round case. Sweep second hand. Durable leather strap.
Est. Retail **$6.95**

551W797 "MARLIN"
Fine Timex movement in plain round chrome bezel case. Leather band. Sweep second hand luminous radiolite dial. Waterproof and dustproof.*
Est. Retail **$11.95**

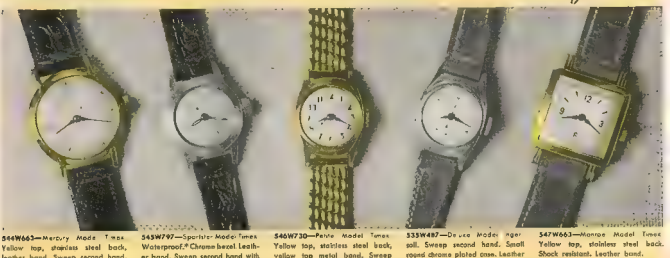
Timex

* *Watch stays waterproof and dustproof as long as Crystal, Crown and back are intact and, if removed are properly replaced.*

U.S. Time

Retail Prices shown on this page do not include the 10% Federal Excise Tax to which watches are entitled.

Ingersoll



544W663—Mercury Model Timex. Yellow top, stainless steel back, leather band. Sweep second hand. Shock resistant. *Est. Retail* **$9.95**

543W797—Sportster Model Timex Waterproof.* Chrome bezel. Leather band. Sweep second hand with Luminous figures and hands. Shock resistant. *Est. Retail* **$11.95**

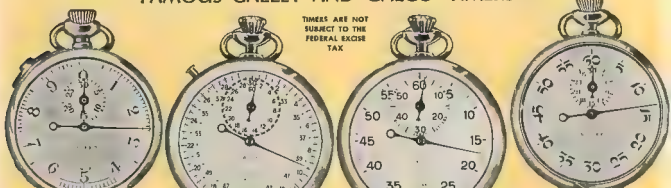
546W730—Pervo Model Timex. Yellow top, stainless steel back, yellow top metal band. Sweep second hand. Shock resistant. *Est. Retail* **$10.95**

535W487—De Luxe Model Ingersoll. Sweep second hand. Small round chrome plated case. Leather strap. Shock resistant. *Est. Retail* **$6.95**

547W663—Monroe Model Timex. Yellow top, stainless steel back. Shock resistant. Leather band. *Est. Retail* **$9.95**

FAMOUS GALLET AND GALCO TIMERS

TIMERS ARE NOT SUBJECT TO THE FEDERAL EXCISE TAX



GALLET DECIMAL TIMER
This dependable instrument divides the minute into 100 parts. Side dial for time out. Small hand registers revolution of long hand. Fly back from zero.
Sugg. Retail
8703W1963—7J Gallet . . **$30.25**

GALCO 1/10 SECOND TIMER WITH TIME OUT
Start and stop from crown, side plunger restores hands to zero. 7 jewels. Features 30-minute register.
Sugg. Retail
8715W1790—7J Galco **$27.50**

GALCO 1/5 SECOND TIMER
Featuring 60 minute register 7 jewels. Plain Timer, start, stop and fly back from crown.
Sugg. Retail
8705W1625—7J Galco **$25.00**

GALLET PLAIN TIMER
An excellent timer for industrial use and general sports, using hand registers fifths of seconds, and small hand minutes up to 30. Start, stop and fly back from crown, over movement nickel case.
Sugg. Retail
8701W1820—7J Gallet . . **$28.00**

Sturdy Construction for Lasting Wear

Economical Models for TEEN-AGERS AND ADULTS

The Guarantee on Bennett Watches is backed by a firm which for two generations has made Quality a Tradition. The watches shown on these pages represent exceptional values. Watches are subject to a Federal Excise Tax of 10%

★ Style ★ Accuracy ★ Precision

6188W1950—Handsome dress model in durable yellow gold filled case. Guaranteed 17J Bennett movement with yellow gold filled expansion band. A gift of high esteem.

Suggested Retail **$34.50**

8337W2650 "Aqua Seal" Stainless steel water resistant case, 17J Bennett shock protected, anti-magnetic movement, luminous figures and hands, sweep second hand. Steel expansion band. Fully guaranteed.

Suggested Retail **$47.95**

6172W1975—Refined yellow gold filled case of conservative lines. Combination link and expansion band. Excellent 17J Bennett Truline movement insures lasting accuracy.

Suggested Retail **$36.50**

6174W2750—Dignified round watch in yellow gold filled case. Top quality 17J Bennett movement. Matching design in a yellow gold filled band.

Suggested Retail **$50.00**

6168W1675—Smart new style in yellow rolled gold plate with non-corrosive back. Accurate 17J Bennett movement. Ostrich leather strap.

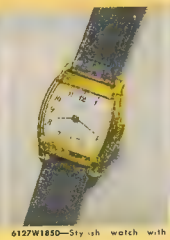
Suggested Retail **$31.00**

6159W1550—Masculine yellow rolled gold plated case with stainless steel back. Accurate 7J Bennett movement. Leather strap.

Suggested Retail **$28.25**

6137W1650—Conservative square model Yellow rolled gold plated case with steel back. Excellent Bennett 7J movement. Genuine leather strap.

Suggested Retail **$29.75**



6127W1850—Stylish watch with fine quality Bennett 17J movement. Yellow rolled gold plated case with steel back. Genuine leather strap.

Suggested Retail **$33.50**

6162W1650—Cushion shaped yellow rolled gold plated case fitted with fine Bennett 7J movement. Matching expansion band in 1/15-12K yellow gold filled.

Suggested Retail **$30.00**

6178W1575—Stylish round yellow rolled gold plated, steel back case with "Photo-Ident" expansion band (space for engraving and enclosing a picture) Precision built 7J Bennett fully guaranteed movement.

Suggested Retail **$28.75**

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Terms Information

Sturdy Construction—Excellent Value

REMOTE CONTROL AUTOMOBILES

JO-HAN

A scale model, remote controlled model of the famous Oldsmobile Holiday hardtop Has two-toned finish with tinted windows, sparkling chrome-like bumpers, grill and wheel discs Will run forward or in reverse and can turn corners, all by operating the handy control box. Box is connected to the car by a long wire cord to give unlimited rage Power is furnished by standard flashlight batteries. Length 9 inches. per shipping carton, 18 lbs

ST-69-1056 ..... Each $6.00

One in a carton; twelve in a shipping carton.

BATTERY OPERATED AUTOMOBILES

IRWIN

This battery operated car will overcome all obstacles by going forward, backward, or sideways, steering itself. Changes its direction whenever its path is blocked by an object too large to be run over Finished in yellow and black with silver trim and has transparent windshield Operates on two standard flashlight batteries Length 16⅝ inches, Width 5½ inches. Height 4⅝ inches Weight per shipping carton, 10 lbs.

ST-35-1423 ..... Each $6.98

One in a carton; three in a shipping carton.

REMOTE CONTROL FIRE TRUCKS

GENERAL MOLD AND PLASTIC

Realistic design aerial ladder truck with remote controlled aerial ladder Operated by two flashlight batteries. Equipped with two separate motors for forward and reverse and raising and lowering of ladders Finished in bright fire engine red with full chrome trim and dual rubber wheels. Length, 16⅝ inches; width, 3½ inches; and height, 4½ inches. Weight per shipping carton, 23 lbs

ST-73-124 Less Batteries ..... Each $8.00

One in a carton; twelve in a shipping carton.

ALUMINUM MODEL TOY

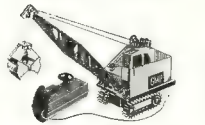
Smartly detailed and handsomely two-toned models in eight different body styles, have detailed interior parts—seats, dashboard, steering wheels and plated hub caps, all styled like the real car counterpart Operated by an enclosed, dust-proof motor, powered by two "D" type flashlight batteries. Easily operated switch for forward and reverse motion as well as steering plunger to drive to right or left. Seven foot cable cord from battery case to car permits unlimited play area—indoors or outdoors. Weight per carton of 6, 9 lbs.

ST-18-709	Ford Victoria Sedan	F.T. Each $6.95
ST-18-703	Buick Roadmaster	F.T. Each $6.95
ST-18-704	Ford Sunliner	F.T. Each $6.95
ST-18-705	Buick Century	F.T. Each $6.95
ST-18-706	Dodge Royal Lancer	F.T. Each $6.95
ST-18-707	Cadillac Coupe DeVille	F.T. Each $6.95
ST-18-708	Ford Thunderbird	F.T. Each $6.95
ST-18-709	Continental Mark II	F.T. Each $6.95

One in a carton; six in a shipping carton.

REMOTE CONTROL MAGNETIC CRANE

GENERAL MOLD AND PLASTIC

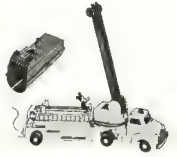


A remote controlled crane with a bucket that loads and unloads automatically. Motor raises and lowers the bucket, moves the crane forward or in reverse and turns it to left or right. Cab and boom are manually adjustable. Magnetic attachment will lift ferrous metals Powered by two independent electric motors and operated by standard flashlight batteries Entire unit made of plastic and fitted with rubber treads. Size 7¼x4½x17 inches. Weight per shipping carton, 16 lbs.

ST-73-031 ..... Each $12.00

One in a carton; six in a shipping carton.

GENERAL MOLD AND PLASTIC



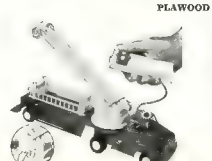
A Dumey remote controlled fire truck with a flashing red dome light and siren. One motor operates the truck forward or in reverse while a separate motor raises and lowers the aerial extension ladders Mickey and Pluto are mounted on the trailer. The entire unit is made of plastic in white finish with gold ladders and trim Length 16 inches. Height 3⅜ inches. Width 3⅜ inches. Weight per shipping carton, 13 lbs.

ST-73-421 ..... Each $8.00

One in a carton; six in a shipping carton.

REMOTE CONTROL FIRE TRUCK

PLAWOOD MORMAC



A remote control fire truck with aerial ladders that is an authentic model of the latest fire equipment. Operated by battery powered remote control unit which permits jack knife steering action and will run forward and backward Red light on the cab lights up when truck is in motion Ladders can be raised or lowered by turning wheels and will extend up to 18 inches. Length 16⅛ inches. Width 3½ inches Weight per shipping carton, 20 lbs.

ST-45-400 ..... Each $5.00

One in a carton; twelve in a shipping carton

REMOTE CONTROL DOG

PLAWOOD MORMAC

Frisky the wonder pup will run forward or will back up and his legs move as he rolls along on his wheels. Made of high impact plastic and he has wagging tail and flopping ears. Operated on two standard flashlight batteries which are contained in the push button remote control box. Furnished with long wire cord allowing unlimited play area. Length 11 inches. Height 5½ inches. Width 5¼ inches. Weight per shipping carton, 15 lbs.

ST-45-500 Less Batteries ..... **Each $5.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL JAGUAR

GENERAL MOLDS

A realistic, remote control model of the famous Jaguar that will run forward or in reverse or will turn to the right or left. Powered by flashlight batteries and electric motor and controlled from steering wheel control box. Operating headlights. Rugged plastic construction with metal base. Length 8¾ inches. Weight per shipping carton, 12 lbs.

ST-73-149 ..... **Each $4.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL TOW TRUCKS

PLAWOOD MORMAC

An important item for any junior truck or fleet operator. This tow truck will run forward, in reverse or in circles and will pull heavy objects. Has hand operated winch with tow line and hook. Body is made of high impact plastic in realistic design and is fitted with rubber tired wheels and simulated grille. Red light on the cab goes on and off when truck is in motion. Operates on two standard flashlight batteries. Long wire cord from control box to truck allows unlimited play area. Length 8 inches. Width 3½ inches. Weight per shipping carton, 15 lbs.

ST-45-401 Less Batteries ..... **Each $4.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL DUMP TRUCK

GENERAL MOLDS

Remote control true to life steering and forward-reverse motion is all operated from the control box. Powered by standard flashlight batteries. Manual plunger on the control box dumps the load. Rugged break resistant plastic construction with metal base. Length 8 inches. Height 3 inches. Weight per shipping carton, 15 lbs.

ST-73-128 ..... **Each $4.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL TRACTORS

MARX

This replica of a powerful diesel tractor is made of high impact plastic. Brightly colored in detail and design and has driver in the seat at the controls. Operated by remote control, electric motor energized by two standard flashlight batteries allows tractor to run forward or in reverse. Push button control on long flexible wire cord allows unlimited range of operation. Equipped with detachable road scraper blade and has sure grip rubber tractor treads. Length 11¾ inches. Width 7¾ inches. Height 7 inches. Weight per shipping carton, 20¾ lbs.

ST-29-4827 Less Batteries ..... **Each $5.00**

One in a carton; six in a shipping carton

REMOTE CONTROL BUS

PLAWOOD MORMAC

A real scale model of a large city bus that will delight any youngster. It can be steered in any direction by simply pushing or pulling the plunger rod at rear of hand control. Finished in attractive bus colors. Weight per shipping carton, 20 lbs.

ST-45-350 ..... **Each $5.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL RACERS

PLAWOOD MORMAC

A racing car for young racing fans. This racer is electrically driven and features forward and reverse action with remote controlled steering. All cars have an electric motor with gear drive and are equipped with a patented wheel clip that prevents wheels from ever coming off. Racers are attractively finished in two-tone colors. Weight per shipping carton, 20 lbs.

ST-45-301 Less Batteries ..... **Each $5.00**

One in a carton; twelve in a shipping carton.

REMOTE CONTROL TRACTORS

MARX

A replica of a massive and powerful diesel tractor, brightly colored and authentic in every detail. Made of hi-impact plastic and operated by remote control. Two standard flashlight batteries are contained in a plastic case and push buttons control forward and reverse movement. Flexible wire cord enables operator to move about while tractor is in motion. Length 11¾ inches. Width 7¾ inches. Height 7 inches. Weight per shipping carton, 20¾ lbs.

ST-29-4853 ..... **Each $5.00**

One in a carton; six in a shipping carton.

REMOTE CONTROL CARS

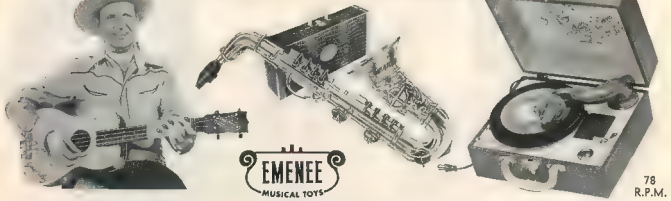
PRODUCT MINIATURE

Authentic scale model automobiles with remote control and power steering. Powered by two flashlight batteries, in the control box, the cars will run forward or in reverse. An additional motor turns car left or right to any degree, gradually or quickly as miniature steering wheel on control box is turned. The batteries supply the power for both motors. Long wire cord from car to control box allows unlimited play area.

Nos.	Each	Style
ST-50-623	$5.98	Chevrolet Sport Coupe
ST-50-624	5.98	Chevrolet 4-door Hardtop
ST-50-625	5.98	Chevrolet Station Wagon
ST-50-626	5.98	Ford Country Sedan

One in a carton; twelve in a shipping carton.

CHILDREN'S TOYS



GENE AUTRY COWBOY GUITAR

1849T657—A really professional-type guitar for children's musical fun. The automatic guitar player device on fingerboard makes it easy to play tunes right away. Guitar is nearly 3 feet long, 1 foot wide, decorated with sculptured Western motifs. It has a rich professional tone, rear-action metal tuning pegs, rib shoulder harness, and felt pick. Outfit also includes a music book and luggage-type carrying case.
Mfr's. Sugg. Retail $6.95

SILVER SAXOPHONE

1850T400—It's easy to play without lessons! Has genuine brass mouthpiece and reeds that play full-scale melody and sustained harmony. Over 17" long, break-resistant plastic body of sax is covered with heavy silver and gold finish. Authentic engraving like a professional instrument. Steel-beaded mouthpiece, adjustable strap and hook, music book, and distinguished carrying case, all included in the outfit.
Mfr's. Sugg. Retail $5.95

CHILD'S RECORD PLAYER

5695E926 This Accusonic phonograph is U.L. approved for youngster's safety. It's equipped with Phonola's famous reproducer head for clear, unraveled reproduction and plays both 10 and 12 inch 78 R.P.M. records. Scratch resistant case is covered in red polyvinyl coated leatherette. The large last up "take it" qualities of the Phonola make it an excellent toy for child use. Ship. wt. 7½ lbs.
Mfr's. Sugg. Retail $12.50

GOLDEN PIANO ACCORDION

1851T533 Gives true reproduction of professional accordion and amazing tone quality. Operates with easy-action bellows extending nearly two feet. It's one foot high, has break-resistant plastic body with gold finish trim. Piano keyboard is full-scale with 11 white keys, 7 black. Also, bass notes and base chords for left hand play harmony and rhythm. Has 52 hand-tuned brass reeds. Complete outfit includes easy-play instruction book, adjustable shoulder harness and book, and attractive luggage-type carrying case.
Mfr's. Sugg. Retail $7.95

Ebony and Silver Clarinet

1852T247—This important member of the band is over 19" long—and made of break-resistant plastic with heavy silver finish on keys and fittings. Screw has authentic engraving like professional instrument. The 14 hand-tuned reeds give full-scale melody and sustained harmony. There's also an adjustable strap and hook, music trim, inside book containing many marches and songs plus a carrying case. Mouthpiece is Steri-Sealed.
Mfr's. Sugg. Retail $8.95

TOY DELUXE SPINET PIANO WITH BENCH

5540F2621—A toy with real educational value. This child-size spinet has 37 keys including 16 raised half notes. Concert mirror front panel, feather touch action keys, foot chart, well-tone chimes. Piano is finished in rich, lustrous mahogany. A "play by color" song and instruction book is included for easy playing. Piano size: 24"x16½"x26". Bench size: 15"x8"x10½". Ship. wt. 32 lbs.
F.O.B. Pennsylvania Factory
Mfr's. Sugg. Retail $34.95

5539F2246—Toy Spinet. Similar to above with 30 plastic keys including 12 raised half-notes. Concert mirror front panel. Mahogany finish. Song and instruction book included. Piano size: 21"x15¼"x24½". Bench: 12"x8"x10½". Ship. wt. 26 lbs.
Mfr's. Sugg. Retail $29.95

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BIG JIM Electric-Magnetic CRANE

REMOTE CONTROL TOYS Safe— Unconditionally Guaranteed

Thrilling Automatic Crane

1852T1867—A wonderful new toy to make children happy to fill their idle moments. Just a touch of the button automatically hauls, raises unloads, lowers "Big Jim's" bucket or moves the whole crane forwards or backwards. The cab of "Big Jim" swivels, boom is adjustable to any height. An exciting magnetic attachment to crane lifts magnetic material many times its weight. Clam-shell bucket digs dirt, sand and gravel. Durable acetate construction and famous Run-Rite motor. Buttons operate everything. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 3 lbs.
Mfr's. Sugg. Retail $11.95

New Electric Ladder Fire Truck

1710T711—Has two famous Run-Rite motors, both operated from the same control box with a simple press of the button. Power operated ladders forward and reverse actions with motor torque steering. Has chrome accessories and trim, dual rubber wheels. Powered by two flashlight batteries. 16½" long, 3½" wide, 4½" high. Red in color. Batteries not included. Approx. ship. wt. 2 lbs.
Mfr's. Sugg. Retail $9.95

Remote Control Powerhouse Tractor and Trailer

1720T737 This amazing new powerhouse tractor and trailer climbs over obstacles, pushes and pulls many times its own weight, all by remote control. Sturdy and rugged power packed performance forward and reverse propelled by the Run-Rite motor. Mustard yellow color finish. Real sheaved rubber tread. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 2 lbs.
Mfr's. Sugg. Retail $4.98

BEAT THE CLOCK

LOWELL

Fun galore for the whole family. Forty (40) hilarious, laugh provoking stunts prepared by the same writers of this popular Television show, and a real, spring operated timing clock with a loud ticking sound to add to the excitement. Weight per carton of 12; 30 lbs.

ST-3-400 ..... **Each $3.98**

Twelve in a shipping carton.

TWO FOR THE MONEY

HASSENFELD

Just like the thrilling radio and television quiz game with lots of thought provoking questions. Furnished with "tick timer" and a speedy money calculator Weight per shipping carton, 38 lbs.

ST-87-2650 ..... **Each $3.98**

One in a carton; twelve in a shipping carton.

I'M GEORGE GOBEL

HIGHLANDER

The funny man of television has all his laughs and fun wrapped up in this one family game Has various cards for cameraman, announcer, band leader, writer, etc., plus complete instructions for everyone to play Weight per shipping carton, 26 lbs

ST-84-490 ..... **Each $3.98**

One in a carton; twelve in a shipping carton.

ADVENTURES IN DISNEYLAND

TRANSOGRAM

Here is a progressive game that takes the child through all the wonderful parts of Disneyland and to an exciting finish. Contains a lithographed playing board, 16 full color figures of Disney characters, playing markers, travel cards, spinner and easy to follow instructions. Weight per shipping carton, 25 lbs

ST-4-3847 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

COOTIE

HIGHLANDER

"Cootie" is a game parents and their children can play together. It's an exciting cooties building race that delights adults and allows children to learn as they play Two or more can play this exciting game. Cooties are made of brilliantly colored plastic Weight per shipping carton, 7 lbs.

ST-84-200 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

DUNCE

HIGHLANDER

A fascinating game in the shape of a toy "dunce," colorfully garbed in brilliant plastic and perched on his dunce stool. Game consists of four dunces, each in four parts, and a set of simple rules. Weight per shipping carton, 7 lbs.

ST-84-1300 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

MICKEY MOUSE LOONY-KINS

HASSENFELD

Assemble the famous Mickey Mouse Club characters in 3-dimension, and they stand in front of the club house in funny off-balance positions. Figures can be bent in any number of positions. Furnished with magic stick-em club house lawn Weight per shipping carton, 20 lbs

ST-87-1885 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

MICKEY MOUSE CARNIVAL GAMES

GABRIEL

Five action games in one Just change a platform and you have an entirely new game such as shuffleboard, pitching horseshoes, etc. All gaily decorated with Walt Disney's popular characters. Contains all the material necessary for playing plus instruction sheet for each game. Weight per shipping carton, 27 lbs.

ST-63-T262 ..... **Each $2.49**

One in a carton; twelve in a shipping carton.

MICKEY MOUSE LOTTO

GABRIEL

Stand-up counters to add a third dimension to the ever popular lotto Six playing cards with colorful background scenes, each one featuring subjects of a different Disney tale, and 36 full color markers that stand up on small platforms. Weight per shipping carton, 13 lbs.

ST-63-T237 ..... **Each $0.98**

One in a carton; twelve in a shipping carton.

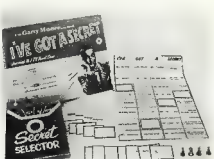
$64,000 DOLLAR QUIZ GAME
LOWELL TOY

An exact replica of the famous TV show and can be played by children and adults. Game includes twelve different categories, 660 questions and answers, slide rule question selector and roulette wheel. Questions become increasingly difficult on the climb to the $64,000 question. Any number of contestants can play at one time. Put up in attractive lithographed carton. Weight per shipping carton, 28 lbs.

ST-3-100 ..... **Each $2.98**

One in a carton; twelve in a shipping carton.

I'VE GOT A SECRET
LOWEL



This game captures all the humor of the famous TV panel show with Garry Moore. Includes secret selector and thousands of secret combinations. It is action packed fun for children and adults. Comes with all the necessary equipment and full instructions. Weight per shipping carton, 27 lbs.

ST-3-200 ..... **Each $2.98**

One in a carton, twelve in a shipping carton.

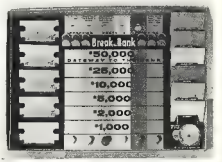
WHAT'S MY LINE
LOWELL

Televisions award winning panel show that can be played by the entire family. Set contains TV screen with over 1500 occupation combinations, famous celebrities, masks and flip cards just as seen on this famous show.

ST-3-500 ..... **Each $2.98**

One in a carton; twelve in a shipping carton.

BREAK THE BANK
BETTYE-B



A game for children and grown ups. Played just like the game on TV. Game consists of a 4-color varnished playing board, 360 questions, automatic color selector, play money and gold coins and instructions. Weight per shipping carton, 23 lbs.

ST-66-200 ..... **Each $2.98**

One in a carton; twelve in a shipping carton.

DOLLAR A SECOND
LOWELL

Another TV hit show with 56 different games, stunts, penalties and outside events. A full set of props and a fascinating new action counting device that pays off a Dollar A Second. Played at home exactly as played on TV.

ST-3-350 ..... **Each $2.98**

One in a carton, twelve in a shipping carton.

YOU BET YOUR LIFE
LOWELL

Play the game with Groucho Marx. This game with all the questions asked by Groucho is furnished with a real clock for timing just like on the TV quiz program. Fun for the whole family.

ST-3-675 ..... **Each $2.98**

One in a carton; twelve in a shipping carton.

AWAY WE GO GAME
TRANSOGRAM

A comedy game surrounded by the 8 characters made famous by Jackie Gleason The Honeymooners, Ralph the Bus Driver, etc. The game has a lithographed playing board, cards, spinner, markers and play money, and complete easy to follow instructions. Weight per shipping carton, 16 lbs.

ST-4-3857 ..... **Each $2.98**

One in a carton; six in a shipping carton.

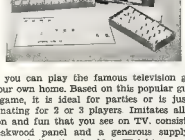
TRUTH OR CONSEQUENCES
GABRIEL

This famous TV fun game contains a clever 3-D game board, over 60 consequence stunts, plus bell and real props like mask, balloons, false glasses and moustache. Complete instructions are included. Weight per shipping carton, 14 lbs.

ST-63-3331 ..... **Each $3.98**

One in a carton; six in a shipping carton.

DOWN YOU GO
SELCHOW-RIGHTER



Now you can play the famous television game in your own home. Based on this popular guessing game, it is ideal for parties or is just as fascinating for 2 or 3 players. Imitates all the action and fun that you see on TV. Consists of a teakwood panel and a generous supply of letters and direction booklet. Weight per shipping carton, 24 lbs.

ST-104-63 ..... **Each $2.98**

One in a carton; twelve in a shipping carton

HORSMAN DOLLS

BRIGHT STAR

This Bright Star doll is dressed in fine quality short dress and has long stockings, lace trimmed taffeta slip and panties and plastic shoes. All vinyl body, legs and arms with arms jointed at shoulders and elbows Swivel head with sleeping eyes, lashes and permanently rooted, washable, combable, wavable lustrous hair Height 20 inches. Weight per shipping carton 7 lbs.

ST-26-2056 ..... Each $10.00

One in a carton; three in a shipping carton.

BABY PRECIOUS

Baby has rooted curly bob hairdo, coo voice, turning head and sleeping eyes with lashes. Dressed in assorted sheer nylons and assorted cottons, lace trimmed, with match.ng bonnets, knit panties, vinyl shoes and rayon socks Super-flex arms and legs.

Nos.	Each	Height Ins.	Shipping Carton Quantity	Weight Ship. Ctn. Lbs.
ST-26-435	$8.00	18	6	21
ST-26-V23/2	10.00	23	3	16

One in a carton.

BRIGHT STAR

A new shapely Bright Star doll with long full pony-tail hairdo and dressed in floral nylon print dress in parchment finish Lace and ric-rac trimmed. Made of all vinyl with long arms that are jointed at the shoulders and at the elbows so the doll can be posed in life-like positions. Swivel head, sleeping eyes and permanently rooted hair. Height 18 inches. Weight per shipping carton, 11 lbs.

ST-26-1857 ..... Each $8.00

One in a carton; six in a shipping carton.

BABY PRECIOUS

Baby has rooted hair in curly bob style, coo voice, turning head and sleeping eyes with lashes. Dressed in cotton flannel pram suit, with enclosed feet and has matching bonnet. Super-flex arms and legs permit baby to assume dozens of different positions. Height 17 inches. Weight per shipping carton 18 lbs.

ST-26-T34 ..... Each $6.00

One in a carton; six in a shipping carton.

TV TOTS

This set contains two dolls, a 15 inch boy doll with 11 inch sister both seated on removable bench inside package which is designed as a TV set with transparent screen. Both dolls are made of all vinyl and have rooted curley hair, coo voices, glassine sleeping eyes with lashes and super-flex legs The boy is dressed in long trousers with a matching shirt. The girl has a cotton skirt with matching blouse. Weight per shipping carton, 15 lbs.

ST-26-BS30 ..... Per Set $10.00

One set in a carton; three sets in a shipping carton.

BABY PRECIOUS

All vinyl babies with super-flex legs and rooted curly bob hairdo. They have coo voice, turning heads and sleeping eyes with lashes. Furnished with fancy and printed dresses, knit panties, vinyl shoes and rayon socks

Nos.	Each	Height Ins.	Shipping Carton Quantity	Weight Ship. Ctn. Lbs.
ST-26-021	$3.00	11	12	17
ST-26-131	4.00	13	12	19
ST-28-236	5.00	15	6	14

One in a carton.

HORSMAN DOLL ASSORTMENTS

PEGGY PETITE

Assortment consists of twelve (12) Peggy Petite dolls, all in different dresses. Dolls are 8 inches tall so their clothes are interchangeable with clothing made for all other 8 inch dolls. Made of all vinyl for greater detail, longer life and more durability, washability and realism. They have sleeping eyes with lashes and permanently rooted hair fixed in long pony tail. Superflex arms and legs permit their assuming dozens of natural positions.

Dolls are dressed as follows

2 in nylon party dresses.
2 in solid embossed nylon dresses
2 in taffeta dresses with pinafore.
2 in nylon nightgown and dressing robe.
2 in three-piece skating outfits
2 in three-piece pajama coat, pants and Mandarin robe.

Weight per assortment 8 lbs.

ST-26-M95 ..... **Per Assortment $36.00**
Each 3.00

One assortment in a carton.

PEGGY PETITE

Assortment consists of twelve (12) Peggy Petite dolls, all in different dresses. Dolls are 8 inches tall so their clothes are interchangeable with clothing made for all other 8 inch dolls. Made of all vinyl for greater detail, longer life and more durability, washability and realism. They have sleeping eyes with lashes and permanently rotted hair with long curl bob. Superflex arms and legs permit their assuming dozens of natural positions.

Dolls are dressed as follows:

2 in printed percale party dresses.
2 in two-piece jacket and shorts.
2 in lace trimmed, candy stripe dresses
2 in embossed cotton polka dot jumper dresses.
2 in pajama coat and pants.
2 in skating outfits.

Weight per assortment 8 lbs.

ST-26-M90 ..... **Per Assortment $30.00**
Each 2.50

One assortment in a carton.

LIFE SAVER

Assortment consists of six (6) all vinyl baby dolls with pastel rooted hair in pink, green or blue, and put up in pony tail style. It may be washed, waved, combed, brushed and curled. Dressed in pastel nylon dress to complement the color of her hair. Each wears a taffeta slip, knit panties, socks and plastic shoes. Each doll has a small package of Life Savers suspended around her neck by a ribbon. Each doll is in a simi-cylinder of clear cellulose acetate. Height 11 inches. Weight per assortment 13 lbs.

ST-28-L55 ..... **Per Assortment $30.00**
Each 5.00

One assortment in a shipping carton.
Sold in Full Assortments Only.

HORSMAN DOLLS

MARDI GRAS

All set for the ball in an elaborate lace dress with rich looking velvet bodice. The lace skirt has silver or gold threads and is made very full and in a series of overlapping tiers. Around her neck she wears a velvet choker and the outfit is completed with long stockings, crinoline petticoat, taffeta panty and smart looking high heeled shoes. Made of vinyl and has delicately formed body with shapely legs and long tapered arms and fingers. Arms are jointed at the shoulders and elbows so the doll can be posed in lifelike positions. Swivel head has beautiful long curl hairdo. Sleeping eyes. Height 20 inches. Weight per shipping carton 7½ lbs.

ST-26-2049 ..... **Each $13.00**

One in a carton; three in a shipping carton.

BRIGHT STAR BRIDE

Beautifully dressed in white satin and lace bridal gown with silver lace peplum overskirt. Bridal veil gathered with lilie of the valley and her boquet is of the same flowers. Has crinoline petticoat, long white stockings and white high heel shoes. Permanently rooted hair is done up in long pencil curl style. Flexible all vinyl construction with swivel head, sleeping eyes and her arms are jointed at shoulders and elbows.

Nos.	Each	Height Ins.	Shipping Carton Quantity	Wgt. Ship. Cin., Lbs.
ST-26-1848	$10.00	18	3	6
ST-26-2048	12.00	20	3	7

One in a carton.

BRIGHT STAR BALLERINA

Dressed in satin and silver ballet outfit with multicolored flowers at waist and shoulder. Matching flowered and lace trimmed nylon mesh head piece. Satin panty long ballet stockings and vinyl ballet slippers. Her turning head has rooted hair in long pony style hairdo. Delicately formed body with shapely legs and long tapered arms and fingers. Arms are jointed at the shoulders and elbows. Doll can be posed in dozens of lifelike positions. Height 20 inches. Weight per shipping carton 7 lbs.

ST-26-2051 ..... **Each $10.00**

One in a carton; three in a shipping carton.

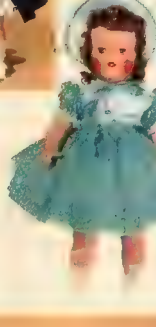
Dream Dolls

by "IDEAL"

POSIE—The Walking Doll of a Hundred Life-Like Poses with Exclusive Magic Knee Action. Posie is a doll that can do almost everything a little girl can do.

Posie kneels to pray with you.

Posie sits like a real child, with knees bent.



SAUCY WALKER

1841T1067—She walks, flirts, sits, cries. She turns her head from side to side and rolls her eyes. Vinyl head with rooted Saran wig. Fully jointed with concealed walking mechanism. No key to wind, nothing to go out of order. Her exquisite long Saran hair can be combed, brushed and waved. She has plastic curlers. High styled outfit includes slip, panties, socks and vinyl shoes, hat and coat. Size 25"

Mfr's. Sugg. Retail **$16.00**

1840T667—Same as above in 17" size

Mfr's. Sugg. Retail **$10.00**

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail Prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

1839T1008—With IDEAL'S exclusive Magic Knee Action POSIE kneels to pray, sits in a chair as naturally as a child; takes a stroll if you lead her by the arm: bends her knees in assuming dozens of life-like poses. With each step, POSIE'S head turns from side to side. There is nothing to break in POSIE'S walking mechanism because it is all concealed in her unbreakable plastic body. No wind-up key is necessary. POSIE has a beautiful VINYL Magic Flesh head with ROOTED SARAN hair which can be shampooed and styled. A supply of plastic curlers is included. POSIE has go-to-sleep eyes. She is dressed in an assortment of high fashion frocks with a cotton slip, panties, socks and vinyl walking shoes. Size 25". Mfr's. Sugg. Retail **$15.00**

and

(LEFT) BABY DOLL WITH ALL VINYL BODY

1838T533—Soft vinyl head, body, arms and legs, one piece body construction. Completely bathable. Crying voice, sleeping eyes. Beautifully outfitted with dacron organdy dress, ribbon-tied bonnet, slip, undies, socks and vinyl shoes. Rooted Saran wig and curl of curlers. Size 20½"

Mfr's. Sugg. Retail **$8.00**

BABY BIG EYES DOLL—A REAL CHARMER

1786T800—A cuddly blanket—full of baby doll with the biggest, most expressive eyes you've ever seen. Vinyl head with rooted saran wig that can be washed, brushed and combed. Molded arms and legs with delicately detailed fingers and toes. Sleeping eyes. Comes in ribbon tied nightgown and receiving blanket. Wears diaper. Baby Big Eyes can cross her hands and nuck her little thumb. Doll is completely washable. Size 25".

Mfr's. Sugg. Retail **$12.00**

BETSY WETSY DOLL—COMPLETE WITH LAYETTE

1842T408—America's most famous drink and wet doll now CRIES REAL TEARS, blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed and powdered. Comes with a layette including: dress, bonnet, slip, plastic panties, bottle and nipple, pacifier of facial tissue, three cotton puffs, diaper, booties, clothes-pins, wash cloth, shirt, bar of baby soap and length of clothes-line. Is attractively packaged. Size 11½".

Mfr's. Sugg. Retail **$6.00**

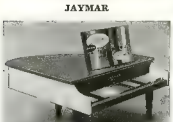
BETSY WETSY DOLL—SHE CRIES REAL TEARS

1843T800—America's most popular drink and wet doll now cries real tears. Betsy Wetsy does all these things she drinks, wets, cries real tears, blows her nose, cries and goes to sleep. She has a wig. Her soft vinyl plastic body can be bathed and powdered. She comes in a novel suitcase including a removable bassinette for added play value. Her complete layette includes: dress, bonnet, bootee and nipple, clothespins, shirt, slip, diaper, bar of baby soap and three cotton puffs. Size 13½".

Mfr's. Sugg. Retail **$12.00**

PIANOS

JAYMAR



A well constructed 12 key piano made of hard wood and finished in attractive two-tone effect in blue and cream enamel. Keyboard consists of 12 vari-colored keys to correspond with notes in the song book which is furnished. Height, 6¼ inches, width 11⅜ inches and depth 12 inches. Weight per shipping carton, 23 lbs

ST-79-1203 ..... Each $3.98

One in a carton; six in a shipping carton.

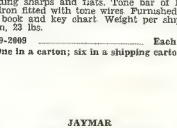
JAYMAR

A well constructed 20 key piano approximately 6¼ inches high by 11½ inches wide and 11½ inches deep. Made of hard wood and finished in attractive two tone effect in blue and cream enamel. Keyboard consists of 20 plastic keys, including sharps and flats. Tone bar of heavy cast iron fitted with tone wires Furnished with song book and key chart. Weight per shipping carton, 23 lbs.

ST-79-2609 ..... Each $4.98

One in a carton; six in a shipping carton.

JAYMAR



A well constructed 25 key piano made of hard wood and finished in attractive two tone brown and cream enamel. Keyboard consists of 25 plastic keys including sharps and flats and piano has a cast iron tone bar with wires. Furnished with rainbow color song book and color key chart. Depth 13⅝ inches Width 13⅝ inches. Height 6¼ inches. Weight per shipping carton, 31 lbs

ST-79-2509 ..... Each $5.98

One in a carton; six in a shipping carton.

PIANOS

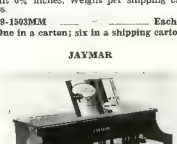
JAYMAR

An amusing toy piano with three Disney characters in plastic, on piano top, which dance up and down when various notes are struck. Has 15 plastic keys in color which correspond with notes in song book which is furnished. Made of hardwood and finished in brown and cream enamel. Depth 13⅜ inches, Width 13⅞ inches. Height 6¼ inches. Weight per shipping carton, 26 lbs.

ST-79-1503MM ..... Each $6.98

One in a carton; six in a shipping carton.

JAYMAR



A table model Spinet Piano with 25 plastic keys. Includes both sharps and flats for playing a full 2 octaves. Heavy cast iron tone bar is chromatically tuned. Piano is well constructed and beautifully finished. Furnished with song book and color key chart. Size 9¼ inches high, 14 inches wide, 6½ inches deep. Weight per shipping carton, 30 lbs.

ST-79-2513 ..... Each $6.98

One in a carton; six in a shipping carton.

JAYMAR

A well designed replica of a console piano and furnished with matching bench Made of hardwood in walnut finish. Keyboard consists of 25 plastic keys including sharps and flats. Tone bar has tone wires giving it a range of two octaves. Chromatically tuned. Furnished with color song book and color key chart. Piano is 18½ inches high, 13⅞ inches deep and 19⅝ inches wide. Bench is 7⅜ inches high. Weight each, 16 lbs

ST-79-2519 ..... Each $16.95

One in a shipping carton.

PIANOS

JAYMAR

This spinet piano will delight any young musician. Keyboard consists of 30 plastic keys, including sharps and flats. The cast iron tone bar is fitted with tone wires to give a range of 2½ octaves and is chromatically tuned The piano is made of hardwood with a highly polished walnut finish. Furnished with a "Learn-to-play-by-color" Song Book and Key Chart. Piano size; 22 ins. high, 20 ins wide, 12½ ins. deep Bench size, 10⅝ ins. high, 11¾ ins. wide. 7 ins. deep. Weight each, 24 lbs

ST-79-3015 ..... Each $29.95

One in a shipping carton.

GLOCKENSPIELS

EMENEE

Can be played indoors as a xylophone and used outdoors as an authentic looking and sounding marching band musical instrument. Over 25 inches long and 11 inches wide with heavy gold finished frame, which supports a full scale of perfectly tuned highly polished metal bars A 11 inch handle attaches to frame for marching. Complete with harness belt, music stand and music book containing many songs Packed individually in "luggage" type carrying case Weight per carton of twelve, 30 lbs.

ST-57-571 ..... Each $4.00

One in a carton; twelve in a shipping carton.

MOUSEGETAR

MATTEL

Plays real music. Senior-mouse size with nylon strings, tuning keys and carrying cord. Sturdy "tuff-to-break" construction. Finished in bright red with Mickey Mouse face. Instruction book teaches Mickey Mouse Club songs easily. Length, 23 inches; width, 8½ inches. Depth, 2½ inches. Weight per shipping carton, 10 lbs.

ST-16-531 ..... **Each $4.00**

One in a carton; six in a shipping carton.

MOUSEGETAR JUNIOR

MATTEL

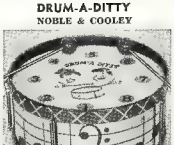
Turn the crank of this music box and play the official "Mouseteer" song. Bright four color decoration of Mickey and his friends on the face of the toy. Sturdy construction with nylon strumming strings and black and white neck cord. Size 14x6x1½ inches. Weight per shipping carton, 12 lbs.

ST-16-532 ..... **Each $1.80**

One in a carton; twenty-four in a shipping carton.

DRUM-A-DITTY

NOBLE & COOLEY



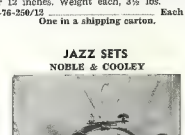
Not just a drum but a melody playing instrument as well. Chimes can be played by merely striking the numbers on the picture head with the red beaters which are furnished. A music book is included which has simple instructions for playing many songs by striking the numbers printed above the words to the song. Diameter 12 inches. Weight each, 3½ lbs.

ST-76-250/12 ..... **Each $4.50**

One in a shipping carton.

JAZZ SETS

NOBLE & COOLEY



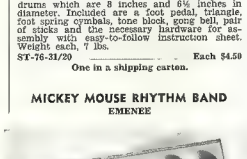
Set includes a large 20 inch bass drum with red body and silver hoops and picture heads in full color. A well balanced look from two side drums which are 8 inches and 6½ inches in diameter. Included are a foot pedal, triangle, foot spring cymbals, tone block, gong bell, pair of sticks and the necessary hardware for assembly with easy-to-follow instruction sheet. Weight each, 7 lbs.

ST-76-31/20 ..... **Each $4.50**

One in a shipping carton.

MICKEY MOUSE RHYTHM BAND

EMENEE



The most popular rhythm playing instruments, including tambourine, cymbals, triangle, sandpaper blocks, wrist bells, ratchen board and rhythm sticks. Complete with song book and instructive accompanying record. Weight per shipping carton, 22 lbs.

ST-57-733 ..... **Each $5.00**

One in a carton; twelve in a shipping carton.

BATONS

EMENEE

This assortment contains twenty-four (24) truly balanced batons for smooth performance. Made of steel with vari-colored metal tone finishes. Regulation size. Furnished with attractive drum major style display stand. Weight per assortment, 12 lbs.

ST-57-744 ..... **Per Assortment $24.00**
Each 1.00

One assortment in a shipping carton.

ACCORDIONS

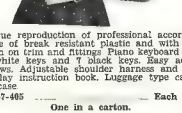
EMENEE

A true reproduction of professional accordion, made of break resistant plastic and with gold finish on trim and fittings. Piano keyboard with 11 white keys and 7 black keys. Easy action bellows. Adjustable shoulder harness and easy to play instruction book. Luggage type carrying case.

ST-57-405 ..... **Each $8.00**

One in a carton.

EMENEE



Full scale keyboard has 13 white and black keys that play sharps and flats. Contains 26 tuned reeds for wide tonal range and has easy action bellows. Furnished with music book and is put up in luggage style case. Weight per shipping carton, 20 lbs.

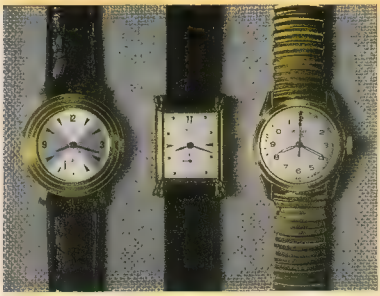
ST-57-402 ..... **Each $4.00**

One in a carton; twelve in a shipping carton.

BENNETT

WRIST WATCHES FOR MEN

The Guarantee on Bennett Watches is backed by a firm which for two generations has made Quality a Tradition. Bennett Watches are distinctively styled for beauty as well as performance. They are made of excellent materials by highly skilled craftsmen...men who have spent a lifetime producing watches of quality



6176W5850 "Monterey"
Highly styled 14K yellow gold case, smart modern dial with 14K gold applied figures. Guaranteed 17J Bennett shock resistant movement. Genuine alligator strap.
Suggested Retail **$99.50**

6164W4550 "Caliente"
Man's smart dress watch, 14K gold case, 14K gold applied figures, 17J Bennett guaranteed movement, fine black suede strap.
Suggested Retail **$77.50**

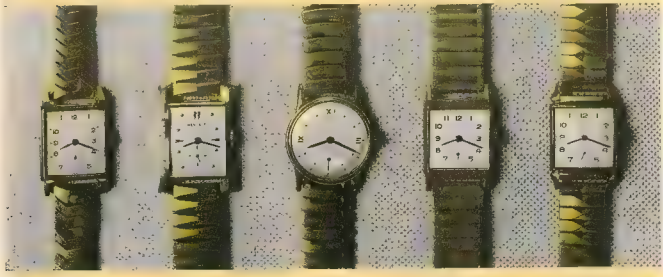
8035W6500 "Aquatime"
14K yellow gold water resistant case, 17J Bennett shock protected anti-magnetic movement, sweep second hand, gold filled expansion band, luminous and gilt figured dial and hands.
Suggested Retail **$100.00**

Illustrations Slightly Reduced

BENNETT PRECISION

All prices quoted herein are Bennett's Suggested Retail prices and do not include the Federal Excise Tax. They are not prices at which Bennett Brothers sell. See Trade Information.

★ Beauty ★ Dependability ★ Value



6113W3850 "Kimberley"
Streamlined 14K yellow gold, tapped case, modern figure and marker dial, guaranteed 17J Bennett movement, gold filled expansion band.
Suggested Retail **$65.00**

6179W5350 "Executive"
Handsomely styled 14K yellow gold, tapped case, guaranteed 17J Bennett shock protected movement, 14K gold applied figure dial, gold filled expansion bracelet.
Suggested Retail **$90.00**

6180W3975 "Nassau"
Modern masculine styling in this 14K yellow gold case, guaranteed 17J Bennett-Recta fine quality movement, matching gold filled expansion band.
Suggested Retail **$67.50**

6181W2995 "Cambridge"
Yellow gold filled case of classic design, guaranteed 17J Bennett shock protected movement, gold filled expansion band.
Suggested Retail **$49.50**

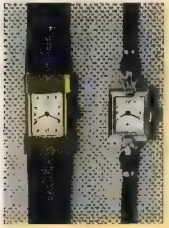
6160W2650 "Cavalier"
Traditional square yellow gold filled case. Fully guaranteed 17J Bennett shock resistant movement, gold filled expansion band.
Suggested Retail **$45.00**

Traditional Quality

★ Styled, Tested, Approved and Guaranteed by Bennett Brothers, Inc.

★ There Is No Substitute For Quality

The Bennett Name on Your Watch Is the Mark



(A) 4500W6000 "Jessica"
Tailored simplicity for Town or Sports wear. 14K yellow gold case, 17J Jurgensen movement. Black suede strap. May also be had in white gold on special order
Established Retail **$125.00**

(B) 4501W5175 "Sharon"
Symmetrically designed, smartly styled 14K white gold case with Jurgensen 17J movement. Dainty black silk cord. This model may also be ordered in yellow gold if desired. *Established Retail* **$100.00**

JULES JURGENSEN
CORPORATION
Chronometer and Watchmaker

ESTABLISHED AT COPENHAGEN, 1780. WINNER OF 20 INTERNATIONAL AWARDS

ROYAL ORDER OF DANEBROG AND OF THE "LEGION D'HONNEUR"

Watches of Distinction
Since 1740

Jules Jurgensen watches for over two centuries have been without peer as timing instruments.

Their worldwide reputation is based upon generations of technical skill as exemplified by the list of horological honors heaped upon the products of Jurgensen craftsmen.

In international competition Jules Jurgensen watches have consistently garnered the highest awards, medals and grand prizes. Today, the modern counterparts of the early Jules Jurgensen masterpieces are the ultimate in consumer value.

NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

(C) 4502W5175 "Irma"
Spherical beauty in 14K white gold. Simple round design. Neat modern dial, fine 17J Jurgensen movement. Black silk cord. May also be had in yellow gold on special order. *Established Retail* **$100.00**

(D) 4503W5475 "Louise"
Attractively adjusted 14K yellow gold case fitted with accurate 17J Jurgensen movement. Black silk cord attachment. *Established Retail* **$110.00**

4504W10125 "Darius"
17J Jurgensen Automatic water and shock proof movement in 14K yellow gold case of rugged beauty. Sweep second hand and 18K gold hour markers
Established Retail **$218.00**

4505W4830 "Dexter"
Automatic water and shock proof 17J movement in 10K yellow gold filled case. Radium dial. Guaranteed Jurgensen accuracy.
Established Retail **$84.50**

4506W7500 "Wayne"
Perfect square, ultra flat thin, 14K yellow gold case. 18K applied markers with sharply faceted hands. 17J Jurgensen movement
Established Retail **$130.00**

4507W7500 "George"
Wafer thin round silhouette 14K yellow gold case with fine 17J Jurgensen movement. 18K gold hour markers. May also be supplied on special order in 14K white gold. *Established Retail* **$150.00**

4508W9750 "Dewson"
Automatic 17J Jurgensen movement in distinguished round 14K yellow gold case. 18K gold applied hour markers, smartly faceted hands.
Established Retail **$300.00**

Retail Prices on this Page include 10% Federal Excise Tax

Bennett POCKET WATCHES

Illustrations on These Pages Slightly Reduced

7508W5000—14K yellow gold pocket watch. Perfect gift for any occasion calling for something that will be cherished a lifetime. 17J precision built movement to insure accurate dependability. *Suggested Retail* **$93.50**

7506W2500—Fine Presentation Watch in ultra smart thin model, yellow gold filled case, fitted with excellent 17J fully guaranteed Bennett Shock Resistant precision built movement. *Suggested Retail* **$50.00**

DOLL-E-SHOPPERS
AMSCO

A shopping cart for the child who wants to play "Go to Market" in a realistic way. An all-steel cart, rustproofed, bright plated with red trim Removable bright plated steel wire shopping basket. (A full assortment of miniature famous brand packages. Cart—height, 24 inches; length, 17⅝ inches; width, 13½ inches. Basket—length, 15 inches; width, 10⅛ inches, depth, 4½ inches. Shipping weight, 8 lbs.

ST-31-504/1 ..... **Each $5.69**

One in a shipping carton.

DOLL CARRIAGES
SOUTH BEND

A 3 bow adjustable hood features this folding doll carriage. Channel steel gear construction in baked enamel finish. 5½ inch spoke wheels are fitted with ⅜ inch rubber tires Foot operated brake. Size of body 18x8½ inches. Height of handle 22½ inches. Weight each, 4 lbs.

ST-44-15 ..... **Each $4.95**

One in a shipping carton.

SOUTH BEND

New extended body design in opalescent blue with 2 two color, 4 bow retractable visor. Channel steel gear and handle are finished in aluminum enamel. Spoke wheels finished in white enamel with rubber tires and plated hub caps Size of body 23x9 inches. Weight each, 7½ lbs.

ST-44-32/56 ..... **Each $7.95**

One in a carton.

DOLL CARRIAGES
SOUTH BEND

With this model the braced body may be removed from the frame to set on the floor Covered and padded side rail, 4 bow visc-ramic adjustable hood. Full length tubular plated handle is 26 inches high. 6½ inch wheel is fitted with ½ inch grey tires, chrome plated hub caps and a foot operated wheel brake. Finished in red with ecru trim. Size of body 23x8 inches. Weight each, 38 lbs.

ST-44-38 ..... **Each $9.95**

One in a shipping carton.

SOUTH BEND

A smart and ultra modern doll carriage for the young Miss. 26x12 inch body for the large dolls has detachable utility bag. Two tone blue and red colors with white piping. Storm shield and 4 bow hood. Channel steel gear and foot brake are finished in aluminum enamel Plated tubular steel handle. Wire spoke wheels fitted with rubber tires. Weight each, 13½ lbs.

ST-44-60 ..... **Each $11.95**

One in a carton.

DOLL STROLLERS
SOUTH BEND

A deluxe drop-front model combination coach and stroller with 4 bow hood Hard sides have chrome plated tubular steel rails. Chrome plated tubular handle is adjustable for height. Safety strap for holding the doll has beads just like a real baby coach. Wire wheels are fitted with rubber tires and have plated hub caps and fenders Finished in French blue. Size of body 26½x10½ inches Weight each, 13 lbs.

ST-44 C813 ..... **Each $14.95**

One in a shipping carton.

DOLL CARRIAGES
SOUTH BEND

A folding doll carriage with 5 bow visc-ramic adjustable hood and covered top rail. Adjustable handle has chrome plated tubular pusher bar. Frame and under gear finished in baked enamel. 8½ inch wheels are fitted with ¾ inch grey rubber tires, chrome plated hub caps and foot brake. Finished in blue with red and white trim Size of body 23x13 inches Weight each, 14½ lbs.

ST-44-627/56 ..... **Each $14.95**

One in a shipping carton.

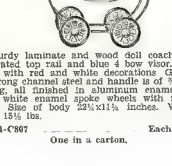
SOUTH BEND

An extended design carriage with 5 bow adjustable hood having concealed hood spreaders, padded rail, and furnished with unbreakable transparent storm shield. Adjustable full length tubular handle is chrome plated. Under gear is finished in silver baked enamel and body is red with white trim. 9 inch spoke wheels have ⅜ inch rubber tires, chrome plated hub caps and chrome plated fenders Size of body 32x13 inches Weight each, 18 lbs

ST-44-64/56 ..... **Each $19.95**

One in a shipping carton.

DOLL COACHES
SOUTH BEND



A sturdy laminate and wood doll coach with decorated top rail and blue 4 bow visor. Blue body with red and white decorations Gear is of strong channel steel and handle is of ⅞ inch tubing, all finished in aluminum enamel. 6½ inch white enamel spoke wheels with rubber tires. Size of body 22½x11⅛ inches. Weight each, 15½ lbs.

ST-44-C807 ..... **Each $13.95**

One in a carton.

DOLL HOUSES

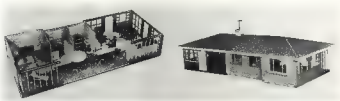
MARX

An L shaped ranch house in the latest design of clapboard and brick exterior. Has large picture windows, a cupola and weather vane and a large patios area in the rear. House has living room, dining room, kitchen, bedroom, childs room, bathroom and patio, all with realistic scaled furniture. All furniture is tastefully colored to match the modern interior. Length of house, 32 inches. Width, 13 inches, Height 13 inches. Weight per shipping carton, 11 lbs.

ST-29-4769 ..... **Each $6.95**

One in a shipping carton.

PLASTIC ART



A beautiful doll hose made of high impact plastic and is complete with rooms filled with scale model furniture. Has kitchen, dinning room, nursery, living room, bathroom and patio. Roof is removable making it easy to rearrange the furniture, and all doors open and close. Supported by 14 polyethylene buttons so it will not scratch any surface. Width 36 inches. Depth 18 inches. Weight per shipping carton, 50 lbs.

ST-102-1049 ..... **Each $9.95**

One in a carton; six in a shipping carton.

COLONIAL DOLL HOUSES

MALY

A metal two story, 5 room suburban home with a lithographed metal stairway in the front hallway section. Attractive and authentic all steel construction with edges and windows turned and floor section ribbed for safety and strength. The rooms are living room, den, dining room, kitchen, bedroom, bathroom and child's room High impact furniture scaled to the house and conformity to each room is authentic in every detail. House measures 31½ inches long, 15 inches high and 9 inches deep Weight per shipping carton, 44 lbs.

ST-29-4039 ..... **Each $6.00**

One in a carton; six in a shipping carton.

DOLL STROLLERS

ALL METAL

A colorful doll stroller that will thrill any "little mother". Made of lithographed steel with all edges rolled for safety. Stress points strongly riveted. Leatherette safety strap holds doll in place Size of seat 7½x8 inches. Diameter of rubber tired wheels 4½ inches. Height of handle 20 inches. Weight each, 3 lbs.

ST-49-574 ..... **Each $1.98**

One in a shipping carton.

SOUTH BEND

South Bend

Body is made of bright red linen texture plastic with covered front rail and is fitted with canopy and utility bag in red, black and white stripes. Tubular steel wheels with rubber tires. Steel gear and handle in aluminum finish Weight each, 4 lbs.

ST-44-9 ..... **Each $4.95**

One in a carton.

SOUTH BEND

South Bend

A handsome little strol-a-cab that is adjustable. Just lift the footwell and the 9x9 inch seat and high back becomes a carriage. Tubular handle and sturdy side rails are plated to resist rust. Tubular spoke wheels are fitted with ¾ inch rubber tires and have plated hub caps Height 26 inches. Weight each, 8 lbs.

ST-44-250 ..... **Each $9.95**

One in a shipping carton.

ARCADE SHOOTING GALLERY

MARX

A new and novel shooting gallery, made of steel and plastic. The entire gallery is enclosed in a transparent cover and equipped with a variety of movable targets, suspended spinning targets and a bell ringing target. The firing pistol is an accurate automatic type and is self feeding Size of gallery, 19½ inches long, 12¼ inches high and 7½ inches wide Weight per shipping carton, 14½ lbs.

ST-29-G147 ..... **Each $2.98**

One in a carton; six in a shipping carton.

MECHANICAL SHOOTING RANGE

MARX

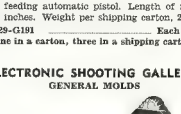
A completely enclosed mechanical shooting range that is a test of skill for young and old. Entire range is enclosed in rigid transparent plastic cover Long running mechanical target has spinning discs and other scoring devices. Self feeding automatic pistol. Length of range 20½ inches. Weight per shipping carton, 20 lbs.

ST-29-G191 ..... **Each $5.00**

One in a carton, three in a shipping carton.

ELECTRONIC SHOOTING GALLERY

GENERAL MOLDS



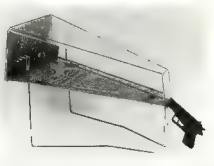
This battery operated shooting gallery uses the electric eye principle and when a bulls eye is scored a buzzer sounds and a light flashes. Revolving jungle action target The range is made of brightly lithographed steel and has futuristic plastic gun Weight each, 8 lbs.

ST-72-161 ..... **Each $8.00**

One in a shipping carton.

ELECTRIC SHOOTING RANGES

MARX



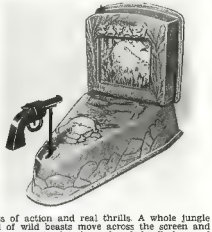
A shooting range with battery operated moving targets, stationary targets, spinning discs and scoring pockets Made of lithographed steel in shooting gallery design and completely enclosed in clear durable plastic. A self feeding pistol is fixed to the front end of the target and the rate of fire is controlled by the shooter. Game is supported by strong wire frame Length overall 29 inches. Width 14½ inches. Height 17½ inches. Weight each, 5 lbs.

ST-29-G199 Less Batteries ..... **Each $10.00**

One in a shipping carton.

ELECTRONIC TARGET GAMES

ROBERTS



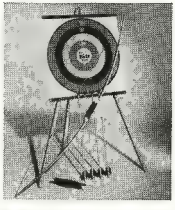
Lots of action and real thrills. A whole jungle full of wild beasts move across the screen and when an animal is bagged, a light flashes and a bell rings. No pellets or balls required, everything is done electronically. Operated on standard flashlight batteries. Simple to wind moving target. Entire unit is made of high impact molded plastic and is furnished with electronic pistol. Length 22 inches. Weight each, 3½ lbs.

ST-2-901 Less Batteries ..... **Each $10.00**

One in a shipping carton.

ARCHERY SETS

KITS



Set contains one 17 inch four-color target with colored wood frame, mounted on a natural finish wood tripod stand, one 46 inch professional shaped hickory bow with built-up velour grip, four 18 inch yellow enameled fletched arrows with rubber safety tips, and one leatherette wrist guard. Weight per shipping carton, 24 lbs.

ST-109-400 ..... **Each $3.98**

One in a carton; six in a shipping carton.

ARCHERY SETS

KITS

Kit includes a 46 inch professional shaped hickory bow with built up leatherette grip, three 18 inch yellow enameled fletched arrows with rubber safety tips and a four color paper target. Weight per shipping carton, 12 lbs

ST-109-115 ..... **Each $1.98**

One in a carton; six in a shipping carton.

KITS

Robin Hood archery set includes 45 inch professional shaped hickory bow with built up velour grip, three 18 inch yellow enameled fletched arrows with safety rubber tips, four color paper target, leatherette wrist guard and Robin Hood hat with feather. Weight per shipping carton, 14 lbs.

ST-109-125 ..... **Each $2.98**

One in a carton; six in a shipping carton.

ARCHERY SETS

TRANSOGRAM

Consists of sturdily designed 26 inch bow molded of shatterproof ebony black plastic, with plastic hand grip Strong bow string. Four 15 inch hardwood arrows with rubber suction cups; vinyl coated leather quiver to carry arrows, two color, easel type masonite bull's eye target 24x9 inches that can be hung on a wall or stand on the floor, and a feathered head dress

ST-4-1993 ..... **Each $1.98**

One in a sturdy multi-color folding carton; twelve in a shipping carton.

JUNIOR PILOT TRAINER

MAGNETIX

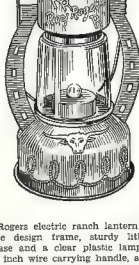
A pilot trainer with airplane controls arranged on an instrument panel, enabling the pilot to fly the plane over the regular flight routes of Trans World Airlines. Full color map shows airports in principal cities and has actual flight distances marked. An electronic signal warns the pilot when he is off course. The real working controls include altitude meter, fuel gauge, throttle lever, radar screen and flight compass. Entire unit is operated by two flashlight batteries. The entire trainer is made of high impact plastic in bright red color. Size 13x15x8 inches

ST-33-550 ..... **Each $6.95**

One in a carton.

ELECTRIC RANCH LANTERNS

OHIO ART



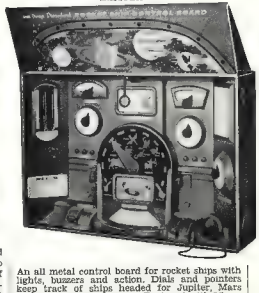
A Roy Rogers electric ranch lantern having a horseshoe design frame, sturdy lithographed metal base and a clear plastic lamp housing. Has a 5 inch wire carrying handle, also a wire ring on the top for hanging. Furnished with 1½ volt bulb. Operates on single standard flashlight battery. Height 7½ inches. Diameter of base 4 inches. Weight per shipping carton, 11 lbs.

ST-92-90 ..... **Each $6.98**

One in a carton; twelve in a shipping carton.

ROCKET SHIP CONTROL BOARD

BAXTER



An all metal control board for rocket ships with lights, buzzers and action. Dials and pointers keep track of ships headed for Jupiter, Mars and all outer space places. Equipped with Morse code key and his Morse code chart on the panel. Size of control board 20x20 inches. Weight per shipping carton, 18 lbs.

ST-23-CB101 ..... **Each $6.95**

One in a carton; six in a shipping carton.

DRIVE-UR-SELF

NORTHWESTERN

Magi-control steering turns a a real steering wheel that controls a toy automobile on a moving highway. Highway overall size is 36 inches Complete with horn and realistic dashboard All steel construction. Size 18½x8½ inches Weight per shipping carton, 17 lbs.

ST-5-500 ..... **Each $3.29**

One in a carton; six in a shipping carton.

ELECTRIC COMBAT TANKS

MARX

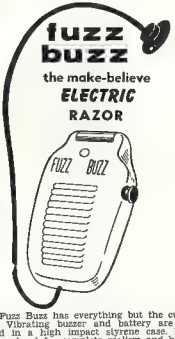
This sparkling combat tank is powered by two standard flashlight batteries and is operated by a switch on top of hatch. Will run forward or backward and is equipped with wide sure grip endless rubber tractor treads which run over the drive wheels and running gears. 3 inch cannon protrudes from the turret and a machine gun emits harmless sparks as the tank rolls along. Length 9¾ inches. Width 5½ inches. Height 5 inches. Weight per shipping carton, 14 lbs.

ST-29-2875 Less Batteries ..... **Each $4.49**

One in a carton; six in a shipping carton.

TOY ELECTRIC SHAVERS

ELECTRIC GAME



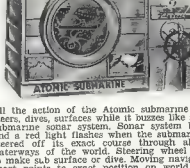
The Fuzz Buzz has everything but the cutting edge. Vibrating buzzer and battery are contained in a high impact styrene case. Metal shaving head for complete realism and has an attached cord and suction cup. Push button for operating the buzz. Morning shaving can be a companion affair when junior gets his own Fuzz Buzz. Weight per shipping carton, 15 lbs

ST-62-98-2 ..... **Each $1.00**

One in a carton; twelve in a display carton.

SUBMARINE NAVIGATORS

MAGNETIX



All the action of the Atomic submarine as it steers, dives, surfaces while it buzzes like a real submarine sonar system. Sonar system buzzes and a red light flashes when the submarine is steered off its exact course through all the waterways of the world. Steering wheel turns to make sub surface or dive. Moving navigation chart points to exact position on world map. Operates on two standard flashlight batteries Weight per shipping carton, 20 lbs.

ST-33-571 Less Batteries ..... **Each $6.95**

One in a carton; twelve in a shipping carton.

MECHANICAL BOATS

WOLVERINE LUXURY LINER

A sleek liner that is made of heavy gauge metal and lithographed in realistic colors. Two streamlined smoke stacks. Adjustable rudder. Long running spring wound motor with key, permanently attached. Length, 14¾ inches. Weight per shipping carton, 9 lbs.

ST-9-93A ..... Each $1.19

Twelve in a shipping carton.

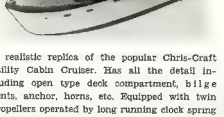
WOLVERINE SUBMARINE

A heavy gauge metal submarine that actually navigates. Dives or rises in water with adjustment of fins. Powered with durable, easy to wind motor. Length, 13½ inches. Weight per shipping carton, 15 lbs.

ST-9-87 ..... Each $1.89

Twelve in a shipping carton.

MARX CHRIS-CRAFT CRUISER



A realistic replica of the popular Chris-Craft utility Cabin Cruiser. Has all the detail including open type deck compartment, bilge vents, anchor, horns, etc. Equipped with twin propellers operated by long running clock spring motor. This all plastic boat is finished in authentic colors. Length overall 18 inches Weight per shipping carton, 13 lbs.

ST-29-2446 ..... Each $4.00

One in a carton; six in a shipping carton.

BATTERY POWERED BOATS

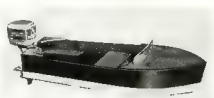
MARX CHRIS-CRAFT

A battery operated replica of the popular Chris-Craft speedy utility cabin cruiser. Colorful and sturdy all plastic construction in authentic colors. Equipped with sleeping quarters with open type rear deck, bilge vents, mast, anchor and dummy air horns. Twin propellers are operated by standard flashlight battery. On-off-forward-reverse switch is located on the dashboard. Length, 18 inches. Width, 5½ inches. Height, 9½ inches. Weight per shipping carton, 6 lbs.

ST-29-2455—Less Batteries ..... Each $5.00

One in a carton; three in a shipping carton.

K. & O. THUNDERBOLT

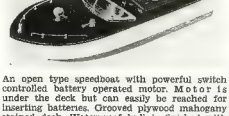


An electric powered outboard runabout with mahogany finish deck, two-tone wooden hull and nickel plated windshield. The precision made, aluminum die cast motor has two way swivel action and is a scale model of the Hurricane motor. Motor has permanent magnet and adjustable brushes and is furnished with battery clips and stand. Operates on 3 to 6 volt battery. Length overall 13½ inches. Weight per shipping carton, 14 lbs.

ST-8-900 Less Batteries ..... Each $4.95

One in a carton; twelve in a shipping carton.

K. & O. SEA BABE



An open type speedboat with powerful switch controlled battery operated motor. Motor is under the deck but can easily be reached for inserting batteries. Grooved plywood mahogany stained deck. Waterproof hull is finished with non-peel marine paint. All trim and fittings are nickel plated. Length overall 12¼ inches. 4⅜ inch beam. Weight per shipping carton, 21 lbs.

ST-8-200 Less Batteries ..... Each $6.95

One in a carton; twelve in a shipping carton.

BATTERY POWERED BOATS

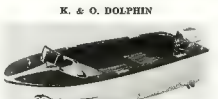
K. & O. SEA WOLF

An open cockpit speedboat powered by an electric operated motor. The switch controlled motor is enclosed for protection against water but is easily accessible for inserting batteries. Deck is of mahogany stained grooved plywood. Waterproof hull is finished with non-peel marine paint. All trim and fittings are nickel plated. Length overall 16 inches. 7¼ inch beam. Weight per shipping carton, 17 lbs.

ST-8-300 Less Batteries ..... Each $9.95

One in a carton; six in a shipping carton.

K. & O. DOLPHIN

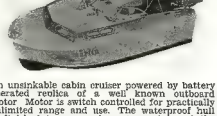


An unsinkable electric powered outboard type with grooved plywood mahogany stained deck, waterproof hull with non-peel marine paint and nickel plated fittings. Switch controlled outboard motor is a scale model of the Mercury and has permanent magnet and adjustable brushes. Motor is made of cast aluminum and has two way swivel action. Furnished with battery clips and stand. Operates on 3 to 6 volt battery Length overall 16 inches. 7¼ inch beam. Weight per shipping carton, 18 lbs.

ST-8-500—Less Batteries ..... Each $14.95

One in a carton; six in a shipping carton.

K. & O. MARLIN



An unsinkable cabin cruiser powered by battery operated replica of a well known outboard motor. Motor is switch controlled for practically unlimited range and use. The waterproof hull is finished in non-peel marine paint and the deck is grooved plywood, mahogany stained. All fittings are nickel plated and are built to scale for the boat. Canvas canopy. Length, 16 inches. Beam, 7¼ inches. Weight per shipping carton, 21 lbs.

ST-8-551 ..... Each $14.95

One in a carton; twelve in a shipping carton

MARX TRAIN ACCESSORIES

FLOODLIGHT TOWERS

Four Light

A plastic authentic model of a railroad yard floodlight. It has four floodlights mounted on a platform, which swivel and turn to concentrate light in any direction Realistic chrome metal ladder, from base to the platform. Complete with lamps and track connector. Height, 13½ inches; base, 4½ inches square. Weight shipping carton of six, 5½ lbs.

ST-29-0416 ..... Each $2.98

One in a carton; six in a shipping carton.

BLOCK SIGNALS

Five Light

As trains approach the block signal, the lights change vertical to horizontal in position. Complete with lamps, track connectors and rail clip assembly attached Height, 8¾ inches; width, 3¼ inches, base, 3¼x2½ inches Weight shipping carton of six, 3 lbs

ST-29-1404 ..... Each $2.98

One in a carton; six in a shipping carton.

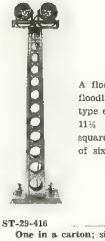
OVERHEAD SIGNAL BRIDGES

As train approaches block signals on either track, the lights change from red to green showing clear block signal ahead. Block signals are removable Girder type bridge is equipped with two maintenance ladders. Complete with lamps, rail clips and track connectors. Length, 13 inches, width, 3½ inches; height, 8 inches Weight shipping carton of six, 5 lbs

ST-29-1433 ..... Each $4.98

One in a carton; six in a shipping carton.

FLOODLIGHT TOWERS



Two Light

A floodlight tower with two floodlights mounted on a girder type elevated structure. Height, 11¼ inches; base, 2¾ inches square. Weight shipping carton of six, 3¼ lbs.

ST-29-416 ..... Each $2.00

One in a carton; six in a shipping carton.

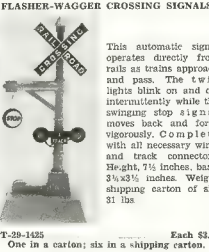
BLOCK SIGNALS

A single light block signal embodying the searchlight beam. When the train approaches the signal, it shows the green light and automatically changes to red until the last car of the train has passed the section. Satin black finish with chrome ladder. Complete with 12 volt lamps, wire and track clip. Height 8 inches; base, 3¼x2½ inches. Weight shipping carton of six, 5 lbs

ST-29-434 ..... Each $2.00

One in a carton; six in a shipping carton.

FLASHER-WAGGER CROSSING SIGNALS

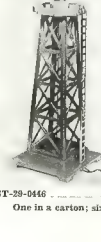


This automatic signal operates directly from rails as trains approach and pass. The twin lights blink on and off intermittently while the swinging stop signal moves back and forth vigorously. Complete with all necessary wires and track connectors Height, 7½ inches; base, 3¼x3½ inches. Weight shipping carton of six, 31 lbs

ST-29-1425 ..... Each $3.98

One in a carton; six in a shipping carton.

REVOLVING BEACONS



A revolving lighted beacon with red reflectors, mounted on a platform on top of a girder type tower. Made of plastic. Wired with lamp. Complete with track connector Height, 12½ inches; base, 4½ inches square. Weight shipping carton of six, 4½ lbs.

ST-29-0446 ..... Each $2.50

One in a carton; six in a shipping carton.

AUTOMATIC SEMAPHORES

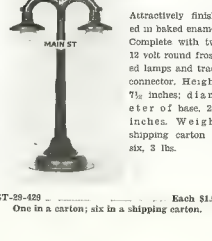
With Lights

The base and standard are finished in dull black, the light house is chrome plated. The metal semaphore arm is lithographed and the ladder on rear is chrome plated Fully automatic, with red, amber and green lights Complete with track connector and track clip. Height, 9½ inches, base, 3½x2½ inches Weight shipping carton of six, 3¾ lbs.

ST-29-439 ..... Each $2.98

One in a carton; six in a shipping carton.

TWIN LIGHT LAMP POSTS



Attractively finished in baked enamel Complete with two 12 volt round frosted lamps and track connector. Height, 7½ inches; diameter of base, 2¾ inches. Weight shipping carton of six, 3 lbs.

ST-29-429 ..... Each $1.50

One in a carton; six in a shipping carton.

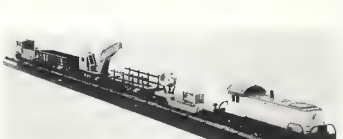
ELECTRIC TRAIN SETS

MARX

An automatic uncoupling freight train set with smoking die cast locomotive. Included in the set are tender, searchlight car with operating searchlight, drop end gondola car, automobile car, operating box car with ramp and caboose. Also furnished with the set are three sections of straight track, eight sections of curved track, one section of track with uncoupling ramp, bottle of smoke liquid and one transformer. Length of train 62¼ inches. Size of track 34x36⅝ inches. Weight per shipping carton, 42 lbs.

ST-29-55844 ..... Per Set $29.95

One set in a carton; three sets in a shipping carton.



This work train has powerful General Motors type diesel locomotive with automatic couplers on front and rear. Has a searchlight car with light that swivels and turns in all directions. Set consists of locomotive, flat car, drop end gondola, wrecker, caboose, searchlight car and generator car. Furnished with eight sections curved track, one section straight track, ramp and 50-watt Underwriters approved transformer. Length of train 57½ inches. Size of track 34x45½ inches. Weight per shipping carton, 28½ lbs.

ST-29-33962 ..... Per Set $21.95

One set in a carton; three sets in a shipping carton.

A five unit freight train set with steam type locomotive that emits real smoke as it chugs along. Cars are made of heavy high impact plastic, minutely scaled and authentic in detail. All cars are equipped with automatic uncouplers. Set consists of locomotive, tender, refrigerator car, drop end gondola and caboose. Also furnished are one section of straight track with loading ramp, eight sections of curved track, one bottle of smoke liquid and one 50-watt Underwriters approved transformer. Length of train 42¾ inches. Size of track 34x45½ inches. Weight per shipping carton, 31½ lbs.

ST-29-52852 ..... Per Set $19.95

One set in a carton; three sets in a shipping carton.

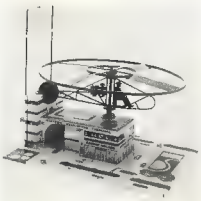
A five unit freight train set powered by a twin diesel locomotive lithographed in authentic Monon design and with light. Cars have automatic couplers and one section of straight track has uncoupling ramp. Locomotive has A & B unit. Set also includes box car, lumber car with lumber, caboose, one section straight track, eight sections curved track, track connector and 50-watt Underwriters approved transformer. Length of train, 40⅝ inches. Size of track 27x36 inches. Weight per shipping carton, 26 lbs.

ST-29-28852 ..... Per Set $16.95

One set in a carton; three sets in a shipping carton.

HELICOPTER LAUNCHERS

MARX



The "Copter Port" of the future set out just like an airport, with all the buildings made of steel and lithographed in appropriate design and color. Launching mechanism is wound by a hand crank and when the blade is started, the helicopter will rise to heights up to 40 feet, depending on how fast the mechanism is wound. Helicopter fuselage is made of flexible plastic and is 8½ inches long. Diameter of blade, 10⅝ inches. Size of base, 12 x 9¼ inches. Structure is 4 inches high. Weight per shipping carton, 9 lbs

ST-29-1495 ..... Each $3.00

One in a carton; six in a shipping carton.

PAN AMERICAN CLIPPER PLANES

MARX

Made of steel and finished in hard baked aluminum enamel. Equipped with free spinning propellers and rubber wheels. Has tricycle landing gear and dual wheels. Length fuselage, 21½ inches Wingspread 27½ inches. Shipping weight 3¾ lbs each

ST-29-1669 ..... Each $3.00

One in a shipping carton.

CRANES

WOLVERINE

A true to life crane, sturdily constructed of metal and lithographed with a construction scene. Upper section can be turned and the bucket can be raised and lowered. Lever controls operation of bucket and crane. Comes set up and ready for operation. Overall height 18 ins. Weight per shipping carton, 18 lbs.

ST-9-68 ..... Each $1.98

Six in a shipping carton.

MYSTERY CAR AND TRAILERS

WOLVERINE

This auto-trailer combination is a reproduction of the latest streamlined models and is powered by the mystery motor. No key or winding is needed. Pressure on the top sends the car speeding forward, hauling the trailer behind it. Overall length of combination, 27¼ inches. Weight per shipping carton, 36 lbs

ST-9-35 ..... Per Set $2.59

One in a carton, twelve in a shipping carton

FLYING FORTRESS KITS

MONOGRAM

True scale copies of the famous four engine bomber of World War II. This sleek beauty can be built with the 50 molded plastic parts and 49 finished balsa parts. Prefab fuselage and tail assembly. Furnished with the necessary glue and four jars of paint in authentic colors. Instruction book and decals are included in the kit.

ST-89-H3 ..... Each $4.95

One in a carton.

SANDY ANDY

WOLVERINE

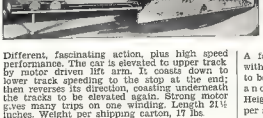
A fascinating, brightly colored, all metal toy with fast action. Car loaded with sand dashes to bottom of track, empties load and returns for another trip. Comes set up, ready for use. Height, 11 inches. Length, 11½ inches. Weight per shipping carton, 22 lbs.

ST 9-61 ..... Each $1.19

Twelve in a shipping carton.

JET ROLLER COASTERS

WOLVERINE



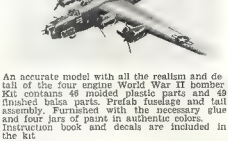
Different, fascinating action, plus high speed performance. The car is elevated to upper track by motor driven lift arm. It coasts down to lower track speeding to the stop at the end; then reverses its direction, coasting underneath the tracks to be elevated again. Strong motor gives many trips on one winding. Length 21½ inches. Weight per shipping carton, 17 lbs.

ST-9-28A ..... Each $1.69

One in a carton; twelve in a shipping carton.

LIBERATOR BOMBER KITS

MONOGRAM



An accurate model with all the realism and detail of the four engine World War II bomber. Kit contains 46 molded plastic parts and 49 finished balsa parts. Prefab fuselage and tail assembly. Furnished with the necessary glue and four jars of paint in authentic colors. Instruction book and decals are included in the kit

ST-89-H4 ..... Each $4.95

One in a carton.

TOOTSIETOY SETS

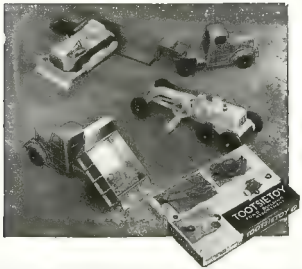
DOWST PLAYTIME

For genuine enjoyment for children the year around. These all metal toys have 'Rol-Ezy" construction, rubber wheels and handsomely finished in brilliant colors. Four cars, three trucks, two airplanes and one jeep. Weight per shipping carton, 67 lbs.

ST-37-7000 ..... **Per Set $3.00**

One set in a carton; twenty-four sets in a shipping carton.

DOWST ROAD CONSTRUCTION

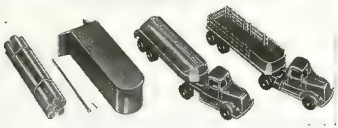


For the young builder. Scale reproductions of Caterpillar bulldozer and road grader will make road building easy. Rugged Mack dump truck, machinery hauler and cab plus road signs make this set complete. All toys in durable metal with realistic non-toxic finishes. Weight per shipping carton, 26 lbs.

ST-37-6000 ..... **Per Set $3.00**

One set in a carton; twelve sets in a shipping carton.

DOWST BILD-A-TRUCK



An interesting toy assembly that will keep the youngsters happily amused for hours. Each set contains two cabs that will haul the five different trucks. Dual rubber wheels and "Roll-Ezy" construction adds to the enjoyment of the make believe truck fleet operator. Weight per shipping carton, 50 lbs.

ST-37-7800 ..... **Each $2.50**

One set in a carton; twenty-four sets in a shipping carton.

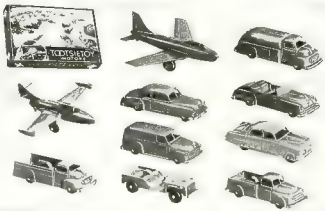
DOWST FIRE DEPARTMENT

Set consists of 1 aerial ladder truck with extension ladder tower which raises and revolves; latest design fire engine, fire chiefs car and fire ambulance with Red Cross insignia. All have "Rol-Ezy" construction and rubber tires. Furnished with 2 extra ladders, junior Fire Chief badge, miniature fireman's axe, shovel and 2 hats. Weight per shipping carton, 40 lbs.

ST-37-5211 ..... **Per Set $2.00**

One set in a carton; twenty-four sets in a shipping carton.

DOWST MOTORS

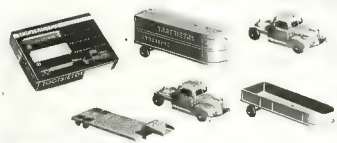


A set with ten of the ever popular medium size tootsietoys, all brilliantly painted in bright colors and equipped with "Rol-Ezy" rubber wheels. Weight per shipping carton, 42 lbs.

ST-37-7200 ..... **Per Set $2.00**

One set in a carton; twenty-four sets in a shipping carton.

DOWST TRUCK SET



This set of bright colored trucks is just what the boys and girls ordered. The semi-trailer cabs can be changed from a shipping van to utility truck or heavy machinery hauler. Each toy is of "Rol-Ezy" construction with rubber wheels. Each set is packed in a beautiful lithographed gift box. Weight per shipping carton, 54 lbs.

ST-37-4900 ..... **Per Set $1.69**

One set in a carton; thirty-six sets in a shipping carton.

PINCOR

- 21-Inch
- 22-Inch Reel Type
- Chain Drive

QUALITY MOWERS by

- MOWAMATIC
- PINCOR
- CASEY
- MAJESTIC

Famous Pincor Power Mower

Enjoy longer life and avoid unnecessary overwork trim the lawn the modern way with a power lawn mower. Proven dependability Pincor mowers are quality constructed throughout and are built for a long life of smooth even grass cutting. Adjustable cutting height ½" to 2¾". Easy, trouble free operation. **F.O.B. Illinois Factory.**

2685XF8420—21" 4 cycle, 1½ H.P. Briggs & Stratton motor. Heavy gauge steel cutter bar, clutch cable control on handle, 10" cast alloy wheels, semi pneumatic tires, hardwood rollers, baked enamel finish. Rope starter. Ship. wt. 113 lbs. **Sugg. Retail $124.50**

2715XF14200—Deluxe 22" 4 Cycle, 3 H.P. blade unit. Ship. wt. 135 lbs. **Suggested Retail $179.50**

PINCOR 18-INCH

2679XF7095 Popular size with demands the 1½ H.P. 4 cycle engine. Heavy gauge steel cutter bar. Spring loaded pulley-type clutch for maximum efficiency. Cable control on handle. Full 18" cutting width. Adjustable cutting ht. ¾" to 3¼". 10" cast alloy wheels with semi-pneumatic tires. Rope starter. Hard wearing baked enamel finish. Ship. wt. 104 lbs. **F.O.B. Ill. Sugg. Retail $104.50**

MOWAMATIC

MOWERCYCLE— Ride While You Mow

New low cost attachment converts Mowamatic 18" and 21" self-propelled reel type mowers to a riding unit. Easy steering, adjustable handlebars and bucket type seat give pleasant mowing. Not recommended for rough or terraced lawns as strains may develop and cause breakage in mower unit. Does not have brakes. To be used only on flat, straight surfaces.

3780XF12565—Mower type see with 21" Mowamatic reel type self-propelled mower on page 812. Ship. wt. 140 lbs. **F.O.B. Wisconsin or New York Mfr's Suggested Retail $164.00**

3740XF11485—Same as above with 18" reel mower. Shown on Page 812. Ship. wt. 136 lbs. **F.O.B. Wisconsin or New York. Mfr's. Sugg. Retail $152.00**

3748XF2965—Mower cycle only. To be attached to your Mowamatic Mower. Ship. wt. 30 lbs. **F.O.B. Wisconsin or New York. Mfr's. Suggested Retail $48.50**

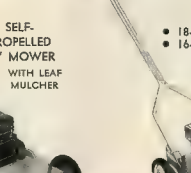
SELF-PROPELLED 21" MOWER

WITH LEAF MULCHER

F.O.B. Kansas Factory

MAJESTIC

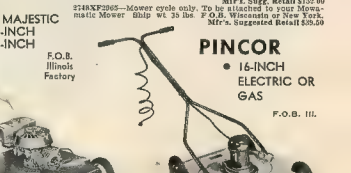
- 18-INCH
- 16-INCH



F.O.B. Illinois Factory

PINCOR

- 16-INCH ELECTRIC OR GAS



F.O.B. Ill.

16" Electric Mower

2684XF2715—16" Electric Rotary Mower. ½ H.P. Pincor Electric Motor. Starting and relay, adjustable 1" to 2½" cutting ht. 1 piece blade formed for suction lift. Recoil starter. Ship wt approx. 55 lbs. (See page 820 for extension cords.) **Sugg. Retail $39.95**

2677X F4630—16" Gas Mower. Same as above with 1.8 H.P. 2 cycle gas engine. Rope starter. Ship. wt 37 lbs. **Sugg. Retail $69.50**

F.O.B. Missouri Factory

2751XF1246— Lightweight 2½ H.P. Rotary

Designed for easy maneuverability and quick starting. With its powerful auto recoil starter engine. **Self propelled.** It zips through tough weeds and high grass and does equally as well on the finest lawns. Powerful 2½ H.P. 4 cycle engine. Clutch control and throttle on handle. Precision gear in oil bath, nylon wheel bearings, sturdy lightweight alloy cast base. Adjustable cutting ht. 1" to 3". Ship. wt. 85 lbs. **F.O.B. Kansas Factory.**

Sugg. Retail $149.95

18" Rotary Power Mower

2725XF8526 Lightweight cast aluminum. New front guard eliminates throwing rocks and dirt. 1.8 H.P. 2 cycle Power Products engine. Automatic governor, rope starter. Adjustable cutting ht 1¼" to 2¾". Full 18" cut. Puncture-proof tires. Automatic slip clutch. Ship wt 44 lbs. **Sugg. Retail $69.95**

2753XF4326—16" **Rotary Power Mower** similar to above. Ship. wt. 39 lbs. **Sugg. Retail $59.95**

For Those Who Want the Finest

Casey Mow

Self-Propelled 21" Mower

President "21" Self Propelled Rotary

2792XF10436 Takes the work from mowing lawns with its simple, but sturdy rigid construction. Powered by an easy starting 4 cycle 2 H.P. Briggs & Stratton engine. Throttle and clutch levers mounted on handlebars. Cuts all grass and weeds. Adjustable cutting ht. ½" to 3". Suggested wheels allow mowing terraced and uneven surfaces. Reversible spring steel blade. Detachable leaf mulcher supplied. Recoil type starter. Ship. wt. 91 lbs. **Sugg. Retail $189.50**

2 H.P. 4 CYCLE ENGINE Cuts 20" Swath

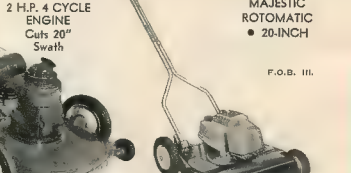
F.O.B. Missouri

Vac-U-Mow 20"

2782XF8621 Powerful 2 H.P. 4 cycle engine with direct drive. Vacuum lift raises into blade. Gives smooth even cut. One piece spring steel safety blade. Full 20" swath. No rust aluminum base with removable guard. Nylon bearings, ball and semi pneumatic tires. Easy to operate rewind starter. Cutting ht. 1" to 3 inches. Ship. wt. 75 lbs. **Sugg. Retail $114.95**

MAJESTIC ROTOMATIC

- 20-INCH



F.O.B. Ill.

20" Rotary Type Mower

2726XF7605—20" Rotomatic 2 H.P. 4 cycle Power Products air cooled engine. Rewind starter, safety switch, full 20" cut. Adjustable cutting ht 1¼" to 2¾". Automatic slip clutch, adjustable handle, automatic governor. Bronze chip-proof finish. Ship. wt. 93 lbs. **Suggested Retail $99.95**

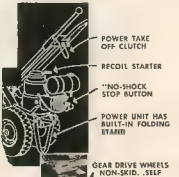
2793XF7606—Same as above with a Briggs & Stratton 2½ H.P. 4 cycle engine or a Clinton 2½ H.P. 4 cycle engine whichever is available at time of order. Ship. wt. 96 lbs. **Suggested Retail $99.95**

Allow Ample Time for Delivery on Mowers

NEW GEORGE Self-Propelled

GARDEN TRACTOR SHOWN WITH ROTARY TILLER

2½ HP. MOTOR


POWER TAKE OFF CLUTCH
RECOIL STARTER
"NO-SHOCK STOP BUTTON
POWER UNIT HAS BUILT-IN FOLDING HANDLE
GEAR DRIVE WHEELS NON-SKID, SELF CLEANING

2713XF9700—Tractor. Husky 2½ H.P. engine —vertical shaft Briggs or Clinton with recoil starter—Throttle control lever on handle bar gives you the speed you need to push or power the work saving "add-tachments." Gear driven power—engine power is transmitted thru an enclosed transmission directly to the traction tread tires. 2 separate clutches—one for forward, neutral. Second clutch for power take-off attachments. Full engine power may be used to work attachments while the forward motion of the tractor may be adjusted to go from 0 to 3½ MPH. Designed for use with the tiller, may be used to advantage with mower and ground working tools. Handles adjustable for length and height. Sun-gold yellow finish—chrome plated steel handles. Shipping weight 115 lbs. (Rotary Tiller not included.)

Mfr's. Sugg. Retail $129.50

NO BOLTS OR WRENCHES NECESSARY TO CHANGE "ADD-TACHMENTS"

—30 SECONDS DOES IT!

25" Snow Blade or Dozer

Connects to Power Unit through Lube-ok Hitch in 30 seconds. Adjustable right, left or straight as desired . . . cast bit handle and setting angle blade snap-locks into place. Made of heavy gauge steel, shaped and braced for rigidity. Cutting edge of blade protected with reversible angle iron. Gives Ship wt. 30 lbs.

2711XF1135 Mfr's. Sugg. Retail $15.75

Dump Barrow

Holds 3½ Cu. Ft.

Let GEORGE move your loads. This new "add-tachment" saves strain and backache with 2 rear round thumps forward easily. Steering rod at handle for easy maneuver ability. Heavy-duty reinforced steel bed floats to follow ground contour. Fork fittings for power take-off.

2716XF3100 Mfr's. Sugg. Retail $49.50

Rotary Tiller Cutting Path 19" from 1" to 6" Deep

A real help in garden preparation and cultivation. Weeds and foliage will not clog tractor. Engine knives are heat-treated sharpened steel, locked to tiller shaft with Woodruff so bolt driven. Made of heavy gauge steel to withstand constant use. Gives Ship wt. 75 lbs.

2713XF3700 Mfr's. Sugg. Retail $69.50

Front Tool Bar

Designed to lock the Cultivator, Disc Harrow and Furrowing Plow into work or position quickly and easily. Adjustable rubber tired depth gauge wheel. Connects to Lube-ok Hitch in 30 seconds. Gives Ship wt. 15 lbs.

2722XF115 Mfr's. Sugg. Retail $5.50

Rear Tool Bar

Rear Tool Bar. Ship wt. 8 lbs.

2746XF325 Mfr's. Sugg. Retail $4.50

18" Reel-Type Mower

Will give years of care-free service. Ball-bearing equipped . . . cast iron side frame and bed knife for good cutting performance. Adjustable for height of cut. Reversible for "about face" for forward cutting. Ships wt. 45 lbs.

2716XF2325 Mfr's. Sugg. Retail $53.00

Adjustable Disc Harrow

A wonderful cultivator and ground preparation tool. Six 6" tempered steel discs adjustable as a unit or in or out. Individual blade scrapers may be set apart or turned to desired cutting position. Digging shovel cutting disc blades in ground. Fork fitted bearings. Ship wt. 15 lbs.

2716XF1175 Mfr's. Sugg. Retail $15.75

Cultivator and Weeder Hoe

Let GEORGE do your weeding. This work-saving "add-tachment" has 5 cultivator steels and one right, one left hand weeder sweep for complete garden care. Adjustable depth bars for between-row cultivation. Ship wt. 15 lbs.

2711XF1400 Mfr's. Sugg. Retail $18.75

Furrowing Plow

Designed to lay off rows for planting and hilling. Hardened steel blade adjustable for depth. This tool, like the cultivator and disc harrow at left, requires use of the tool bar (2722XF0?) Ship wt. 5 lbs.

2722XF720 Mfr's. Sugg. Retail $8.75

Snow Blower

Special designed auger blows or throws snow either right or left. Heavy gauge steel construction, adjustable rubber tired depth wheel and replaceable scraper plate on blade edge. Rotor is safety ball bearing mounted. Powered on tractor blower. Cuts 20 inch path. Ships wt. 50 lbs.

2716XF2015 Sugg. Retail $39.50

28" Sickle Mower

Mows really heavy grass or weeds 3½ to 3½ acres a day. High tempered steel knives may be sharpened or stopped by shock on power unit "Floating Action" gives perfect contour cutting. No inside iron, guards, steel shoes at ends of bar. Wood bar. Swivel handles can be adjusted moving over knives. Ships wt. 30 lbs.

2711XF2700 Mfr's. Sugg. Retail $40.50

20" Rotary Mower

No raking or messy mulch. Finely cut grass is blown from side. Swivel wheels are set inside cut to allow trimming close to sidewalks, etc. Flexible hitch allows mower to follow ground contour. Cutting height adjustable from 1" to 3½". Ships wt. 30 lbs.

2714XF2502 Sugg. Ret. $39.50

Riding Sulky

Has 38" turning radius. Mower may be steered with handles, foot control or both while in forward or in reverse. Sulky follows exactly in path of mower . . . it won't run over uncut grass. Unit backs up easily. Adjustable for 3 cutting heights. Ships wt. 85 lbs. 29 lbs.

2746XF2350 Mfr's. Sugg. Retail $39.75

Snow and Ice Ground Gripper

Attaches to 12x2?08 wheels with 3 bolts for additional traction in deep snow or snow. Self-cleaning design. Ships wt. 10 lbs.

2747XF2?30

Mfr's. Sugg. Retail $2.75

mowa matic

- Safety Devices Protect User, Engine and Blade
- Convenient Controls for Starting and Stopping
- Perfectly Balanced for Easy Handling
- Made From Quality Materials, Designed for Efficiency and Long Service

Deluxe Self-Propelled 20" Rotary

2½ H.P.
2 Cycle
Power Pak
Engine with
Recoil Starter

AMAZING GRIND-A-LEAF ATTACHMENT

MOWAMATIC Grind A-Leaf attachment available for use with Lawn-Boy Mowers. It pulverizes leaves into fine bits, scatters them evenly over the ground as valuable fertilizer. Eliminates raking, hauling or burning of leaves.

DeLuxe 21" Rotary Mower

2694XF2838—Powered by the dependable 2.5 H.P. 4-cycle Briggs & Stratton gasoline engine with Recoil Starter for quick, effortless starting. Strong, double-tubular handle floats within the operating range—easier handling and better control. A combination front-and-side trimmer, has four cutting heights from 1¼" to 2½". One-piece, high carbon, heat-treated steel cutter bar with curved ends for suction lift. Safety blade-mounting to absorb shocks, protects blade and engine shaft. Full 21" path. Double-tubular bar in front and safety ring in the rear protect the base of the machine. Semi-pneumatic tires roll smoothly on full-length Ollite bearings. Ship. wt. Approx. 66 lbs.

Established Retail **$104.50**

2701XF446—Grind-A-Leaf attachment. Ship. wt. 7 lbs.
Established Retail $5.95

MOWAMATIC 18" Rotary Side-trimmer

2700XF296—Grind-A-Leaf attachment for 2694XF2838 Ship wt. 5 lbs.
Estab. Retail $3.95

Self Propelled 20" Rotary Mower

2695XF11725—2½ H.P., 2-cycle Power-Pak gasoline engine with recoil starter. Power that drives the wheels comes directly from the engine on both models. Direct Drive gives maximum driving power even through heavy growths. Floating-type double-tubular handle is adjustable 5 wheels in front, 2 in the rear with semi-pneumatic tires . . differential wheel action. Four cutting heights from 1¼" to 2¾. Safety guards front and rear. One-piece spring steel blade is safety mounted for protection of operator, engine-shaft and blade. No reaching or stooping with Handy-control. To engage Direct Drive and accelerate just move the levers on the handle. There's no work for you with this mower, just guide it along. Ship wt. 80 lbs.

Established Retail **$157.00**

2701XF446—Grind-A-Leaf Attachment Ship. wt. 7 lbs. Established Retail $5.95

MOWAMATIC POWER MOWERS SHIPPED FROM NEW YORK OR WISCONSIN

Improved 18" Gasoline Rotary

2696XF2813—This mower is equipped with 1.6 H.P., 2-cycle Clinton gasoline engine. Trims to less than ¼" in front, less than 2 inches at the side. Has 3 cutting heights from 1¼" to 2½". Cuts 18" path. Safety blade-mounting absorbs shocks, protects engine and blade. Spring steel blade is longer lasting, gives greater cutting efficiency. Semi-floating handle gives more comfortable operating, easier handling and positive control. 16-gauge steel base and reinforced wheel mountings. Disc type wheels with semi pneumatic tires. Ship wt 50 lbs.

Established Retail **$69.50**

2700XF296—Grind-A-Leaf attachment. Ship wt. 5 lbs.
Established Retail $3.95

21" *DeLuxe* Reel Type

2695XF2838 — Powered by 3.6 H.P. 4-cycle Briggs-Stratton gasoline engine. Has fully automatic drive with finger-tip controls for starting stopping and acceleration. Adjustable cutting heights from ⅝" to 2". Automatic clutch neutralizer insures safety while idling engine, drive mechanism is locked so reel can't turn accidentally. Ultra-quiet, one-piece mower will not wander from side to side. Ball roller supported ball bearings drops out for convenient cleaning and servicing. Also features floating-type Stor-A-Way handle. Grass Deflector Guard and semi-pneumatic, Non-Clogging Reel. Ship. wt. 105 lbs.

Estab. Retail **$124.50**

Recoil Starter

Mowamatic 18" DeLuxe Reel Type

2699XF2838—Equipped with 1 1 H.P., 4-cycle Briggs-Stratton gasoline engine with fully automatic drive and finger-tip control. Floating-type handle absorbs shock and vibration, fits both tall and short people. Adjustable cutting height ½" to 2". Handle folds upright for storing. Grass Deflector guard keeps grass from tying on reel shaft. Also has Safematic Clutch neutralizer, Straight-Line operation and Drop-Out Reel. Magnesium alloy wheels and puncture-proof, Traction-Lug tires. Ship wt 100 lbs.

Established Retail **$112.50**

- ½ H.P. Westinghouse Motor

18" Electric Rotary

2697XF2838 — ½ H.P Westinghouse Electric Motor has toggle-type switch with an overload cut-out to protect motor. Four cutting blades fold back when hitting obstacles. Has 3 cutting heights from 1¼" to 2½". Double-tubular bar in front and safety ring in the rear. Has semi-pneumatic tires, spring steel blade, safety blade-mounting and semi-floating handle. 50 feet of weather-proof cord furnished. Ship. wt. 55 lbs.

Established Retail **$56.50**

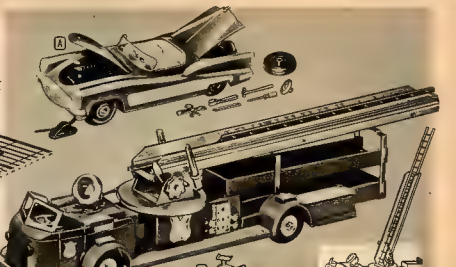
Mowamatic Mowers F.O.B. New York or Wisconsin

Elevator really moves up, down

GIANT AIRCRAFT CARRIER

A realistically designed toy that's packed with moving parts to keep youngsters busy for hours at a time! Metal aircraft carrier moves on rubber wheels. Equipped with a fleet of three jet planes —one fires rockets, one fires shells, one drops bombs. Carrier has a tower with rotating radar screen and signal flags. Crank-handle elevator transports planes from inner hanger to deck. 36 x 10 x 14 in. high.

81441A332—Shpg. wt. 6 lbs.....Retail **$4.98**



[A] FIX-IT SPORTS CAR

A toy he can tinker with to his heart's content. Trunk contains spare tire, lug wrenches, pry bar, hammer, screwdriver, gas tank, and jack. Tires can be removed and replaced. Hood opens to reveal an authentically modeled engine. Car headlights and horn really work by flashlight batteries (not included). All-plastic construction, rubber tires. 1¼ in. long.

81154A399—Shpg. wt. 2 lbs.....**$5.98**

[B] PLASTIC FIRETRUCK BY IDEAL

Loads of action! It's cleverly designed to do almost everything a real fire engine does. Long-range battery-operated searchlight rotates, lowers, and rises. Extension ladder reaches 44 in. in the air. Aerial ladder extends by means of a hand crank. Wrench and ratchet jack really remove the vinyl tires. Complete with open-and-close tool compartment. Plastic with metal base. 35 in. long. 6½ in. wide.

81365A799—Shpg. wt. 9 lbs.....Retail **$11.98**

ROLLING FIGHTER PLANE

Inspired by the famous U.S.A.F. jet fighters, this plane will provide a thrill for all junior aviators. Swept-back wings contain two torpedos. Authentically lettered to resemble real-action models. Lightweight and easy to handle. Complete with friction motor which causes plane to roll from side to side when in motion. Bright lithographed steel—realistic looking 11½ in. fuselage, 8¼ in. wingspan

81213A89—Shpg. wt. 1 lb.....Retail **$1.49**

MINIATURE TRACTOR AND WAGON

Made from actual Allis-Chalmers factory blueprints—exact scale model. It's accurate even to the A-C decal. Tractor has steering wheel that really turns—true-scale motor. Wagon features big grain box, steering mechanism, and sturdy hitch. They're designed in durable plastic with big rubber tires for smooth rolling indoors or out. It's a playtime favorite all over the country. 18 in. long.

81209A193—Shpg. wt. 1½ lbs....Retail **$2.98**

KAMKAP RING-A-PHONE

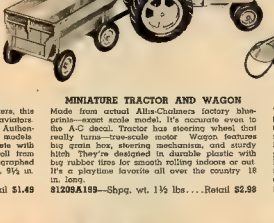
Works just like a real switchboard! It rings and buzzes—there's nothing to wind up, no batteries to replace. Youngsters enjoy listening to it, talking into it. Contains steel-and-aluminum switchboard, two regular phones and one operator phone—all made of plastic with authentically lettered and numbered dials. There are also plugins and a ringer. 12 x 10½ x 6½ in. Educational as well as entertaining.

81234A332—Sel. Shpg wt. 5 lbs..Retail **$4.98**

BATTERY FORK LIFT

Like the lifts used to stack large warehouses everywhere. It moves forward or backwards—fork lift goes up or down. Steering wheel controls rear wheels. Automatic motor cut-off when lift is up or down. Removable hoist hook for lift. Driver with jointed arms. Enamel-finished metal. Operates on two flashlight batteries (not included). About 9 in. long

81220A332 Wt. 2½ lbs. ..**$4.98**



WIENERMOBILE

An authentic replica of the real Oscar Mayer truck shaped like a huge wiener! Oscar the Chef bobs up and down as the "wienermobile" moves. Red wiener with cream-colored body is durable Styron plastic. Rubber tires. Oscar Mayer trademark on side. It's a toy kiddies will have hours of fun with grown-ups will be amused too. Overall length about 10 in.

81428A132—Wt. 1 lb.....**$1.98**

ANTI-AIRCRAFT JEEP

A true to life model of a famous jeep! Contains a friction motor with real sounding siren, two large anti-aircraft guns which can be raised and lowered, transparent plastic fold-down windshield, and a hood that really opens! Also water can at side, two removable soldiers, five rubber tires. Sturdy steel construction sprayed enamel finish. 12 x 5½ x 5¼ in. high.

81432A199—Wt. 2 lbs.....**$2.98**

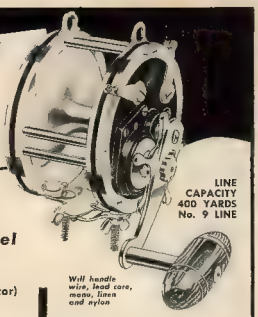
TALKING POLICE CAR

Inspired by the "Dragnet" TV program. Does has removable search-Light that operates on battery (not included) and bulb. Two miniature phones, pistols, camera, riot gun, tommy gun, binoculars, two rifles Record in trunk plays "Calling car 99, come in, please—go to 147 Broadway, that is all." Metal and plastic construction, rubber tires. 14½ in. long.

87631A283—Wt. 2½ lbs. ..**$4.25**

Announcing...

PENN'S NEW No. 349 MASTER MARINER



an extra rugged reel . . . *with features never before incorporated in a single reel*

IT HAS

1. One-piece cast metal spool
2. Auto brake lining drag (equal to 6/0 Senator)
3. Three point support reel stand
4. Harness lugs
5. Choice of gear ratio — High or Low
6. Choice of convertible star drag
7. Improved gear bridge — stronger gears
8. Two hole handle on high gear ratio model

Order from your Penn jobber

Penn Reels

Will handle wire, lead core, mono, linen and nylon

AVAILABLE in 4 MODELS

No. 349 gear ratio 2½ to 1 ..... $28.00
No. 349C as 349 but with convertible star drag .. 29.00
No. 349H gear ratio 3¼ to 1 .. .. 28.00
No. 349HC as 349H but with convertible star drag 29.00

Send For New Catalog

PHILADELPHIA 32, PENNA.

(For More Information Circle No. 474 on Page 171)

Colt's Gun Museum Gift to Connecticut

The $1,000,000 Colt's Museum, containing one of the world's most fabulous collections of firearms, was given to the State of Connecticut July 24 and will be housed in the Great Hall in the State Library in Hardford.

The gift was made by L. D. Silberstein, chairman of the Penn-Texas Corp, the Pratt & Whitney Co., and president of the company's foundation which owns the exhibit.

Governor Ribicoff was notified of the gift in a letter from Joseph E. Lowes of Pratt & Whitney.

The collection has been housed since 1940 in a small two-room museum at Colt's Patent Arms Mfg. Co., Hartford.

The Colt's museum consists of hundreds of valuable documents, firearms and other material that tell the 120-year story of the company

Vietnam Appeals for Athletic Goods

Members of the trade are being asked to help the cause of international goodwill along by sending softballs and bats, volleyballs and soccer balls to Robert J. McAllister, director, International Rescue Committee, Inc., 181 Duong Tu Do, Saigon, Vietnam. He said play facilities for youngsters are virtually non-existent.

Camouflage!

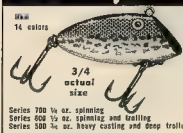
For Hunters and Outdoorsmen

Rollarush—Light, durable, tough. Rolls up compactly. Fibre strips, wire mesh, lath bracing. Reversible green and tan. 12½' x 42" high. Retail $10.95.
Rollarush, Jr.—Smaller Rollarush for jump shooting. Retail $3.95.
Duckaflage Net—Tough, transparent. Blends with rushes. Hides boat and gear. Excellent for goose pits Retail $6.95.
Duckaflage Cape—Smaller netting, covers hunter outside blind. Retail $3.95
Paint-a-Gun—Eliminates gun glare on barrel. Retail 75c per bottle.

LAKE SUPERIOR OUTDOOR SPECIALTIES
2601 East 4th Street Duluth 5, Minn.

(For More Information Circle No. 475 on Page 171)

Bayou Boogie



NEW FOR '56!
BAYOU BOOGIE
Series 650
Wt. 1/3 oz.

Ideal for Spinning, Casting, Trolling.

Series 700 ⅛ oz. spinning
Series 600 ½ oz. spinning and trolling
Series 500 ¾ oz. heavy casting and deep trolling

A. D. Mfg. Co. 1917 Chouteau Ave., St. Louis, Mo. *(Division of Hawk Fish Lure Co.)*

(For More Information Circle No. 476 on Page 171)

ONE

SUPREME $35

Bait-Casting Reel. Most famous Pflueger of them all. Unchallenged favorite of expert fishermen for 38 years.

PFLUEGER

PELICAN $22.95

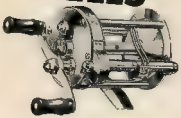
Spinning Reel. America's best equipped spin reel. Loaded with features for better fishing.

REEL

FREESPEED $14.95

Spinning Reel. Greatest value ever offered. Unbelievably smooth. Feels like twice the price.

SELLS



SKILKAST $12.50

Bait-Casting Reel. World's easiest-to-cast reel. Pflueger's Mechanical Thumber prevents backlashes.

ANOTHER

TRUSTY $5.50

Bait-Casting Reel. An ideal "second" reel for anyone. Also makes an inexpensive outfit.

How many

SALESMEN DO YOU HAVE TIME TO SEE?

Concentrate on Pflueger Reels and you'll save time because Pflueger has a complete line of reels from $2.35 up. Pflueger's low-cost factory overhaul service stands behind every sale—wins extra satisfaction for the dealer who says "I'd like to recommend a Pflueger Reel."

THEIR DEPENDABLE PERFORMANCE BRINGS REPEAT BUSINESS

Pflueger construction pleases customers, wins good will for more sales at your store.

THE ENTERPRISE MFG. CO. • AKRON 9, OHIO

PFLUEGER

(PRONOUNCED "FLEW-GER")

(For More Information Circle No. 7 on Page 171)

Palomino Pal Bouncing Horse

1881TF1313—A full bodied reproduction of a galloping palomino horse. Handsomely airbrushed in brown-gold and Palomino shadings. Made of tough plastic that will not crack, chip, peel or scuff under the "roughest rider." Horse is suspended from a hardwood frame with long life steel springs. 34" long and 21" high. Ship wt. 16 lbs. **F.O.B. Illinois Factory.**

Mfr's. Sugg. Retail $19.95

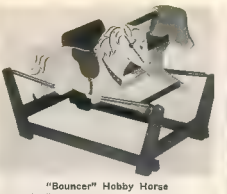
1882TF1000—Similar to above. 33" long and 19" high. Ship. wt. 15 lbs.

Mfr's. Sugg. Retail $14.95

"Rock-a-Long" Horse In Corral

3314TF597 Children will love this spring-type, four-way, rocking horse. It rocks, walks forward, trots and gallops. Non-tip-ping and adjustable in height. Sturdy construction assures long life in spite of much rough handling. Horse is Blue with White and Black trim and is 12" wide, 22" high and 31" long. Corral is 22" wide, 38" long and 15½" high. Horse is instantly demountable for use as a regular rocking horse (shown in illustration, upper right, 1564TF664). Ship. wt. 20 lbs. **F.O.B. Michigan Factory.**

Mfr's. Sugg. Retail $14.95



"Bouncer" Hobby Horse

3312TF945—Roomy, enclosed seat section with solid footrest, handle bar and handy tray with raised edges. Thick plywood sides decorated with realistic White horse and bright Red trim. Sturdy, non-tip wood frame supports body from corner posts on strong steel springs giving simulated gallop and canter motions. Frame 23¼"x5⅝"x12" high. Horse 24" long. Head 22" and seat 12" from floor. Seat and back both 7"x10". Ship. wt. 17 lbs. **F.O.B. Mass. Factory.**

Mfr's. Sugg. Retail $12.95

"Rock-a-Long" Hobby Horse

1564TF604—Actually rolls forward as it rocks to the delight of every child from 2 to 6. Tough Parana pine construction. Low center of gravity eliminates the danger of tipping. Horse is Blue with White and Black trim. 12" wide, 22" high and 31" long. Ship. wt. 10 lbs. **F.O.B. Mich. Factory.**

Mfr's. Sugg. Retail $9.95

Rocking Horse

1883TF1669—A thrilling ride on a realistic rocking horse for every child. Horse has carved body 24" long and 7" in diameter in Dapple Gray. Rocker is 38" long in bright Red. Mane is monoflament. Red web bridle and Black saddle. Overall height is 30". Ship. wt. 40 lbs. **F.O.B. Massachusetts Factory.**

Mfr's. Sugg. Retail $26.75

"Jack's Pony"

1563TF630—A thrilling ride for every boy and girl. The exercise is designed to build strong and healthy bodies. 30" high, 39" long, with adjustable seat and stirrup. For children 2 to 7 years old. Ship. wt. 19 lbs. **F.O.B. Illinois Factory.**

Mfr's Sugg. Retail $8.95

"Dancer" Hobby Horse

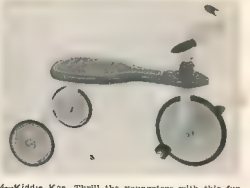
1657TF1218—He trots, canters, gallops. Horse rocks on chrome-plated tubular steel rockers which are long and safe . . . goes up and down on strong, suspended steel springs. Body is molded plastic fibre in dappled Palomino with Red saddle and harness. Ideal for boys and girls from 2 to 10. Length 38", width 15½". Saddle 19½" from floor, head 29½" from floor. Ship. wt. 16 lbs. **F.O.B. Mass. Factory.**

Mfr's. Sugg. Retail $16.95

"Pinky Lee" Sports Trike

A Nationally Advertised Sidewalk Vehicle that is Fully Adjustable With Growth

1884TF1500—**"Pinky Lee" Sports Trike.** Honestly fits all kiddies 2 to 6 years. Sliding seat adjustment with finger tip lock—7 positions forward or back. No tipping as seat is only 8" above ground. Fixed front wheel with 12x1.75 tire. Rear wheel (auto type) steering with 8x1.50" tires. Oilless bearings. Bright Red with special trim—Chrome handle bars and forkrests. 37" L., 18" W., 19" H., overall. Ship wt. 23 lbs. **F.O.B. New York Factory. Mfr's. Sugg. Retail $22.95**



3313TF544—**Kiddie Kar.** Thrill the youngsters with this fun-filled, yet safe and practical Kiddie Kar. Red with White decorations, White enamel chassis and handle in new "Lustra-Lume" finish. 8¼" front wheel with 5" tire. 6" rear wheels with ½" tire. Height of seat 10½". Overall length 24". Ship wt. approx. 9 lbs **F.O.B. Mass. Factory. Mfr's. Sugg. Retail $8.75**

Imported and American Dinnerware

Composition of Sets

5-Pc. Place Setting: 1 each—Dinner Plate, Salad Plate, Bread and Butter, Teacup and Saucer. Ship. wt. 5 lbs.

53-Pc. Service for 8: 8 each—Dinner Plates, Salad Plates, Bread and Butter, Soup Plates, Teacups and Saucers. 1 each—Open Vegetable, Medium Platter, Sugar and Cover, Creamer. Ship. wt. 45 lbs.

95-Pc. Service for 12: 12 each—Dinner Plates, Salad Plates, Bread and Butter, Fruit Dishes, Soup Plates, Teacups and Saucers. 1 each—Oval Vegetable Dish, Round Vegetable Dish, Medium Platter, Large Platter, Sugar and Cover, Creamer, Gravy Boat, Pickle Dish, Covered Vegetable Dish. Ship. wt. 65 lbs.

A beautiful set of fine china is a treasured possession in any home. For more than a century BOOTHS Fine English Semi-Porcelain Dinnerware has been made by hand at the famous old works in Staffordshire, England. From the royal palace abroad to the average home in America, BOOTHS fulfills the desire of those who demand the best in authentic design, fine quality, the lasting beauty and charm of a fine English table service.

In their charming patterns VILLEROY and BOCH bring to the United States the good taste and warmth of France itself.

American-made china by HALLCRAFT is manufactured from the finest clays by experienced dinnerware craftsmen.

"Real Old Willow"—by Booths

The only rich and elegant treatment of this famous design, cherished for generations. Semi-Porcelain English Dinnerware in blue underglaze with gold on white.

	Mfr's Sugg. Retail
5585XF604—5-Pc. Place Setting	$ 8.95
5506XF7823—53-Pc. Service for 8	124.95
5507XF5331—95-Pc. Service for 12	244.95

"Flowerpiece"—by Booths

The inspiration of this pattern is a flower painting by an 18th Century Dutch artist. The mixed flower spray is equally suitable for traditional or modern table settings. Semi-Porcelain English Dinnerware.

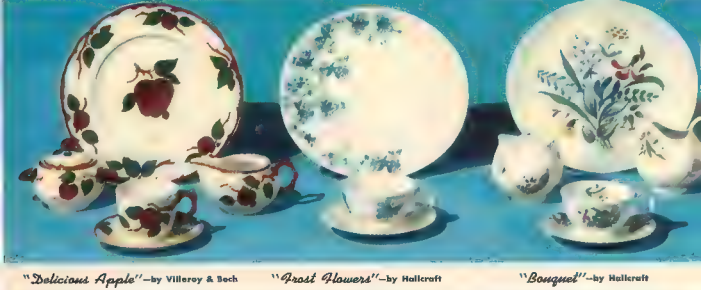
	Mfr's Sugg. Retail
5502XF6556—5-Pc. Place Setting	$ 8.50
5503XF7960—53-Pc. Service for 8	114.95
5504XF13695—95-Pc. Service for 12	219.95

"Wine and Wheat"—by Booths

Hand crafted, English dinnerware in semi-porcelain. This distinctive border pattern, reproduced from the original engravings by renowned 19th Century designer, Davenport, is as beautiful today as it was a Hundred Years ago.

	Mfr's Sugg. Retail
5499XF5398—5-Pc. Place Setting	$ 5.95
5500XF6941—53-Pc. Service for 8	79.95
5501XF9384—95-Pc. Service for 12	149.95

All Sets on this page F.O.B. New York Warehouse.



"Delicious Apple"—by Villeroy & Boch

Semi-Porcelain dinnerware imported from France. Made by experienced craftsmen, the Life-like Apple decoration is done entirely by hand under glaze for permanent and sealed-in beauty. F.O.B. N. Y. Warehouse

	Mfr's Sugg. Retail
5496XF5390—5-Pc. Place Setting	$ 6.25
5495XF4644—53-Pc. Service for 8	71.95
5496XF7913—95-Pc. Service for 12	134.95
(Same as 95-Pc. set less covered vegetable dish)	

"Frost Flowers"—by Hallcraft

Fine American dinnerware in a semi-oval pattern designed to steal the hearts of the young and old alike. Delicate turquoise blue sprays in lacy motifs on a truly original shape. Beautifully finished glazed surface. F.O.B. N. Y. Warehouse.

	Mfr's. Sugg. Retail
5497XF2779—53-Pc. Service for 8	$41.95

"Bouquet"—by Hallcraft

American dinnerware in the new oval form created by Eva Zeisel—a truly different and beautiful shape with free-flowing curves that give every piece the expensive "modelled" look of fabulous hand-made originals. F.O.B. N. Y. Warehouse

	Mfr's. Sugg. Retail
5498XF2779—53-Pc. Service for 8	$41.95

★**NOTICE** -All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

EYEGLASS PROTECTION

GLASS GARD

EYEGLASS HOLDER

- HOLDS EYEGLASSES SECURELY
- COMFORTABLE
- FITS ANY SIZE BOW ENDS
- ADJUSTABLE HEADBAND
- ADJUSTABLE RUBBER TIPS

RETAILS $1.00 $1.25 In Canada

SERON MFG. CO.

Barber Building Joliet, Illinois

(Circle No 388 on Page 171)

TRAIL-A-BAIT

Luminous Lures

A Real Lure with Real Life ACTION

Tested and Proven in Lake and Stream approx. weight 1/12 oz.

Available in six fish loving colors Ideal for spinning, casting, trolling

ATTENTION:

JOBBERS AND BUTYERS

These lures are excellent sellers. Don't overlook them.

12 lures on attractive display card —

97c per lure

KRINGFISHER CO., Inc.

155 El Camino Real

MOUNTAIN VIEW, CALIFORNIA

(Circle No. 389 on Page 171)

Trojan Plastic Case Lined With Flannel

Made of 12-gauge calf-grained embossed plastic, Noble's Trojan gun case has the added appeal of flannel lining over felt padding.

It is designed to keep dirt and moisture out and to resist oil and grease, cleaning easily with a damp cloth. Sturdy plastic binding with rivets at points of strain impart strength to the construction, which also utilizes strong thread in the sewing. Lengths are 42, 46, 48, 50 and 52 inches. The case features a 16-inch zipper opening and plastic handles. Colors are walnut brown, red and hunter green. **Noble Products Co.**

(Circle No. 805 on Page 171)

Trojan 12-gauge calf-grained embossed plastic gun case.

Half-Ounce Oiler for Firearms Kits

A miniature oiler designed for use in gun kits, tackle boxes and handy man tool kits is being introduced by Eagle.

Called the Eagle No. 99 Seal-Tip Oiler, it carries a suggested retail price of 75 cents.

The Eagle No. 99 features an open-close control valve in the spout, permitting one-drop flow. The bullet-shaped shell is finished in chromium, with brass spout and brass bottom for quick pressure. A brass tip seals the end of the spout when not in use. Guaranteed against leakage, the oiler holds a half-ounce. **Eagle Mfg. Co.**

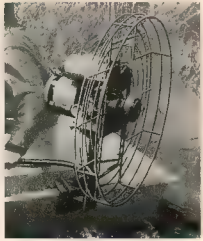
Eagle's Seal-Tip Oiler.
(Circle No. 806 on Page 171)

Handle of Leather on 9¼-Inch Knife

Constructed with a five-inch all-purpose blade, the Kinfolks 9165 hunting knife features a genuine leather handle with an aluminum guard and drop knob. The overall length is 9¼ inches.

Supplied with an embossed leather sheath, the Kinfolks 9165 is priced at $2.25. **Kinfolks, Inc.**

Kinfolks Hunting Knife and Sheath.
(Circle No. 807 on Page 171)



Robertson-Hedges Model 80 Dragonfly airdrive motor for hunters.

Aviation-Type Unit Powers Outboards

With the Dragonfly airdrive motor, duck hunters can pursue game in shallow water generally inaccessible to the screw-type or conventional outboards.

The four-horsepower Dragonfly 80 Cruiser is equipped with 19 ball bearing (direct-drive) shaft, on-off switch, air-cleaner, rewind starter, tilt handle and finger-tip throttle speed control. The motor is attached to the boat with two screw type clamps, and can be put on while the craft is standing on solid ground.

The propeller size is 31 inches in diameter, and its rigid wire safety guard can be removed for easy transporting. Water speeds range from ¼ mph to 10 mph. The complete unit weighs 54 pounds and is priced at $219.50. Literature on the motor is available. **Robertson-Hedges, Inc.**

(Circle No. 808 on Page 171)

ROGERS
SILVER PLATE
by Oneida Ltd.
silversmiths

Choose from three lovely patterns with every delicate detail exquisitely wrought. Plated with pure silver to full AI Plus standards. In addition, the most-used pieces carry an Overlay of pure silver at the point of greatest wear.

The Stockbridge Chest

This solid wood chest is racked for 12 knives and has 9 slots in base. Well constructed, it is lined with beautiful tarnish-resistant duvetyn. The white satin pleats in cover make a lovely background for silverware. Holds complete services for 8 or 12.

X
TRA
SILVERPLATE

Specify Name of Pattern—
and Choice of Knives and Forks in
Grille or Dinner Size.

Service for Six with Winston Chest
3600H1455—26-Piece Set

6 Tea Spoons
6 Oval Bowl Soup Spoons
6 Forks—Dinner or Grille Size
6 Knives—Dinner or Grille Size
1 Butter Knife
1 Sugar Shell

Mfr's. Sugg. Retail **$24.75**

Service for Eight with Winston Chest
3624H1749—34-Piece Set

8 Tea Spoons
8 Oval Bowl Soup Spoons
8 Forks—Dinner or Grille Size
8 Knives—Dinner or Grille Size
1 Butter Knife
1 Sugar Shell

Mfr's. Sugg. Retail **$29.75**

Service for Eight with Stockbridge Chest
3601H2349—52 Piece Set

16 Tea Spoons
8 Oval Bowl Soup Spoons
8 Salad Forks
8 Forks—Dinner or Grille Size
8 Knives—Dinner or Grille Size
2 Tablespoons
1 Butter Knife
1 Sugar Shell

Mfr's. Sugg. Retail **$39.95**

Service for Twelve with Stockbridge Chest
3602H2825—62-Piece Set

12 Tea Spoons
12 Oval Bowl Soup Spoons
12 Salad Forks
12 Forks—Dinner or Grille Size
12 Knives—Dinner or Grille Size
1 Butter Knife
1 Sugar Shell

Mfr's. Sugg. Retail **$49.75**

Guarantee

SIMEON L. & GEORGE H. ROGERS COMPANY THE TRADE MARK

This Certifies that the silverware bearing the above trade-mark is made by skilled craftsmen under the most modern conditions and from carefully selected materials.

Every piece is heavily plated with pure silver. In addition, an extra plating of silver has been applied at the point of greatest wear on the most used pieces. This process insures extra long service.

All knives have the same heavy plating of pure silver on the handles and are fitted with stout steel, nickel and stainless blades.

Every piece bearing the above trade-mark is guaranteed against defects in materials and workmanship.

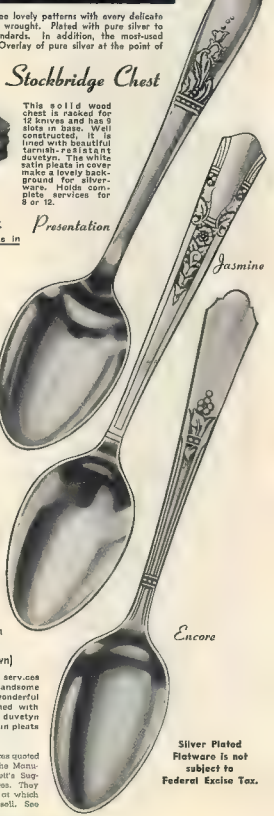
SIMEON L. & GEORGE H. ROGERS COMPANY
ONEIDA, LTD. Successor
ONEIDA N. Y.

Winston Chest
[Not Shown]

Racked to hold services for 6 or 8, this handsome chest makes a wonderful display. It is lined with tarnish-resistant duvetyn and has white satin pleats in cover.

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bonnell's Suggested Retail prices. They are not the prices at which Bonnell Brothers sell. See Trade Information.

Presentation



Silver Plated Flatware is not subject to Federal Excise Tax.

★ROGERS & BRO.

REINFORCED PLATE

ONLY THE INTERNATIONAL SILVER COMPANY MAKES ORIGINAL ROGERS SILVERPLATE

CHOICE OF KNIVES
Dinner Knives As Illustrated
or
Viande Knives
Which Have Long Handles and Short Blades

QUALITY FEATURES

1 Exceptionally beautiful patterns created by the world's most famous silverware designers. *(Specify pattern desired)*
2 Substantial overall plating with extra sectional deposit at point of greatest wear on the most used spoons and forks.
3 Hollow handle Stylecraft knives, mirror stainless blades.
4 Fully guaranteed by The International Silver Company, world's largest manufacturer of fine silverplate.

New and lovely wood chest with tarnish-resistant lining, included with each set. ***Silverplated Flatware is not subject to Federal Tax***

Choice of 3 Lovely Patterns

Set Combinations in Anti-Tarnish Wooden Chests

26-Piece Service for 6 with Chest

6 each, Teaspoons, H H Dinner Knives, Dinner Forks, Oval Soup Spoons, 1 each, Butter Knife, Sugar Shell

	Mfr's Sugg. Retail
3609H1467—Inspiration	$24.95
3610H1467—Starlight	24.95
3625H1467—Daybreak	24.95

34-Piece Service for 8 with Chest

8 each Teaspoons, Dinner Forks, H H Dinner Knives, Oval Soup Spoons, 1 each, Butter Knife Sugar Shell

	Mfr's Sugg. Retail
2612H1761—Inspiration	$29.95
3613H1761—Starlight	29.95
3626H1761—Daybreak	29.95

52-Piece Service for 8 with Chest

16 Teaspoons 8 each Dinner Forks, H H Dinner Knives, Oval Soup Spoons, Salad Forks, 2 Tablespoons, 1 each, Butter Knife, Sugar Shell

	Mfr's Sugg. Retail
3615H2349—Inspiration	$39.95
3616H2349—Starlight	39.95
3627H2349—Daybreak	39.95

76-Piece Service for 12 with Chest

2 Teaspoons, 12 each, Dinner Forks, H H Dinner Knives, Oval Soup Spoons, Salad Forks, 2 Tablespoons, 1 each, Butter Knife, Sugar Shell

	Mfr's. Sugg. Retail
3618H3525—Inspiration	$59.95
3619H3525—Starlight	59.95
3628H3525—Daybreak	59.95

79-Piece Service for 8 with Chest

16 Teaspoons, 8 each, Dinner Forks H H Dinner Knives, Cocktail Forks, Salad Forks, Iced Tea Spoons, Butter Spreaders, Oval Soup Spoons, 2 Tablespoons, 1 each, Berry Spoon, Pierced Server, Cold Meat Fork, Butter Knife, Sugar Shell

	Mfr's. Sugg. Retail
3621H3525—Inspiration	$59.95
3622H3525—Starlight	59.95
3629H3525—Daybreak	59.95

Silverplated Flatware is Not Subject to Federal Excise Tax

WITH "MAGIC MARGIN"

NEW MODELS

ROYAL®

Royal is the easiest-writing portable ever built —The Portable *of* a Lifetime *for* a Lifetime.

ROYAL *"Quiet De Luxe"*

- Speed Selector
- Push Button Tab
- "Magic" Margin
- New Carriage Control
- Line Meter
- Visible Tab Set
- New Speed Spacer
- "Touch Control"

764N8153—Royal "Quiet Deluxe." The Royal "Quiet Deluxe" has every operating feature available in a portable typewriter. Among many other features, it has Office Typewriter Keyboard, including exclusive "Touch Control" with which the touch of the keys can be tailored to every member of the family. Non-glare Gray finish with Green keys in the indestructible fiberglass carrying case. Ship. wt. 20 lbs. Available in PICA or ELITE TYPE. Please specify choice of type.

Estab. Retail **$119.72**

764N8153
"Quiet De Luxe"
Estab. Retail **$119.72**

IMPORTANT
Typewriters, adding machines and cashiers are Fair Traded and must be retailed at the minimum retail prices shown. These machines cannot be distributed by us at dealer prices to ultimate users.

ROYAL *"Senior Companion"*

- Speed Spacer
- Line Finder
- Full Size Keyboard
- Paper Guide
- Balanced Keyboard Controls
- Finger Flow Keys
- Margin Release Key
- Two-Color Ribbon

769N6478—Royal Senior Champion. The features on this machine have made it a prime favorite with those who are interested in owning a fine portable priced within a most modest budget. No other portable offers so much for so little. Its features include: Skip-proof type-bar action, right and left margin stops, automatic ribbon reverse, shift release, and shift lock key. New streamlined fiberglass carrying case. Non-glare dove-gray finish. Ship. wt. 18 lbs. Available in PICA or ELITE TYPE. Specify.

Estab. Retail **$84.65**

769N6478
"Senior Companion"
Estab. Retail **$84.65**

★ UNDERWOOD *"Leader"*

• *ATTRACTIVE* • *LOW PRICED* • *LIGHTWEIGHT*

- Balanced Segment Shift
- Standard Spaced Keyboard
- 84 Characters including Arithmetic Signs
- Manual and Automatic Ribbon Reverse
- Right and Left Shift Key
- Adjustable Hand Margins with Warning Bell
- Single, Double and Triple Spacing
- Automatic Line Finder
- Adjustable Paper Fingers

754N5692—This is the NEWEST low priced Portable typewriter! Well-constructed, lightweight Family model. Has the above features plus, Finger form keys, Easy touch action, Back spacer, Coordinated ruler scale, Shift lock, and many others. Non-glare Tan Tone finish with Green Keys and attractive carrying case. Available in PICA only. Ship. wt. approx 22 lbs.

Estab. Retail **$74.41**

754N5692
"Leader"
Estab. Retail **$74.41**

Specify Choice of Type
This is ELITE Type
This is PICA Type

★NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information

loaded with

EXTRA

value

THE STEVENS 77-SC

with Savage Super-Choke and recoil pad . . . only **$74.50** (retail)

INSTANT CHOKE SELECTION, LESS RECOIL . . . a slide action repeating shotgun that you can offer your customers complete with $30 worth of extras. Equipped with the famous Savage Super-Choke and recoil pad, it reduces recoil as much as 30% without loss of shot velocity.

The 77-SC is a gun your customers can use for all types of shooting . . . gives instant choke selection—finger-twist dialing of any choke setting from full through cylinder. Other features include a 6-shot, lightning fast, hammerless action—safety fire control, (trigger must be released and pulled for each shot)—cannot "double"

Graceful walnut stock with fluted comb flows into the streamlined receiver and trigger guard. Tapered extension beavertail slide handle grooved for firm grip . . . 12, 16 or 20 gauge.

Also Model 77 same gun but with plain barrel and corrugated butt plate—$62.50 (retail).

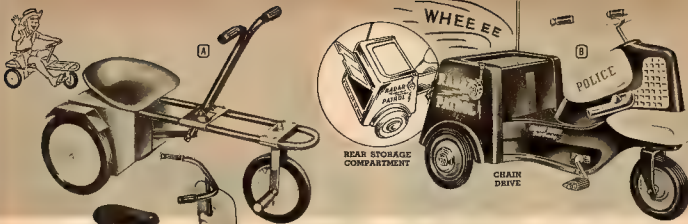
STOCK—DISPLAY—SELL . . . the repeating shotgun with all the "extras"—**STEVENS 77-SC**

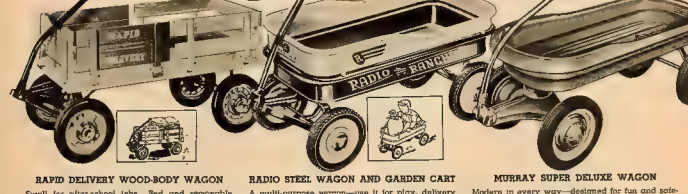
Savage

SAVAGE • STEVENS • FOX FIREARMS

ALL PRICES SUBJECT TO CHANGE

(For More Information Circle No. 79 on Page 171)





Safe-Riding Pedal Toys for Outdoor Fun

A CASTELLI "IRISH MAIL" RIDER

Keeps kiddies healthy and happy! Just push and pull on contoured handlebar and it glides along with ease—a real body builder! Chain drive ensures smooth operation. Comfortable bucket seat—rubber pedals and grips. Steel wheels with heavy-duty 1¼ in. rubber tires. Sturdy steel construction—solidly balanced for safety. Heavy red enamel finish with gleaming white trim. 36 x 14 x 14 in. high.

80303W1330—Shpg. wt. 28 lbs..... **$19.95**

B MURRAY POLICE PATROL CYCLE

Exciting replica of police patrol cycle! Equipped with realistic 15-in "radar" antenna and whirring police siren that really works when you push the lever. Roomy leather space in rear compartment. Universal joint allows 360° turning. Ball-bearing chain drive mechanism—ball-bearing rear axle supports, enclosed chain. ¾ in. white enameled handlebar with red plastic grips. Fabric-type seat. Embossed grille, tank, and snapdown rear storage compartment. Ball-bearing 5-in. double-disc red wheels. Front wheel has 1¾ in. semi-pneumatic tire, rear wheels have 1½ in. tires. Heavy-gauge auto-body steel construction with royal blue finish, red and white trim. 36 x 22 x 20 in. high.

80291W1967—Shpg. wt. 36 lbs..... **$23.95**

C CASTELLI POLICE PATROL

Fun and educational! Two wheeler with removable trainer wheels—teaches good balance. Speedy Jet-Flow chain drive—easy for youngsters to pedal. Oil-impregnated full-length bearings. Loaded with play appeal—large luggage carrier in back, realistic license plates, and authentic police emblems. Rubber-tired training wheels. 10-in. regular wheels with 1¾ in. semi-pneumatic tires. Heavy-gauge steel construction, smart black and white finish. 38 x 17 x 25 in. high.

80299W1567—Shpg. wt. 27 lbs.....**$23.95**

D BORDER PATROL SIDEWALK BIKE

Equipment to delight youngsters, enrich their playtime fun. Large windshield and aerial. Red plastic hand guards and grips, long streamers. American flag. Large wire basket on back fender. Comfortable bucket-type saddle adjusts to just-right position—safe and realistic looking. Two-piece red-and-white pedals of opaque Vinylax. 12-in. wheels with 1¾ in. puncture-proof semi-pneumatic tires. Removable training wheels make it safe—even for the very young to ride. Reinforced fork, long-wearing bronze bushings. Strong frame of 1¼ in tubing finished in red, white, blue. 39 in. long, 23 in. high.

80359W1330—Shpg. wt 26 lbs..... **$19.95**

E MURRAY 10-IN. PARK CYCLE

One model for both boys and girls! Removable crossbar easily converts the Park Cycle from boy's bike to girl's. A rugged tiny-tot cycle that's easy to ride, prepares children for their "grown-up" two wheelers. Features newly designed streamlined chain guard to protect clothing, molded rubber black-top saddle, red plastic hand grips, large baggage carrier, and bell. Chrome-plated truss rods, double tube crossbar 10-in wheels with 1¾-in semi-pneumatic molded rubber tires. Removable 6 in. safety training wheels with ¾-in. rubber tires. Sturdily constructed—heavy-gauge steel frames with dark blue finish, red and white trim. Built to last—for years of fun!

80192W1330—Shpg. wt. 31 lbs.....**$19.95**

RAPID DELIVERY WOOD-BODY WAGON

Swell for after-school jobs. Sed and removable stake sides of kiln-dried lumber with cleat reinforcement. Undergear stamped from heavy steel. 10-in artillery wheels—rye.on bearings, semi-pneumatic tires. "Fifth wheel" for easy steering—tubular steel handle. Natural varnish finish, red trim. 36 x 15 x 3 in. bed.

80107W1462—Shpg. wt. 39 lbs...Retail **$21.95**

RADIO STEEL WAGON AND GARDEN CART

A multi-purpose wagon—use it for play, delivery routes, garden work, and shopping. Four removable side panels. Lifetime Conco graphite bearings. 1¾ in. semi-pneumatic tires. Heavy construction, sturdy handle—easy to grip. Rolled under flange for safety—no sharp edges. Gray panels, red body. 36 x 17 x 9 in. high body.

80323W1062—Shpg. wt. 36 lbs...Retail **$15.95**

MURRAY SUPER DELUXE WAGON

Modern in every way—designed for fun and safety. Box and undergear of heavy-gauge steel—finest construction to assure finest performance. Runs smoothly on 10-in. double-disc ball-bearing wheels with 1¾ in. semi-pneumatic tires. Tubular steel tongue—easy to steer. Bright red finish, plated hub-caps. 36 x 17 in. bed.

80245W1082—Shpg. wt. 24 lbs...Retail **$18.50**

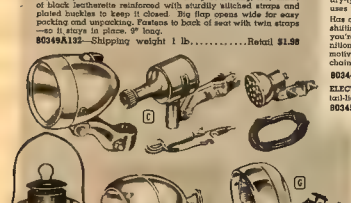
Accessories for the Bicycle
Always a Welcome Gift!

[A] Bike Saddle Bag. It's smart looking and so useful! Double design—for double usefulness. Has twin 11 x 9 in. pockets—to hold any number of things. Made of heavy black canvas—waterproof and scuff-resistant. White screened accent design makes it extra good looking on any kind of bike. Leather straps with plated buckles on each side hold contents safely inside. 2 leather straps secure bag to bike.

30348A530—Shipping weight 2 lbs.....Retail **$7.95**

[B] Tourist Bag. Full-sized and roomy—keeps books, school supplies, and anything else you want to carry safe and secure. Lightweight so it's no trouble—and it's good looking, too. Made of black leatherette reinforced with sturdily stitched straps and plated buckles to keep it closed. Big flap opens wide for easy packing and unpacking. Fastens to back of seat with twin straps —so it stays in place. 9" long.

30349A132—Shipping weight 1 lb.....Retail **$1.98**



[C] Light and Generator Set. Gives powerful light—with no batteries! Includes chromed headlight with high and low beam—streamlined. Tail light that's plainly visible. Generator to provide the power. All necessary brackets, wiring, mountings, and instructions.

30346A530—Set. Shipping weight 2 lbs.....Retail **$7.95**

[D] Tropic Electric Lantern. Just turn wick-lever and bulb lights—uses two size D batteries (not included). Metal with red finish. 10 in. high.

30350A132—Shipping weight 1 lb.....Retail **$1.98**

[E] NTD Bicycle Spotlight. Swivel mounting—control knob with approved vacuum plated red reflector. Bright chrome finish. Double mounting bracket. Uses two size D flashlight batteries (not included).

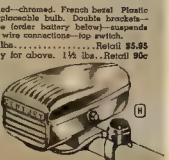
30352A219—Shipping weight 1¼ lbs.....Retail **$3.29**

[G] NTD Bicycle Headlight. Streamlined—chromed. French bezel. Plastic sealed-beam with bulls-eye lens—replaceable bulb. Double brackets—swivel mounting. Gray battery case (order battery below)—suspends from frame or handlebars. Insulated wire connections—top switch.

30351A397—Shipping weight 2¼ lbs.....Retail **$3.95**
35122A61—6-volt Ray-o-Vac battery for above. 1¾ lbs...Retail **90c**

[H] Electric Horn. Mounts on handlebars of bike so it's easily accessible. Streamlined and modern looking so it adds beauty to the bike, too—has bright weather-resistant chromed finish. Operates on a single size D flashlight battery (not included). Pushbutton mounts on handlebar for safety. 4⅛ x 2⅛ x 2¾ in. With directions for installing.

30347A132—Wt. 1 lb.....**$1.98**



Scootmobile—for Easy Transportation

It's easy running—seats two in comfort! Runs 100 miles on a gallon of gas—geared for power on steep climbs and maximum speed of 25 miles an hour for safety. Insurance available.

Powered by nationally famous Continental 2-HP 4-cycle air-cooled engine. Single cylinder—bore and stroke 2½ x 2 in. Full-float automotive-type carburetor—dry-type air cleaner. ½ gallon tank—uses regular gasoline.

Has automatic Duramatic clutch—no gear shifting! Just twist the hand throttle and you're on your way! External Contex ignition recoil starter. Dependable automotive-type brakes—smooth-running belt-chain drive.

Sturdy welded tubular 18-gauge steel frame. Two rugged Oilite-bearing wheels of heavy-gauge steel—easy-riding 12 x 4.10 full pneumatic tires with tubes carrying 30 pounds pressure. 5-in. foam rubber seat pad with canvas-backed white leatherette cover. Package compartment under seat—can be equipped with side box for delivery.

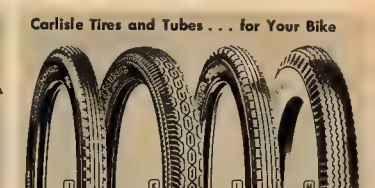
Motor and running gear enclosed in good-looking body finished in red and white with bright chromed trim. Standard self-contained battery headlight and rear reflector—or order electric system below. 56 in. long, 32 in. overall height, 15 in. wide—43 in. wheel base, 26 in. seat height.

80344F13995—Wt 135 lbs. Pay shpg. from New Jersey.....Retail **$179.95**

ELECTRIC LIGHTING SYSTEM. For above—works off engine. 12-volt, 2-beam headlight, tail-light. Order where state requires lights to work off engine.

80345F2585—Wt. 4 lbs. Pay shpg. from New Jersey.....Retail **$34.95**

Carlisle Tires and Tubes . . . for Your Bike



Carlisle—America's finest first line—top quality! Fine black rubber with 2-ply cord and extra ply under tread for extra strength. Carlisle's lifetime guarantee against defects. Tubes extra—order below.

[J] Carlisle Deluxe Ribgripper. Truly lightweight—for British EA-3 rims. Rib tread—sure gripping. Straight side walls. Shpg. wt. 2½ lbs.

80337W217—Each. 26 x 1⅜.....Retail **$3.25**

[K] Carlisle Lightning Dart. Balloon tire. Tough cord body with rugged heavy tread—smooth sidewalls. Shpg. wt. 2½ lbs.

80333W205—Each. 26 x 2.125.....Retail **$3.05**
80334W197—Each. 26 x 2.125.....Retail **$2.85**
80335W190—Each. 20 x 2.125.....Retail **$2.85**

[L] Carlisle Zephyr-Flyte. Brand new! Fits 2.125 American balloon tire rims—moderniss bikes. Midweight—advantages of lightweight pedaling, balloon cushioning. Husky tread—smooth sides. Wt. 2½ lbs.

80336W197—Each. 26 x 1.750.....Retail **$2.85**

[M] Carlisle Deluxe Whitewall. Heavy-duty balloon tire. 5-rib tread that grips road! Straight side. Auto tire cord body. 2½ lbs.

80338W280—Each. 26 x 2.125.....Retail **$4.35**

[N] Carlisle Tubes. Black butyl rubber. Rubber-base valves. Carlisle's lifetime guarantee against defects. Choice of sizes—26 x 1⅜" fits American lightweight and British with EA-1-3 rims. Wt. each 1½ lbs.

Stock-No.,	Size	Type	Retail
80339A110	20x2.125	Balloon	**$1.85**
80340A110	24x2.125	Balloon	**$1.85**
80341A107	20x2.125	Balloon	**$1.60**
80342A110	26x1.750	Mid-wt.	**$1.85**
80343A110	26x1⅜	Lt. Wt.	**$1.85**

THE MOST REVOLUTIONARY CALLS EVER MADE

Scotch*
DUCK CALL

Makes Anyone An Expert

NO BLOWING

Let Your Customers Try It — And They Buy It

Keep Them On Display As The Demand Is Constant And Ever Increasing

Even the rank amateur can call ducks like a pro. Simply shake or depress— and it produces the most melodious, authentic tones you've ever heard. There's nothing like it. Proven by both amateur and expert. Fully guaranteed.

JUST SHAKE IT

ONLY ..... $7.50 LIST

NATIONALLY ADVERTISED

Please anticipate your requirements and order early. Free mat service, display cards and other dealer aids.
*PAT. PEND. *Write for Full Particulars*

SCOTCH GAME CALL COMPANY
13723 BRUSH ST. DETROIT 3, MICH.

(For More Information Circle No. 384 on Page 171)

DEALERS WANTED

DEER HUNTING PROFITS

Rickard's Original Indian Formula

BUCK LURE

- Kills Man Odor
- Eliminates Fear

• **Makes deer feel it's the safest place around.** Every deer hunter will gladly put up $2.00 for this "buck insurance". Just show it to him!

Thousands of testimonials prove this BUCK LURE works! A genuine animal gland compound. Not artificial apple scent or perfume.

Retail Price . . . Only $2.00
Including FREE "Deer Hunting Tips"
DEALERS' DISCOUNT 50% — We ship Prepaid
Please write to me for full dealer information and advertising display poster that brings hunters in your store. Write TODAY!

PETE RICKARD, Box 40, Cobleskill, N. Y.
Specialist in Animal Scent Glands

(For More Information Circle No. 385 on Page 171)

HUNTING PREVIEW

Tapateo Adds Vest for Deer Hunters

Besides the regular high-styled, comfort-packed coats, pants, jackets and caps in the Cumberland line of hunting and shooting cloths, a deer hunting vest and an auxiliary game bag will be offered for the 1956-57 season.

The Cumberland deer hunting vest, Style 1760, is bright to separate the hunter from the hunted. Comfortable and lightweight, it can be worn over regular or heavy hunting clothes. It is made from heavy snag-proof duck with two sets of buttons at the front for adjustable closure. Individually packaged in a plastic bag, the 1760 comes in a small size for chests 36 to 44 inches and large for 44 to 58 inches. **The American Pad & Textile Co.**

(Circle No. 800 on Page 171)

Cumberland 1760 Deer Hunting Vest.

Recurve Glass Bow With Daeron String

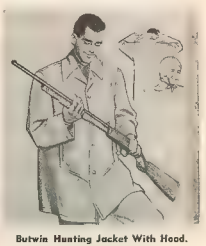
A recurved Fiberglas hunting bow in weights of 45 through 65 pounds, Outdoor Sports' Model 3652 is five feet, two inches long. A Daeron string is supplied with the bow and it has a leather grip handle as well as an arrowrest. The finish is light green.

Various recurved laminated bows also are available and there is a new fish arrow with a solid glass shaft. **Outdoor Sports Mfg. Co., Inc.**

(Circle No. 801 on Page 171)

Detachable Hood on Butwin Jacket

Made of weather-proof water-repellent poplin, Butwin's 1956 hunting jacket has a warm hood that snaps under the collar at the back and ties at the front. Deep pivot armholes afford free movement. In four sizes, the jacket is 36 inches long. It comes in brilliant scarlet. **Butwin Sportswear Co.**



Butwin Hunting Jacket With Hood.
(Circle No. 802 on Page 171)

Men's Professional and Sport Watches

These Watches will stand with the finest. Guaranteed shock protected balance staffs and non breakable mainsprings. Rust resistant, anti-magnetic hairsprings and balance wheels which are also resistant to temperature changes. Precision built 17J movements which have each been electronically checked to assure accurate time keeping qualities.

There Is No Substitute For Quality

Illustrations Slightly Reduced

★ Racine ★ Bennett ★ GALLET

8036W3450 "Mariner"
Stainless steel water resistant case, 17J Bennett automatic self-winding, shock protected, anti-magnetic movement. Luminous figures and hands. Sweep second hand. Steel expansion band
Suggested Retail **$65.00**

8032W3975 "Cruiser"
Automatic self winding Calendar Watch, 17J Bennett 1-cubic anti-magnetic movement, Stainless steel water resistant case. Dial openings show date, month and phases of the moon, hand indicates date Luminous figures and hands, sweep second hand Stainless steel expansion band
Suggested Retail **$75.00**

8030W6250 — Dignified executive type Water and Shock Resistant watch in 14K yellow gold with excellent 17J Bennett movement. Luminous dial with sweep second hand. Combination mesh and expansion yellow gold filled band *Suggested Retail* **$100.00**

8031W4900 — All purpose watch. 14K yellow gold top with stainless steel back, Famous 17J Racine automatic movement both Water and Shock Resistant Luminous dia with sweep second hand. Leather strap.
Suggested Retail **$75.50**

8014W7835 — Calendar Chronograph —timer combination—17J Gallet Shock Resistant movement. Stainless steel case. 30 minute register, double button time out feature. 12 hour tatalizer. Leather strap. *Suggested Retail* **$120.50**
8021W12975—Same as above but in 14K yellow gold.
Suggested Retail **$199.50**

8033W3975 — Power Gauge indicator shows you how long this automatic watch will run on stored power. All steel water and shock resistant case, top quality 17J Racine movement Leather strap. Luminous dial with sweep second hand.
Suggested Retail **$61.00**

8034W3850 — Fine quality all steel 17J Bennett "Calendar" watch shows day, date and month. Water and shock resistant, anti-magnetic with sweep second hand Full expansion steel band.
Suggested Retail **$69.50**

8005W2475 — All steel Water and Shock Resistant watch fitted with high caliber Bennett-Recta 17J movement. Luminous dial, anti-magnetic, sweep second hand Full expansion steel band.
Suggested Retail **$47.50**

8029W4750 — Water Resistant double button chronograph. Stainless steel case with famous 17J Gallet Shock Resistant movement. 45 minute register. Time out feature with tele-meter and tachometer dial Luminous hands and figures. *Suggested Retail* **$77.00**

8015W5885 — Hour control and world time in this well known Gallet "Flight Officer" model. 17J double button chronograph. Stainless steel Water Resistant case, 30 minute register, luminous dial, leather strap.
Suggested Retail **$90.50**

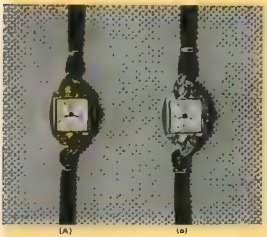
Bennett Watches are distinctively styled for beauty as well as performance. They are made of excellent materials by highly skilled craftsmen . . . men who have spent a lifetime producing watches of quality.

SETH THOMAS

of Thomaston, Connecticut

Quality Timepieces Since 1813

Seth Thomas Watches are proud inheritors of a 140-year-old tradition of timekeeping quality and service. Here you will find illustrated a moderate-sized but important collection of fine 17 jewel watches. Each is backed by the reputation—and the advertising—of the oldest name in American timekeeping.



(A) (B)

(A) 4800W3625 "Symphony"
17J Seth Thomas movement in lovely 14K yellow gold case with attractive leaf design. Raised gold figure dial, high flat crystal, black silk cord. *Established Retail* **$67.50**

(B) 4801W3625 "Sympheny"
Same as above but in 14K white gold. *Established Retail* **$67.50**

4808W4275 "Rotor"
17J Seth Thomas movement, 10K yellow gold filled case, automatic, shock protected, gold filled expansion band. Normal daily activity keeps automatic, self-winding movement running —no special winding required.
Established Retail **$80.00**

4803W2925 "Allegro"
17J Seth Thomas movement, dainty yellow gold filled top, non-corrosive back case, raised golden numerals, gold filled expansion bracelet.
Established Retail **$59.50**

4804W3500 "Ballet"
17J Seth Thomas movement, sculptured planes emphasize the beauty of the yellow gold filled case, raised gold markers, gold filled expansion bracelet.
Established Retail **$65.00**

4805W3500 "Ballet"
Same as above in white gold filled case.
Established Retail **$65.00**

4806W2350 "Minuet"
17J Seth Thomas, top styling in this yellow rolled gold plated, non-corrosive back case, dainty gold filled expansion bracelet.
Established Retail **$45.00**

Illustrations Slightly Reduced

Retail Prices on this Page Include 10% Federal Excise Tax

4812W2185 "Major"
17J Seth Thomas. Plain round yellow gold plated steel back case with yellow gold filled full expansion band. Thin model. *Established Retail* **$39.75**

4802W3850 "Square Rotor"
17J Seth Thomas. Fine automatic self-winding movement. Yellow gold filled top case with stainless steel back. Yellow gold filled expansion band.
Established Retail **$71.50**

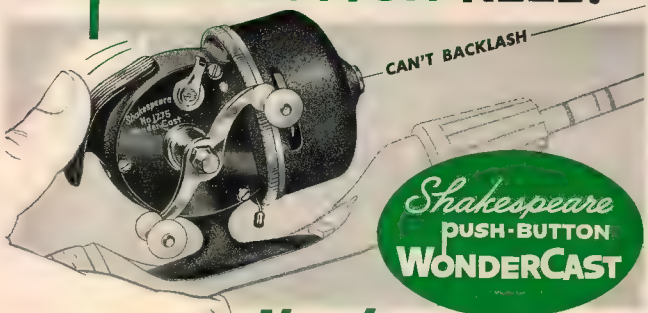
4807W2375 "Commander"
17J Seth Thomas movement, masculine styling in the yellow gold filled case, raised gold figured dial, gold filled expansion band.
Established Retail **$52.50**

4810W2680 "The Graduate"
17J Seth Thomas movement, yellow rolled gold plated top, stainless steel back, gold and luminous figures and hands, sweep second hand, water and shock resistant, expansion band
Established Retail **$49.50**

★ **NOTICE** — All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

Seth Thomas Retail Prices Include Federal Tax

NOW! Casting Reel Ruggedness in a PUSH-BUTTON REEL!



Shakespeare
PUSH-BUTTON
WONDERCAST

No. 1775
WONDERCAST
Filled with 125 yds. 6-lb. Wexford monofilament.

$19.95

Duo-tone black finish; chrome trim.

New! PRECISION-BUILT, TO OUTSELL.. OUT-PERFORM.. OUTLAST ALL OTHERS!

All the good attributes of familiar bait casting reels . . . *plus* the benefits of popular fixed-spool spinning . . . *plus* Shakespeare-engineered *quality,* for performance and durability. Casts live bait, light or heavy lures easily . . . *no backlash.* Micrometer-like safety drag, adjustable from snub-tight to zip-free. *Requires no change in normal casting or fishing habits!* Can be used on any casting rod, *with incredible ease,* even by novices.

ADVERTISED TO MILLIONS . . . not only in the influential "outdoor" magazines . . . not only in the mass-circulation men's magazines such as TRUE, ARGOSY and ESQUIRE . . . but also in selected *general* magazines such as SPORTS ILLUSTRATED and HOLIDAY, etc.! Customers will be PRE-SOLD on this reel!

Conveniently located control lever makes the crank non-reversing. Handy when fighting fish and for trolling.

Highest quality CUT GEARS for years of quiet, dependable service. Fast or slow retrieve permitted by 4 to 1 gear ratio.

SMO-O-OTHEST drag ever, thanks to the machined flange face on this rigid, sturdy spool. Instant, easy adjustment!

Get in the Clover in '57 with .. Shakespeare

WONDERODS • REELS • LINES

WRITE FOR '57 ILLUSTRATED PRICE LIST

SHAKESPEARE COMPANY
Dept. SGD-8, Kalamazoo, Michigan

Please send me a copy of the Shakespeare 1957 Illustrated Price List

Name _____

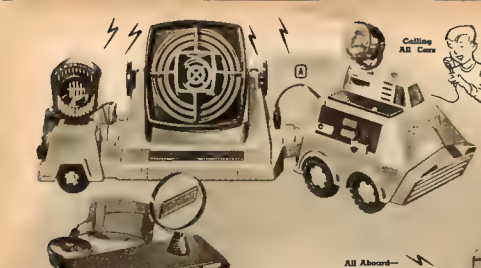
Address _____

City _____ State _____

(For More Information Circle No. 31 on Page 171)

Remco... Electronic Toys

Electronic Toys in Advanced Designs . . . Fun and Educational for All Children



There's nothing more thrilling than electronic toys—they educate as well as entertain. Operate with flashlight batteries—safe and shockproof.

A REMCO MOBILE LOUDSPEAKER

- **Actually transmits voice or signals**
- **Searchlight revolves, speaker moves**
- **Mobile unit has detachable trailer**

Transmits voice or buzzer signals—amplified for distance reception. Powerful microphone on 12-ft. cord—it's detachable. Loud-speaker turns from side to side for all-around sound. Searchlight revolves in full-circle and up-and-down—light is controlled from trailer cab. Trailer-type unit rolls on 6 wheels. All in high-impact plastic. Electronic switches on cab panel. Assembled — ready to operate. Uses 4 standard flashlight batteries (included) 21¼ in. long

87851A463—Shpg. wt. 4 lbs. **$8.95**

B REMCO TRANSISTOR RADIO KIT

- **Hear voices and signals clearly**
- **Complete with antenna, earphones**
- **Sensitive tuner works accurately**

Newest electronic wonder—in easy-to-assemble kit form! Transistor-powered set actually picks up local stations. Dial tuner on front, antenna on top. Front control panel contains switches to operate antenna and long or short range pick-ups. On-off switch. Ear phones can be worn comfortably—are on wire that plugs into front of radio for reception of voices. Sensitive tuner included. All made of long-lasting, high-impact plastic. Easily assembled—with instructions. Uses one standard battery (included). Cabinet 8 in. wide

87845A463—Kit. Wt. 3 lbs.. Retail **$8.95**

C EASY-TO-ASSEMBLE CRYSTAL RADIO SET

- **Build your own private radio set—easy instructions**
- **Supersensitive crystal picks up close stations**

Made especially for beginners. It's easy to put together. Front panel has station tuner and regulating switches. Set is complete with high-impact plastic cabinet 6¼ in. wide, regulation head-phone, super-sensitive fixed crystal, tuning coil, antenna, and necessary wiring.

87846A263—Set. Shpg. wt. 1½ lbs. . . . . Retail **$3.95**

D LOUDSPEAKER TOWER AND MICROPHONE

- **Fun for Jr. railroaders, firefighters, detectives**
- **Alnico 4-in. speaker assures clear-sounding voices**

Children love sending emergency instructions over loud-speaker while they fight imaginary fires, corner criminals, or announce trains. 8-in. high-impact plastic tower houses 4-in Alnico speaker. Microphone and communication cable. Operates on 4 batteries (included).

87847A397—Shpg. wt. 1½ lbs. . Retail **$5.85**

E REMCO TWO-WAY WALKIE-TALKIE

- **Two regulation-size telephones that work**
- **Talk or listen—no batteries needed**

Like real telephones use from room to room or house to house. Electro-magnetic power—needs no batteries. 2 plastic phones have wave length selectors, "secret" compartments. Dial controls retractable antenna. Set can be put in operation in a few moments. 50-ft. 2-conductor wire for a clear audible reception. 7½ in. phones

87207A197—Set. Shpg. wt. 1½ lbs.. . . **$3.95**

G REMCO HANDSPHONE INTERCOM

- **Use them room to room, house to garage**
- **Powerful! They really work—talk or listen**

Workable up to 1 mile! Engineered for clear reception, 2 telephones have hangers for easy mounting. Designed in sturdy plastic. Press one button for signal buzz or voice. Power booster signal system for loud buzzes. Operates on 2 batteries (included). 50-ft of wire with professional plugs. 8 in. phones. Easy installation

87793A330—Set. Shpg. wt. 1½ lbs. **$4.95**

H REMCO TELECOM INTER-PHONE

- **Two modern professional-type telephones**
- **Ideal for clear inter-communication**

Just pick them up and talk! Buttons for signal and buzz. Look real—can be used for home or office installation. Phones are regulation size on sturdy modern plastic bases. 5-time booster circuit in talking-hearing units. Operates on 2 batteries (included). 50-ft. hook-up wires with plugs. Simple to set up. Gift boxed.

87578A463—Set. Shpg. wt. 2½ lbs . . . **$6.95**

Toys for Hours of Exciting Play

MICKEY MOUSE CLUB PROJECTOR

Youngsters have a barrel of fun running their own movie theatre with this realistic projector and theatre. Easily loaded and operated. Outfit includes plastic projector that operates on 2 "C" batteries (not included), 4 complete films, and Auto-Magic theatre screen that's made from box. Pictures can also be shown on any flat surface. Focus adjusts for clear pictures. Projector is 7¾ in. high.

81195A195—Shpg. wt. 1 lb.....Retail **$2.98**

Includes booklet with star charts and instructions

WORKING SCALE MODEL OF MT. PALOMAR TELESCOPE—REAL REFLECTOR LENS

Fun for amateur astronomers—study the Moon, Saturn, Jupiter, all night sky wonders. Copy of the giant 200-in. telescope at Mt. Palomar, this scale model has a genuine Bausch & Lomb pyrex focus reflector lens optically ground and polished. Realistic operating control. Rigid plastic mounting. Assembled 14 in. high, 19½ in. long, 8 in. wide. Instruction booklet.

97347A597—Shpg. wt. 5 lbs.....Retail **$14.95**

As above, but in easy-to-assemble kit form.

97348A797—Shpg. wt. 5 lbs. ...Retail **$11.95**

INTERPLANETARY SPACE HELMET

Completely safe! Designed in clear plastic—easy to see through, won't fog or distort vision. Fits any head size—will not shatter in play. Ventilated for easy breathing. Shoulder and chest straps hold it in place—safety spring antenna on top adds to the fun. Weighs only 9 oz. so it's comfortable always. Fun to wear bicycling, playing games—even out in the rain! Stimulates imaginative play

81355A265—Shpg. wt. 1 lb.....Retail **$3.98**

10-PC. ACRO-FLASH CAMERA SET

Works just like a grown-up's camera—and it even takes flash pictures! Fixed-focus Acro camera takes 16 pictures on roll of No. 127 film. Kit also has synchronized flash attachment, 4 flash bulbs, 1 roll of film, 2 batteries, and combination camera-and-gadget bag.

97895A598—Set. Wt. 2½ lbs.....Retail **$8.98**

Camera set as above, but without gadget bag.

97610A399—Set. Wt. 2 lbs.....Retail **$5.98**

SPACE CADET FIELD GLASS SET

Thrilling and so much fun to use! Field glass with sodium vapor lenses of unbreakable plastic. Filters out harmful ultra-violet rays, makes it easier to see at dusk, in fog, or rain. Gives you 3.5 power magnification. Set is just like the field glass famous Tom Corbett uses on television! Silvery hammertied finish, red eye-cups. Includes shoulder strap and case. Gift-boxed for your space cadet!

97424A233—Set. Wt. 1¼ lbs.....Retail **$3.49**

POLICE CHIEF MOTORCYCLE WITH GONG BELLS ON WHEELS

What fun for youngsters! Three wheel "motorcycle" is realistically lithographed like police chief's model! Has sturdy metal seat, smooth-riding rubber tires—and gongs on rear wheels! Tubular steel handle bar with rubber grips. Well-made of wood and metal—durable. Makes cops-and-robbers even more fun—all children love to ride this fun-filled toy! Seat is 10½ in. high—"cycle" is 22 in. long.

97345A388—Shipping weight 7 lbs.....Retail **$5.98**

MICKEY MOUSE CLUB BUS—RIDE IT, PULL IT, OR PUSH IT

Loads of fun—for sitting and riding, pushing or pulling! Wood handles on top of bus—child can sit on roof and "drive". This colorful metal bus provides fun in so many ways! It's brightly lithographed with Mickey Mouse as the driver, and all of his Mickey Mouse Club friends as happy passengers. Loud gong inside bus rings as it rolls along. Wood and metal construction, rubber tires—20 in. long.

97344A285—Shipping weight 5 lbs.....Retail **$3.98**

Educational Toys

Teach Skills and Facts the Easy Way—Constructive Fun Indoors and Outdoors

[A] SPITZ JUNIOR PLANETARIUM

A scientifically designed toy with whole-family appeal Projects over 50 constellations of the northern and southern hemispheres on the ceiling and walls of any darkened room—just as they would be seen from any geographic location in the northern hemisphere Set includes illustrated booklet along with flashlight pointer that plugs into planetarium. Operates on 110-120 volts, AC-DC

87541A597—Shpg. wt. 3 lbs.....Retail **$14.95**

Sky-Zoe Sphere—fits base of planetarium—can be interchanged with planetarium sphere Shows the mythological figures of the constellations.

87722A285—Shpg. wt 1 lb.. .....Retail **$3.98**

[B] REPLOGLE'S NEW METAL GLOBES

Highly detailed globe—cartographically correct. Lithographed by experts in 10 colors for easier identification. All-metal construction lasts a lifetime With etched meridian New modern wrought iron mounting—stands firm. 10-in. diameter. With 32-page booklet, "Story of the Globe"—teaches how to get the most from his globe

87895A532—Shpg. wt. 6 lbs.....Retail **$7.98**

As above, but 8-in model With simplified map for the younger child. "Story of the Globe" booklet

87885A285—Shpg wt 3 lbs.....Retail **$3.98**

[C] SIMPLEX TOY TYPEWRITER

So easy to use! Simplex typewriter has automatic action letters and numbers on self-inking metal. Has paper carriage with roller, spacer, small and capital letters Ink lasts several years. Enameled finish on steel—highgloss finish 9 x 8½ x 4 in high

81259A199 Shpg. wt 2 lbs.....Retail **$2.98**

[D] METAL TYPEWRITER WITH CASE

A child's portable typewriter with grown-up features! It really types! Official keyboard, individual key operation, shift keys. Spacer bar, new ribbon shift—standard ½ in. ribbon—ball-bearing carriage. A toy that is really educational Attractive green finish on steel, chrome trim. Metal carrying case, 10 x 10¼ x 6 in

87182A1330—Shpg. wt. 10 lbs.....Retail **$19.95**

[E] DEPENDABLE ADDING MACHINE

Wonderful practice for all youngsters This authentic business machine totals amounts accurately up to 9,999. It's useful for school work and household accounts. Perfectly designed anyone can use it—without trouble. Made of heavy-gauge metal to stand up under years of use. Smooth finished edges 6¼ x 9 in

87134A167—Shpg. wt. 1½ lbs.. Retail **$2.50**

[G] CUB PRINT SHOP WITH TWO-COLOR PRESS

Youngsters can't wait to get started with this two-color printing press! Prints postcard-size tickets, notices, newspapers up to 3½ x 3½ in. with 8 lines of type. All-metal printing press Type case has 48 compartments Two ⅛ oz. bottles of ink—one red, one black brushes, ink roller Over 200 pieces of type, 12 type slots, tweezers, tool for inserting slot. Four picture dies including newspaper heading 12 pieces of ¾ in. picture backing, paper Instructions

87812A465—Shpg. wt. 3½ lbs.....Retail **$6.98**

[H] STEEL SAFE WITH COMBINATION LOCK

A personal, secret and secure safe for youngster's valuables—and adults, too. Bellevue all-steel safe with lock—an exact replica of Hercules-Mesilmik office safe. Complete with real two-number combination lock, steel sliding cash drawer and savings slot. Authentic Hercules-Mesilmik name-plate medallion attached. Measures 6¾ x 7 x 6 in. high

87893A330—Shpg. wt. 4½ lbs....Retail **$4.95**

[J] UNCLE SAM'S 3-COIN REGISTER BANK

Makes saving fun and a lifetime habit! It rings It registers! It adds nickels, dimes, quarters. Special opening for other coins and bills. Locks automatically at 25¢; opens at every $10.00. Holds $50.00. Sturdy steel construction with black enamel finish. Dependable lifetime guarantee by manufacturer 6½ x 4½ x 3½ in. high. All automatic —no keys to lose.

87884A285—Shpg wt. 2½ lbs... Retail **$3.98**

[K] FASCINATING QUIZ GAMES

Makes spelling fun for a child. Push side levers down—four different, colorful objects appear. For correct spelling of the object, raise the flap directly above it. Wide variety of words. Lithographed metal. 7x6½x4 in high.

87882A132—Shpg. wt 1½ lbs....Retail **$1.98**

Same, but arithmetic quiz—registers problems

87450A132—Shpg. wt. 1½ lbs....Retail **$1.98**

TOY TRUCKS

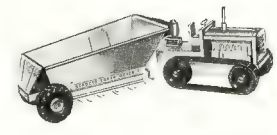
STRUCTO ASSORTMENT

An assortment of three die-cast metal trucks packed in a colorful box that makes up into a realistic garage. Assortment includes: Dump Truck, heavy duty scale model with a body that raises, opening tail gate, six rubber wheels and plated grill insert. Stake Truck, with removable stakes for side or end loading, six rubber wheels and plated grill insert. Log Truck, furnished with real logs and anchoring chain, six rubber wheels and plated grill insert. Each truck is approximately 10 inches long. Weight per shipping carton, 29 lbs.

ST-30-92 ..... **Per Assortment $3.98**

One assortment in a carton; six assortments in a shipping carton.

STRUCTO EARTH MOVER



This earth mover is of sturdy construction throughout with all edges turned for safety. Tractor has realistic diesel motor and rugged rubber tractor treads and wheels. Earth mover has extra large heavy duty rubber wheels. A universal coupler connects tractor to earth mover. Crank operated trim opens dual bottom doors for unloading. Finished in two coats of polychromatic baked enamel. Length 21½ inches. Width 6½ inches. Height 6¾ inches. Weight per shipping carton, 32 lbs.

ST-30-321 ..... **Each $3.98**

One in a carton; six in a shipping carton.

STRUCTO UTILITY

A utility or dumping truck that is a faithful replica of those used in many cities. The travel bucket is raised by a crank and the top opens automatically to allow bucket to dump the load into the hopper. Hood raises revealing "Fireball Motor". Made of strong stamped steel and furnished with rubber tired wheels. Body finished in white enamel, cab and bucket in red enamel. Length 21½ inches. Width 6½ inches. Height 7⅝ inches. Weight per shipping carton, 35 lbs.

ST-30-500 ..... **Each $4.98**

One in a carton; six in a shipping carton.

STRUCTO TRACTOR AND SCRAPERS

Actual scale model of real equipment. This realistic model is made of heavy gauge steel and extra large rubber wheels. Universal coupler connects scraper to the tractor and adjusting screw raises and lowers the blade. Crank operates mechanism for loading and dumping or spreading load. Length overall 22 inches. Width 7 inches. Height 6⅝ inches. Weight per shipping carton, 38 lbs.

ST-30-330 ..... **Each $4.98**

One in a carton; six in a shipping carton.

STRUCTO AUTO TRANSPORT

A true scale model of the real Auto Transports that are such a familiar sight on our highways today. Trailer has a ramp that extends at rear for loading and unloading four scale model automobiles. Transport has white cab, red trailer, and natural aluminum chassis. Transport size, 27 inches long, 5⅝ inches wide, 6¾ inches high. Weight per shipping carton, 34 lbs.

ST-30-700 ..... **Each $5.98**

One in a carton; six in a shipping carton.

ALL METAL DUMP

Made of heavy automobile steel in bright baked enamel finish. The dump body is operated by a heavily constructed hydraulic system with operating crank. Swinging tail gate for unloading wherever desired. Realistic plated bumper and grill and the truck is equipped with six heavy duty rubber tires with brightly polished metal inserts. Length 21½ inches. Height 6¼ inches. Width 7¼ inches. Weight each, 7 lbs.

ST-49-405 ..... **Each $4.98**

One in a shipping carton.

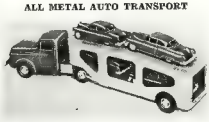
ALL METAL HAULER AND SHOVEL

This combination is of the latest design as used by most large construction companies. The machinery hauler is made of heavy gauge steel in bright enamel finish. The tractor is equipped with imitation motor and exhaust. Trailer has retractable loading ramp and hand operated winch for loading. The steam shovel has three way control. Boom will raise and lower, bucket can be operated up and down and has a snap door which opens by pulling rope. Cab can be turned completely around. Equipped with rubber treads for moving forward or backward. Length with ramp extended 36 inches. Width 6½ inches. Height 6 inches. Weight 7⅞ lbs.

ST-49-500 ..... **Each $4.98**

One in a shipping carton.

ALL METAL AUTO TRANSPORT



This complete auto transport is made of heavy gauge steel and finished in beautiful baked enamel. Equipped with four 9 inch plastic and metal sedans in assorted colors and having rubber tired wheels. The truck has a removable loading ramp to remove cars from both upper and lower ramps. Cab is equipped with automatic coupling device. Eight heavy duty rubber tires with polished metal inserts. Realistic grill and bumper. Length 42 inches. Height 6¼ inches. Width 6½ inches. Weight each, 9 lbs.

ST-49-611 ..... **Each $5.98**

One in a shipping carton.

TOY TRUCKS

ALL METAL ROAD GRADER

A big scale model road grader made of extra heavy steel with reinforced construction. Every part is authentic in detail Six realistic heavy duty rubber tires Steering wheel actually steers front wheels Scraper can be adjusted in any desired position Simulated engine and exhaust. Length 18½ inches Height 6⅝ inches. Width 6⅝ inches, Weight each, 4 lbs.

ST-49-1603 ..... **Each $2.98**

One in a shipping carton.

ALL METAL EARTH MOVER

A rugged scale model earth mover, authentically designed, made of extra heavy automobile steel with reinforced construction. Comes with realistic heavy duty rubber tires and simulated engine and exhaust. Automatic dump action Length 19½ inches. Height 6 inches. Width 6⅜ inches. Weight each, 4½ lbs.

ST-49-1602 ..... **Each $2.98**

One in a shipping carton.

MARX FIRE TRUCKS

The latest in modern fire fighting equipment. Sturdy steel cab and chassis are authentically lithographed and is equipped with a swivel mounted aerial extension ladder which telescopes from 9 to 21 inches high Truck rolls along powered by a heavy duty friction motor A blinking light, operated by a flashlight battery, flashes on and off as truck rolls along. Length of truck 15 inches. Weight per shipping carton, 14 lbs

ST-29-2677 ..... **Each $2.98**

One in a carton; six in a shipping carton.

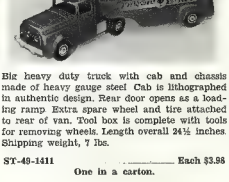
ALL METAL HIGHWAY FREIGHT

Extra heavy gauge steel chassis, freight body and front bumper. Freight body has removable steel sides and chain in rear. Heavy duty truck type treaded rubber tires with molded inserts to resemble truck wheels. Individually mounted, dual tandem rear wheels (14 wheels) Detachable cab and retractable dolly wheels Length, 23 inches; width, 5⅜ inches; height, 6 inches. Weight per shipping carton, 7 lbs.

ST-49-1601 ..... **Each $3.98**

One in a shipping carton.

ALL METAL VAN

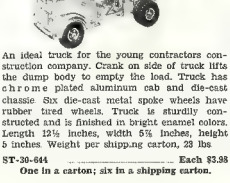


Biz heavy duty truck with cab and chassis made of heavy gauge steel Cab is lithographed in authentic design. Rear door opens as a loading ramp Extra spare wheel and tire attached to rear of van. Tool box is complete with tools for removing wheels. Length overall 24½ inches Shipping weight, 7 lbs.

ST-49-1411 ..... **Each $3.98**

One in a carton.

STRUCTO HI-LIFT DUMP

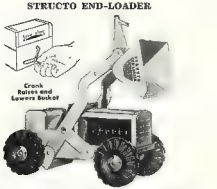


An ideal truck for the young contractors construction company. Crank on side of truck lifts the dump body to empty the load. Truck has chrome plated aluminum cab and die-cast chassis Six die-cast metal spoke wheels have rubber tired wheels. Truck is sturdily constructed and is finished in bright enamel colors. Length 12½ inches, width 5⅜ inches, height 5 inches Weight per shipping carton, 23 lbs

ST-30-644 ..... **Each $3.98**

One in a carton; six in a shipping carton.

STRUCTO END-LOADER

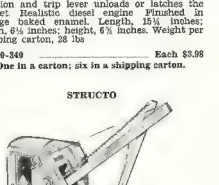


A model end-loading tractor that is a sturdy built replica of the real loader. Made of heavy gauge steel and has bucket which raises over 10½ inches by a screw type crank. Extra heavy duty rubber wheels. Load may be held in any position and trip lever unloads or latches the bucket. Realistic diesel engine Finished in orange baked enamel. Length, 15¼ inches; width, 6¼ inches; height, 6⅜ inches. Weight per shipping carton, 28 lbs

ST-30-340 ..... **Each $3.98**

One in a carton; six in a shipping carton.

STRUCTO

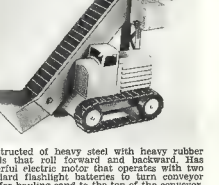


A scale model heavy duty steam shovel, made of steel and practically indestructible. Two cranks control automatic unloading of shovel and raising and lowering of boom. Cab revolves just like the real shovel and entire unit rolls on heavy duty rubber tractor treads. Length 26½ inches Width 6⅝ inches Height 8 inches. Weight per shipping carton, 21 lbs.

ST-30-106 ..... **Each $3.98**

One in a carton; six in a shipping carton.

ALL METAL ELECTRIC CONVEYOR

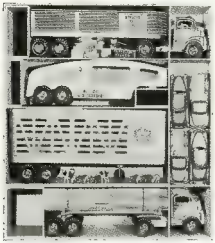


Constructed of heavy steel with heavy rubber treads that roll forward and backward. Has powerful electric motor that operates with two standard flashlight batteries to turn conveyor belt for hauling sand to the top of the conveyor. Finished in bright enamel Length 14¼ inches. Width 6¼ inches. Height 10¼ inches. Weight each, 4 lbs.

ST-49-402 ..... **Each $3.98**

One in a shipping carton.

STRUCTO

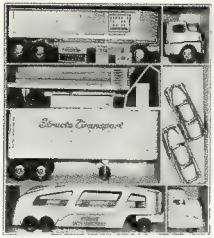


An assortment consisting of thirty-two (32) individual pieces. Two chrome plated cabs with die-cast metal chassis, each tractor has 6 rubber tires and metal wheels. Additional pieces include steel cargo trailer, deluxe auto transport trailer, timber toter trailer, cattle transport trailer and assorted play loads. Also furnished are 10 hand painted die cast animals, play cartons for loads, 4 die cast automobiles and 6 realistic wood logs. Trailers are made of heavy gauge steel with turned edges for safety and finished in polychromatic baked enamel. Tractors with trailers are approximately 27 inches long. Weight per shipping carton, 68 lbs.

ST-30-726 ..... **Per Assortment $19.95**

One assortment in a carton; three assortments in a shipping carton.

STRUCTO

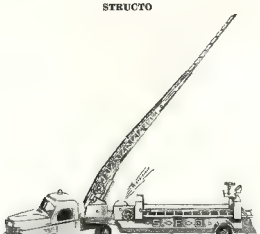


A 17 piece coast to coast truck and trailer assortment consisting of two tractors and lumber trailer, auto hauler trailer and transport trailer. Also included are two die-cast metal automobiles and play cartons for loads. Tractors and trailers are made of heavy gauge steel with all edges turned for safety and are finished in polychromatic baked enamel. Tractors and trailers are fitted with ribbed tread rubber wheels. When attached to cab the lengths are as follows; lumber trailer 17½ inches. Auto haulaway trailer 38½ inches. Freight hauler 20½ inches. Transport trailer 21½ inches. Weight per shipping carton, 45 lbs.

ST-30-925 ..... **Per Assortment $10.95**

One assortment in a carton; three assortments in a shipping carton.

STRUCTO

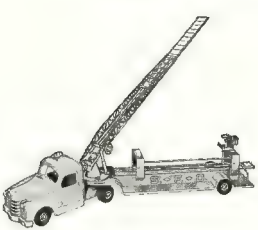


A truly deluxe fire truck with aerial ladder that raises automatically by means of trip-lever operated hydraulic cylinder to a maximum angle of 60 degrees. Raising action is very slow and realistic. The liquid in the cylinder is non-toxic and will not stain. Ladder extends to 34 inches and swivels completely around. Auxiliary ladder is included. A flashing signal light, operated by standard flashlight battery, flashes when truck is in motion. Siren is operated by hand wheel. Eight rubber tires and die-cast metal wheels. Finished in two coats of polychromatic baked enamel. Length 32¼ inches. Width 6⅝ inches. Height 7 inches. Weight per shipping carton, 65 lbs.

ST-30-265 ..... **Each $15.95**

One in a carton; six in a shipping carton.

STRUCTO



A hook and ladder truck with extension ladder that extends to 34 inches at a maximum angle of 60 degrees and swivels completely around. One auxiliary ladder is included. Ladder is raised and lowered by one control wheel and is extended by another control wheel. Has movable tiller wheel on the end of the truck. Made of heavy gauge steel and aluminum with all edges turned for safety and finished in two coats of polychromatic baked enamel. Eight die-cast wheels are fitted with rubber tires. Length 33½ inches. Width 6⅝ inches. Height 7 inches. Weight per shipping carton, 61 lbs.

ST-30-260 ..... **Each $9.95**

One in a carton; six in a shipping carton.

STRUCTO

A must for every junior contractor. Mixer is geared to axle and rotates as truck moves along. Simulated mixing noise. Mixer has openings for loading and unloading and barrel is operated by crank. Simulated water storage tank and diesel motor. Made of heavy gauge steel with edges turned for safety and rolls along on ten rubber tired wheels with chrome hub caps. Finished in two coats of polychromatic baked enamel. Length 21⅝ inches. Width 7⅛ inches. Height 9¼ inches. Weight per shipping carton, 56 lbs.

ST-30-271 ..... **Each $7.95**

One in a carton; six in a shipping carton.

TOY TRUCKS

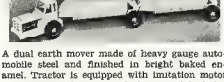
ALL METAL CATTLE VAN

This cattle van has a swinging inside gate, making two separate pens, two rear locking doors and removable ramp. Made of heavy gauge steel in beautiful baked enamel finish. Cab is equipped with automatic coupler and the truck rolls along on 16 heavy duty rubber tires. Furnished with a complete set of live stock for added play value. Length 32 inches. Height 8½ inches. Width 6½ inches. Weight each, 10 lbs.

ST-49-701 ..... **Each $5.98**

One in a shipping carton.

ALL METAL EARTH MOVER



A dual earth mover made of heavy gauge automobile steel and finished in bright baked enamel. Tractor is equipped with imitation motor and exhaust pipe. Dump bodies are detachable and are equipped with lever to open bodies of beds for unloading. Equipped with six heavy duty rubber tires with bright metal hub caps. Length 38 inches. Weight each, 8½ lbs.

ST-49-610 ..... **Each $5.98**

One in a shipping carton.

STRUCTO DUMP TRUCK

A hydraulic-lift dump truck with body that raises and dumps load automatically. Dumping action is slow, permits load to be dumped evenly. The real hydraulic cylinder is filled with non-toxic liquid that will not stain. Truck rolls on ten rubber tired wheels. Entire unit is finished in gleaming and durable polychromatic enamel. All edges are turned making it a completely safe toy. Length 20⅝ inches. Width 7⅛ inches. Height 6⅝ inches. Weight per shipping carton, 41 lbs.

ST-30-250 ..... **Each $5.98**

One in a carton; six in a shipping carton.

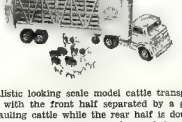
STRUCTO DELUXE MOVING VAN

An accurate scale model of the latest type transcontinental moving van. This massive van has one side door and two rear doors for ease in loading and unloading. Chrome plated aluminum cab and die-cast chassis. Trailer is constructed of heavy-gauge steel, reinforced. Floating tandem duals on trailer. All 14 wheels, are die-cast metal with rubber tires. Truck and trailer is finished in bright enamel colors. Length 23⅜ inches, width 5⅝ inches, height 8½ inches. Weight per shipping carton, 49 lbs.

ST-30-710 ..... **Each $6.95**

One in a carton; six in a shipping carton.

STRUCTO DELUXE CATTLE TRANSPORT

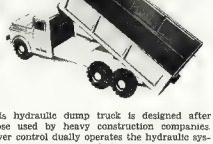


A realistic looking scale model cattle transport truck with the front half separated by a gate for hauling cattle while the rear half is double decked for hauling smaller stock. Truck is made with a die cast metal chassis and steel trailer, 14 die cast metal wheels have rubber tires, and 2 retractable rubber dolly wheels. Set includes 10 hand painted, die-cast metal animals. Length 23⅞ inches, width 5⅝ inches, height 8½ inches. Weight per shipping carton, 47 lbs.

ST-30-713 ..... **Each $7.95**

One in a carton; six in a shipping carton.

ALL METAL DUMP TRUCK



This hydraulic dump truck is designed after those used by heavy construction companies. Lever control dually operates the hydraulic system to either raise the bed to empty load from the rear tailgate or tilt the body for automatic side unloading. All the mechanism is concealed. Entire unit made of heavy gauge steel and finished in baked enamel. Equipped with six heavy duty truck tires with metal hub caps. Length 23½ inches. Height 8 inches. Width 8¼ inches. Weight each 10 lbs.

ST-49-910 ..... **Each $7.95**

One in a shipping carton.

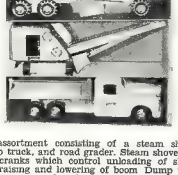
STRUCTO MACHINERY HAULER

Two toys in one, a clam bucket and machinery hauling trailer truck. The machinery hauling truck can also be used to haul many other trucks. The clam bucket has two cranks to control raising and lowering the boom and open and close the bucket. Cab revolves. Fitted with heavy duty rubber tractor treads and wheels. The trailer is connected to the tractor by fifth wheel coupler and trailer has loading ramp. Crank operated steel chain winch. Six rubber wheels on the tractor and five on the trailer. Length of trailer and truck 31¾ inches. Width 7⅝ inches. Height of clam bucket 7½ inches. Weight per shipping carton, 55 lbs.

ST-30-404 ..... **Each $7.95**

One in a carton; six in a shipping carton.

STRUCTO ROAD BUILDING ASSORTMENT



An assortment consisting of a steam shovel, dump truck, and road grader. Steam shovel has two cranks which control unloading of shovel and raising and lowering of boom. Dump truck body raises and unloads automatically, hood raises revealing "fire-ball" motor. Road grader has rotating blade scraper, front wheel steering and tandem rear wheels. All pieces have rubber wheels and are finished in bright enameled colors. Weight per shipping carton, 35 lbs.

ST-30-326 ..... **Each $9.95**

One set in a carton; six sets in a shipping carton.

ALL METAL VAN TRUCK

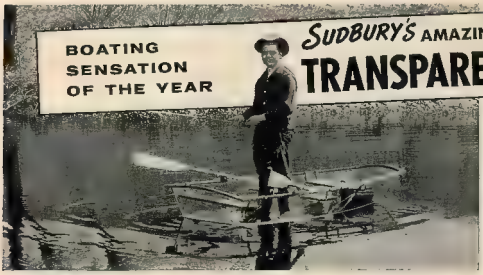
Body is made of polished aluminum with die-cast rear doors which are equipped with lock and keys. The tractor is made of heavy die-cast metal, nickel plated, and has automatic coupling device. Battery operated headlights are controlled by on-off switch. Equipped with 16 heavy duty rubber tires with polished metal inserts. Length 26 inches. Width 6¼ inches. Height 9 inches. Weight each, 8 lbs.

ST-49-6000 ..... **Each $10.85**

One in a shipping carton.

BOATING SENSATION OF THE YEAR

SUDBURY'S AMAZING NEW TRANSPARENT BOAT!



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Weighs only 44 lbs. • One-piece Hull • 100% Transparent

Easier to carry than a canoe 8-ft., holds 3 passengers, plenty of freeboard. Handsomely finished, rugged, durable, yet shows everything below! Mirror-smooth, easy to row. Costs less than most 8-footers, only $179.95.

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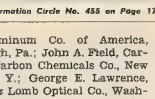
The ideal car-top boat, so easy to load, and portage. Appeals to hunters, fishermen, vacationers, skin divers. Attractive on a car, beautiful in the water. Reveals fish, marine life, reefs, shoals, etc.



FREE To see for yourself the new development in plastics that made this boat possible, attach this coupon to purchase order or letterhead asking for folder, discounts, and we'll enclose free sample.

(For More Information Circle No. 455 on Page 171)

Seven in Industry Named to NDER

Seven industry leaders are among 83 executive employes of private industry who have accepted membership in the National Defense Executive Reserve established by President Eisenhower. Secretary of Commerce Sinclair Weeks, who appointed the Reserve, announced July 13 it includes Harold G Erskine, Warren Van R. Gilbert and Harry L. Smith, Jr., of the Aluminum Co. of America, Pittsburgh, Pa.; John A. Field, Carbide & Carbon Chemicals Co., New York, N. Y.; George E. Lawrence, Bausch & Lomb Optical Co., Washington, D. C., Thomas S. Mohr, Taylor Instrument Companies, Rochester, N. Y. and Albert H. Wechsler, Converse Rubber Corp.

Weeks said more than 300 persons have expressed their willingness to serve in response to 620 invitations issued last March, and many others have withheld decision, pending final passage of the Defense Production Act as amended.

Industry executives who agree to serve accept emergency responsibilities and also agree to maintain liaison with the government agency to which they are assigned during peacetime.

In time of emergency all would become available immediately for full-time assignment in the Business and Defense Services Administration.

Fixes Just Plain Everything!

The only product of its kind

• SPREADS FROM A TUBE • DRIES TO A TOUGH ELASTIC WATERPROOF RUBBER • 1001 USES . . .

Flex-O-Fix . . . Fantastic the things it does . . . Mends and patches overshoes, boots, waders. Waterproofs hunting clothes, canvas, boots, fabrics. Caulks boats and joints, insulates electrical connections. Comes in a colorful, compact 12 tube display carton, self-selling, nationally advertised in over 15 magazines. Order from your supplying jobber.

Flex-O-Fix, a product of the Pyroil Company, Inc., La Crosse, Wisconsin.

Flex-O-Fix 2½ oz. tube 75¢ retail available in qts. and gallons.

(For More Information Circle No. 456 on Page 171)

Riddell ATHLETIC SHOES SAFETY SUSPENSION HELMETS

FAMOUS FOR DEPENDABLE QUALITY AND SERVICE!

JOHN T. RIDDELL, INC.
CHICAGO
Specialists in Finer Athletic Equipment For Head and Foot!

(For More Information Circle No. 457 on Page 171)

DOLLS

M. & S. BIG SISTER

A big sister companion for any little girl. Sister has washable plastic face and has sealed soft vinyl plastic arms and legs. Her bonnet matches her dress and she has yarn hair. Height 21 inches. Weight per shipping carton, 15 lbs.

ST-36-1760 ..... Each $2.00

One in a plastic bag; twelve in a carton

M. & S. STYLE SISTER

A style setter for the blue jean set. The Style Sister is dressed in jeans and blouse with cuffs to match. Her yarn hair is tied back in a pony tail hairdoo. Height 22 inches. Weight per shipping carton, 45 lbs.

ST-36-3835 ..... Each $3.00

Twenty-four in a shipping carton.

M. & S. HAPPY THE CLOWN

Happy is really a companion of enjoyment. A soft and lovable doll that will bring hours of happiness to its little owner

Dressed in a clown suit and his funny clown hat with tassle sets on his mop of yarn hair

Height 26 inches. Weight per shipping carton, 45 lbs.

ST-36-3550 Each $3.00

Twenty-four in a shipping carton.

DAISY AND DANNY DOLLS

M & S

Soft and cuddly dolls with saucy freckles on their washable faces Bodies may be arranged to assume dozens of lifelike positions. Daisy has a dress with buttons and buttonholes, a tie bow at her collar and a belt in the skirt. Danny has a shirt with buttons and buttonholes and trousers with zipper. Height 18 inches. Weight per shipping carton, 45 lbs

ST-36 4100 Daisy ..... Each $3.98
ST-36-4150 Danny ..... Each 3.98

One in a carton;
twenty-four in a shipping carton.

CLANCY CLOWN

RUSHTON

A laughing clown, dressed in a multi-color shirt, his bright gold trousers are adorned with colorful patches and he has a large polka dot bow tie, oversized red felt slippers and a brown derby hat Hand painted vinyl face, hands and ears. He carries a gay balloon which is attached to a stick. Weight per shipping carton, 12 lbs.

ST-39-811/16 Each $6.00

One in a carton; six in a shipping carton.

TRAMP CLOWN DOLLS

DOLLCRAFT

A hobo tramp clown doll, stuffed with lightweight cotton and has plastic washable face Big plush ears His hat is bright colored felt and his shoes, hands and head are of duvetyn Dressed in clown overalls with multi-colored patches and his body is dressed in harlequin print percales. Height 42 inches. Weight per shipping carton, 33 lbs

ST-41-37T Each $4.98

One in a polyethylene bag;
twelve in a shipping carton.

SWEET SIXTEEN DANCING DOLLS

DOLLCRAFT

A lifesize lightweight dancing doll with hand-painted plastic face and yarn hair. Cotton stuffed. Dress is made of seven rows of spreading circular satin ribbon with hands, feet and head brim of satin Entire doll is trimmed in black net and has crinoline petticoat Height 37 inches. Weight per shipping carton, 24 lbs.

ST-41-16 ..... Each $4.98

One in a carton; twelve in a shipping carton.

DANCING DOLLS

DOLLCRAFT

A life size stuffed doll with washable plastic face and cotton yarn flanged hair. Removable jumper dress, ruffle collar with beret hat in assorted colorful printed percales. Elastic is attached to bottom of hands and feet so a child can dance with the doll. Height overall 41 inches Weight per shipping carton, 35 lbs.

ST-41-74H ..... Each $3.98

One in a plastic bag;
twelve in a shipping carton.

DOLLS

NATURAL

A pretty little doll with rubber body, vinyl head, moving eyes and lashes, with washable rooted saran poodle-style hair. Has a ribbon in her hair and has a cooing voice. Minon dress with flared ruffle and trimmed with silver braid Puffed sleeves, silver trimmed net bodice, with satin ribbon bow and sash around her waist She has rayon taffeta slip, knitted panties and vinyl shoes and stockings. Height 25 inches. Weight per shipping carton, 45 lbs

Nos.	Each	Color Hair
ST-118-344R	$8.95	Blonde
ST-118-944R	6.95	Pink

One in a carton; twelve in a shipping carton.

CHUNKY AND HER FRIENDS

SUN RUBBER

Chunky, the pert little all-vinyl girl and her two friends, the frisky little lamb and the cuddly kitty. All gaily decorated with the color molded in so they are safe and chewable and all have squeeking voices. Weight per shipping carton, 12 lbs.

ST-61-14076 Set $1.98

One in a carton, six in a shipping carton.

ROMPY AND HIS PALS

SUN RUBBER

Rompy and his two playful pals, the pony and the frisky dog, all made of soft rubber with the colors molded in so they are durable and harmless. All have squeeking voices. Can be washed without damaging the toy or their colors. Weight per shipping carton, 10½ lbs.

ST-61-14071 Set $1.98

One in a carton; six in a shipping carton.

BABY BANNISTER DOLL

SUN RUBBER

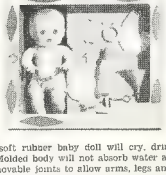
This soft rubber doll has an all-vinyl head with big, long lashed sleeping eyes. Has her own wardrobe consisting of hooded robe with ribbon tie, dress slip, booties and panties. She drinks, wets, sleeps, blows bubbles and coos with every squeeze. Complete in a cardboard carrying case with nursing bottle and bubble pipe. Completely tubbable. Height of doll 12 inches. Weight per shipping carton, 6¾ lbs.

ST-61-10028 Each $5.98

One in a carton; six in a shipping carton.

SO-WEE BOTTLE BABY SETS

SUN RUBBER



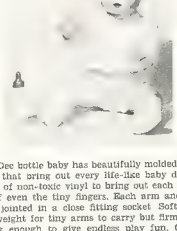
This soft rubber baby doll will cry, drink and wet. Molded body will not absorb water and she has movable joints to allow arms, legs and head to turn to any position. Set is complete with bottle and nipple, bottle cleaning brush, funnel, bib and bubble blowing pipe. Weight per shipping carton, 10½ lbs.

ST-61-10541 Set $2.90

One in a carton; six in a shipping carton.

SUN-DEE BOTTLE BABY

SUN RUBBER



Sun-Dee bottle baby has beautifully molded features that bring out every life-like baby detail. Made of non-toxic vinyl to bring out each dimple of even the tiny fingers. Each arm and leg fully jointed in a close fitting socket. Soft and lightweight for tiny arms to carry but firm and strong enough to give endless play fun. Completely tubbable. Dressed in a colorful knitted sweater suit with booties to match. Height 18 inches. Weight per shipping carton, 9½ lbs.

ST-61-10052 Each $7.98

One in a carton; three in a shipping carton.

BABY BANNISTER DOLLS

SUN RUBBER

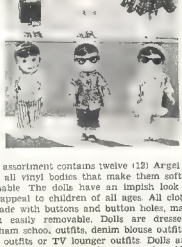
Soft cuddly, tubbable doll with simulated hair and big, long-lashed sleeping eyes. Has her own wardrobe consisting of hooded robe with ribbon tie, dress booties and panties. She drinks, wets, sleeps, blows bubbles and coos with every squeeze. Complete in decorative corrugated carrying case with nursing bottle and bubble pipe. Height 18 inches. Weight per shipping carton, 12 lbs.

ST-61-10047 Each $9.98

One in a carton; three in a shipping carton.

DOLL ASSORTMENTS

M & S



This assortment contains twelve (12) Argei dolls with all vinyl bodies that make them soft and washable. The dolls have an impish look that will appeal to children of all ages. All clothing is made with buttons and button holes, making them easily removable. Dolls are dressed in gingham school outfits, denim blouse outfit, bed time outfits or TV lounger outfits. Dolls are 13 inches tall. Weight per shipping carton, 15 lbs.

ST-36-0400 ..... Per Asst. $47.76

Each 3.98

One assortment in a shipping carton.

BUILDING BLOCKS

HALSAM

Blocks are made with grooves, top and bottom, that interlock with one another. All edges and corners are rounded and all flat surfaces are smoothly finished for safety. Finished in high gloss green, red, blue and yellow. All colors are harmless.

Nos.	Per Set	Quan. Blocks	Shipping Carton Sets	Wt., Lbs.
		1⅛ Inch Blocks		
ST-34-2230	$1.00	30	12	15
		1¾ Inch Blocks		
ST-34-3215	$1.00	15	24	17
ST-34-3230	2.00	30	6	17

One set in a carton.

HALSAM

These blocks show modern, paneled letters on white background. Two ends have embossed letters and four sides are printed with letters and numerals in color. Each block has rounded corners and edges, smooth finish. Finished in harmless, bright, high gloss red, blue, green and yellow lacquers.

Nos.	Per Set	Quan. Blocks	Shipping Carton Sets	Wt., Lbs.
		1½ Inch Blocks		
ST-34-2015	$0.59	15	24	15
		1¾ Inch Blocks		
ST-34-3015	$1.00	15	12	17
ST-34-3030	2.00	30	6	17

One set in a carton.

HALSAM

A fascinating set of 30, 1½ inch safety blocks. Blocks have modern paneled letters embossed on white backgrounds. Beautifully colored in red, yellow, blue and green harmless lacquers. Blocks are packaged in handsome polyethylene bags. Weight per shipping carton, 15 lbs.

ST-34-530 ..... Each $1.00

One set in a bag; twelve sets in a shipping carton.

MAGIC BUILDING STICKS

GABRIEL

A new idea in construction toys. Children can build endless varieties of objects by just pressing sticks together. No glue, screws, or notches—only easy pressure required. Large variety of shapes, sizes and colors are furnished plus complete instructions with designs and suggestions. Weight per shipping carton, 14 lbs.

ST-63-T401T ..... Each $2.00

One in a tube, twelve in a shipping carton.

Same as No. ST-63-T401T except is a starter set for younger children. Has fewer pieces and is furnished with instruction sheet. Weight per shipping carton, 5½ lbs.

ST-63-T400 ..... Each $1.00

One in a tube; twelve in a shipping carton

A B C BLOCKS

GABRIEL

A set of 9 large colorful nested blocks made of extra heavy board for long life. Each block has colorful wrapper illustrating different letters and numbers. Blocks stack to 44 inches high. Weight per shipping carton, 24 lbs.

ST-63-M ..... Set $2.00

One set in a carton; twelve sets in a shipping carton.

DISNEY RATTLE BLOCKS

GABRIEL

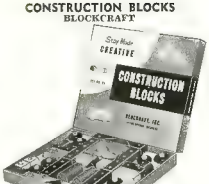
A set of 5 nested blocks showing Disney's most popular characters in beautiful color. Each block has its own rattle and tells a short story in rhyme. Sturdy board construction. Blocks stack to 24 inches high. Weight per shipping carton, 14 lbs.

ST-63-DB ..... Set $1.00

One set in a carton; twelve sets in a shipping carton

CONSTRUCTION BLOCKS

BLOCKCRAFT



89 Pieces

Children will be kept busy for hours creating and building trucks, airplanes and many other wonderful toys. Construction blocks are beautifully finished in non-toxic lacquers. Accurately machined for use interchangeably in any position. Wheels and hubs for push and pull toys are included. Complete with construction suggestions. Weight per shipping carton, 30 lbs.

ST-68-60 ..... Each $4.00

One in a carton; twelve in a shipping carton.

BLOCKCRAFT

A multiple toy, for youngsters from 1 to 8 years old. Just snap and they're fastened. Wheels and blocks snap together easily. Finished in bright vivid colors and non-toxic for the children's protection.

Nos.	Each	Shipping Carton Quantity	Weight Ship. Ctn. Lbs.
ST-65-40	$2.00	12	24
ST-65-45	3.00	12	39

One in a carton.

FIDDLE STRAWS

GABRIEL

Heavyweight straws and special plastic joiners are used to build a tremendous variety of figures and objects. This highly creative kit contains hundreds of easily replaceable colored straws, plus joiners and other couplers that can be used over and over again. A fully illustrated booklet is included with the kit. Weight per shipping carton, 16 lbs.

ST-63-T385 ..... Each $2.00

One in a carton; twelve in a shipping carton.

SKYLINE CONSTRUCTION SETS

HALSAM

An easy and fascinating way to build true-to-life skyscrapers and the true architectural scale unit parts make it possible to create ½ inch to the foot models. Interlocking pieces have three simple basic parts and are made of high impact plastic that is strong, rigid, flexible and safe. Parts have precision fit and will retain their original shape. White plastic building units artistically combine with the floors and roofs which are printed on sturdy plastic to simulate terra cotta brown and white tile.

Nos.	Per Set	Pieces in Set	Ship. Sets Ctn.	Wgt. Ship. Ctn. Lbs.
ST-34-91	$2.00	229	12	12
ST-34-92	4.00	476	6	11
ST-34-93	6.00	723	6	15
ST-34-94	8.00	970	6	21

One set in a carton.

AMERICAN PLASTIC BRICKS

HALSAM

These bricks recreate homes, using true brick-layers' methods. Features include picture windows; jalousies; single, double, and triple lintels; sliding overhead garage doors; plus doors and windows that open and close. Full, half and gable bricks with peg-and-socket feature afford permanency of construction. Embossed roofs simulating green asphalt shingles are also included. These bricks are ideal for use with model train installations. Each piece is washable, polished, and all edges are smooth. Mortar spaces, vertically scored sides and ends give real wire-cut brick appearance

In Tubes

Nos.	Per Set	Pieces in Set	Shipping Ctn. Sets	Carton Wt. Lbs.
ST-34-705	$2.00	115	12	15
ST-34-715	3.50	208	6	13
ST-34-725	5.00	290	6	17
ST-34-735	7.50	459	6	23

One set in a tube.

AMERICAN LOGS

HALSAM

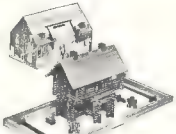
The logs reproduce in detailed miniature, the rough cut, square timbered buildings of pioneer times. They are full size three quarter inch logs which give the children the ultimate in play value. They are made of wood, stained in natural log color, harmless to youngsters. The interlocking feature makes models semi-permanent. All edges are beveled and ends finished smooth

Nos.	Per Set	Pieces in Set	Shipping Ctn. Sets	Carton Wt. Lbs.
ST-34-805	$1.00	54	12	18
ST-34-815	2.00	103	6	17
ST-34-825	4.00	211	6	32
ST-34-835	6.00	314	6	48

One set in a tube.

DISNEY FRONTIERLAND LOGS

HALSAM



A completely new log construction set, designed to recreate pioneer cabins, frontier trading posts, forts and many other buildings. Full ¾ inch width interlocking logs to give that realistic look. Precision made and need no nails for rigid construction. All pieces made of selected wood and stained in harmless color, smoothed and waxed for safety

Nos.	Per Set	Pieces Per Set	Sets Per Carton	Weight Ctn., Lbs.
ST 34-915	$2.00	103	6	13
ST 34-925	4.00	211	6	23

One set in a carton.

BLOCK WAGON

HALSAM

Block wagon is filled with "Hi-Lo" safety blocks embossed and printed with letters and pictures in gay, bright harmless red, blue, yellow and green colors. Wagon pull toy is attractively finished in Fire Engine Red. Blocks can be interlocked with each other or with wagon. Size 1⅞ inch

Nos.	Each	Quan. Blocks	Shipping Sets	Carton Wt. Lbs.
ST-34-114	$1.00	14	12	15
ST-34-120	2.00	30	6	12

One set in a carton.

DISNEYLAND BLOCK SETS

HALSAM

"Basic Tools of Play" in this new Disneyland block set. Two sides embossed with popular characters and clear, easy to read letters of the alphabet. Finished in high gloss harmless lacquer. Four sides printed with additional animals and characters. All edges and corners are smooth and rounded for safety.

1⅞ Inch Blocks

Nos.	Per Set	Blocks in Set	Sets Per Carton	Weight Carton Lbs.
ST-34 2915	$9.50	15	24	15

1¼ Inch Blocks

ST-34-3915	$1.00	15	12	17
ST-34-3930	2.00	30	6	17

One set in a carton.

COLOR CUBE SETS

HALSAM

Over 100,000 patterns to make. Cubes are made of solid wood with all surfaces smooth, edges and corners are rounded for safety. Each side is colored in red, yellow, blue or white. The ends are deeply embossed diagonally, corner to corner, in contrasting colors making it possible for children to make many original, interesting and attractive designs. Size of cubes 1⅞ inches.

Nos.	Per Set	Pieces in Set	Ship Ctn. Sets	Wgt. Ship. Ctn. Lbs.
ST-34-31	$2.00	25	6	8
ST-34-35	4.00	50	6	15

One set in a carton

CAP PISTOLS

NICHOLS

A real six shooter cap pistol that is super safe as the flash is contained completely within the pistol. An authentic reproduction of the pistol of the old west with cartridge ejector bar and flipper cylinder cover. Each pistol has two sets of grips, one simulated mother of pearl and one black. All metal parts are triple plated chrome finish. Comes complete with six cartridges in cylinder Length overall 12¾ inches. Weight per shipping carton, 17 lbs.

ST-75-45 ..... **Each $3.98**

One in a carton; twelve in a shipping carton.

CAP PISTOLS

NICHOLS

Stallion cap pistols are authentic reproductions of the real cowboy pistols. These guns have the exclusive cap cartridge loading device that is completely safe because the flash is contained completely within the pistol. Each pistol comes complete with 6 cartridges in the cylinder. Guns are made of metal with engraved barrels and realistic looking plastic grips. Plated chrome finish.

Nos.	Each	Cal.	Ctn. Qty.	Wt. Ctn. Lbs.
ST-75-45S	$3.49	45	12	17
ST-75-38	1.98	38	24	20

One in a carton.

CAP PISTOLS

NICHOLS

Authentic reproduction of the pistols used in the old West. These guns have the exclusive cap cartridge loading device that is completely safe. The flash is contained within the pistol Each pistol is complete with six cartridges in the cylinder. Engraved barrels and plastic grips. Nickel plated finish. Weight per shipping carton 23 lbs.

ST-75-32 ..... **Each $1.49**

One in a carton; thirty-six in a shipping carton.

CAP PISTOL CARTRIDGES

NICHOLS

Extra cartridges for use with Nichols .45 cal. cap pistols.

Nos.	Per Ctn. of 6	For Use With
ST-75-45C	$0.59	ST-75-45S, ST-75-45

Six cartridges in a carton; twenty-four cartons in a shipping carton.

NICHOLS

A set of six cartridges for the Stallion .38 caliber cap pistols, put up in a clip for belt use

ST-75-38C ..... **Per Clip $0.39**

Seventy-two clips in a shipping carton.

CAP PISTOL CAPS

NICHOLS

For use with Nos. ST-75-45, ST-75-45S, ST-75-38 and ST-75-32 cap pistols Completely safe to use as the flash is contained inside the pistol.

ST-75-45A
Per Box $0.95

ROLL PAPER CAPS

LESLIE-HENRY

Repeating roll paper caps for all Leslie-Henry and other cap guns using standard roll caps. 50 shots on a roll

Nos.	Per Box	Rolls per Box	Boxes in ship ctn.
ST-14-4	$0.10	20	144
ST-14-10	.25	50	72
ST-14-5	.05	10	72

CAP PISTOLS

LESLIE HENRY

Single shot, repeating action, pistol made of die cast metal. Bright nickel plated finish White plastic grip. Weight per shipping carton, 17 lbs.

ST-14-20 ..... **Each $0.39**

One in a carton; forty-eight in a shipping carton.

LESLIE HENRY

Single shot repeat action cap pistol made of unbreakable die cast metal, nickel finish. Bright plastic grips. Length overall 8¾ ins. Weight per shipping carton, 24 lbs.

ST-14-25 ..... **Each $0.59**

Thirty-six in a shipping carton.

LESLIE-HENRY

A 50 shot repeating roll cap pistol made of die cast metal with bright nickel finish. Automatic release break barrel. Overall length, 8¼ ins. Weight per shipping carton 20 lbs.

ST-14-102 ..... **Each $0.69**

Thirty-six in a shipping carton.

LESLIE-HENRY

A 50 shot repeating roll cap pistol made of bright nickel plated die cast metal. Automatic release break barrel Plastic grips. Overall length 10 ins. Weight per shipping carton, 20 lbs.

ST-14-75 ..... **Each $0.98**

Twenty-four in a shipping carton.

MACHINE GUNS

MATTEL

A cap shooting machine gun that fires with the turn of a crank. Will fire one shot or a burst. Has authentic, air cooled smoking barrel. Durable tuff-to-break construction with all-metal, polyethylene tipped tripod for gun to swing in full circle. Strong, durable operating mechanism. Easy to load and uses perforated roll caps. Length 17 inches. Height, mounted on tripod, 8 inches. Weight per shipping carton, 18 lbs.

ST-16-547 ..... Each $1.89

One in a carton;
twenty-four in a shipping carton.

ELECTRIC SUB-MACHINE GUNS

MARX

Designed as a modern law enforcement weapon and operated by two standard flashlight batteries. When the trigger is depressed, quick firing noise is produced and harmless sparks come from the muzzle of the gun. Continuous action as long as trigger is pressed. Made of high impact plastic with stock and grip in black, body in silver. Length 24 inches. Weight per shipping carton, 8¾ lbs.

ST-29-2331 Less Batteries ..... Each $2.98

One in a carton; six in a shipping carton.

SPACE RAY GUNS

MARX

Made of plastic. There is a large signal light at the top and is operated by pulling the trigger, flashing signal lights in red, green and white. The colors are controlled by a lever on the side of the gun. At the same time, the lever lights up the muzzle of the gun, emits a buzzing code, made by an electric buzzer. The entire gun is equipped with various velocity meters, scope with measuring device. Operated by two standard flashlight batteries, (not furnished). Length, 25¾ inches. Weight per shipping carton, 9¾ lbs.

ST-29-2331 ..... Each $3.98

One in a carton; six in a shipping carton.

COMMANDO GUNS

MARX

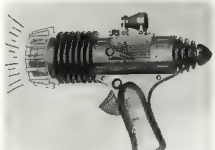
A cap shooting replica of the modern commando sub-machine gun. Made of high impact plastic with housing for caps made of die casting, easily exposed for quick reloading. As the gun is fired smoke is emitted from the muzzle. Length over all 13 inches. Weight per shipping carton, 6 lbs.

ST-29-253 ..... Each $1.00

One in a carton; twelve in a shipping carton.

REX MARS PLANET SIGNAL GUNS

MARX



A futuristic flashlight gun made of plastic and decorated in appropriate design and color. Powered by two standard flashlight batteries, it will cast a powerful beam of light. When depressed, the light will flash off and on, at the same time, producing a clicking sound. Length, 8 inches. Weight per shipping carton, 4¾ lbs.

ST-29-2305 ..... Each $1.39

One in a carton; twelve in a shipping carton.

ELECTRONIC SPACE GUNS

REMCO

A space gun for the man of the future. Equipped with dual telescopic sights and an adjustable turret for choice of four colors of electronic beam. When trigger is pulled an electric buzzer sounds. Furnished with 2 batteries, bulb and electric buzzer. Weight per shipping carton, 9 lbs.

ST-56-600 ..... Each $2.00

One in carton; twelve in a shipping carton.

PLASTIC DART PISTOLS

ALL METAL

More target fun with this exciting plastic dart pistol. Made for rugged play in colorful two-tone red and black. Realistic design. Furnished with two rubber tipped darts. Length overall, 7½ inches. Weight per shipping carton of two dozen, 6 lbs.

ST-49-83 ..... Each $0.39

One in a carton;
twenty-four in a shipping carton.

CORK PISTOLS

ALL METAL

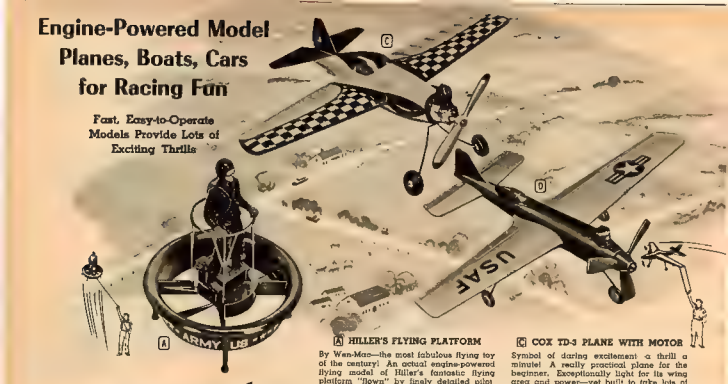
Made of colorful plastic with contrasting color plastic grip. Shoots corks—makes a loud pop. Length, 7 inches. Complete with three corks. Weight per shipping carton, 7 lbs.

ST-49-82 ..... Each $0.45

One in a carton;
twenty-four in a shipping carton.

Engine-Powered Model Planes, Boats, Cars for Racing Fun

Fast, Easy-to-Operate Models Provide Lots of Exciting Thrills



A HILLER'S FLYING PLATFORM

By Wen-Mac—the most fabulous flying toy of the century! An actual engine-powered flying model of Hiller's fantastic flying platform "flown" by finely detailed pilot. Flies up—down—or hovers at your command. .049 gasoline engine operates platform on military's new "ducted fan" principle. Throttle muffler makes it sound just like a real platform. A quick vertical take-off every time with automatic recoil cable starter. Engine is pre-run and tested. All assembled and ready to perform. Bright colors, "Duro flex" plastic construction, decals, 6½ in. diam., 8 in. high. With flight-control unit.

81498A830—Shpg. wt. 2 lbs. . . . **$13.85**

B SABRE 44 PLANE WITH MOTOR

A famous Comet model! Slashes through the air with all the flashing performance of its modern swept-back-wing jet fighter design. Powered by its own Herkimer 049B gasoline engine. Strong and durable—molded of high-impact plastic in two-colors. Authentic style of Sabre is complete with transparent cockpit canopy, decal markings and insignia. Has a wing span of 14 inches and a length of 14¼ in. The Sabre 44 has an approximate weight of 5 oz. Nothing to build or assemble—it's ready to fly. Completely equipped with easy-working U-control handle and control lines. Made for thrilling flight! Kit

81365A863—Shpg. wt. 2¼ lbs. . . . **$9.85**

C COX TD-3 PLANE WITH MOTOR

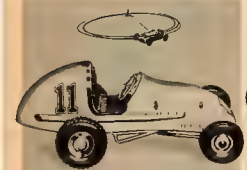
Symbol of daring excitement—a thrill a minute! A really practical plane for the beginner. Exceptionally light for its wing area and power—yet built to take lots of punishment. Exclusive fully-formed air cell wing for true flight characteristics. Flies fast or slow, responds instantly to control, quick and easy takeoff. Stunts gracefully. .049 gasoline engine needs no break-in—it's ready to go! Unbreakable, spring-action self-starter. 17 in. wing span. Tail assembly raised above area of wing turbulence for sure control. Polystyrene body. Order flight control accessory kit on opposite page.

81373A863—Shpg. wt. 2½ lbs. . . . **$9.85**

D AEROMITE POWERED PLANE

A thrill to own—flies under its own power! Newly designed plane with tricycle landing gear and 3-bladed prop. Pull-cord starter makes starting a cinch. Completely assembled Wen-Mac model flies in circular pattern plane guided from the ground. Strut nylon threads work elevators to make plane loop and stunt. "Duro-Flex" plastic with 18-in. wing and 13-in. fuselage. Nothing glued—nothing to pull apart. Powered by 1-cylinder .049 gasoline engine with "E-Z" Spin starter. Engine pre-run and tested. Oversize gas tank for prolonged flight. Fully equipped with flight U-control and cord.

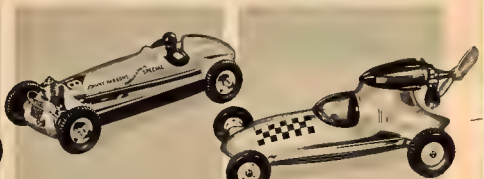
81245A730—Shpg. wt. 2 lbs. **$10.95**



OFFIE MOTORIZED RACER

Authentic scale-model dirt-track racer—goes up to 95 miles per hour. Speed in miniature! Die-cast body and frame—easy take-apart for engine adjustment. Chassis and Rice .020 gasoline engine. Needle-valve for controlling fuel mixture—run it slow or at top speed. Glow-plug eliminates ignition system. Guide wire (included) attaches to either side of racer. Knee-action shock-absorbers on front wheels. Comes completely assembled. 10 in. long. Equipped with solid rubber tires.

81368A1885—Wt. 2½ lbs. . . Retail **$24.95**



I. PARSONS INDIANAPOLIS RACER

Endorsed by Johnny Parsons—winner of the 500-mile classic. Wen Mac Automite is a thrilling reproduction of the Speedway's hand-crafted racer. Automatic recoil engine starter. Trigger-action starter. Powered by .049 gasoline engine. Turns over at least 17,500 rpm. Engine is pre-run and tested. Speeds to 35 mph in controlled circular pattern on the width of your own driveway! Two-tone "Duro-flex" plastic. All assembled. 9¼ in. long.

81500A885—Wt. 1 lb. . . Retail **$12.95**

COX PROP ROD MODEL CAR

It stops, stops, spins, and speeds! It's unpredictable—a new thrill in powered models. Amazing! Laughs, excitement—something different everytime you run it! Just start it up and turn it loose. Or, if you prefer, run it on a tether (included). Powered by .049 gasoline engine—easy fuel adjustment. Glow-plug ignition system. Aluminum frames, extra-tough plastic finished in new racing checker pattern. Fully assembled. 12-in. long.

81481A865—Wt. 1½ lbs. . . Retail **$8.95**

CONSTRUCTION BLOCKS

BLOCKCRAFT

54 Pieces

An educational toy for the youngsters who want to build. Blocks are doweled together with hardwood, hexagon dowels, to permit easy building and taking apart. Wheels and hubs for push and pull toys are included. Blocks are finished in beautiful non-toxic lacquers Weight per shipping carton, 20 lbs

ST-65-30 ..... **Each $2.00**

One in a carton; twelve in a shipping carton

BLOCKCRAFT

Snap-a-car set, a multiple top from which numerous cars and trucks can be made. Blocks snap together to make any number of different styles. Finished in non-toxic lacquer; simple, safe and colorful Set contains 8 pieces

ST-65-48 ..... **Each $2.00**

One set in a carton; twelve in a shipping carton.

BLOCKCRAFT

Children will have many hours of fun building with these primary blocks. Made of the finest hardwood, accurately cut with slightly rounded edges for safety. Beautifully finished in four bright colors. With 44 blocks and 11 different shapes the child will be able to build the project he desires. Each set packed in an extra strong mesh bag. Weight per shipping carton, 42 lbs.

ST-65-150 ..... **Each $1.50**

One set in a bag; twelve bags in a shipping carton.

CONSTRUCTION BLOCKS

BLOCKCRAFT

This attractive house filled with blocks will furnish many hours of instructive play. Blocks are cut in correct shapes and sizes, and are finished in bright non-toxic lacquers Container folds into an attractive house and also provides handles for a carrying ease

ST-65-101 ..... **Each $1.00**

One in a carton; twelve in a shipping carton.

TINKERTOYS

Tinkertoys now have colored parts to match colored diagrams in direction boks More fun—more colorful—more educational

MASTER

Master Tinkertoy is for motion minded young engineers Has a large variety of rods, pulleys and movable parts plus a real two speed electric motor. No transformer needed Underwriters Laboratories approved Weight per shipping carton, 53 lbs.

ST-98-156 ..... **Each $9.95**

One in a carton; six in a shipping carton.

GRAD

Set contains 215 pieces Weight per shipping carton, 20½ lbs

ST-98-146 ..... **Each $3.00**

One set in a tube; twelve sets in a shipping carton.

TINKERTOYS

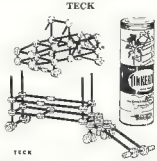
MAJOR

Set contains 149 pieces Weight per shipping carton, 20½ lbs

ST-98-136 ..... **Each $2.00**

One set in a tube; twelve sets in a shipping carton.

TECK

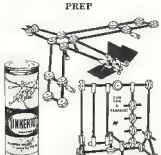


Set contains 113 pieces. Weight per shipping carton, 15½ lbs

ST-98-126 ..... **Each $1.50**

One set in a tube; twelve sets in a shipping carton.

PREP

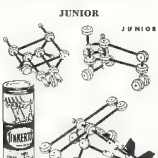


Set contains 78 pieces. Weight per shipping carton, 11 lbs.

ST-98-116 ..... **Each $1.00**

One set in a tube; twelve sets in a shipping carton.

JUNIOR



Set contains 53 pieces Weight per shipping carton, 15 lbs.

ST-98 106 ..... **Each $0.69**

One in a tube; tweny-four in a shipping carton.

ELECTRIC PIN BALL GAMES
NORTHWESTERN

An electric pooch-m-up game that is fascinating for both juniors and adults. Has 5 translucent plastic domes that light up for scores. Operates on two standard flashlight batteries. Glass covered with nighly finished wood frame. Furnished with folding legs, one blue, one gold and nine silver balls Size 24x14x3 inches. Weight per shipping carton, 45 lbs.

ST-5-452 ..... Each $5.95
One in a carton; six in a shipping carton.

PIN BALL GAMES
NORTHWESTERN

A four-in-one game with automatic feed and reload. A finely finished wood case with a glass cover Colorful playing field, non-warping panel Complete with ten steel balls. Dimensions 17x11 x1 inch. Weight per shipping carton, 45 lbs.

ST-5-441 ..... Each $2.49
One in a carton; twelve in a shipping carton.

SLUGGER BASEBALL
NORTHWESTERN

An exciting automatic baseball game for 1 or more players. A glass covered playing field of heavy wood and brightly colored diamond. Automatic load and feed and no parts to lose. One player bats while another can pitch. Size of board 15x21 inches. Weight per shipping carton, 35 lbs.

ST-5-450 ..... Each $4.50
One in a carton; six in a shipping carton.

JET FIRE GAME
NORTHWESTERN

A battery operated game with all the excitement of a jet raid. Completely self-contained and sturdily built with glass cover. Has separate loading and firing plungers to fire the six steel balls, plus a jet shooting action lever for replays. Colorfully lithographed playing surface with lacquered wood frame. Size 13x18½x2 inches Weight per shipping carton, 30 lbs.

ST-5-444 ..... Each $3.98
One in a carton; six in a shipping carton.

POOSH-M-UP ICE HOCKEY
NORTHWESTERN

All the fun (and fights) of a real hockey game, right in your living room. The same thrill, play and rules as the real thing with 6 men on a team. All move every direction, not a dead spot on the entire playing field. Size of board 30x16 inches. Weight each, 12 lbs.

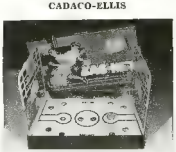
ST-5-475 ..... Each $14.95
One in a carton.

JACKPOT GAME
MARX

A competitive scoring game that is a real challenge for old and young A spring trigger snaps steel balls into the jackpot pockets which then releases additional balls for replay. Bell rings for successful tries Accurate counter makes scoring easy and accurate. Height, 19¼ inches; Width, 10 inches Weight per shipping carton, 14 lbs.

ST 29-G169 ..... Each $3.00
One in a carton; six in a shipping carton.

BAS-KET
CADACO-ELLIS



A game for all ages with action every minute. Real basket ball in minature as each player operates mechanically controlled levers which throw the ball at the basket. Rules and scoring are exactly the same as in the real game. Complete with basketball court, score boards and ball Size of court, 20¾ x 12½ inches

ST-74-165 ..... Each $4.00
One in a carton, twelve in a shipping carton

BASKET BALL GAMES
LOGAN SPECIALTY

Bell rings when ball goes through the net. Trigger paddle automatically returns to position. Over-door hanger is removable so back can be screwed to any surface indoors or out Set complete with 6½ inch inflated rubber ball with bladder, inflating needle and lacing. Weight per shipping carton, 30 lbs.

ST-196-295 ..... Each $2.95
One in a carton; twelve in a shipping carton.

NORTHWESTERN

Plays 5 different games. Automatic feed and reload. Brightly colored playing field. A finely finished wood frame with a glass cover; folding legs. Complete with one blue one gold, and nine silver balls Dimensions 24x14x1½ inches Weight per shipping carton, 40 lbs.

ST-5-451 ..... Each $3.75
One in a carton; six in a shipping carton.

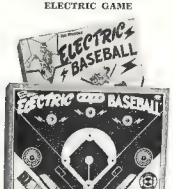
KNOCKOUT
NORTHWESTERN

An electronic boxing game with boxers made of hi-impact plastic that move in every direction. Operates on a single standard flashlight battery. Rights and lefts are controlled by the players. One on the button and your man is down for the count, with buzzer sounding and lights glowing. Real bell for the timekeeper and one minute timer. Ring has wooden posts and ropes for reality. Rubber feet on the ring protect any surface. Size of ring 12x12 inches. Height overall 6½ inches. Weight per shipping carton, 15 lbs.

ST-5-777 ..... Each $6.95

One in a carton; four in a shipping carton.

ELECTRIC BASEBALL
ELECTRIC GAME

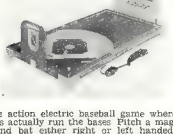


A new and larger baseball game for boys and girls who are sports minded. Lamps flood the diamond circuit combinations to flash one of the three lamps. Playing field is brightly colored and inclosed in a red lacquered wood frame, size 18⅝ x 13⅝ x 1⅞ inches. Battery, lamps and base runners are included. Weight per shipping carton, 17 lbs.

ST-62-73B ..... Each $3.00

One in a carton; six in a shipping carton.

TUDOR METAL



A true action electric baseball game where the players actually run the bases. Pitch a magnetic ball and bat either right or left handed. Hit smashing line drives, long flies or bunt. Base runners can be thrown out from where ball lands. Furnished with cord, plug and switch. Underwriters Laboratories approved. Size 25x 15½x3¼ inches. Weight per shipping carton, 27 lbs.

110 Volts, 60 Cycle, A.C. Only

ST-99-550 ..... Each $7.00

One in a carton; six in a shipping carton.

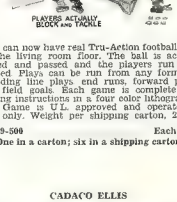
ELECTRIC FOOTBALL
ELECTRIC GAME

This new and bigger game is loaded with play value. Actual football plays are made by pushing one of the eight buttons controlling the electric circuits. Four lamps with red plastic globes flash with brilliance. Full colored playing field is enclosed in a red lacquered wood frame, size 18⅝ x 13⅝ x 2 inches. Equipment includes battery, lamps and playing pieces. Weight per shipping carton, 17 lbs.

ST-62-77FN ..... Each $3.00

One in a carton; six in a shipping carton.

TUDOR METAL

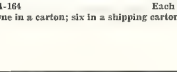


Boys can now have real Tru-Action football right on the living room floor. The ball is actually kicked and passed and the players run until tackled. Plays can be run from any formation including line plays and runs, forward passes and field goals. Each game is complete with playing instructions in a four color lithographed box. Game is U.L. approved and operates on A.C. only. Weight per shipping carton, 27 lbs.

ST-99-500 ..... Each $7.00

One in a carton; six in a shipping carton

CADACO ELLIS

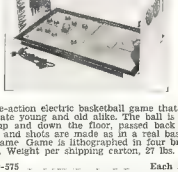


A fast moving game for two players of all ages. You call your own play . . . Your opponent selects his defense. Then, like magic, you see the ball carrier break through the line, escape tacklers until finally stopped. Foto-Electric Play-Viewer has over 1000 possible play formations. Realistic scoreboard keeps score for the visitors and home team. Complete set in illustrated box 19½x11½x4¼ inches. Operates on either AC or DC current. Weight per shipping carton, 25 lbs.

ST 74-164 ..... Each $7.00

One in a carton; six in a shipping carton.

ELECTRIC BASKETBALL
TUDOR METAL

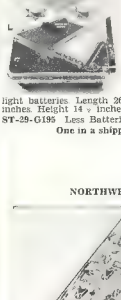


A true-action electric basketball game that will fascinate young and old alike. The ball is carried up and down the floor, passed back and forth, and shots are made as in a real basketball game. Game is lithographed in four bright colors. Weight per shipping carton, 27 lbs.

ST 99-575 ..... Each $7.00

One in a carton; six in a shipping carton.

ELECTRIC PIN BALL GAMES
MARX

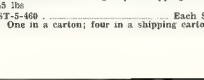


A real operating pinball game with automatic scoring, light and bell. Lithographed steel construction with fully enclosed transparent top. Spring trigger arrangement propels five ⅝ inch steel balls onto the playing surface where they touch various scoring sections. Bell rings, light flashes and the score is automatically registered in the upright panel. Replay lever on the side for continuous play. Light and bell operated by four standard flashlight batteries. Length 20½ inches. Width 12". Height 14 ½ inches. Weight each, 14 lbs.

ST-29-G195 Less Batteries ..... Each $10.00

One in a shipping carton.

NORTHWESTERN



Glass covered wood frame with fully automatic feed and reload, illuminated pockets and metal legs. Operates on two standard flashlight batteries. Complete with 11 steel balls. Dimensions 15 x 38 x 2 inches. Weight per shipping carton, 45 lbs.

ST-5-460 ..... Each $8.95

One in a carton; four in a shipping carton.

TEA SETS
IRWIN

Whistling tea cups feature this 28 piece service for 4 tea set. As the cups are put to the lips a whistling sound is heard. All pieces are of plastic the plates and saucers having white centers and orchid openwork rims. Other pieces are white [illegible] pot with cover sugar bowl and creamer. Also knives, forks and spoons. Weight per shipping carton 20 lbs.

ST 35-9234 Each $2.98
One in a carton, six in a shipping carton.

IRWIN

A 24 piece unbreakable service for 4 tea set in Wild Rose design. Plates and saucers are in white lithographed metal with rose decoration. Sugar creamer and tea pot in rose polyethylene. Knives, forks, spoons and cups in white polyethylene. Cups have rose handles. Weight per shipping carton 18 lbs.

ST 35-9167 Each $2.98
One in a carton, six in a shipping carton.

BANNER

A 29-piece service for four in fluted design. Plates and saucers have a proud rooster in the center to capture the imagination. Set is complete with cups, tea pot, sugar bowl, creamer, [illegible] pink, black and red coloring. All pieces are four knives, forks and tea spoons [illegible] Weight per shipping carton 20 lbs.

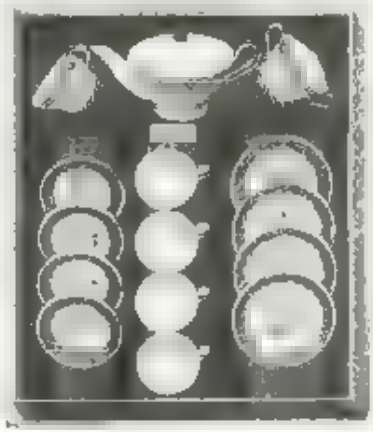
ST 37-1819 Each $3.98
One set in a carton
six sets in a shipping carton

TEA SETS
BANNER

This plastic set has beautiful maroon and white design with yellow trim to appeal to the sophisticated young miss. The 40 piece set includes plates, cups, saucers, tea pot, creamer and sugar. Also furnished are knives, forks and teaspoons in gold like metalware. Evening star design on the plates and saucers. Weight per shipping carton, 15 lbs.

ST-37-1828 Each $3.00
One in a carton, six in a shipping carton.

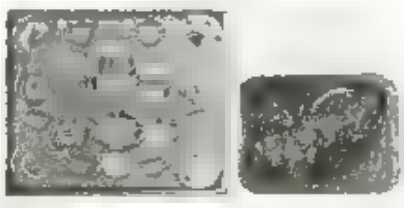
WOLVERINE



A [illegible] dishwasher [illegible] ivory ware like china yet is unbreakable. Pretty all decorated in rose green and gold pattern, this service for 4 is complete with cups, saucers, plates, sugar bowl, cream pitcher and tea pot. All pieces are in modern styling and have separate covers with large knobs for sugar bowl and tea pot. Weight per shipping carton, 15 lbs.

ST 9-262 Each $4.80
One set in a carton
six sets in a shipping carton

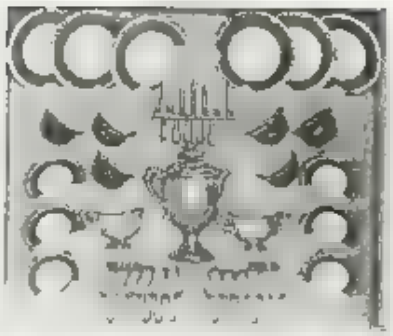
DISNEYLAND TEA SETS
BANNER



A 30-piece service for four that leaps out of the pages of Fairyland. Walt Disney style. Alice in Wonderland characters are molded into the [illegible] lithographed four-color [illegible] with [illegible] the Mad Hatter's Tea Party in all its [illegible] Weight per [illegible] carton 30 lbs.

ST 37-1810 Each $4.00
One in a carton, six in a shipping carton.

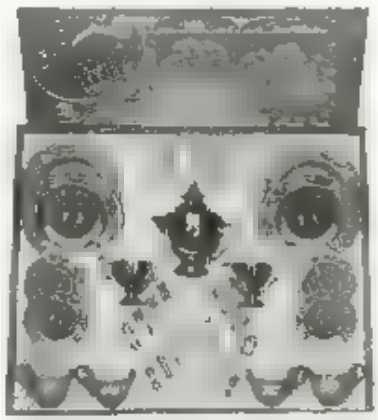
TEA SETS
BANNER



A 40-piece set with plates and saucers having beautiful evening star design. These plastic pieces have maroon and white design with dash rims. Teapot creamer and sugar in metalone gold like finish. The knives, fork, teaspoons enough for a complete setting for six have metalone gold like finish. Weight per shipping carton 16 lbs.

ST 37-2426 Each $4.00
One in a carton, six in a shipping carton.

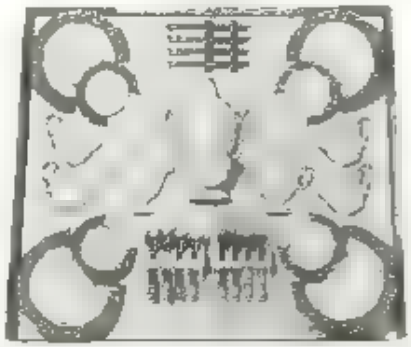
IRWIN



Lacework service for 4 tea set with cutlery, tea pot and cover, saucers and creamer in gold-glo finish. Plates have strawberry pink lacework rim with blue decorated centers. Dixie cups have strawberry pink handles. 28 piece in all. Weight per shipping carton 18 lbs.

ST 35-9176 Each $3.98
One in a carton, six in a shipping carton

IRWIN



A 28 piece service for 4 with gold leaf design on ivory plate and saucer centers with new 3-D renaissance rims in antique gold. Tea pot and cover, sugar bowl, creamer and spiral cups in ivory Gold-glo cutlery and cup handles. Put up in attractive display carton. Weight per shipping carton 18 lbs.

ST 35-9122 Per Set $3.98
One set in a carton
six sets in a shipping carton

CUTLERY SETS
MIRRO

The little hostess will be proud of this cutlery set Six knives, six spoons and six forks, all finished in bright aluminum. Complete set packed in an attractive gift box. Weight per shipping carton, 5½ lbs.

ST-52-156MT ..... Each $0.50

One in a carton;
twelve in a shipping carton.

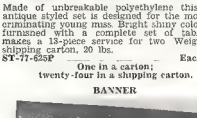
TEA SETS
BANNER

Made of unbreakable polyethylene this large antique styled set is designed for the most discriminating young miss. Bright shiny colors and furnished with a complete set of tableware, makes a 13-piece service for two Weight per shipping carton, 20 lbs.

ST-77-625P ..... Each $1.00

One in a carton;
twenty-four in a shipping carton.

BANNER



Beautifully designed tea service including large tea pot, sugar bowl, creamer and tray. All pieces are finished in silver-like metaltone finish and put up on a wood grain tray with metaltone handles. Furnished in attractive window display carton, size 16x12x4 inches. Weight per shipping carton, 16 lbs

ST-77-1235 ..... Each $2.00

One in a carton; twelve in a shipping carton.

TEA STAND AND KETTLE
BANNER

Created for little girls who want a permanent place for their dishes. The plastic cups and saucers have a a stardust pattern of white on a rich blue field. Shiny coppertone finish on the attractive tea kettle Weight per shipping carton, 24 lbs

ST-77-1210 ..... Each $2.90

One in a carton;
twelve in a shipping carton.

TEA SETS
IRWIN

This 16 piece service for 2 has a tea pot that whistles and includes two each cups, saucers, plates, knives, forks and spoons Also furnished with creamer and sugar. Metal plates and saucers are metal, decorated with 2 color red sunburst design All other pieces are red and burgundy. Weight per shipping carton, 24 lbs.

ST-35-9221 ..... Each $1.98

One in a carton;
twelve in a shipping carton.

BANNER

A 29-piece service for four made of bright shiny and unbreakable polyethylene Large antique styled for period place settings for the young miss A complete set of tableware is also furnished with the set. Weight per shipping carton, 16 lbs

ST 77-1225P ..... Each $2.00

One in a carton;
twelve in a shipping carton.

SODA FOUNTAIN SETS
MIRRO

A real thrill for boys and girls to serve their little friends ice cream sodas, sundaes, and milkshakes made with this popular new soda fountain set. Complete with soda fountain clerk cap. All brightly finished in aluminum Packed in a colorful display box. Weight per shipping carton, 7½ lbs.

ST-52-153MT ..... Each $3.00

One in a carton; three in a shipping carton.

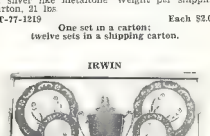
TEA SETS
BANNER

A 17-piece service for two in fluted design. Plates and saucers have a proud rooster in the center to capture the imagination Set is complete with cups, tea pot, creamer and sugar. Also furnished are two knives, forks and tea spoons in silver like metaltone Weight per shipping carton, 21 lbs

ST-77-1219 ..... Each $2.00

One set in a carton;
twelve sets in a shipping carton.

IRWIN



A 16 piece service for 2 consisting of two each cups, saucers, plates, knives, forks, spoons and one each tea pot with spigot and cover, sugar bowl and creamer Blue floral design on plates and saucers White cups have blue handles and other pieces are blue with white handles Lilvaglo pated cutlery Weight per shipping carton 12 lbs

ST-35-9047 ..... Per Set $1.98

One set in a carton,
twelve sets in a shipping carton.

TEA SETS
IRWIN

A 24 piece tea set with all pieces made of unbreakable polyethylene plastic. A complete service for four in knives, forks, spoons, cups and saucers plus tea pot, sugar bowl and cream pitcher. All pieces are in turquoise and white Saucers have lacework design Weight per shipping carton, 23 lbs

ST-35-9155 ..... Each $1.98

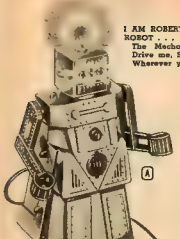
One in a carton;
twelve in a shipping carton.

Cars, Trucks—Run by Remote Control

Powered by Flashlight Batteries

I AM ROBERT THE ROBOT . . .
The Mechanical Man
Drive me, Steer me
Wherever you can!

- They're completely safe—full of fun
- Smooth rolling—realistically designed



A ROBERT THE ROBOT
A MECHANICAL GENIUS

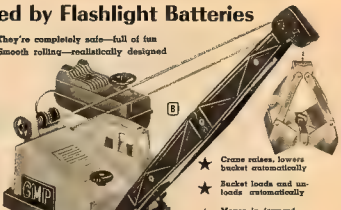
- He walks, talks—and lights up . . . full of action and fun!
- Operates by remote control so he looks almost real!

So much fun—to watch and operate! Moves backward and forward—right and left. His arms move up and down and he clutches objects realistically, easily.

Simply flick the switch in his chest and his eyes and antenna will light up. Turn crank in his back and he talks with the aid of an unbreakable plastic record.

He's made of tough plastic with bright metallic finish his head holds standard D flashlight battery (not included) Tool chest in body—with play hammer, screwdriver, wrench. Moves smoothly on 4 wheels. Remote finger-tip control box guides robot from a distance. 6 x 5¼ x 14 in. tall.

81319A998—Shpg. wt 3 lbs. **$5.98**



★ Crane raises, lowers bucket automatically
★ Bucket loads and unloads automatically
★ Moves in forward & reverse directions
★ The cab rotates just like real one does
★ Magnetic attachment picks up metals

[B] to [J] ANDY GARD Vehicles . . . all operate by remote control! Realistically designed from tough plastic with bright color finishes. Remote control box with electric motor powered by 2 flashlight batteries (not included).

[B] MAGNETIC ELECTRIC CRANE

Automatic action as listed above Magnetic attachment for easy lifting of ferrous metals. Cab and boom manually adjustable. Remote control box with bucket control independent electric motor. Rubber treads 17 x 7¼ x 4¼ in.

81475A665—Shpg. wt. 3 lbs. **$9.98**

[C] MODERN M-G SPORTS CAR

It's low, streamlined! Steers right, left, reverse, forward—all by remote control. Has glowing lights. Smooth rolling rubber tires. Remote control box with steering wheel action. 8⅛ x 3½ x 2¾ in.

81484A265—Shpg. wt. 1 lb. **$3.98**

[D] FARM TRACTOR—TRAILER

Moves forward and reverse. Amazing climbing power Tractor with driver. Rubber elevated tread so tractor cumbs inclines and over obstacles. Detachable trailer with rubber wheels. Remote control box. 11 x 4½ x 3¼ in.

81481A265—Shpg. wt. 1½ lbs. . . . **$3.98**

[E] MICKEY MOUSE TOW TRUCK

Lifts, tows many times its weight! Travels forward, reverse steers right or left. Flashing dome light! Chain, hook releases operated from remote wheel-action control box. Disney-land favorites, Mickey Mouse and Pluto ride on back. Smooth rolling tires. 6½ x 4 x 3¾ in.

81479A332 Shpg. wt 1½ lbs. **$4.98**

[G] ANDY GARD GEE-I-JEEP

Action packed Goes forward and reverse! Realistically designed—smooth rolling rubber wheels. Remote control box for easy operation of jeep 6¼ x 2½ x 3 in.

81480A133—Shpg. wt. 1½ lbs. **$1.98**

[H] ANDY GARD FIRE CHIEF

Goes forward and reverses as easily as can be! Has flashing red dome light and real sounding siren—smooth rolling rubber tires. Remote control box with all controls handy. 9½ x 3¾ x 2½ in.

81483A198—Shpg wt. 1 lb. **$2.98**

[J] ANDY GARD FIRE ENGINE

A thriller—fast moving! Goes forward, reverse—jack knife action in reverse. Bright flashing dome light and siren that blows realistically to warn that it's coming. Has 18 in extension ladder and removable auxiliaries. Rubber wheels—dual wheels in back. Handy remote control box 16 x 3¾ x 3¾ in.

81482A332—Shpg. wt. 1½ lbs. . **$4.98**

. . . Designed for Hours of Constructive Fun

TONKA "GREEN GIANT" REFRIGERATOR TRANSPORT

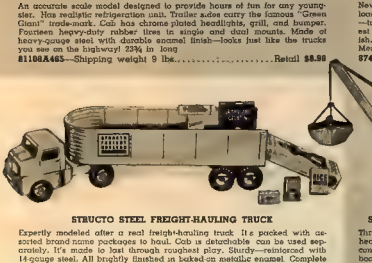
An accurate scale model designed to provide hours of fun for any youngster. Non realistic refrigeration unit. Trailer sides carry the famous "Green Giant" trade-mark. Cab has chrome plated headlights, grill, and bumper. Fourteen heavy-duty rubber tires in single and dual mounts. Made of heavy-gauge steel with durable enamel finish—looks just like the trucks you see on the highway! 23¾ in long

81188A465—Shipping weight 9 lbs. . . . . Retail **$8.98**

BUDDY "L" DELUXE HYDRAULIC GRAIN DUMP

New, deluxe hydraulic grain dump for the young farm enthusiast! It unloads itself! Simple push of lever and hydraulic lift raises dump-box high —tail-gate releases and grain is discharged. Made to last through rough-est play—it's sturdy heavy-gauge steel with bright baked-on enamel finish. Has fourteen smooth-rolling rubber tires in single and dual mounts. Measures 24 x 6 x 5¾ in. high.

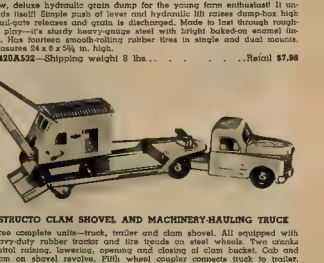
87420A532—Shipping weight 8 lbs. . . . . Retail **$7.98**



STRUCTO STEEL FREIGHT-HAULING TRUCK

Expertly modeled after a real freight-hauling truck. It's packed with assorted brand name packages to haul. Cab is detachable can be used separately. It's made to last through roughest play. Sturdy—reinforced with 14-gauge steel. All brightly finished in baked-on metallic enamel. Complete with floating tandems. Rubber wheels with chrome plated hub caps. Measures 20½ x 5½ x 5½ in. high.

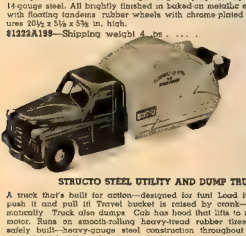
81223A198—Shipping weight 4 lbs. . . . . Retail **$2.98**

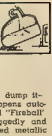


STRUCTO CLAM SHOVEL AND MACHINERY-HAULING TRUCK

Three complete units—truck, trailer and clam shovel. All equipped with heavy-duty rubber tractor and tire treads on steel wheels. Two cranks control raising, lowering, opening and closing of clam bucket. Cab and boom on shovel revolve. Fifth wheel coupler connects truck to trailer. Crank-operated winch on trailer lowers shovel on hinged ramp. Shovel 16¾ x 7½ x 7½. Truck and trailer 31⅞ x 7¾ x 6¼.

81224A530—Shipping weight 9 lbs. . . . . Retail **$7.95**

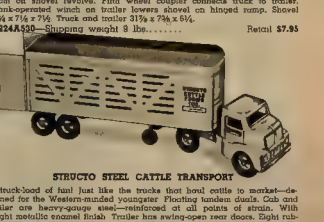




STRUCTO STEEL UTILITY AND DUMP TRUCK

A truck that's built for action—designed for fun! Load it and dump it—push it and pull it! Travel bucket is raised by crank—top opens automatically. Truck also dumps. Cab has hood that lifts to reveal "Fireball" motor. Runs on smooth-rolling heavy-tread rubber tires. Rugedly and safely built—heavy-gauge steel construction throughout. Baked metallic enamel finish. 21½ x 5½ x 7⅝ in. high

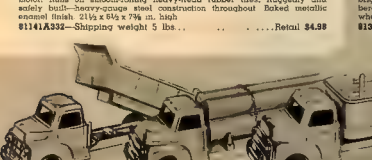
81141A332—Shipping weight 5 lbs. . . . . Retail **$4.98**



STRUCTO STEEL CATTLE TRANSPORT

A truck-load of fun! Just like the trucks that haul cattle to market—designed for the Western-minded youngster. Floating tandem duals. Cab and trailer are heavy-gauge steel—reinforced at all points of strain. With bright metallic enamel finish. Trailer has swing-open rear doors. Eight rubber-tired wheels with chrome-plated hub caps. Two retractable dolly wheels. Truck measures 21½ x 5½ x 7½ in.

81396A265—3½ lbs. . . . . Retail **$3.98**



STRUCTO THREE-PIECE TRUCK ASSORTMENT

Perfect for boys! Assortment includes dump truck with tail-gate that opens, and body that rises automatically, lumber truck with load of real wood held on with an anchoring chain strike truck with removable stakes for loading or use as a flat-bed truck. Strong die-cast metal in baked metallic enamel finish. Plated grille inserts. Real rubber tires—8 on each. Each truck is about 10 inches long.

81413A265—Shipping weight 5 lbs. . . . . Retail **$3.98**

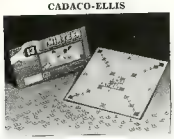
STRUCTO DURABLE STEEL DUMP TRUCK

An authentic, smooth-operating dump truck that will please any youngster! Hi-lift dump body is raised and lowered by crank—tail-gate automatically swings out to release load fast! Has six rubber wheels—front wheels are steerable. Chrome-plated aluminum cab and die-cast metal chassis. Strong steel trailer has baked metallic enamel finish—made to last through rugged play. 12⅛ x 5⅝ x 5 in. high.

81145A265—Shipping weight 4 lbs. . . . . Retail **$3.98**

THIRTEEN

CADACO-ELLIS



A number game that is fun for all ages 6 to 60. Addition and multiplication is fun when the little tiles are placed correctly on the squares of the playing board. Furnished with complete playing instructions. Weight per shipping carton, 16 lbs.

ST-74-13 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

WOODY WOODPECKER

CADACO-ELLIS

Fly around the world with this star of animated cartoons and comic books. His tricks on the flight dial will switch your directions and you may light in any country in the world. Furnished with spinner, little markers, playing board and instructions. Weight per shipping carton, 15 lbs.

ST-74-218 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

MERRY MILKMAN

HASSENFELD

An exciting game and toy Features a dairy, 8 houses, 4 plastic trucks plus lots of milk, butter and eggs. Game is furnished with spinner and instructions. Weight per shipping carton, 33 lbs.

ST-87-2610 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

GOLDILOCKS

CADACO-ELLIS

Children from 6 to 8 will have hours of fun sharing the adventures of Goldilocks as she tries the chairs, tastes the porridge, tests the beds and escapes the Three Bears. For 2 to 4 players. Complete with pictorial peg board in bright colors, spinner and playing instructions. Weight per shipping carton, 15 lbs.

ST-74-209 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

TRIPOLEY

CADACO-ELLIS

An all year favorite for teen-agers and adults. For two to nine players, Tripoley combines Hearts, Poker, and Michigan Rummey into the famous game of Kings and Queens. The playing surface is of vinyl table cloth, 27 x 27 inches, smartly designed in two colors . Weight per shipping carton, 12 lbs.

ST-74-111 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

SPACE PILOT

CADACO-ELLIS

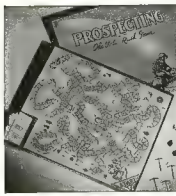
Race through Space to claim Planets with rich mineral rights worth billions . . . Be first to land on Mercury, Venus, Mars, Jupiter and Saturn Brilliantly designed to meet the exacting requirements of Space-minded boys and girls from the age of 8 years and up. Size of Display box 10 x 22½ x 1¼ inches. Weight per shipping carton, 15 lbs.

ST-74-199 ..... **Each $1.98**

One in a carton, twelve in a shipping carton.

PROSPECTING

SELCHOW-RIGHTER



A game for 2, 3 or 4 players, ages 7 and up. Dig for gold—with real picks, experience the success or failure of a real Prospector. Consists of a lithographed box, 15¼ x 18¾ x 1½ inches with a colorful playing field, having windows to be opened by picks. Weight per shipping carton, 42 lbs.

ST-104-58 ..... **Each $1.98**

One in a carton; twenty-four in a shipping carton.

CABBY

SELCHOW-RIGHTER

A game four can play, age 7 and up, with rules that can be broken. Consists of a 3-color lithographed folding board, 18⅛ inches square; 4 metal police cars; 4 metal taxicabs; 2 dice, 28 plastic passengers and instructions. Weight per shipping carton, 50 lbs.

ST-104-16 ..... **Each $1.98**

One in a carton; twenty-four in a shipping carton.

LET'S FACE IT

HASSENFELD

An amusing game, simple enough for pre-school children, yet sufficiently entertaining for 12 year olds. Spin the dial and place the plastic features on the plastic faces. Size of playing board 14½ inches square Weight per shipping carton, 26 lbs.

ST-87-2800 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

3 WEE PIGS
ED-U-CARDS

Here is a colorful and true first counting game, teaching the basic fundamentals of numbers for the wee one. The game consists of a heavy inlaid playing board with cut out bricks, pigs and a spinner. The house is built to save the pigs from the big bad wolf. Size of playing surface 14½x9½ inches Weight per shipping carton, 12 lbs.

ST-72-118 ..... Each $0.98

One in a carton; thirty-six in a shipping carton.

HOOKEY
CADACO-ELLIS

A magnetic fish pond for 2-3-or 4 players Youngsters enjoy the sport of fishing in the deep sea pool. Metal fish are caught with magnets and each player needs a different assortment of fish to fill his frying pan Furnished with 4 frying pans, assorted metal fish, rods lines and magnets. Size of "pond" 16 x 10½ inches

ST-74-160 ..... Each $1.49

One in a carton; twelve in a shipping carton

CAPTAIN GALLANT OF THE FOREIGN LEGION
TRANSOGRAM

All the adventures and exploits of Capt Gallant are packed into this game Contains a lithographed playing board and plastic markers molded in the shape of Legionnaires and desert tribesmen Also furnished are plastic dice, dice cup and easy to follow instructions. Weight per shipping carton, 28 lbs.

ST-4-3845 ..... Each $1.98

One in a carton; twelve in a shipping carton.

OCTOPUS
NORTON

The "Devil Fish" adventure game as divers are sent to the bottom of the ocean and attempt to raise buried treasure to their own ship. The octopus may strike at any moment Suspense and excitement mount continuously The set contains adventure board, 14½x24½ inches, 12 pawns in four colors, 4 pieces of gold, deck of cards and attractive spinner. Weight per shipping carton, 22 lbs.

ST-6-44 ..... Each $1.98

One in a carton; twelve in a shipping carton.

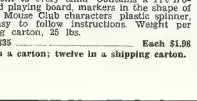
TABIT
NORTON

A fast moving picture and word game where players try to improve their combination while weakening the opponent by exchanging cards Furnished with attractive board, 24 letter cards, 24 picture cards and 15 question mark cards. Size of board 19x19 inches Weight per shipping carton, 22 lbs.

ST-6-22 ..... Each $1.98

One in a carton; twelve in a shipping carton.

STEP UP AND SLIDE DOWN GAME
TRANSOGRAM



Based on the principle of steps and slides, this progressive game will bring hours of fun and enjoyment to every child Contains a lithographed playing board, markers in the shape of Mickey Mouse Club characters plastic spinner, and easy to follow instructions. Weight per shipping carton, 25 lbs.

ST-4-3835 ..... Each $1.98

One in a carton; twelve in a shipping carton.

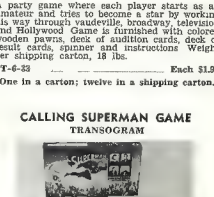
"RIN TIN TIN" GAME
TRANSOGRAM

All the adventures of this legendary character packed into solid hours of fun Children have loads of fun as they follow "Rin Tin Tin" and Rusty through their adventures. Set contains bright lithographed playing board, adventure cards, spinner and easy to follow instructions Weight per shipping carton, 25 lbs.

ST-4-3861 ..... Each $1.98

One in a carton; twelve in a shipping carton.

ON STAGE
NORTON

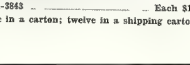


A party game where each player starts as an amateur and tries to become a star by working his way through vaudeville, broadway, television and Hollywood Game is furnished with colored wooden pawns, deck of audition cards, deck of result cards, spinner and instructions Weight per shipping carton, 18 lbs.

ST-6-23 ..... Each $1.98

One in a carton; twelve in a shipping carton.

CALLING SUPERMAN GAME
TRANSOGRAM



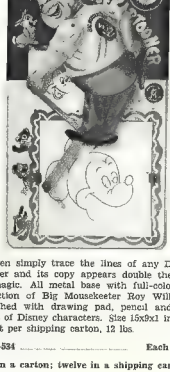
A new and exciting game based on the famous character of radio and TV. Contains a lithographed playing board, assignment cards, travel spinner, dial, game markers and 2 figures of Superman Easy to follow instructions. Weight per shipping carton, 28 lbs.

ST-4-3843 ..... Each $1.98

One in a carton; twelve in a shipping carton.

MOUSEKARTOONER

MATTEL



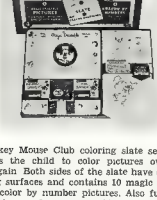
Children simply trace the lines of any Disney character and its copy appears double the size like magic. All metal base with full-color reproduction of Big Mouseketer Roy Williams. Furnished with drawing pad, pencil and full packet of Disney characters. Size 16x9x1 inches. Weight per shipping carton, 12 lbs.

ST-16-534 ..... **Each $2.00**

One in a carton; twelve in a shipping carton.

SLATE SETS

TRANSOGRAM



A Mickey Mouse Club coloring slate set which permits the child to color pictures over and over again. Both sides of the slate have erasable writing surfaces and contains 10 magic pictures and 8 color by number pictures. Also furnished with 2 boxes of magic erasable crayons, plastic crayon sharpener and heavy felt eraser. Hole is punched in top of slate for additional use as a wall board. Size of slate 14x12 inches. Weight per shipping carton, 34 lbs.

ST-4-1265 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

COLORING SETS

TRANSOGRAM

This unusual crayon set contains a generous supply of giant and regular size crayons and two plastic crayon sharpeners, one for regular size and one for giant size crayons. Also included are cut out stencils of all the Disney characters in action scenes and an ample supply of outline pictures. Weight per shipping carton, 29 lbs.

ST-4-1447 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

TRANSOGRAM

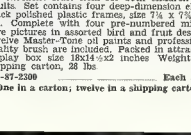
A coloring set containing 12 magic erasable pictures, 7¼ x6½ inches, 8 magic erasable crayons with plastic crayon sharpener, and easy to read instructions. Child does not have to worry about going out of line or selecting the wrong color. Each picture features a Disney character. Weight per shipping carton, 29 lbs.

ST-4-1261 ..... **Each $0.98**

One in a carton; twenty-four in a shipping carton.

PAINT SETS

HASSENFELD



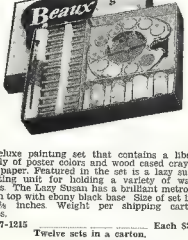
An excellent craft item for both children and adults. Set contains four deep-dimension ebony black polished plastic frames, size 7¼ x 7½ x 2 ins. Complete with four pre-numbered miniature pictures in assorted bird and fruit designs. Twelve Master-Tone oil paints and professional quality brush are included. Packed in attractive display box size 18x14½x2 inches. Weight per shipping carton, 28 lbs.

ST-87-2300 ..... **Each $3.00**

One in a carton; twelve in a shipping carton.

PAINT SETS

HASSENFELD

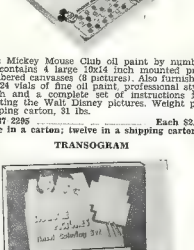


A deluxe painting set that contains a liberal supply of poster colors and wood cased crayons and paper. Featured in the set is a lazy susan painting unit for holding a variety of water colors. The Lazy Susan has a brilliant metrolite finish top with ebony black base. Size of set 12¼ x8x2¼ inches. Weight per shipping carton, 22 lbs.

ST-87-1215 ..... **Each $2.00**

Twelve sets in a carton.

HASSENFELD

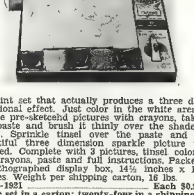


This Mickey Mouse Club oil paint by number set contains 4 large 10x14 inch mounted prenumbered canvases (8 pictures). Also furnished are 24 vials of fine oil paint, professional style brush and a complete set of instructions for painting the Walt Disney pictures. Weight per shipping carton, 31 lbs.

ST-87-2285 ..... **Each $2.00**

One in a carton; twelve in a shipping carton.

TRANSOGRAM



A paint set that actually produces a three dimentional effect. Just color in the white areas of the pre-sketched pictures with crayons, take the paste and brush it thinly over the shaded areas. Sprinkle tinsel over the paste and a beautiful three dimension sparkle picture is created. Complete with 3 pictures, tinsel coloring crayons, paste and full instructions. Packed in lithographed display box, 14½ inches x 10 inches. Weight per shipping carton, 16 lbs.

ST-4-1321 ..... **Each $0.98**

One set in a carton; twenty-four in a shipping carton.

PAINT SETS
TRANSOGRAM

Set contains 3 canvas embossed pre-sketched numbered pictures of superman in action, 16 assorted colored, quality paints, molded plastic tray containing water and paint wells and paint brush. Weight per shipping carton, 27 lbs.

ST-4-1855 ..... **Each $0.98**

One in a carton; twenty four in a shipping carton.

TRANSOGRAM

Designed to appeal to the little artist. Contains 3 jars of poster paints, a large assortment of water colors, crayons, cut-out artists palette, water cups and brushes. Set is contained in a carrying case with brass plated handle and snap lock. Weight per shipping carton, 35 lbs.

ST-4-1877 ..... **Each $0.98**

One in a carton; twenty-four in a shipping carton.

TRANSOGRAM

Contains an assortment of Mickey Mouse Club character shaped paint cakes, an assortment of star and round shaped paints, on a number of colored crayons. Also included are an artist's palette, stencils, paint brush and pictures to color Weight per shipping carton, 36 lbs.

ST-4-3007 ..... **Each $0.98**

One in a carton; twenty-four in a shipping carton.

PAINT SETS
TRANSOGRAM

An ideal paint set for the young artist. Set contains 5 jars of poster paint, an assortment of 33 water colors, a plastic artists palette, crayons, brushes and all other items the little artist will need for painting. Set is packed in a sturdy reinforced carrying kit. Weight per shipping carton, 36 lbs

ST-4-1879 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

TRANSOGRAM

A quality paint set containing 4 unbreakable polyethylene jars of assorted poster paints. An assortment of water paints and colored crayons are included along with outline pictures and stencils. Also furnished with the set is an official "Mickey Mouse Club" emblem. Weight per shipping carton, 35 lbs

ST-4-3009 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

TRANSOGRAM

Contents 5 jars of opaque, poster paints in an assortment of colors, 5 tubes of assorted colored paints; 22 rectangular shaped water paint cakes in an assortment of colors; 8 assorted color-round paints on an artist's palette, metal mixing tray; 3 plastic water cups; metal ferrule brush; a supply of outline pictures; colored picture and color chart Length, 17¾ inches; width, 11¾ inches Weight per shipping carton, 21 lbs

ST-4-1883 ..... **Each $2.98**

One in a carton; six in a shipping carton.

FINGER PAINTING SETS
AMERICAN ART CLAY

Youngsters will spend many hours with this wonderful painting set. Set includes six bright colors of non-toxic paint, six wood spatulas, and nine sheets of special finger paint paper size 12 x 16 inches. Folder gives complete instructions. Weight per shipping carton, 40 lbs.

ST-21-904 ..... **Each $1.50**

One in a carton; twelve in a shipping carton.

TRANSOGRAM

An ideal paint set for youngsters of all ages. Set contains 8 unbreakable 2 oz. tubes of finger paint. Set also contains special finger painting pictures with easy to follow instructions for using. Weight per shipping carton, 30 lbs.

ST-4-1925 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

CARNIVAL HURDY-GURDY

MATTEL

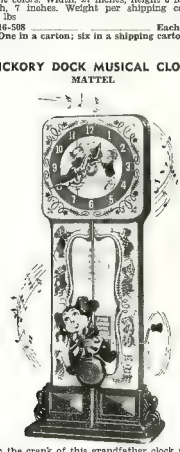
Largest and loudest music box in the world of toys. All metal "breakproof" construction and plays a gay tune as the handle is turned. Furnished with plastic shoulder strap and 24 inch organ grinders stick. Case is lithographed in bright colors. Width, 27 inches, height 8 inches, depth, 7 inches. Weight per shipping carton, 14½ lbs

ST-16-508 ..... **Each $3.00**

One in a carton; six in a shipping carton.

DICKORY DOCK MUSICAL CLOCK

MATTEL



Turn the crank of this grandfather clock music toy and it plays "Hickory Dickory Dock" Then the mouse runs up the clock, the hands whirl and a bell rings. Four color lithographed metal construction with sturdy base. Size 15 x 6½ x 4½ inches. Weight per shipping carton, 11 lbs.

ST-16-539 ..... **Each $3.00**

One in a carton; six in a shipping carton.

MICKEY MOUSE CLUB NEWSREEL

MATTEL

Just insert a film slide into this battery-operated projector and see Walt Disney films on a 9 x 12 screen. Projector has focusing lens, plastic tipped metal tripod and push button film advance. Furnished with two 10-frame film slides and non-breakable 78RPM record with vocal and musical descriptions. Size of projector 14 x 5 x 1½ inches. Weight each 4 lbs.

ST-16-533 ..... **Less Batteries Each $3.00**

One in a carton; six in a shipping carton.

MICKEY MOUSE NEWSREEL RECORD LIBRARY ASSORTMENTS

MATTEL

Library contains 24 assorted records and 48 film slides of cartoons, adventures and newsreels. All for use with Mickey Mouse Club Newsreel. One record and two ten-picture film slides in an envelope.

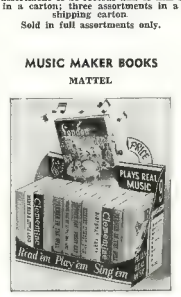
ST-16-541 ..... **Per Assortment $12.00**
Per Envelope .50

One assortment of 24 records and 48 film slides in a carton; three assortments in a shipping carton.

Sold in full assortments only.

MUSIC MAKER BOOKS

MATTEL



Twelve assorted titles in music maker books As crank is turned the song is played and the pages illustrate the story. Twelve assorted books in a display carton. Weight per shipping carton of 3 display cartons, 13½ lbs.

ST-16-490 ..... **Per Book $1.00**

Twelve books in a display carton.
Sold in Full Cartons of Twelve Assorted Books Only.

MUSIC BOXES

MATTEL

The fool proof mechanism is enclosed in an all metal lithographed box with famous clown gallery in 4 bright colors Turning the crank plays a tune and out pops a gay clown. Size of box, 5⅝x6⅛x6⅛ inches. Weight per shipping carton of 1 dozen, 15 lbs

ST-16-507 ..... **Each $2.00**

One in a carton; twelve in a shipping carton.

MATTEL

An all metal music box that will last a lifetime. Turning the crank plays assorted gay tunes. Over the shoulder carrying cord. Bright colors lithographed on the music box. Size 8 x 6 x 2 inches. Weight per shipping carton, 19 lbs.

ST-16-501 ..... **Each $1.00**

One in a display carton; twenty-four in a shipping carton.

MUSIC BOX CAROUSEL

MATTEL

Prancing, bobbing horses revolve around a candy-striped pole. Plays a merry-go-round tune with a turn of the crank. Comes with four polyethylene cowboys and Indians to ride the horses. Circus pennant flag tops multi-colored carousel. Size 9½x10½ inches. Weight per shipping carton, 11 lbs.

ST-16-540 ..... **Each $3.00**

One in a carton; six in a shipping carton.

RECORD PLAYERS
VANITY FAIR

An acoustic phonograph with a bright cabinet made of high impact plastic. Has a constant speed electric motor for playing 7, 10 or 12 inch records at 78 r.p.m. Has vani-tone volume control. Furnished with package of needles. Underwriters approved. AC only. Size 14 x 10 x 5½ inches. Weight per shipping carton, 27 lbs.

ST-107-700 ..... Each $8.95
One in a carton; six in a shipping carton.

VANITY FAIR

Fully automatic battery operated record player that will play anywhere. Safe, long lasting motor starts and stops automatically. Has volume control and needle cup with sliding door. The sturdy case with snap closure is in the form of Mickey Mouse. Size 10½x10½-x3½ inches. Weight per shipping carton, 23 lbs.

ST-167-B20 ..... Each $9.95
One in a carton; six in a shipping carton.

VANITY FAIR

A portable electric acoustic phonograph featuring a long lasting rigid carrying case in washable leatherette. Has a one piece acoustic arm and heavy duty AC electric constant speed motor for playing 7, 10 and 12 inch 78 r.p.m. records. Vani-tone volume control and is furnished with a package of needles. Underwriters approved. Size 12½x10½x6 inches. Weight per shipping carton, 41 lbs.

ST-107-690 ..... Each $11.95
One in a carton; six in a shipping carton.

RECORD PLAYERS
VANITY FAIR

A portable electric acoustic phonograph featuring a long lasting rigid carrying case in washable leatherette. Has a one piece acoustic arm and heavy duty AC electric constant speed motor for playing all 78 r.p.m. records. Vani-tone control and is furnished with a package of needles. An attractive lightweight wrought iron stand with record rack is included. Underwriters Approved. Size 14x-12 inches. Stands 27 inches high. Weight each, 16 lbs.

ST-107-900 ..... Each $19.95
One in a shipping carton.

VANITY FAIR

Three Speed

An amplified record player with heavy duty 3 speed electric motor for playing 78, 45 or 33 r.p.m. records on the constant speed turntable. Player has volume control, moisture proof retractable crystal pickup and a deluxe speaker. Comes in a sturdy lightweight carrying case of washable leatherette in two-tone colors with contrasting trim. Underwriters approved. AC only. Size 12½x9¼x5 inches. Weight per shipping carton, 49 lbs.

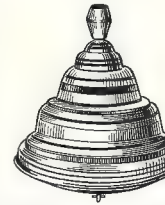
ST-107-101 ..... Each $24.95
One in a carton; six in a shipping carton.

MUSICAL TOPS
OHIO ART

Automatic choral musical top has a 12 tone reed, making beautiful chords while spinning. Four color lithographed metal housing and enameled wood top. Base has rubber suction cup to prevent slipping. Height, 10½ inches. Diameter, 8½ inches. Weight per shipping carton, 11 lbs.

ST-92-37 ..... Each $1.98
One in a carton; six in a shipping carton.

MUSICAL TOPS
OHIO ART



A beautiful bell shaped top decorated in gold, red, blue and green iridescent colors and has a gold colored wood knob. Swiss unit plays a complete tune when the top is spun. Height, 9¾ inches. Diameter, 8½ inches. Weight per shipping carton, 14 lbs.

ST-92-123 ..... Each $3.98
One in a carton; six in a shipping carton.

COLOR TOPS
OHIO ART

Three color discs inside the transparent bell shaped plastic housing make a rainbow of color when top is spinning. Musical reeds make chords when top is spun with plunger type spiral. Rubber base prevents top from slipping. Height, 10 inches. Diameter, 7½ inches. Weight per shipping carton, 11 lbs.

ST-92-124 ..... Each $1.98
One in a carton; six in a shipping carton.

GYROSCOPE TOPS
HENRY

A gyroscope top that will spin and balance at impossible angles, on the tip of a pencil, on a loose string or even on the edge of a glass. Spins on micro-bearings at a speed of 1250 RPM. Made of high impact plastic in attractive color and has four ribbed cage making it easier to hold. Overall height, 3 inches. Furnished with plastic pull string.

ST-112-475 ..... Each $1.49
One in a carton.

For Profitable Sales—
the only complete line of Hunting Scopes

WEAVER SCOPES

MODEL K4
Scope shown with Weaver Detachable Top Mount. Retail prices: Scope $45.00; Mount $9.75.

When you stock and sell Weaver-Scopes, you have a complete line for your customers to choose from: From 1 to 10 power, and prices from $9.75 to $59.50. This means fewer lost sales, more customer satisfaction and steadier profits for you. Weaver-Scopes are advertised every month in the outdoor and men's magazines, with large two-color ads to bring customers your way. See if Weaver-Scopes won't make YOU money as they have thousands of dealers everywhere.

MODELS K2.5 and K3
2½ and 3 power

MODEL K6
6 power

MODEL KV
Variable Power 3 and 9 power

MODELS K8 and K10
8 and 10 power

WEAVER-SCOPE PRICES

K1	$34.50	K2.5	$37.50
K3	37.50	K4	45.00
K6	48.50	K8	59.50
K10	59.50	KV	57.50
J2.5	22.50	J4	27.50
B4	9.75	B6	12.50

Prices shown above are retail.

MODEL J2.5

MODEL B4

Model J2.5, 2½ power, and Model J4, 4 power, are moderately priced precision scopes, suitable for use on rifles of all calibres. Sturdily built for big game hunting in roughest country.

Model B4, 4 power, and Model B6, 6 power, are made especially for .22 rifles. They are fine, accurate scopes, with achromatic lens systems. Prices shown above include type N or Tip-Off Mount.

CHOICE OF 4 RETICULES

Crosshair reticules are standard; post reticules are optional. Range finder and dot reticules are available at extra cost Model B Scopes—crosshair only.

W. R. WEAVER CO., DEPT. 10, EL PASO, TEXAS

(For More Information Circle No. 74 on Page 171)

FIRE HOUSE

MARX

Realistically detailed both inside and out. The main floor garage is equipped with two overhead garage doors. An automatic mechanism ejects the fire chiefs car, automatically opening the garage door. A full assortment of tables, chairs, etc. for the living quarters and outside equipment. All molded in plastic and authentic in every detail. The two story main building is constructed of lithographed steel. Fire house measures: 15¼ inches long, 8½ inches wide, 12 inches high. Weight per shipping carton, 15 lbs.

ST-29-4819 ..... Each $4.98

One in a carton; three in a shipping carton.

SERVICE STATIONS

MARX

A modern, deluxe service station of all steel construction with all edges turned and rolled for strength and safety. Lithographed in authentic design and has overhead door for the grease rack. Features a car ejector mechanism which ejects the car after it has been serviced. Accessories, including five attendants and five model cars are made of flexible plastic. A miniature Corvette for assembling and disassembling is also included. Size of station: Length, 18⅝ inches; depth, 10½ inches; height, 8 inches. Size of steel base 26x14¼ inches. Weight per shipping carton, 36 lbs.

ST-29-3468 ..... Each $5.00

One in a carton; six in a shipping carton.

ROY ROGERS RODEO RANCH SETS

MARX

This set has three stall rodeo chutes with swinging gates, cowboys with lassos and whips, bucking horses and steers and ten sections of log-type fence. Figures are made of detailed flexible plastic and includes one authentic Roy Rogers figure. Metal lithographed building is designed inside and out in western motif and there is a complete set of ranch accessories. Size of ranch building: Length, 11 inches; depth, 7 inches; height, 6¼ inches. Weight per shipping carton, 15 lbs.

ST-29-3886 ..... Each $5.00

One in a carton; six in a shipping carton.

U. S. ARMED FORCES TRAINING CENTER

MARX

This training center is completely equipped with the latest in military gear for each service, army, navy, air force and marines. Features a steel barracks building in military motif, with edges turned and rolled for strength and safety. Furnished with 61 figures including 28 soldiers, 11 navy men, 11 marines and 11 air men. Military equipment includes vehicles, guns, planes, tents and a log fence. A flag pole with American Flag completes the set. Size of the barracks building, 12⅞ inches long, 8½ inches wide and 8⅝ inches high. Weight shipping carton, 14 lbs.

ST-29-4140 ..... Each $6.00

One in a carton; three in a shipping carton.

FARM SETS

MARX

This modern farm set contains a hipped roof barn, 23 carefully detailed plastic farm animals, farm people, vegetables, cow stalls, enough fence to enclose the entire set and a cultivator tractor that pulls each of the seven farm implements. The steel barn is designed with edges of windows turned and wall sections turned and rolled for extra strength and safety. Lithographed inside and out like the modern building. Cupola on the roof. Size of barn: Length, 13⅜ inches; width, 9¼ inches; height, 11½ inches. Weight per shipping carton, 13½ lbs.

ST-29-3938 ..... Each $6.00

One in a carton; three in a shipping carton.

ROBIN HOOD CASTLE

MARX

An English walled fortress with battlements, spires and movable drawbridge, manned by the Sherrif of Nottingham, attacked by the Merrie Men of Sherwood Forest. The fortress measures 29½ inches long, 14½ inches wide and 12⅜ inches high. The walls interlock with buildings and archway to form a complete unit with open courtyard. Made of lithographed steel with all edges turned for safety. Furnished complete with turrets and all the men and equipment for the battle. Weight per shipping carton, 20 lbs.

ST-29-4719 ..... Each $6.95

One in a carton; six in a shipping carton.

CAVALRY SETS

PLASTIC ART

Authentic, historical, exciting replicas of the cavalry and equipment of the Confederate army of Civil War days. Sets have wagons and weapons carriers which are ready to be assembled, horses which are ready to be saddled, and soldiers which can be mounted on the saddles. Furnished with extra soldiers, guns, etc.

Nos.	Each	Pcs. in a Ctn.	Wt. Ship. Ctn. Lbs.
ST-102-1076	$1.98	22	22
ST-102-1077	2.98	44	30

One in a carton; twelve in a shipping carton.

PLASTIC ART

A U. S. Army Cavalry set, true in every detail as the guardians of the old frontier days. All pieces are made of sturdy plastic and the mess wagon, weapons carrier, etc. are ready to be assembled. Saddles are furnished which may be put on the horses then the soldiers can be mounted to lead the way.

Nos.	Each	Pcs. in a Ctn.	Wt. Ship. Ctn. Lbs.
ST-102-1036	$1.98	22	22
ST-102-1037	2.98	44	30

One in a carton; twelve in a shipping carton.

KIT CARSON WESTERN SETS

PLASTIC ART

A true to life western set with a covered wagon and stage coach that is all ready to be assembled. Saddles and riders may be mounted on the horses or used separately. All are authentic reproductions of the Old West and are made of strong plastic for a life time of play value.

Nos.	Each	Pcs. in a Ctn.	Wt. Ship. Ctn. Lbs.
ST-102-1026	$1.98	26	22
ST-102-1027	2.98	42	30

One in a carton; twelve in a shipping carton.

MOTOR POWERED BOATS

WEN-MAC

A sleek, powerful single-step Corvette hydroplane powered by an air colled miniature outboard motor. Motor has a rope wound starter and will speed the plastic boat along in even the roughest water. Will race in a rudder controlled course with speeds up to 20 knots. Length, 18 inches. Weight per shipping carton, 7 lbs.

ST-95-OB2 ..... **Each $13.95**

One in a carton; six in a shipping carton.

WEN-MAC

The Aquamite, a twin-rudder inboard type engine powered speedboat with futuristic design. Exceptional power from the automatic recoil starter in-line marine motor. Finger tip controls will set the boat for circular or straight away racing. The beautiful plastic hull is sturdy and seaworthy. Length, 13½ inches. Weight per shipping carton, 7 lbs.

ST-95-BIA ..... **Each $12.95**

One in a carton; six in a shipping carton.

MOTOR POWERED RACERS

WEN-MAC

A thrilling reproduction of Johnny Parsons Indianapolis Speedway winner. Powered by an instant starting pull cord starter motor, this racer will give speeds up to 35 m.p.h. in a circular pattern in a space no larger than the width of a standard driveway. Length, 10¼ inches. Weight per shipping carton, 13 lbs.

ST-95-RC1 ..... **Each $10.95**

One in a carton; twelve in a shipping carton.

MOTOR POWERED AIRPLANES

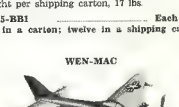
WEN-MAC

V-tail design and clean sport plane lines are distinct features of this Beechcraft Bonanza. This flying model has an engine with pull-cord starter and power enough for any type of flying. Made of dura-flex plastic which gives the plane extra strength and allows it to take severe impacts without damage. Attractive two tone finish. Line controlled. Size 14 x 13 x 5 inches. Weight per shipping carton, 17 lbs.

ST-95-BB1 ..... **Each $9.95**

One in a carton; twelve in a shipping carton.

WEN-MAC

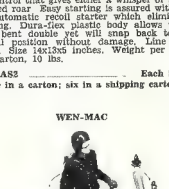


A turbo-jet plane with swept wing design and three blade prop. Powered by a motor that gives both idle and full power speeds and has a muffler control that gives either a whisper or a full throated roar. Easy starting is assured with the new automatic recoil starter which eliminates cranking. Dura-flex plastic body allows wings to be bent double yet will snap back to the original position without damage. Line controlled. Size 14x13x5 inches. Weight per shipping carton, 10 lbs.

ST-95-AS2 ..... **Each $12.95**

One in a carton; six in a shipping carton.

WEN-MAC



Hillers fantastic Flying Platform flies up—down —or just hovers, at the slightest command. Miniature internal combustion engine operates the platform and a throttle muffler makes it sound like the real thing. A quick vertical takeoff every time is assured with the automatic recoil cable starter. Line controlled. Size 15x15x6½ inches. Weight per shipping carton, 10 lbs.

ST-95-FP1 ..... **Each $13.95**

One in a carton; six in a shipping carton.

MOTOR POWERED ACCESSORY KITS

WEN-MAC

A packaged unit of 6 items used in operating and maintening any miniature engine or engine powered model. Kit also includes one-half pint of model engine fuel. Weight per shipping carton, 10 lbs.

ST-95-AK1 ..... **Each $7.49**

One in a carton; twelve in a shipping carton.

GLO-PLUG ENGINE FUEL

WEN-MAC

One-half pint cans of glo-plug engine fuel for any miniature engine or engine powered model. Weight per shipping carton, 7 lbs.

ST-95-EF½ ..... **Each $0.65**

Twelve in a shipping carton.

TEST PILOT

MARILYN

A remote controlled plane that is actually airborne by the propeller and responds only to "test pilot" at the controls. Propeller is made of soft plastic and is harmless even while operating. Plane will take off, cruise at high or low speed, climb or dive and make a 3-point landing. Electrically operated directly from house current through a low-voltage transformer and motor. Underwriters Laboratory approved. Size: Plane 8 inch wing span. Pylon 12 inches high. Pylon arm 24 inches. Airport 44 inches in diameter. Additional planes will slip on the pylon arm in seconds. Weight each, 10 lbs.

ST-42-1691 ..... **Each $19.95**

One in a shipping carton.

CHUMBO THE ELEPHANT

ALLADIN

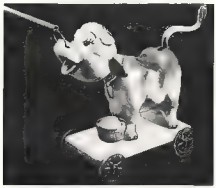
Chumbo will completely capture the hearts of the boys and girls. When pulled along Chumbo will turn completely around and move his head up and down. His rubber trunk trumpets when squeezed. Non-toxic vinyl ears Decorated in seven brilliant circus colors. Size: 6 inches wide, 11 inches long, 14½ inches high

ST-19-787 Each $3.33

One in a carton.

CASSIE THE COW

ALLADIN



A fascinating pull toy that will delight even the youngest. As Cassies head is lifted, her tail goes up, she opens her mouth and Moooos loudly. Realistic colors of white and brown. Made entirely of high impact plastic with vinyl ears. Size: height 10 inches, width 6½ inches, length 16 inches

ST-19-780 Each $3.98

One in a carton.

DUDLEY THE DUCK

ALLADIN

Dudley has the life like movements of a real endearing family pet. Dudley rolls along on sure-tread rubber tired wheels, loudly quacking and flapping his wings. Neck extends forward and back as he lifts head and opens his mouth to speak. Molded of hi-impact material. Extended size: height 12 inches, length 16 inches, width 6 inches.

ST-19-785 Each $3.98

One in a carton.

MR. WIGGLE'S COWBOY

WILKENING

The greatest action since the west was wild and wooly. The cowboy swings and sways realistically in the saddle as his pony twists and turns while rolling along. Made of high impact plastic and finest quality spring. Length 12 inches. Weight per shipping carton, 8 lbs.

ST-47-300 Each $3.00

One in a carton; six in a shipping carton.

MR. WIGGLE'S CATA-PULLER

WILKENING

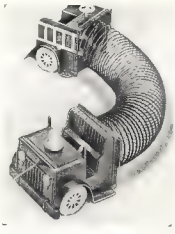
A pull toy with fascinating action. The Catapuller slithers and wiggles, quivers and shakes as he is pulled along on his free rolling wheels. Cute bugeye head with bouncy feelers. Made of high impact plastic and finest quality coiled steel spring. Length 12¼ inches. Weight per shipping carton 14 lbs.

ST-47-230 Each $2.00

One in a carton; twelve in a shipping carton.

MR. WIGGLE'S FIRE ENGINE

WILKENING



The pull toy with four-alarm action. It stretches out then rushes together, curves around, takes corners like a real hook n ladder. Made of high impact plastic and highest quality coiled spring. Length, 11½ inches. Width, 4½ inches. Height, 4 inches. Weight per shipping carton, 14 lbs.

ST-47-200 Each $2.00

One in a carton; twelve in a shipping carton.

MR. WIGGLE'S FROG

WILKENING

A loveable little pull toy with spring action that makes him swing and sway as he glides along on his plastic feet. He has a friendly expression and big eyes, just asking to be pulled by a child. Made of high impact plastic and finest quality wire spring. Length 12 inches. Weight per shipping carton, 8 lbs.

ST-47-120 Each $1.00

One in a carton; twenty-four in a shipping carton.

MR. WIGGLE

WILKENING

The walking spring toy with personality. He walks down steps. He squirms and wiggles. He acts alive. Made of rustproof steel coil spring. Head and feet cut-outs from the box make Mr. Wiggle a real person. Weight per shipping carton 15 lbs.

ST-47-100 Each $1.00

One in a carton; twenty-four in a shipping carton.

CATTLE TRUCK

GONG BELL

This all steel truck rolls on rubber tires and is furnished with a set of farm animals for added play value. Brightly colored finish and a gong sounds as the truck is pulled along. Length overall, 17½ inches

ST 67-122 Each $3.98

One in a carton; six in a shipping carton.

PUSH CHIMES

GONG BELL

Mickey Mouse and Donald Duck characters bob up and down as the chime is pushed along Bright enameled wheels and shiny ringing gongs are on the end of the 18½ inch hardwood handle. Weight per shipping carton, 14 lbs

ST-67-528 ..... Each $1.00

Twelve in a shipping carton.

WHIRLY WALKER

SIFO

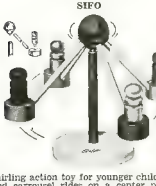
A fascinating little toy with brightly colored balls that whirl at a dizzy speed when the walker is pushed along. Balls are individually suspended from the center post and centrifugal force makes them whirl in a 10 inch circle Handle is 26 inches long and is just the right height for small fry Weight per shipping carton, 14 lbs.

ST-108-21 ..... Each $1.75

One in a carton; twelve in a shipping carton.

BUILD-A-SPIN

SIFO



A whirling action toy for younger children Four spoked carrousel rides on a center post Seats are in bright colors with figures of matching colors. One twist makes the toy spin for a long time 15 pieces make the toy easy to take apart and put together Wh.rls in a 10 inch circle. All parts are finished in non toxic enamel Weight per shipping carton, 9 lbs

ST-108-25 ..... Each $1.50

One in a carton; twelve in a shipping carton.

RUG TUG

SIFO

A colorful land going tug boat that is almost impossible to break and its flat bottom rides smoothly over carpet or floor without tipping over. Four piece assembly is easy to take apart and put together Pieces are large enough to handle yet too large to swallow Finished in brightly colored non-toxic paint Length 7 inches. Weight per shipping carton, 10 lbs.

ST-108-29 ..... Each $1.50

One in a carton; twelve in a shipping carton.

SAND BOAT

SIFO

Here is a toy that will amuse the 2 to 5 year olds for hours Sand is loaded into the sand boat with the wooden shovel. Sand is sifted through the top screen and drops into the bottom of the boat. Screen and entire cabin lift off for unloading. When pulled along, a realistic paddle wheel turns, furnishing sound to the Sand Boat as five wooden balls tumble about inside the paddles. Tot is 15 inches long, 5½ inches high. Weight per shipping carton, 9 lbs

ST-108-145 ..... Each $4.00

One in a carton; four in a shipping carton.

CANDY STICK TRAILER

SIFO

An exciting action toy for the pre-schooler. A pull toy with vari-colored blocks mounted on pegs that will attract the toddler The trailer has six wheels which turn the mounted blocks as it is pulled along. Size of trailer 8x4¾x3⅝ inches. Weight per shipping carton, 11 lbs

ST 108 138 ..... Each $3.00

Six in a shipping carton.

FRAN-TICK THE TRAIN

SIFO

Even the click of the rails are imitated in sound as the little train is pulled along. The engine, tender and caboose each juggling in a realistic manner Train cars can be taken apart and rearranged. Train consists of a bright red engine with yellow stack, a green tender and a blue caboose mounted on an ivory base Size 4¼ inches wide, 8⅝ inches long, 3 inches high. Weight per shipping carton, 7 lbs.

ST-108-122 ..... Each $2.00

One in a carton; six in a shipping carton.

SHORT LINE FREIGHT TRAIN

SIFO

Has no tracks to assemble or extra parts to lose, it runs along on any rug or floor. Cars are of one piece construction and have strong coupl.ings for switching around. All pieces have rounded edges for safety and are finished in bright non-toxic enamel. Length of train 14½ inches. Weight per shipping carton, 13 lbs.

ST-108-124 ..... Each $2.00

One in a carton; twelve in a shipping carton.

BARGE OF BLOCKS

SIFO

For constructive and creative play Barge holds 48 blocks of various shapes and sizes Rollers on the bottom of barge make it easy for the toddler to transport his blocks from place to place The barge acts as an ideal container for blocks when not in use Bgare is 21 inches by 9½ inches in size and has a smooth natural finish Blocks are finished in bright primary colors of a non-toxic paint Weight per shipping carton, 21 lbs.

ST-108-147 ..... Each $5.00

One in a carton; four in a shipping carton.

Famous-Name Sporting Equipment

Play table tennis—it's full of action and excitement. It's a game everybody can participate in—or enjoy watching. A fine family game—keeps them at home and happy to be there! Choose from 3 popular sets—set them up on any table—or choose a famous Brixhan table-tennis table at right. These popular sets designed and made by Universal—famous for fine quality sporting goods.

[A] UNIVERSAL DELUXE SET

Table tennis—fun for the entire family—play doubles or singles! Includes 4 deluxe 5-ply basswood bats—tournament size. Tapered leather-bound handles for sure grip rubber-faced for snappy ball return. Also includes tournament net (approved by United States Table Tennis Assn.) with sturdy metal ends that adjust to fit any size table. Heavy duty extension brackets with snap-lit clamps. 8 true bouncing tournament balls and rule book. Boxed.

50348A745—Set. Wt. 4 lbs. Retail **$12.00**

[B] UNIVERSAL SUPERIOR SET

A family game for players of all ages—singles or doubles. Includes 4 official tournament-size bats—made from 5-ply basswood with 14-ply laminated handles tapered for easy gripping—rubber faces for lively play. Tournament-size net with metal ends to fit any size table. Heavy-duty extension brackets. 6 official tournament balls, instructions. Fun the entire family will enjoy. Boxed.

50139A620—Set. Wt. 4 lbs. Retail **$10.00**

[C] UNIVERSAL STANDARD SET

Packed with fun—for year 'round play! Complete set includes everything you need for a lively game—for two players, or four. With 4 tournament-size rubber-faced bats made of 5-ply basswood that's lightweight but tough. Comfortable handles. Full-length tournament-size net with taped top and long-lasting string ties to hold net tightly on tables big or small. Full extension brackets clamp easily on table. Also includes 2 official tournament balls and complete instructions. Boxed.

50137A410—Set. Wt. 3½ lbs. **$6.50**

[D] TABLE TENNIS BALLS

A good ball makes the game—choose famous Universal balls for assured quality. Approved by United States Table Tennis Association for championship play. White narrow-seam design—each ball individually inspected for perfect molding, uniformity. Tough and resilient, true bouncing regulation size. Will take hard play for years. Sold in box of 6 balls

50140A55—Box. Wt. ¼ lb. ....Retail **90c**

TABLE-TENNIS TABLE

Famous "Flight" model—by Brixhan. Top made of fine ¾ in. 5-ply plywood with 2 coat satin finish of green lacquer—bonded to frame with resin glue. Eight 2 x 2 in folding legs with 16-gauge steel braces. 1¼ in. apron. Standard 5 x 9 ft. size—comes in two 4½ x 5 ft. sections. Pay stpg. from Minneapolis

50143F4195—Shipping weight 135 lbs.....Retail **$67.95**

Brixhan table as above but made of ½ in., 5-ply plywood

50142F3645—Shipping weight 100 lbs.....Retail **$57.95**

Brixhan table as above but made of ⅜ in., 3-ply plywood

50141F3280—Shipping weight 90 lbs.....Retail **$52.95**

"BIG LEAGUE" BASEBALL GLOVES—BY WILSON

[E] Nelson Fox. Major League infielder model—5 fingers. Made of specially selected tan cowhide—full cowhide lining. Leather-laced palm, fingertips and crotch. Full welted, streamlined hood fingers and grease-set Grip-Tite pocket. Fully oiled. Shpg wt. 1½ lbs.

41162A1698—Regular **$26.50**

41163A1698—Southpaw . .**$26.50**

[G] Harvey Kuenn. Fielder model. Tan cowhide—full cowhide lining. Leather-laced palm, finger-tips, wrist. Wrist adjusts with leather strap and lacing. Leather binding. Greased pocket—wool felt pad, hand-formed heel. Oiled. 1½ lbs.

41215A1242—Regular **$15.95**

[H] George Kell. Large fielder. Tan cowhide—full leather lining. Leather-laced palm, binding. Field-Tite adjustable wrist strap. Streamlined fingers laced at tips. Hand-formed heel, felt pad. Greased Grip-Tite pocket with adjustable palm lacing. Oiled. 1½ lbs.

41203A933—Regular **$15.45**

[I] Gil Hodges. Baseman's mitt—scoops up the ball with ease. Tan cowhide—leather bound. Leather-laced palm and crotch—adjustable finger loop. Adjustable shearling-lined leather wrist strap—felt pad. Greased palm. Oiled. 1½ lbs.

41213A908—Regular **$14.00**

41214A908—Southpaw ...**$14.00**

SPALDING "LITTLE LEAGUE" Official baseball equipment.

[K] Baseball. Official Little League World Series ball. Double-stitched top-grade horsehide cover—yarn-wound cushioned cork center.

41248A155—Each. Wt. ¼ lb **$2.35**

[L] "Youngster" Shoes. Long-wearing—comfortable to protect young feet. Genuine leather uppers—full rubber soles. Sole and cleats molded as single unit from special compound—protected for maximum wear. Inside counter pockets. Lock-stitch sewing for strength. Strong laces. In boys' sizes: 4½, 5, 5½, 6, 6½, 7, 7½—specify.

41259A425—Pair. Wt. 1 lb. **$6.45**

TOY TRUCKS

MARX LOAD AND DUMP

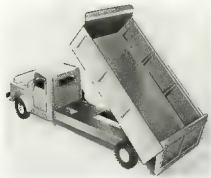
MARX

Made of heavy gauge steel, baked enamel finish in contrasting colors. Front high liftscoop loader deposits load in spacious oversized dump truck. Spring lever, when released, automatically dumps load. Free swinging tail gate. Equipped with steel wheels, hood strip, dummy headlights and bumper. Length overall, 20¼ inches; width, 6 inches; height, 5¼ inches. Shipping weight each, 5½ lbs.

ST-29-895 ..... Each $3.98

One in a shipping carton.

ALL METAL DUMP



Made of heavy automobile steel in bright baked enamel finish. Truck is equipped with four heavy duty rubber tires with brightly polished metal inserts. Has swinging tail gate for emptying loads and a catch to release the dump body. Length 21⅜ inches. Height 6¼ inches. Width 7¼ inches. Weight each 6 lbs.

ST-49-300 ..... Each $2.98

One in a shipping carton.

ALL METAL DUMP

A new, modern design dump body that can be dumped from either right or left sides by releasing catch at rear of truck. Made of heavy gauge steel with cab lithographed in bright baked enamel. Equipped with six heavy duty tires with polished metal inserts Realistic grille and bumper. Length 21⅛ inches. Height 7¼ inches. Width 7⅞ inches. Weight each, 5 lbs.

ST-49-301 ..... Each $2.98

One in a shipping carton.

ALL METAL STAKE BODY

Heavy duty truck with chassis and body made of steel and lithographed in realistic design. Polished grill and bumper. Complete with six heavy duty rubber tires with polished metal inserts. Body has drop sides for quick loading and unloading Length 19¼ inches. Height 6 inches. Width 7½ inches. Weight each 5 lbs.

ST-49-302 ..... Each $2.98

One in a shipping carton.

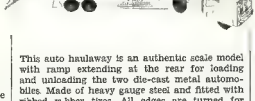
ALL METAL FREIGHT

A rugged, authentically designed highway freight truck. Cab is made of beautifully lithographed steel with extra heavy gauge steel chassis, front bumper and freight body. Truck has removable steel sides and chain in rear. Heavy duty truck type treaded rubber tires resemble authentic truck wheels Detachable cab. Retractable trailer stand and automatic coupling device. Length 23 inches. Height 5½ inches. Width 5½ inches. Weight each, 5 lbs.

ST-49-1606 ..... Each $2.98

One in a shipping carton.

STRUCTO AUTO TRANSPORT



This auto haulaway is an authentic scale model with ramp extending at the rear for loading and unloading the two die-cast metal automobiles. Made of heavy gauge steel and fitted with ribbed rubber tires All edges are turned for safety. Entire unit is finished in polychromatic baked enamel for long lasting beauty. Length 28½ inches. Width 4⅝ inches. Height 6⅝ inches. Weight per shipping carton, 22 lbs.

ST-30-175 ..... Each $2.98

One in a carton; six in a shipping carton.

ALL METAL WRECKER

Chassis made of heavy gauge steel, with heavy gauge steel bumper. Lithographed metal body and cab. Truck can also be used as a wrecker truck, has a crank operated chain hoist. Two tool boxes with tools. Two spare tires and wheels. Length, 15 inches; width, 5 inches, height, 6 inches. Weight per shipping carton, 20 lbs.

ST-49-1015 ..... Each $2.98

One in a carton; six in a shipping carton.

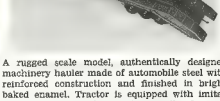
STRUCTO ROAD GRADER

A realistic road grader that is a true replica of the large machinery. This scale model is ruggedly built of heavy gauge steel and has floating tandem rear wheels, rotating scraper blade, 6 heavy duty rubber-tired wheels, front wheel steering and "diesel" motor. Length 18 inches. Width 7 inches. Height 7½ inches Weight per shipping carton, 20 lbs.

ST-30-300 ..... Each $2.98

One in a carton; six in a shipping carton.

ALL METAL MACHINERY HAULER



A rugged scale model, authentically designed machinery hauler made of automobile steel with reinforced construction and finished in bright baked enamel. Tractor is equipped with imitation motor and exhaust pipe. Trailer has retractable loading ramp and hand operated winch for loading machinery Eight heavy duty rubber tired wheels. Length 23 inches. Height 6¼ inches. Width 6 inches Weight each 4½ lbs.

ST-49-304 ..... Each $2.98

One in a shipping carton.

TOY TRUCKS

ALL METAL FARM SET

A complete farm set including authentically scaled tractor, plus farm type trailer, harrow, spreader and coupler All made of heavy gauge metal with solid rubber tires Length of tractor and accessory 11½ ins. Weight per shipping carton, 11 lbs.

ST-49-606 ..... **Each $1.49**

One in a carton; six in a shipping carton.

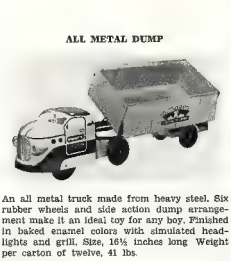
ALL METAL LOADER

A completely different and unique front loader truck. New design enables the front loader to automatically dump into truck as it moves forward and backward. Made of heavy gauge steel, realistically designed and lithographed. Length overall 15 inches. Weight per shipping carton, 32 lbs.

ST-49-331 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

ALL METAL DUMP



An all metal truck made from heavy steel. Six rubber wheels and side action dump arrangement make it an ideal toy for any boy. Finished in baked enamel colors with simulated headlights and grill. Size, 16½ inches long Weight per carton of twelve, 41 lbs.

ST-49-321 ..... **Each $1.98**

One in a carton; twelve in a shipping carton

ALL METAL CATTLE TRUCK

A realistic all steel truck with modern cab lithographed in contrasting color. Trailer designed with open ends and sides just like the real trucks. Rubber wheels. Size, 17 inches long. Weight per carton of twelve, 36 lbs.

ST-49-323 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

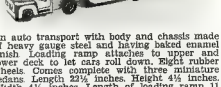
STRUCTO PACKAGE DELIVERY

An ideal package delivery truck that will delight any little boy Made of heavy gauge steel with reinforced stakes. Tail gate is hinged and is complete with chain Metal wheels have rubber tires. Truck is finished in bright enamel colors with plated bumpers. Length 13 inches, width 5⅝ inches, height 4¼ inches. Weight per shipping carton, 18 lbs.

ST-30-911 ..... **Each $1.98**

One in a carton; six in a shipping carton.

ALL METAL AUTO TRANSPORT

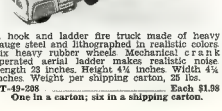


An auto transport with body and chassis made of heavy gauge steel and having baked enamel finish Loading ramp attaches to upper and lower deck to let cars roll down. Eight rubber wheels Comes complete with three miniature sedans Length 22½ inches. Height 4½ inches. Width 4½ inches Length of loading ramp 11 inches. Weight per shipping carton, 28 lbs.

ST-49-206 ..... **Each $1.98**

One in a carton; six in a shipping carton.

ALL METAL FIRE TRUCK



A hook and ladder fire truck made of heavy gauge steel and lithographed in realistic colors Six heavy rubber wheels. Mechanical crank operated aerial ladder makes realistic noise. Length 23 inches. Height 4¼ inches. Width 4¾ inches. Weight per shipping carton, 25 lbs.

ST-49-208 ..... **Each $1.98**

One in a carton; six in a shipping carton.

ALL METAL DUMP AND SAND LOADER

Crank operated loader dumps sand into bin. Bin has a door that stops or dumps sand through chute Truck and Sand loader are made of heavy steel construction with contrasting colors. Size of sand loader 10½ inches. Size of truck, 11 inches long. Weight per carton of twelve, 32 lbs

ST-49-401 ..... **Each $1.98**

One in a carton; twelve in a shipping carton.

ALL METAL

A realistic toy that actually works. Chassis made of heavy gauge steel with rubber tractor treads. Realistically decorated in bright colors. Size, 21 inches long, 6½ inches high, 5 inches long. Weight per carton of six, 21 lbs.

ST-49-307 ..... **Each $1.98**

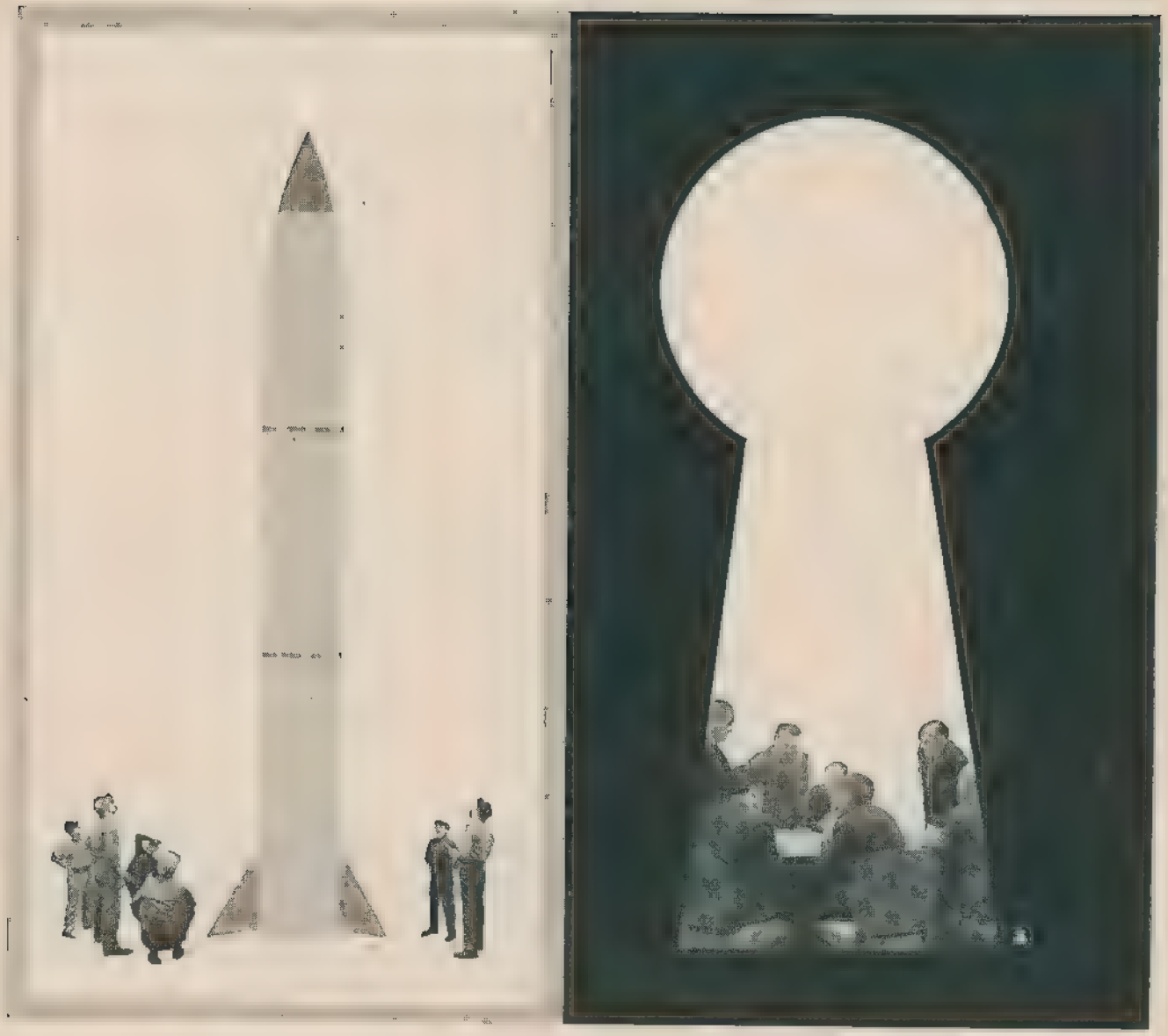
One in a carton; six in a shipping carton.

ALL METAL CONVEYOR

Constructed of heavy gauge steel with heavy rubber treads that move forward and backward. Hand operated rubber conveyor belt with pockets to carry sand to the top. Finished in bright baked enamel colors. Width 14½ inches. Depth 6½ inches. Height 10¼ inches. Weight each, 3½ lbs.

ST-49-213 ..... **Each $1.98**

One in a shipping carton.



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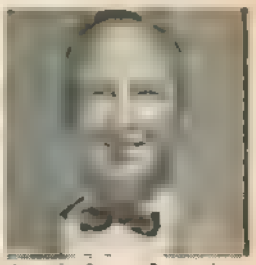
John Wilsdon, Hunter Aviation Co. P. O. Box [illegible] Lambert Field St. Louis, Missouri.

Victor "Vic" Bruce, Indianapolis [illegible] Indianapolis Municipal Airport, Indianapolis, Indiana.

[illegible] and Hornaday, 843 Washington Building, Arlington Towers, Arlington, Virginia

Norman Hoffman, West Texas Flying Service, Midland Airport Box [illegible], Midland, Texas.

Art Maurer, Arthur Maurer Co., Inc., LaGuardia Field, New York, N. Y.

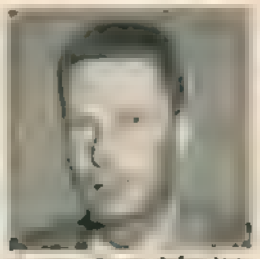


John S. Brown Brown Aero Corp. 3300 Love Field Drive, Dallas, Texas

Robert F. Wood Newport Air Park, Newport, Rhode Island

Paul International Airport Minneapolis Minnesota

Municipal Airport, Reading, Pennsylvania.



Municipal Airport, Buffalo, New York

Max R. Brand, Aero Commander Dist (Downtown Airpark), Hanger 3, Municipal Airport, Tulsa, Oklahoma.

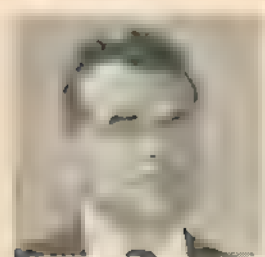
[illegible] Aero Sales Corp. [illegible] Airport Chicago [illegible]

W. D. Maddox, Aero Southern Corp., 601 North Broadway, Nashville, Tennessee

[illegible] Manager [illegible] Municipal Airport Barnes [illegible]

[illegible] Aircraft Corporation [illegible] Airport, Pontiac, [illegible]

[illegible] Aero [illegible] Airport [illegible]



[illegible] "Jack" Bauman, Santa Monica Aviation, 3011 Airport Avenue, Municipal Airport, Santa Monica, California

Harrel Bellamy, L. B. Smith Aircraft Corp., Miami International Airport, Miami, Florida.

Lucien M. [illegible] Corporation, Pan Am. Bldg., New Orleans Airport, New Orleans, Louisiana

Joseph H. Frost, Jr. Commander Sales Company, Terminal Building, International Airport San Antonio, Texas

Robert M. Brown

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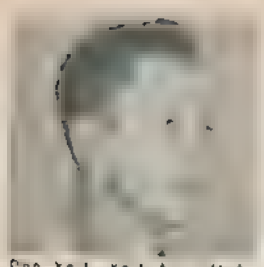
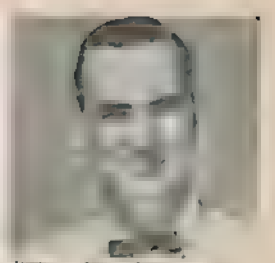


Sky Ranch Airport, Denver, Colorado.

Holiday Aircraft Sales Co. Carolina Division, Municipal Airport, Charlotte, North Carolina.

Aviation Sales Co., Dayton Municipal Airport, Vandalia, Ohio

John W. Iden Hunter Aviation Co., P. O. Box 127 Lambert Field, St. Louis, Missouri



Indianapolis Executive Aircraft Co., Indianapolis Municipal Airport, Indianapolis, Indiana

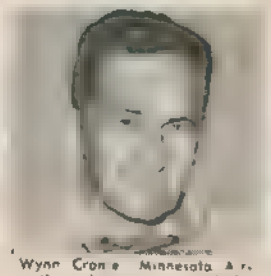
and Holladay, 843 Washington Building, Arlington Towers, Arlington, Virginia

Norman Hoffman, West Texas Flying Service, Midland Airport, Box 82, Midland, Texas

Art Maurer, Arthur Maurer Co., Inc., LaGuardia Field, New York, N. Y.

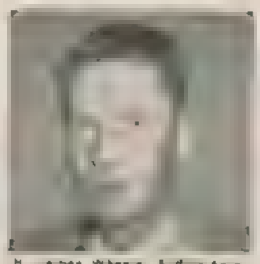
John S. Brown, Brown Aero Corp. 3100 Love Field Drive Dallas, Texas

Robert F. Wood, Newport Air Park, Newport, Rhode Island.



Wynn Crone, Minnesota Aero Motive Inc. Minneapolis-St. Paul International Airport Minneapolis, Minnesota

A. M. "Sime" [illegible] ing Aviation [illegible] Municipal Airport, Reading, Pennsylvania



[illegible] nautical Corporation [illegible] Municipal Airport, Buffalo, New York

Max R. Brand, Aero Commander Dist. (Downtown Airpark), Hangar 3, Municipal Airport, Tulsa, Oklahoma.

E. H. "Ted" Tolan, National Aero Sales Corp. Midway Airport, Chicago, Illinois

W. D. Maddox, Aero South-ern Corp., 601 North Broadway, Nashville, Tennessee.

W. H. "Bill" Buchanan, Sales Manager, Johnson Air Interests Inc., Horlick-Racine Airport, Racine, Wisconsin.

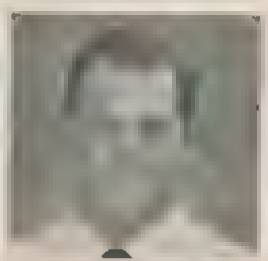
[illegible] Aircraft Corporation Municipal Airport, Pontiac, Michigan

Jack Hole, Chamberlain Aviation, Inc., Akron Municipal Airport, Akron, Ohio.

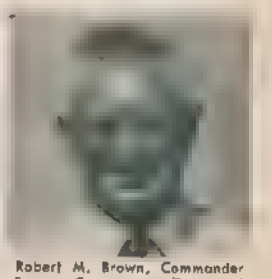
John A. "Jack" Baumann, Santa Monica Aviation, 3011 Airport Avenue, Municipal Airport, Santa Monica, California.

Herrol Bellamy, L. B. Smith Aircraft Corp., Miami International Airport, Miami, Florida

Lucien M. Tailiac, Trans-Aire Corporation, Pan-Air Building, New Orleans Airport, New Orleans, Louisiana



Jack Gregg, Northern Aircraft Co., International Terminal Building, International Airport, Oakland, California



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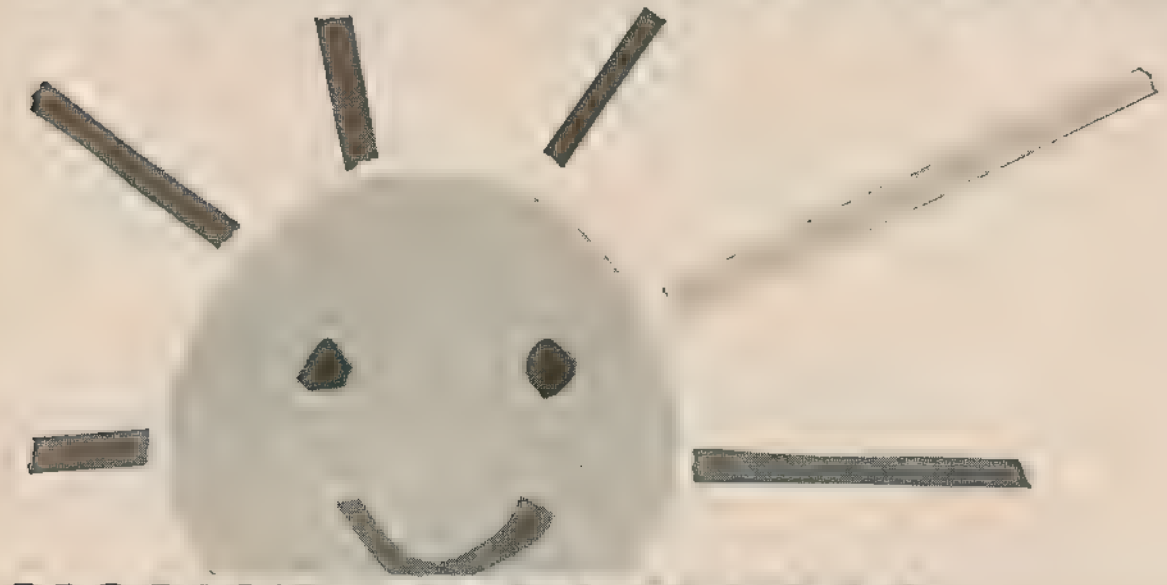

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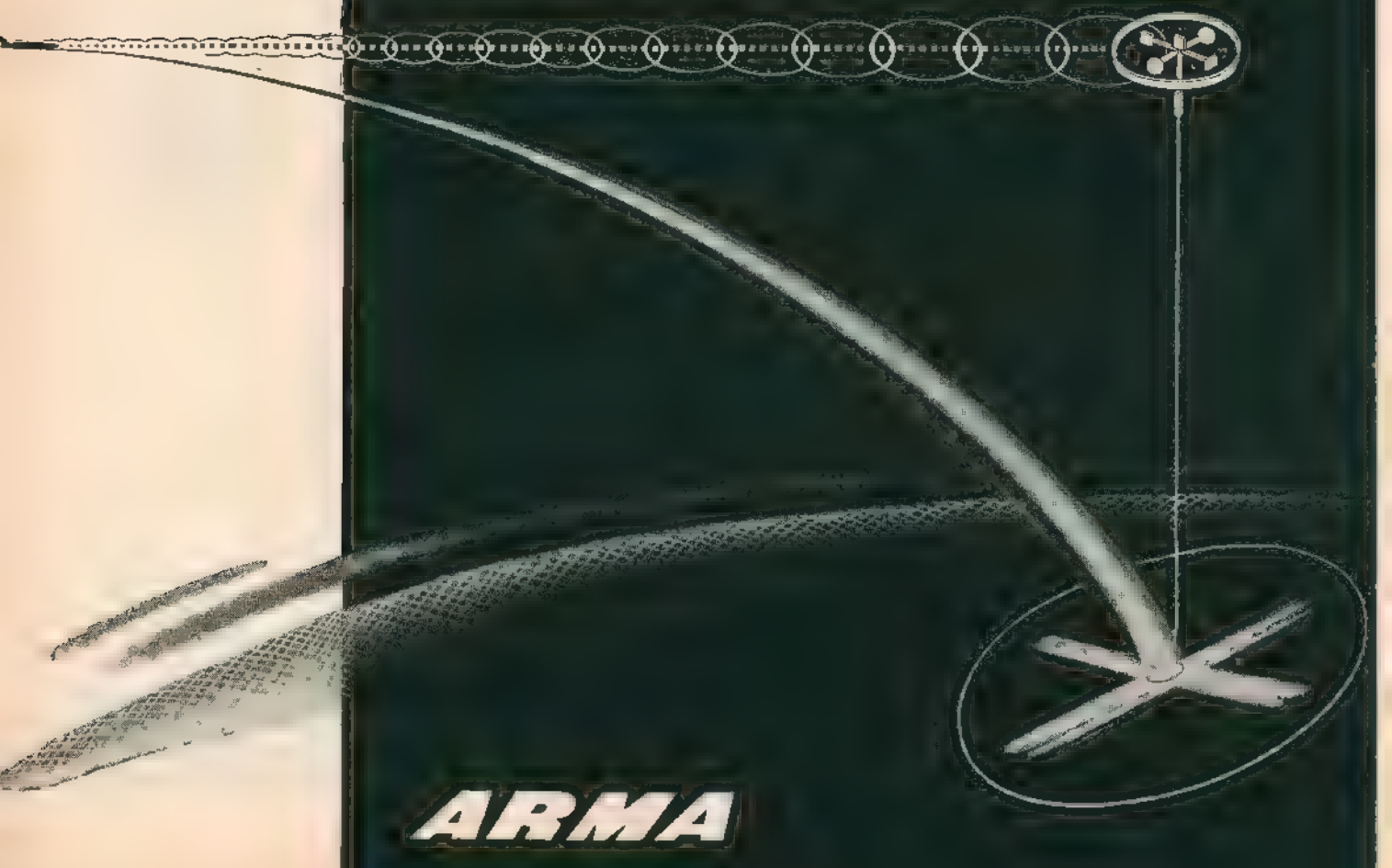
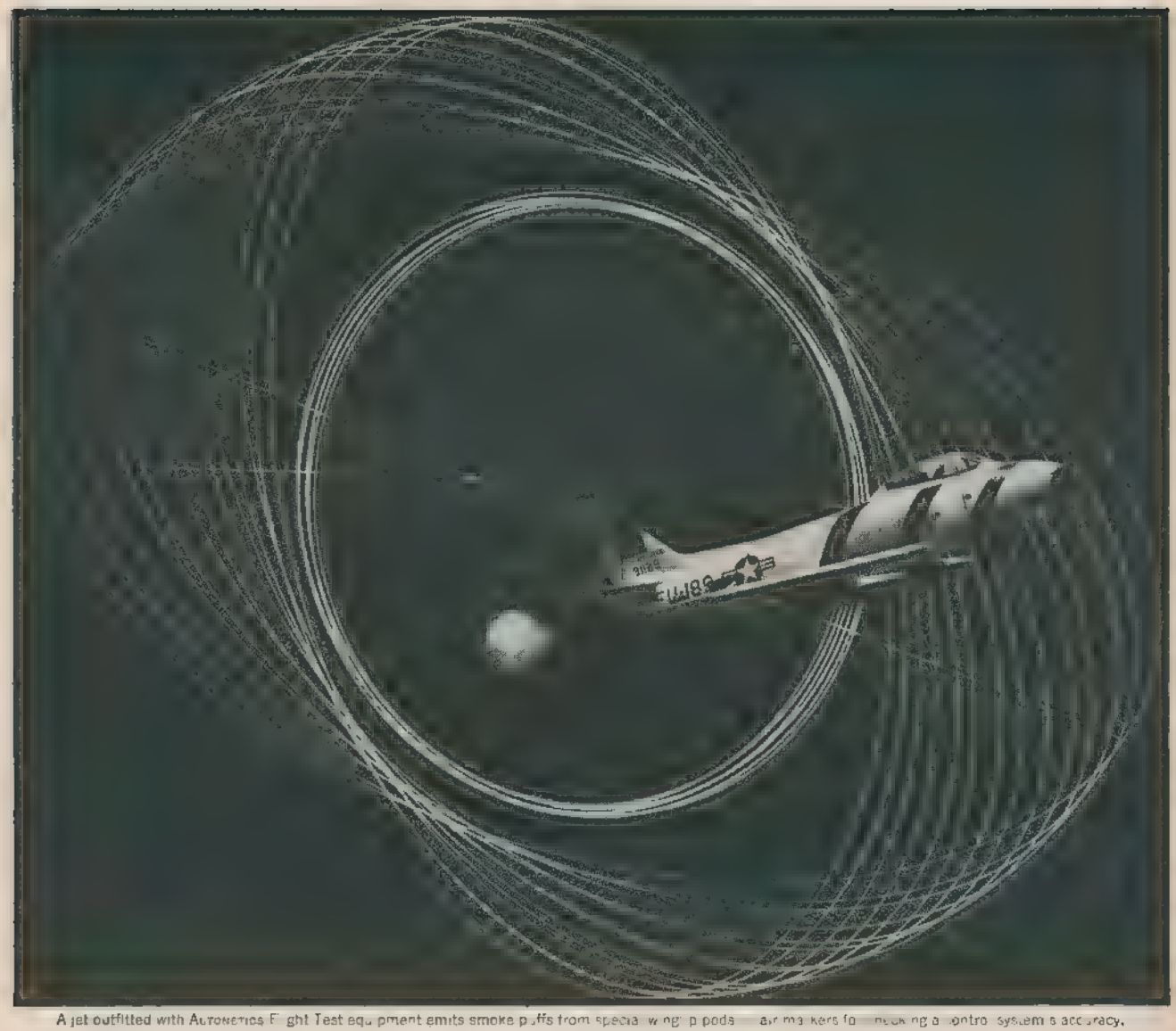


ARMA



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RAIDER — In actual combat the raider would have been destroyed at X, the point of interception
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Axelson in action

landing the hot ones

Two "hot" performers by Douglas . . . landing gear by Axelson.

The DC-3/C-47, the plane that won't wear out, has been overworked and overloaded for more than 20 years . . . for 150 scheduled airlines in 70 countries . . . through two wars, in every theater of operation, in every major campaign and invasion. And over half of the 12,000 DC-3s built by Douglas have been equipped with Axelson-produced shock struts.

Today, Axelson landing gears continue to prove themselves on Douglas "hot ones" like the F4D, the carrier-based high-altitude interceptor and world's record-holder for the 3 kilometer and 100-kilometer courses. From a standing start, the bat-winged jet leaps to 10,000 feet in less than a minute. Mission accomplished, it touches down on Axelson-produced landing gear.

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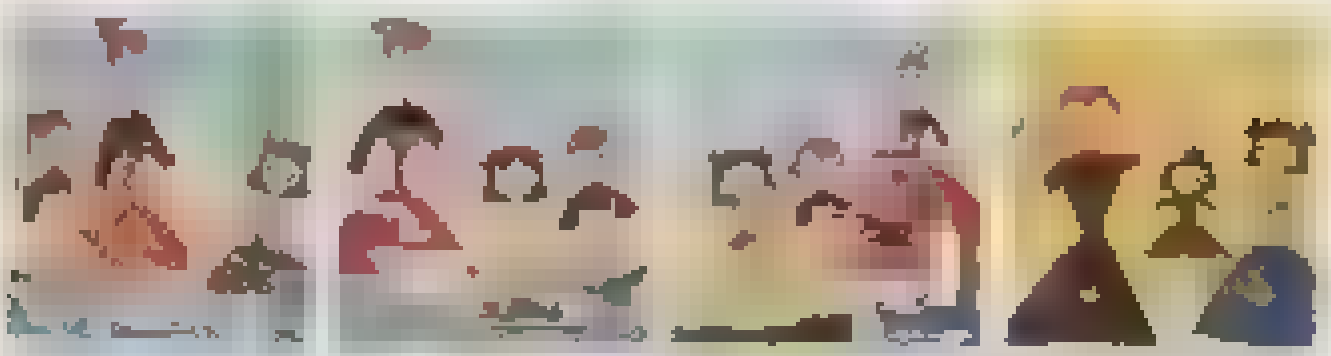

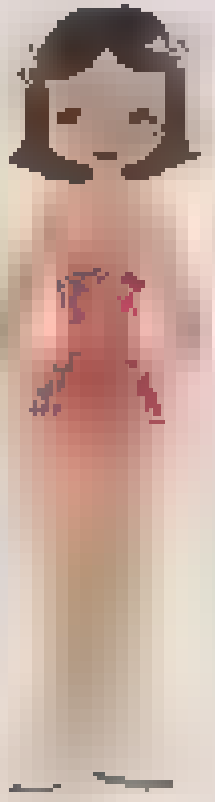

RESEARCH KEEPS **B.F.Goodrich** FIRST IN RUBBER

Breaks the ice faster for flying salesmen

WHATEVER the destination—sales call, board meeting or engineering conference—today's flying executives can't afford to be grounded. That's why most executive planes of twin-engine size or larger are equipped with B. F. Goodrich De-Icers. And why many executives are ordering De-Icers as original equipment on new planes like the Aero Commander (top photo), Beechcraft C 50 (middle) and Cessna 310 (bottom).

B. F. Goodrich De-Icers make ice removal a snap! Small tubes within the De-Icer boot inflate and deflate to snap ice off cleanly into the airstream. The cycle operates automatically.

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For time-conscious businessmen, BFG De-Icers are low-cost insurance. They save time, eliminate delay, get executives to important appointments in spite of icing conditions encountered on the way.

It adds up to better service from executive planes rolling off production lines today. B. F. Goodrich engineers are ready to assist in the design of De-Icers for original equipment. Put our 26 years of experience in ice protection to work for you by writing . . . *The B. F. Goodrich Company, Tire & Equipment Div., Aeronautical Sales, Akron, Ohio.* Cable TUBEDODGE.

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THERE'S no need to dread propeller ice when blades, cuffs and spinners have complete protection like the Lockheed C-130 Hercules shown above. B. F. Goodrich electrical De-Icers are designed to put the required amount of heat on these vital propeller parts.

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B. F. Goodrich electrical propeller De-Icers fit skin-tight around tricky curves and corners—give added protection against eroding effects of rain, sand and dust.

If you are looking for one of the most efficient ways to provide spot heat—whether for ice protection or heat control—B. F. Goodrich electric De-Icers and heaters are the answer. Successful applications include antenna masts, wing and empennage leading edges, oil lines, oil cooler heaters, air intakes and radar equipment.

Perhaps these examples suggest a possible solution to your own ice or temperature control problems. B. F. Goodrich engineers will be pleased to give you expert help. *Aviation Products Division, The B. F. Goodrich Company, Akron, Ohio.*

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Queen City of the East...

Bangor, the gateway to northern and eastern Maine, is located on the west bank of the Penobscot River only a few miles from the Atlantic Ocean. First settled in 1769, and incorporated as a city in 1834, it has now become a prosperous and progressive community with approximately 32,000 inhabitants. It is served by all methods of modern transportation and has long been recognized as the financial and commercial center for the constantly growing eastern and northern sections of Maine.

Bangor offers exceptional educational advantages, and Bangor's high school ranks with the finest in New England. In addition to the public schools, there are John Bapst high school, parochial, private and commercial schools. The University of Maine is in Orono, eight miles from Bangor.

It is possible to drive by automobile within an hour to many of Maine's beautiful lakes, streams, brooks, mountains, and to the seashore where recreation awaits all members of your family. Because of the many fine hotels, motels and restaurants within Bangor, it has for many years served as the headquarters of numerous hunting and fishing parties from practically every section of the country.

Bangor is proud of its many fine churches, parks, and theaters; two daily newspapers, morning and evening; three radio stations and two television stations furnishing complete facilities for advertising publicity, and emanation of news.

Bangor, in the heart of Vacationland, invites you to come for a visit or come here to live.

For further information write to the

BANGOR CHAMBER OF COMMERCE

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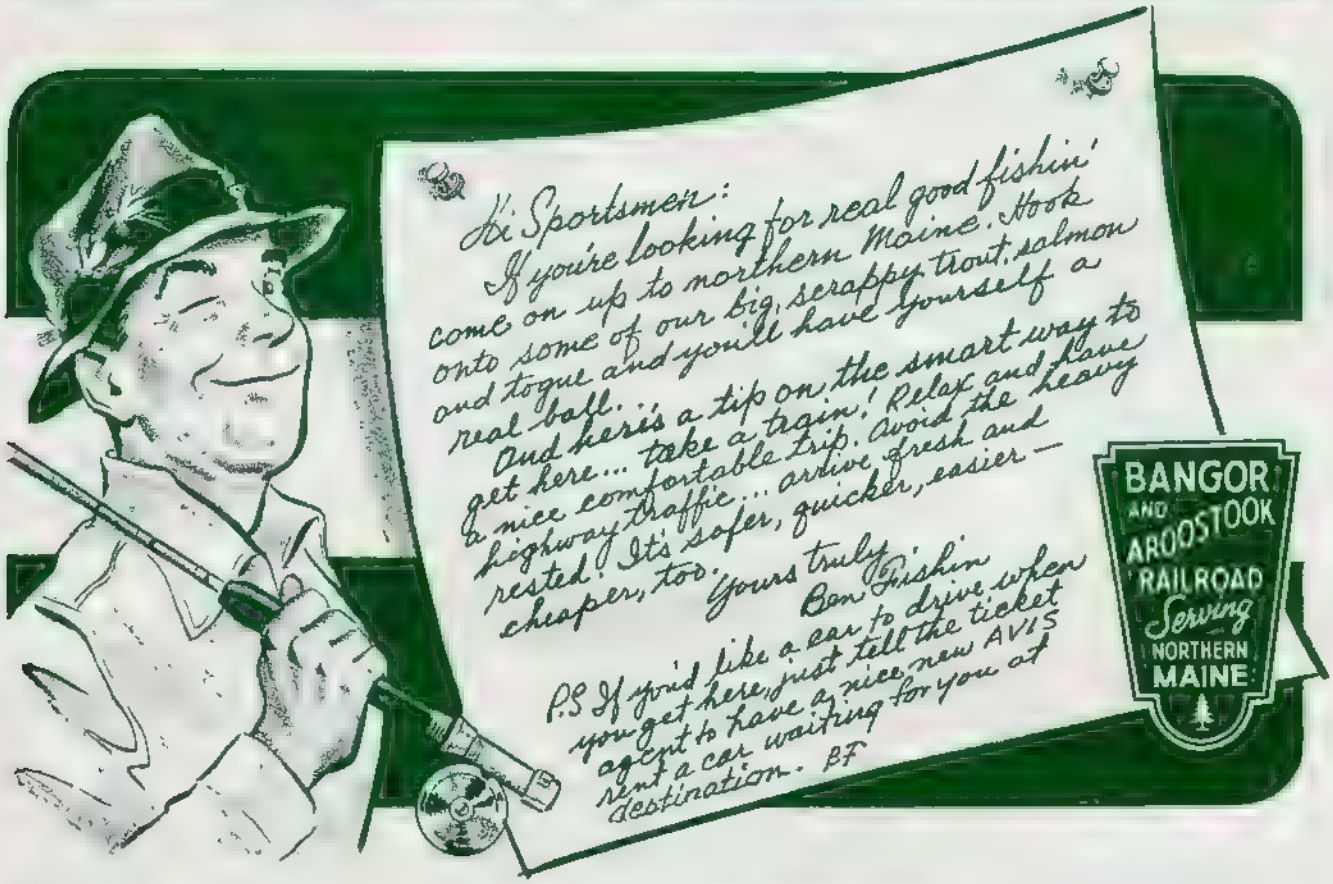
Hi Sportsmen:
If you're looking for real good fishin' come on up to northern Maine. Hook onto some of our big, scrappy trout, salmon and togue and you'll have yourself a real ball.
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chosen by Northrop for remote control of tow target reel

The new Northrop tow target reel, mounted in the rear cockpit of an F-89 interceptor, is capable of pulling giant banner targets at speeds exceeding 600 miles an hour. By means of the Barber-Colman apparatus illustrated below, the pilot maintains high response, finger-tip control of reel speed.

The Northrop tow target reel, shown above, is driven by an air turbine. A Barber-Colman 3" supply air throttle valve is positioned at a speed of 90 degrees per second, without hunting, by the Barber-Colman patented* high speed, velocity feedback, 28 volt d-c servo. Send for free technical bulletins.

The complete line of Barber-Colman aircraft controls includes Actuators, Positioning Controls, Temperature Controls; Small Motors; Valves, Ultra Sensitive Relays, Thermo-Sensitive Elements. Consult the Barber-Colman engineering sales office nearest you: Los Angeles; Seattle; Baltimore; New York; Montreal; Melbourne.

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Why just "put in your time" on a dull, uninteresting job living only for the moments you can go hunting, fishing, or camping? Stop *dreaming* about a wonderful outdoor career. *Do* something about it! Prepare NOW—at home, *spare-time*. Learn how to apply for the fascinating conservation job you've always wanted. It's *easy, fun* enjoyable as reading your favorite outdoor magazine! Let your love of field and forest guide you to *real success* and *happiness*, as it has so many others! Discover how *easy* it may be to *prepare yourself*, to *go after* and GET, the outdoor position of your choice—ALMOST REGARDLESS OF YOUR EDUCATION OR TRAINING! Mail coupon below today!

WHICH OF THESE FASCINATING CAREERS DO YOU WANT?

• GAME WARDEN A rewarding job for the conservation-minded sportsman! Wardens protect wildlife, apprehend law violators . . . often supervise refuges, feeding stations, make game counts, tag wildfowl, etc. Starting salaries are often about $3410 per year. Opportunities galore in this general field! Prepare Now—at Home!

• GOVT. HUNTER You *can* hunt and get *paid* for it! Most states have a predatory animal problem—hire hunters to trap, shoot and poison mountain lions, coyotes, wolves, etc. Some states pay up to $150.00 bounty per major predator *plus salary*. Skilled hunters may earn up to $750 and more, in one month! Education requirements are almost non-existent — *hunting "know how" is what counts!*

• FORESTRY—WORK Stimulating career for the man who loves the great outdoors! Work amid towering timber, crystal clear mountain streams, crisp, bracing weather. Rangers protect trees against fire, insects, diseases . . supervise patrols, construction crews. Beginners often start at about $300 monthly. Opportunities now open in many areas! Prepare now—at home!

• FISH HATCHERY WORK A job a fisherman might dream about! Artificially propagate trout, bass, pike, etc. . . stock depleted lakes and streams. Workers keep daily food and growth records, ship eggs and fry . . construct and maintain hatchery equipment. Beginners start at up to $300 monthly. Foremen earn up to $7000 yearly. Almost *unlimited* opportunities. Prepare NOW—at home.

• PRIVATE FISHERIES & GAME FARMS Because of increasing hunting and fishing pressure, private preserves, farms, "Catch 'em Yourself" Trout Pools are springing up all over the U.S. These establishments urgently need qualified employees. They are in business to *make money*—pay well above average. Prepare NOW—at home!

COMPARE THESE MANY EXCITING ADVANTAGES!

NO SPECIAL SCHOOLING OR TRAINING REQUIRED You don't need a college education, even a High School Diploma, for many fine beginning positions. Hunting, farming, military service common skills—all help to get *most* outdoor jobs.

AGE NO HANDICAP. Positions are open to men between 17 and 45 years of age, in most states.

GOOD PAY, SECURITY Start at up to $3000 a year, with regular pay increases! Work toward a $6000 to $10,000 position! You'll never worry about your employer 'going out of business' or unjust firing!

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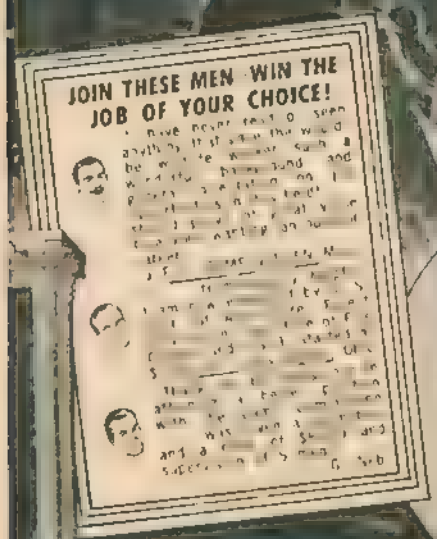
With more and more sportsmen taking to field and forest . . with states allocating more money than ever for conservation career opportunities are [illegible] high! Make the great outdoors "Your Business" . . . the finest career a sportsman could desire! We are not government sponsored but dedicated to helping you get ready for the next examination in your area! Clip and Mail Coupon Today, for FREE Details!



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The Model 73 Beechcraft Jet Mentor is based on the famous Beechcraft T-34 Mentor, in daily use by the military forces of the United States and many foreign countries.

In flight and handling characteristics the two airplanes are so alike that transition from one to the other will be a very simple step for a student; or in fact the student could start his training with the Jet Mentor without previous flight experience. Inquiries are invited

The Beechcraft Model 73 Jet Mentor
PERFORMANCE AND SPECIFICATION DATA

(Engine. Continental J69-T-9 Turbojet)

Cruising Speed	245 mph
High Speed (at 15,000 feet)	295 mph
Diving Speed	500 mph
Service Ceiling	28,000 feet
Range (maximum with reserve)	450 miles
Gross Weight	4,521 pounds
Empty Weight	2,925 pounds
Useful Load	1,596 pounds
Load Factor (ultimate)	11.25 G's
Rate of Climb	1,400 fpm

Beechcraft

Beech Aircraft Corporation, Wichita, Kansas, U. S. A.

BEECH BUILDS: T-34 Trainers for the USAF and USN, L-23 Transports for the U. S Army; the Model 73 Jet Mentor; MD-3 Mobile Power Generators; and for Business — the Beechcraft Super 18 Executive Transport, the Beechcraft Twin-Bonanza and the Beechcraft Bonanza.

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OIL MAN *in a hurry*

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Magnolia Petroleum Company answers its own offshore transportation problem with a Bell Model 47G helicopter. Magnolia considers this versatile aircraft an indispensable time saver...ferrying executives and supervisory personnel, keeping its costly offshore operation moving, saving 105 minutes from the time it formerly took to make the trip by boat . . . and it's a morale builder, too. Workers know it's only a matter of minutes by helicopter from rig to shore in an emergency.

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ONE OF A SERIES — depicting Aerodynamics — "Yesterday, Today & Tomorrow"

"of what use is a newborn babe?". . .

Such was Benjamin Franklin's comment after watching successful experiments with hot-air balloons in 1783. In the same year, M. de Rozier made man's first flight in a *Montgolfières* before the King's Court at Versailles.

Early ballooning contributed little to the science of aerodynamics, but it did create a tremendous interest in flying. Lacking a suitable power plant, such methods as rowing through the air with silk-covered oars, or hand propelled fans were tried. Because of this lack, ballooning had to depend upon the vagaries of the weather and the skill of the aeronaut.

Today, Bell Aircraft's top engineering teams have long discarded the trial and error methods of early experimenters. Now, the entire flight characteristics of a plane or a guided missile can be determined by banks of simulators

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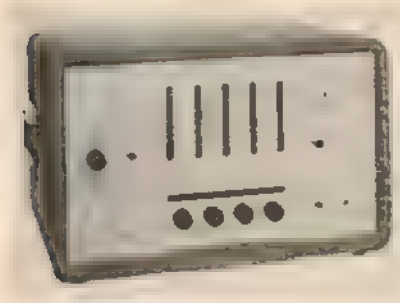
Test Equipment

• **Computing digital indicator,** Model DY-2500, permits direct read-out of speed, rpm., pressure, thickness and other quantities without subsequent conversion calculations. Device contains a variable gate that functions as



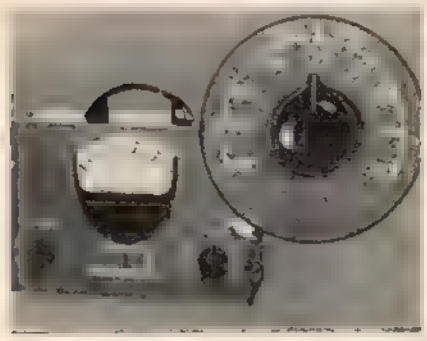
multiplier to provide direct readings. Gate time can be set by plug-in panel or is manually adjustable for readings from 0.0001 to 0.9999 in 0.0001 second increments

Dynac, Inc., 395 Page Mill Road, Palo Alto, Calif.

• **Micro-microammeter,** Model 410, measures currents of 1×10^{-9} to 3×10^{-14} amp. over 10 decades on 20 ranges Accuracy is 3% or better, zero drift is less than 2% full scale after five minute warm-up, with less than 2% in any subsequent 24 hour period. Keithley Instruments, Inc., 12415 Euclid Ave., Cleveland 6, Ohio.

• **Portable transistor tester,** called Transistometer No. 101, tests both P-N-P and N-P-N low power junction transistors, permitting small signal Beta measurements to 250.

Simple calibration requires no "stand-



ard" transistor, provides 5% accuracy.

Device also measures collector cut-off current, weighs 6 lb., is available in kit form for $67.50 postpaid

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Benjamin Thompson, Count Rumford — 1783-1814 ... rogue extraordinary ... traitor ... turncoat ... yet one of the greatest scientist of his time. Founder of the modern science of ballistics, his theories and work on early artillery were the basis of Napoleon's concept of highly mobile artillery units. But starting in 1806, Congreve's rockets with their greater range and power almost replaced artillery — until it was found that rifling the barrel of the big guns gave the needed distance and accuracy. Gradually the rocket took a back seat as a war weapon until it was revived during World War II

These early weapons contrast against today's intricate weapon systems, as the present products will compare with the even more complex needs of tomorrow. But at Bell Aircraft these complex needs are already well in the planning stage. Highly trained engineering teams are dealing not only with today's problems, but tomorrow's achievements. For the creative engineer seeking top assignments, Bell can offer opportunities leading to a high level of professional achievement — *in an engineering department with that young look.*

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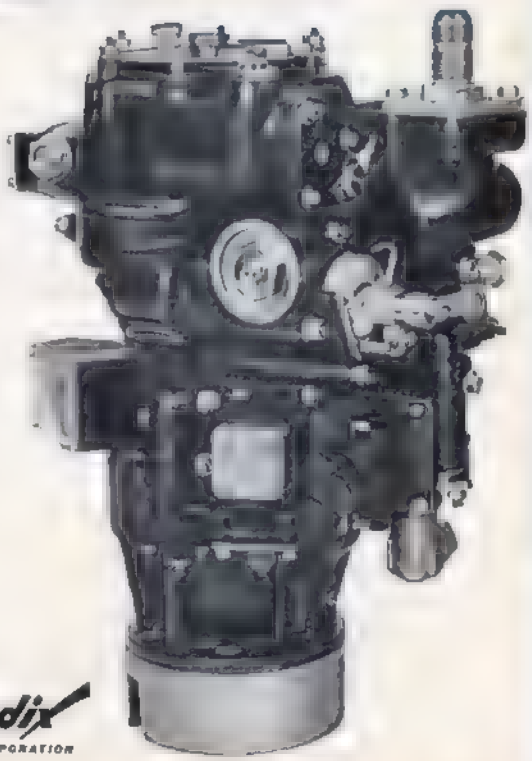
SERVING ALMOST ALL American airframe and engine manufacturers, Bendix can bring much of the COMBINED KNOW-HOW OF THE INDUSTRY to the benefit of any one project.

FOR EXAMPLE...

This advanced type fuel metering unit was developed by Bendix to include special features for the 10,000-pound thrust class Pratt & Whitney J-57 turbojet—the engine which puts the power behind the super performance of the F4D Skyray.



As early as 1945, Bendix brought out a jet engine control which automatically metered fuel during engine acceleration and deceleration so as to avoid over-temperature, compressor stall and "flame out". Since then, these features have become a "must" on all jet engine controls, allowing the pilot to slam the throttle wide open without danger of running the engine, or slam it shut without risk of "flame out".

Bendix fuel metering is used today on nearly all American airliners, and on a great majority of military aircraft. This includes injection type carburetors and direct fuel injection, as well as fuel metering and complete engine control systems for jets.

These and other achievements are solid evidence that the aircraft industry can continue, as in the past, to look to Bendix for creative engineering and quality manufacturing.

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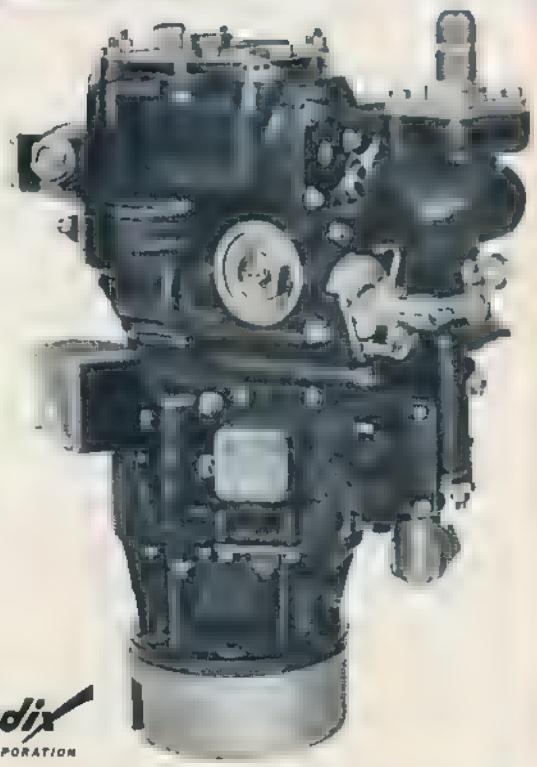

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Third, Bendix has in development today new oxygen equipment to meet the future demands of even higher-performance aircraft.

If you're concerned with selection of oxygen regulators, liquid oxygen converters and complete liquid oxygen systems, talk to PIONEER-CENTRAL DIVISION, BENDIX AVIATION CORPORATION, DAVENPORT, IOWA.

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Type 2894
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Automatic Diluter Demand Pressure Breathing Oxygen Regulator

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400 mc. will supplement previous studies at lower frequencies. Two large special radars will be used in the program. One is a 50 kw. FM transmitter modified for pulse transmission at 100 mc.; the other will use a large klystron capable of generating up to 70 kw. at 200-400 mc. Both transmitters will be mounted in van-type shelters. Large 60-foot diameter parabolic antennas designed by SRI, capable of being moved in both azimuth and elevation, will be used.

NEW AVIONIC PRODUCTS

Computer Devices

• **Magnetic core storage unit,** Model 1092-BU-7, for use as a temporary store, buffer or delay unit, has capacity for 1,092 characters each up to 7 bits in length. The 7 bits of each character are loaded and unloaded in parallel. The characters are introduced into the storage unit sequentially and are immediately available at the output in the same sequence. Minimum loading or unloading time is 14 microseconds with 6 microseconds needed to switch from a loading to unloading operation. Telemeter Magnetics, Inc., 2245 Pontius Ave., Los Angeles 64, Calif.

• **Small digitizer,** for converting analog data into binary coded decimal digital form, comes in basic three decimal digit model weighing 8 oz. and measuring 2 in. dia. x 2⅛ in. long. Additional decimal places can be obtained by adding modules each of which adds

¾ in. in length and 2 oz. in weight. Manufacturer says that unique code and dual brush system eliminates read out ambiguity. Federal Telephone & Radio Co., Clifton, N. J.

• **High-speed magnetic shift register,** Model DK107, operates at speeds up to 500 kc. with maximum digit repetition rate above one megacycle, uses two cores per bit. Unit comes in encapsulated case with miniature tube base. Autronics, Inc., 5522 Dorsey Lane, Washington 16, D. C.

The Birches

A Modern, Luxurious Vacation Lodge for the Discriminating

On Moosehead Lake

Rockwood, Maine

HERE in one of Maine's few primitive deep woods settings is a group of modern, charmingly rustic cabins and lodge, all directly on the shore of Moosehead Lake. The cabins have the most amazingly comfortable casual furnishings. All have a living room, one or more baths and bedrooms and each has its own private dock and float for sunbathing, swimming, or for canoes and boats.

The huge peeled log dining hall makes every meal a relaxed unhurried occasion of complete satisfaction. Two excellent chefs serve up an inspired array of carefully prepared viands embracing the finest food to be had.

Around the conversation-provoking double fireplace in the lodge our select congenial guests gather for relaxation. Here are enjoyed informal parties, shows, games, and movies.

All water sports are available and the large T-dock is the center for swimming parties and sports events. Of course fishing is the main attraction and THE BIRCHES is right in the center of the best fishing grounds on Moosehead. Trout, salmon, and togue are brought in every day throughout the season.

Guides, boats, motors, and cabin cruisers are here for our guests.

Here is that "out of this world" spot you have been seeking . . . yet it is within easy reach by auto, train, or plane. Train or plane to Bangor, bus to Rockwood. By auto follow R 15 from Bangor or R. 150 from Skowhegan to Guilford, then take R. 15 to The Birches.

Detailed information and colored brochure on request

Reservations should be made well in advance.

O. R. Fahey

Owner-Proprietor

Rockwood, Maine

Telephone LEhigh 4-2151

Rates $75-$85 per week person

Big new member of Boeing's jet airliner team

The nation's first jet transport, the Boeing 707 Stratoliner, now has a teammate—the larger, newly announced Boeing Intercontinental.

This team of Boeing airliners will be the first to provide swift, vibration-free travel over the routes for which each was specifically designed: the Stratoliner, over domestic and international routes; the Intercontinental, over longer-range nonstop transocean routes.

The new Intercontinental, largest jet transport offered by any manufacturer, will carry up to 124 passengers in the standard version, 145 in tourist. It will cruise at 575 mph. Its range, with full payload and full fuel reserves, will be more than 4,000 miles, enabling airlines to offer all-season, all weather nonstop transocean service in both directions.

Already three airlines have ordered fleets of Intercontinentals: Pan American World Airways, Air France and Sabena. Stratoliner fleets, with deliveries beginning late in 1958, are going to Pan American, American Airlines, Braniff International Airways, Continental Air Lines and Trans World Airlines. The Boeing Intercontinental will cross from New York to London in 5 hours, 35 minutes; from New York to Brussels or Paris in 6½ hours or less. The 707 prototype has crossed the United States in 3 hours, 58 minutes

Both Boeing Jets will be equipped with two new Boeing developments: a system of sound suppressors to quiet the engines while on the ground and in flight, and jet thrust reversers, which will permit the use of shorter runways than would otherwise be the case.

This great team of high-performance jet transports has behind it the benefits of Boeing's unique experience in building and thoroughly flight-testing a jet transport prototype, and producing more than 1,200 large, multi-jet B-47 and B-52 aircraft.

BOEING

THE EAST PENOBSCOT BAY REGION

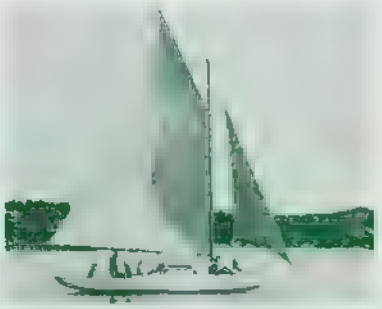
is a comparatively undiscovered vacationland situated roughly between Castine and Bluehill. It comprises the towns and communities of Castine, Penobscot, the Brooksvilles, Cape Rosier, Harborside, Herricks, Sargentville, Deer Isle, Stonington, Sedgwick, Brooklin, and Bluehill. Every community has the great East Penobscot Bay as its shoreline and playground. Every community has at heart the vacation happiness of our summer visitors.

For **folder on E. Penobscot Bay Region and further information on vacation opportunities, housekeeping cottages, summer cottage and home sites, and real estate write to the**

Secretary,

East Penobscot Bay Resort Association

WEST BROOKSVILLE MAINE



GOOSE COVE LODGE

Deer Isle **On Penobscot Bay**

A wonderful summer retreat for the Nature Lover . . . naturalist, photographer, artist, or teacher. We are located directly on the ocean with a beautiful harbor view. Room in the main lodge or separate cottages—all with private or semi-private bath. Nearly all with a sea view . . . as you wish.

Weekly lobster picnics on our beach. Frequent sailing parties aboard our 32' sloop with picnic ashore on some island. Small sail and rowboats for individual use.

Quiet isolation. Good food

Write for our low rates and folder

Dr. R. A. Waldren **Sunset, Maine**

BREEZEMERE FARM

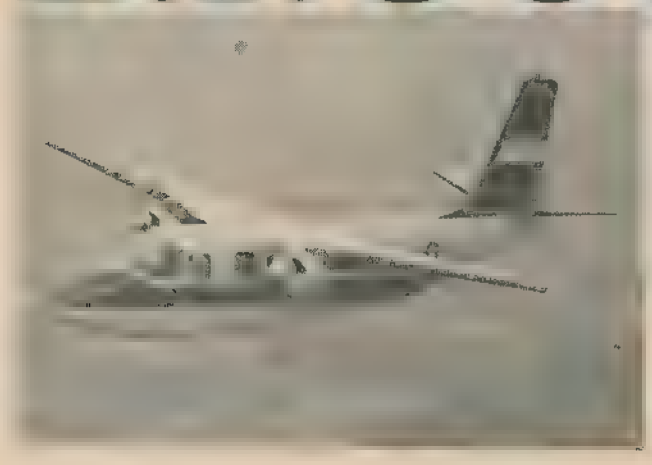
SPECIALIZES IN HOME COOKED FOOD, COMFORTABLE BEDS AND FRIENDLY ATMOSPHERE. Central dining room, lobster, sea food, own dairy products. Hostel [illegible] house. Cottages with fireplaces. Recreation Lodge with main lounge, library, bird watching, fieldstone fireplace, shuffleboard, games, TV room. Cruising trips, picnics, deep sea fishing, swimming, rowboats. **Open June 1 to Oct. 15. Rates $40 to $55 weekly.**

Julia S. Gray Gerald S. Gray

SOUTH BROOKSVILLE, MAINE

Booklet on Request

B.F.Goodrich



De-Icers are going on more business trips than ever

FOR FLYING BUSINESSMEN, delay due to icing conditions can mean a meeting missed, a contract lost. They can't *afford* to be grounded. That's why the wings of most executive planes of twin engine size or larger are equipped with B. F. Goodrich De-Icers. They save time, eliminate delay, get businessmen to important appointments in spite of icing conditions encountered on the way.

B. F. Goodrich De-Icers make ice removal a snap! Small tubes within the De-Icer "boot" inflate and deflate to snap ice off cleanly into the airstream. The cycle operates automatically.

Here's how flight personnel of the Hoover Company feel about De-Icers on their DC-3 (top right photo): "We can always depend on B. F. Goodrich De-Icers. They enable us to plan and complete trips we otherwise wouldn't even schedule."

And other executives are ordering B. F. Goodrich De-Icers as original equipment on new planes like the Aero Commander (top left), Beechcraft D50 (bottom left), and Cessna 310 (bottom right). Of course, De-Icers can be installed on existing planes, too.

De Icers for the latest executive aircraft are tailored to exact shape and simply cemented on without stretching or mechanical attachments. Result: smoother fit, easier maintenance, longer life. For time-conscious businessmen, B. F. Goodrich De-Icers are low cost insurance

More and more manufacturers are installing B. F. Goodrich De-Icers as original equipment. Our engineers can help you in the design stage. We've been at it for 26 years. *B F. Goodrich Aviation Products, a division of The B. F. Goodrich Company, Akron, Ohio.*

B.F.Goodrich

AVIATION PRODUCTS Tires, wheels, brakes • De-Icers • Inflatable seals • Fuel cells • Avtrim • Heated Rubber • Pressure Sealing Zippers • Rivnuts • Pastilock adhesives • Hose and rubber accessories

B.F.Goodrich

Avtrim

Passengers walk on diamonds in Braniff's new DC-7Cs

THE moment passengers step aboard Braniff's new fleet of Douglas DC-7Cs, they'll be greeted by this pleasant pattern of B. F. Goodrich Avtrim. They'll also find Avtrim in the galley and lounge where Braniff goes all out to give a feeling of luxury.

And this is lasting beauty. Avtrim flight rugs are practically immune to scuffs and scratches, far outwear woven carpeting. Colors go full depth, can't wear off or fade. Resilient backing gives a cushiony step and absorbs vibration.

B. F. Goodrich Avtrim wipes fresh and clean with soap and water. It resists oil, grease, fire and ordinary stains. Your BFG representative will be glad to show you samples in 11 finishes, various colors. *B. F. Goodrich Aviation Products, a division of The B.F.Goodrich Company, Akron, Ohio.*

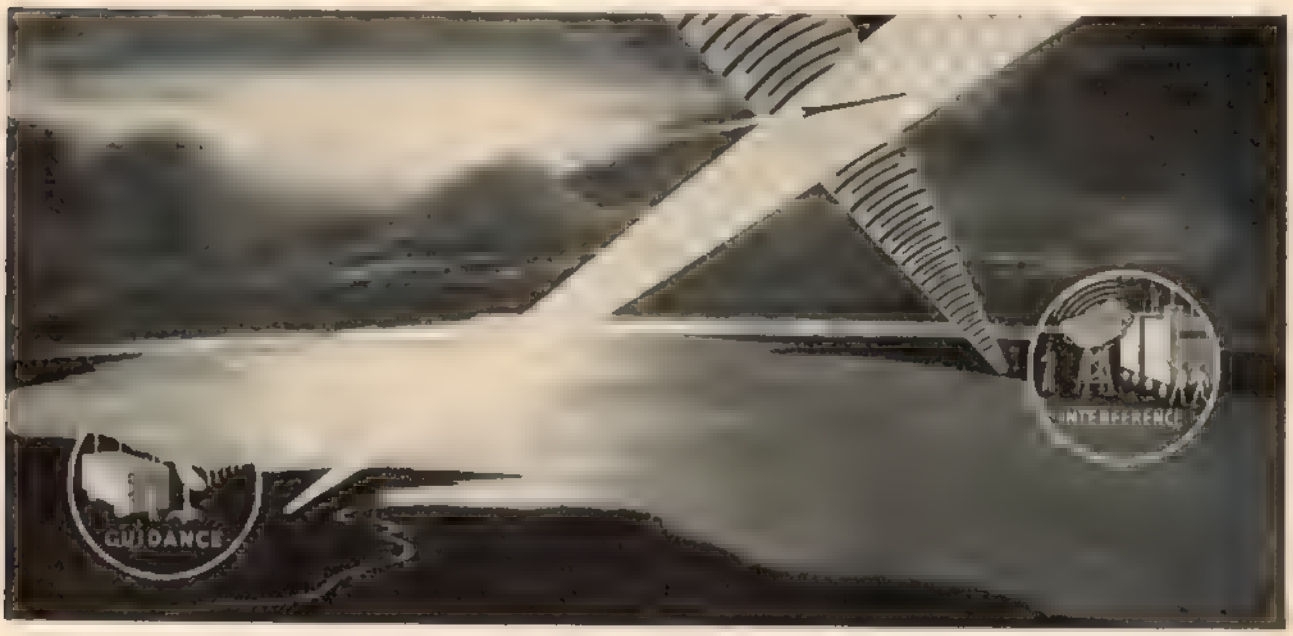
B.F.Goodrich

Tires, wheels, brakes • De-Icers • Inflatable seals • Fuel cells • Avtrim • Heated Rubber • Pressure Sealing Zippers • Rivnuts • Plastilock adhesives • Hose and rubber accessories

Notable Achievements at JPL

SECURE COMMUNICATIONS SYSTEMS...JPL scientists and engineers have made outstanding contributions to the research and development of communications systems designed to operate in the presence of severe interference.

Protection of a communication system from deterioration by extraneous interference is of paramount importance to the ultimate utility of that system. At the Jet Propulsion Laboratory this pressing practical challenge has been met with concrete achievement in basic and applied communications research, paired with sound development engineering.



Pioneers in Guided Missiles

JPL JOB OPPORTUNITIES ARE WAITING FOR YOU TODAY in these fields

RADIO GUIDANCE
MICROWAVES
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SYSTEMS ANALYSIS
GUIDANCE ANALYSIS
ELECTRO MECHANICAL
INSTRUMENTATION
INERTIAL GUIDANCE
TELEMETERING
PACKAGING
MECHANICAL ENGINEERING

The Jet Propulsion Laboratory is an organization devoted to scientific research and development. Its prime objective is obtaining basic information in the various sciences related to missile systems development, including all phases of jet propulsion. The Laboratory maintains as its basic foundation, a major uninterrupted program of fundamental research in most of the physical sciences.

The Laboratory occupies an 80-acre plot in an otherwise residential area in the San Gabriel mountain foothills North of Pasadena. Its staff of approximately 1,250 persons are all employed by the California Institute of Technology, and it conducts its several projects under continuing contracts with the U.S. Government.

In its missile system and jet propulsion undertakings, the Laboratory maintains a broad technical responsibility, from basic research to prototype engineering. By virtue of the Laboratory's broad area of responsibility and the integrated nature of the JPL technical staff an individual scientist or engineer is brought into satisfyingly close contact with the general field to which his technical speciality contributes.

If you are interested in knowing more about the Jet Propulsion Laboratory and its specific employment offerings, please write.

CALTECH jpl **JET PROPULSION LABORATORY**

A DIVISION OF CALIFORNIA INSTITUTE OF TECHNOLOGY

PASADENA, CALIFORNIA

Beautiful CAMDEN AND ROCKPORT ON THE COAST OF MAINE

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Your Home Away from Home

Nicely furnished rooms with or without private bath
Comfortable sitting room All food home cooked

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European Plan Open All Year

We Service Camden and Vicinity, the Beauty Spot of Maine with Its Ocean—Mountains—Lakes

A comprehensive assortment of Colonial Homes, Farms, Estates and Cottages can be obtained at prices and rates Maine real estate has not known for years. We promise personal and careful attention to your every wish. Member of National Association of Real Estate Boards and Maine Real Estate Association

ALLEN INSURANCE AGENCY

David H. Montgomery, Pres. CAMDEN, MAINE

North Haven and Vinalhaven, both fashionable resort islands, Matinicus and Criehaven, whose primitive charm are well-known to lovers of nature.

Inland Knox County, with its network of lakes, streams and farmlands, contains the towns of Union, Washington, Appleton and Hope. Here are farming and orcharding communities in a region of lakes, streams and mountains, with excellent fishing, canoeing, hiking and mountain climbing. Appleton is the center of the apple region and also has a State Fish Rearing Station. Megunticook Lake, Crawford Pond, Seven Tree Pond, Sennebec Lake and Washington Pond are but a few of the many bodies of water that dot this area like gems.

WHITEHALL *Inn*

CAMDEN 1, MAINE

A most distinctive summer Inn, charmingly situated in a lovely seacoast village.

Fresh and salt water swimming, fishing, boating. Private golf and yacht clubs. Library, lectures, theatres, musicales, teas. Active summer community. Booklet on request.

SEASON: JUNE 27 TO SEPT. 10

Rates: $10-$15 day including meals

Automatic Sprinkler System

Recommended by Mr. Duncan Hines

Owned and operated by The Hurlburt Family

Mountain View Inn

C. P. FOSTER, Proprietor

By the Sea — Camden, Maine

An Inn of distinction overlooking Camden Harbor and the Camden Hills. Mountain View Inn has long been noted for its hospitality and warmth of feeling for its guests.

Rates $7-$10 day

American Plan

To seek the hidden enemy—

Soon, the oceans around Canada will be patrolled by the first aircraft developed specifically for Canadian maritime reconnaissance duties . . . the Canadair-designed CL-28.

Developed from the Bristol Britannia class by Canadair, this is the largest aircraft ever to be manufactured in Canada and we at Canadair regard it as a tribute to our capabilities that the RCAF selected us to do the job.

Size, of course, is not the only factor, for we are equally at home in the design and production of jet fighters, training planes, airliners, guided missiles or even components for other aircraft. What counts most is our outstanding record for cost performance, on-time deliveries and quality of manufacture.

C-L CANADAIR

LIMITED, MONTREAL, CANADA

AIRCRAFT MANUFACTURERS

A subsidiary of GENERAL DYNAMICS CORPORATION, New York, N.Y.—Washington, D.C.

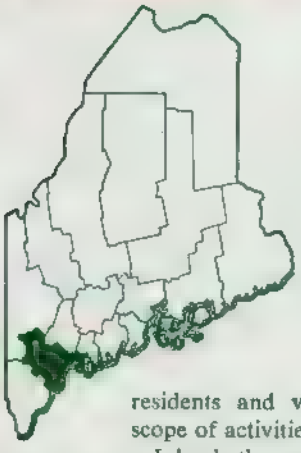
CANADAIR HAS PRODUCED MORE JET AIRCRAFT THAN ANY OTHER CANADIAN MANUFACTURER

CONGRATULATIONS ON A CENTURY OF OUTSTANDING SERVICE

from Canadian National Railways, largest railroad system in the western hemisphere and the only railway serving all ten provinces of Canada.

Over a hundred years old and more than ever a leader in modern railroading, Canadian National Railways is proud to join in celebrating the Railway Age Centennial.

CANADIAN NATIONAL RAILWAYS



CUMBERLAND COUNTY, Maine's most populous area, is, like York, a scenic wonderland stretching from the mountains to the sea. Along the coast, where most vacationers enter the State, are beaches, stern headlands and cliffs, scores of harbors, islands and inlets, where boating, swimming and deep and shallow water fishing offer residents and vacationers alike an unlimited scope of activities.

Inland the great Sebago Lake-Long Lake chain, with its scores of lesser lakes and ponds and streams covering an area of hundreds of square miles provides a recreational area for many thousands of persons annually.

Pine Point, adjoining the Old Orchard Beach section of York County, continues the beach features of the coast, with famous resort centers such as Prout's Neck, Scarborough Beach, Higgins Beach, and Cape Elizabeth forming the southern side of the great Casco Bay area centering on Maine's largest city, Portland. The Casco Bay area contains hundreds of islands long popular with vacationists. Along its shores, from Cape Cottage and South Portland, the scenic route passes through Falmouth, Cumberland, Yarmouth, Freeport and Brunswick, thence seaward southeast to the northern shores of Casco Bay, to the resort and fishing areas of Harpswell, Great Island, Orr's Island and Bailey Island.

Portland is the metropolis for this coastal area, "the beautiful town that is seated by the sea" of its native Longfellow. On a peninsula less than a mile wide, swept by cool sea breezes, it is a city of modern hotels, banks, department stores, numerous industries, theaters, libraries, churches and museums. Eight golf courses, many tennis courts, bridle paths, fresh and salt water boating and beaches are in the city or nearby.

In the adjoining City of Westbrook are the great paper mills of the S. D. Warren Company, makers of the paper on which this booklet is printed, the Dana Warp Mills of the textile industry, dowel, box and other industries. Westbrook also is a shopping and highway gate to the southern Sebago Lake area and is on Route 25, main artery through Northern York County to Freedom, N. H., and the Ossipee area.

(Continued on Page 33)

CASCO BAY LINES
Six Delightful Cruises
Thru Historic Casco Bay
The GRAY LINE
Write for descriptive folder
Custom House Wharf
Portland, Me. Tel. 3-8105

Cessna T-37 designed for Jet Training

To meet jet age demands, the U. S. Air Force requires a jet trainer that makes it easy for cadet-pilots to master first line combat airplanes.

The Cessna developed T-37 introduces the cadet to all combat jet airplane characteristics while training on this safe, easy-to-fly jet trainer.

It is designed to provide the Air Force with a jet trainer that can be operated at substantial savings and cover the most important and longest phase of the cadet-pilot's jet training.

It is a privilege for us here at Cessna to team with the Air Force in its forward-thinking plans for the jet age CESSNA AIRCRAFT COMPANY, Wichita, Kans.

"Air Force T-37 . . . You are cleared for take-off"

Be an Aviation Cadet. Inquire today about the future your Air Force offers from your Air Force Recruiting Office.

Cessna T-37 designed for Jet Training

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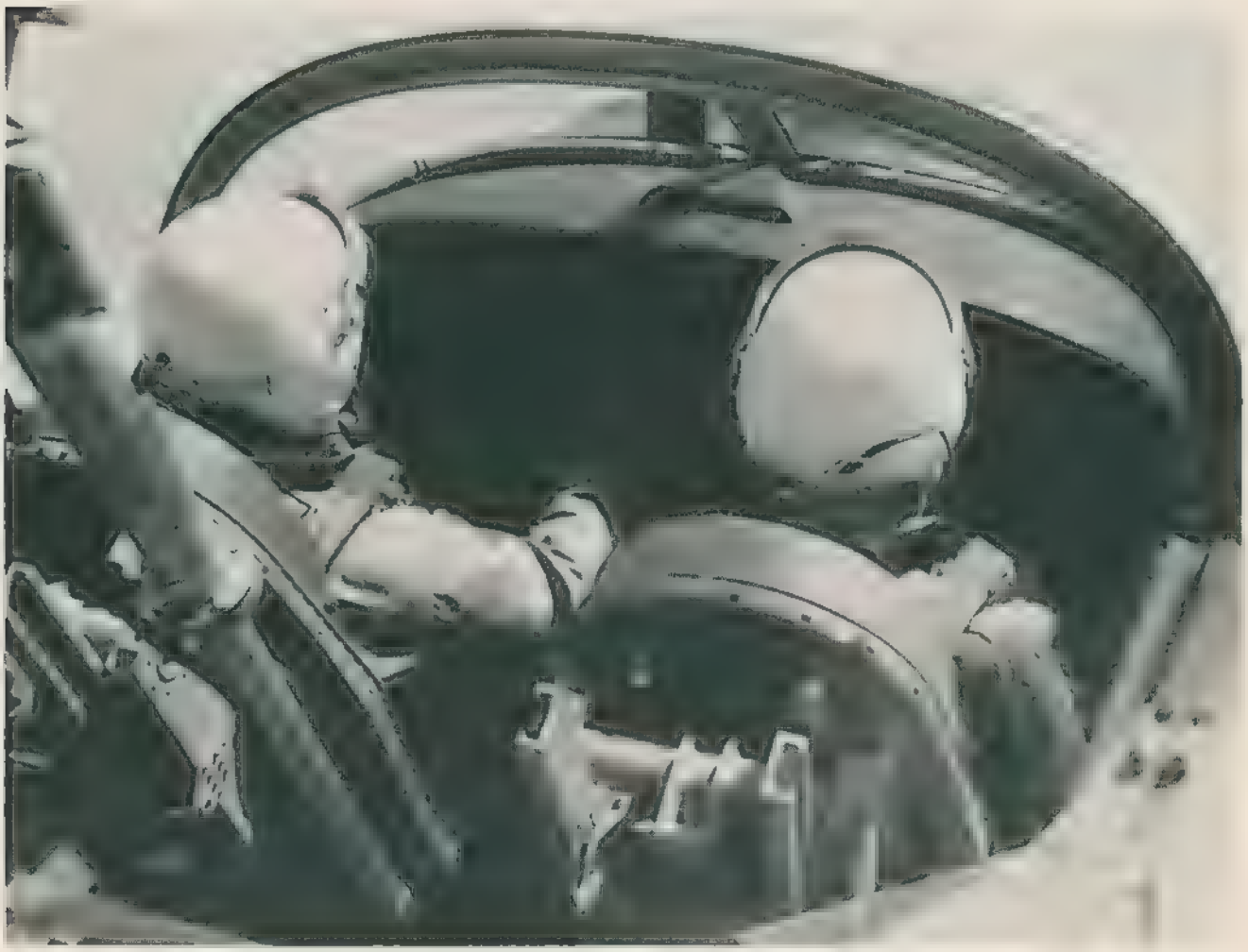
It is a privilege for us here at Cessna to team with the Air Force in its forward-thinking plans for the jet age. CESSNA AIRCRAFT COMPANY, Wichita, Kans.

Cessna

For JET AGE cadet-pilots . . . side-by-side instruction in Air Force's T-37



Be an Aviation Cadet. Inquire today about the future your Air Force offers from your Air Force Recruiting Office.

The model in the squadron commander's hand is Chance Vought's F8U-1 Crusader, World's Fastest Navy Fighter.

Meeting of the board

This is a briefing for action! The chairman is a squadron leader...he is responsible for today's show. The mission is gunnery. His hands talk in jet-age language as he describes a high altitude target approach.

These are Navy pilots. Young men who love the challenge of high adventure. In minutes, they will be streaking through the sky...putting to work the unmatched flight skill that over $70,000 worth of Air Navy executive training has given them.

Now their executive suite is a shipboard ready room. Tomorrow, it may be the bridge of an atom-powered carrier or the meeting room of a giant corporation. In either case...Air Navy training is making them *ready* for the job. They have been taught by experts...and they learned their lessons well.

Their ability to think clearly...act quickly, their sureness under the responsibilities of command, their alert concern for safety and other men, their inspiring spirit are all Air Navy qualities that mark them as men of authority...proud men who serve their country on a proud team.

The Air Navy team is the team to make! Can *you* qualify for it? Can *you* qualify for over $70,000 worth of Air Navy executive training that will benefit you all through your life? Visit your nearest Naval Air Station for details or send the coupon below today to: NAVCAD, Washington 25, D.C.

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(*please check the program you want*)

☐ 1. NAVCAD PROGRAM. If you are 18-25 [illegible] married, with at least two years of college you qualify for the regular program.

☐ 2. AVIATION OFFICER CANDIDATE. If you are 18-26, a college graduate, married or unmarried, you are eligible for early commissioning [illegible]

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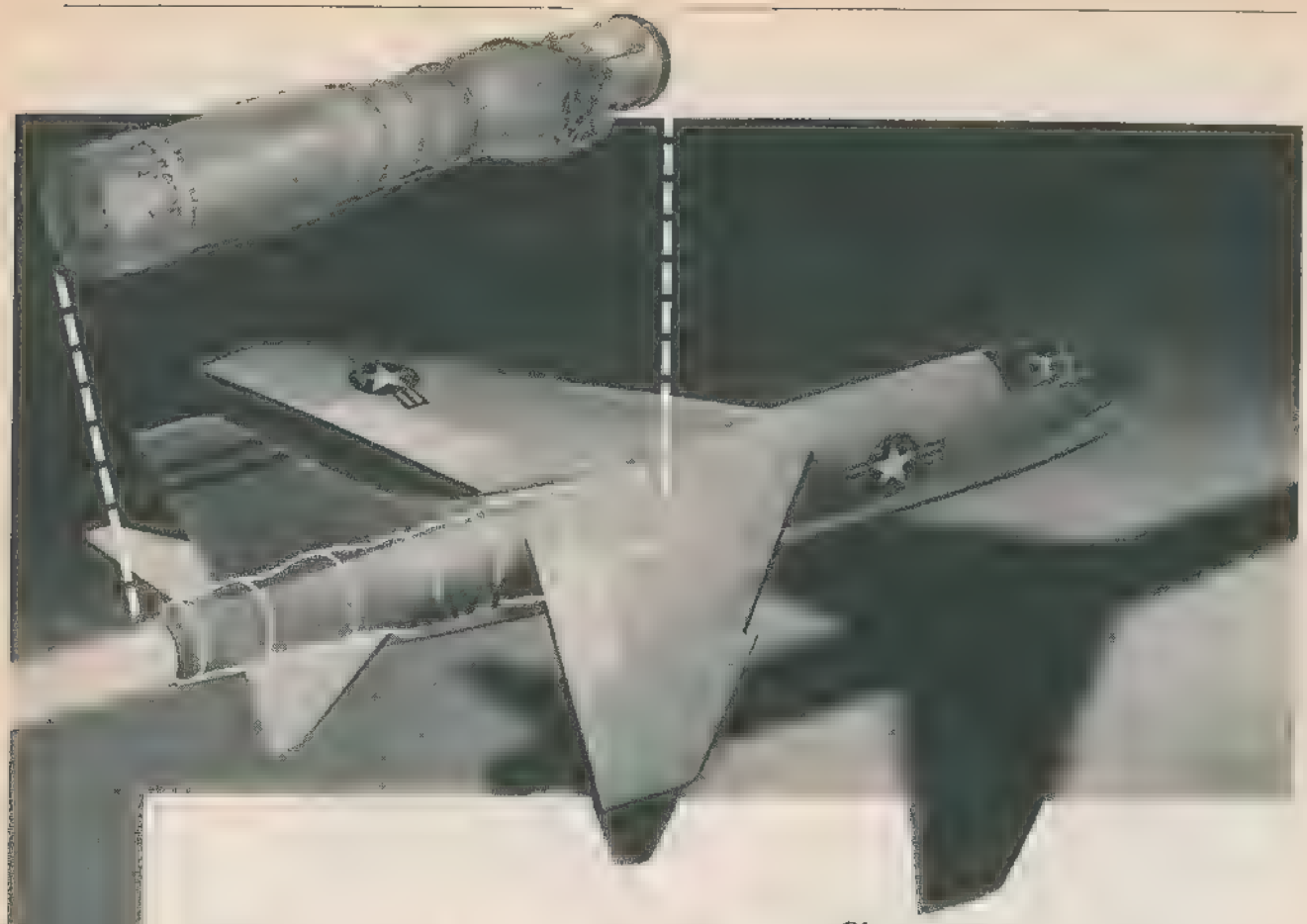
CHANCE VOUGHT AIRCRAFT
INCORPORATED • DALLAS, TEXAS
DESIGNER AND BUILDER OF HIGH PERFORMANCE MILITARY AIRCRAFT SINCE 1917



Good Engine Expertly Installed = Superior Performance

In the CRUSADER Chance Vought has installed a production engine in a low-drag airframe *so efficiently* as to achieve outstanding performance This has been accomplished without creation of operational propulsion system problems often encountered in high-performance jet aircraft. Preservation of basic engine thrust to obtain maximum net propulsive force for the Crusader with a minimum weight installation was accomplished through the following innovations:

- ***Double Shock Inlet***
- ***Stall Free Engine-Duct Combination***
- ***Controlled Duct Airflow Without the Complication of Variable Inlet Structure***
- ***Negligible Cooling Drag***
- ***Engine Accessories System Optimized***
- ***Elimination of Airborne Engine Starter***

The superior performance of the Crusader propulsion system forms a solid base from which more advanced systems are being designed.

If you would like to participate in these future projects and advance both technically and professionally, investigate the opportunities for propulsion engineers at Chance Vought Aircraft.

Engineers with B.S., M S., and Ph.D. degrees will find numerous assignments ranging from theoretical propul sion to propulsion project activities.

To arrange for a personal interview and a confidential evaluation of your qualifications, send a resume of your background to:
MR. JOHN SLOAN, ENGINEERING PERSONNEL

CHANCE VOUGHT AIRCRAFT
INCORPORATED

P. O. Box 5907 Dallas, Texas

Thompson Building Development Center

Cleveland—Thompson Products, Inc., Cleveland, Ohio, is starting construction immediately on a $10 million engineering and development center on a 1,000-acre tract near Roanoke, Va.

Scheduled for completion in 1961, the facility for Thompson's Accessory Division will be used for testing fuel systems and auxiliary power systems for rockets and missiles. This division of the company is now engaged in both development and production.

Financed entirely by Thompson, the center when completed will consist of 14 buildings, including test cell structures, on a hilly terrain which is ideal for individual isolation for various test units.

It will be adequately supplied with water and electric power.

One of the prime considerations in selecting the site was its nearness to a number of technical schools from which Thompson hopes to recruit graduates and obtain part time and consulting services from their teaching staffs.

Initial operation is scheduled to get under way in 1957 with a staff of probably less than 100. The staff will be gradually increased to an estimated 500 when the facility has been completed. The testing to be done at this new center will support the activities of the Accessory Division at the company's Tapco plant in Cleveland.

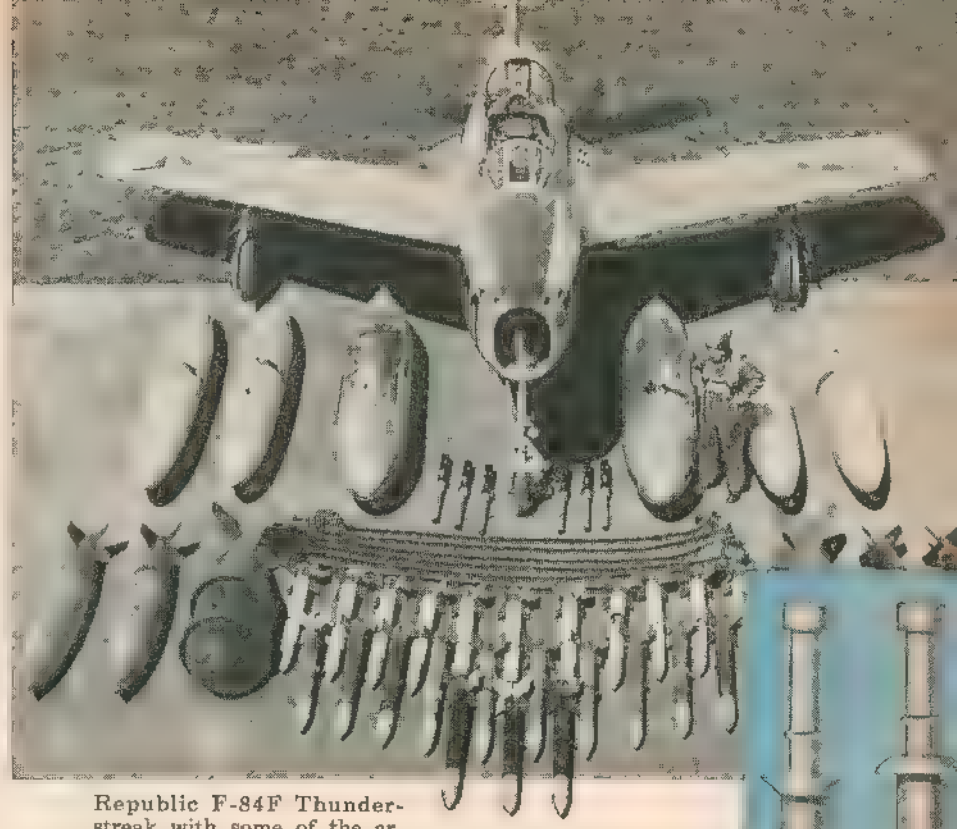
"It will be an independent research and development center where the Accessories Division will carry out programs now in progress and planned in development of systems to be used in the missiles and aircraft of tomorrow," P. T. Angell, Accessories Division manager, said.

New ARDC Unit to Design Flight Control Displays

Wright-Patterson AFB, Ohio—A new branch to conduct research development, evaluation and integration of flight control system displays in all USAF aircraft has been established at the Flight Control Laboratory, Wright Air Development Center.

Known as the Design Engineering Branch, the facility will carry out plans for the Control Display Integration Working Group. The group, composed of representatives of several laboratories and other WADC components concerned with aircraft instruments, determines the best presentation of instruments by missions and types of aircraft.

Head of the new Branch is C. J. Snyder. Sections and their chiefs are Display Engineering, Jack Kearns; Systems Integration, Maj. B. S. Emrick; Specifications and Standards, John Hart.



Republic F-84F Thunderstreak, with some of the armament and fuel tanks it carries in addition to the A-bomb.

For Firepower, Speed and Range, It's Republic's Thunderstreak . . .

For Quality Fasteners, It's CHERRY RIVETS

The Thunderstreak's capacity of more than 6,000 pounds of bombs makes it the nation's most powerful fighter-bomber. Holder of the U.S. transcontinental speed record, the F-84F is also capable of global missions by refueling in flight. This technique enabled it to set the world's non-stop jet fighter long distance record of 5,118 miles from England to Texas. The F-84F is also highly effective for interception and escort missions.

The exceptional performance of the Thunderstreak was designed and built into it by men of vision and experience. They employ the best manufacturing equipment and materials such as Cherry rivets, setting guns and accessories used in fastening many components. The use of Cherry rivets in aircraft construction makes possible refinements of design and contributes to modern streamlining—helps achieve maximum flight performance. They also increase production, reduce unit costs.

Cherry rivet production, research and development facilities are located in the Santa Ana plant which is devoted exclusively to production of aircraft material. In this plant all guns, tools and accessories for setting blind rivets are also designed and made.

To learn more about the Cherry rivets and the guns and accessories available, write for technical data to Townsend Company, Cherry Rivet Division, P. O. Box 2157-N, Santa Ana, California.

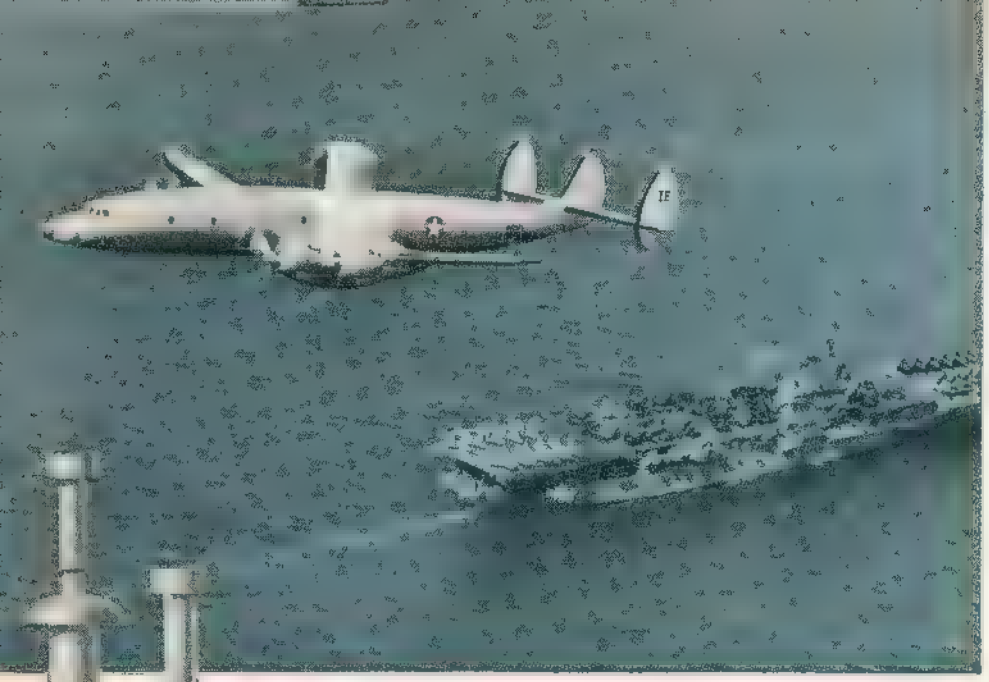
CHERRY RIVET DIVISION

SANTA ANA, CALIFORNIA

Townsend Company

ESTABLISHED 1816 • NEW BRIGHTON, PA.

In Canada: *Parmenter & Bulloch Manufacturing Company, Ltd., Gananoque, Ontario*



For Protection . . .
It's Lockheed
For Quality In Fasteners . . .
It's CHERRY RIVETS

The Lockheed WV-2, flying-eye radar plane and the carrier load of fighters it can direct into battle when it electronically spots danger in front of the fleet, is the U. S. Navy's newest sky-and-sea fighting team.

The giant Super Constellation-type airplane with its crew of thirty-one is designed to bolster U. S. defensive power over its vast ocean approaches. It will fly the fringe of fleet units to warn of unidentified air or surface craft and then electronically guide combat planes from carriers or shore bases to investigate. The long-distance Lockheed plane carries America's most powerful search radar to high altitudes to avoid normal limitations from radar's inability to bend over the horizon.

Back of this sky-and-sea teamwork is the similar teamwork of Cherry Rivet research and development men who cooperate with Lockheed engineers to produce the precision fasteners used in the WV-2 and other aircraft. From long association with the aircraft industry, Cherry engineers have developed the widest range of types and sizes of blind rivets available in the industry. They have designed and built special purpose machines and developed techniques that make possible the production of precision rivets and give the Santa Ana plant the largest blind rivet capacity in the world.

The necessary guns, tools and accessories for setting blind rivets are also designed, developed and manufactured entirely in the Cherry Rivet plant at Santa Ana which is devoted exclusively to aircraft production.

With this background of experience, special techniques, modern equipment and tremendous capacity, it is understandable that Cherry rivets are widely used in the aircraft industry to speed production, improve design and reduce unit costs. For technical data on the entire Cherry line of fasteners and tools, write to Townsend Company, Cherry Rivet Division, P.O. Box 2157-N, Santa Ana, California.

CHERRY RIVET DIVISION

SANTA ANA, CALIFORNIA

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Tests Show Comet Fuselage Stronger

How the de Havilland Aircraft Co. convinced Capital Airlines and its financial backers of the soundness of the Comet whose reputation was clouded by two Comet I crashes in 1954 was indicated last week by the company following announcement of the Capital order for 14 Comet IVAs.

Tests in a water pressure tank, and study of wreckage showed that fatigue, beginning at specific weak points at cabin windows, caused explosive decompression of the pressurized cabins of the Comet Is that crashed (AW Oct. 25, 1954; Feb. 7 and 14, 1955).

"Throughout," de Havilland said of the IVA, "the aim has been to employ a new formula of detail design to every component of the airframe to ensure a high resistance to fatigue as well as adequate static strength—a much easier requirement to meet.

"In the fuselage the use of 19 s.w.g.-section skins fulfills the design requirements for the pressure cabin, giving a maximum level of nominal stress of 2?% of the ultimate. In addition, by carefully grading and reinforcing the structure in the vicinity of the windows, doors and other cutouts in the fuselage, the stress level at these positions—which are the normal sources of fatigue—is further reduced to the point where fatigue cracks are unlikely to form during the operational life of the aircraft, and that if they should occur they would propagate so slowly that they would in no sense be dangerous."

Tests results stated by de Havilland:

- **Factors over six** without cracking have been achieved on fuselage components, and a further factor of six after cracking occurred.
- **Water tank tests** like those by which the crash mystery was solved, have shown a 29-ft. fuselage section containing all types of cut outs has undergone 85,000 reversals of pressure without a failure.

On the basis of each reversal representing a three hour flight, de Havilland said, this represents, with the scatter factor of six applied, more than 42,000 hours.)

- **Fuselage center section** to which wing loads are applied, has achieved 30,000 reversals; a nose section with canopy, 100,000 reversals.
- **Altitude chamber tests** carried out in deference to those who expressed doubt of the validity of water tank tests in assessing fatigue life of pressurized fuselages, have tallied closely with water tank results. Reversals were carried out on box structures containing typical fuselage cutouts.

These typical cutout structures, as de Havilland described a window, are mounted in 18 s.w.g. metal panels pro-

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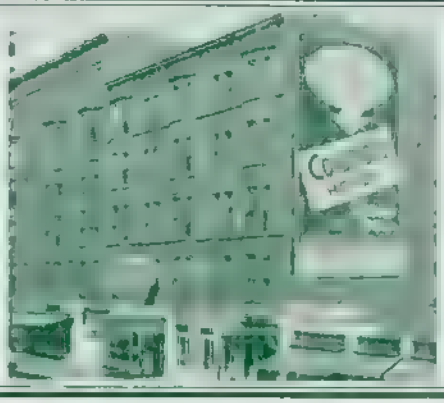

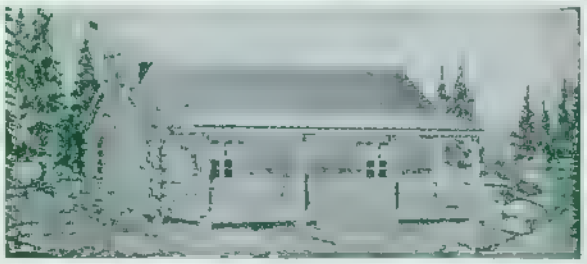

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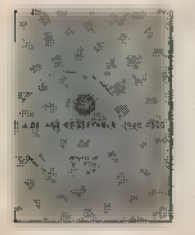

The story behind Cornell Aeronautical Laboratory and its contributions to aeronautical progress is vividly told in a 68-page report, "A Decade of Research." Whether you are interested in C.A.L. as a place to work or as a place to watch, you will find "A Decade of Research" both useful and pertinent. Mail in the coupon now for your free copy.

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MODEL for nose-wheel shimmy tests.

actually a stabilizing influence.

To test the theory, WADC built a test model of a nosewheel with an accurately adjustable silicon fluid damper designed by Moreland. With this device it was possible to get quantitative measurements of the degree of stability obtained and the frequencies of oscillations encountered.

Tests made with the model showed that it was possible to get a shimmy with a rigid wheel and no tire. They also proved that Moreland's equation predicted the influence of parameter changes not considered by earlier analyses. The fundamental cause of the more violent forms of instability was found to be located in the supporting structure rather than in the nosegear proper.

Because of the favorable results of the model tests, WADC carried out a field test program using full-scale aircraft. A C-119 cargo plane with its regular landing gear began to shimmy at a taxi speed of 60 knots and the gear eventually buckled. After modifying the structure to meet the requirements of the new formula, the same airplane was taxied over an obstacle at speeds up to 120 knots without shimmying.

Westinghouse to Build F4D Fire-Control Units

Westinghouse Electric's Air Arm Division has received a $22.7 million Navy contract for its new Aero 13 interceptor fire control system for installation in the Douglas F4D. The new system employs a novel cylindrical modular packaging which enables it to fit into the nose of the F4D, yet permits rapid replacement of individual components. Production deliveries are scheduled to begin this spring and continue into 1957.

NEW - Air-transportable Shelter

TAC Flight test at Langley AFB of ***Helicop-Hut*** *with complete radio relay installation.*

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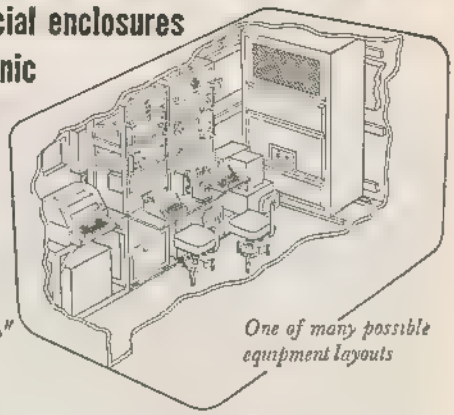

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- Lightweight — 950 pounds
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Reports Available

• **Theory and Design of Servomechanisms**—by J. C. Gille, M. Pelegrin and P. Decaulne Pub. by Dunod, 92 Rue Bonaparte, Paris 6e, France. $28 90 including postage; 700 pp. The book is directed at servo engineers and designers, principally in the aeronautical field. It includes a section dealing with the philosophy of Cybernetics. The five sections of the book are labeled: Linear Dynamics, Linear Servosystems, Nonlinear Servosystems, Servocomponent Design, and Servosynthesis.

• **A Metallurgical Study of Molybdenum** (PB 111753)—by S. L. Case Prepared by Battelle Memorial Institute for the Office of Naval Research, and available from OTS, U. S. Department of Commerce, Washington 25, D. C $2 75; 107pp.

In this report, results of a five-year study of the metallurgy of molybdenum are summarized, evaluated and interpreted.

• **Hydrogen Embrittlement and Static Fatigue in High Strength Steel** (PB 121064)—by R. D. Johnson, H. H. Johnson, W. J. Barnett and A. R Troiano—Prepared by Case University of Technology for Wright Air Development Center, and available from OTS, U. S. Department of Commerce, Washington 25, D. C. $1.25; 41pp.

In this report, previous investigations into delayed failure and hydrogen embrittlement in high strength steel under commercial electroplating conditions were extended and the results correlated

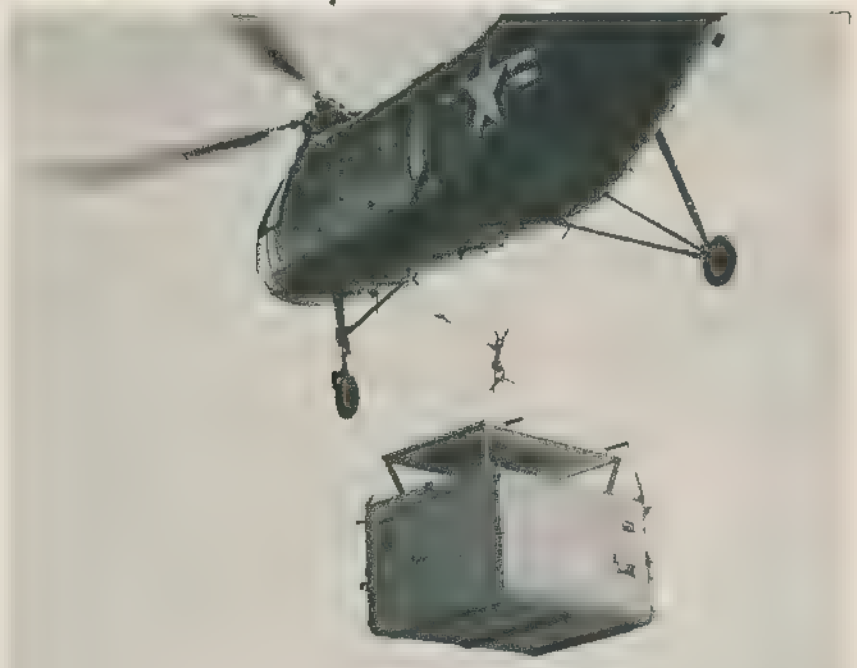
• **Onset of Fast Crack Propagation in High Strength Steel and Aluminum Alloys** (PB 121224)—by G. R. Irwin—Prepared by Naval Research Laboratory, and available from OTS, U. S Department of Commerce, Washington 25, D. C. $.50; 16pp.

In the study, force tendency, a concept of driving force per unit crack front, was applied to fracturing in metals and the results are shown.

• **Thermal-Shock Investigation** (PB 121109)—by T. A. Hunter, L. L. Thomas, and A. R. Bobrowsky—Prepared by the University of Michigan for Wright Air Development Center, and available from OTS, U. S. Department of Commerce, Washington 25, D. C. $2.75; 106pp.

Results of a three-year study of the relative resistance of 14 metals to thermal shocking from the temperature range of 1600F to 2000F are contained in this final report.

NEW - Air-transportable Control Tower



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(Continued on Page 76)

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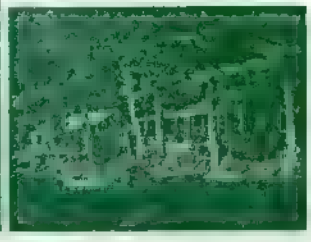

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TOYS and Novelties

TABLE OF CONTENTS: PAGE 82

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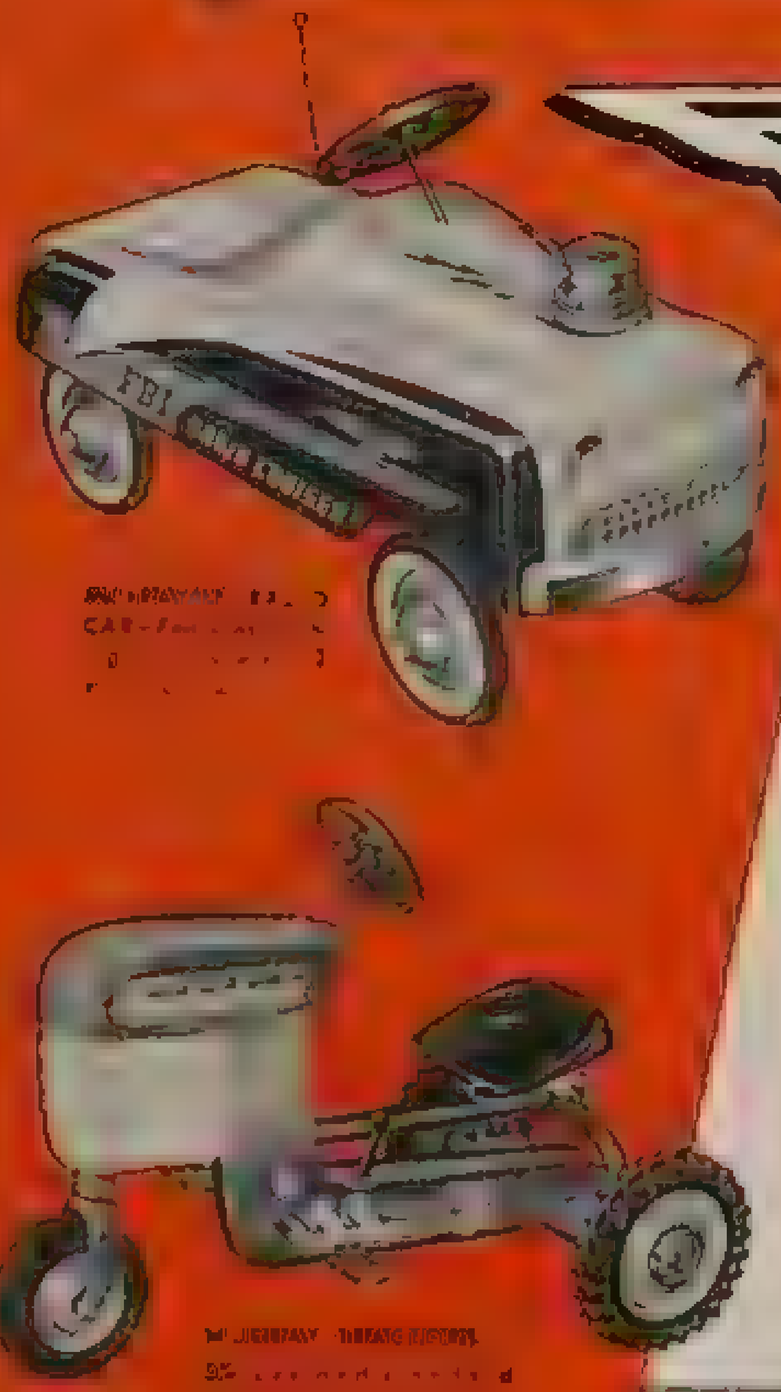

Your market is *unlimited* when you sell the *complete* Murray line. For it includes items for every age — tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes and juvenile cars. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Display this famous and *truly complete* line right now!

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MURRAY BICYCLES—*This super deluxe bike is one of 25 quality models, regular and lightweight.*

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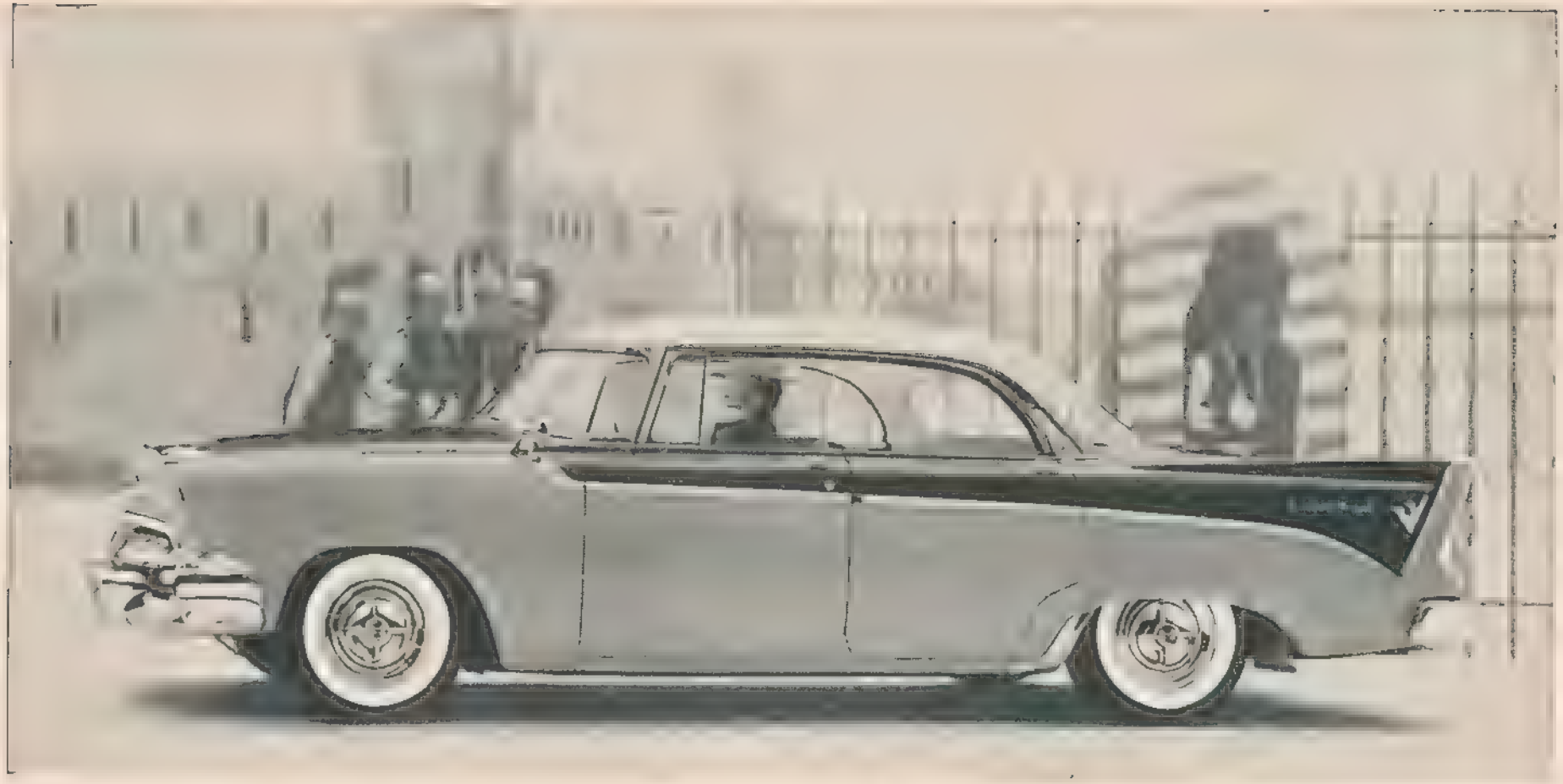

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Lancer by Dodge—what excitement the name inspires! What high adventure!

Now a glamourous Lancer *4-door* in all three Dodge series: Custom Royal, Royal and Coronet, matching daring hardtop flair with sedan comfort.

See the *new* Dodge Lancer today!

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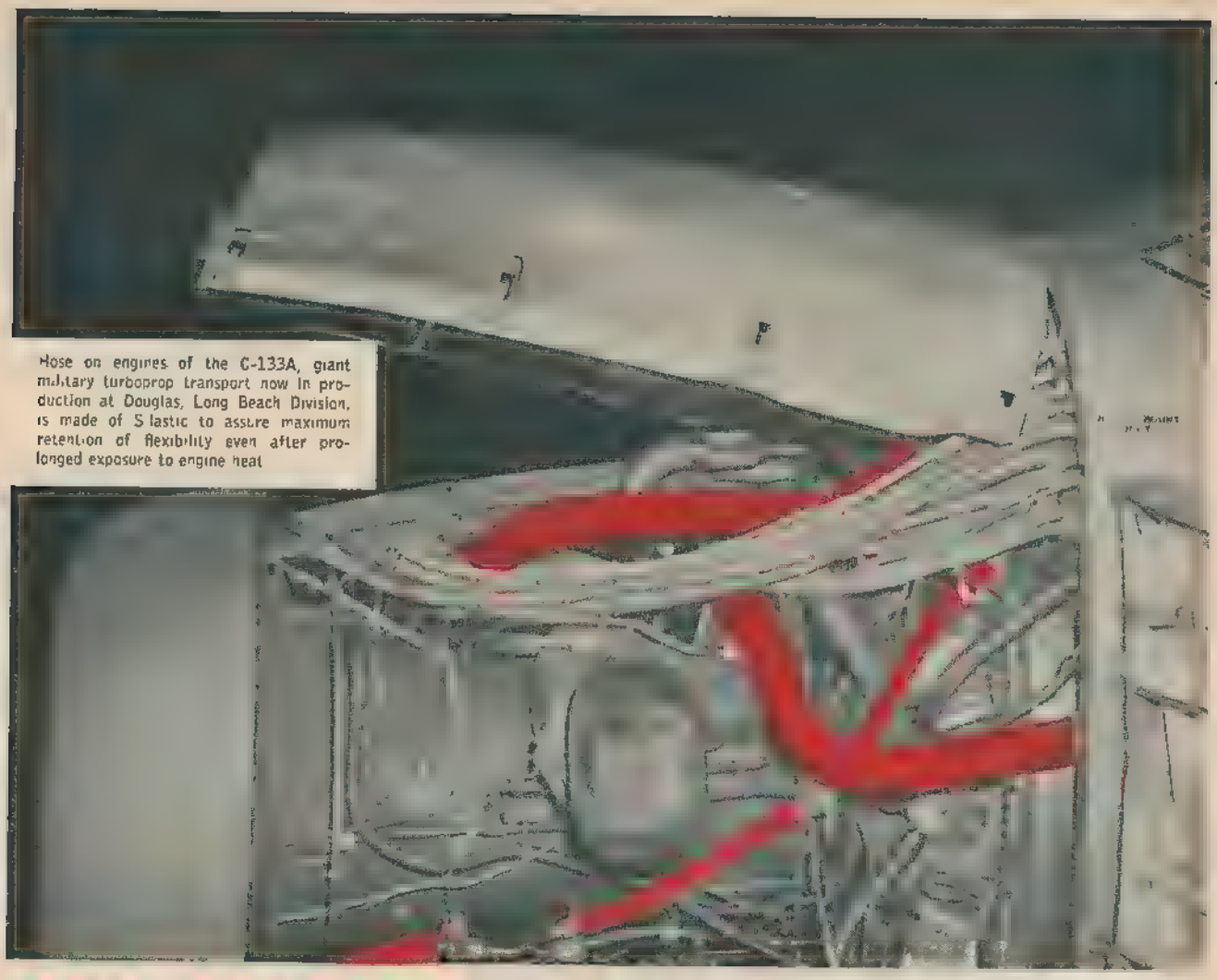
Enjoy the Lawrence Welk Show, Bert Parks in "Break the Bank," Danny Thomas in "Make Room for Daddy"—all on ABC-TV.



Hose on engines of the C-133A, giant military turboprop transport now in production at Douglas, Long Beach Division, is made of Silastic to assure maximum retention of flexibility even after prolonged exposure to engine heat

SILASTIC hose stays flexible at 500 F

SILICONE RUBBER

Whether the temperature registers −130 F or +500 F, Silastic* stays elastic . . . keeps its shape. That's why this versatile Dow Corning silicone rubber is ideal for jet engine hose, de-icing ducts, fuel tank ventilating hose and alignment couplings on jet engine tubing. Leading rubber companies fabricate Silastic hose, ducts and tubing in virtually any size, cross-sectional shape or color.

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Typical Properties of Silastic for Hose, Ducts and Tubing

• Temperature range, °F	−130 to 500
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• Pressure range	Low pressure
• Oil resistance	Dependent on type of oil

• Light weight • Weather resistant • Flexible

If you consider ALL the properties of a silicone rubber, you'll specify SILASTIC.

first in silicones DOW CORNING SILICONES

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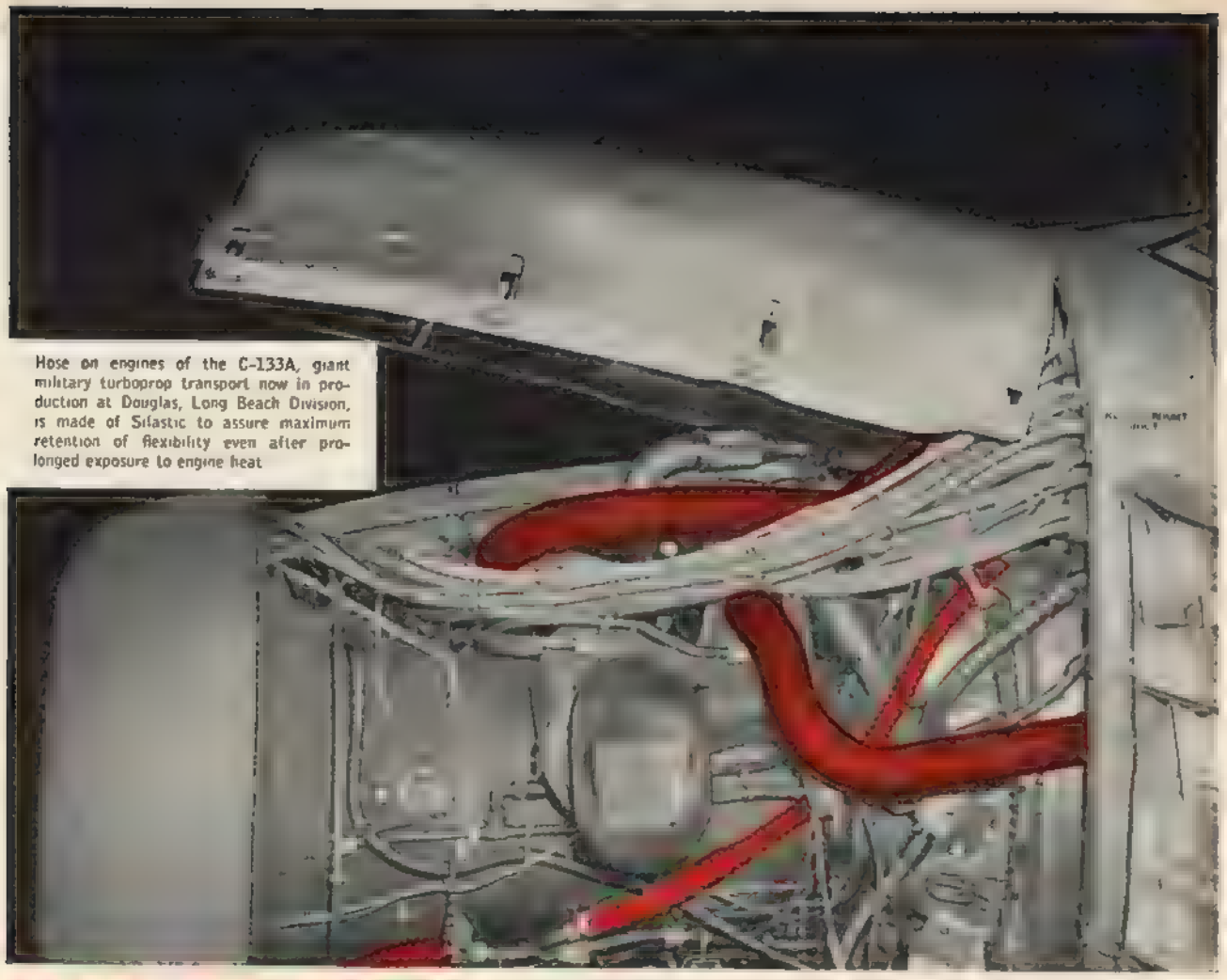

Hose on engines of the C-133A, giant military turboprop transport now in production at Douglas, Long Beach Division, is made of Silastic to assure maximum retention of flexibility even after prolonged exposure to engine heat

SILASTIC SILICONE RUBBER hose stays flexible at 500 F

Whether the temperature registers −130 F or +500 F, Silastic* stays elastic . . . keeps its shape. That's why this versatile Dow Corning silicone rubber is ideal for jet engine hose, de-icing ducts, fuel tank ventilating hose and alignment couplings on jet engine tubing. Leading rubber companies fabricate Silastic hose, ducts and tubing in virtually any size, cross-sectional shape or color.

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Typical Properties of Silastic for Hose, Ducts and Tubing

- Temperature range, °F — −130 to 500
- Corrosion — Non-corrosive to metal
- Pressure range — Low pressure
- Oil resistance — Dependent on type of oil
- Light weight • Weather resistant • Flexible

If you consider ALL the properties of a silicone rubber, you'll specify SILASTIC.

first in silicones — DOW CORNING SILICONES

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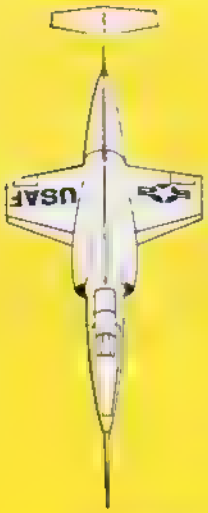

THE LOCKHEED F-104A is described by its maker as the world's fastest combat airplane. Such incredible supersonic speed calls for control systems that must be reliable beyond question, under every conceivable condition.

Rigid specifications for the F-104A's prototype, the XF-104, were entrusted to EEMCO, specialist in the design and manufacture of custom-built motors and actuators. Collaborating with the engineering division of Lockheed, EEMCO designed and developed six actuator systems as vital components of the supersonic XF-104.

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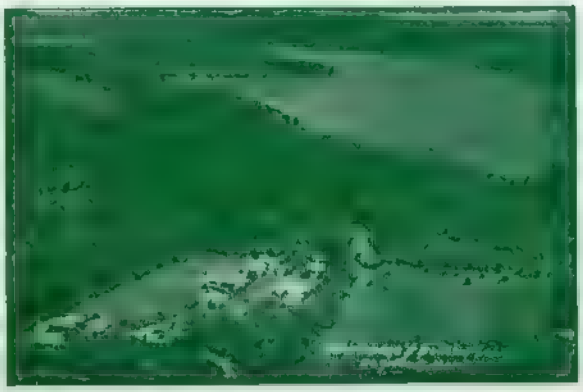

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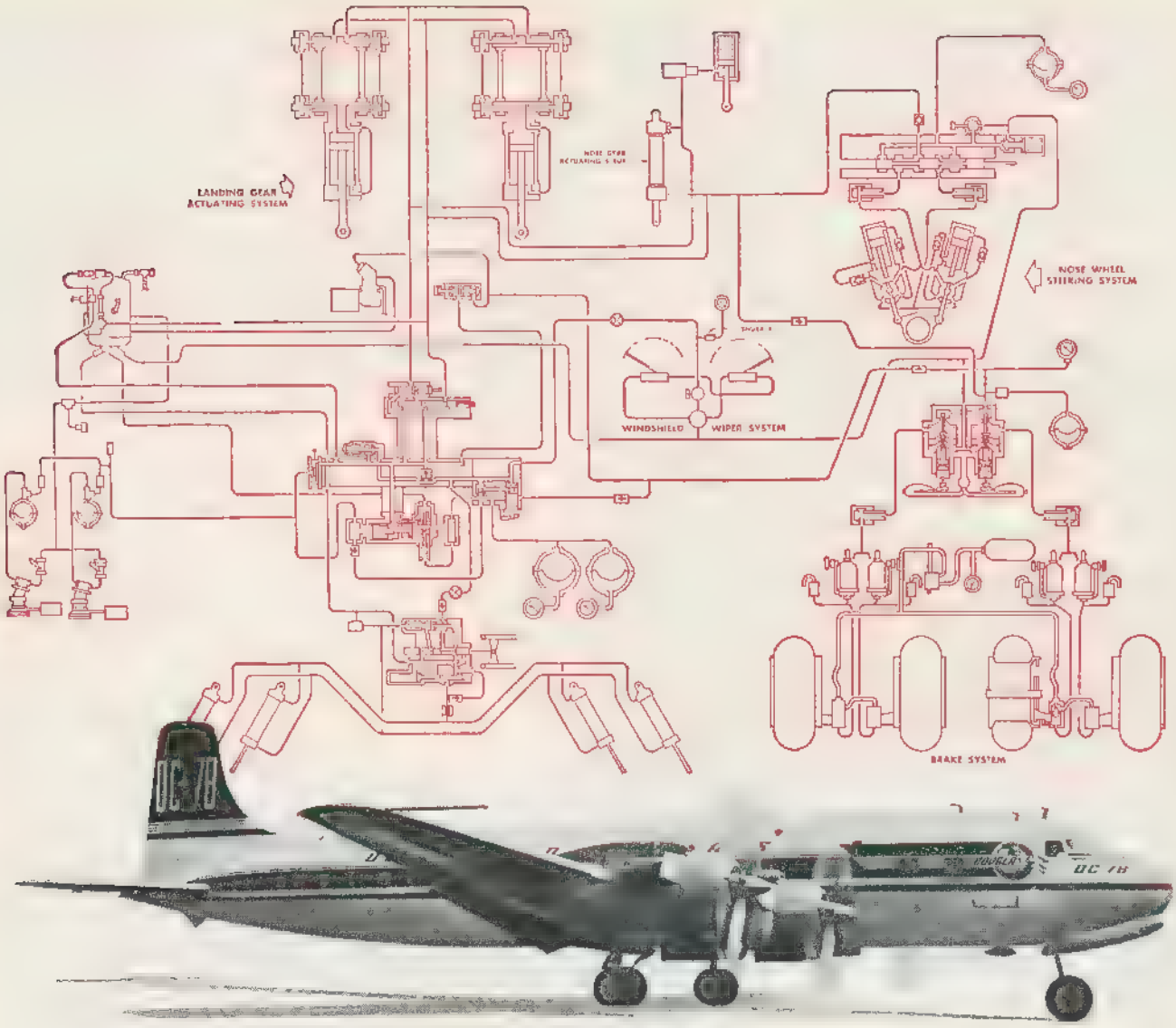

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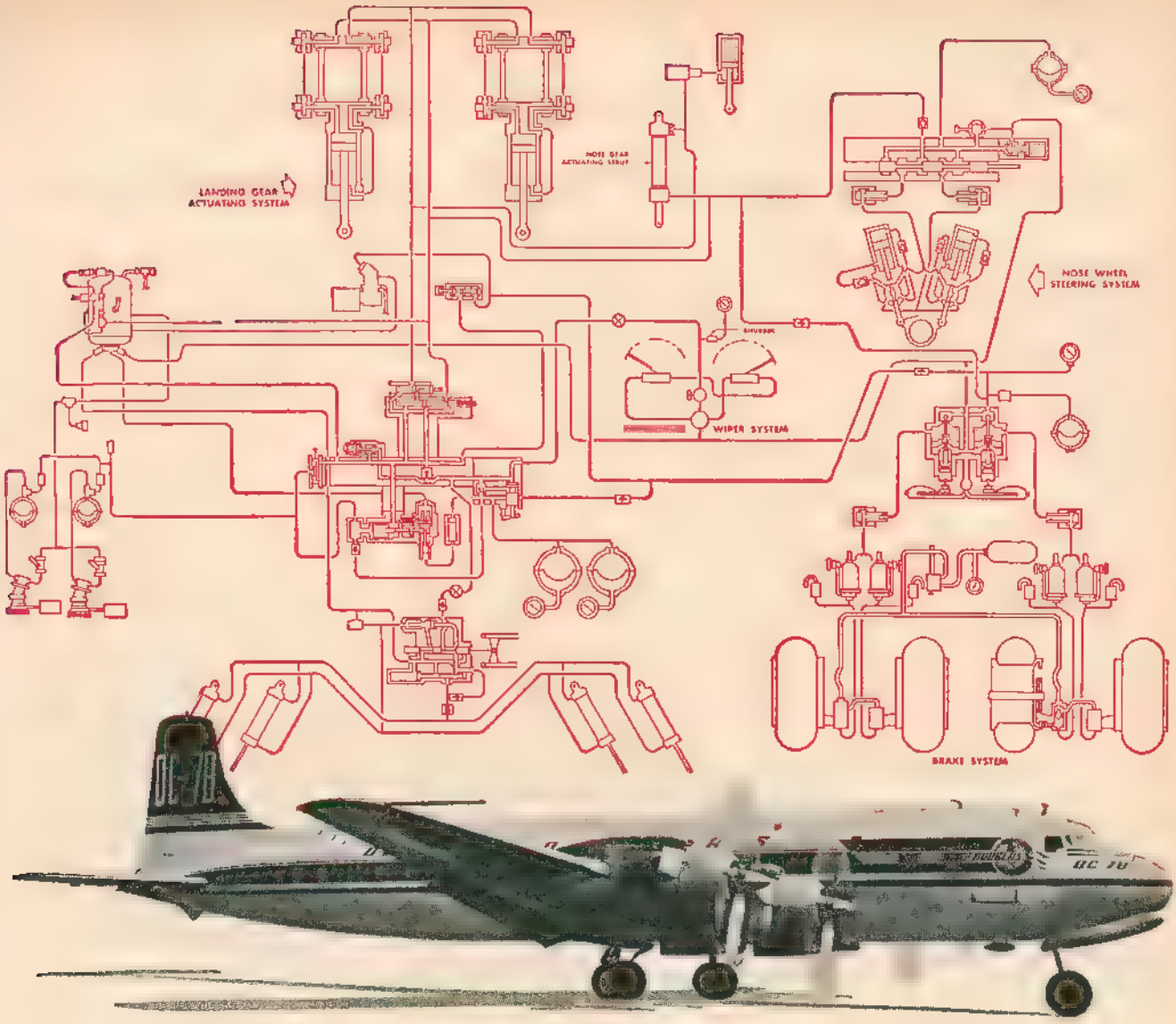

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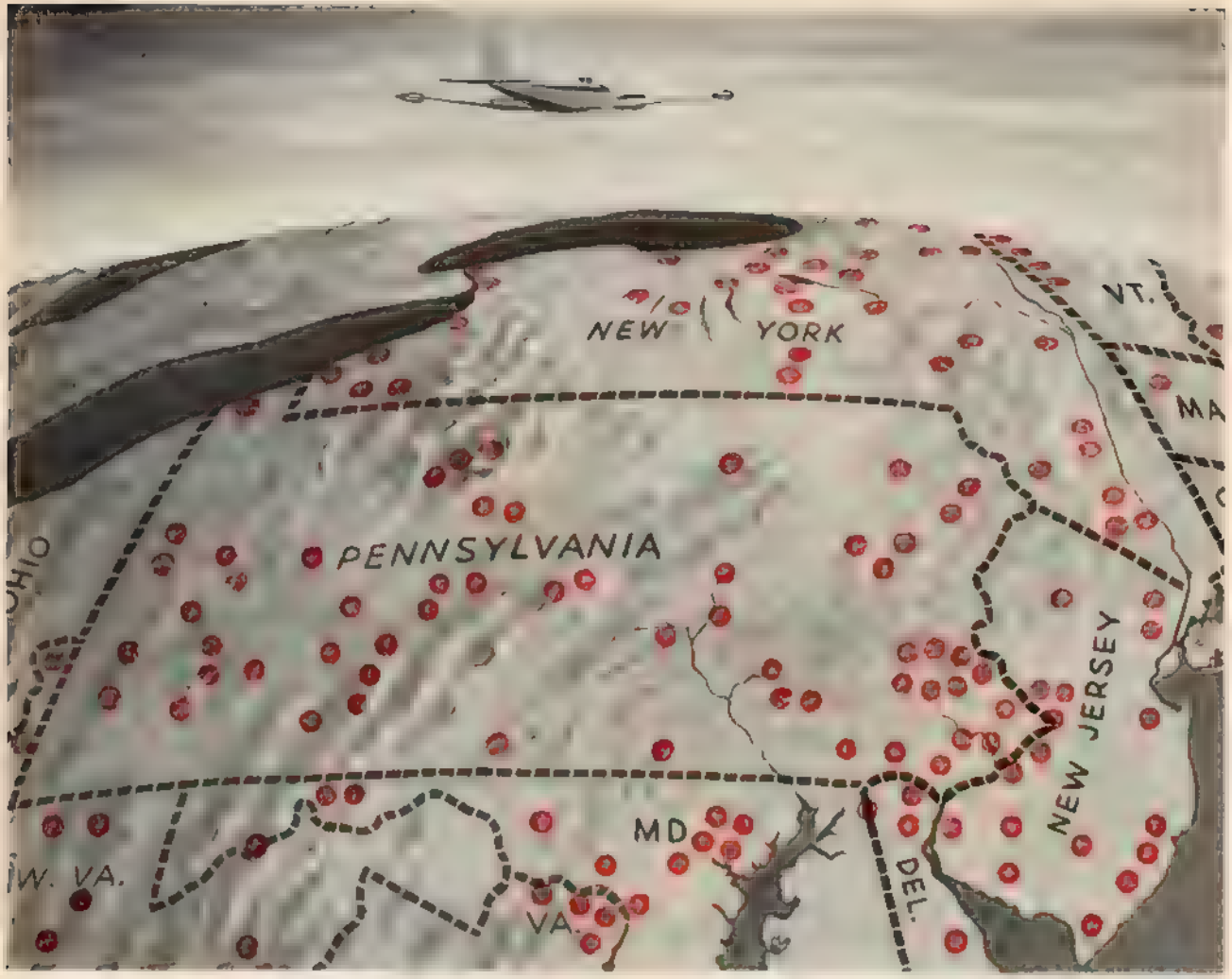

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AVIATION CALENDAR

Mar. 21-23—American Power Conference, sponsored by Illinois Institute of Technology, Sherman Hotel, Chicago

Apr. 2-4—American Institute of Electrical Engineers, Southwest District Meeting on "Electricity in Aircraft," Baker Hotel, Dallas, Texas.

Apr. 9-12—Society of Automotive Engineers, national aeronautic meeting, aeronautic production forum and aircraft engineering display, Hotel Statler, New York, N. Y.

Apr. 10-11—Symposium for Management on Application of Analog Computers, sponsored by Midwest Research Institute, University of Kansas City, Kansas City, Mo.

Apr. 15-19—Airport Operations Council, 9th annual conference, Hotel Warwick, Philadelphia

Apr. 16-18—Aero Medical Association, Drake Hotel, Chicago

Apr. 18-19—First Annual National Industrial Research Conference, sponsored by Armour Research Foundation, Hotel Sherman, Chicago

Apr. 19-20—Annual Meeting of the Science Section of the Environment Equipment Institute, Sheraton Hotel, Chicago

Apr. 22-26—American Association of Airport Executives, 29th annual convention, Hotel Carter, Cleveland, Ohio.

Apr. 26—Institute of Navigation, annual regional meeting, Friendship International Airport, Baltimore, Md

Apr. 26-27—Institute of the Aeronautical Sciences Southeastern Student Conference, Georgia Institute of Technology, Atlanta, Georgia

Apr. 30-May 4—Society of Aeronautical Weight Engineers 15th national conference, El Cortez Hotel, San Diego

May 2-3 Air Traffic Conference of the Air Transport Assn., Spring Meeting, Hotel Radisson, Minneapolis, Minn

May 2-5—Twelfth Annual National Forum of the American Helicopter Society, Sheraton-Park Hotel, Washington, D. C

May 3-4—Sixth Annual Institute of Aeronautical Sciences, West Coast Student Conference, Los Angeles

May 6-9—Second Annual Symposium on Flight Test Instrumentation, sponsored by Instrument Society of America, Bell Aircraft Corp., Convair and Temco Aircraft Corp., Fort Worth, Tex

AVIATION WEEK • MARCH 19, 1956
Vol. 64, No. 12

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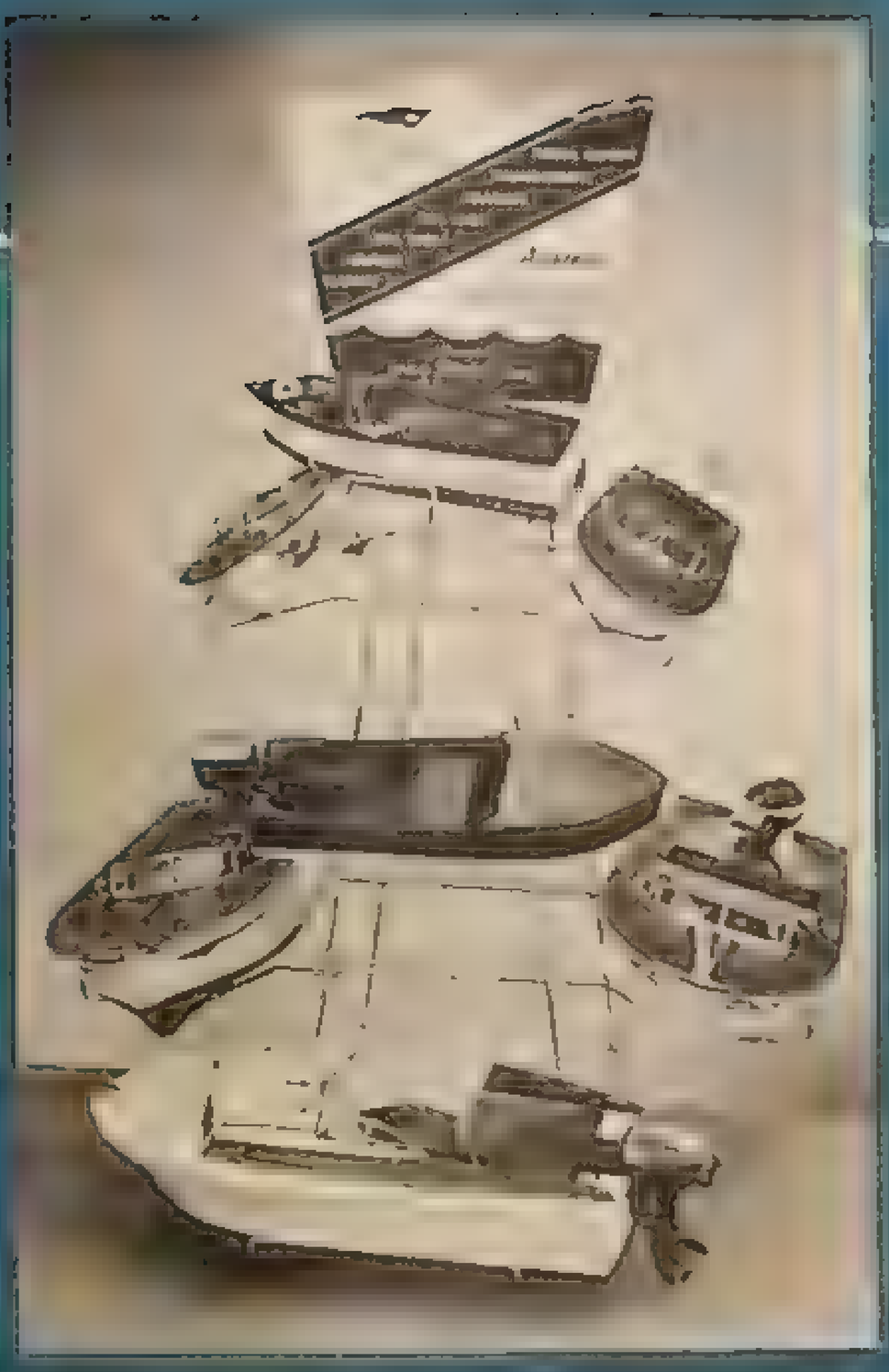

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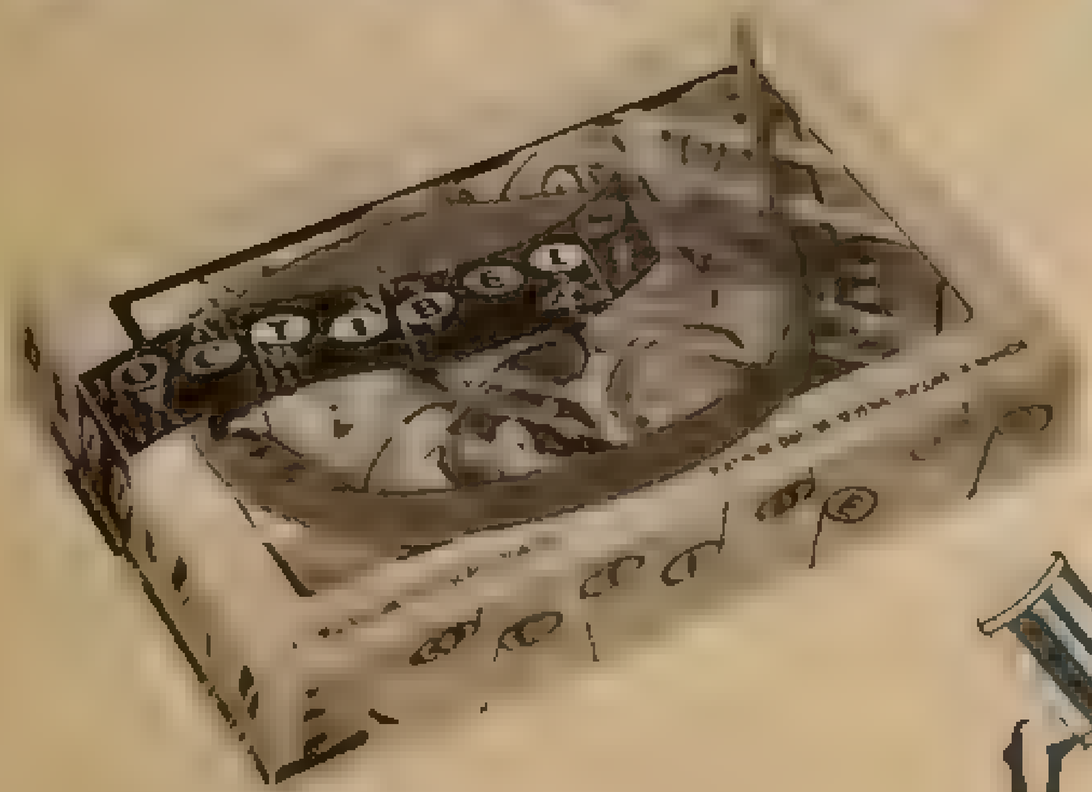

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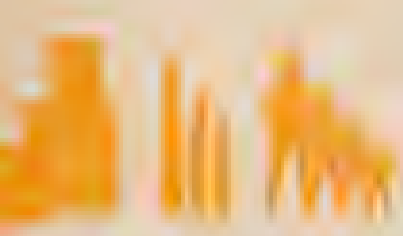

The size of the load can be large and bulky, the destination just about anywhere, when the versatile Fairchild C-123 takes over in logistic or assault missions.

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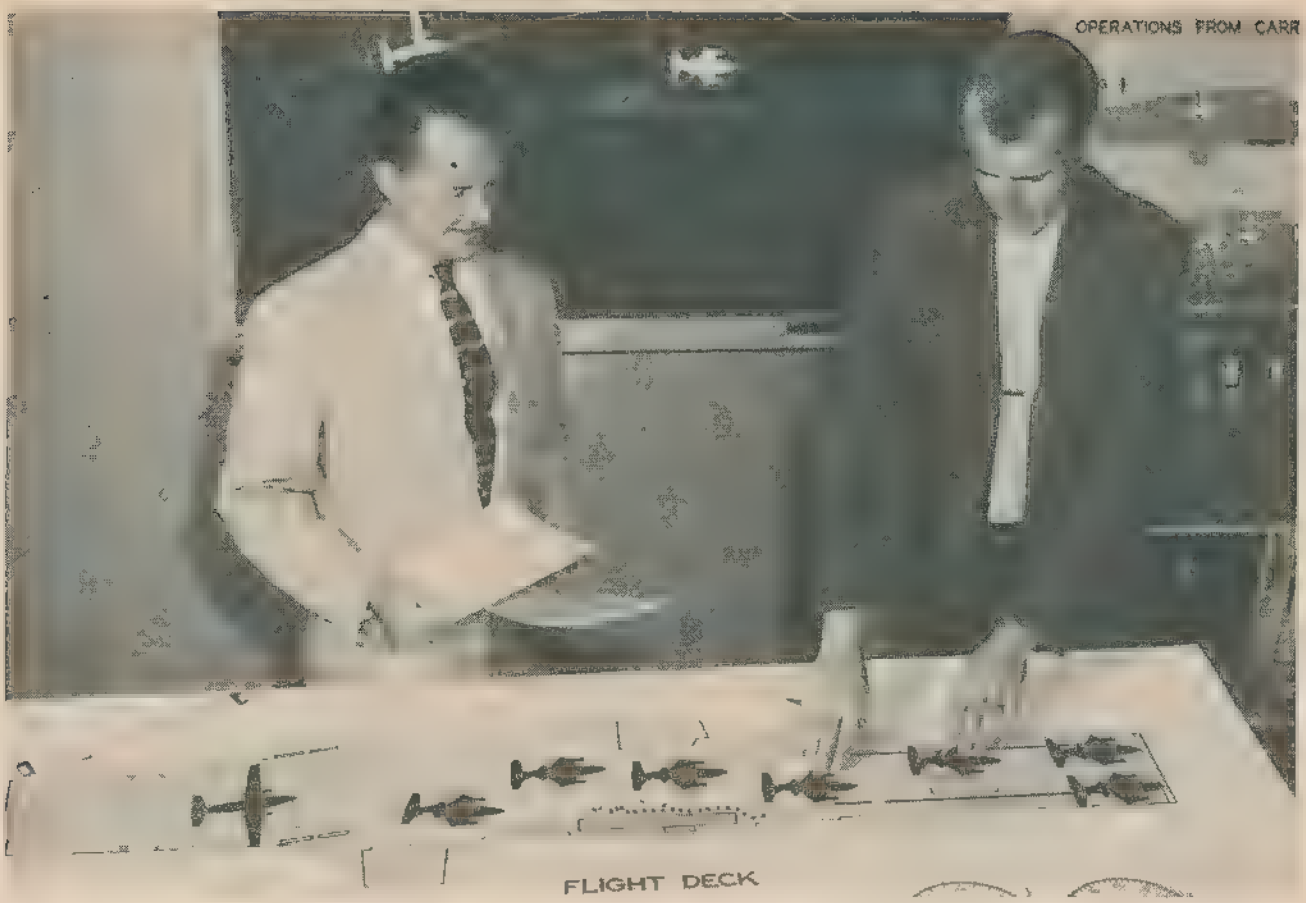

Fairchild Operations Engineers, Perez P. Moody and Robert A. Booth study aspects of a carrier-on-board delivery plan involving the C-123 assault and logistics transport.

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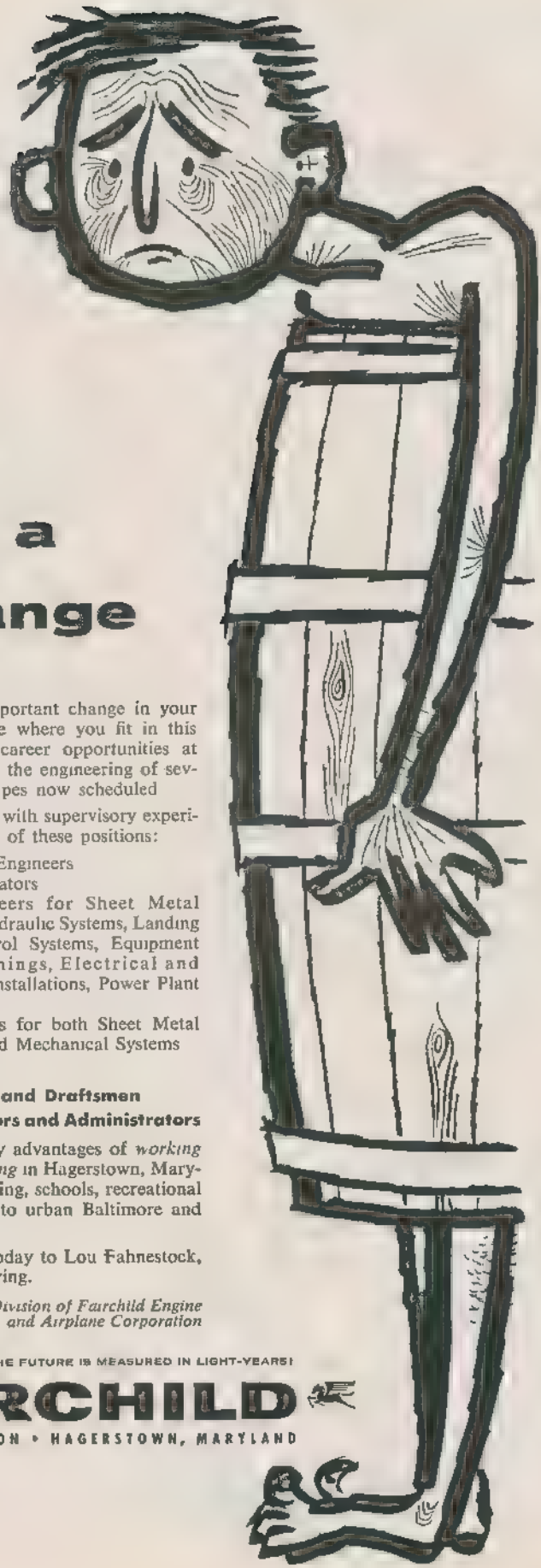

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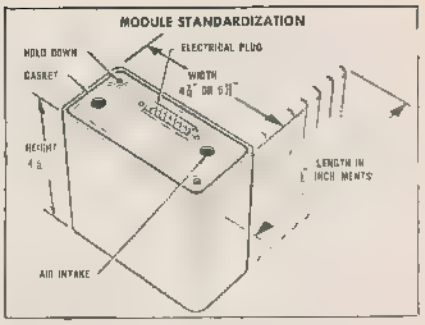

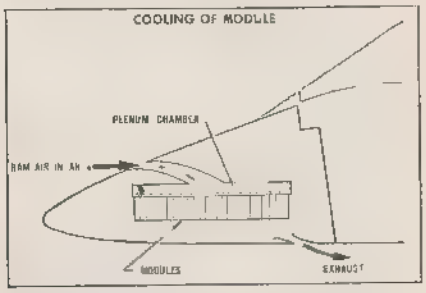

STANDARDIZED avionic module, above, proposed by Douglas, makes more efficient use of ram air for cooling nose package.

equivalent of an extra 30 watts of avionic heat.

The result, Carhart says, is that the number of compartment access doors must be held to a minimum, and effective sealing techniques must be used In fact, the sealing techniques must approach those used to seal the cockpit, Carhart says

New A4D Nose Package

Douglas is presently investigating an integrated electronic package for an existing combat aircraft, Carhart reported It is believed to be the A4D. The new "avionic nose" (see sketch, p. 73 will contain the communications, navigation, and indentification equipment previously repackaged by Douglas, (AW Aug. 9, 1954, p. 43) plus "appreciably more equipment in the form of navigation and armament control devices," Carhart said. Individual equipments will be broken down into small modules.

The speed of the aircraft is such that ram air cooling can be used, providing that the avionic equipment is designed in modular form and each module is designed for effective cooling.

This means that there will have to be some standardization of module dimensions, that they will have to incorporate heat transfer passages and that the allowable weight flow of ram cooling air provided to each shall be specified as a function of its wattage dissipation, Carhart says.

As a "first approximation of a possible approach," Carhart revealed the module design shown above. Cooling within the modules would be by convection, and they would be suitably sealed to prevent leakage. Allowable

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Weapons Guidance is one of the laboratories that form the Wright Air Development Center. WADC, in turn, is the largest Center under the Air Research and Development Command. At its location at Wright-Patterson Air Force Base, Ohio, upward of 10,000 military and civilian workers are engaged in research, development and testing of aircraft, guided missiles and all types of associated flight and ground equipment.

This is one of a series of ads on the technical activities of the Department of Defense

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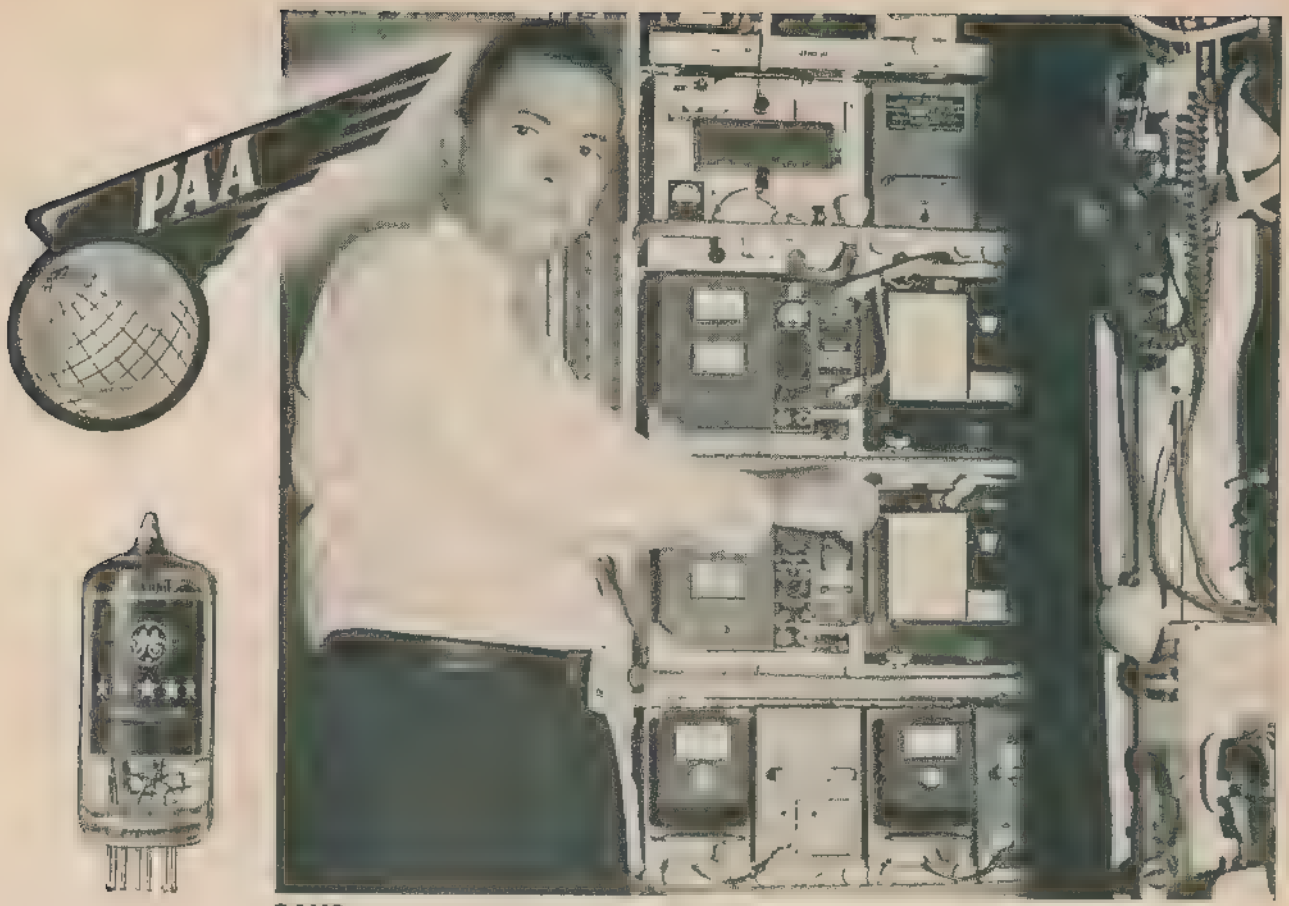
of unusual abilities can find a future at FORD INSTRUMENT COMPANY. Write for information.

Engineer of Ford Instrument Company checking unit designed by the Company for the Air Force to be certain that its magnetic effects will not affect other instruments in the aircraft.



SAYS Ben F. McLeod, System Communications Engineer, Pan American World Airways System:

"ON OVER-WATER FLIGHTS G-E 5-STAR TUBES HELP US MAINTAIN INSTRUMENT RELIABILITY!"

"Pan American's communications and navigation equipment has to be dependable on all our planes; but trans-ocean flying makes extra demands on instruments like the ones here.

"Because of our extensive overseas schedules, we attach special value to the reliability of General Electric 5-Star Tubes. Their failure rate is much lower than standard-type tubes; operating life is long; replacements are fewer.

"More and more, schedule maintenance and safety are coming to depend on the performance of electronic tubes in critical flight-instrument sockets. That's why Pan American looks on 5-Star high-reliability tubes as such a good investment."

* * *

You can install the same superior tube quality as Pan American! Phone your nearby G-E tube distributor for 5-Star types! He has them in stock. *Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1E13

ACCURATE ENGINE TEMPERATURE information helps this 80-ton transport land, unload and take off again in three minutes.

G-E Servo-temperature Indication Systems Chosen by Convair for Navy Turbo-prop R3Y

New General Electric Systems Have Expanded-scale Dual Repeater Indicators; Give High-accuracy Temperature Readings for Both Pilot and Flight Engineer

GENERAL ELECTRIC INSTRUMENTS FOR AVIATION

ELECTRICAL QUANTITIES

ENGINE SPEED

POSITION

FUEL FLOW

NAVIGATION

LIQUID LEVEL

TEMPERATURE

COMPONENTS

TRANSFORMERS FOR AIRCRAFT

FIRST OF ITS KIND on any operational aircraft, the G-E servo-temperature indication installation on the R3Y includes eight amplifiers, one for each turbo-jet, eight two-inch master indicators for the flight engineer, and four three-inch dual repeater indicators on the pilot's instrument panel. Systems report turbo-jet temperatures simultaneously to both pilot and flight engineer.

EASY TO READ expanded scale used on G-E temperature indicators lets flight personnel read engine temperatures quickly. This avoids the difficulties encountered in reading two-scale or sub-dial type indicators. G-E dual pointer indicators save valuable space on pilot's instrument panel; give two readings on the same instrument. High accuracy of G-E servo-temperature indication systems helps assure optimum engine performance, lengthens engine life.

AVAILABLE IN MANY OTHER TYPES, General Electric servo-temperature indication systems can provide signals for control initiation proportional to temperature, time over temperature indication, or for dual repeater indicators.

EXPANDED SCALES used with G-E systems allow high-accuracy temperature readings in critical ranges.

G-E repeater indicators are readily adaptable to the requirements of X model aircraft where simultaneous readings on both pilot's panel and photo panel are desired.

FOR FURTHER INFORMATION on G-E servo-temperature indication systems or on any G-E aircraft instrument, contact your nearest G-E Apparatus Sales Office or write Section 586-3, General Electric Co., Schenectady 5, N. Y.

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components to the point where they may well become the limiting factor to the speed of the vehicle, he said

Temperature is advanced as the most significant environment to affect materials and equipment in a supersonic vehicle

Analysis of the limitations of presently available materials and projected improvements indicates that the equipment designer and manufacturer must, in some cases, discover new materials or develop new techniques for applying known materials, if the operation of supersonic vehicles is not to be compromised.

Electrical Resistivity

Increase in electrical resistivity of metals is one pronounced effect of temperature. Thus at 800F, resistance of copper is 2.8 times that of room temperature resistance, while nickel increases 6.4 times over the same temperature range.

Temperature also will have a significant effect on magnetic properties At 1,000F, saturation flux density of iron cobalt alloy (representative of the new high temperature magnetic materials being developed) has decreased to 17 kilogauss, appreciably lower than room temperature level of about 22 kilogauss.

At 1,000F, silicon steel (used in rotating equipment, transformers) is more severely affected. Orthonol (nickel iron alloy developed for magnetic amplifiers) is completely useless at this temperature, Hart said. While ultimate temperature limit of magnetic materials in general is about 1,000F, special applications may limit their use to a much lower temperature.

In future vehicles, noise levels will be sufficiently high that equipment may be excited directly by impingement of acoustic energy. Estimates are that sound level pressures for vehicles of the future will exceed 174 db.

Noise Effect

Little is known about the effect of noise on equipment, Hart pointed out. In the laboratory, military type vacuum tubes have failed after only a few minutes of exposure to 140 db. A sound level of 150 db. has been known to cause structural failure in existing aircraft

Three design factors of high performance aircraft point to the need for a higher system voltage, Hart said. One of these is the increased electrical load, another is high altitude operation, while the third is increased ambient temperature corresponding to higher speeds. At 750F it will take 2½ times as much copper wire to conduct the same current as required at room temperature. This can mean a substantial weight penalty in a supersonic vehicle. Obvious

GLA ignition

is used for

PRATT & WHITNEY AIRCRAFT ENGINES

and a

HAMILTON STANDARD COMBUSTION STARTER

on BOEING'S 707 *Prototype*

GENERAL LABORATORY ASSOCIATES, INC.

Norwich GLA New York

AIRCRAFT IGNITION AND ELECTRONIC EQUIPMENT

WEST COAST SALES & SERVICE, 3903 Warner Blvd., Burbank, Calif., Victoria 94390

We sell Happiness

with *Gund* talking toys

When you turn the handle of a new Gund talking toy, a child's face will light up with pleasure — and surprise.

Yes, famous members of the Gund family have found a voice—and a laugh! Guaranteed to laugh their way into millions of young (and old) hearts: our first time ever: *Real Laughing Clowns* (circus clowns and Mickey Mouse Clowns, too!). Every time you turn the handle—they laugh out loud, and you will make another friend—another sale.

And Gund's Mickey Mouse, Minnie Mouse, Pandas, Bears and Dolls — can now recite famous nursery rhymes! So just turn the handle— and listen· Gund talking— about good news for you!

For all your stuffed toy needs, all you need is Gund. *WRITE FOR FREE CATALOGUE* of complete line of Gund Stuffed Toys

Gund Mfg.Co., 200 Fifth Ave
New York 10, N. Y

*Illustrated here our brand new *REAL* Laughing Clown . turn the handle and he laughs out loud!

George W. Furtney,
Communications Engineer,
Eastern Air Lines, Inc.

Says:

"Eastern's records show ten G-E 5-Star Tubes still operating after 12,000 hours' service!"

"G-E high-reliability tubes, like the one I'm pointing to, have a history of long life with Eastern Air Lines. A number of the 5-Star Tubes we first installed, three years back, are still in operation. Their service exceeds 8,500 hours. Ten tubes have reached 12,000 hours.

"It's obvious this saves us money on tube replacements. But a bigger dollars-and-cents saving comes from the fact we have fewer tie-ups of communications and navigation equipment caused by tube failures. Apart from any flight delays, the total maintenance costs of replacing a burned-out tube average $35.

"General Electric 5-Star Tubes help keep our electronic equipment flying—keep it out of the shop. This, in turn, cuts down the number of flight delays, enabling us to give better service to the public."

* * *

You too can have fewer tube replacements, less equipment down-time, fewer flight delays . . . with General Electric 5-Star high-reliability tubes. Your local G-E tube distributor stocks them. Phone him for fast service! *Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161 1614

GENERAL ELECTRIC JET ENGINES LOG 13,000,000th FLIGHT HOUR

Engine flight record matched by continually improved SFC, higher thrust, smaller frame-size engines—faster jet development

PERFORMANCE DATA OF 21,000 G-E ENGINES now in service, helped foster design concepts of J79. Above, G-E engineers compare J73, right, with advanced experimental engine.

LOW WEIGHT, HIGH THRUST OF NEW J79 helps make Lockheed F-104A, above, world's fastest fighter. J79 delivers more power per pound than any other jet of comparable size.

By last week, General Electric jet engines had logged 4,000,000 hours more flight time than any other U.S. jet engine manufacturer. And every hour since, G-E J47's and J73's, plus the first of the new J79's, have added the equivalent of another year and a half of flying time to the total.

Operating experience pays dividends in jet reliability. Five years ago, the J47's allowable time between overhauls was 150 hours. Today, J47-GE-25's installed in SAC B-47's are allowed 1700 hours, an increase in service life of 1130%. In the same period, the thrust of G-E engines has jumped—50% in the 9000-lb thrust J73, and even more in the new J79—while frame size has actually decreased. SFC has improved at an equally rapid rate.

Flight data helps speed jet progress. This engine flight experience has helped General Electric design engineers trim months from the development cycle of new engines. The J79, for example, was brought from drawing board to test cell an entire year ahead of the timetable formerly thought feasible.

Operational time of G-E jets continues to grow. The 21,000 General Electric engines currently in service provide an ever-increasing base of flight experience that promises still more powerful, more efficient jet engines for the U.S. aviation industry. General Electric Company, Cincinnati 15, Ohio. 235-10

ENGINEERS: Illustrated booklet "Thrust & Progress" is available for qualified engineers interested in the field of flight propulsion. Write: Technical Personnel, Building 100, AGT Division, General Electric Company, Cincinnati 15, Ohio.

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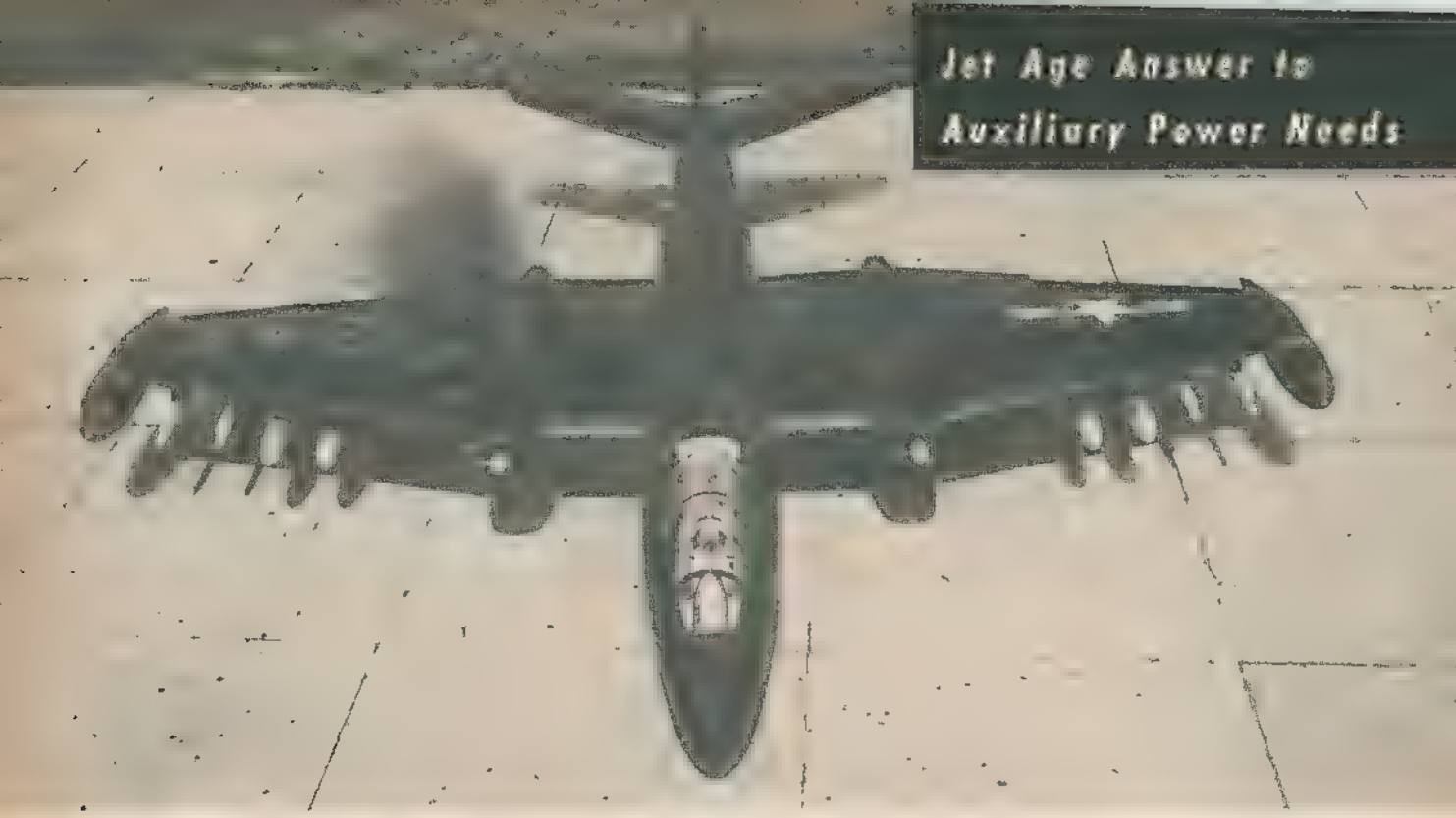

Jet Age Answer to Auxiliary Power Needs

New G-E Turbostarters give fast starts without ground power assistance

Sixty-pound unit produces more than enough horsepower to bring the engines of a USAF medium bomber to idle speed within 25 seconds—anywhere.

G.E.'s cartridge turbostarter makes the Martin B-57 one of the first USAF jet aircraft in production to be equipped with *self-contained* starting power. With this lightweight system, the planes can operate from the most advanced bases, even where ground support may not be readily available. At any base, instantaneous group take-offs are now possible without waiting for ground power—allowing the planes to be dispersed for maximum protection against air attack.

Speed and Reliability

According to E. G. Uhl, Martin's Vice President of Engineering, "The Martin Company has used General Electric cartridge starters since they were available. Thousands of starts have been accomplished successfully under all types of environmental conditions. This starter gives our Air Force the most rapid engine start available and frees ground crews from the burden of handling expensive, complex starting equipment."

Application to Any Aircraft

General Electric self-contained starters are designed to meet the needs of tomorrow's jet aircraft starting power, either military or commercial. In addition to the models now available, a 46-lb fuel/air turbostarter that is only 12½ inches long and will produce 10 ft-lb of torque for each pound of weight is in the works. This drive can be easily modified for your specific engine requirements and energy sources.

For further information on G-E turbostarters and other accessory drives, manufactured at the Aircraft Accessory Turbine Dept., West Lynn 3, Mass., contact your local G-E Apparatus Sales Office.

231-3

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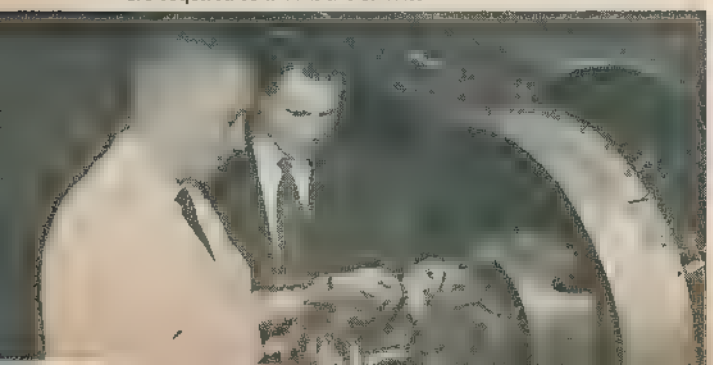
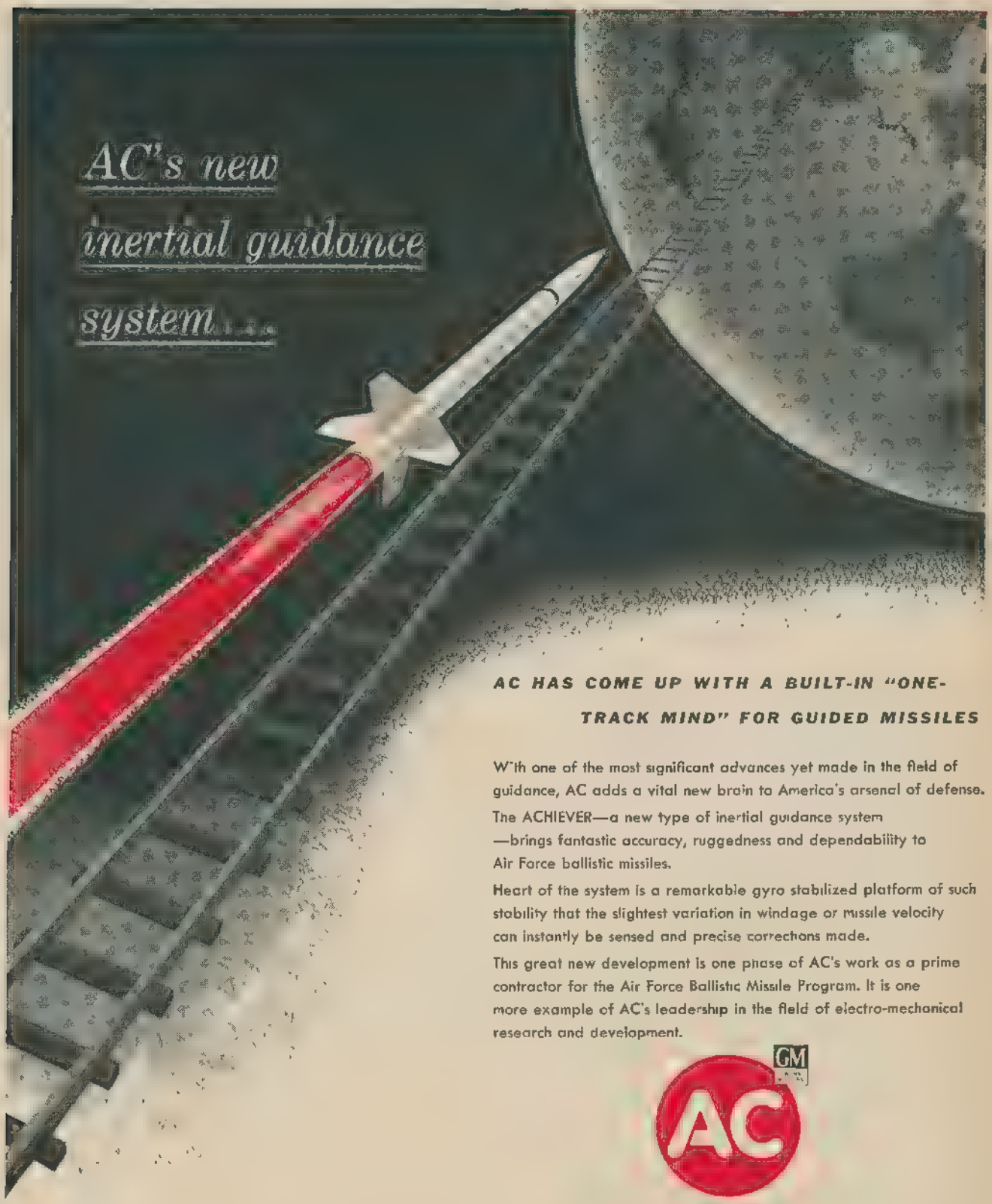
Only two airframe connections, electricity and exhaust, are required to mount the starter.



Integral quick attach-detach mechanism makes mounting a fast, one-man job.

announcing the achiever!



AC HAS COME UP WITH A BUILT-IN "ONE-TRACK MIND" FOR GUIDED MISSILES

With one of the most significant advances yet made in the field of guidance, AC adds a vital new brain to America's arsenal of defense.

The ACHIEVER—a new type of inertial guidance system —brings fantastic accuracy, ruggedness and dependability to Air Force ballistic missiles.

Heart of the system is a remarkable gyro stabilized platform of such stability that the slightest variation in windage or missile velocity can instantly be sensed and precise corrections made.

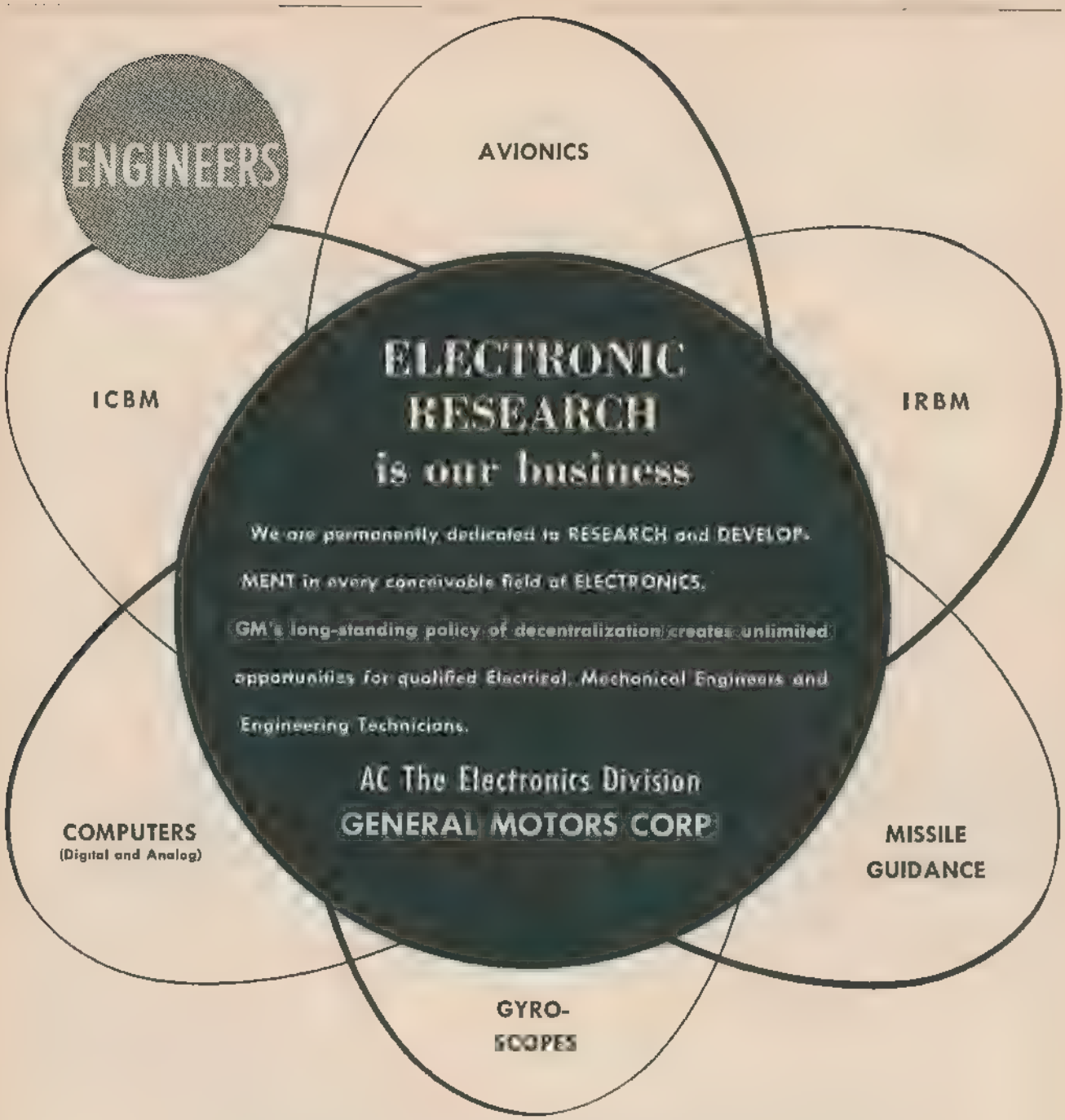
This great new development is one phase of AC's work as a prime contractor for the Air Force Ballistic Missile Program. It is one more example of AC's leadership in the field of electro-mechanical research and development.

GM

AC

THE ELECTRONICS DIVISION OF GENERAL MOTORS

FLINT, MICHIGAN • MILWAUKEE, WISCONSIN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ELECTRONIC RESEARCH is our business
We are permanently dedicated to RESEARCH and DEVELOPMENT in every conceivable field of ELECTRONICS.
GM's long-standing policy of decentralization creates unlimited opportunities for qualified Electrical, Mechanical Engineers and Engineering Technicians.
AC The Electronics Division
GENERAL MOTORS CORP
COMPUTERS
(Digital and Analog)
MISSILE GUIDANCE
GYRO-SCOPES

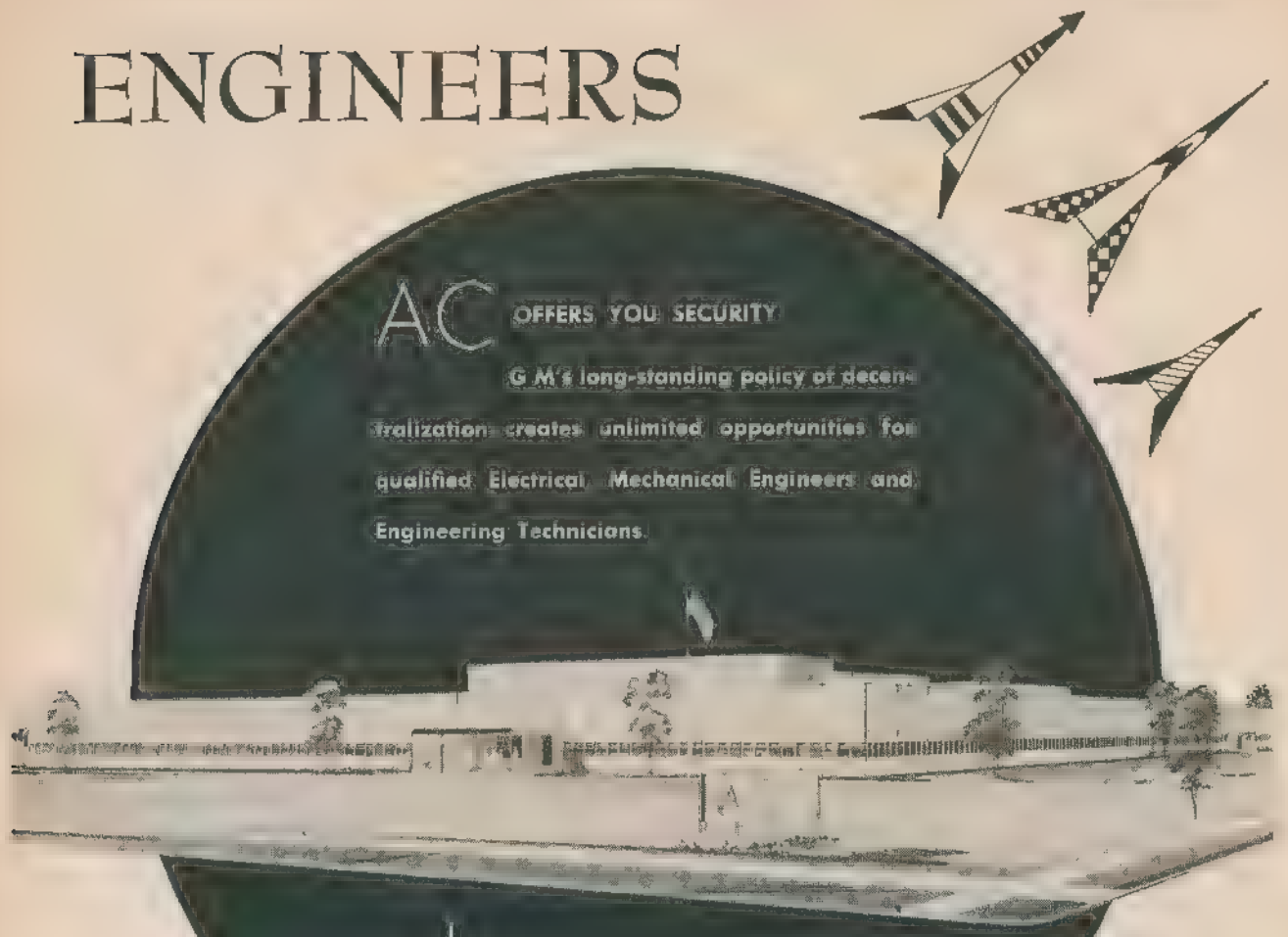
New plant (225,000 square feet) now being built in a Milwaukee suburb. This and our present plant will house the ELECTRONICS DIVISION—Milwaukee of the General Motors Corporation.

Your future is assured (if you can qualify) in this lovely cool, southern Wisconsin city where every conceivable living and cultural advantage, plus small town hospitality is yours for the asking. Send full facts today about your education, work background, etc. Every inquiry treated in strict confidence—and you will hear from us by return mail.

For Employment Application — Mr. John F. Heffinger, Supervisor of Technical Employment

AC THE ELECTRONICS DIVISION
GENERAL MOTORS CORPORATION
Milwaukee 2, Wisconsin Flint 2, Michigan

ENGINEERS



AC OFFERS YOU SECURITY

G M's long-standing policy of decentralization creates unlimited opportunities for qualified Electrical, Mechanical Engineers and Engineering Technicians.

DEVOTED TO RESEARCH

AC'S new, modern 225,000 square feet, glass-masonry, aluminum plant (being built in suburban Milwaukee) is another step in GM's Electronics Division's Permanent, Progressive Program.

For a confidential opinion as to how YOU can fit BEST in our Challenging Program write to us today.

AVIONICS – MISSILE GUIDANCE – JET ENGINE FUEL CONTROLS – COMPUTERS – COMMUNICATION EQUIPMENT – CIVIL DEFENSE AVIATION – AUTOMOTIVE ELECTRONIC PRODUCTS all offer you personally, opportunities that demand investigation. To arrange personal, confidential interview in your territory, write today to

Mr. John F. Heffinger,
Supervisor of Salaried Personnel.

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General Motors Corporation
Milwaukee 2, Wisconsin • Flint 2, Michigan

Ceiling and Visibility Unlimited—the most encouraging forecast for pilots. And, in another sense, the same forecast—unlimited—applies to *your* career opportunities at Goodyear Aircraft.

For here is a place where you can grow. Here, your imagination and ingenuity will provide the raw materials for transforming your ideas into realities that pay off. And to help put your ideas to work, we have the most modern facilities available, including one of the largest computer laboratories in the world. At Goodyear Aircraft, every idea is a prime commodity and is given a chance to mature.

The proof is in the record. Both in peace and in war, our engineers have transformed their ideas into realities that benefit nearly every aircraft in our skies. Airships, plastics, electronic guidance and computing equipment, structures, missiles—the list is long and broad. And it's still growing.

Because of our continued growth and diversification, we find it necessary to expand our engineering staffs at both Akron, Ohio, and Litchfield Park, Arizona. Opportunities are unlimited for creative engineers in all specialties. If you have faith in your ideas and confidence in your ability to make them work, you will find at Goodyear Aircraft the stimulation of creative challenge and the satisfaction of realistic accomplishment.

Salaries and benefits are, of course, liberal. And if you wish to continue your academic studies, company-paid tuition courses leading to advanced degrees are available at nearby colleges.

For further information on *your* career opportunities at Goodyear Aircraft, write:
Mr. C. G. Jones, Personnel Department, Goodyear Aircraft Corporation, Akron 15, Ohio.

They're doing big things at

GOODYEAR AIRCRAFT

THE TEAM TO TEAM WITH IN AERONAUTICS

From its welded steel nose to the spar-web construction of its wing roots, the Fairchild C-123 Assault Transport is built to stand the gaff of hauling large numbers of combat troops to rough, postage-stamp size runways.

To give the C-123 the stamina it has, Fairchild had to find ways of slicing away weight penalty. A couple of those structural secrets are embodied in portions of the aircraft delivered by Goodyear Aircraft Corporation.

Take the front entrance door panel, for example. Originally designed to be built of conventional materials, Goodyear Aircraft was later asked to engineer a new door of *Bondolite*. This construction of honeycombed-metal-core-bonded-to-aluminum not only contributed weight savings, but increased the strength as well.

High atop the tail fin, you find other examples of finesse in structural fabrication by Goodyear Aircraft; a fin cap of void-free laminated plastic and a fin panel of fiber glass. Structural aircraft plastic for electromagnetic transparency without weight penalty is another field in which Goodyear Aircraft has unrivaled experience and facilities.

If you have a ship on the boards now which could utilize the structural abilities and metal-working skills of Goodyear Aircraft Corporation, then don't hesitate. Write us for full information: Goodyear Aircraft Corporation, plants in Akron, Ohio, and Litchfield Park, Arizona.

They're doing big things at

GOODYEAR AIRCRAFT

Bondolite—T. M. Goodyear Aircraft Corporation, Akron 15, Ohio

Moonbeams or a **beam to the moon...?**

You're a creative engineer. Your success depends upon your imagination—your ideas—and, most important, the *transformation* of those *ideas* into *realities* that pay off.

At Goodyear Aircraft, our success is measured by these realities. Here, ideas are a prime commodity. And our engineers have at their disposal the most modern facilities available, to help transform these ideas into practical realities.

During the past 46 years, in both peace and war, our engineers have turned ideas into realities that today affect nearly every aircraft in our skies. Airships, missiles, electronic guidance equipment, structures, electronic computing equipment—the list is long and broad. And when that trip to the moon is ready to leave, you can be sure we'll be in on that one, too.

Our growth and diversification demand that our staff be expanded. Opportunities for rewarding professional careers in all specialties of creative engineering are available both at Akron, Ohio, and Litchfield Park, Arizona. Salaries are based upon individual merit and benefits are, of course, liberal. For those who wish to continue academic study, company-paid tuition courses leading to advanced degrees have been established at nearby colleges.

For further information on the opportunities awaiting *you* at Goodyear Aircraft, write: Mr. C. G. Jones, Personnel Department, Goodyear Aircraft Corporation, Akron 15, Ohio.

They're doing big things at

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THE TEAM TO TEAM WITH IN AERONAUTICS

The proof of the pudding

Not long ago this long-needed, lightweight escape capsule for jet aircraft was merely an idea in the mind of an enthusiastic engineer. Today it is a long awaited reality which will give our pilots added assurance and safety on their important missions as our nation's defenders. What turned this "hunch" idea into a realistic accomplishment? The answer is creative engineering —our specialty at Goodyear Aircraft—where transforming ideas into working realities has become a habit.

Here ideas are a prime commodity. Imagination and ingenuity are our raw materials. And to help put their ideas to work, our engineers have the most modern facilities available, including one of the world's largest computer laboratories. Here, *every* idea has a chance.

And many of them make the grade, as the record will show. Both in peace and in war, our engineers have turned their ideas into significant accomplishments that benefit nearly every aircraft in our skies. Airships, missiles, electronic guidance and computing equipment, structural materials, plastics—the list is long and broad. And it's still growing.

This continued growth and diversification demand that our engineering staffs be expanded both at Akron, Ohio, and Litchfield Park, Arizona. Opportunities are unlimited for creative engineers in all specialties. So, if you have faith in your ideas and confidence in your ability to make them work, there's a challenging career waiting for *you* at Goodyear Aircraft.

Salaries and benefits are, of course, liberal. And if you wish to continue your academic studies, company-paid tuition courses leading to advanced degrees are available at nearby colleges.

For further information on *your* career opportunities at Goodyear Aircraft, write:
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The proof of the pudding

Not long ago this long-needed, lightweight escape capsule for jet aircraft was merely an idea in the mind of an enthusiastic engineer. Today it is a long awaited reality which will give our pilots added assurance and safety on their important missions as our nation's defenders. What turned this "hunch" idea into a realistic accomplishment? The answer is creative engineering—our specialty at Goodyear Aircraft—where transforming ideas into working realities has become a habit.

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They're doing big things at

GOODYEAR AIRCRAFT

THE TEAM TO TEAM WITH in AERONAUTICS

Here's one **for you**

Inside this folder is a problem. It may be on missiles, on plastics, on structures, on electronics, on any of the diverse fields of engineering for which Goodyear Aircraft is renowned. Whatever it is, you can be sure it represents a real and important engineering challenge.

If you are a creative engineer, with faith in your ideas and confidence in your ability to make them work, *this* may be the challenge *you* have been seeking. For, due to our growth and diversification, we find it necessary to expand our engineering staffs at both Akron, Ohio, and Litchfield Park, Arizona. Opportunities are unlimited for rewarding professional careers in all specialties of engineering.

And, we mean *careers*—not just *jobs*. For here, your imagination and ingenuity are our raw materials. Here, your every idea has a chance. And, in transforming your ideas into practical realities, you will discover the exciting stimulation of creative challenge leading to a real satisfaction of accomplishment.

At Goodyear Aircraft you will discover a diversification rarely found under one roof. Whatever your specialty, you will find opportunities in every phase of aviation—civil and military.

Salaries and benefits are, of course, liberal. And, if you wish to continue your academic studies, company-paid tuition courses leading to advanced degrees are available at nearby colleges.

For further information on *your* career opportunities at Goodyear Aircraft, write: Mr. C. G. Jones, Personnel Department, Goodyear Aircraft Corporation, Akron 15, Ohio.

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The U.S. Navy carriers on guard against brush fire wars are armed with Grumman aircraft, ready as usual in quantity when needed.

Grumman

GRUMMAN AIRCRAFT ENGINEERING CORPORATION

COOLED FROM THE GROUND UP

...BY HARRISON!

Convair's New Delta-Wing "Pogo" Relies on Harrison Oil Coolers!

Vertical take-off ... streaking straight up! Tremendous heat is generated to get this Navy fighting ship off the ground. And when it comes to heat like this ... *that's a job that calls for Harrison!* Specially designed Harrison aluminum oil coolers keep temperatures level for peak operating efficiency. You'll find Harrison coolers on the finest, fastest fighters. These oil coolers save weight, save space—open the door on new, even more modern design. And Harrison's outstanding research facilities are constantly at work developing the latest advances in heat exchangers. If you have a cooling problem, look to Harrison for the answer.

GM
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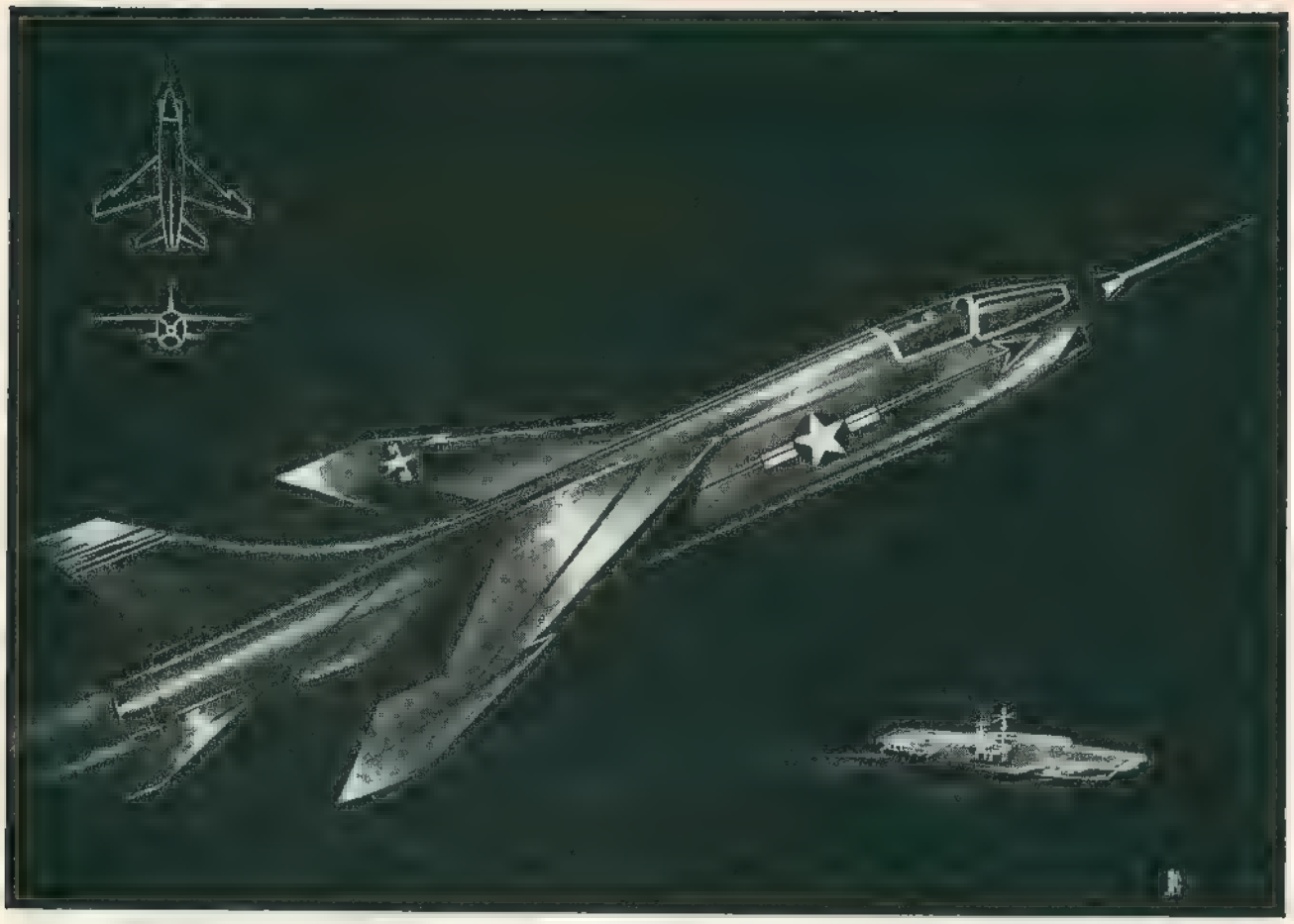
RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N.Y.



F8U-1 Crusader This speedy U. S. Navy fighter is powered by a J-57 turbo-jet engine with afterburner. The fuel economy of this powerplant gives the Crusader the endurance necessary for carrier operations.

Up from Navy flight-decks... a 1,000-mile-per-hour fighter

Chance Vought's Crusader climbs swiftly to a very high combat ceiling. Once upstairs, the slender fighter arrows through air with flashing speed: she flew *faster than 1,000 mph* at this year's National Air Show!

The swept-wing Crusader — world's fastest Navy fighter — promises air superiority wherever carrier task forces operate. And Inco Nickel and Inco Nickel Alloys contribute to her remarkable performance.

In the Crusader as in so many of today's fast jets — these sturdy metals are found at critical locations where service conditions are unusually severe. *Particularly where special combinations of heat and corrosion resistance, strength, toughness, and ductility are required.*

Can one of the Inco Nickel Alloys solve a metal problem for you? It's easy to find out. Just write Inco's Mechanical Engineering Section.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street New York 5, N. Y.

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Nickel Alloys

are marketed under the following trademarks:
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Where Inco Nickel Alloys are used in jet aircraft

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Transition sections
Insulating blankets
Lock wire and rivets
Fuel line tubing

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Rotor discs
Afterburner bellows
High-temperature bolts
Rocket engine rotors

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Combustion liners
Transition sections
Vaporizer tubes
Turbine blades
Rotor discs

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Tail cones
Afterburners

Inconel "700"
Turbine blades

Incoloy "T"
Transition sections

Incoloy "901"
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Monel
Lock wire
Fuel line tubing
Rivets

"S" Monel
Bearing retainer rings

Pure Nickel for electrical and electronic gear. Primary Nickel as alloying element in other materials. Inco Precision Castings in many different alloys

THE AMF JUNIOR ROCKETRIKE

...first to break through the old-fashioned
"Model T" design barrier!

Here's the trike that captured the eyes ...and attention ...of almost every wheel goods buyer at the Toy Fair

Here's the trike that's capturing a big share of trike sales

The AMF JUNIOR ROCKETRIKE is styled to sell faster And, it's advertised in PARENTS' magazine...and promoted on television to *pre-sell* customers for you

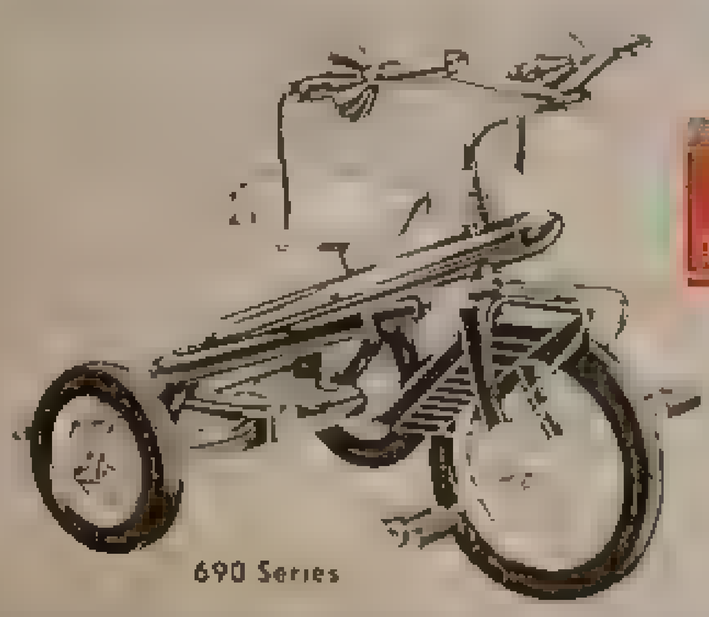
The Rocketrike is another exclusive patents pending AMF JUNIOR *first* in design. Another concrete selling example of AMF JUNIOR's reputation for being consistently *first* with new designs and new features.

No wonder each year more people buy...and more children ride...AMF JUNIOR trikes than any other kind

AMF JUNIOR ROCKETRIKES are available in a wide range of models, sizes and prices to satisfy any buyer

So ride the Rocketrike to profit! See your AMF Junior representative now, or write for free colorful catalog to Junior Toy Corporation Hammond, Indiana A Subsidiary of American Machine & Foundry Company

Patents Pending



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In playsuits . . . nothing under the sun sells with the sizzling success of Iskin's famous Pla-Master, TV-personality outfits! Start this playtime season with the complete line. And when your Iskin stock does its famous disappearing act . ISKIN'S GREAT NEW IN-STOCK PLAN will have your reorders rolling in—in no time flat. Imagine 48-Hour shipment!

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PLAYSUITS SINCE 1910

ratios for **gear-head servo motors**, Norden-Ketay Corp., 99 Park Ave., New York, N. Y. . . . Illustrated case history of **power belt conveyor system** taking baggage from behind terminal ticket counter to loading area, Field Report 96, Rapids-Standard Company, Inc., 342 Rapistan Bldg., Grand Rapids 2, Mich.

Catalog of 56 **subminiature switches, auxiliary actuators and switch assemblies**, Micro Switch, Freeport, Ill. . Description, specifications, operation and performance data of USAF Type MA-1A **mobile air compressor (ground support)**, special engineering release, AiResearch Manufacturing Division of Arizona, Sky Harbor Airport, Phoenix, Ariz. . . . Technical information on **Model AT1A, Type 20A220 flowmeter**, catalog sheet RC-1, Rotron Controls Corp., Woodstock, N. Y.

Laboratory facilities, technical data and SAE specifications of **metallic abrasives**, Catalog No. 556, Cleveland Metal Abrasive Co., 800 East 67th St., Cleveland, Ohio. . . . Handling Materials Illustrated, covering applications and use of **fork lift trucks**, Towmotor Corp., 1226 East 152nd St., Cleveland 10, Ohio. . . . Design and application data for **belt conveyors to handle bulk materials**, Limberoller Belt Idler Booklet 2-59, Joy Manufacturing Co., 307 Oliver Bldg., Pittsburgh 22, Pa.

Illustrations, specifications and dimensions of **single-, double- and triple-action underdrive presses**, catalog, Danly Machine Specialties, Inc., 2100 So. Laramie Ave., Chicago 50, Ill. . . . Information and drawings of **manually reset vibration monitors and malfunction detectors**, Bulletin 500-1A, Beta Corp., P. O. Box 8625, Richmond 26, Va. . . . Description and applications of Ampco-Trode **electrodes**, Bulletin W-25a, Ampco Metal, Inc., 1745 So. 38 St., Milwaukee, Wis.

Publications Received

• *The Exploration of Mars*—by Willy Ley and Wernher Von Braun—Paintings by Chesley Bonestell—Pub. by The Viking Press, Inc., 18 East 48th St., New York 17, N. Y. $4.95; 176 pp.

A comprehensive account of existing knowledge of Mars, and past and present theories. The authors have outlined a master blueprint for man's first exploring trip to this planet. (Publication date: June 22, 1956)

• *Manual of Excellent Managements*—Pub. by the American Institute of Management, Inc., a Non-Profit Foundation. $20.00; 192 pp.

Companies whose management prac-

COMBAT BOOTS FOR THE HOK

KAMAN

THE KAMAN AIRCRAFT CORP., BLOOMFIELD, CONN.

Kaman's general utility helicopter, the HOK, is now in service with the U.S. Marine Corps carrying cargo and personnel on a variety of missions. Equipped with special flotation gear, the HOK converts to an amphibious jack-of-all trades.

To widen the HOK's working sphere to the fullest, Kaman has developed a new type "bear paw" skid landing gear which allows the helicopter to operate from snow, ice, sand and mud. This means that the benefits of the HOK's high altitude performance can now be realized all over the world, regardless of terrain conditions. This development is one more step in the strides Kaman is taking in the interest of National Defense.

to creative engineers

who want to specialize in advanced electro-mechanical research

Now—for engineers with scientific imagination—AUTONETICS has a number of excellent research positions open. No direct experience is required.

The programs range from marine navigation to supersonic missile guidance, and include: navigation instrument development, guidance system performance prediction and operations analysis on integrated navigation systems.

If you are eager for this exploratory kind of engineering and you would like to join a company with ten years' experience in producing advanced electro-mechanical control systems, AUTONETICS welcomes your inquiry.

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Autonetics Engineering Personnel
Dept. 991-20 AW
12214 Lakewood Blvd., Downey, Calif.

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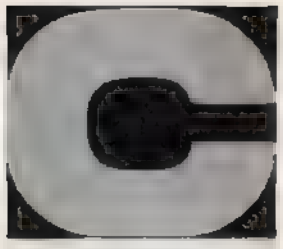
A DIVISION OF NORTH AMERICAN AVIATION, INC.

AUTOMATIC CONTROLS MAN HAS NEVER BUILT BEFORE



How did CESSNA *raise* $5,000,000 *of New Capital?*

THE PROBLEM:

As a result of a dynamic increase in sales from $7,160,000 in 1950 to $50,000,000 in 1955, Cessna Aircraft Company needed additional working capital.

THE SOLUTION:

Kidder, Peabody & Co., acting as Cessna's agent, obtained $5,000,000 on favorable terms by placing privately this amount of promissory notes with a number of institutions. Analyzing the financial needs of large and small corporations and raising capital when necessary is an important part of our business. You are invited to call on us if our services will be of benefit to you.

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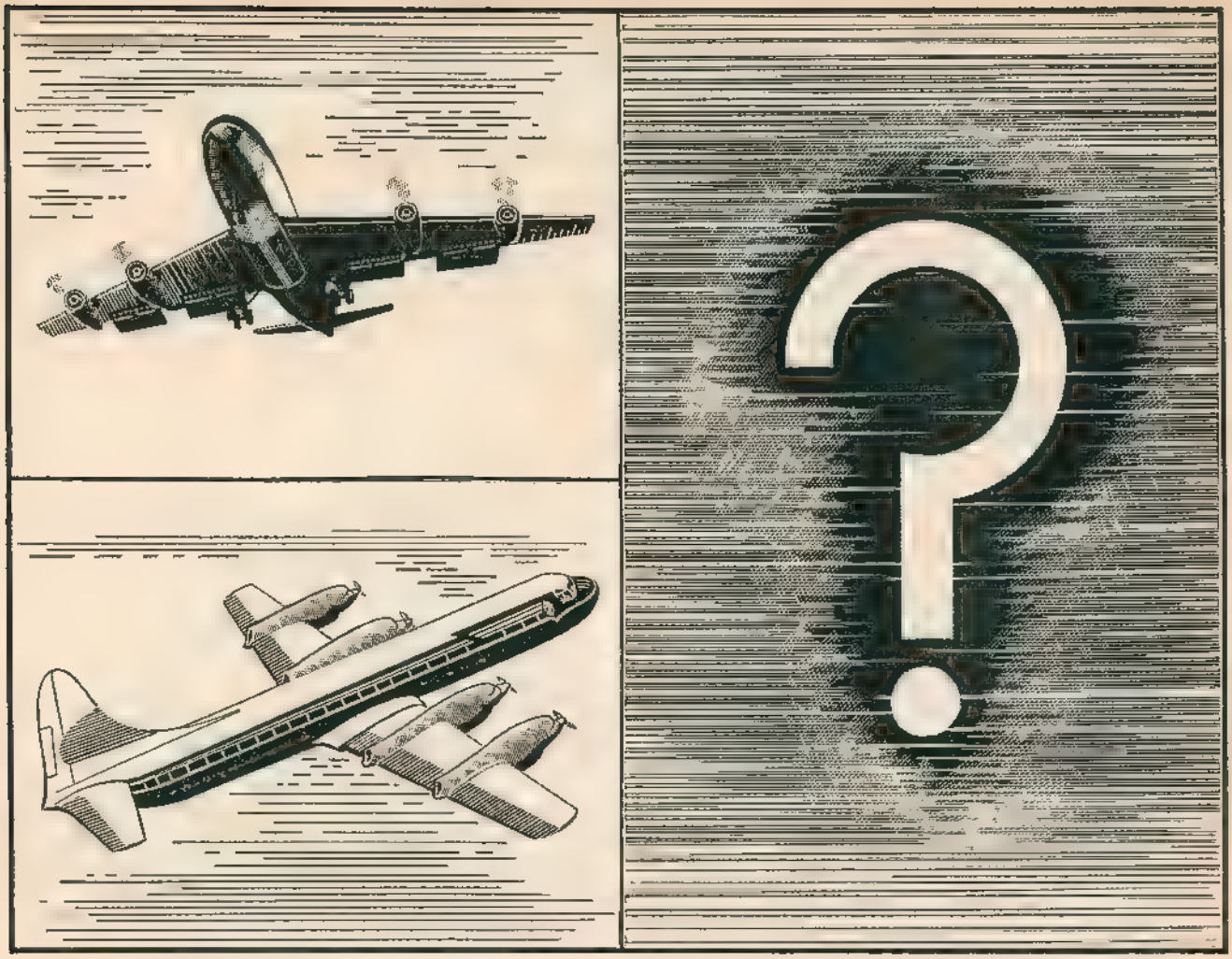

Top: BOEING "707" Bottom: LOCKHEED "ELECTRA"

who'll be next to use PNEUMATICS?

The new Boeing "707" and the new Lockheed "Electra" are both equipped with Kidde compressor-powered pneumatic systems. The reliability of Kidde designed and manufactured equipment, proved by thousands of systems in military aircraft, made Kidde pneumatics a natural choice of these forward looking manufacturers. Who will be next?

Designers and developers of lightweight, dependable pneumatic actuating systems, Kidde's creative engineering staff has refined pneumatics to an amazingly flexible state. Today, there is no job—aloft or on the ground—which pneumatics cannot do as well *or better* than existing aircraft actuating systems.

In addition to 4cfm and 2cfm compressors which are currently in production, Kidde also has a complete line of allied pneumatic equipment—pressure relief valves, dehydration equipment, lightweight steel or fiberglass high-pressure storage vessels. 6cfm, 8cfm, 12cfm and 25cfm compressors, some developing 5000 psi, are now in various stages nearing production.

At this moment, Kidde can furnish many items of pneumatic equipment on an off-the-shelf basis, and can furnish as well the engineering talent to develop special equipment on request. Consider the use of pneumatics in today's, or tomorrow's, aircraft. Why not discuss your pneumatic problems with Kidde?

Kidde

Walter Kidde & Company, Inc.
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Walter Kidde & Company of Canada Ltd., Montreal

District Sales-Engineering Offices: Washington, D. C.; Dayton, Ohio; Dallas, Tex.; Seattle, Wash.; St. Louis, Mo.; Van Nuys, Calif.; Montreal, Canada; Belleville, N. J.

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Shore dinners — chowders — broiled live lobsters.

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$4.75 to $7.50

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Direction, American Hotels Corporation

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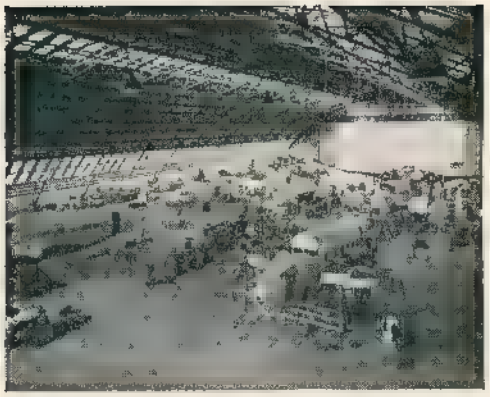

WORLD'S FOREMOST

LODESTAR

MODIFICATION AND SERVICE CENTER

Lear Aircraft Engineering Division has engineered more improvements for Lodestars than any other business aircraft center... has qualified more Lodestar improvements for Transport Category certification than any other modification center... has developed and uses more production tooling for Lodestar modifications than any other company... does more Lodestar "8000-hr." overhauls than any other service facility... installs more radar in Lodestars than any other agency... designs and installs more Lodestar cabin furnishings than any other interior specialist... does more Lodestar exterior paint jobs than anyone else. In short, nowhere else can you find so many services or so much Lodestar experience.

Exclusive Lear Improvements

Rudder-elevator spring tabs
Permitting use of 1350 h.p./eng. for take-off*

Modern landing gear wheels and single-disc brakes*
Fully streamlined, honeycomb-structure radome
Propeller spinners and engine baffles
Reinforcement of empennage support structure*
Reinforcement of main landing gear*
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*MEETS STRUCTURAL REQUIREMENTS FOR 24 000-LB. TAKE OFF AND 21 500 LB. LANDING WEIGHTS

LEAR

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Builders of the Incomparable Learstars...

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Fire resistant flex lines
Firewall shut-off valves
Wing beef-up

PERFORMANCE MODIFICATIONS:

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Radar
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(CAA Repair Station No. 4213
Classes 1, 2, 3, 4)

COMPLETE CONVERSIONS:

Learstar Mark I
Learstar Mark II

the F-104A goes steady with Lear

The faster-than-thought speed of the Lockheed F-104A Starfighter has been made practicable by the automatic flight control system designed and produced by Lear in collaboration with Lockheed engineers. By damping out undesired oscillations in *all* axes more quickly than they can even register in a pilot's brain, Lear's 3-axis stability augmenter provides an ease of control comparable to a basic jet trainer.

Lear Inc.
Santa Monica, California

...reproduction ... the Public Relations Dept., Lear inc., Santa Monica, California

"Man's reach should exceed his grasp, or what's a heaven for" – Robert Browning

LEAR

Expansions, Changes In Avionics Industry

Bendix Aviation Corp. has purchased a 40% interest in Computing Devices of Canada Ltd., Ottawa. CDC obtains sales and licensing rights to many Bendix avionics products and will make available its own computer developments to Bendix under the purchase agreement. Bendix already owns 70% interest in Aviation Electric Ltd., Montreal, with which it has similar sales-licensing arrangement on its automatic flight control, aviation instruments and electrical systems.

Other recent changes, expansions and mergers in the industry include:

• **General Electric's Defense Electronics Division** has merged its former Naval Ordnance and its Special Defense Projects departments into a single new department to be called Missile and Ordnance Systems Dept. George F. Metcalf, former general manager of Special Defense Projects, heads the new department.

• **Wheeler Laboratories, Inc.,** Great Neck, N. Y. has started construction on a second laboratory in Smithtown, N. Y. The new 11,000 sq. ft. Long Island facility will include a 1,000 foot antenna range and will house 25 engineers and supporting personnel.

• **Sprague Electric Co.,** North Adams, Mass., has purchased controlling interest in an Italian capacitor manufacturer named CREAS, located in Milan. New acquisition will enable Sprague to enter European and Near-East markets previously closed by import restrictions and dollar shortages.

• **Bendix Radio** has opened its new $15 million Advanced Engineering Center in Baltimore, providing 100,000 sq. ft. of air conditioned space for its avionics R & D activities.

• **Topp Industries, Inc.,** Los Angeles, will acquire assets of Heli-Coil Corp., Danbury, Conn., maker of threaded inserts

• **International Business Machines Corp.** will build a new research center in Yorktown, N. Y., 38 miles north of New York City. New facility will house approximately 1,600 scientists, administrative and supporting personnel.

• **Cook Electric Co.** will open its new Technological Center this month in Morton Grove, Ill., a suburb of Chicago. Cook Research Laboratories and Inland Testing Laboratories will occupy the 158,000 sq. ft. facility which is expected to be staffed by more than 1,000 people.

BLASTING OFF...TO WHAT CEILING?

The security wraps still enfold the answers to such questions. However, Leland did supply the "answer" to the power problems of the Martin Matador with the SE 24-1, 2250 VA Inverter. This is just one example of the proven design and production capability of Leland's Aircraft Products Division; among the other power products developed and produced are alternators, motors, actuators, AC and DC generators.

Power supplies are our business. Therefore, if you have *any* new power equipment problems because of higher altitudes, higher speeds, special lubrication, special cooling, or other unusual environmental conditions, forward all details to our Aircraft Products Sales Department. They will completely analyze your specifications and then develop a thorough engineering proposal to meet them. Why not try us, today?

DESIGN ENGINEERS. If you would like a position with a group that is really performing in this growing field, one which recognizes and rewards personal contributions, then contact immediately Mr. J. E. Mulheim, Chief Engineer.

By-the-way, make a note to stop off and see us at the Aircraft Electrical Society's show in L. A.

Another AMF Product
LELAND AIRCRAFT PRODUCTS

THE LELAND ELECTRIC COMPANY
Dayton 1, Ohio
Division of AMERICAN MACHINE & FOUNDRY COMPANY

Lockheed breaks ground on new flight test engineering center

● **To keep pace** with its expanding development and production program, Lockheed has broken ground on a spacious new flight test engineering center at Lockheed Air Terminal in Burbank, California. The 16 acre center will provide engineers with the most modern facilities for test-proving the wide range of aircraft now in development.

It will augment extensive flight test facilities now in operation at Palmdale and Burbank

The expansion program has created a number of new positions on all levels for engineers

To non-aircraft engineers: Aircraft experience is not necessary to join Lockheed. It's your engineering training and experience that count. Lockheed trains you for aircraft engineering – at full pay.

A wide variety of assignments are available in fields of:

Power Plant: engine and after-burner; fuel systems, oil fire extinguishing and air conditioning systems.

Flight Analysis: CAA certification, aerodynamic performance, data processing

Structural Flight Measurement

Instrumentation: systems design, calibration and maintenance.

Weapons: fire control systems, ordnance, rocket sleds

Radio and Radar: communications, search radar, magnetometers ranging and slighting gear.

Dynamics: flutter, sound, vibration, autopilot and approach systems.

Architect's drawing of new engineering flight test and experimental center

Positions are open for:

Aeronautical Engineers • Physicists
Electrical Engineers • Mechanical Engineers
Electronic Engineers • Civil Engineers

Brief résumé form at right is for your convenience in contacting Lockheed.

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Dear Sir: Please send me your brochure detailing life and work at Lockheed

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Field of Engineering _____

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Where employed _____

THERE'S *ACTION* AT LOCKHEED IN GEORGIA

Action! Progress! Exciting new projects such as our new multi-million dollar nuclear aircraft facility! These make up the strong tide of vigorous living at work and play here on this new frontier of scientific and industrial expansion.

Here's a place to dig in where there's still career room!

Qualified Engineers and Scientists interested in becoming associated with this progressive and rapidly expanding organization are invited to inquire for further information or personal interview.

R. S. V. P.

ENGINEERING PROFESSIONAL PLACEMENT

LOCKHEED

AIRCRAFT CORPORATION DEPT. AVW-910
761 PEACHTREE N. E., ATLANTA, GEORGIA

ROUND THE CLOCK... THROUGHOUT THE YEAR...

LOCKHEED IN GEORGIA
MOVES AHEAD

Here at the world's largest integrated aircraft plant, in Marietta, Georgia—where the Lockheed C-130 Turbo-Prop Cargo planes and B-47 Jet Bombers are built—we welcome two new Lockheed programs to Georgia.

One is our huge new Engineering Center here at the plant and the other is our multi-million dollar nuclear powered aircraft development facility.

Here are projects to challenge the very limits of imagination, vision, ability and capabilities of man!

Qualified Engineers and Scientists interested in becoming associated with this progressive and rapidly expanding organization are invited to inquire for further information or personal interview.

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AIRCRAFT CORPORATION DEPT. AVW-827

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MOST PROFITABLE AIRLINER

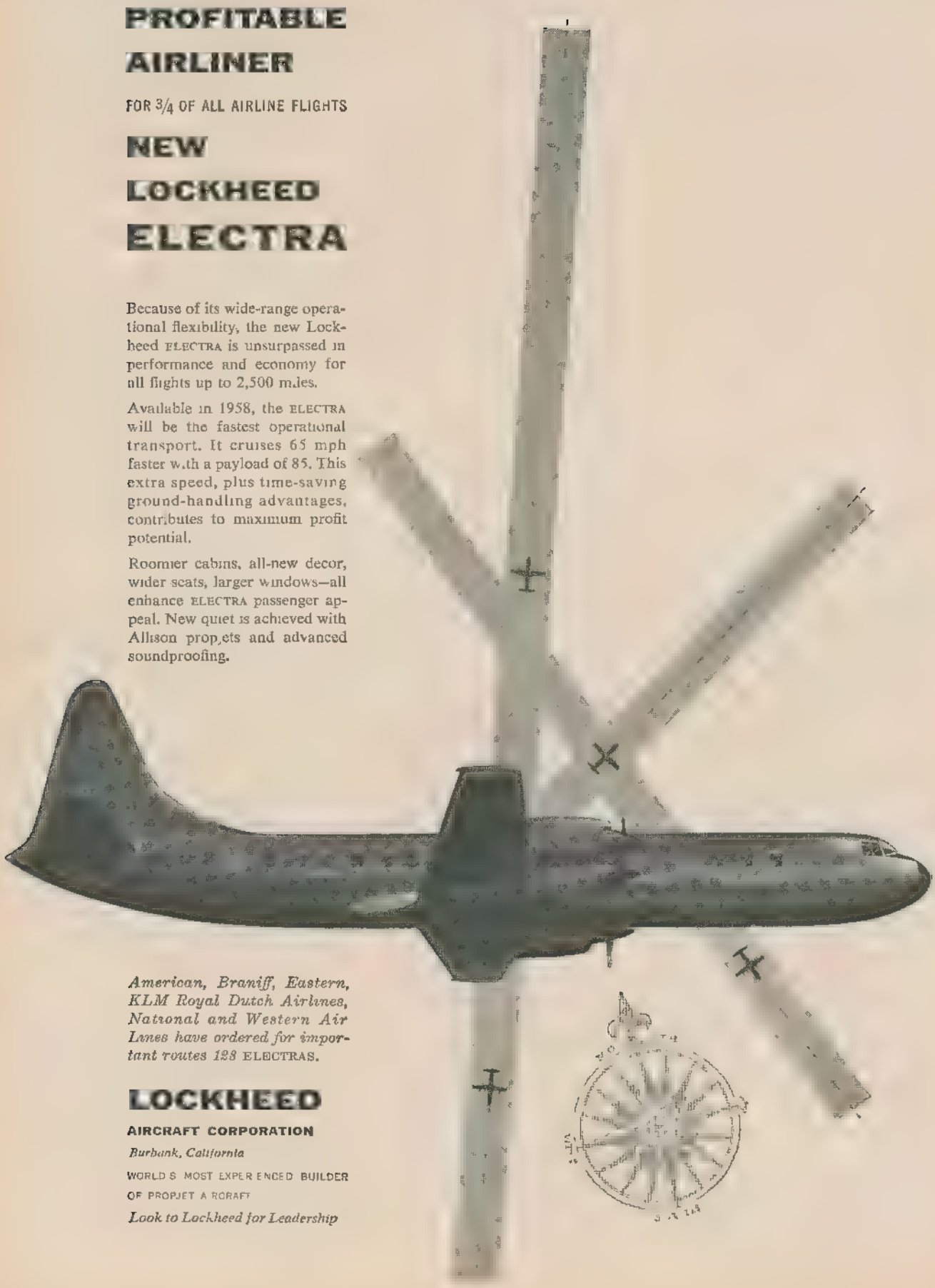
FOR 3/4 OF ALL AIRLINE FLIGHTS

NEW LOCKHEED ELECTRA

Because of its wide-range operational flexibility, the new Lockheed ELECTRA is unsurpassed in performance and economy for all flights up to 2,500 miles.

Available in 1958, the ELECTRA will be the fastest operational transport. It cruises 65 mph faster with a payload of 85. This extra speed, plus time-saving ground-handling advantages, contributes to maximum profit potential.

Roomier cabins, all-new decor, wider seats, larger windows—all enhance ELECTRA passenger appeal. New quiet is achieved with Allison propjets and advanced soundproofing.



American, Braniff, Eastern, KLM Royal Dutch Airlines, National and Western Air Lines have ordered for important routes 123 ELECTRAS.

LOCKHEED

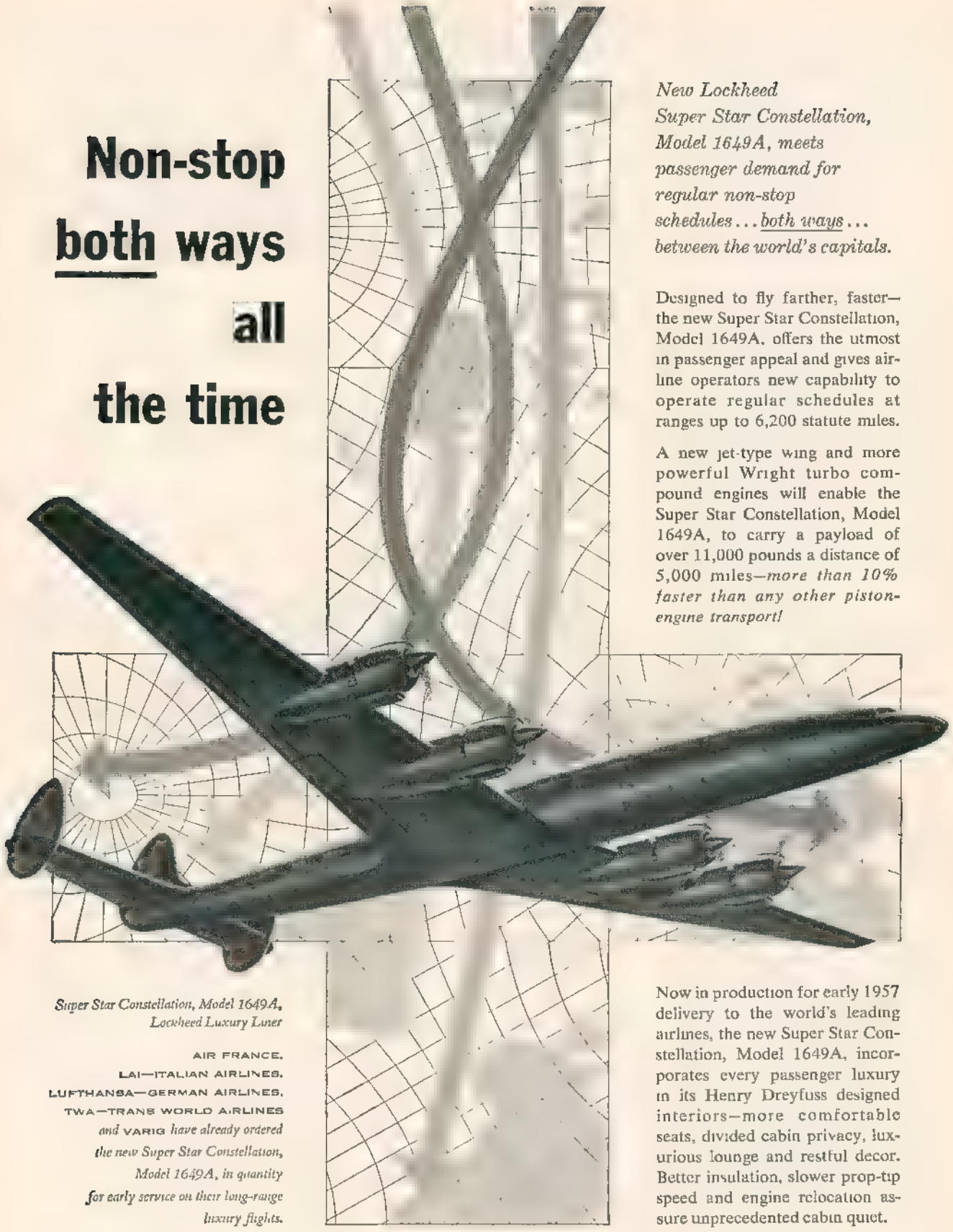
AIRCRAFT CORPORATION

Burbank, California

WORLD'S MOST EXPERIENCED BUILDER OF PROPJET AIRCRAFT

Look to Lockheed for Leadership

Non-stop both ways all the time



New Lockheed Super Star Constellation, Model 1649A, meets passenger demand for regular non-stop schedules . . . both ways . . . between the world's capitals.

Designed to fly farther, faster—the new Super Star Constellation, Model 1649A, offers the utmost in passenger appeal and gives airline operators new capability to operate regular schedules at ranges up to 6,200 statute miles.

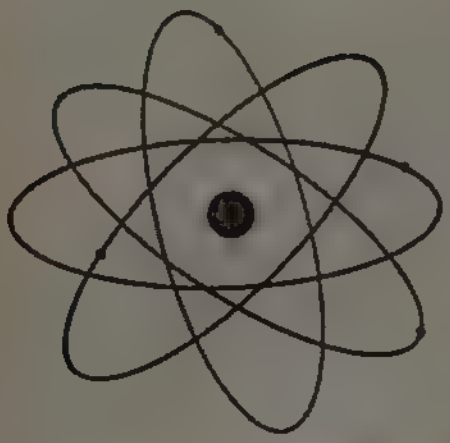
A new jet-type wing and more powerful Wright turbo compound engines will enable the Super Star Constellation, Model 1649A, to carry a payload of over 11,000 pounds a distance of 5,000 miles—*more than 10% faster than any other piston-engine transport!*

Super Star Constellation, Model 1649A, Lockheed Luxury Liner

AIR FRANCE,
LAI—ITALIAN AIRLINES,
LUFTHANSA—GERMAN AIRLINES,
TWA—TRANS WORLD AIRLINES
and VARIG *have already ordered the new Super Star Constellation, Model 1649A, in quantity for early service on their long-range luxury flights.*

Now in production for early 1957 delivery to the world's leading airlines, the new Super Star Constellation, Model 1649A, incorporates every passenger luxury in its Henry Dreyfuss designed interiors—more comfortable seats, divided cabin privacy, luxurious lounge and restful decor. Better insulation, slower prop-tip speed and engine relocation assure unprecedented cabin quiet.

LOOK TO LOCKHEED FOR LEADERSHIP **Lockheed** *AIRCRAFT CORPORATION, BURBANK, CALIFORNIA*



Atomic-Powered Plane Project Started by AF, Lockheed in N. Georgia

10,000 Acres Bought Near Dawsonville

Lockheed Gears Up For Atom Plane Work At D- Site

Nuclear Engineer Graduates Seen For Tech Within a Year's Time

Haughton Sees New Growth Here

WANT OPPORTUNITY ?

Career?

Challenge?

Sound Future?

THIS, IS IT!

at

Lockheed in Georgia

R. S. V. P.

ENGINEERING PROFESSIONAL PLACEMENT

LOCKHEED

AIRCRAFT CORPORATION DEPT AVW-72

761 PEACHTREE N. E., ATLANTA, GEORGIA

HERCULEAN TASK:

isolating vibration from 15,000 horses

Engine vibrations on the new Lockheed C-130A Hercules turboprop transport are effectively controlled by a LORD-designed Dynafocal® Engine Suspension. As a result, this multi-purpose Air Force combat plane produces greater comfort, safer operation with less structural wear.

Each of the four Allison T-56 turboprop engines is suspended on a special LORD Dynafocal three-point mounting system. Bonded rubber mountings efficiently isolate vibrations developed by the 3,750 hp powerplants that weigh 2,778 pounds and have a thrust of 8,000 pounds.

Most of our modern aircraft rely on LORD mountings for increased passenger comfort and safety. These mountings are the product of LORD's research and engineering services which are available for the solution of your vibration problem. Call your nearest LORD Field Engineer or write the LORD Manufacturing Co., Erie, Pennsylvania.

HOW LORD ENGINEERS TACKLED THIS PROBLEM

After design of 3-point suspension system, mountings were subjected to destruction tests on this equipment to determine yield and failure points. Rear mounting illustrated.

Vibration tests made in developing this mounting were performed with an actual Lockheed C-130A nacelle structure.

Front mounting installation shows restricted envelope limitations. C-130A develops 15,000 hp, uses 12 Lord mountings to control engine motion under all load conditions.

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LORD MANUFACTURING COMPANY, ERIE, PA.

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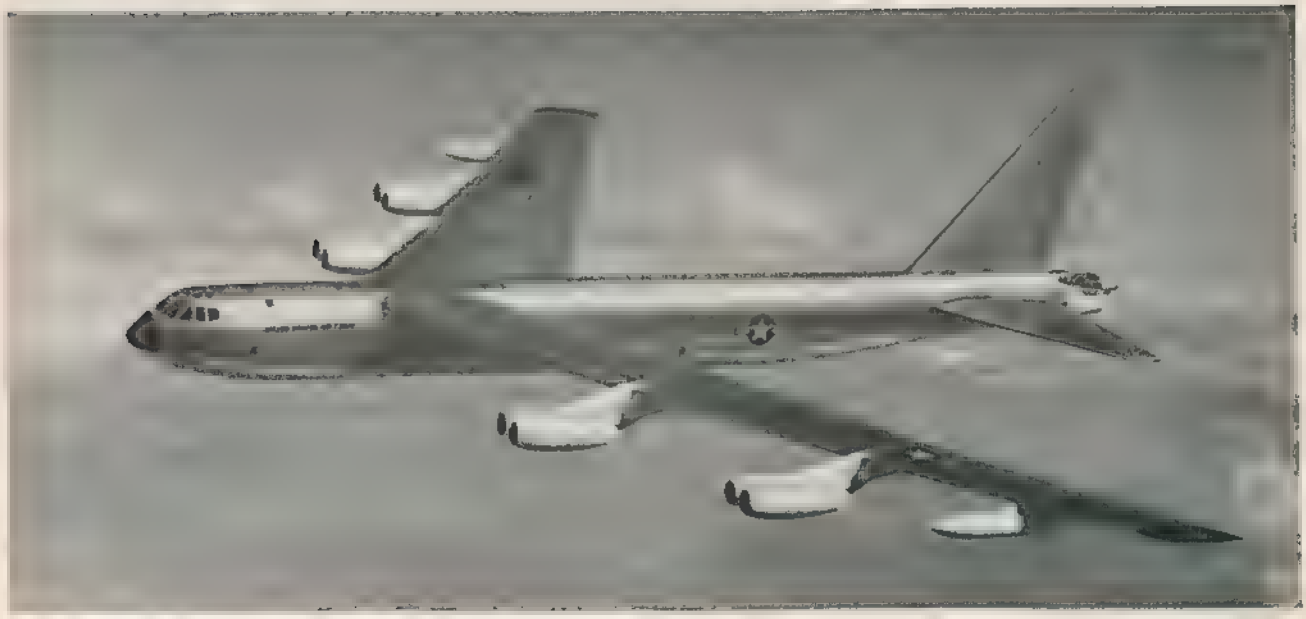
designers and producers of bonded rubber products since 1924



Photos, top to bottom: Boeing B-52 Stratofortress, B-47 Stratojet, and "707" Jet transport. All of these sleek, swept-wing jets utilize Macwhyte "Hi-Fatigue" control cable.

BOEING

installs "Hi-Fatigue" Cable on three new stratojets!

Macwhyte "Hi-Fatigue" aircraft control cable has earned an outstanding reputation for high-fatigue resistance, and uniformity in handling and service performance. Its wide use by leading aircraft manufacturers like Boeing is proof of its dependability.

Because it is properly PREformed, "Hi-Fatigue" cable lies dead with no tendency to twist or curl. Assemblies can be made to closer tolerances, and there is minimum uniform stretch in any length.

Macwhyte makes a complete line of sizes and types of "Hi-Fatigue" aircraft control cable in Galvanized, Tinned, and Stainless Steel. "Safe-Lock" terminals for swaging may be purchased loose or attached. Macwhyte aircraft products meet the requirements of aircraft manufacturers, air lines, and military specifications.

Send for Aircraft Catalog A-3.

MACWHYTE

CABLE · TERMINALS · ASSEMBLIES · TIE-RODS

2905 Fourteenth Avenue, Kenosha, Wisconsin

Manufacturers of "Hi-Fatigue" Aircraft Cable—"Safe-Lock" Cable Terminals—Cable Assemblies—Tie Rods—Braided Wire Rope Slings—Bright, Galvanized, Stainless Steel, and Monel Metal and Plastic Coated Wire Rope.

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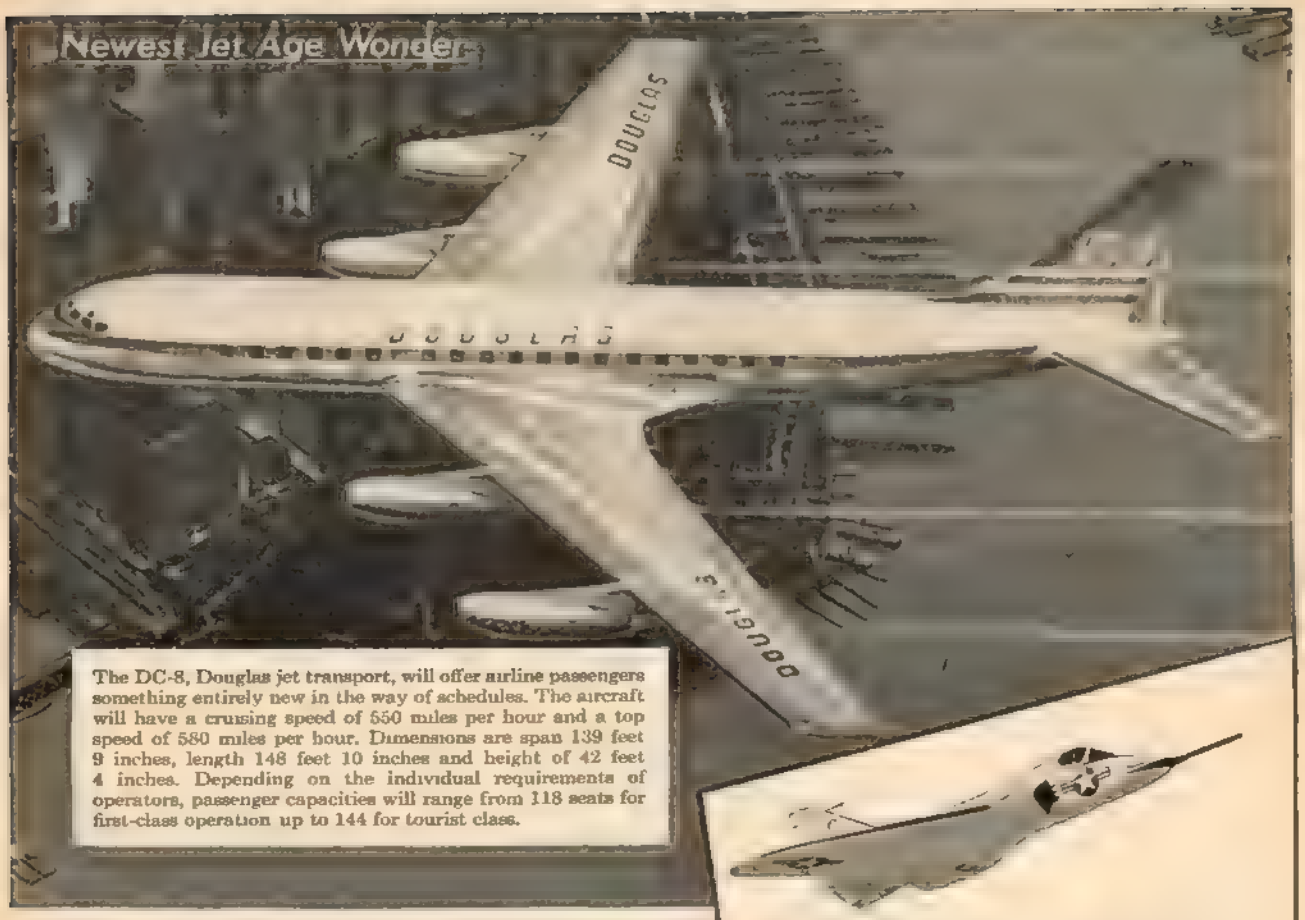

The DC-8, Douglas jet transport, will offer airline passengers something entirely new in the way of schedules. The aircraft will have a cruising speed of 550 miles per hour and a top speed of 580 miles per hour. Dimensions are span 139 feet 9 inches, length 148 feet 10 inches and height of 42 feet 4 inches. Depending on the individual requirements of operators, passenger capacities will range from 118 seats for first-class operation up to 144 for tourist class.

New Douglas DC-8

JET TRANSPORT

brings super speeds to civilian flight

The newest Douglas contribution to the jet age, the new DC-8 is destined to make radical changes in intercontinental scheduling of civilian flights. Macwhyte "Hi-Fatigue" control cable is utilized for the control installations in the new DC-8. Indeed, all three Douglas plants in Southern California—Santa Monica, El Segundo, and Long Beach—use Macwhyte cable for installation on planes like those shown on this page.

The F4D is designed to climb quickly to high altitude and destroy enemy aircraft before they can attack a vital target. The delta-wing Navy speedster has a span of 33 feet 6 inches, length of 45 feet 8 inches and a height of 13 feet. It is powered by a Pratt & Whitney J57 engine. It set the world's official air speed record (3 km. course) on October 3, 1953 with a mark of 752.9 mph. Two weeks later it broke the 100 km. closed course record with a speed of 728.11 mph.

The RB-66, reconnaissance version of the B-66 bomber, is an aircraft of the 600-700 mile per hour class. This latest addition to the Air Force tactical reconnaissance capability has a span of 72 feet 6 inches, length of 75 feet 2 inches and a height of 23 feet 7 inches. It is powered by two Allison J71 engines.

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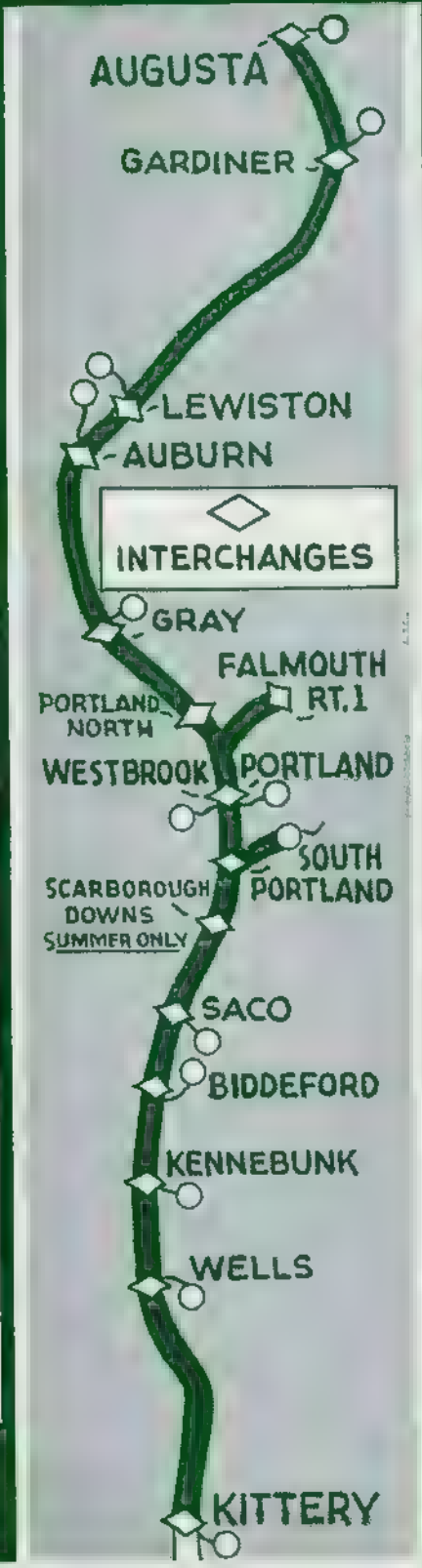

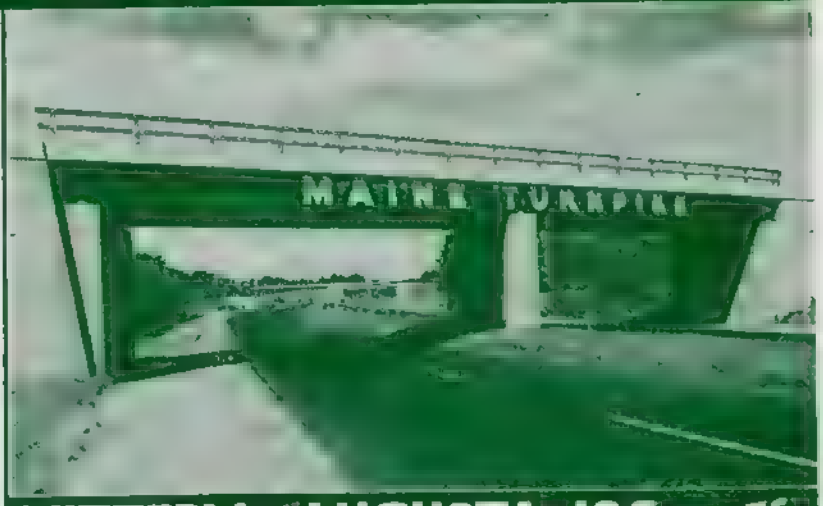

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A center strip, 26 ft. wide separates northbound and southbound traffic lanes, and 10 ft. wide safety shoulders extend along both sides of the highway for its entire 106 mile length.

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called "Portsmouth" Navy Yard, one comes to the historic and beautiful town of York, with its neat sand beaches, spectacular cliffs and quiet rural hamlets, favorite havens of writers, artists and tourists. York Village, York Harbor and York Beach are all strung out like pearls along a branch of Route 1A. The first chartered city in America, York was a popular summer playground for the Indians before it became a Royal Colony in 1641.

Ogunquit, locale of one of America's great summer theatre activities and a world-famous art colony, is an Indian name meaning "Beautiful Place by the Sea." Its beach, together with the beautiful strip of sand at Wells Beach, annually draws thousands of vacationers and summer colonists, to their spacious, uncrowded sands. Bald Head Cliffs, a geographical wonder, tower over 100 feet at the ocean edge here at Ogunquit.

A few miles further north along the coast is Kennebunk Beach and Kennebunkport, formerly known as Arundel. Here Kenneth Roberts and other famous authors and artists have their summer homes. Both places are on the shore side of the Town of Kennebunk, whose up-to-date business district and charming residential section retain so much Early American atmosphere and tradition. Cape Porpoise, a picturesque fishing village a few miles north of Kennebunkport, was the scene of one of Maine's outstanding Revolutionary War engagements. Goose Rocks Beach is one of the town's popular resort colonies.

Fortune's Rock and Biddeford Pool are on the ocean side of Biddeford, largest city and metropolis of York County, situated at the mouth of the mighty Saco River.

Biddeford is the site of the famous Pepperell Mills and the York Mill of the Bates Manufacturing Company. Saco-Lowell textile machinery made here equips mills throughout the world. A banking, distribution and shopping center, it forms, together with the City of Saco on the northern bank of the river, a locale for many smaller manufacturing and service industries. Both cities have excellent residential and shopping districts and small farm areas in their suburbs

Biddeford and Saco also are hubs for highway traffic into the western and northern interiors of York County, with its hills and lakes. Shoreward from U. S. Route One, branch roads lead to Bay View, Camp Ellis, Ocean Park and Old Orchard Beach.

These latter communities, famous for years as summer colony and oceanside resort areas, now are increasing their year-around populations annually.

Old Orchard Beach, focal point of an eight-mile long white sand beach area stretching from the mouth of the Saco River to the Scarborough River at Pine Point, features a five-mile strip of smooth sand from 400 to 700 feet wide, warming the surf considerably on sunny days. With more than 100 hotels, scores of rooming houses and restaurants,

(Continued on Page 21)

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Whether it be the regal lobster, prepared in any one of a score of delectable ways, or the other products of the coastal fisheries, such as clams, sardines, crab meat, delicious fish species or chowders, or whether it be the inland dishes of fresh meats, salmon, trout, or the other inland fish surrounded by crisp and flavorful Maine vegetables, hot biscuits and other tasteful accessories, your Maine host can place a spread before you that even few kings can today enjoy.

The world's best food, genial hospitality, some of the Nation's most outstanding scenic wonders, ample facilities for every type of vacation—small wonder so many thousands return to Maine year after year.

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Enjoy the Maine woods

Arrive by plane, train or car

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Millinocket, gateway to Mt. Katahdin and Baxter State Park, starting point of Appalachian Trail

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its flint have been found as far west as the Mississippi. A few miles southeast of Greenville, on Little Wilson Stream, a fifty-seven foot falls in a sheer slate canyon makes one of the most impressive cascades in the State. Big Squaw Mountain, near Greenville Junction, is easily climbed and affords a magnificent view of the entire area. East and West Outlet, Rockwood and Seboomook, all on the western shore of the lake, are renowned vacation and resort centers.

Lily Bay is almost a lake in itself and is separated from the main lake by Sugar Island. It is a fishing center of high repute and many record salmon and trout are taken each year. Spencer Narrows farther up the east shore from Lily Bay are at the entrance to Spencer Bay, at the head of which is Spencer Mountain and nearby Spencer Pond, always favorite fishing waters and an area full of game. Kokadjo, on beautiful Kokadjo Lake is the center of a fly-fishing area embracing 23 ponds and numerous streams. Further on is Ripogenus Dam, 92 feet high at the head of West Branch Gorge. At the foot of Chesuncook Lake, it is a jumping off place for the vast northern area of Piscataquis County, with its trackless forests and lakes such as Chamberlain, Sourdnahunk, Telos, Webster, Umbazookskus, Allagash, Churchill, Chemquasabamticook, and hundreds of others, both large and small.

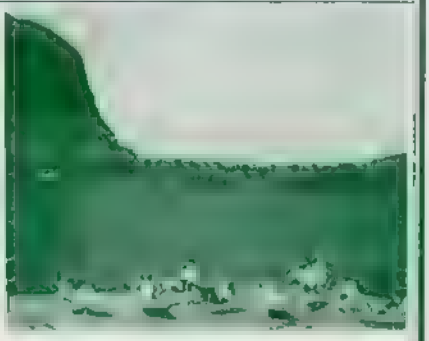
Mount Katahdin, in Baxter State Park, is the northern terminus of the Appalachian Trail, which cuts across the northern sections of Piscataquis, Somerset, Franklin and Oxford Counties. It is one of the three highest peaks east of the Rockies and dominates a vast expanse of territory whose lakes and streams are famous among fishermen and whose forest depths outside the park area are among the best hunting grounds in the State. While there are several entrances to this region from the south and east through Millinocket in adjoining Penobscot County, one of the most popular is by the auto road from Ripogenus Dam to Sourdnahunk Stream via Frost Pond and Harrington Lake, thence by trail to Kidney Pond or Daicey and thence by the Hunt Trail to Mount Katahdin.

Over the Appalachian Trail the hiker may visit some of the most beautiful spots in Piscataquis County, the well-marked route being so laid out that nightfall of each day finds the hiker at a camp where he can find good food and a comfortable bed.

South of Greenville is Shirley Mills, a lumbering and farming village and further on is Monson, a village perched

(Continued on Page 64)

On Beautiful Moosehead Lake



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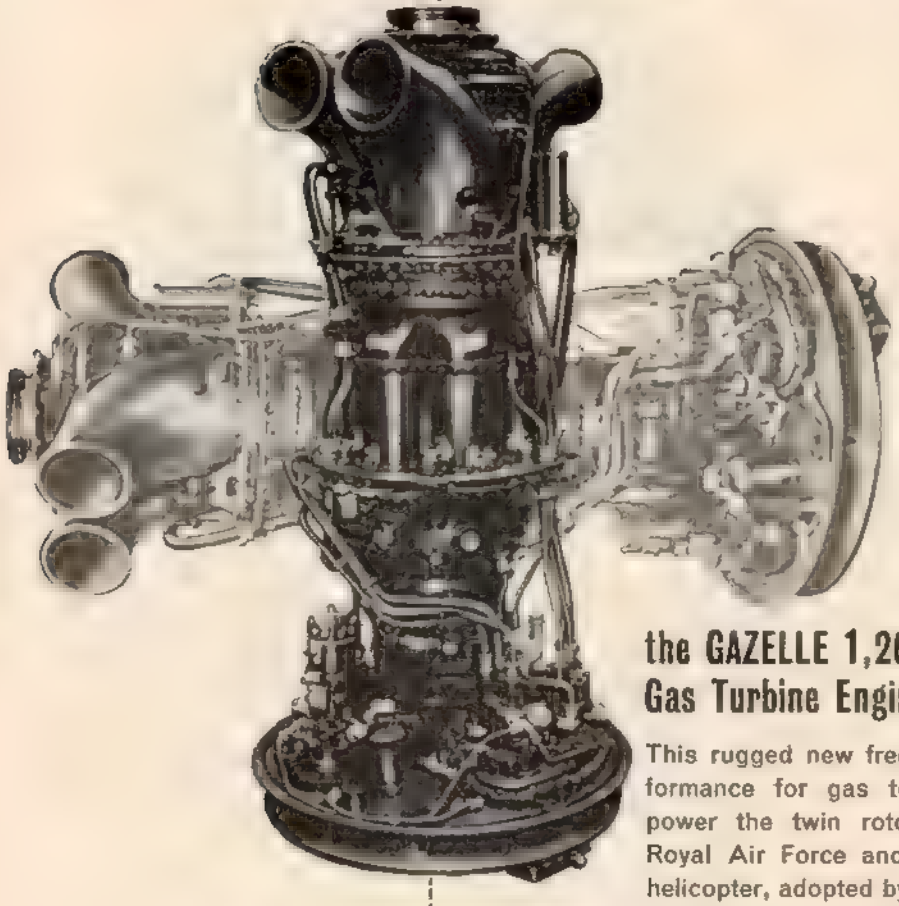

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The engine embodies the safe, simple Napier automatic control system.

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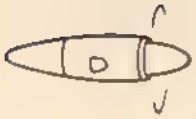
EXC 04

THE ERA OF THE ELAND

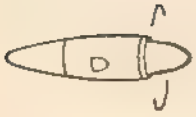
How many development hours is 'know-how' worth?



Why is the Eland ahead of its time? The answer lies years back—in the steady accumulation of engineering skill and experience that forms the 'Napier tradition'. This 'know-how' made us decide on the single-spool as opposed to the twin-spool—and at the same time showed us the way to find the compressor we needed.

In 1947 it was clear to us that only by basic research on stage matching could we find that compressor—one which would make possible a single-spool turbo-prop with the simplicity, the economy, the power and flexibility of the Eland.

So we built at Liverpool the best-equipped gas-turbine research station in Europe. The original work we have carried out in that station has given us a knowledge of compressor problems—and their solutions—equalled by few other aircraft engine firms.



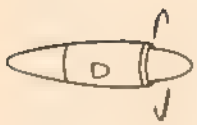
After thousands of hours of cascade work we determined by 1952 the right type of blade to use, its general aerofoil characteristics and the basic geometry of the compressor itself. Even at this stage, a very large number of possible compressors could have been built.

We now had to make a vital decision. Which prototypes—out of this very large possible number—should we build? Theory wasn't much help here.

IS BEGINNING ...

Three examples of successful Napier Eland conversions: the Convair, the Elizabethan, the Varsity.

We had to depend on 'know-how' and the engineering sixth sense it gives. The right answer could save us thousands of hours of work—the wrong answer could put us back years.



It was decided that we should start by building four compressors. When we had built the third we knew we had what we wanted! By now we have been able to put in three years steady development work on the same blade/compressor combination.

With a type test at 3,060 e.h.p. successfully completed we can say now that the Eland's design is basically sound, basically right, and will not have to be fundamentally altered in the years ahead. Of how many turbo-props can that be said? The Era of the Eland is beginning with an engine of *proved* safety and flexibility.

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• *Supervisors Safety Manual* Written by staff engineers of the National Safety Council, 425 North Michigan Ave., Chicago 11, Ill. Price to Council members, $3.25, price to non-members, double; other prices if ordered in quantity. 354 pp.

Written to provide foremen with a comprehensive guide to all phases of industrial safety, the manual includes material on the human side of safety, maintaining interest in accident prevention, first aid, protective equipment, housekeeping, materials handling, machine guarding, portable power tools and fire prevention.

• *Addresses Presented at the Sixth National Conference on Standards* Available from the American Standards Association, 70 East 45th Street, New York 17, N. Y. $3.00; 94 pp., 8 photographs

Thirty addresses given at the Sixth National Conference on Standards, Washington, D. C., in October, 1955, on the general topic of the effectiveness of standards in saving money and increasing efficiency. Speakers include Assistant Secretary of Defense Thomas P. Pike and the airplane engine industry's C. E. Mines.

• *Proceedings of the Gas Dynamics Symposium* on the theme Aerothermochemistry—Held at The Technological Institute, Northwestern University, Evanston, Ill., August 1955. $4.00. Approx. 250 pp; bound.

Contains 25 original research papers on turbulent combustion, flame stabilization, detonation, and thermodynamics, laminar flames, and the combustion of condensed phases

• *Atomic Energy*—Pub. by the Academy of Sciences of the U.S.S.R. Translated by Associated Technical Services, P. O. Box 271, East Orange, N. J. Six issues per year, available on annual subscription at the rate of $85.00. Subscriptions and inquiries should be forwarded directly to A.S.T.

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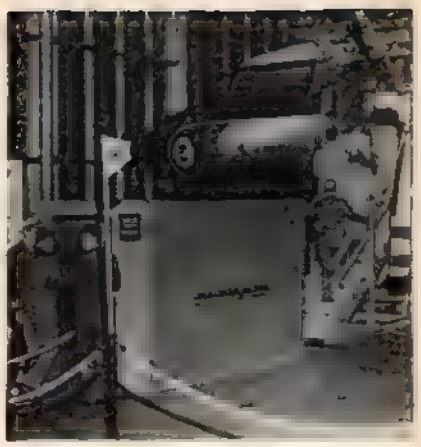

Biggest Airfreight Box

This oversized corrugated box demonstrates the maximum size container that can be shipped in United Air Lines' new fleet of DC-6A Cargoliners. The box, made by Gaylord Container Corp., measures 12 x 6½ x 5 ft. and has walls one inch thick. DC-6A is in the background.

ten . Mass. furnish dealer and erect a test chamber, Connecticut Aircraft Nuclear Laboratory, Middletown, Conn. (DA-19-[illegible]-ENG-1561, job, $117,500.

REDSTONE ARSENAL, Huntsville, Ala.

Baldwin-Lima-Hamilton Corp., 50 Mount Vernon St., Cambridge, Mass. five items of force measuring systems for rocket launchers (PR No. CS 6-31-56), $41,942.

CORPS OF ENGINEERS, U. S. Army, 575 Riverside Ave., Jacksonville, Fla.

Empire Gas Engineering Co., Baltimore Place, N.W., Atlanta, Ga., construction of gasoline fueling facilities at Barnes, Winter Garden & Inverness, Fla. (Inv. ENG-08-12-[illegible], job, $167,845.

Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago, Ill., furnishing two 440 GPM pumps with diesel engines and accessories (AFMTC, Patrick Air Force Base, Fla., negotiated), est. $2,06[illegible].

Noble Company, 1800 Seventh St., Oakland, Calif., furnishing and installing refrigeration equipment, assembly buildings K-1 and M-1, WSA (DA-[illegible]-AFMTC, Patrick Air Force Base, Fla.), est. job, $42,[illegible].

RESEARCH CONTRACTING DIVISION, Tradcom, Fort Eustis, Va.

Doak Aircraft Co., Inc., [illegible] Western Ave., Torrance, Calif., design, construction and subsequent flight testing of a VTOL aircraft using the principle of [illegible]-ducted fans, contract DA-[illegible]-TC-[illegible], job, $3,416,53[illegible].

CORPS OF ENGINEERS, U. S. Army, Office of the District Engineer, Sacramento District, 1209-8th St., Sacramento, Calif.

Campbell Construction Company, [illegible] Folsom St., San Francisco, Calif., [illegible] of Navy Type [illegible] facilities, Travis Air Force Base Defense Area, Travis Air Force Base, Solano County, Calif., Contract No. DA-04-[illegible]-eng-56-[illegible] (UFB ENG 04-197-56-[illegible]), est. $[illegible].

Price McNear Construction Co., 8601 Sepulveda Blvd., Sepulveda, Calif., [illegible] of Navy T-56 [illegible] Hush Trailer, Air Force Base Defense Area, Travis Air Force Base, Calif., Contract No. DA-04-[illegible]-eng-56-[illegible] (UFB ENG-04-[illegible]), est. job, $[illegible].

BOSTON ORDNANCE DISTRICT, Army Base, Boston, Mass.

Arthur D. Little Inc., 30 Memorial Drive, Cambridge, Mass., [illegible], 16 inch rocket, one item, $[illegible].

does not believe, however, that this is any reason for airlines to hold off buying the latter, since they will have more than paid for themselves by the time they are replaced

He backs up his statement by citing American figures that the original Reservisor not only has paid for itself in five years but now nets the carrier about [illegible]% of its original investment annually

As the airlines expand their individual electronic inventory systems and then interconnect them, there will be minor compatibility problems, particularly if the systems are purchased from different manufacturers. However, Abbott does not believe this is sufficient reason to force airline industry standardization on machine design. Because inventory/availability machines work in relatively simple codes, it is comparatively easy to design an "electronic interpreter" that will enable one airline's computer to "converse" with another airline's machine

Compatibility, however, will be a more pressing problem in the ultimate system because it deals with much more complex information than mere inventory. For this reason it will be desirable to standardize on the characteristics of the basic equipment, on "machine language" and its logical alignment.

For instance, a particular code letter, like "B" might mean "book passage for . . ." to the computer when the "B" is the first character in the message, but the same letter might represent the initial of the passenger's surname in the body of the message.

Agonizing Reappraisal

Preparation for the day of fully automatic data processing will require "a thorough review of the principles and practices which underlie airline message construction and could imply that rather sophisticated changes must be made to the standard rules which govern," Abbott told the ATA Reservations Committee. "These seemingly painful re-explorations of basic principles are typical (of what is required to prepare) . . . for electronic data processing," Abbott added.

In preparation for its experiment at Buffalo, American has undertaken an extensive evaluation of its reservations procedures and message coding. Interestingly, American found there is a striking similarity between good manual procedures and those which can be readily followed by electronic data processing machines, AA's W. G. Cumber told the ATA meeting.

American selected Buffalo—which boards around 1,000 passengers a day, many of them for connecting flights out of New York—as a proving ground be-

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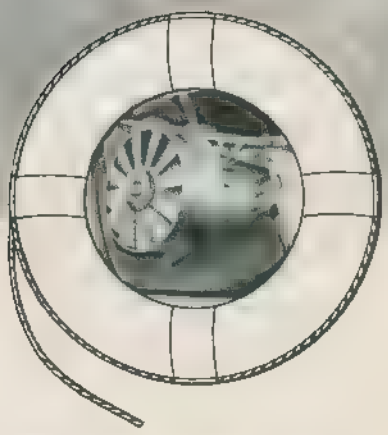

The Chance Vought F8U-1 Crusader, newest of the Navy's jet fighters, is equipped with a Marquardt ram-air emergency power package. In case of engine failure the unit pops into the air stream and supplies A-C, D-C, and hydraulic power sufficient to maintain flight control and communication through all speeds down to safe landing.

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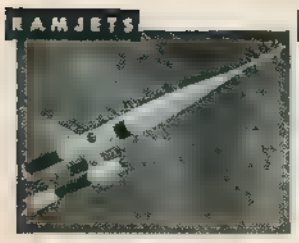

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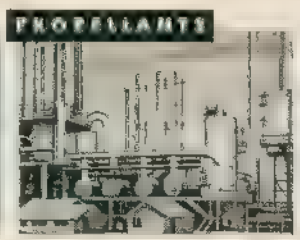

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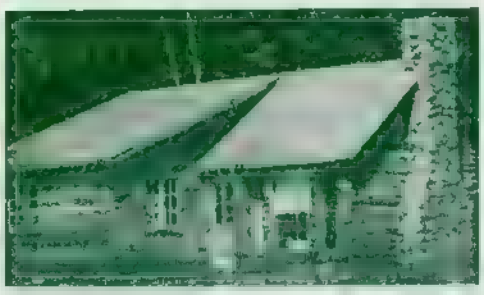

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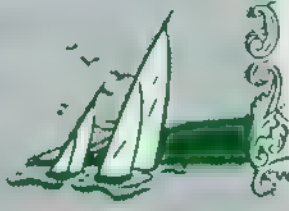

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(Continued on Page 22)

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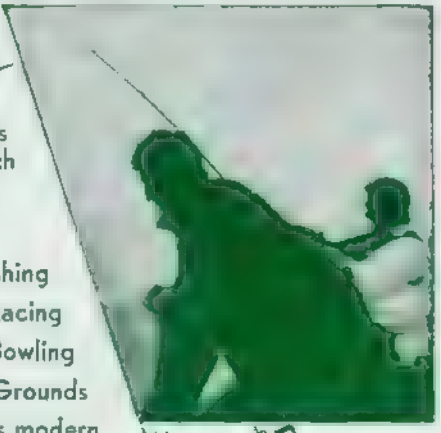

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Bucket capacity	½ cu. yd. struck
Clearance, Bucket Dumped	over 8"
Digs	5" below ground level
Front Power Take-Off	15 gal. pm pump
All four cylinders	double acting
"ONE-TROL" single lever valve control.	
Shipping weight with bucket	2,720 lbs.

ATTACHMENTS

Snow and Coal Buckets, 1 and 1½ cu. yd., available for S I-9.

Light Material Buckets, 1 and 1½ cu. yd., available for S-I-9.

Light Material Buckets, ¾ and 1 cu. yd., for SS-I-6 and SS-400

Light Material Buckets, ⅝ and ¾ cu. yd., for SS-I-4.

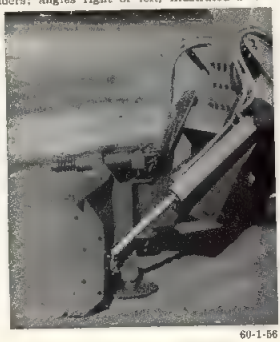
Fixed Position Bulldozer Blades, 5' and 7' lengths, for all model loaders as a quick bucket replacement

Hydraulic-Controlled Boom 8' length, giving 18' lift, or 10' giving 21' lift for all model loaders as a quick bucket replacement.

Crane Hook, hydraulically-controlled, for all model loaders as quick bucket replacement.

Rear Mounting Weight Boxes for all model loaders

Angledozer, hydraulic-controlled, for all loaders; angles right or left, illustrated below.



THE BEST AT THE LOWEST COST

Mfg. under Patent Nos. D-144238, 2,417,021, 2,436,728, 2,479,048. Other pats. Pending.

60-1-56

The "OTTAWA®" BIG MUSCLE

8½ FT. AND 11 FT. DEEP DIGGER

INDUSTRIAL BACKHOE

For Use With INTERNATIONAL HARVESTER Tractor Models
I-4, I-6, ID-6, I-9, W-6, W-9, WD-9, SUPER W-6 AND SUPER W-9,
TD-6, T-6, TD-9 AND T-9 CRAWLERS

NOW—Also Available for THE NEW INTERNATIONAL 400 AND 300 UTILITY TRACTORS

- Dig trenches or ditches FASTER.
- Dig square graves from one position.
- Dig permit holes for utilities.
- BACKFILL trenches with blade attachment.
- Lay light weight pipe as a BOOM.

- Operator convenience. SPEEDS UP EVERY JOB. Only two levers (One-trols) to do four operations. NO FUMBLING WITH FOUR OR MORE LEVERS.
- Operator visibility. ADDS SAFETY, GIVES FAST OPERATION.
- DOUBLE-DRAULIC CLAMSHELL Bucket especially designed for digging straight sided permit or bell holes. Has down pressure as well as forward pressure for undercutting. Interchanges with regular trench bucket in less than 30 minutes.
- Automatic dirt ejector. SAVES countless hours of time. NO jerking or shaking of bucket to remove sticky soils. Every dumping action is complete.
- Operates from Front End Loader, front mounted pump hydraulic system.
- Uses hydraulic system of front end loader on tractor. Has own powerful hydraulic system to mount on tractors without front end loaders On Crawler Tractors pump is driven from internal rear power take-off. Has independently operated hydraulic leveling jacks to dig graves or trenches on hillsides Has famous patented One-trol control levers to simplify operation and speed up the job.

Backhoe Model No.	EX	DX
Maximum Height	14′ 3″	15′10″
Maximum Reach (Dump)	8′ 5″	12′ 2″
Maximum Reach (Dig)	15′ 6″	18′10″
Shipping Weight	3100 lbs	3450 lbs

Backhoe Model No.	EX	DX
Maximum Dig (Width)	36″	36″
Maximum Dig (Depth)	8′6″	11′
Levels on Slope to	15°	15°
Arc of Swing	130°	130°

HYDRAULIC SPECIFICATIONS

Leveling Jacks—double acting, independently operated	2
Operation Jacks—double acting, operated by One-trol	3
Swing Jacks—double acting, operated by One-trol	2
POWERFUL HYDRAULIC PUMP	1
CONTROL VALVE BANK	2

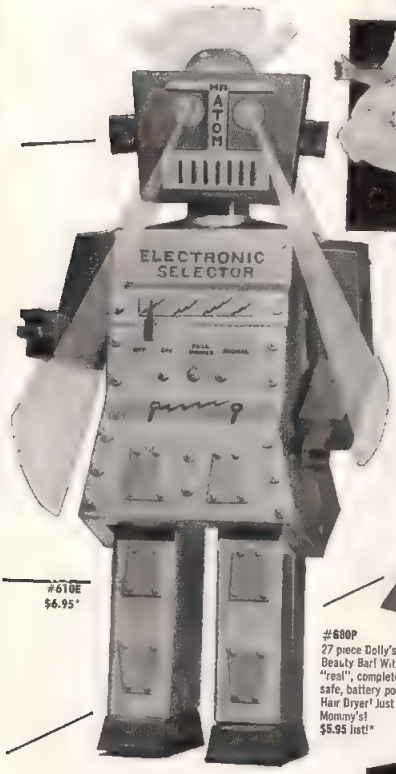
ACCESSORIES AVAILABLE

Buckets 12″, 18″, 24″, 30″ and 36″	Soil Ejector Buckets 12″, 18″, 24″
Clamshell 24″, 30″, 36″	Backfill Blade 36″, 42″

Mfg. Under Patent No. 2,669,367. Other Pat's. Pending.

60-2-56

Push Button Electronic Operation!



#610E
$6.95*

#605E
Battery Powered
Wanda — 20"
$14.95 list!*

#635S
Wanda — 19"
$9.95 list!*
Windup — walks
without holding!

#680P
27 piece Dolly's
Beauty Bar! With
"real", completely
safe, battery powered
Hair Dryer! Just like
Mommy's!
$5.95 list!*

Mr. ATOM

He walks electronically, his head turns, his arms and legs move! Push button, battery-powered, Mr. Atom's the biggest (21 full inches), and the first robot that really walks!

3-way controls for walking, buzzing, flashing on-and-off lights, and sending secret messages!

#675P
33 piece My-T-Fine
Mixing Kit! With real,
completely safe
Mixer, puddings,
service for 6!
$5.95 list!*

ADVANCE DOLL'S LINE OF THE YEAR!

#640S
Wanda — 19"
$9.95 list!*
Windup — walks without holding!

#650S
Wanda — 19"
$10.95 list!*
Windup — walks without holding!

"I sing the Wedding March! Just wind me up and I'll walk to you! Don't I look beautiful?"

#665S
Winnie — 26"
$21.95 list!*
(was $26.95)

"I walk, talk, sing, and recite nursery rhymes! Wind me up and watch me go!

#660S
Winnie — 26"
$19.95 list!*
(was $24.95)

Beautiful dolls, *new* complete Beauty Bar Hair Kit and My-T-Fine Instant Pudding Mixing Kit — plus the sensation of the Toy Show — Mr. Atom! Advance makes the news again in '56! And you'll make BIG profits with this fine array of walking, talking dolls and kits. Heaviest consumer promotion in Advance history is coming up this Fall! If you haven't seen THE doll line of the year, call your ADVANCE representative now!

Mats, glossies, ready! Send for catalog!

THE Advance Doll & Toy Co.
106 Water Street, West Haven 16, Conn.

* Suggested retail prices. FOB Factory

#660S; 665S — ind. packed in 6's, wt. 46 lbs.

#635S; 645S; 605E; 610E ind. packed in 12's, wt. 50 lbs. 645S; (Hat & Coat Outfit not shown — $10.95)

#675P; 680P — ind. packed in 12's — 675P, 24 lbs. — 680P, 20 lbs.

NEW ENGLAND	NEW YORK	MID WEST	FAR WEST	SOUTH	SOUTHWEST
Norm Rich	Sales Unlimited	Koether-Parsons Assoc.	King Cole Sales	Farber & Garner	Frank P. Piccolo & Assoc.
270 Arnold Road	200 Fifth Avenue	209 S. State Street	1060 Carenshaw Blvd.	2996 N. Decatur Rd. N.E.	1453 S. Meadowbrook
Newton Center, Mass.	New York, N.Y.	Chicago, Illinois	Los Angeles, Calif.	Atlanta, Georgia	Garland, Texas

and so has considerable experience in the toy business. Raymond, who was formerly a commercial photographer, has had no previous toy experience but, as he expresses it, "is learning how fast!"

In making his "rounds" as a representative, Paul Johnson, who is a native of Arkansas, fell in love with San Antonio, if not at first sight, at least shortly afterwards, and determined that, when the time came for him to open his own store—a dream held by many a toy representative, it would seem- he would open it in the Alamo City

The time came last June, when Paul discovered that the Dibbles could be persuaded to sell out

He promptly contacted his cousin, Raymond, in Illinois, and the two of them combined financial forces—and other abilities—to acquire the Dibble store

Known as "the toy store with 5,000 items," the place is rapidly becoming a store with *10,000* items. The famous "train window" was left intact, as was the big stock of Lionel and other model trains at the rear of the store.

Pegboard was the answer

But pegboard did something the Dibbles had never been able to accomplish in their 30x200-foot store. It permitted the set-up of as many as 20 complete trains against the wall, where they could be seen from all parts of the store, and could be taken down for closer examination. The trick is to "peg in" the track, and rest the trains upon a section of track.

"It's easier to show and sell model trains from a pegboard," says Raymond Johnson, "than by any other method

"The display can be spotted by a model train enthusiast as soon as he comes into the store He can make a comparison of practically all of the models we have in stock. He can examine them at leisure—all we ask is that he put the train back on its track

"The price of each is plainly marked.

"In fact, with this system, one can almost establish self-service in selling trains, and it certainly saves a lot of time for the salesman."

The old store also featured bicycles of all sorts, so the Johnsons have kept this stock, and added to it another section devoted to velocipedes and other wheel goods for younger children. The two sections take up a lot of the store's limited floor space but, according to the Johnsons, are worth it, considering the size of the unit sale.

Beneath the wall-board sections . items must be pegged in at about 30 in. from the floor to be seen across the store—the Johnsons have set low tables filled with toys of every description. And in the center of the store, other fixtures, with an occasional cross aisle, hold most of the items the store has put in stock

TRAFFIC-WAY for customers is found in fairly wide aisles down each side of the store, inviting a look at toy displays at the back of the store, where pegboard is again used to good advantage.

A wide aisle back of the front window display, two fairly wide aisles down each side of the store, and space at the back for a service counter (behind which are model train items), provide "traffic-way" for customers.

The new Dibble's is almost a 100 per cent serve-yourself store.

The only items kept out of reach of *small* customers are dolls—which become soiled if too often handled—and model train items, which must remain in order if the salesman is to locate what a customer wants when he wants it.

Practically everything else can be taken off the wall or from a display table for more careful examination.

Dibble's doesn't *specialise* in low-end toys.

"Competition between toy stores is keen enough," comments Mr. Johnson. "We have no intention of going into competition with the dime stores, drug stores and grocery stores, too.

"But we will have something for everyone—from a 25-cent metal airplane to a $125 Lionel train with complete accessories."

While Christmas is, of course, the "big season" for Dibble's, as for every toy store, it has a steady year-around business, stimulated by consistent advertising.

New items are constantly coming in, as Paul Johnson, who is buyer for the firm, finds them.

These are advertised once a week, alternating in the San Antonio *Express* and San Antonio *Light*, to reach all classes of readers in the city. And in this way Dibble's and the toys it carries are kept continually in the public mind

An interesting feature of Dibble s is that it is on a business street that is definitely staging a come-back.

When the store was established, half a century ago, it was one of the city's best business streets. Then it began to get run-down, as downtown neighborhoods sometimes do. But Dibble brothers chose to remain, and refused to move to a "better location."

Then La Villita, San Antonio's original village, was restored, with one end of it almost next door on South Alamo street. Siegel's, a specialty shop further up the street, constructed a new store. Joske's, famous San Antonio department store, doubled the space in its already-big building

Neighborhood rejuvenates

And South Alamo, which had sunk to the level of cheap bars and flyspeck restaurants, began to pull itself up by its own boot-straps.

Today some of the highest rental store property in the city is on Alamo street.

And the new Dibble's finds itself in a location that is just as good as it was when the store was first established—perhaps even better

The important thing is that Dibble's, through creating and maintaining a reputation for fine toys, made a steady profit for half a century, regardless of what happened to the neighborhood in which it was located.

Now, under its new management, that reputation is being continued with an even larger and finer stock of merchandise, modern display methods, and consistent advertising that is designed to attract customers and sell toys year in and year out

"Pegging up" means show and sell

STRATEGIC use of pegboard partitions is enabling Dibble's, well-known San Antonio toy store at 313 S. Alamo st., to show many more items and, at the same time, have space enough for aisle and table displays of toys not so well adapted to "pegging up."

The pegboard is set up along each side of the store 6 ft. away from the outside walls, and is securely braced so that it appears to be actually against the wall. This leaves shelf storage space—always at a premium in a toy store—behind the displays for stocking the items pegged on the board.

One wall section is pegged to a whole railroad yard full of model trains.

Dibble's, which is by far the oldest toy store in San Antonio, with a business record extending back more than 50 years, always has specialized in model trains.

Long ago it became a headquarters in the city for Lionel trains—and these will continue to be a big feature with the firm. Indeed, the Dibble window with its permanent "train and track" set-up, is considered by some to be one of the sights of San Antonio—along with the Alamo, a little further down the street. It is no secret that youngsters visiting the city are sometimes a lot more interested in this than in the spot on which the Texas heroes died.

Another pegboard section is devoted to metal automobiles, trucks and similar toys. Dibble's this year is specializing in metal rather than in plastic toys.

A third section—this time a glass-front case backed with pegboard—is devoted to dolls of all types.

The rear is devoted to model train stocks.

These items, it was explained, must be stored within easy reach for model train enthusiasts, and must be kept up-to-date if the reputation of the store as model train headquarters is to be maintained.

MINIATURE "railroad yard" at Dibble's shows as many as 20 complete trains, which may be taken down from pegboard wall for closer examination. Pcboard, which is like an inner wall, leaves shelf storage space behind the displays.

Dibble's, which changed hands last June, was operated for many years by Jack and Kim Dibble. The store, established by their father, was taken over by them at his death and operated along the lines that he had established with success.

This year, however, it was sold by the Dibble brothers to Paul and Raymond Johnson, who are cousins. Paul previously had been southern sales representative for the Belknap Co..

NEW LOW PRICES!

NEW SUPER-TERRIFIC

BEL-COM

TWO-WAY INTERCOM SYSTEM

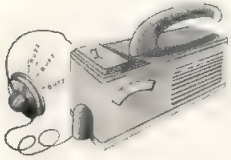
- FOUR TIMES LOUDER
- R. C. A. LOUDSPEAKERS
- NEW EASY BATTERY INSTALLATION
- NEW MODERN DESIGN
- NEW COLOR COMBINATION

#103

UNBELIEVABLE VOLUME

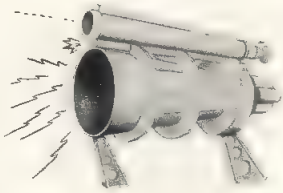
$7.98 Retail

GEIGER COUNTERS



	Retail
#300 Nuclear Model	$1.98
#400 De Luxe Model	$3.49

MEGASCOPE



#200

$3.98 Retail

BELL PRODUCTS CO., St. Louis 8, Mo.

NEW

SENSATIONAL

amateur broadcasting

2 RADIO STATIONS

★ 2 SUPER MICROPHONES
★ 2 ELECTRONIC EARPHONES
★ 2 VOLUME CONTROLS
★ 2 VOICE-CODE SELECTORS
★ 2 RADIO STATIONS

#500

★ SUPER-SIZED
★ SEND-RECEIVE UP TO ONE MILE
★ PLUG IN CONNECTIONS

Both $7.98 Retail

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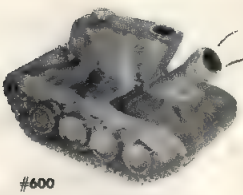
10 SHOOTER TANK



#600

AUTOMATICALLY SHOOTS 10 PELLETS

98c

a real action toy

BELL PRODUCTS CO., St. Louis 8, Mo.

BUDDY 'L'

DESIGNED FOR BEAUTY..

BUDDY 'L' TOYS

Check this tab on Page 1 of the Yellow Pages. For catalogs

No. 5545 BUDDY 'L' SEARCHLIGHT REPAIR-IT TRUCK with Accessories

BRAN' NEW! for 56

- Massive real Searchlight!
- It Lights . . . It Swivels . . . It Tilts
- Removable Wheels
- 3 Workable tools—Wrench, Hammer and Screwdriver

No. 5566 BUDDY 'L' STOCK TRUCK WITH CATTLE

BRAN' NEW! for 56

- Removable Sides
- Removable Tail-Gate serves as Loading Ramp
- 6 Realistic, Colorful Steers

BUDDY 'L' TOYS...MADE OF HEAVY GAUGE STEEL

America's Finest Playthings

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

steel toys

. PLANNED FOR DUTY

BUDDY 'L'

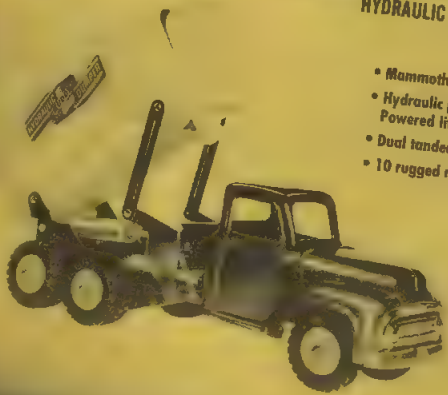
No. 5531 BUDDY 'L' EXTENSION LADDER REPAIR-IT TRUCK with Accessories

- Winch Controlled ladder extends to 26"
- Ladder swivels in all directions
- Removable Wheels
- 3 Workable Tools—Wrench, Hammer and Screwdriver

BRAN' NEW! for 56

No. 5859 BUDDY 'L' HYDRAULIC HI-LIFT DUMPER

- Mammoth size dump truck
- Hydraulic piston Powered lift
- Dual tandem wheels
- 10 rugged rubber tires



BUDDY 'L' TOYS

Check this tab on Page 1 of the Yellow Pages

For Catalog

HENRY KATZ

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

Grandfather
Famous since ~~Father~~ was a boy!

BUDDY 'L' TOYS MOLINE PRESSED STEEL CORP. EAST MOLINE, ILL.

BUDDY 'L'

DESIGNED FOR BEAUTY..

BUDDY 'L' TOYS

Check this tab on Page 1 of the Yellow Pages

For Catalogs

BRAN' NEW! for 56

No. 5545 BUDDY 'L' SEARCHLIGHT REPAIR-IT TRUCK with Accessories

- Massive real Searchlight!
- It Lights . . . It Swivels . . . It Tilts
- Removable Wheels
- 3 Workable tools—Wrench, Hammer and Screwdriver

LINES OF TRACTION HENRY KATZ

No. 5566 BUDDY 'L' STOCK TRUCK WITH CATTLE

BRAN' NEW! for 56

- Removable Sides
- Removable Tail-Gate serves as Loading Ramp
- 6 Realistic, Colorful Steers

TOY LINES DISTRIBUTED BY HENRY KATZ

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BUDDY 'L' TOYS...MADE OF HEAVY GAUGE STEEL

America's Finest Playthings

CRANE CARRIERS

Standard of the Industry

Manufacturer of more than 74 models of Crane Carriers, from 6 to 20 ton capacity, for heavy duty cranes, oil field equipment, transit mixers and other uses.

	MODEL 2064-A	MODEL 1564-A	MODEL 1364-A	MODEL 1066
	6 x 4 EXTRA HEAVY-DUTY CARRIER Engineered for 20 ton truck cranes, within legal highway load limits. Features rugged CCC foundation for excavator service. DEMOUNTABLE outriggers (Opt.).	6 x 4 EXTRA HEAVY-DUTY CARRIER Engineered for cranes to 17½ tons capacity, excavators to ⅝ yd. capacity. DEMOUNTABLE outriggers optional.	6 x 4 EXTRA HEAVY-DUTY CARRIER Engineered for cranes to 12½ tons, excavators to ½ yard capacity DEMOUNTABLE outriggers optional.	6 x 6 ALL-WHEEL DRIVE CARRIER Engineered for cranes to 10 ton capacity, excavators to ½ yd. capacity. Outriggers must be used on loads exceeding 15 000 lbs.
Frame	Extra-Heavy 18" WF "H" Beam 77 Lbs. All-Welded.	12" x 12" "H" Beam 65 Lbs. All-Welded.	12" x 12" "H" Beam 65 Lbs. All-Welded Construction.	12" x 12" "H" Beam 65 Lbs. Cross-Braced and All-Welded Construction.
Engine	IHC RD 450, 6 Cylinder, 182 H. P. (RD 501 Optional).	IHC BD 308, 6 Cylinder, 145 H. P. (RD 406 Optional).	IHC BD282, 6 Cylinder, 130 H.P. (BD308 Optional).	Chrysler Ind 32, 6 Cylinder, 120 H.P. at 3600 R.P.M.
Clutch	Rockford RK-14-15.	Rockford RK-12-14.	Rockford RK-12-14.	Borg & Beck Heavy-Duty Single Plate.
Transmission	Fuller 5A-43, 5 Speed Direct. (5A62 Optional).	Fuller 5A83, 5 Speed Direct. (5A43 Optional with RD 406)	Fuller 5A33, 5 Speed Direct.	New Process Heavy-Duty, 5 Speed
Aux. Trans.	Fuller 2A92, 2 Speed.	Fuller 2A62, 2 Speed.	Fuller 2A62, 2 Speed.	T79, 2 Speed, High-1.16 1. Low-2.6 1.
Front Axles	Shuler FE-15, Capacity 15,000 Lbs. Note Driving Front Axle Optional.	Timken FD 901 Note Driving Front Axle Optional	Timken FD 901. Note: Driving Front Axle Optional.	Driving Front Axle can be disengaged for Highway Driving (Std.).
Rear Axles	Eaton 36-M, Full Floating Tandem Capacity 40,000 Lbs.	Eaton 34-R, Full Floating Tandem Capacity 34 000 Lbs. Ratio 7.789 1.	Eaton 28-M, Full Floating, Tandem Capacity 30,000 Lbs. Ratio 7.798 1.	Full Floating Axles—Crane Carrier Corp Tandem 26,000 Lbs. Capacity
Service Brakes	Bendix-Westinghouse Air Brakes 16½ x 7 on Rears (Front Axle Brakes Opt.).	Bendix Hydrovac Hydraulic (Air Brakes Opt.) 16 x 5 on Rear Axles.	Bendix Hydrovac 15 x 5 Hydraulic on Rear Axle (Front Axle Brakes Opt.)	Bendix Hydrovac Brakes on All 6 Wheels.
Wheels	Spoke Rims 20" x 8" (Disc Wheels Optional)	Cast Spoke 20" x 7". (Disc Wheels Optional)	Cast Spoke 20" x 6" (Disc Wheels Optional).	Disc 20" x 6".
Tires	Standard—10.00 x 20—12 Ply. Optional—11.00 x 20—12 Ply.	Standard— 9.00 x 20—10 Ply. Optional—10.00 x 20—12 Ply.	Standard—9.00 x 20—10 Ply. Optional 10.00 x 20—12 Ply.	7.50 x 20 8-Ply Non-Directional. Oversize Tires Optional
Steering	Ross TA71, Cam & Twin Lever.	Ross TA71, Cam & Twin Lever.	Ross TA 66, Cam & Twin Lever.	Ross TA 66, Cam & Twin Lever.
Springs	Main & Auxiliary Front Springs.	Main & Auxiliary Front Springs.	Main & Auxiliary Front Springs.	Main & Auxiliary Front Springs, Both Semi-Elliptic
Weight	Approx. 23,000 Lbs Less Outriggers.	Approx. 17,000 Lbs Less Outriggers.	Approx. 15,000 Lbs. Less Outriggers.	Approx 13,000 Lbs Less Outriggers.
Wheel Base	196". Cab-to-Axle (C-A) 184".	160" Cab-to-Axle (C-A) 141".	160". Cab-to-Axle (C-A) 141".	150".
Width	8'.	8'.	8'.	8'.

In line with our continuing policy of improvement, we reserve the right to make specification changes without notice and responsibility in regards to earlier model specifications.

	M-450 "MIXER-CARRIER"	M-625 "MIXER-MASTER"	MODEL 3564 W	MODEL 3064-W	MODEL 2564-A
	Designed for use with transit-mixers with 4½ to 5½ yd payload IHC Engines and Eaton Axles.	Designed for use with transit-mixers with 6½ to 7 yd payload Features Eaton axles and IHC engines.	6 x 4 EXTRA HEAVY-DUTY WIDE-TRACK CARRIER Engineered for 35 ton truck cranes Extra-reinforced "H beam frame Optional equipment includes front wheel drive, DEMOUNTABLE outriggers	6 x 4 EXTRA HEAVY-DUTY WIDE-TRACK CARRIER Engineered for 30 ton truck cranes Extra-reinforced "H beam frame DE-MOUNTABLE outriggers optional. Features new Clark Planetary rear axles.	6 x 4 EXTRA HEAVY DUTY CARRIER Engineered for 25 ton truck cranes, extra reinforced wide-flange 'H' beam frame Features rugged CCC foundation for excavator service, DEMOUNTABLE outriggers (Opt..
Frame	10" WF "H" Beam 21 Lbs All-Welded	12" WF "H" Beam 31 Lbs All-Welded	Extra Heavy 18" WF "H" Beam 77 Lbs All-Welded & Reinforced.	Extra-Heavy 18" WF "H" Beam 77 Lbs All-Welded & Reinforced	Extra Heavy 18" WF "H Beam 77 Lbs. All Welded & Reinforced
Engine	IHC BD 398, 160.4 H. P. (RD 406 Optional	IRC RD 450, 182 H P (RD 501 Optional	Waukesha 145 GK, 224 H.P. (Other Engines Optional)	IHC RD 501, 212 H.P. (Other Engines Optiona.)	IRC RD 501, 6 Cylinder 212 H. P
Clutch	Rockford 12", 149 sq in. effective area	Rockford 14" (15" Optional).	Lipe 14" Double Plate.	Rockford 15" Single Plate	Rockford RK-14-15
Transmission	Fuller 5A33 5 speeds forward (5A43 Opt.).	Fuller 5A41 5A62 Optional) 5 Speeds Forward.	Fuller 4A86.	Fuller 5A820, 5 Speed Direct.	Fuller 5A620, 5 Speed Direct.
Aux. Trans.	Fuller 2A62 (Brown - Lipe 6231-3 Optional).	Fuller 2A62 (Brown-Lipe Optional).	Fuller 3A92, 2 Speed.	Fuller 2A92, 2 Speed	Fuller 2A92, 2 Speed
Front Axles	Timken FD-900 9000 Lbs Capacity.	Shuler FE-15, 15,-000 Lbs. Capacity.	Shuler FE-18 Capacity 18,000 Lbs. Note, Driving Front Axle Optional.	Shuler FE-18, Capacity 18 000 Lbs Note: Driving Front Axle Optional.	Shuler FE-15, Capacity 15,000 Lbs Note: Driving Front Axle Optional.
Rear Axles	Eaton 38-R Full Floating 28,000 Lbs Capacity	Eaton 34-R Full Floating, 34,000 Lbs Cap (36-R Optional)	Clark BD-72000 Planetary (Wheel Reduction) Final Ratio 13 72 1.	Clark BD-72000 Planetary (Wheel Reduction) Final Ratio 13.72 1	Clark BD-72000 Planetary (Wheel Reduction) Final Ratio 13 72 1.
Service Brakes	Wagner - Hydraulic 15x5 on rears, with Hydrovac Booster.	Eaton Self-Cont Bendix-West 16½ x 5½ on Rears.	Bendix-Westinghouse Air Brakes 16½ x 6 on Rears (Front Axle Brakes Opt)	Bendix-Westinghouse Air Brakes 16½x6 on Rears (Front Axle Brakes Opt.	Bendix Westinghouse Air Brakes 16½x6 on Rears (Front Axle Brakes Opt.)
Wheels	Cast Spoke 20" x 8"	Cast Spoke 20" x 8"	Disc, 20" x 8 5", 10 Hole.	Cast Spoke, 20" x 8" (Disc Wheels Optional)	Cast Spoke, 20" x 8" (Disc Wheels Optional
Tires	Front & Rear— 9.00 x 20 12 ply	Front 10.00 x 20 14 Ply LCM. Rear — 9.00 x 20 12 Ply LCM	Standard—12.00 x 20—16 Ply. Optional—14.00 x 20—16 Ply.	Standard 11.00 x 20—14 Ply Optional—12.00 x 20—14 Ply.	Standard—11.00 x 20—12 Ply Optional -12.00 x 20—14 Ply.
Steering	Ross TA6S Cam & Twin Lever.	Ross TA71, Cam & Twin Lever	Ross Model TW-74	Ross TA71, Cam & Twin Lever.	Ross TA71 Cam & Twin Lever.
Springs	Main & Aux Front Spgs	Main & Aux Front Springs.	Quad Main & Auxiliary Front Springs	Quad Main & Auxiliary Front Springs.	Main & Auxiliary Front Springs.
Weight	10,500 Lbs. Approx.	12 410 Lbs Approx	Approx. 36,200 Lbs. w/mounting base	Approx. 30,000 Lbs. w/mounting base	Approx 24,000 Lbs. Less Outriggers.
Wheel Base	150" (Longer Optional, Cab-To-Axle 126⅞"	150" (Longer Optional) Cab-To-Axle (C-A) 126⅝".	231". Cab-To-Axle (C-A) 164".	205". Cab-to-Axle (C-A) 164"	190". Cab-to-Axle (C-A) 164".
Width	8'.	8'.	9' (10' Width Optional)	9' (10' Width Optional).	8' (9' Width Optional).

ASK FOR ILLUSTRATED CATALOG SHEETS

NO OTHER OUTBOARD MOTOR IS BUILT LIKE A JOHNSON SEA-HORSE. NONE! THE MANUFACTURER WHO HAS BUILT MORE MOTORS THAN ANYONE ELSE HAS MORE EXPERIENCE IN BUILDING THEM BETTER. THAT'S

Johnson!

One Famous Name...

GREAT MOTORS

for 1956

Johnson DEPENDability is now yours *in any size motor you fancy,* from 3 to 30 hp! And for today's smart runabout or cruiser, there is the new *Johnson Javelin.* This is a high-fashion 30 hp beauty with electric starting, concealed controls, wrap-around cowling of polished stainless steel and every deluxe outboard feature!

No question about it. THIS is the year to get your Sea-Horse—the exact size you want—the freshness of gorgeous new styling in Holiday Bronze and Spray White—the extra value of important new developments! There is Balanced-Pull Starting and Fast Firing Ignition for new, liquid-smooth starting ease. There is the new Cruising-Range Fuel Saver (in all 30's). And new Stall-Proof Idling. Plus the heavenly *quiet* of Johnson's history making Suspension Drive. Better see your Johnson Dealer. Look for his name under "Outboard Motors" in your classified telephone directory.

*JAVELIN 30 HP...$562.00	*SEA-HORSE 30 30 HP...$562.00	SEA-HORSE 30 30 HP...$462.00
*SEA-HORSE 15 15 HP...$462.00	SEA-HORSE 15 15 HP...$362.00	SEA-HORSE 10 10 HP...$321.00
SEA-HORSE 7½ 7½ HP...$241.00	SEA-HORSE 5½ 5½ HP...$216.00	SEA-HORSE 3 3 HP...$146.00

**Electric Starting... Prices f.o.b. factory, subject to change... Mile-Master Fuel System included with all models (except the "3")... OBC certified brake hp at 4000 rpm (30's at 4500)*

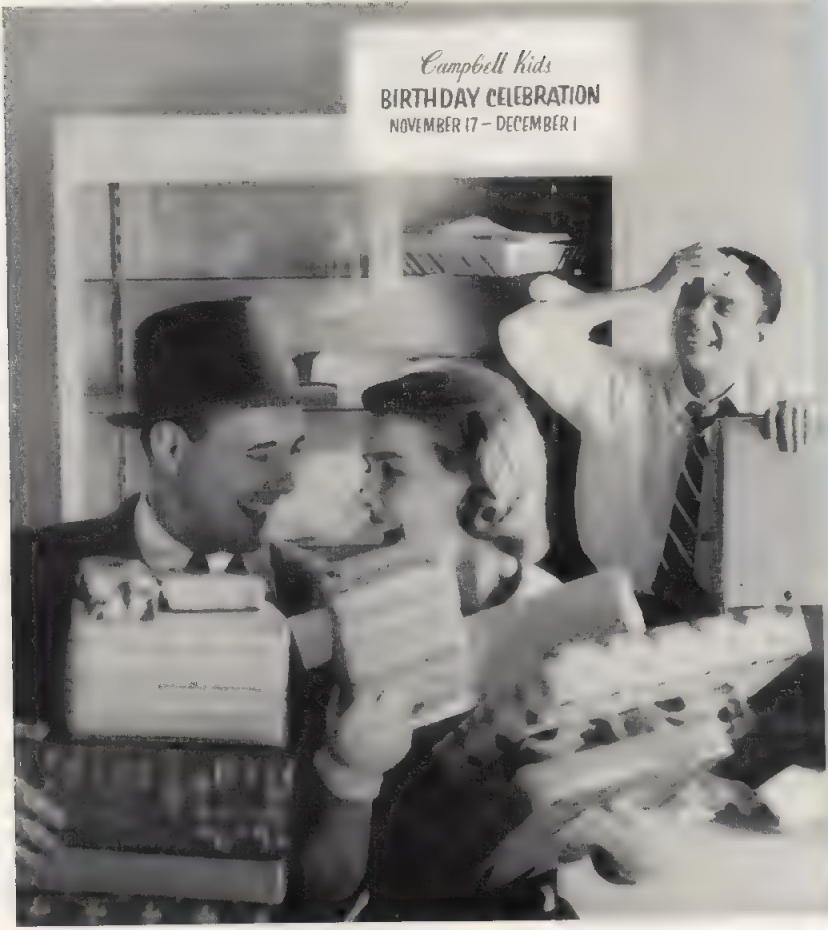
Free! For complete details on all new Johnson Motors and all new features for 1956, write for the *new* Sea-Horse Booklet.

JOHNSON MOTORS, 2000 Pershing Road, Waukegan, Illinois

A DIVISION OF OUTBOARD, MARINE & MANUFACTURING COMPANY

In Canada: Manufactured by Johnson Motors, Peterborough

Johnson SEA-HORSES FOR DEPENDABILITY



These fine manufacturers are featuring these fine items in the new Campbell Kids Promotion:

Aluminum Goods Mfg. Company. Campbell Kid Electric Mixer. Campbell Kid Toy Vacuum Cleaner.

American Metal Specialties Corp. Campbell Kid Chow Time Set. Campbell Kid Lunch Time Set.

Cohn-Hall-Marx, Inc. Campbell Kid Adhesive Backed Plastic Decorative Motifs.

Kathryn Kay, Inc. Campbell Kid Doll Clothes.

Edlen Herman Products, Inc. Campbell Kid Pot Holders, Oven Mits, Handle Holders, Toaster Covers and Bibs.

Flagg-Utica Corporation. Campbell Kid Sleepers, Polo Shirts, Play Shorts and Fleece-Lined Pullovers.

Ideal Toy Corporation. Campbell Kid Boy and Girl Dolls.

Nite Kraft Corporation. Campbell Kid Pajamas, Robes, Sleeping Gowns.

Oneida Ltd. Campbell Kid Silverware Sets.

Parker Brothers, Inc. Campbell Kid Shopping Game.

Winchester Roller Skates Division of Olin Mathieson Chemical Corporation. Campbell Kid Roller Skates.

Toymaster Products. Campbell Kid Super Market. Campbell Kid Wardrobe Chest.

the *Campbell Kids* promotion is HOT

JOIN UP NOW!

- ★ more terrific items than ever!
- ★ more powerful promotion than ever!
- ★ more effective tie-ins than ever!
- ★ store listing available in the November 19th issue of LIFE magazine!
- ★ store listing available in the November 18th issue of FAMILY WEEKLY!*
- ★ store listings available on two TV shows!*

Here's the lively kick-off to your biggest selling season! It's the annual Campbell Kids promotion . . . and this November it's going to be hotter than ever! Not only will you have a tempting variety of Campbell Kids merchandise to offer your customers . . . but we're doing everything possible to move it out of your store. Free point-of-sale . . . and what point of sale! — is available to your store. You can have *your own store name* listed in our national advertising in Life Magazine, in Family Weekly . . . or cut in locally on our two TV shows over NBC. More than a promotion, the Campbell Kids help to build your prestige as they build your sales. For complete details, send in the coupon on this page today!

**if Family Weekly is the Sunday supplement in your local newspaper, or if your local stations receive either of the two NBC-TV Shows advertising the Campbell Kid items.*

Mr. John C. Ianiri P-7
CAMPBELL KIDS PROMOTION
Grey Advertising Agency
430 Park Ave., N. Y. 22, N. Y.

Please send me the free Campbell Kids promotion kit, and tell me how I can list my store in your national advertising in Life Magazine, Family Weekly, and on the two NBC-TV programs.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

Popular 16-ft. Outboard Express Cruiser sleeps two; has ventilating screened port Lights, space for pump-type toilet! Thrill to outboard speeds to 27 mph, overnight cruises, sun and fun unlimited . . . at a rock-bottom winter price — only **$710!**

Trim 15-ft. Cavalier — a smartly-styled, exciting performer; exceptionally maneuverable and packed with thrills! Powerful 60-hp engine provides speeds to 30 mph. Don't wait . . . step into this inboard runabout at low winter price of only **$1635!**

New value-packed 1956 Chris-Craft

Sleep *four* in the **new 22-ft. Express Cruiser with Flying Bridge!** There are twin Vee berths forward with space below starboard berth for toilet, and a berth abaft to starboard - plus a comfortable lounge that converts to still another berth. Features include 65½" headroom in cabin, ventilating windows, galley space, wrap-around cabin and flying-bridge windshields. Inboard (above) offers engines to 95 hp, speeds to 27 mph. Outboard model takes one or two motors. Buy now from low **$2095** for outboard model

Give your spirits free rein in the **17-ft. Cavalier** — another low-cost beauty, and every inch a Chris-Craft in performance. Engine options from 60 to 131 hp, sizzling speeds from 28 to 38 mph. Buy *now*, while 5% saving is in effect! From **$1845.**

New 20-ft. Cavalier - with engine options from 95 to 158 hp, speeds from 28 to 36 mph — has power to spare for cruising fun, water sports. Seats six comfortably, offers the swift lines that have made Chris-Craft first choice. Budget priced from **$2385!**

Plywood Boats, the big buys of the year!

For limited time...low winter prices save you 5%!

Now you can capture the world of Chris-Craft boating thrills and pleasures at prices you can easily afford! Here are big-value Chris-Craft cruisers and sleek runabouts of full-length-panel marine plywood . . . a rugged material that, together with expert craftsmanship, enables Chris-Craft to build staunch, fast, seaworthy boats to meet the most limited budgets.

In addition! If you act now, while special, low winter prices are in effect, you may choose the boat and equipment that fulfill your boating dreams . . . *and save 5%!*

New adventures, thrilling speeds, cruising and exploring your favorite waterways, fishing, water sports, vacationing afloat, or lazing in the sun — pick your pleasure, enjoy unlimited fun in the boat that embraces world-famous Chris-Craft styling *and* performance. But act *now* . . . to save 5% . . . to be first on the water with a beautiful, low-cost 1956 Chris-Craft Plywood Boat — the *big* boating buy of the year!

Visit your Chris-Craft dealer *today*, or write us for brochure.

Prices quoted are low winter prices, at factory, subject to change without notice.

Chris★Craft

PLYWOOD BOAT DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN
MOTOR BOATS ▪ MARINE ENGINES
BOAT KITS ▪ OUTBOARD CRUISERS ▪ SEA SKIFFS
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

New 21-ft. Cabin Cruiser comes as an inboard (above) — engines to 95 hp, speeds to 29 mph — or as an outboard for one or two motors. Full 65½"-headroom cabin has fully-enclosed toilet room; two 6'4" berths. Choice of extras includes sink, icebox, stove, fresh-water system, dining table, pilot seat. Don't miss out on low winter prices! Outboard model is priced from only **$1895.** Order yours now for early delivery.

Save 5% . . . buy now while low winter prices are in effect!

New Chris-Craft Sea Skiffs for 1956

Fast! *Dry!* *Seaworthy!*

New Chris-Craft Sea Skiffs for 1956 are at your dealer's now . . . open models, flying-bridge cruisers, semi-enclosed cruisers – 18 ft. through 40 ft. . . . with traditional round-bilge, lapstrake design, traditional seaworthiness . . . and boasting new advances in construction, equipment, performance!

Here are practical, beamy, all-purpose boats . . . boats you can use for almost anything, from exciting water sports to heavy-duty utility work. And they are ruggedly built, thrilling to own. A delight to handle, for Chris-Craft Sea Skiffs give you a dry, soft-cushioned ride, even in rough water; their unusual maneuverability and handling ease provide positive control at all speeds!

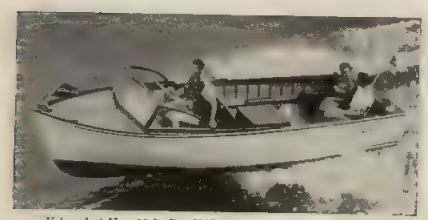
What's more, new Chris-Craft Sea Skiffs are exceptionally watertight – with exclusive Chris-Craft Sea Skiff Sealer in all seams and joints, from keel to seat risers in 18-ft., 22-ft., and 26-ft. models; from keel to sheer in 30-ft., 35-ft., and 40-ft. models. As for power plants, there's a wide choice of engines which produce power to spare to carry big loads at high speeds!

Standard equipment includes a sturdy skeg to protect the bottom, bronze shoe to protect the propeller on 18-ft., 22-ft., 26-ft. models; dependable worm-and-pinion, rod-to-rudder steering; ventilated bilge; fuel tank vented overboard; water-cooled copper exhaust pipe – to name just a few.

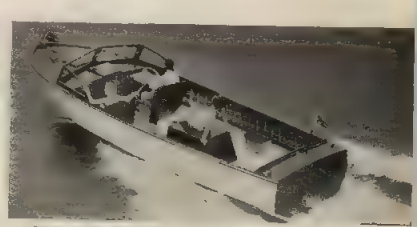
And a large selection of optional accessories – such as ventilating or nonventilating windshield, folding canvas or permanent top, icebox or fish box, toilet, cushions, as well as a choice of attractive hull colors – let you tailor your Sea Skiff to your individual boating needs!

Visit your Chris-Craft Sea Skiff dealer for prices and model information, or write us direct. But *act now* while low winter prices are in effect – *you save 5%!*

All prices quoted are low winter prices f.o.b. factory, and subject to change without notice.

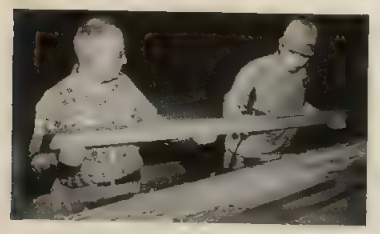


Value-plus! New 18-ft. Sea Skiff with 60 h.p. engine, speeds to 25 m.p.h. A practical boat, practically priced from $2449. Sea Skiff strakes are 5-ply marine-grade fir plywood for maximum strength. Optional extras include: toilet below forward seat, fish box in stern, folding khaki top with protecting side curtains.



New 26-ft. Sea Skiff with engine options to 130 h.p., speeds to 29 m.p.h. Frames of Philippine Mahogany and ribs of steam-bent White Oak. This beautiful performer has a roomy forward storage area which can be converted into a cabin by adding Vee berths, toilet, and hatch. From $3010.

CHRIS-CRAFT SEA SKIFFS ARE FAR STRONGER, FAR MORE WATERTIGHT!



Seams and joints of all Chris-Craft Sea Skiffs are reinforced with Chris-Craft's synthetic-rubber-based Sea Skiff Sealer. It is both a tenacious adhesive and a watertight sealer. It makes Chris-Craft Sea Skiffs far stronger than ordinary lapstrake boats, provides them with a new kind of long-lasting watertightness.

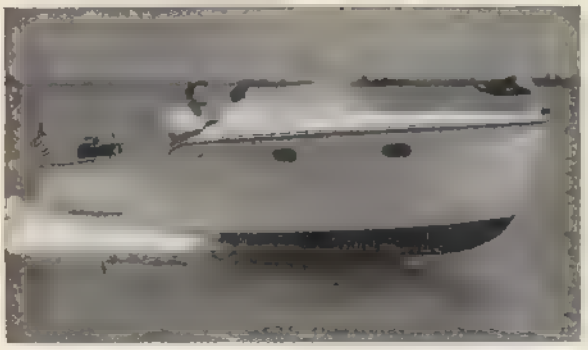
Chris-Craft Sea Skiff Sealer adds strength. Tests showed that a pull of 32 lbs. per sq. in. separated the seams in ordinary lapstrake hull construction – clout nails with putty or compound filler. A pull of 190 to 350 lbs. per sq. in. *(more than four times more force)* was required to tear apart Chris-Craft strakes fastened with copper clout nails and Sea Skiff Sealer. Even then, *the seams held* but the wood around the seams shredded!

Sea Skiff Sealer is elastic. A block of wood, bonded to another block with 1/16-in thickness of Sea Skiff Sealer, can, with considerable force, be moved transversely about ¼ in. across the bonded surface of the second block without losing adhesion. When pressure is released the two blocks return to their original relative position. Applied to Chris-Craft Sea Skiffs, this sealer allows the strakes to "work" *without* affecting the bonding seal.

Sea Skiff Sealer provides a watertight bond. A Sea Skiff using Sea Skiff Sealer *without* copper-clout-nail fastenings was subjected to severe rough-water tests at high speeds. After months of testing, the hull remained *completely intact and watertight.*

Also Chris-Craft Sea Skiff Sealer is highly resistant to the effects of water, weathering, fuel and oil. A test patch, exposed to sun and weather continuously for over eight years, showed no tendency toward brittleness or cracking.

New Chris-Craft round-bilge, lapstrake Sea Skiffs – with Sea Skiff Sealer – are far more durable, far more watertight than other boats of this type. And you can get Chris-Craft Sea Skiff Sealer *only* on a new Chris-Craft Sea Skiff. Can *you* afford to buy any other make of lapstrake boat?



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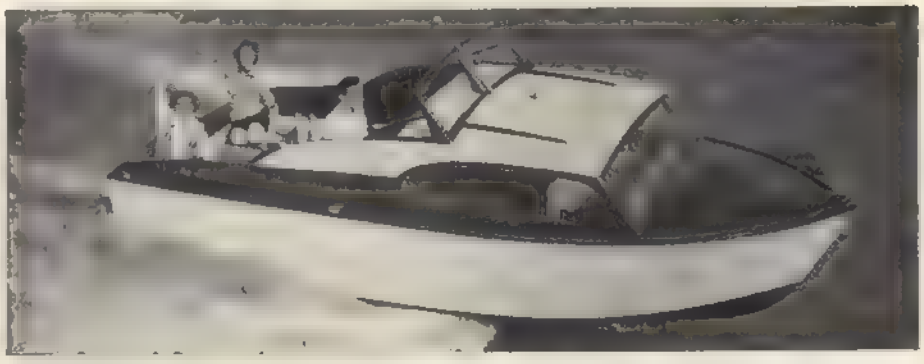

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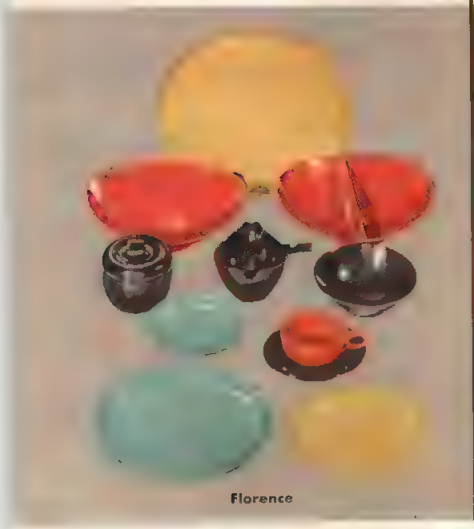
Delightful Colors . . . Distinctive Design

melmac

Color-Flyte

South Seas



Florence

Cadence

Refresher Tray

Shrimp Boat

Beverage Server

melmac
break-resistant
plastic dinnerware

Distinctive styling . . . newest shapes . . . vibrant fade-proof colors. And guaranteed against breakage, chipping, cracking. Requires no pampering with mechanical dishwashers . . . stays bright and beautiful for years and years. The perfect all-around dinnerware.

"COLOR FLYTE" . . . the modern "accident proof" dinnerware that defies breakage . . . stays bright and new looking after years of everyday use. Boiling water, food grease and food acids can't damage these indestructible beauties . . . wash like magic in dishpan or washer. Unconditionally guaranteed in writing, too, against chipping, cracking, and breaking for one year. At meal time, snack time, party time, any time, you'll find Color Flyte Melmac dinnerware just about perfect. In a sparkling rainbow assortment of Gray, Green, Copper and Lime.

16-PIECE STARTER SET. Set includes 4 each of cups, saucers, 6" bread-and-butter plates and 10" dinner plates.
827-6437E-997 16-piece set. Wt. 7 lbs. . . . . Retail **14.95**

35-PIECE SERVICE FOR SIX. Set includes 6 each of cups, saucers, 6" bread-and-butter plates, 10" dinner plates, lug soup-cereal bowls; 1 each of cream pitcher, sugar bowl with cover, 10" veg. bowl, 12¾" platter.
827-6436E-2663 35-pc. set. Wt. 14 lbs. . . . . Retail **39.95**

47-PIECE SERVICE FOR EIGHT. Set includes 8 each of cups, saucers, 6" bread-and-butter plates, 10" dinner plates, lug soup-cereal bowls, 1 each of cream pitcher, sugar bowl with cover, 14" platter, 10" divided vegetable bowl, and 1 pair of serving scoops.
827-6435E-3332 47-piece set. Wt. 17 lbs. . . . . Retail **49.95**

5-PIECE SERVING SET. Includes 10" platter, 10" divided vegetable bowl, cream pitcher and sugar bowl with cover.
827-6438E-730 5-piece serving set. Wt. 4 lbs. . . . . Retail **10.95**

"FLORENCE" PROLON DINNERWARE brings the ultimate in charm and good taste to your table . . . makes every meal a special meal . . . every occasion more pleasurable. Now, in new, clearer, more vibrant colors, all aglow with an extra-high luster and enhanced by the stunning modern design. Discriminating homemakers love its carefree usage . . . its unique styling . . . its eye-catching, easy-cleaning contour shape. Here's indestructible dinnerware famous for its durability, utility and outstanding beauty. Odorless, non-toxic, non-inflammable Melmac keeps hot food hot longer and cold food cool. No worry either, about hot dishwater . . . safely washable in boiling water, sink or dishwasher. All pieces designed for easy cleaning, too . . . and concave cup bottoms drain from center to prevent dripping. What's more, free replacement is guaranteed if any dish breaks, cracks or chips in normal household use within one year. Here's one set of "best" dinnerware that even the youngsters can handle regularly, safely. In rainbow assortment of High Noon Yellow, Turquoise Blue, Midnight Black and Sunset Red.

20-PIECE STARTER SET. Service for four includes 4 each of 10" dinner plates, salad plates, soup bowls, cups and saucers.
827-6405E-1263 20-pc. set. Wt. 9 lbs. . . . . Retail **18.95**

42-PIECE SERVICE FOR SIX. 6 ea. dinner plates, salad plates, bread-and-butter plates, soup bowls, cups, saucers plus 1 each of open and divided vegetable dish, large platter, creamer, sugar bowl with cover.
827-6408G-3197 42-pc. set. Wt. 20 lbs. . . . . Retail **47.95**

"SOUTH SEAS." Unusual values in 3 special sets of fine Melmac dinnerware. This stunning dinnerware is designed for 'round the clock use . . . for everyday and "company" serving. Smartly styled in the latest decorator fashion, and glowing with dramatic non-fading colors. And guaranteed for two full years against breakage, chipping or cracking during normal household use. Here's true economy, top value for the discriminating homemaker! Safe to wash by hand or automatic dishwasher . . . boiling water can't affect it, colors stay bright forever. Extra high luster-glaze seals in the modern, sophisticated marbleized effect . . . blends with every setting . . . highlights every decor. Each set in a colorful fiesta pack of Coral, Dove Gray, Gold and Turquoise.

16-PIECE STARTER SET. Includes 4 each of cups, saucers, bread-and-butter plates and 10" dinner plates.
27-6427-597 16-pc. set. Wt. 6 lbs. . . . Retail **7.95**

34-PIECE SERVICE FOR SIX. Includes 6 each of cups, saucers, bread-and-butter plates, 10" dinner plates and soup-cereal bowls plus 1 each of creamer, sugar bowl with lid and vegetable bowl.
27-6428-1450 34-pc. set. Wt. 11 lbs. . . . . Retail **17.95**

55-PIECE SERVICE FOR EIGHT. Includes 8 each of cups, saucers, bread-and-butter plates, 10" dinner plates, soup-cereal plates, desserts plus 1 each of vegetable bowl, creamer, sugar bowl with lid, serving platter and jumbo serving spoon and fork.
27-6429-2390 55-pc. set. Wt. 17 lbs. Retail **31.95**

"CADENCE" PROLON DINNERWARE. Flowing, sweeping lines captured in a modern, functional design to create one of the most breathtakingly beautiful dinnerware sets you've ever seen. Economical to buy . . . economical to use . . . Prolon Melmac is unsurpassed for true quality. It's wonderful for three-meal-a-day use, for a household of children as well as your most important serving. Now, in the very newest decorator colors which can't wear off, rub off, scratch off because they go all the way through! . . . stay clear and bright year after year. Smooth, clear surface is richly enhanced with a china-like texture, yet is full weight, solid Melmac throughout . . . takes the roughest, toughest use in stride. Easy to clean, easy to stack Melmac is odorless, non-toxic and non-inflammable. Safely washable in boiling water, sink or dishwasher. Here's practical ware for everyday use, a mark of good taste always. Every piece is guaranteed for one year against chipping, cracking or breaking under normal household use. Rainbow assortment in Primrose Yellow, Celedon Green, Coral Pink and Bone White.

20-PIECE SERVICE FOR 4. Includes 4 each of dinner plates, salad plates, soup bowls, cups and saucers.
27-6400E-997 20-pc. set. Wt. 9 lbs. . . . . Retail **14.95**

41-PIECE SERVICE FOR SIX. Includes 6 each of dinner plates, salad plates, soup bowls, salad bowls, cups, saucers, creamer, sugar bowl with cover, large platter and open vegetable dish.
27-6401C-2397 41-pc. set. Wt. 12 lbs. . . . . Retail **35.95**

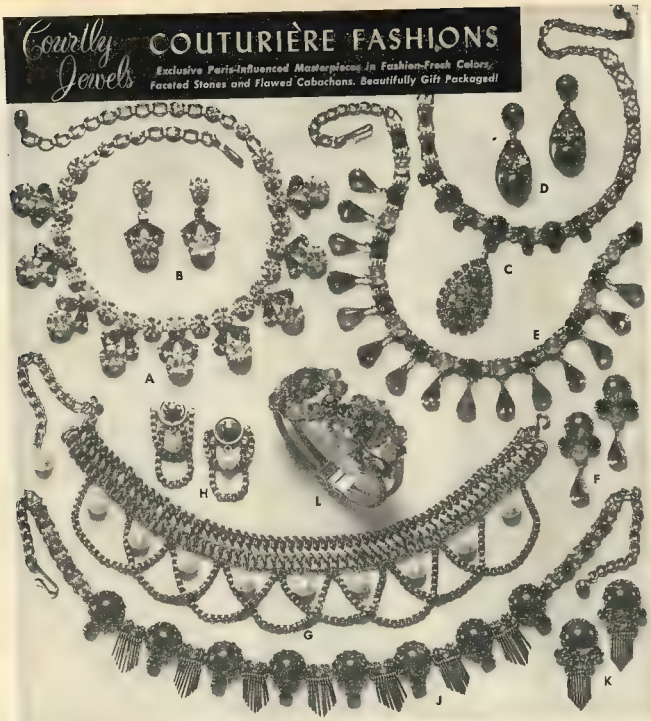
See Our Deluxe Book for Additional Melmac Dinnerware

Colorful, Practical Serving Aids

REFRESHER TRAY. Convenient, handsome way to serve refreshments and snacks. Gleaming brass plated stand holds six Red 12-oz. tumblers . . . keeps them, safe, secure, makes serving easy. Big, generous size center bowls hold potato chips, popcorn, peanuts, etc. State color letter for center bowl: (A—Ebony), (B—Yellow).
827-6444-597 Wt. 4 lbs. Retail **8.95**

SHRIMP BOAT. A decorative, easy way of serving shrimps on ice. Melmac bowl is the ideal container . . . keeps them cool, tasty . . . is wonderfully easy to clean. Chrome framework with pick holders and sauce dishes for dunking. 11" diameter. State color letter for bowl when ordering: (A—Ebony), (B—Red), or (C—Yellow).
827-6443-397 Set. Wt. 3 lbs. . . Retail **5.95**

9-PIECE BEVERAGE SERVER. Here's the ideal way to serve refreshments in tip-proof safety. As smart as it is practical. Brass plated carrier with easy-grip handles holds eight colorful tumblers . . . keeps them steady, secure. Perfect for card games, before the T.V. sets, for all your buffet serving. Assorted color tumblers.
27-6440-530 Set. Wt. 3 lbs. . . . Retail **7.95**



A—Bib necklace supreme! Simulated aqua sapphire or topaz tones.
30SN8/5N-P1125 **Retail $22.50**

B—Matching earrings.
30SN8/12ER-P338 **Retail $6.75**

C—Victorian pendant necklace. Simulated amethyst or sapphire tones
30SN8/2N-P550 **Retail $10.95**

D Matching pendant earrings
30SN8/9ER-P275 **Retail $5.50**

E—Beauty bib or pear-shaped drops. Simulated tones of emerald or topaz
30SN8/3N P750 **Retail $14.95**

F—Matching drop earrings
30SN8/10ER-P300 **Retail $5.95**

G—Stunning drape necklace in gold with pearls.
30SN8/1N-P500 **Retail $9.95**

H—Matching loop earrings
30SN8/8ER-P250 **Retail $4.95**

J—Interplay of jewel-tone stones and gold fringe. Simulated emerald or topaz
30SN8/4N-P850 **Retail $16.95**

K—Matching earrings
30SN8/11ER-P300 **Retail $5.95**

L—Be-jeweled bangle bracelet. Simulated tones of emerald or topaz
30SN8/7B-P675 **Retail $13.50**

Courtly Jewels RHINESTONE PINS AND EARRINGS

A—Sweeping spray of navettes and baguettes.
309N28/36-P850 **Retail $12.95**

B—Graceful garland of navette and round stones
309N28/35-P800 **Retail $11.95**

C—Luxury loop pin of navettes and baguettes with pearl center.
308N28/34-P550 **Retail $10.95**

D—Circle spray of pearl-shaped and baguette stones.
309N28/32-P500 **Retail $9.95**

E—Fancy scroll pin of navette, baguette and pear-shaped stones.
309N28/33-P525 **Retail $10.95**

F Floral bow-knot with pearl, navettes and baguettes.
308N28/31-P450 **Retail $8.95**

G—Artful cone-shaped pin of baguette and round stones.
309N28/30-P375 **Retail $7.50**

H—Sweetheart pin of baguette and round stones
309N28/29-P350 **Retail $6.95**

J—Beauty bow-knot of baguette and round stones
309N28/28-P300 **Retail $5.95**

K—Circle minuet of pear-shaped and round stones.
309N28/27-P200 **Retail $3.95**

L—Crown earrings of navette, baguette and round stones
309N28/38-P300 **Retail $5.95**

M—Loop earrings of baguette and round stones
309N28/38-P250 **Retail $4.95**

N—Bow-knot earrings of baguette and round stones.
308N28/37-P225 **Retail $4.50**

O—Rosette earrings of pearl and navettes
308N28/40-P350 **Retail $6.95**

Courtly Jewels — COUTURIÈRE FASHIONS

Exclusive Paris-Influenced Masterpieces in Fashion-Fresh Colors; Faceted Stones and Flawed Cabochons. Beautifully Gift Packaged!

24K. YELLOW GOLD PLATE FINISH—PRICES REDUCED

A Bib necklace supreme! Simulated sapphire or topaz tones.
211J304-985T *Retail . . .* **$22.50**

B Matching earrings.
237J196-295T *Retail . . .* **$6.75**

C Victorian pendant necklace. Simulated amethyst or sapphire tones.
211J305-485T *Retail . . .* **$10.95**

D Matching pendant earrings.
237J197-245T *Retail . . .* **$5.50**

E Beauty bib of pear-shaped drops. Simulated tones of emerald or topaz.
211J306-660T *Retail . . .* **$14.95**

F Matching drop earrings.
237J198-265T *Retail . . .* **$5.95**

G Stunning drape necklace in gold with pearls.
211J307-440T *Retail . . .* **$9.95**

H Matching loop earrings.
237J199-220T *Retail . . .* **$4.95**

J Interplay of jewel-tone stones and gold fringe. Simulated emerald or topaz necklace.
211J308-750T *Retail . . .* **$16.95**

K Matching earrings.
237J200-265T *Retail . . .* **$5.95**

L Be-jeweled bangle bracelet. Simulated tones of emerald or topaz.
228J293-595T *Retail . . .* **$13.50**

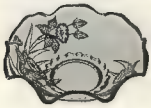
All Jewelry Subject to Excise Tax

Heirloom treasure necklace of baguette and round stones. Matching button earrings.
No. 248J136-1322T
Retail . . . $26.95 Set
Extraordinary Values in Finest Imported Hand-Set Rhinestones. Rhodium Plated Guaranteed Quality and Service.
RHINESTONE JEWELRY FASHIONS
EXQUISITE
Courtly Jewels
DE LUXE
Elegantly swirling necklace of half-moon, round and baguette stones. Matching pendant earrings.
No. 248J157-1585T
Retail . . $32.95 Set.
Round stones encircle navettes and baguettes Matching earrings
No. 248J154-980T
Retail . . . $19.95 Set
Fire of round stones enhance pear-shaped drop. Matching earrings.
No. 248J155-1176T
Retail . . . $23.95 Set
Navette and round stones sparkle on silvered links Matching earrings
No. 248J152-735T
Retail . . . $14.95 Set
Elegant round stones grace spiraled leaf Matching earrings.
No. 248J153-833T
Retail . . . $16.95 Set
Oval and round stones with filigree scrolls. Matching earrings
No. 248J150-613T
Retail . . $12.50 Set
Sunburst of round and oval stones with fleur d'lis Matching earrings
No. 248J151-661T
Retail . $13.50 Set
Round stones dramatize pear-shaped drop Matching earrings.
No. 248J148-367T
Retail . . . $7.50 Set
Necklace of round and pear-shaped stones Matching earrings.
No. 248J149-490T
Retail . . $9.95 Set
All Jewelry Beautifully Gift Packaged

SPECIAL—FOR THIS BOOK ONLY . . . All items on this page subject to a flat 10% discount . . . order now while stocks are complete!

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.


A

B

C

D

D-1

D-2

D-3

NEW REDUCED PRICES

Charming glassware fashioned of shimmering crystal and inlaid with precious sprays of sterling silver daffodils. These are pieces to radiate classic beauty and dainty, ethereal loveliness—from their exquisite combination of finest crystal and gleaming sterling silver. The chip proof borders are finished in sterling. Kiln fired for strength—for lifetime service. Rhodium treated to prevent tarnish.

(A) 8" crimped bon bon dish.
814G1-385.....RETAIL $6.65

(B) 7" three toed bon bon dish.
814G2-385.....RETAIL $8.65

(C) 6" Three compartment relish dish.
814G3-385.....RETAIL $5.65

(D) 6" shell bon bon dish.
814G4-300.....RETAIL $5.00

(E) 11½" diam. crimped bowl—4½" high.
814G5-850 .....RETAIL $13.90

(F) 4" candlesticks. (Sold in Pairs.)
814G6-685.....RETAIL, PAIR $11.10

(H) 4" candlesticks. (Sold in Pairs.)
814G7-685.....RETAIL, PAIR $11.10

(I) 10" diam. Fruit bowl 4" high.
814G8-665.....RETAIL $11.10

(J) Footed sugar and cream set 4" high.
814G9-525 .....RETAIL, SET $8.90

(K) 9" handle pickle dish.
814G10-400.....RETAIL $6.65

(D1) Quart cocktail shaker.
814G27-865.....RETAIL $11.10

(D2) 24 oz. Martini pitcher.
814G28-400.....RETAIL $6.65

(D3) 6" ash tray.
814G29-335.....RETAIL $5.80

(D4) 3½ oz. cocktail glass.
814G30-2000.....RETAIL, DOZ. $33.25

(D5) 9 oz. Old Fashion.
814G31-2000 .....RETAIL, DOZ. $33.25

(D6) 14 oz. highball glass.
814G32-2000.....RETAIL, DOZ. $33.25

D-4

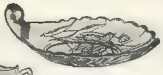
D-6

D-5

E

F

SILVER
GIFTWARE
FOR EVERY
OCCASION.
NO FEDERAL
TAX


K

H

I

J

ORDER EARLY for Holiday Delivery

Daffodil Pattern – Sterling Silver on Crystal

Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.

L

M

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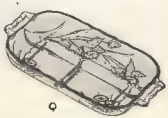


Q

P

NEW REDUCED PRICES

Sparkling crystalware . . . adds elegance and distinction to the table setting. Beautifully inlaid with sterling silver in a realistic daffodil pattern. Stylish, beautiful, functional, and always correct. Complements the finest table service.

(L) 6″ flower lite bowl and block.
614G11-370 .....RETAIL $8.15

(M) 4″ covered butter dish 3½″ high.
614G12-500 .....RETAIL $8.30

(N) 8″ tid-bit plate.
614G13-395 .....RETAIL $6.85

(O) 11″ celery or roll tray.
614G14-500 .....RETAIL $8.30

(P) 6″ 2 compartment relish dish.
614G15-375 .....RETAIL $6.15

(Q) 12″ 3 compartment relish dish.
614G16-665 .....RETAIL $11.10

(R) 12″ 2 handle plate 25th ANNIVERSARY.
614G17-795 .....RETAIL $13.30

12″ 2 handle plate 50th Anniversary Gold.
614G18-750 .....RETAIL $12.25

(S) 12″ Rolled edge cake or sandwich plate.
614G19-675 .....RETAIL $11.10

(T) 12″ 2 handle cake or sandwich plate.
614G20-875 .....RETAIL $11.10

(U) 14″ Rolled Edge cake or sandwich plate.
614G21-895 .....RETAIL $15.00

(V) 5 Pt. Ice Lip Pitcher.
614G22-685 .....RETAIL $11.10

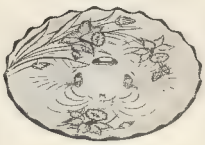
(W) 10″ Vase.
614G23-500 .....RETAIL $8.30

(X) 6″ bud vase.
614G24-270 .....RETAIL $4.50

(Y) 3½″ high Salt & Pepper set.
614G25-495 .....RETAIL, PAIR $8.30

(Z) 7″ diam. crimped compote 6″ high.
614G26-800 .....RETAIL $10.00

T



S

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V

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X

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Z

DORMEYER in Color

Stands on end for easy draining

DORMEYER Silver Dormey

Gleaming triple-chrome portable mixer makes every pot and pan a mixing bowl. Lightweight, stands on end for easy draining. 5 full-powered speeds. Full size beaters with finger-tip release. Guaranteed.

CONTENTS 110-120V, AC/DC. Individually packed, 5⅛ x 5⅛ x 6⅛ in. Wt. each: 4 lbs. With 6 ft. rubber-covered cord, recipe book.

17105D3S1339/1446 — MODEL 7100 — $21.95 RETAIL

DORMEYER Dormey

Exclusive 5 speed portable mixer in white, shell pink, sunshine yellow and turquoise enamel finish

CONTENTS 110-120V, AC/DC. Individually packed, 5⅛ x 5⅛ x 6⅛ in. Wt. each: 4 lbs. With 6 ft. rubber covered cord, recipe book.

17106D3S1131/1213 — MODEL 7500 WHITE — $17.95 RETAIL

17107D3S1131/1213 — MODEL 7501 PINK — $17.95

17108D3S1131/1213 — MODEL 7502 YELLOW — $17.95

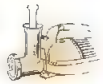
17109D3S1131/1213 — MODEL 7503 TURQUOISE — $17.95

DORMEYER Mix-Well

The completely modern mixer with electric grinder and juicer included at no extra cost. Grinder slips right into the built-in power drive—needs no adapter. 10 full-powered speeds, Clik-Mix Arm…automatic beater release.

CONTENTS: 110-120V, AC/DC motor; 6-ft. rubber-covered cord, adjustable stand, turntable, 2 opal glass bowls, juicer bowl, strainer, juice spout, reamer, 2 chrome nickel beaters, grinder, pestle, new recipe book. Wt., 21 lbs. Incl. ctn. 11⅜ x 12¾ x 13¼ in.

17110D3S2424/2599 — MODEL 5700 — $38.50 RETAIL



It's a grinder!

It's a juicer!

Complete recipe book, too!

DORMEYER

ALL-CHROME

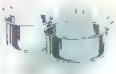
Silver-Chef

The smart and practical Mixer-Grinder in gleaming chrome with two stainless steel bowls—large and small. Lasts a lifetime won't chip, peel or crack. Lightweight, easy to clean, fully powered, 10 recipe-tested speeds with dial selector. Grinder included at no extra cost. Guaranteed

CONTENTS: 110-120V, AC DC Governor controlled motor, 6 ft rubber covered cord, detachable mixing head; turntable stand with bowl-size indicator, rubber strip footing; grinder and pestle; 2 stainless steel bowls; 2 nickel chrome beaters, recipe book. Wt 16 lbs Incl. ctn. 11⅝ x 12¾ x 13⅝ in

Electric grinder at no extra cost

Detachable head makes it a portable



Includes two stainless steel bowls

MODEL 4300

17102D3S3523/3777

$55.95 RETAIL

America's Most Popular Mixers!

DORMEYER Power-Chef

Deluxe grinder-juicer-mixer. Grinder and juicer attachments included at no extra cost. Dial selector has 10 recipe-tested speeds. Automatic beater release, detachable mixing head for portable use. Includes large and small mixing bowls. Guaranteed

CONTENTS 110 120V AC/DC governor-controlled motor. With grinder, pestle, juicer, reamer, strainer, 2 mixing bowls, recipe book. Wt. 20 lbs. Incl. ctn 11⅝ x 12¾ x 13⅝ in.

MODEL 4201

17104D3S2991/3207

$47.50 RETAIL

DORMEYER Mix-Maid

Famous Dormeyer quality at a low price! 9 full powered speeds plus automatic beater release. Portable, too! Ideal mixer for the budget-minded. Guaranteed

CONTENTS: 110-120V, AC/DC motor, 6 ft. rubber-covered cord, adjustable turntable, 2 mixing bowls, 2 nickel chrome beaters, new recipe book. Wt.: 15 lbs. Incl ctn 12¾ x 12¾ x 12 in

MODEL 7700

17103D3S1886/2022

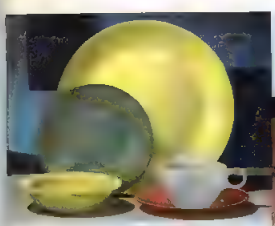
$29.95 RETAIL

FLORENCE PROLON DINNERWARE

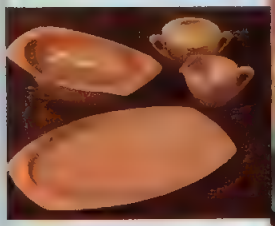
20-PIECE DINNER SET

6-PIECE SERVICE SET

CADENCE PROLON DINNERWARE



20-PIECE DINNER SET



5-PIECE SERVICE SET

FLORENCE
PROLON DINNERWARE

America's discriminating housewives acclaim it for carefree usage . . . love its unique styling. New, non-fading decorator colors all the way through . . . charming modern contour shapes, designed for easy cleaning. Saucer features a rimmed cup well that retains coffee overflow . . . cup doesn't drip when picked up. Concave cup bottoms hold cup in place. Made of solid Melmac, manufacturer-guaranteed against breakage, cracking or chipping. Clatter-free, odorless, non-toxic, non-inflammable, unaffected by food grease, safely washable in boiling water, sink or dishwater.

42-PIECE DINNER SET. Service for six . . . just right for an average size family. Includes a dish for every purpose and the most used type of serving pieces. Wonderful color choice. State color code letter when ordering. Shpg. Wt. 20 lbs.
Sunset Red . . . . A — High Noon Yellow B
Dawn Gray C — Turquoise Blue. . E
Bone White F — *Fiesta Pack . . G
*(Fiesta set comes in gay, harmonizing colors: dinner and bread and butter plates are Turquoise Blue; cups—3 Turquoise and 3 Sunset Red; platter and salad plates are High Noon Yellow; saucer, creamer and sugar bowl are Midnight Black; serving dishes are Sunset Red; bowls Black.)
827-6408-3197 (Set)
827-6408-2887 (4 or more sets) Retail **47.95**

20-PIECE DINNER SET. Starter set, service for four. State color code letter.
Midnight Black and High Noon Yellow . . . A
Sunset Red and Dawn Gray . . . . . B
Turquoise Blue and Bone White . . . . . D
*Rainbow Assortment . . . . . E
*(Consists of five pieces each in Turquoise Blue, Bone White, Sunset Red, and High Noon Yellow.)
827-6405-1263 (Set) Wt. 9 lbs.
827-6405-1137 (4 or more Sets.) Retail **18.95**

6-PIECE SERVICE SET. Smartly styled. Specify color code letter when ordering
Sunset Red . . . . . A — High Noon Yellow C
Midnight Black. D — Turquoise Blue. . . . E
827-6410-863 (Set) Wt 5 lbs.
827-6410-777 (4 or more Sets) Retail **12.95**

Contents of Florence Dinner Sets

42-Piece Dinner Set
Service for six includes:
6 Dinner Plates
6 Salad Plates
6 Bread-and-Butter Plates
6 Soup Bowls
6 Cups
6 Saucers
1 Open Vegetable Dish
1 Divided Vegetable Dish
1 Large Platter
1 Creamer
1 Sugar Bowl
1 Sugar Bowl Cover

20-Piece Dinner Set
Service for four includes:
4 Dinner Plates
4 Salad Plates
4 Soup Bowls
4 Cups
4 Saucers

6-Piece Service Set
Includes:
1 Large 14¼" Platter
1 Open Vegetable Dish
1 Divided Vegetable Dish
1 Creamer
1 Sugar Bowl
1 Sugar Bowl Cover

CADENCE
PROLON DINNERWARE

In today's newest decorator colors. Economical to buy . . . economical to use. It's wonderful for children and rough, three-meals-a-day use, and you'll naturally want to take it along on picnics and barbecues. Standout colors are refreshingly different in table settings, and the simple, stackable shape has become a modern classic. Molded of solid Melmac with smooth, clear surface, china-like texture. It's easy to clean and is odorless, non-toxic, non-inflammable. Safely washable in boiling water, sink or dishwasher. Color cannot wear off, scratch off. Guaranteed aginst chipping, cracking or breaking.

41-PIECE DINNER SET. Service for 6—a dish and serving piece for every occasion. Makes a wonderful, lasting gift. Choice of colors or popular Fiesta assortment. State color code letter when ordering. Shipping weight 12 lbs.
Coral Pink and Bone White A
Celedon Green and Primrose Yellow . . B
*Fiesta Pack C
*(Fiesta set comes in gay, harmonizing colors: dinner plates, bowls, and cups 3 each in Primrose Yellow and Bone White, saucers, bread and butter plates—3 each in Celedon Green and Coral Pink, creamer and sugar bowl are Coral; platter is Yellow; vegetable bowl Green.)
827-6401-2397 (Set)
827-6401-2157 (4 or more Sets) Retail **35.95**

20-PIECE DINNER SET. Starter set . . . service for four. State color code letter when ordering.
Primrose Yellow. A — Celedon Green B
Coral Pink. . . . . C — Bone White. . . . . D
*Rainbow Assortment. . . . . E
*(Consists of an equal number of pieces in above 4 colors.)
827-6400-997 Set. (Each) Wt. 9 lbs.
827-6400-897 (4 or more). . . Retail **14.95**

5-PIECE SERVICE SET. Mix and match with dinner sets, use in any table setting. State color code letter when ordering.
Primrose Yellow . A — Celedon Green . B
Coral Pink C — Bone White . . . D
827-6402-663 (Set) Wt. 3 lbs.
827-6402-397 (4 or more Sets) Retail **9.95**

Contents of Cadence Dinner Sets

41-Piece Dinner Set
Service for six includes:
6 Dinner Plates
6 Salad Plates
6 Soup Bowls
6 Salad Bowls
6 Cups
6 Saucers
1 Creamer
1 Sugar Bowl
1 Sugar Bowl Cover
1 Large Platter
1 Open Vegetable Dish

20-Piece Dinner Set
Service for four includes:
4 Dinner Plates
4 Salad Plates
4 Soup Bowls
4 Cups
4 Saucers

5-Piece Service Set
Includes:
1 Large Platter
1 Open Vegetable Dish
1 Creamer
1 Sugar Bowl
1 Sugar Bowl Cover

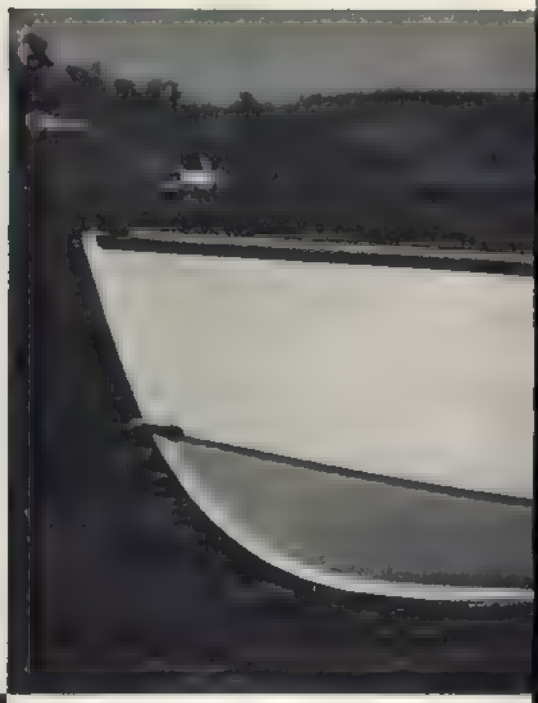
whether you build or buy it...specify..

In every marine application... Harborite out-performs them all!

Boats built with Harborite actually *live* longer... *perform* better due to Harborite's greater strength and light weight. Harborite is 100% waterproof... will not swell or shrink... eliminates all warpage, buckling, splitting, grain-raising and checking. Superior to even the finest marine plywoods, Harborite is a super-resistant overlaid panel that defies the extremes of tropical heat, arctic cold... proved in *thousands* of work, pleasure and Navy fighting craft.

Almost all Harborite for marine use has gone exclusively to the United States Navy for production of PT and other light fighting boats. Now, Harborite is available in unlimited quantities to all boat builders... *amateur* and professional!

Now!... whether you build your own boat... or buy one that's ready built... specify rugged, dependable Harborite, the King of marine plywoods.



The U. S. Government specifies Harborite for the construction of PT boats and other small fighting craft!

FREE BOAT PLANS!

Your choice of *six* boat plans, designed by the famous marine architect, Edwin Monk! Just check the boat plan you want... mail in coupon with 10¢ (cost of postage and handling) to receive free boat plan!

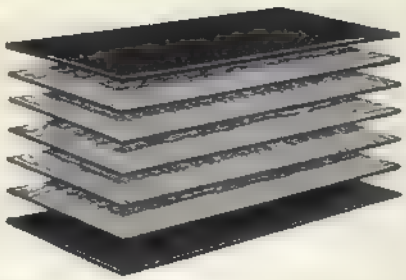
HARBOR PLYWOOD CORPORATION, Aberdeen, Washington

Harborite warehouses or subsidiaries in: . . .

HARBORITE®

The miracle overlaid fir plywood... super-resistant to wear, weather, and water!

Harborite is used exclusively by Burchcraft, leading Pacific Coast pleasure craft builder.



Here are the component parts of a Harborite panel

1. Only select Douglas Fir veneers are used in Harborite.
2. Core veneer strips are machine-edged and butted tight.
3. All knots and flaws are replaced with solid wood plugs.
4. Harbor-developed waterproof glue makes a permanent weld.
5. Core panels are rehumidified to minimize warping and grain-raise.
6. Harborite's resin-impregnated overlay makes a perfect paint holding surface.

No. 107 PD
Pram Dinghy, 7' 9"

No. 111 OB
Outboard, 11' 3"

No. 113-OB
Outboard, 13' 4"

No. 113-P
Punt, 13' 9"

No. 115-OB
Outboard, 15' 3"

No. 118-DC
Day Cruiser, 18'

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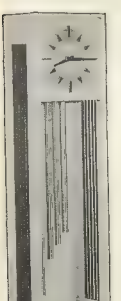
Revere CHIMING ELECTRIC Clocks



• With the mellow, lovely Westminster Chimes. Each superbly crafted Revere clock features the authentic music of Westminster Chimes—best known and best loved. Its serene melody is beautifully reproduced on the Symphony Chimetone Rods of the mantel and grandmother clocks, and on the deep toned tubular bells of the floor clocks.

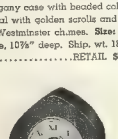
All Revere cases are finished to a fine, mirror-smooth surface which radiates with beauty of design and graceful styling. These different styles offer a wide choice—ideal for matching any modern or traditional decorative setting. Its modern electric motor assures time-telling accuracy. All clocks on this page strike the ½-½-¾ and full hour.

Contemporary Revere clock styled to meet the highest demands for artistic modern design. Open sides and front. No glass. Sounds with famed, and cherished music of traditional Westminster chimes—5 tubular bells. Polished Blond Maple case, spun brass dial, with hands and numeral indicators of Black enameled iron. **Size:** 63¼x16x9½". Electric motored no weights or pendulum. Ship. wt. 200 lbs.
D536C21-31900.....RETAIL **$350.00**

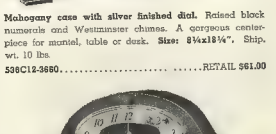
Girard. Colonial styling in a petite floor clock. Honduras mahogany case with beaded columns. Gold finished dial with golden scrolls and silver numeral circle Westminster chimes. **Size:** 74¼" high, 17⅞" wide, 10⅞" deep. Ship. wt. 185 lbs.
D536C16-21750.....RETAIL **$375.00**

Mahogany case with silver finished dial. Raised black numerals and Westminster chimes. A gorgeous centerpiece for mantel, table or desk. **Size:** 8¼x18¼", Ship. wt. 10 lbs.
536C12-3680.....RETAIL **$61.00**

Traditional ornate styling. White dial and sunburst design in Black and Gold. Select mahogany case polished to a mirror-finish. Authentic Westminster chimes. Black numerals. Gold color hands. **Size:** 11¼"x8¼". Ship. wt. 9 lbs.
536C8-3740.....RETAIL **$63.00**

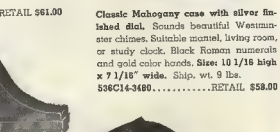


Classic Mahogany case with silver finished dial. Sounds beautiful Westminster chimes. Suitable mantel, living room, or study clock. Black Roman numerals and gold color hands. **Size: 10 1/16 high x 7 1/16" wide.** Ship. wt. 9 lbs.
536C14-3480.....RETAIL **$58.00**



Mahogany case with matched striped front and base displays real decorative harmony. Silver finished center dial. Black numerals and gold hands. Authentic Westminster chimes. **Size:** 7½x19½", Ship wt. 11 lbs.
536C8-3480 RETAIL **$58.00**

Traditionally styled Mahogany case with silver finished dial and cut-out center. Sounds melodious Westminster chimes. Its graceful shape warrants a prominent place in any living room. Gold color hands and bezel **Size:** 8¾x18½". Ship. wt. 7 lbs.
536C10-3300.....RETAIL **$55.00**



Mahogany case with Bird's Eye Maple panels. A select combination of beautifully grained woods. Westminster chimes and chime rods. Satin finished dial, with raised numerals. **Size:** 8x20¼", Ship. wt 12 lbs.
536C8-4380.....RETAIL **$73.00**

Prices Shown Do Not Include Excise Tax

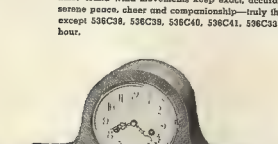
ORDER EARLY for Holiday Delivery

Herschede Clocks

MASTERFUL CLOCKS OF FINE TRADITION

WITH 8-DAY MOVEMENTS

These superb clocks reflect the exquisite artistry and faithfulness to grand tradition. Correct in every detail. Cases are masterpieces of design hand rubbed to a high luster. Their exquisitely finished dials with contrasting numerals and hands instantly show correct time. Hand wind movements keep exact, accurate time. Their chimes create a feeling of serene peace, cheer and companionship—truly the music of home. All clocks on this page except 536C38, 538C39, 536C40, 536C41, 536C33 and 536C34 strike the ¾-¼-½-¾ and full hour.

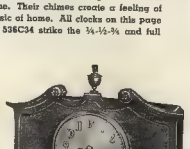


Popular interpretation of Victorian styling. Mahogany case with silvered dial and Black numerals. Ideally suited for mantel piano top, or buffet. **8-day imported pendulum movement—key wind. Westminster chimes sound every quarter hour.** Its classic style blends harmoniously with period furniture. **9" high, 18¾" wide.** Ship. wt 11 lbs.

536C36-4080.....RETAIL **$68.00**

As above: Hour and ½ hour strike. Ship. wt. 11 lbs.

536C40-2820.....RETAIL **$47.00**

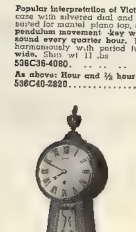


Traditionally styled Mahogany case. Accentuated with silvered dial and raised numerals. **8-day imported pendulum movement—key wind.** Sounds with the melodious ring of Westminster chimes every quarter hour. **11½" high, 13¾" wide.** Ship. wt. 11 lbs.

536C37-4740.....RETAIL **$79.00**

As above: Hour and ½ hour strike. Ship. wt. 11 lbs.

536C41-3480.....RETAIL **$58.00**



Banjo-shape clock authentically styled in Simon Willard's tradition. Mahogany case. Cast brass bezel on glass panel. 8-day imported movement—key wind. Easy to-read 4½" silvered dial, with black hands and black numerals. Gold plated bezel. **26" high, 7¼" wide.** Ship. wt. 8 lbs.

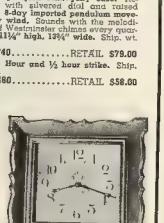
536C39-2170.....RETAIL **$35.00**

As above: With electric motor.

536C39-2015.....RETAIL **$32.50**

Striking different . . . An upward tapering model with footed base. Designed especially for the modern setting, but will also harmonize with a classic decor. **2-jewel, 8-day imported movement key wind.** Polished Mahogany case with silvered dial, golden hands, and bezel, and Black numerals. **Hour and half-hour bell strike. 9¾" high, 7¼" wide.** Ship. wt. 10 lbs.

536C33-2100.....RETAIL **$35.00**



French-Provincial wall clock. Delightfully ornamented and crafted with both sympathy and charm. **8-day imported movement—key wind. Hour and half-hour bell strike.** Its swinging pendulum, weight, shells and chain are made of brightly polished brass. Ivory dial with hands and decoration in Black. Its styling reflects the artistry and good-taste of the period. **11½" square, 5⅝" deep.** Ship wt. 22 lbs.

536C34-5700.....RETAIL **$95.00**

Beautiful Honduras Mahogany case ornamented with beaded columns, and overlay trims. Glass side panels. Sounds with all three famous chime melodies — Westminster, Canterbury, and Whittington. 9 tubular bells. Chimes every ½ hour **89" high, 20½" wide, 12" deep.** Ship. wt 260 lbs.

DS36C22-51820....RETAIL **$880.00**

As above: with Westminster chimes only. 5 tubular bells. Ship. wt. 210 lbs.

DS36C23-38860....RETAIL **$670.00**

Georgian-style Honduras Mahogany case decorated with Satinwood trimmings. Sounds with 3 chime melodies: Westminster, Canterbury, or Whittington. Glass side panels. 9 tubular bells. Chimes every quarter hour. **78" high, 21" wide, 13½" deep.** Ship. wt. 345 lbs.

DS36C31-64380...RETAIL **$1110.00**

As above: With Westminster chimes only. 5 tubular bells. Ship. wt. 305 lbs.

DS36C32-51620...RETAIL **$890.00**

The 1956 PICTURE PACKAGE LOOK

No. 254 Deputy Repeater, length 11 inches. Bright nickel finish, detailed engraving. 4 color self-display carton. Red plastic deputy badge.

No. 290 Automatic Repeater, length 7⅞ inches. Bright nickel finish, stag handles. 4 color self-display carton.

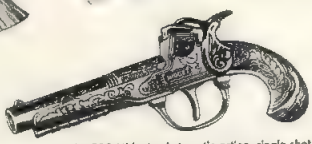
In these colorful fold-back counter display packages, Hubley's gun line will be hotter than ever in '56. They're the guns the kids have been asking for, in the packages you know will sell them.

No. 252 2-IN-1 Repeater, length 9 inches, with long barrel. Bright nickel finish, simulated pearl handle. 3 color self-display carton.

Hubley Cap Shooting Pistols...

No. 260 Pioneer Repeater, length 10¼ inches. Bright nickel finish, simulated bone handles. 4 color self-display carton.

No. 218 Rodeo Automatic action, single shot. Length 8¼ inches. Bright nickel finish, stag handles.



No. 212 Midget Automatic action, single shot. Length 3⅝ inches. Bright nickel finish, detailed chasing.

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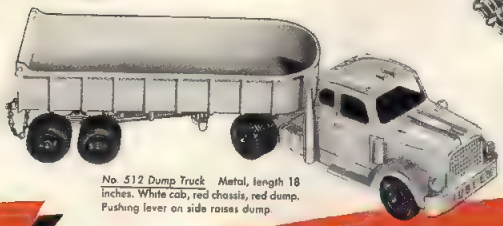
THE HUBLEY MANUFACTURING CO.

On Display at Room 318 —

The 1956 MILLION-DOLLAR LOOK

No. 509 Sport Car Metal, length 12¾ inches. Red with aluminum trim. It steers, has removable spare tire. Hood lifts exposing motor

No. 478 Dump Truck Metal, length 10 inches. Cream cab, red chassis, green dump. Tail gate opens automatically.



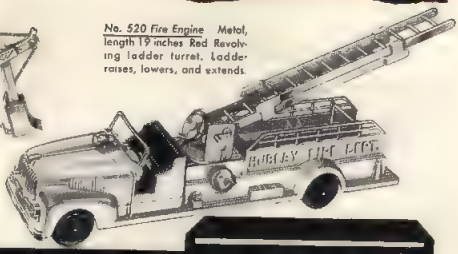
No. 512 Dump Truck Metal, length 18 inches. White cab, red chassis, red dump. Pushing lever on side raises dump.

Hubley Kiddie Toys

No. 495 Airplane Metal, length 10 inches, wingspread 11¾ inches. Red wings, aluminum finish body. Folding wings, sliding canopy, revolving propeller.

New ideas! New designs! New play features! That's the Hubley million dollar look for 1956. Always dependable for good design, meticulous detail, and safety play features, the new line has more sales appeal than any ever offered. On display, all models, all colors, Room 318, 200 Fifth Avenue. Come and see!

No. 494 Shovel Truck Metal, length 13 inches. Red cab, gray chassis, green shovel cab. Working boom, revolving cab. Bucket opens, closes automatically



No. 520 Fire Engine Metal, length 19 inches. Red. Revolving ladder turret. Ladder raises, lowers, and extends.

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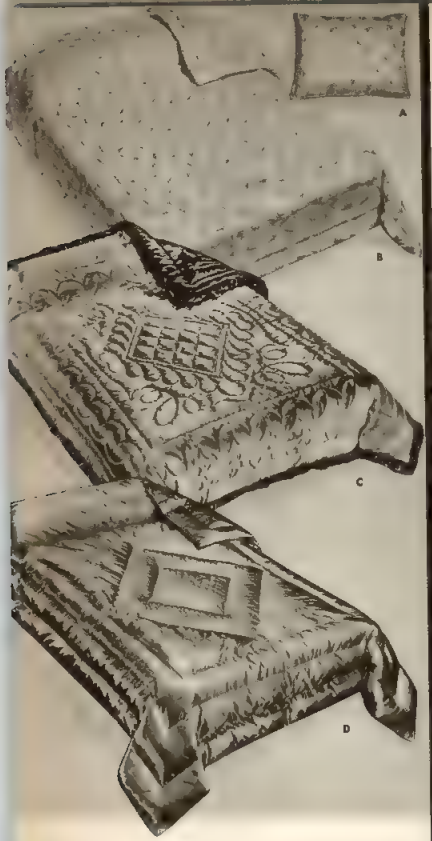


Comforters for Lightweight Warmth

NEW DACRON-FILLED COMFORTER AND PILLOW. Completely washable comforter and pillow plumply filled with 100% Dacron which fluffs back after washing. 100% Nylon colored coverings in wash-fast colors with Pink floral wreath print. Comforter size is 72" x 84". Matching pillow is especially soft and resilient, has corded edges. Pillow size 21" x 27". Specify color code letter when ordering: Yellow **A**, Blue **B**.
(A) 840-0120-475 Pillow. Shpg. Wt. 2½ lbs. . . .Retail **7.95**
(B) 840-0119-1120 Comforter Shpg. Wt. 6½ lbs. Retail **16.95**

(C) WOOL-FILLED COMFORTER. Fluffy light weight 100% wool filling with lustrous satin cover, diamond design stitched. 4-sided satin ruffling 72" x 84". Reversible colors. Specify color code letter. Rose and Blue . **A**, Brown and Gold . **B**, Hunter Green and Chartreuse **C**.
840-0116-1000 Shipping Weight 8 lbs .....Retail **14.95**

(D) 100% DOWN-FILLED COMFORTER. Luxurious, rayon-satin trapunto quilting over hygienized-processed white goose down combine to make this an outstanding comforter value. Corded edge 72" x 84". Reversible colors. Specify code letter. Gray and Flame. **A**, Hunter Green and Chartreuse . **B**, Blue and Gold **C**.
840-0121-2495 Wt. 7 lbs Retail **36.50**

Color Adds Beauty to Beds . . . By Day or by Night

(E) AMHERST BEDROOM ENSEMBLE. Very smart pattern with many uses perfect for a casual bedroom or as a "throw" over studio bed in the living room or den. Loomed in heavy cotton for rough wear. Color-fast. and Monuset processed for shrinkage control. Wide colored stripes alternating with beige background. Bedspread size 88" x 108". Matching pinch-pleated drapes come with tie-backs and are 36" x 90". State color code letter: Coral . . **A**, Kelly **B**, Light blue **C**.
840-0130-650 Bedspread. Wt. 3½ lbs. . . . . Retail **9.95**
840-0129-650 Drapes Pair. Wt. 3 lbs . . . . . Retail **9.95**

(F) "MINUET". This famous Morgan-Jones bedspread has an ageless quality that is beautiful with every decor . . . from an early-American four poster setting . . . to a modern bedroom. An authentic heirloom reproduction, it is completely loomed . . . the pattern is equally lovely on both sides. Double knotted fringe. Laundered and preshrunk. Available in white or lovely crystal pastels.
COLORED "MINUET." State color letter Pink **A**, Yellow **B**.
840-0163-1825 Twin. 83" x 110". Wt. 10 lbs . . . Retail **25.95**
840-0164-1825 Full. 96" x 110". Wt. 11 lbs . . . . . Retail **25.95**
WHITE "MINUET."
40-0161-1760 Twin Size 83" x 110" Wt. 10 lbs . . . Retail **24.95**
40-0162-1760 Full Size. 96" x 110". Wt. 11 lbs. . . . Retail **24.95**

(G) WOOL-FILLED COMFORTER. Warmth and beauty are skillfully combined in this handsome comforter of 100% resilient wool filler and lustrous rayon-satin cover. 72" x 84". Two-tone color combinations. Specify color code letter when ordering: Rose and Blue. **A**, Brown and Gold **B**, Hunter Green and Chartreuse **C**.
840-0115-730 Shipping weight 8 lbs . . . . . Retail **10.95**

(H) PERCALE DUST RUFFLE. Fine-quality Percale that is colorfast and washable. State color-letter: Rose **A**, Blue . **B**, Dk. Green **C**, Gold **D**.
840-0144-410 Full Size. 1½ lbs . . . . . .Retail **6.50**
840-0145-410 Twin Size. 1½ lbs . . . . . Retail **6.50**

(J) OLD KENTUCKY ROSE COVERLET. Brings garden-fresh colors to bedroom with full blooming roses on one side . . tiny rose buds on the reverse. Use decoratively as a quilt or coverlet on full or twin size beds. Fine quality percale, white background with soft cotton filling, quilted completely washable and shrinkage controlled. 86" x 100". State color code letter Red **A**, Yellow **B**.
840-0110-1060 Wt. 6½ lbs . . . . . Retail **13.95**

(K) EVERGLAZE CHINTZ DUST RUFFLE. Double ruffle. 18" deep, fits full and twin beds May also be used as a valance. State color code letter Red **A**, Yellow **B**.
840-0111-325 Wt. 1½ lbs . Retail **4.95**

(L) HUDSON'S BAY. The famous 100% Virgin wool blanket, woven in England. Known the world-over for its bold multi-stripes on solid grounds and its wonderful warmth. Hudson's Bay 4-point blankets are pre-shrunk to their 72" x 90" size. Because of the special skilled weaving, they have an unusually deep, warm nap, edges which need no binding. They are made to stand years of hard wear and washings, and are of lifetime, heirloom quality.
40-0230-2650 Wt. 6 lbs. . . . . .Retail **34.95**

(M) NORTH STAR ORIOLE. The perfect way to add a touch of warmth and a note of cheer to any bedroom. A riot of gay colors—blue, green, yellow, rose and white—a harmonious plaid block-check pattern to blend with all room decors. 100% all wool, closely woven for extra warmth, comfort and softness Long-life 8" wide rose acetate binding, 80" x 90" size, permitting a soft drape, non-bulky tuck-in. So smart and colorful, you'll want to keep it folded at the foot of the bed.
40-0226-1510 Wt. 4 lbs. . . . . Retail **19.95**

(N) PEPPERELL GLOLON. 100% Acrilon, miracle fabric, now in a soft, luxurious, wonderfully warm blanket that looks like the finest deep pile wool, yet will last indefinitely. Thoroughly washable even in washing machine with hot water and detergents . . . dries rapidly, and stays the exact same size. With new Marvelok weave, a closer construction for greater warmth, non-matting and non-shedding qualities and greater color beauty. Blanket is also non-allergic, acid and stain-resistant, moth and mildew proof. 72" x 90" with 7" acetate satin binding. State color code letter: Copen Blue **A**, Blushing Rose **B**, Jonquil **C**.
840-0237-1265 Wt. 5 lbs. . . . . Retal **15.95**

(P) CHATHAM PURREY REVERSIBLES. Nationally famous and desired for utility, warmth, and bright, always-like-new colors. A blend of rayon for lightweight durability, and orlon for easy washing, fast drying, and shrinkage control . . . combined to keep blanket fluffy soft after years of use. Moth-proof and non-allergic. 7" Durachrome acetate bunding is "color-sealed". Reversible colors. Size: 72" x 90". State color code letter. Jamaica Green and Sun Valley Yellow **A**, Charcoal and Nassau Pink **B**.
840-0257-880 Wt. 5½ lbs. . . . . Retail **10.95**

(A) MERRILY, THE WALK-A-BYE DOLL

(B) WALKING DOLL WITH WARDROBE

(D) MAGIC LIPS DOLL

(C) BALLERINA DOLL

(E) POODLE DOLL

(F) WINNIE WALKING-TALKING DOLL

(G) WANDA WALKING DOLL

(H) BENNY WALKING BEAR

(J) TAMA TALKING DOLL

AMERICA'S MOST AMAZING DOLLS

(A) MERRILY, THE WALK-A BYE DOLL AND CARRIAGE. Merrily walks by the carriage while the carriage is being pushed. A shaft attachment on the buggy fits into the doll and is concealed by her dress. Just snap it on, snap it off. A secret her little mother can keep to baffle friends. Bright as a button, the doll can also stroll hand in hand. Merrily is 20" tall and will sit or sleep in her carriage while she rides. Soft and cuddly, she cries Mama and is made of unbreakable plastic with hair that can be washed, combed and set. Sleeping eyes and she wears a cute outfit of beret, two-piece suit, panties, socks and shoes. Thayer carriage is gaily colored leatherette with an all steel frame, rubber tires. Buggy may be used without the doll and is easy and simple to store.
21-7179-1377 (Each) 20" tall. Wt. 9 lbs.
21-7179-1250 (3 or more) Retail **19.95**

(B) WALKING DOLL WITH WARDROBE. The perfectly behaved little guest with so many invitations to come and visit . . and her trunk is always packed with all-occasion changes of clothing. She'll walk when led, move her head, and is just the right size so that clothing easily slips on and off her smooth plastic body. Her lock-stitched hair can be washed, combed and curled. Her traveling outfit is dotted taffeta with nylon tulle overskirt, shoes, socks, and panties. There is an impressive list of things to take with in the trunk: a coat with striped reveres and cuffs, straw hat, casual dress with contrasting trim, printed satin pajamas, bright printed bathing suit, extra plastic shoes and socks. 16" trunk has a handle and lock. Wt. 4 lbs.
21-7184-725 (Each) 14" tall
21-7184-658 (3 or more) Retail **10.95**

GUND'S JUDY LOU DOLLS. Big as-life, soft cotton stuffed baby dolls with bright eyes and rosy cheeks. Each wears a gayly striped cotton dress under a rick rack trimmed organdy pinafore, socks, felt shoes and kerchief. Washable plastic faces, blond yarn hair tied with a big bow. A bed decoration for little girls.
(K) JUDY LOU'S SISTER. 24" Tall
21-6838-362 Each Wt. 4 lbs.
21-6838-333 (3 or more) Retail **5.00**

(L) JUDY LOU. 32" Tall
21-6839-580 (Each) Wt. 5 lbs.
21-6839-533 (3 or more) Retail **7.95**

(C) BALLERINA DOLL. A dazzling star of the dance, eagerly awaiting the proper partner to lead her through intricate steps, pirouettes, and leaps. She can do what other dolls can't—dance on her toes—because she's fully jointed even at the ankles. She walks flat on her feet too, her pretty head turning from side to side. Plastic body, rooted Saran hair, moving eyes. Authentically dressed in gossamer nylon tu-tu, pink lame bodice trimmed with flowers, satin panties, long ballerina stockings, and ballet slippers. Weight 2½ lbs.
21-7183-870 (Each) 20" Tall
21-7183-789 (3 or more) **12.95**

(D) MAGIC LIPS DOLL. Just imagine the wonder and thrill a child will feel when she discovers her dolly has lips that actually move and kiss. This exclusive doll by Ideal has a patented crying and lip-moving mechanism. When her tummy is gently squeezed, she brings her lips together and cries ever so softly. Her pert face has a little pink tongue, apple red cheecks and big limpid eyes that open and close. Vinyl body, flexible knees, Saran hair. Her fluffy party dress is organdy over stiff petticoat. Panties, socks and shoes. Weight 3 lbs.
21-7185-1087 (Each) 23" Tall
21-7185-987 (3 or more) **14.95**

(E) POODLE DOLL. You can tell by her demure expression that she's used to compliments, for her rooted hair usually attracts comments—it's a poodle cut. Under her bright cotton dress, she's all-over washable soft as an entire body of "Fairy Skin" . . and in her just-like-a-baby's turning head, glistening eyes raise and lower long glamorous lashes. Hug her and she coos—loudly or softly in proportion to your affection. Bow-ribbon, shoes, socks. Weight 2¾ lbs.
21-6382-420 (Each) 17" Tall
21-6382-395 (3 or more) **6.00**
As above 4½ lbs.
21-6383-572 (Each) 22" Tall
21-6383-526 (3 or more) **8.00**

(F) WINNIE, THE WALKING-TALKING DOLL Winnie is truly enchanted give her just a little inspiration and walk away—she'll talk to you while walking in your direction. Winnie recites as well as sings, making graceful gestures with her head and arms while she performs. A key for the clock-wound motor and a separate on-off switch are completely concealed under her dress. Winnie's got big blue eyes that go to sleep when bidden—and a long-hair, combable wig of golden Saran Her body is unbreakable plastic that's tinted like-real Solid, riveted-steel construction helps guarantee her mechanical perfection. She is adorably dressed in a velvet-trimmed party dress with striped detail, panties, shoes, and stockings. A most unusual doll providing never ending fun.
21-6370-1720 (Each) 26" Tall Wt. 7 lbs
21-6370-1562 (3 or more) . . . Retail **24.95**

(G) WANDA, THE WALKING DOLL. She walks with a regal gait as her head turns approvingly from side to side and her arms lift in graceful balance. A concealed wind-up mechanism with a separate release-switch under her dress enables her to perform for four minutes without further assistance. Her lovely Vinyl head has a rooted wig of Saran fibres dressed in short curls and bangs, washable and rearrangeable into many becoming styles. Wanda wears a puffed-sleeve, embossed cotton dress with jumper effect, shoes, and stockings. Her body is of durable hard plastic that's been realistically tinted to look like rosey-pink baby skin. In spite of her dainty appearance she's not a delicate child —she has a guaranteed mechanism and solid riveted steel construction
21-6406-738 (Each) 19" Tall. Wt. 4 lbs
21-6406-688 (3 or more) . . . Retail **10.95**

DOLL-E-LAYETTE. 31 items everything to care for a doll at home or on a trip Fitted "overnight basket" has two metal handles hinged teakwood lid, nursery design. Contains Clix diapers, Evenflo nursing bottles, equipment for feeding and making formula, bath accessories, Johnson and Johnson baby powder, rattle, milk and orange juice can penny banks.
21-7186-290 Each) Wt. 6 lbs
21-7186-263 3 or more Retail **3.95**

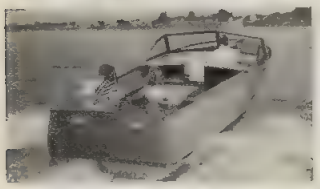
(H) BENNY, THE WALKING BEAR. He's slated for plenty of applause from goggle-eyed youngsters, walking right out of story-book land into their arms. This biggest of all wind-up toys moves his head and arms with every step he takes. Friendly bruin is made of unbreakable Vinyl plastic and is completely washable His key-wind mechanism is practically fool proof, and is very easy for small children to operate. His soft molded head has little cub features with an ear-to-ear grin, bright eyes, a snub of a nose, and ears to tweak. He'll be a lovable performer dressed in woodland attire of denim coveralls with cuffs to match the gay checked shirt, and a bright neckerchief, hard plastic shoes with roller inserts for smooth walking
21-7182-619 (Each) 22" Tall. Wt. 4 lbs
21-7182-562 (3 or more) . . Retail **8.95**

(J) TAMA, THE TALKING DOLL. She's a cute little chatterbox . . . knows her name, nursery rhymes and songs, and children's prayers . . . and she'll gladly perform if someone will wind her up. She provides hours of listening and learning fun and is a lovable, almost-like-real companion. Key for the clock-wound motor and separate on and off switch are concealed under her dress. Tama's Vinyl body is plumply stuffed, can be washed all over . . . and so can her deeply rooted Saran hair. She sits alone, has flexible knees, and eyes that go to sleep. She wears a printed picolay dress with wide winged collar and big bow, panties, shoes, and stockings. Her guaranteed mechanism operates a Columbia voice record. An extra interchangeable record included with doll
21-7180-1035 (Each) 25" Tall. Wt. 6¾ lbs.
21-7180-951 (3 or more) Retail **14.95**

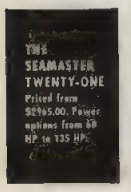
FIRST CHOICE FOR VALUE

JAFCO 1956

Seamasters



Whatever your 1956 boating plans may be, there's a Seamaster that fits them perfectly. Available in four popular lengths, all feature solid Philippine mahogany planking, striking new two-tone colors and new deluxe standard equipment. Individually, there are power options, specifications and prices to meet your particular needs and pocketbook. Before you choose **any** boat, see the outstanding quality and eye appeal of these exciting new Seamasters for '56. At Jafco dealers everywhere, or write Jafco Marine, Inc.



Prices, Specifications and Equipment subject to change without notice. F.O.B. Sheffield, Pa.

JAFCO MARINE, INC. 2192 NIAGARA STREET, BUFFALO 7, NEW YORK PHONE BEDFORD 2775

NO OTHER OUTBOARD MOTOR IS BUILT LIKE A JOHNSON SEA-HORSE. NONE! THE MANUFACTURER WHO HAS BUILT MORE MOTORS THAN ANYONE ELSE HAS MORE EXPERIENCE IN BUILDING THEM BETTER. THAT'S

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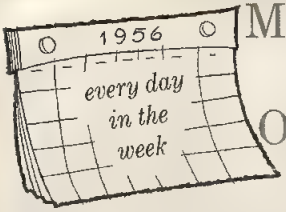
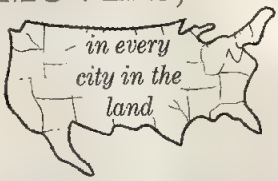


MORE KIDS FOLLOW

ON COAST-TO-COAST

IN THE MOVIES, IN COMIC

INTO YOUR



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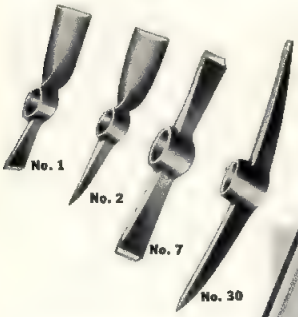

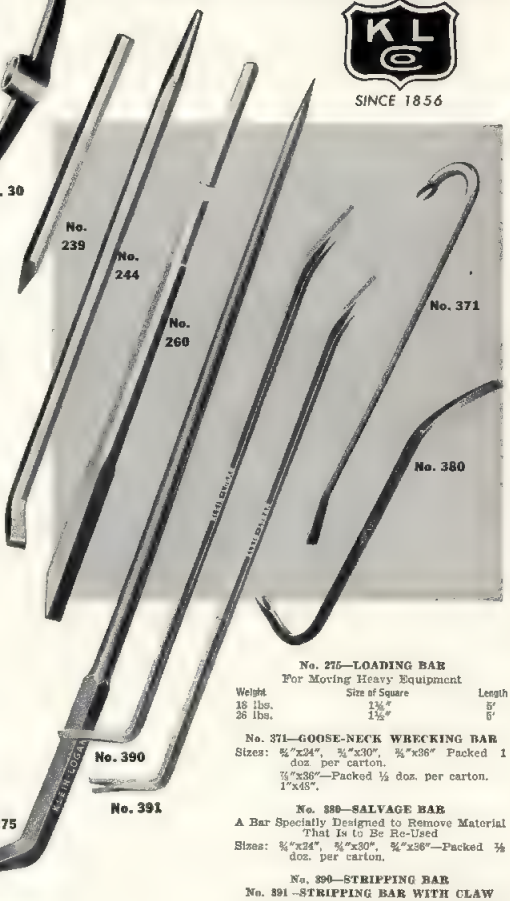

No. 1—CUTTER MATTOCK

Weight	Eye No. 6, Blade Width	Packed ½ Doz. Per Carton, Overall Length
5 lbs.	3½"	15¾"
6 lbs.	4"	16½"

No. 2—PICK MATTOCK

Weight	Eye No. 6, Blade Width	Packed ½ Doz. Per Carton, Overall Length
5 lbs.	3½"	19"
6 lbs.	4"	20"

No. 7—ASPHALT MATTOCK

Double or Reversible Eye
Pick Handle Enters Eye in Either Direction.

Weight	Blade Width	Overall Length
10 lbs.	3"	20"

No. 30—RAILROAD OR CLAY PICK—POINT AND CHISEL

Eye No. 6—Packed ½ Dozen Per Carton.

Weight	Length	
5 lbs.	21"	Also can be furnished in Double Point, our No. 33
6 lbs.	23"	
7 lbs.	25"	
8 lbs.	26"	
9 lbs.	27"	

No. 239—BULL POINTS

Size of Steel	Length	
¾"	12"	Hexagon or Octagon High Carbon Steel
1"	15"	
1⅛"	18"	
1¼"	24"	

No. 244—OFFSET PINCH BAR

Sizes. ¾"x26", ⅞"x30", 1"x36"

CROW BARS

No. 260 — PINCH POINT AND No. 261 WEDGE POINT

Weight	Size of Square	Length
10 lbs.	1"	4'
12 lbs.	1⅛"	4'3"
14 lbs	1¼"	4'6"
16 lbs.	1⅜"	4'9"
18 lbs.	1½"	5'
22 lbs.	1⅝"	5'3"
26 lbs.	1¾"	5'6"

No. 275—LOADING BAR

For Moving Heavy Equipment

Weight.	Size of Square	Length
18 lbs.	1¼"	5'
26 lbs.	1½"	6'

No. 371—GOOSE-NECK WRECKING BAR

Sizes: ¾"x24", ¾"x30", ¾"x36" Packed 1 doz. per carton.
⅞"x36"—Packed ½ doz. per carton.
1"x45".

No. 380—SALVAGE BAR

A Bar Specially Designed to Remove Material That Is to Be Re-Used

Sizes: ¾"x24", ¾"x30", ¾"x36"—Packed ½ doz. per carton.

No. 390—STRIPPING BAR

No. 391—STRIPPING BAR WITH CLAW

Designed to Remove Wood Forms From Concrete More Quickly, Easily and with Less Effort.

Sizes: ¾"x36", ⅞"x42", 1"x42".

J7-1-55

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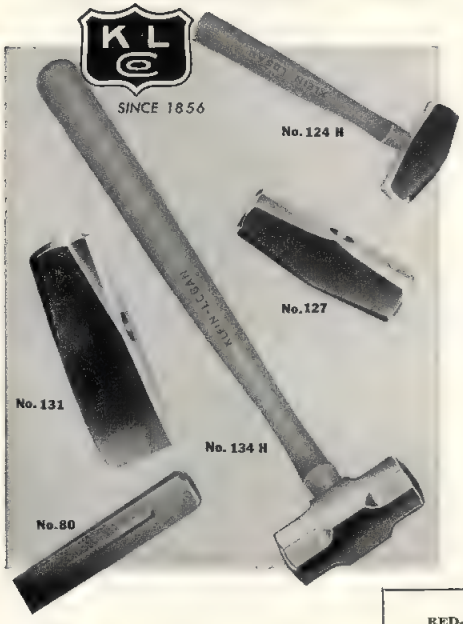

No. 124—SHORT PATTERN HAND DRILLING HAMMER

Weight	Eye Size	Length	Packing
2 lbs.	¾" Rnd.	3½"	Packed
3 lbs.	⅞" Rnd.	4"	6 per
4 lbs.	⅞" Rnd.	4½"	Carton

No 127—LONG PATTERN (NEVADA) STRIKING HAMMER

Weight	Eye Size	Length	Packing
3 lbs.	¾"x1"	5½"	Packed 6
4 lbs.	⅞"x1"	5¾"	Per Carton
6 lbs.	1" x1¼"	6½"	
8 lbs.	1" x1½"	7½"	Packed
10 lbs.	1" x1⅝"	7¾"	4 Per
13 lbs.	1" x1⅝"	8"	Carton
16 lbs.	1" x1⅞"	8½"	

Also No 127H Striking Hammer with factory-driven A.R. Grade hickory handles

No. 131—STONE SLEDGES—OVAL FACE

Weight	Eye Size	Length	Packing
6 lbs.	1" x1¼"	6½"	
8 lbs.	1" x1⅜"	7½"	Packed
10 lbs.	1" x1⅝"	7¾"	4
12 lbs.	1" x1⅝"	8¼"	Per
16 lbs.	1" x1⅞"	9¼"	Carton
20 lbs.	1¼"x1⅞"	9¾"	

Also No. 131H Stone Sledges with factory-driven A.R. Grade hickory handles

No. 134—BLACKSMITH'S SLEDGE—DOUBLE FACE

Weight	Eye Size	Length	Packing
2 lbs.	⅝"x ⅞"	4½"	2 to 4 lbs.
2½ lbs.	⅝"x ⅞"	4½"	Packed
3 lbs.	⅝"x1"	4¾"	6 Per
4 lbs.	⅞"x1"	5⅛"	Carton
6 lbs.	1" x1¼"	6"	
8 lbs.	1" x1⅜"	6⅛"	6 to 20 lbs.
10 lbs.	1" x1⅝"	7"	Packed
12 lbs.	1" x1⅝"	7⅛"	4 Per
16 lbs.	1" x1⅞"	8⅛"	Carton
20 lbs.	1¼"x1⅞"	8⅝"	

Also No. 134H Blacksmith's Sledge with factory-driven A.R. Grade hickory handles.

No. 80—SQUARE HEAD WEDGES

Weight	Length	Head	Bit	Packing
3 lbs.	8"	1⅛"	1¾"	
4 lbs.	9"	1⅜"	1⅞"	Packed 1
5 lbs.	9½"	1⅝"	2"	Doz. Per
6 lbs.	10"	1⅞"	2⅛"	Carton
8 lbs.	11"	2⅛"	2⅜"	

No. 400 COLD CUTTER

Manufactured From Silico-Manganese Molybdenum Steel

Weight	Bit	Length	Packing
2 lbs.	1¼"	8"	Packed
3 lbs.	1½"	7"	6 Per
5 lbs.	1¾"	8"	Carton

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Easier handling . . . and more convenient warehousing are possible when you buy Klein-Logan Hammer Heads in Red-E-Pak cartons Specify when ordering. No additional cost

Without Handles Too!

Fullest protection is given to Klein-Logan Red Head Hammers packed in their convenient cartons. From 4 to 6 handled tools can be accommodated in each Red-E-Pak. Specify when ordering. No additional cost.

17-2-55

A. Diamond Triangles . . 6 beautiful diamonds are set in triangles on each end of this charmingly modeled watch. The case is 14K white gold, and the fine 17 jewel movement is by Hamilton
15-57-16 B11000 . ... Retail **$165.00**

B. Ribbons of Diamonds . graceful frame for a watch of unusual beauty. The 14K white gold case with smart square-shaped face is set with 34 brilliant round diamonds. Fine 17 jewel Hamilton movement
15-57-04 B26000 Retail **$400.00**

C. Fleur-de-lis the symbol of French royalty embellishes this magnificent watch extravagantly set with 46 diamonds. Square-shaped face, 14K white gold case, superb 17-jewel Hamilton movement
15-55-14 B32000 Retail **$475.00**

D. Sweetheart . sentimental heart motif appears on each end of this breathtakingly lovely watch, set with 26 round and 8 baguette diamonds. 17-jewel Hamilton movement in a 14K white gold case
15-57-12 B26500 ... . Retail **$400.00**

E. White Fire two large, full cut diamonds add great brilliance to this classically styled watch of 14K white gold. 18 small diamonds outline the face. The 17 jewel movement is by Hamilton
15-57-03 B29750 Retail **$450.00**

F. Circle of Diamonds . . . the sparkling frame for a beautiful little round faced watch. The 14K white gold case is set with 18 brilliant small and 2 large end diamonds. 17 jewel Hamilton movement
15-55-16 B23000 Retail **$350.00**

G. Diamond Counterpoint a design of classic symmetry features 3 large diamonds on each end of the 14K white gold case, with 16 brilliant diamonds outlining the face. Hamilton 17-jewel movement
15-57-13 B23000 Retail **$350.00**

H. Modern Elegance . 8 diamonds sparkle in this 14K white gold watch with its modern square shaped face and raised marker dial. 17 jewel Hamilton movement. A handsome timepiece for a very modest price
15-57-17 B10500 . ..... Retail **$160.00**

J. Diamond Links . . distinctive design with round diamond studded links connects this square-shaped watch to its black silk cord. 16 small and 2 larger diamonds in 14K white gold. Hamilton 17-jewel movement
15-57-19 B22500 Retail **$340.00**

K. Diamond Watch and Bracelet a cocktail watch of great sophistication, in 14K white gold with 10 diamonds. The matching oval-link bracelet is set with 14 diamonds. 17-jewel Hamilton movement
15-55-11 B27500 ... . . Retail **$400.00**

L. Diamond Watch Bracelet graceful Grecian scroll design in 14K white gold set with 26 diamonds. It's made to fit any watch, will give that final touch of brilliance to your precious diamond set timepiece
15-57-50 B11000 Retail **$165.00**

M. Diamond-set Bracelet . square-link watch bracelet in 14K white gold set with 32 diamonds having a total weight of 1 ct. Made to fit any watch
15-57-52 B20000 .... Retail **$300.00**
15-57-53 B13500 Wt ½ ct. Ret **200.00**

N. Classic Simplicity the keynote of this beautifully designed watch with 14K white gold case framed by 12 sparkling diamonds. The 17-jewel Hamilton movement makes it a dependable timepiece as well!
15-55-13 B12975 ....Retail **$195.00**

O. Lovers' Knot Design . lavished with 32 diamonds . makes a watch of unusual brilliance The square-shaped face is encased in 14K white gold Superb 17 jewel Hamilton movement
15-57-15 B21500 . . ... Retail **$325.00**

P. Curved Mounting . graceful frame for the 16 good-sized diamonds in this lovely 14K white gold watch Accuracy is added to beauty with a fine 17-jewel movement by Hamilton The gift of a lifetime!
15-57-14 B16950 .. .. Retail **$260.00**

Q. Bowknot Motif distinctive note for a handsome 14K white gold watch set with 16 brilliant diamonds! Hamilton 17-jewel movement insures dependability for years to come!
15-55-10 B16250 .. . Retail **$250.00**

R. Modern Leaf Motif with 4 brilliant diamonds and a raised marker dial strikes a contemporary note in this smartly styled watch The case is 14 K white gold, with a 17-jewel movement by Hamilton
15-57-18 B9350 . ... Retail **$135 00**

S. Diamond Frame . . 18 diamond brilliants and 2 large end diamonds frame the modern square-shaped face of this 14K white gold watch. Hamilton 17 jewel movement. Fine craftsmanship.
15-55-15 B18750 Retail **$275.00**

T. Diamond Pyramids 30 small diamonds are bead-set in pyramids on each end of this handsome watch The square shaped case is 14K white gold, and the 17-jewel movement is by Hamilton
15-55-17 B12450 Retail **$185.00**

U. Modern Classic . . designed with artful simplicity, the 14K white gold case is outlined with 20 diamond brilliants The 17-jewel Hamilton movement is your assurance of dependability and accuracy
15-57-06 B15500 .... Retail **$225.00**

V. Diamond-Encircled exquisite little timepiece with a round face encircled with 18 small diamonds & two large end stones Tot wt. ⅓ carat A feminine design in 14K white gold with a fine17J. Swiss movement
15-57-11 B21500 .... .Retail **$325.00**

W. Diamond-paved Bracelet . black link design, made to fit any watch Set with 30, 10, or 6 diamonds, in 14K white gold
15-57-55 B5650 6 diam. Ret.**$ 85.00**
15-57-56 B6650 10 diam. Ret. **100.00**
15-57-54 B10500 30 diam. Ret **160.00**

X. Diamond-set Bracelet . delicate open-link design set with 14 diamonds. It's made to fit any watch, will make your timepiece an exquisite piece of precious jewelry. In 14K white gold
15-57-51 B7250 . Retail **$110.00**

Y. Diamond Watch and Bracelet fabulous cocktail watch with16 diamonds in the 14K white gold flower-and-leaf design case and 16 diamonds in the matching bracelet 17 jewel Hamilton movement
15-55-12 B22500 .. Retail **$340.00**

Marlin

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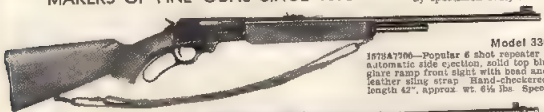
Hand craftsmanship of Marlin Guns has always been an important factor in the precision and quality of their manufacture. Marlin is particularly proud of its oldtime gunmakers, not a few of whom have been engaged at their skilled craft for more than a quarter of a century turning out guns of the quality preferred by sportsmen everywhere.



Model 336-ADL Rifle with Strap

1573A7306—Popular 6 shot repeater with ⅝ tubular magazine. 24" round tapered barrel, automatic side ejection, solid top blued receiver and crowned muzzle. "Huntsman" non-glare ramp front sight with bead and detachable hood. Detachable swivels, 17° high grade checkered black walnut pistol grip and forearm. Overall length 42", approx. wt. 6¼ lbs. Specify .30-.30 or .32 Special caliber. Estab. Retail $89.95

Model 336—Pistol Grip Carbine

1113A5176—High-powered lever action carbine with pistol grip suitable for scabbard carrying. Seven Shot, full tubular magazine round breech bolt of alloy steel redesigned carrier for positive feeding, new extractor, side ejection. Flat top Rocky Mountain rear sight and bead front sight. Drilled for Lyman 56 and other receiver sights and for tang peep sights. Low hammer spur for mounting of scope. Ballard type rifling, 20" round tapered barrel of special smokeless steel. All exposed metal parts blued. Specify .30-30 or .32 Special. Overall length 38". Weight approx. 6½ lbs. Established Retail $69.95

Model 336—Texan Carbine

An ideal high-powered lever action carbine with straight grip suitable for scabbard carrying. Especially good for ranchers or big game hunters. 7 shot, full tubular magazine, round breech bolt of alloy steel, re-designed carrier for positive feeding, new extractor, side ejection. Flat top Rocky Mountain rear sight and bead front sight. Drilled for Lyman 56 and other receiver sights and for tang peep sights. Low hammer spur for mounting of scope. Marlin type rifling, 20" round tapered barrel of special smokeless steel. All exposed metal parts blued, receiver top sandblasted for non-glare. Overall length 38", weight approx. 6½ lbs.

1729A5170—30-30 cal. ..... Established Retail $68.95
1729A5170—35 cal. ..... Established Retail $68.95

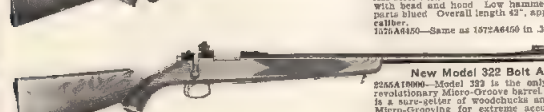
Model 336—Sporting Carbine

1571A5485—An excellent gun for all-around use. 6 shot, ⅝ tubular magazine, 20" round tapered, smokeless steel barrel. Rocky Mountain rear sight, "Huntsman" non-glare ramp front sight with bead and hood. Automatic side ejection. All exposed metal parts blued. Popular pistol grip. Length 38". .35 cal. Established Retail $73.15
Weight approx. 6½ lbs.

Model 336A Rifle

1572A6455—A fine 6 shot lever action repeater with ⅝ tubular magazine, solid top receiver, crowned muzzle and automatic side ejection. 24" round tapered barrel of special smokeless steel with bores treated for rust-prevention. "Huntsman" non-glare ramp front sight with bead and hood. Low hammer spur for low mounting of scope. All exposed metal parts blued. Overall length 42", approx. wt. 6¼ lbs. Specify choice of .30-.30 or .32 Special caliber. Established Retail $83.95

1572A6450—Same as 1572A6450 in .35 caliber. Established Retail $83.95

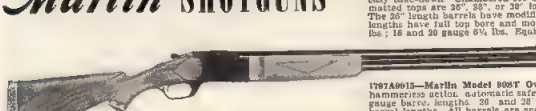


New Model 322 Bolt Action Clip Magazine .222 Cal. Repeater

2255A10000—Model 322 is the only centerfire rifle available today with Marlin's new, revolutionary Micro-Groove barrel. Specially designed for the hard-hitting 222 cartridge, is a sure-getter of woodchucks and similar size game. 24" medium weight barrel with Micro-Grooving for extreme accuracy. Bolt easily removed for cleaning and oiling. Adjustable trigger. Selected walnut stock expertly hand-checkered at grip and forearm. Removable clip magazine holds 3 shots. High comb for 'Scope Sight use. Receiver has integral bases for low 'scope mounting. Two position Peep Sight, giving 100 and 200 yard zero impacts. Swivels for leather sling strap. Safety locks striker and breech bolt. Full pistol grip with hard rubber grip cap. Indicator on rear of breech bolt automatically tells fire position of rifle. Hard rubber buttplate. Overall length 42", weight about 7½ lbs. Established Retail $129.95

Marlin SHOTGUNS

The only American-made shotguns these fine guns are built for all-around use. Hammerless action, automatic safety, seasoned hand-checkered walnut pistol grip and forearm, easy take-down. Chambered for 2¾ shells only. The special analyzed steel barrels with matted tops are 26", 28", or 30" long in the 12 gauge guns 26" or 28" in 16 or 20 gauge. The 26" length barrels have modified top bore, bottom improved cylinder. In the 28" and 30" lengths have full top bore and modified bottom bore. Approximate weight, 12 gauge, 7½ lbs.; 16 and 20 gauge 6¼ lbs. Equipped with rubber recoil pad.



1797A9915—Marlin Model 922T Over and Under Shotgun.

Non-selective, single trigger, hammerless action, automatic safety. Hand-checkered on grip and forearm. In 12, 16 or 20 gauge barrels, lengths 26" and 28" barrels in 16 and 20 gauge 26", 28" and 30" 12 gauge barrel lengths. All barrels are special analyzed steel with matted top. 26" barrels bored top modified and bottom improve cylinder. 28" and 30" barrels are top full bore and bottom modified. Approx weight. 12 gauge 7½ lbs; 16 and 20 gauge 6¼ lbs. Specify gauge. Established Retail $122.95

1528A1630—Marlin Model 90DT Over and Under Shotgun.

Famous Over and Under double trigger shotgun in 12, 16, or 20 gauge chambered for 2¾" shells. Front trigger fires bottom barrel, hammerless action, automatic safety. Hand-checkered on grip and forearm. Special analyzed steel barrels with matted top. Available in 26", 28" and 30" 12 gauge barrel lengths. 26" and 28" barrels in 16 and 20 gauge. 26" barrels bored top modified and bottom improved cylinder. 28" and 30" barrels are top full bore and bottom modified. Approx. weight—12 gauge 7½ lbs., 16 and 20 gauge 6¼ lbs. Specify gauge. Established Retail $94.45

1900A2305—Marlin 55 Hunter—12 Gauge Shotgun

1. **Strongest Receiver** of any bolt action shotgun. 2. **Improved Recoil Absorption** prevents splitting of the fine walnut stock as a result of firing. 3. **Quicker Bolt Stroke** of the fine breech bolt requires only 75° throw. 4. **Maximum Sight Radius** with the integral rear sight on barrel collar. 5. **Semi-recessed Magazine Catch** allows safe reloading of 2 shell clip magazines of two-shot capacity, with one shell in the chamber, without opening the breech bolt. Additional shot sizes interchangeable. 6. **More Rigid and Durable Construction** with quality alloy and high carbon heat-treated steel in the 28" full choke barrel, receiver and all action parts. Positive locking safety, visible indicator, sear mechanism. Streamlined stock, magazine plate and trigger guard. Overall length 49". Approx wt. 7½ lbs. Established Retail $29.95

"LOOK FOR THE BULL'S EYE"

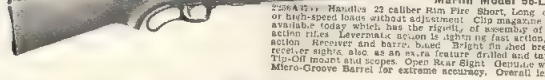
Marlin 22's with MICRO-GROOVE RIFLING

Sixteen Shallow grooves, as compared to regular rifling with Six Deep grooves, assures faster, more even dissipation of heat through the barrel. Gas leakage, which is a major cause of bullet "flipping" at the mouth of the barrel, is practically eliminated. There is less barrel erosion, too. Micro-Groove also avoids deep scoring of the bullet, thus lessening wobble and air resistance, which cause inaccuracy.

Marlin Model 56-Levermatic Rifle

2356A4355—Handles 22 caliber Rim Fire Short, Long or Long Rifle ammunition greased or waxed, regular or high-speed loads without adjustment. Clip magazine holds seven shots. It is the only lever action repeater available today which has the rigidity of assembly of bolt to stock, which is found in high-power bolt action rifles. Levermatic action is sighting fast action, requiring only ½ the lever stroke of a normal lever action. Receiver and barrel, baked Bright finished breech bolt. Receiver drilled and tapped for standard Tip-Off mount and scopes. Open Rear Sight. Genuine walnut stock with hard rubber buttplate. Marlin's new Micro-Groove Barrel for extreme accuracy. Overall length 43¼", barrel length 24", weight about 6½ lbs.

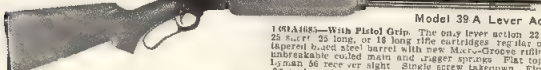
Established Retail $48.75



Model 39-A Lever Action Repeater Rifle

1461A4685—**With Pistol Grip.** The only lever action .22 caliber repeating rifle made. Tubular magazine holds 25 Short, 25 long, or 18 long rifle cartridges regular or high-speed loads. Crowned muzzle and 24" round-tapered blued steel barrel with new Micro-Groove rifling. Side ejection. Solid top receiver visible hammer, unbreakable coiled main and trigger springs. Flat top Rocky Mountain rear sight, drilled and tapped for Lyman 56 receiver sight. Single screw takedown. Fine American Black walnut stock. Overall length 41". .22 caliber. Approximate weight 6 ¾ lbs.

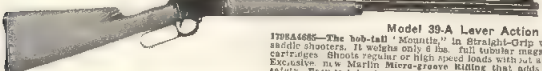
Established Retail $60.85



Model 39-A Lever Action Mountie Repeater Rifle

1795A4685—**The bob-tail "Mountie," in Straight-Grip with 20" Barrel is an ideal lever action repeater for** saddle shooters. It weighs only 6 lbs. Tubular magazine holds 20 short, 15 long or 14 long rifle .22 caliber cartridges. Shoots regular or high speed loads with no adjustment. Solid top receiver. Micro-Groove rifling. Exclusive new Marlin Micro-groove Rifling that adds 20 % to accuracy-performance. Visible hammer for safety. Easy to take-down for cleaning and oiling. Overall length 36¼"

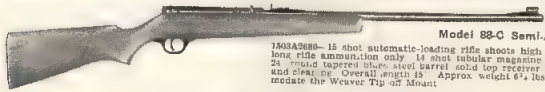
Established Retail $60.85



Model 88-C Semi-Automatic Rifle

1503A2686—15 shot automatic-loading rifle shoots high or regular velocity loads, greased or waxed, .22 cal long rifle ammunition only. 15 shot tubular magazine funnel loading side ejection. Micro-Groove rifling 24" round tapered blued steel barrel solid top receiver positive sear lock safety. Easy take down for oiling and cleaning. Overall length 43. Approx weight 6½ lbs. .22 caliber. Dovetail grooving on receiver to accommodate the Weaver Tip-off Mount.

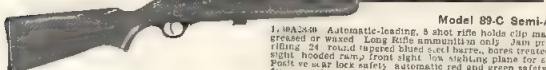
Established Retail $43.95



Model 89-C Semi-Automatic Rifle

1503A2689—Automatic-loading, 8 shot rifle holds clip magazine with 3 shot capacity high or regular velocity, greased or waxed .Long Rifle ammunition only. Jam proof feed, automatic side ejection. New Micro-Groove rifling. 24" round tapered blued steel barrel, horse-treated with rust-preventive. Hooded Rocky Mountain rear sight hooded ramp front sight low sighting plane for scope mounting. Chrome-plated cocking handle spur. Positive sear lock safety automatic red and green safety indicator dots. One piece stock and semi-beavertail forearm of seasoned walnut. Overall length 43 . Approx. weight 6½ lbs. Dovetail grooving on receiver to accommodate the Weaver Tip-off Mount.

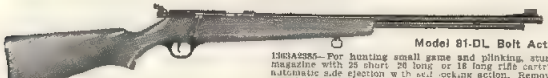
Established Retail $59.45



Model 81-DL Bolt Action Repeater Rifle

1363A2585—For hunting small game and plinking, sturdy .22 caliber repeating rifle has 23 shot tubular magazine with 25 short 20 long or 18 long rifle cartridge capacity. Simple positive feeding mechanism, automatic side ejection with solid locking action. Removable bolt assembly and flush take-down screw. 24" round tapered blued barrel with the new Micro-Groove rifling. Peep sight, ramp front sight and hood swivels for sling strap. Overall length 42¾". Approx. weight 6½ lbs. Dovetail grooving on receiver to accommodate the Weaver Tip-off Mount.

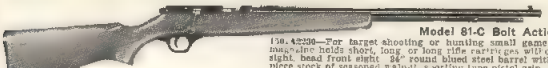
Established Retail $36.85



Model 81-C Bolt Action Repeater Rifle

1363A2236—For target shooting or hunting small game, yet built like a big game gun. 26 shot tubular magazine holds short, long or long rifle cartridges with no adjustment. Automatic side ejection. Open rear sight, bead front sight. 24" round blued steel barrel with Micro-Groove rifling. Stub take-down screw. One piece stock of seasoned walnut, sporting type pistol grip, hand fitted forearm and fluted comb. Overall length 43¾". Approx. weight 6½ lbs. Dovetail grooving on receiver to accommodate the Weaver Tip-off Mount.

Established Retail $28.95



Model 80-DL Bolt Action Repeating Rifle

1361A2075—Handsome general purpose .22 caliber self-cocking 8 shot repeater shoots short, long, or long rifle cartridges, regular or high speed without adjustment. Automatic side ejection, easy take down. 24" round tapered blue steel barrel is with Micro-Groove rifling. Crown muzzle, plated bolt assembly, and quick-release trigger positive safety. Beautiful, one-piece seasoned walnut stock and semi-beaver tail forearm fluted comb. Peep sight ramp front sight and hood. Swivels for a sling strap. Overall length 42¾". Weight approx 6 ½ lbs. Dovetail grooving on receiver to accommodate the Weaver Tip-off Mount.

Established Retail $26.95

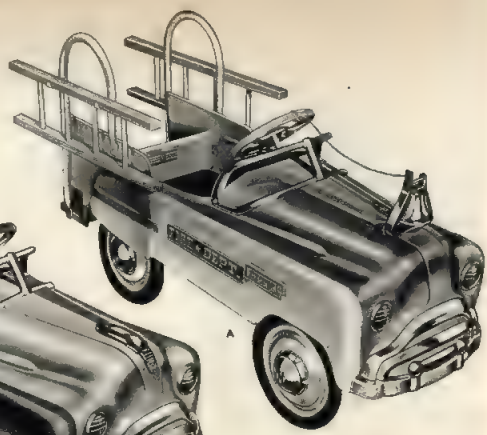
Model 88-DL Deluxe 15-Shot .22 Caliber (Long Rifle Only) Semi-Automatic

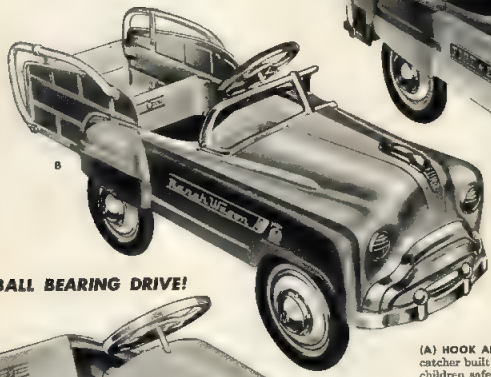
2357A8456—The Model 88 DL is completely new and modern in design and construction, with new, simple, strong receiver peep sight placed on the back plug and equipped with sling swivels for attaching leather sling strap. Tubular feed magazine, capacity 14-shots, located in butt stock with funnel loading capacity. Shoots all forms of standard .22 caliber Long Rifle Ammunition, greased or waxed. MICRO-GROOVE RIFLING. Positive Sear lock safety, automatic side ejection and low sight top plane permit low mounting of scope. Dovetail Longitudinal grooves cut on receiver for placement of new Weaver Tip Off mount to accommodate Weaver 24 or 82 telescope sights. Safety button on right side of receiver directly above trigger. Red and Green Safety Dots automatically trip shooter fire position of rifle. Round-tapered blued steel barrel with crowned muzzle. Barrel length 24", overall length 42". Weight approximately 6¾ lbs. **Established Retail $39.95**

Order as soon as possible for Christmas

MURRAY PEDAL CARS

Stars of 1956





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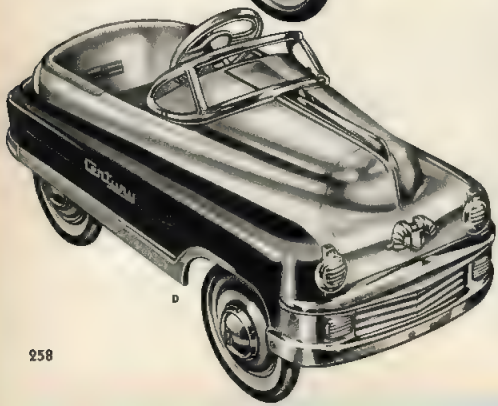
BALL BEARING WHEELS!



(A) HOOK AND LADDER FIRE TRUCK. A smooth-rolling eye-catcher built for long wear and safety. Designed to hold two children safely, it features a chrome-plated fire chief clang bell that sounds almost like the real thing, plus two detachable wooden varnished ladders. Ruggedly built of heavy gauge steel—a standout with its white enameled tubular hand rails, silver enameled bumper, white windshield and wheels. Rear platform step for "asst. fire chief," plated hub caps, ball bearing wheels and driving mechanism. Vermilion finish, white trim. 47"x17" Wt. 37 lbs. F.O.B. Chicago.

21-7001-1635 (Each)
21-7001-1470 (6 or more).. .... Retail **22.95**

(B) "Pace Setter" RANCH WAGON. A modern mechanical beauty designed to set the driving pace for the younger set. Sleek, modern lines. Safe and smooth ball bearing riding—a new model in both style and construction. Added feature is the tailgate that lowers to hold a passenger or a load. Equipped with a silver enameled bumper, chrome ornament, white tubular hand rails and trim. Constructed of heavy gauge steel to withstand the roughest handling for years and years. 8" rubber-tired ball bearing wheels. Two-tone green enamel finish. 47"x17". Wt. 37 lbs. F.O.B. Chicago

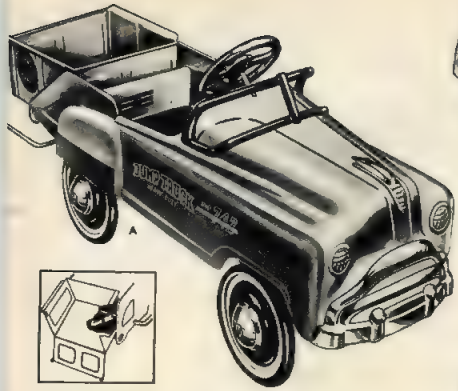
21-7002-1621 (Each)
21-7002-1459 (6 or more) .. .. Retail **22.50**

(C) "Champion" SPORT COUPE AUTO. Heavy gauge steel construction built to withstand loads of punishment deep drawn fenders for that "like-real" look. Ball bearing driving mechanism for easier pedaling. Double disc ball bearing wheels with ¾" solid rubber tires. Rubber block pedals. Fabric type seat pad for more comfortable riding. Chrome ornament; small circle steering. Light blue enamel body, dark blue trim. 36"x17" a real "Champion" from bumper to bumper Wt. 28 lbs. F O B. Chicago.

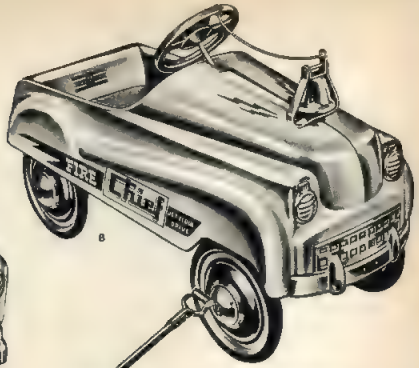
21-7000-959 (Each)
21-7000-878 (6 or more) . ... Retail **13.95**

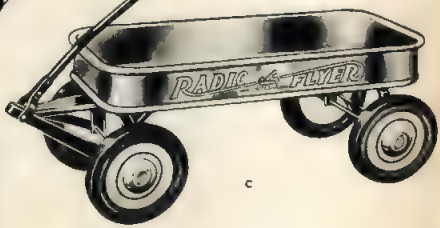
(D) "Century" SPORT COUPE AUTO. Full ball bearing drive of the "Super" makes it a juvenile car with big car "oomph". Smoothly blending lines designed in keeping with America's most beautiful cars . . . body in light blue enamel . . . fabric type seat pad . . . trim and wheels white and dark blue packed with eye magnetism. Heavy gauge steel used in body and under-gear. Double disc 8" ball bearing wheels. Easier turning even in extremely small circles. Chrome plated bumpers, radiator, ornaments, headlamps and windshield. Effortless pedaling from ball bearing axle hangers and pull straps. 1" fancy thread solid tires. Overall dimensions are: length 39", width 17". Wt. 39 lbs. F.O.B. Chicago.

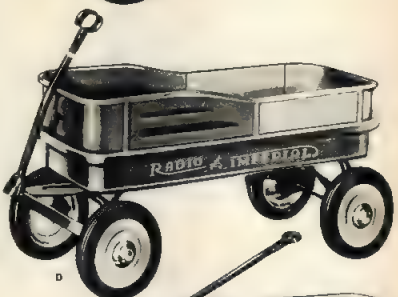
21-7003-1859 (Each)
21-7003-1675 (6 or more) Retail **25.00**

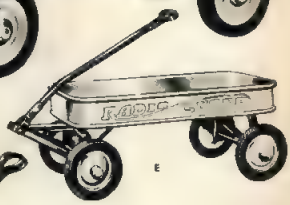


Box dumped by handle at side of seat. Locks at carrying position.









(A) HEAVY-DUTY DUMP TRUCK. A large sized dump box, easily operated from the driver's seat, and a tail gate that may be raised or lowered gives the child an auto which will bring genuine pleasure. Entire body and undergear is made of heavy gauge steel. Ball bearing chain drive mechanism . . . pedal crank rotates in a ball bearing hanger. New design allows more leg room and permits turning in smaller circles. Wheels are ball bearing 8" double discs. ¾" solid rubber tires. Body and box are finished in Orange baked enamel with a black steering wheel and windshield. Orange and white wheels. Radiator ornament is chrome plated. Front bumper enameled in silver. Fabric type seat pad. Length 47", width 17". Wt. 41 lbs. F.O.B. Chicago

21-7004-1840 (Each)
21-7004-1659 (6 or more)..... .. ..Retail **24.75**

(B) FIRE CHIEF AUTO. A tremendous fire chief auto. The driving mechanism is a ball bearing pull strap Ball bearing rear axle hanger. Rear axle attaches to frame by ball bearing units Drive ratio affords maximum pedaling ease. Heavy gauge steel is used in body and undergear. Steering mechanism permits turning in smaller circles. Body is finished in vermilion baked enamel with yellow trim and silver enameled grille. 8" double disc ball bearing wheels. ¾" solid rubber tires. Bright plated bell. Seat pad of farbic type black. 36" long, 17" wide. Wt. 32 lbs. F.O.B. Chicago.

21-7005-1050 (Each)
21-7005-945 (6 or more) .... Retail **14.25**

(C) POPULAR RADIO-FLYER WAGON. Here's a wagon bound to please any youngster Equipped with big super-cushion 10" x 1¾" tires for that speedy, pleasurable ride Body finished in bright red baked-enamel, wheels in sparkling gray enamel with red stripe. Guaranteed 1000-mile "Congo" bearings, 10" disc wheels, ½" round axles, black gear and handle 34" x 15¾" x 4½" body Wt. 33½ lbs. F.O.B. Chicago

21-7027-715 (Each)
21-7027-600 (12 or more) .... Retail **9.95**

(D) RADIO RANCHER WAGON. A real smoothie from front to rear Cushioned semi-pneumatic molded tires for easy, comfortable riding. Heavy-duty black running gear. Handy removable interlocking steel stake panels. ½" round axles, "Congo" lifetime bearings. Bright red baked-enamel body. Gray enamel wheels and stake panels. Overall size: 41½" x 17" x 10". Wt. 48 lbs. F.O.B. Chicago.

21-7028-1325 (Each)
21-7028-1150 (6 or more)... . ... Retail **18.95**

(E) RADIO SUPER COASTER WAGON. Smooth sailing is ahead on these 7" wheels. 1.25 super-balloon tires, lifetime bearings. Body size: 28" x 13" x 3¾". Finished in red baked-enamel. Black gear and handle Wt. 19 lbs. F.O.B. Chicago.

21-7026-420 (Each)
21-7026-350 (12 or more) ... . Retail **5.95**

(F) RADIO TOT WAGON. Small, safe and practical. Designed for the youngster ready for his first wagon. 5" wheels, ¾" disc rubber tires, ¾" axles Size: 20" x 10" x 13". Finished in red baked-enamel. Black gear and handle. Wt. 61 lbs. F.O.B. Chicago

21-7025-149 (Each) **21-7025-135** (6, more)..... Retail **1.79**

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PORTER *for* '56!

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COLORFUL NEW ALL-STEEL LITHOGRAPHED CABINETS!

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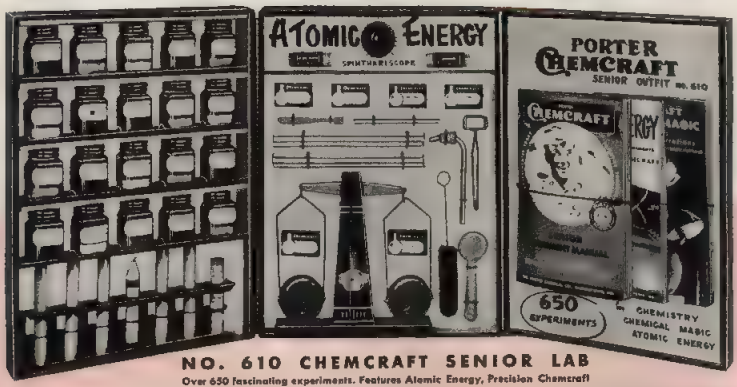

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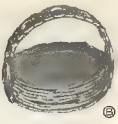

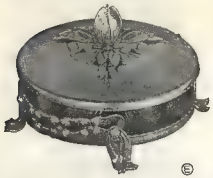

Lovely Hand Wrought Aluminum

(A) Sugar, Creamer and Tray Set. Bright polished, hammered aluminum with heavy crossed strap handles. Tray size 12½x4", sugar bowl 4¼x5¾", creamer 3¾x4½". Ship. wt. 3 lbs.

527A34-398.....RETAIL **$6.00**

(B) Coaster Set in Holder. Eight 4" coasters of heavy gauge aluminum in handsome leaf design. Pierced handle holder. Gift boxed. Ship. wt. 2 lbs.

527A47-235.....RETAIL **$3.75**

(C) Vacuum Ice Bucket. Cover and container insulated with Corning Fibreglas. Size 8½x8½". Capacity 3½ qts. Ship. wt. 6 lbs.

527A37-798.....RETAIL **$12.00**

(D) Insulated Ice Tub. An essential and decorative accessory to simplify entertaining. Fibreglas insulation. Pierced side handles. Height 8", diameter 8". Ship. wt. 4 lbs.

527A23-398.....RETAIL **$6.00**

(E) Covered Candy Dish on Stand. Convenient side handles and tulip knob. 3-section heavy glass insert 6⅛x1½". Ship. wt. 3 lbs.

527A45-298.....RETAIL **$4.50**

(F) Napkin Holder. Handsome, hand wrought aluminum napkin holder on legs. Holds a pack of paper napkins neatly and conveniently at hand. Beautifully styled, 6" wide, 4½" high. Ship. wt. 2 lbs.

527A28-145.....RETAIL **$2.25**

(G) Silent Butler. Diameter 7½", handle 5½". Decorative and functional item for gracious living. Ship. wt. 2 lbs.

527A33-235.....RETAIL **$3.75**

(H) Hostess Susan. Revolves on steel bearings. Has toast rack, butter dish, cheese dish, marmalade and jam jars. Diameter 11½", height 3½". A lovely gift set that will highlight any table setting.

527A21-498.....RETAIL **$7.50**

(J) Hammered Aluminum Food Warmer. Portable food warmer with 1½ qt. separate Pyrex casserole to hold the food. The candle heat unit keeps it warm for hours without burning. 15 hour candle. Stunning accent for any table. Ship. wt. 4 lbs.

527A50-398.....RETAIL **$6.00**

(K) Hand Wrought Aluminum Casserole. Has 2 compartment Pyrex glass liner—permits preparation of 2 different dishes at the same time and in one casserole. Footed with pierced side handles. Tulip motif for convenient knob. 2 quart capacity. Diameter 10". Ship. wt. 4 lbs.

527A36-398.....RETAIL **$6.00**

Heavy gauge, hand wrought aluminum with a bright polish finish. Outstanding giftware for any and all occasions.

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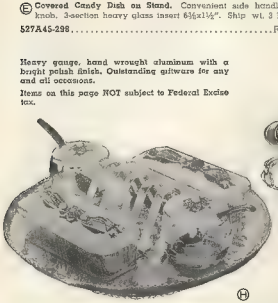

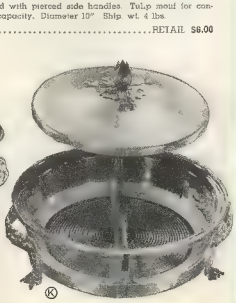

Trophies for Sports Events—see Page 156

Giftware Crafted by Rodney Kent

Ⓐ **Aluminum Pitcher with Ice Guard.** Large embossed rose design on side of pitcher. 2 quart capacity. Size: 7¾" high, 5½" diameter. Ship. wt. 2 lbs.
527A48-235.....RETAIL **$3.75**

Ⓑ **Water Pitcher.** Ice guard. 2 qt capacity. Size: 8¼" high, diameter at top 5½". Handsome, modern design. Ship. wt. 2 lbs.
527A44-498.....RETAIL **$7.50**

Ⓒ **Trivet Tray.** Highly useful and charming accessory to any table setting. Aluminum footed trivet tray has large tulip spray, pierced design. 7½" long, 5" wide. Ship. wt 1 lb.
527A29-145.....RETAIL **$2.35**

Ⓓ **Covered Aluminum Casserole.** 2 qt. Pyrex insert, 8½" diameter. Decorative, large bouquet of tulips on hammered aluminum cover with upright tulip for convenient knob. Ship. wt. 4 lbs.
527A25-235.....RETAIL **$3.75**

Ⓔ **Handled Bread Tray.** Size: 12½x8". Attractive scalloped border and pierced handles. Ship. wt. 2 lbs.
527A31-235.....RETAIL **$3.75**

Ⓕ **Cruet Set.** Vinegar and oil bottles on aluminum tray with handle. Tray size 9x4", bottles 8¾" high. Smartly harmonizing and useful for any table setting. Ship. wt 3 lbs.
527A24-235.....RETAIL **$3.75**

Ⓖ **Handled Bon Bon Dish.** Diameter 7". Exquisitely pierced handle and charming over-all design. Ship. wt 1 lb.
527A30-135.....RETAIL **$2.00**

Ⓗ **3-Tier Tid Bit Tray.** Practical as well as beautiful. Tulip spray on each tray. Top tray 8¼", center tray 12", bottom tray 14". Height 10¾". Ship. wt 4 lbs.
527A32-398.....RETAIL **$6.00**

Ⓙ **Oblong Serving Tray.** Available in 3 sizes. Large tulip spray covers 7" center. **Size:** 16x11½". Ship. wt. 3 lbs.
527A42-345.....RETAIL **$5.00**

As above: Size: 18½x13". Ship. wt. 4 lbs.
527A46-398.....RETAIL **$6.00**

As above: Size: 20x14½". Ship. wt. 4 lbs.
527A43-498.....RETAIL **$7.50**

Ⓚ **Round Serving Tray.** Diameter 18". Charming upright handles and tulip motif center. Ship. wt. 3 lbs.
527A41-498.....RETAIL **$7.50**

Ⓛ **Lazy Susan.** Diameter 18". Diameter of glass insert, 10". Revolves on steel ball bearings. Ship. wt 3 lbs.
527A36-675.....RETAIL **$10.50**

As above: 18" diameter. Glass insert 7½" diameter. Ship. wt 5 lbs.
527A48-425.....RETAIL **$6.75**

Ⓜ **Round Serving Tray.** Hammered aluminum with decorative tulip spray and protruding handles. Diameter 14". Ship. wt. 2 lbs.
527A40-298.....RETAIL **$4.50**

Heavy gauge, hand wrought aluminum with a bright polish finish. Outstanding giftware for any and all occasions.

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SILEX "STARLIGHT" CARAFES. New "Starlight" carafes in a stunning combination of copper and wrought iron . . . and emblazoned with glittering stars. Exclusive wide-mouth design for ice-cubes, easy stirring and cleaning. Enclosed candle-warmer permits terrace use. With heat-proof mats or warmers. Gift packed.

Carafes with Heat-Proof Mats.

27-6386-292 8-cup size. **27-6386-270** (6 or more) **4.50**
27-6387-325 12-cup size **27-6387-300** 6 or more) **5.00**

Carafes With Wrought-Iron Warmers.

27-6388-442 8-cup size. **27-6388-417** (3 or more) **6.95**
27-6389-517 12-cup size. **27-6389-477** (3 or more) **7.95**

2-Cup Carafe Sets. Individual carafes with warmers.

27-6390-387 2-pc. set **27-6390-357** (6 or more) **5.95**
27-6391-711 4-pc. set. **27-6391-657** (6 or more) . . **10.95**

SILEX GLASS CANISTER SET. Traditional "penny candy" type canister jars with ground glass stoppers . . . keep moisture out, contents fresh. Round shape and wide round mouth makes them easy to clean, convenient to use. As versatile as they are practical . . . use in the bathroom, kitchen, nursery. Set includes wrought-iron wall rack, two 18-oz. jars, two 32-oz. jars, one 48-oz. jar, with covers.
27-6385-463 Wt. 14¼ lbs. . . . . Retail **6.95**

SILEX CARAFE CANDLELIGHT SERVICE. No jumping up for refills, no bothersome re-heating. Keeps coffee piping hot and ready to serve right at the table. Combines heat-proof carafe with a crystal and chrome candle-lighted warmer.
27-6312-484 8 cup Set. 5½ lbs. **27-6312-447** (3 or more) **7.45**
27-6313-517 12-cup Set. 6 lbs. **27-6313-477** (3 or more) **7.95**

CARAFES WITH PLASTIC TRIVETS.

27-6308-257 8-cup 2 lbs **27-6308-237** 6 or more) **3.95**
27-6309-289 12-cup. 2½ lbs. **27-6309-267** (6 or more) **4.45**
27-6314-228 Warmer. 3 lbs. **27-6314-210** (6 or more) **3.50**
27-6315-18 Candles, box of 3; **27-6315-16** (12 bxs.) **28c**

SILEX 8-PC. CARAFE SET. Two-cup size for individual service at each place setting. Service for four includes 4 individual 2-cup carafes, four wrought iron coffee warmers with 3-hour candles.
27-6316-582 (Set) 3 lbs.
27-6316-537 (3 or more sets) **8.95**

CANDLE REFILLS. 12 to a box
27-6317-58 (Box) Wt. ¼ lb.
27-6317-54 (12 or more boxes) **89c**

SILEX COFFEEMAKER SET. Combines the most popular Silex coffeemaker with the efficient Delray semi-automatic electric stove. A distinctive coffee service set designed and packaged for distinguished gift giving. Coffeemaker has pop-up handle bowl release—4, 6, 8 cup markings, upper bowl and holder, decanter cover. Plastic and chrome stove has a high, warm, and off switch, self-timing brewing unit. Thermostat control, cord
27-6320-907 (Set) Wt. 5½ lbs.
27-6320-837 (3 or more sets) Retail **13.95**

All Teamakers Have Stainless Steel Baskets

Handsome Teamakers For True Tea Lovers

TEKOE PYREX GLASS TEAMAKER. Brews from 3 to 8 delicious cups of tea and serves it with a distinctive air. Heat-resistant Pyrex glass, stainless steel protective shell and hinged cover Black bakelite knob, handle Stainless steel infusion basket. Weight 2¼ lbs.
27-6350-530
Retail **7.95**

TEAKOE INSULATED TEAMAKER. Keeps tea piping hot for hours with flavor intact. Stainless steel with Pyrex glass inner liner and thick Fiberglass insulation. Outside always cool Black tenite handle and cover knob. Brews 2 to 6 cups. Stainless steel infusion basket. Wt. 3½ lbs.
27-6351-1130 . . . . Retail **16.95**

NEW TEAKOE TEAMAKER. A handsome new teamaker featuring striped platinum banding on genuine Pyrex glass bowl. Easy-grip black plastic handle and cover Stainless steel infusion basket makes it easy to brew perfect tea every time. Four-cup capacity. Wt. 1½ lbs.
27-6349-263 Retail **3.95**

JET-O-MAT TEAMAKER. First automatic teamaker. Brews tea for 3 minutes, then liquid is automatically separated from the leaves Stainless steel basket, and cover snap into place. Need not be removed to serve. Pyrex bowl with big 3¾" wide neck. Plastic knob, handle. 8-cup capacity.
27-6357-397 Wt. 2¼ lbs **5.95**

Inland Elite Carafes and Servers

INLAND ELITE WAFFLE SET. Uniquely beautiful, marvelously versatile new table servers for hot syrup, melted butter. Ideal, too, for keeping hollandaise and chocolate fudge sauces, gravies, honey, lemon butter, etc. piping hot at the table. Each of the eye-catching servers is trimmed in gleaming copper or platinum with matching "easy-lift" hinged lids. Both sit on attractive double candle warmer base. Four 4-hour smokeless candles included with each gift-packaged set. Wt. 2 lbs.

27-6375-325 (Each) Copper trim.
27-6375-315 (6 or more) . . Retail **5.00**

27-6376-325 (Each) Platinum trim.
27-6376-315 (6 or more) . . . . . Retail **5.00**

INLAND "ELITE" CARAFETTES. Dimunitive 2-cup carafes are perfect for serving individuals at dinner parties, buffet suppers, brunch. Keep coffee piping hot, conveniently within arm's reach. Crafted from the finest, heat-resisting glass and decorated with platinum or copper fired-in for permanence. Comfortable Bakelite handles. Sleek black wrought-iron warmer to contrast with the platinum and rich, burnished copper warmer to complete the copper trimmed carafe. Two, 4-hour candles with each warmer.

27-6371-325 (Set of 2) Copper trim. Wt. 1¾ lb.
27-6371-315 (6 or more sets) Retail **5.00**

27-6373-325 (Set of 2) Plat. trim. Wt. 1¾ lb.
27-6373-315 (6 or more sets) Retail **5.00**

INLAND "ELITE" CARAFE. Deluxe coffee server doubles as an all-purpose beverage decanter. Hand-blown of heat-resisting glass and "permanently" decorated with platinum or copper. Bakelite handle. Black wrought iron warmer with platinum carafe, burnished copper warmer with copper carafe. Three 10-hour candles incl. 3 lbs.

27-6337-290 (8 Cup) Copper trim
27-6337-280 (6 or more) . . . . . Retail **4.50**
27-6338-320 (12 Cup) Copper trim.
27-6338-310 (6 or more) . . . Retail **5.00**
27-6345-290 (8 Cup) Plat. trim.
27-6345-280 (6 or more) . . Retail **4.50**
27-6346-320 (12 Cup) Plat. trim
27-6346-310 (6 or more) . . . . Retail **5.00**

For Delicious Coffee . . . Distinguished Serving

Cory Coffee Makers

Famous for Fine Quality . . . Handsome Styling

Here's a wide and wonderful assortment of famous Cory coffee makers and servers. From the 12-cup stainless steel coffee brewer to the novel, new Mardi-Gras gift pack, there's a specially designed "Cory" for every gift occasion . . birthdays, anniversaries, weddings, housewarmings and bridal showers.

(A) CORY COFFEE BREWER. Gleaming glass top and bottom; glass filter rod. Exceptionally easy to clean and keep clean. Plastic cover keeps hot coffee from boiling, spilling out. Sturdy handle provides proper balance for easy serving. Includes handy coffee measure.
26-0559-387 (Each) 4 to 8 cup.
26-0559-357 (6 or more) . . . Retail **5.95**
26-0560-452 (Each) 8 to 12 cup.
26-0560-417 (6 or more) . . . . Retail **6.95**

(B) CORY GLASS PERCOLATOR. Handsome Swedish modern styling with new "no-tip" safety design. Deep throat for drip-free pouring. 4 to 8 cup capacity. Wt. 2½ lbs.
27-6323-452 (Ea.) **27-6323-417** (6 or more) **6.95**

(C) CORY CANDLEWARMER. Handsome black wrought iron finish. Replaceable glass candle-holder 7"x9". 3¼" high. Wt. 1½ lbs.
27-6324-192 (Ea.) **27-6324-177** 6 or more) **2.95**

(D) NICRO STEEL COFFEE BREWERS. With stainless steel filter, decanter cover, plastic safety stand and coffee measure.
26-0562-647 (Each) 2 to 6 cup. Wt. 3 lbs
26-0562-597 (6 or more) . . Retail **9.95**
26-0563-777 (Each) 4 to 8 cup. Wt. 4 lbs.
26-0563-717 (6 or more) . . Retail **11.95**
26-0564-1037 (Each) 8 to 12 cup. Wt. 5 lbs.
26-0564-957 (6 or more. . . Retail **15.95**

(E) NEW CORY "CARAFE ROYAL." 12-cup, heat-resistant glass decanter; polished brass collar, heat-proof black handle, cover. Wrought iron warmer-holder. Glass candle holder. Carafe tilts easily for serving . . . can be carried with stand attached . . quickly removed from stand.
27-6321-452 (Each) Wt. 3 lbs.
27-6321-417 (6 or more) . . . . Retail **6.95**

(F) CORY "MARDI GRAS" GIFT PACK. Gay, festive hot or cold beverage servers of heat-proof glass. Each holds 12 ounces or 2 full cups of coffee, tea, hot chocolate, milk, soft drinks, etc. Set includes 4 servers with assorted colored heat-proof plastic neckbands, 4 jet-black stoppers and 4 wheat colored plastic coasters. Packed in full color gift box.
27-6322-322 (Each) Wt. 2 lbs.
27-6322-297 6 or more) Retail **4.95**

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Dad and Tommy have a real treat in store . . . and so do you! From the world's largest toy factory under one roof is coming the most brilliant array of Structo Toys ever presented. New all the way through . . . with exciting innovations that will assure record sales and profits. Be sure to see the great new expanded Structo '56 line at the Toy Fair.

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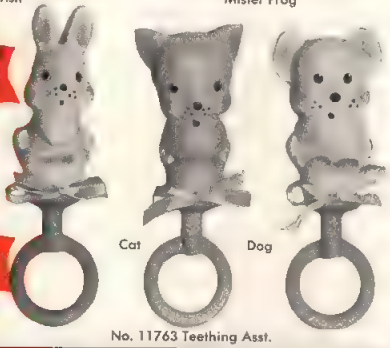

Rabbit

Cat

Dog

NEW SUN TEETHING TOYS

No. 11763 Teething Asst.

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No. 14012
"Minnie Mouse"

No. 14011
"Mickey Mouse"

No. 14013
"Donald Duck"

No. 14018
"Mickey Mouse Ball"

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"Donald Duck Ball"

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SUN-DEE DOLLS...

Sold out in '55!

Sun Dolls move off the counter fast and furious! Retailers report no inventory left over . . . everything sold out clean! Sun Dolls have those lifelike features and lovely coloring that gives them a wholesome, natural beauty which makes them sell on sight. And now to make Sun Dolls sell even faster in 1956, they're advertised in PARENTS' Magazine! Order your Sun Dolls now for early delivery!

© Constance Bannister

Retails at $9.95

"Sun-Dee" Bannister Baby

NO. 10047. Everyone recognizes the beautiful "SUN DEE" Bannister Baby from the wonderful baby photographs taken by Connie Bannister . . . they're seen in newspapers, magazines, on calendars, billboards . . . cash in on this nation wide publicity. All vinyl, fully jointed, lovable, huggable, washable. Has full wardrobe as illustrated. Packed in colorful carrying case with nursing bottle and bubble pipe

NO. 10028 "SUN DEE" BABY BANN STER . . . Sun's 12 inch version of the Bannister Baby — (not illustrated). Retails at $5.95

© Sun Rubber Co.

© Ruth E. Newton

"Sun-Dee" Bottle Baby with Rooted Hair

NO. 10083 Sun's finest, most life like baby doll. Fully molded of Vinyl with permanently rooted hair! Movable arms, legs, and head. Soft baby voice, beautiful go-to-sleep eyes with long lashes. Drinks, wets, cries, sleeps, blows bubbles. Comes complete with her baby outfit in beautiful display box.

NO. 10050. Same general description as No. 10083, except molded hair. Retails at $7.95.

"Sun-Dee" Babee-Bee Bottle Baby in Carrying Case

NO. 10035 "SUN-DEE" BABEE BEE . . . 14 inch, all vinyl, drink wet, jointed doll with voice and long-lashed sleeping eyes. Wears fancy wrap-around garments. Layette includes wrinkle free dress and slip, bootees, baby weighing scales, Kleenex, Q tips, nursing bottle, and bubble pipe. Comes in Sun's famous oval, carrying case.

NO. 10025 "SUN-DEE" BABEE BEE Bottle Baby (not illustrated) same doll as above, dressed in colorful sleeping jacket, panties and bootees, with nursing bottle and bubble pipe, packed in attractive display box. Retails at $4.95.

SUN

THE SUN RUBBER COMPANY

BARBERTON, OHIO, U.S.A.

© Gerber Products Co.

Why a "SUN-DEE" Bottle Baby is Easier to Sell

Sun's unique design characteristics bring out all the true, life-like details, from dimples to tiny fingernails which result in Sun Dolls having a true likeness to a living baby. They're fully molded, and manufactured of only the finest materials . . . no stuffing to become water-logged, to mildew or rot. And little Mothers find it's more FUN to feed, change, and dress Sun Dolls because they're specially designed for these play functions! As a result, they're easier to sell . . . in fact, they're PRESOLD!

© Sun Rubber Co.

"Sun-Dee" 18" Gerber Baby

NO. 10049. America's best known baby! A faithful reproduction of its famous namesake. Molded of pure vinyl with fully movable arms, legs, and head. Comes complete with wardrobe and accessories in lovely display box. Drinks, wets, cries, sleeps, blows bubbles!

"Sun-Dee" 18" Bottle Baby

NO. 10052. This soft, cuddly, bubbable molded doll has simulated hair, sleeping eyes and lashes. Jointed arms, legs, and movable head. Drinks, wets, sleeps, cries, blows bubbles. Dressed in knitted jacket and panties. Packed with bootees, nursing bottle, and bubble pipe in attractive box.

NO. 10053. (Not illustrated) same as above, except colored. Retails at $7.95.

© Gerber Products Co.

"Sun-Dee" 12" Gerber Baby

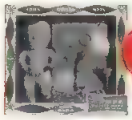
NO. 10632. This 12-inch version of Sun's 18-inch Gerber Baby comes complete with every feeding accessory little mothers need for "make-believe" mealtime.

© Sun Rubber Co.

"Sun-Dee" Betty Bows Deluxe Bottle Baby

NO. 10046. Another Sun personality doll! Wears perky sun-tint ribbon in her hair. Drinks, wets, cries, blows bubbles. Flirting long-lashed sleeping eyes.

"Sun-Dee" So-Wee Bottle Baby



© Ruth E Newton

NO. 10541. Sweet, cuddly 10-inch molded rubber doll with movable head, arms, and legs, molded hair, tinted cheeks and lips. Drinks, wets, cries.

NO. 10041 — (not illustrated) So-Wee doll only with nursing bottle in attractive display box. Retails $1.98

NO. 10026. Same as No. 10041 except colored doll. Retails at $1.98.

© Sun Rubber Co.

"Sun-Dee" Tod-L-Twins

NO. 14038.

Double attractive , twice the fun! 10½ inches high, vinyl boy and girl standing dolls. Washable, dressable. Wear play togs with simulated undergarments, molded shoes, and painted socks.

© Sun Rubber Co

"Sun-Dee" Tod-L-Tots

NO. 14033. Only Tod-L-Dolls that drink and wet . . . 10½-inches tall of molded vinyl. Cloth diaper, nursing bottle.

NO. 14035 Same as above, except colored Doll. Retails at $1.25.

© Sun Rubber Co

"Sun-Dee" Tod-L-Dolls

NO. 14030 10½-inches tall, molded vinyl girl doll, with tinted cheeks, mouth, and hair. Washable, lovable; easy to dress.

NO 14032. Same as 14030, except boy doll. Retails at 98¢.

NO. 14037. Tod-L Doll Assortment. Consists of 8 pieces 14030, 4 pieces 14032

Now SUN Dolls are Advertised in Parents' Magazine To Make Them Sell Faster...Easier!

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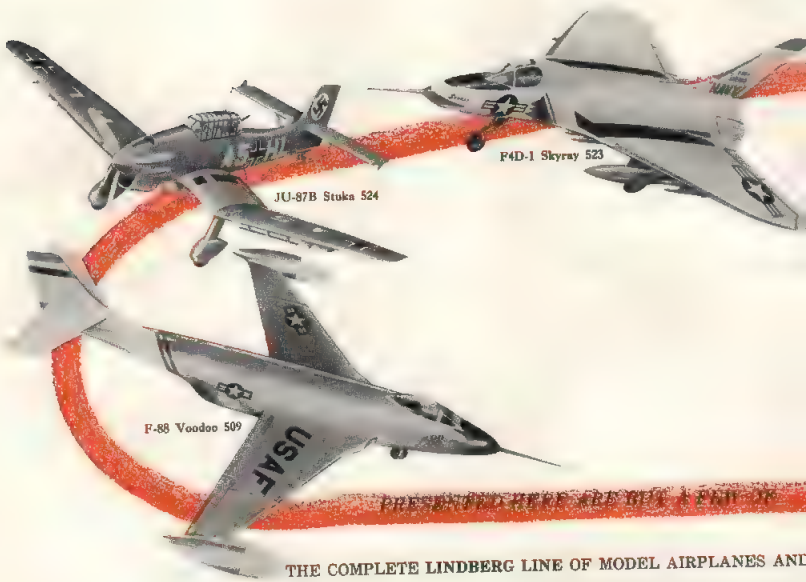

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Holster Sets—Rifle

(A) Belt and Holster. Top grain cowhide. Black. Profusely decorated with nickel-plated spots and conchas with jumbo center jewels. Real 38 cal. bullets (dummies). All edges bound with white welting. Belt has special feature permitting adjustment of waist from 23 in. to 33 in. Leg straps.

6670C795 . . . . . Retail **$11.95**

(B) Belt and Holster. Cowhide, 2 in. wide belt. Sun tan cowhide with black trim and snow white bullets. Fits to 29 in waist. Holster has nickel spots and conch on overlay. Leather leg straps. Cuffs match holster and belt. Gold finished metal spurs.

6605C140 . . . . . Retail **$6.95**

(C) Double Holster Set for Pre-School Age. Ideal set for youngsters from 2 to 4 years of age. Have bells dangling from end of each holster and fur covered holsters with real leather ornaments. An adjustable belt. Two easy to handle guns. A thriller for the youngster. Individually boxed, 24 to carton.

6610C130 . . . . . Retail **$1.98**

(D) Belt and Holster. King size. Genuine cowhide fully lined with felt. Belt and holster strikingly decorated with a profusion of spots, conchas, jumbo jewels and silver bullets. Special feature of this set is brass holster pocket shield with cowboy scene "engraving." Belt has special feature permitting adjustment of waist from 23 in. to 33 in. Available in black and white with nickel plated shield or white and tan with golden shield.

6668C510 . . . . . Retail **$7.95**

(E) Belt. Genuine cowhide, alligator grain, blonde. Extra wide, hip-hugging contour. White leather buckle straps. Large white leather applique, studded with large nickel spots and star jewels surrounding wheel-design concha. Two sets of white wood bullets, leather cartridge loops. Completely backed with scallop-edge goldenrod felt. Fits to 34 in. waist. Special adjustomatic belt feature. **Holster.** As belt. Nickel spots and steerhead conchs. Backed with goldenrod felt. Leg straps.

6667C510 . . . . . Retail **$7.95**

(F) Belt and Holster. Texon and cowhide. White and black combination. Edges completely bound. Wooden bullets and large western design buckle. Belt has a special feature permitting adjustment of waist from 20 in. to 30 in. Holster has white leather pocket with nickel-plated "Buckin Bronc" concha on contrasting overlay. Set is completely backed in goldenrod felt.

6666C240 . . . . . Retail **$3.98**

(G) Belt and Holster. Genuine cowhide. Belt is decorated with nickel-plated conchas, wood bullets, and special octagonal shaped western buckle. Belt has special feature, permitting adjustment of waist from 21 in. to 27 in. Holster, as belt, with "quick draw" style pocket. Available in red and white and redwine and desert gold leather combinations.

6665C190 . . . . . Retail **$2.98**

(H) Belt and Holster. Genuine cowhide. Belt has slide buckle allowing waist adjustment to a maximum of 28 in. Holster pocket in contrasting color with nickel-plated "Buckin Bronc" conch. Available in black and white and red and white combinations.

6662C130 . . . . . Retail **$2.00**

(I) Frontier Rifle and Scabbard with Shoulder Strap. Rifle barrel made of metal in blued enamel finish. Stock and butt made of plastic, with white metal mechanical parts. Overall length of rifle 34¼ in. Shoots roll caps. Genuine heavy cowhide scabbard, in color combination of burgundy and sun tan, decorated with nickel conchas and spots. May be worn over shoulder or attached to crossbar of bicycle. Individually boxed.

6601C315 . . . . . Retail **$5.95**

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Kilgore Cap Guns—Caps

STALLION 32 AND 38 CAP GUNS

(A) Buck'n Bronc Six Shooter. Authentic western style revolver. Nickel finish. Simulated curved handle of bronze finish. Automatic break action. 50 shot repeater. Shoots standard roll caps. Overall length 9⅛ in. Individually boxed

4246D12895/115 ....Retail **$1.60**

Buck'n Bronc Six Shooter. Authentic western style revolver. Silver toned cast iron metal. Handle of black and ivory plastic. Length of gun 9 in. Automatic break action 50 shot repeater. Shoots standard roll caps. Individually boxed

4247D12860/80 ....Retail **$1.00**

(B) Kilgore Ranger Repeating Cap Pistol. 10 in. long overall. Safety latch lever opens barrel for loading. Plastic grip

4239D12860/80 ...Retail **$1.00**

(C) Kilgore Eagle Six Shooter Cap Pistol. 7⅝ in. long overall. Break barrel loading. Metal grip

4240D12860/80 .....Retail **$1.00**

(D) Kilgore Kit Carson Repeating Cap Pistol. 8⅜ in. long overall. Safety latch lever opens barrel for loading. Plastic grip

4242D12848/60 .....Retail **$ .80**

(E) Kilgore Private Eye Repeating Cap Pistol. 7¼ in. long overall. Slide gate swings up for loading. Metal grip

4241D12857/50 .....Retail **$ .65**

(F) Kilgore Buck Single Shot Cap Pistol. 7⅝ in. long overall. Double action mechanism. Cocks to load. Plastic grip

4245D12830/40 .....Retail **$ .55**

(G) Kilgore Hawkeye Repeating Cap Pistol. 4⅝ in. long overall. Swing grip loading. Metal grip.

4244D12830/40 .....Retail **$ .55**

(H) Secret Agent Hide-Away Cap Pistol. 5½ in. long overall. Cocks to load. Plastic grip

4250D12860/80 .....Retail **$1.00**

(I) Stallion 32. Cap cartridge loading Western design. Nickel finish. Flash held within pistol. 9 in. long. Boxed 36 to case. Wt 23 lbs

4248D12895/115 ....Retail **$1.40**

(J) Stallion 38. Cap cartridge loading. Looks like a real revolver. Safe. Cartridges hold flash within pistol. Chrome finish. 10½ in. long. 6 cartridges. Boxed, 24 to case. Wt 20 lbs

4249D12830/150 ...Retail **$2.00**

(K) Kilgore Toy Mammoth Disc Caps. Standard box has 18 discs, 108 shots. 60 boxes to carton.

4256D180 (60 Boxes)
Retail box **$ .05**

(L) Kilgore Toy Perforated Repeating Caps. Standard box has 5 rolls, 250 shots. 60 boxes to carton

4257D180 (60 Boxes)
Retail box **$ .05**

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VARNEY

PRESENTS GM'S NEW AEROTRAIN IN MINIATURE

(HO Scale)

The breath-taking train of tomorrow is here today!

IT'S THE DARLING of the nation's press! "We salute General Motors" . . . "a clean break with the past" . . . "a new era in railroading" . . . they say. Newspapers are printing thousands of pictures and stories about the GM Aerotrain

"BREATH-TAKING MODELS"

The hobby-trade press is equally excited about Varney's HO Aerotrain.

"These breath-taking models fascinate all who see them . . . even mantelpiece collectors will have them . . . it's the newest and most exciting thing on rails" says one editor.

"SLEEK, STREAMLINED, SUPER-DETAILED"

Varney's HO Aerotrain was designed with the close cooperation of the builders—Electro-Motive Corp. Div., General Motors. It's authentic in every detail . . with 4-wheel trucks, a 6-wheel locomotive, a 4-wheel power truck . . . faithful to GM styling.

EVERYBODY WANTS ONE!

Young and old and in-between . . . the boys who want a train for a toy, the hobbyists, the gift-buyers . . . all want the Varney Aerotrain. We're operating our factory around the clock to keep up with the demand! And it's priced just right to give you VOLUME SALES!

EVERY VARNEY TRAIN SET INCLUDES THE VARNEY POWER-PAK TRANSFORMER

READY TO RUN AEROTRAIN SET . . . $29.95

Engine, 2 coaches and observation car, as illustrated

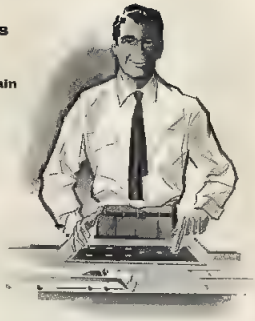
Extra Coaches, Only $1.79 ea. Extra Observation Cars, $1.99 ea.

Gleaming silver with orange flame color stripes on Hi-impact plastic bodies. Locomotive weighted to pull 10 cars—a train FIVE FEET LONG

SET INCLUDES 14 pieces of track and Varney Power-Pak transformer . . . controls speed and direction of the train. Comes in a beautiful self-selling display carton.

SINCE 1936 VARNEY HAS MADE AMERICA'S FINEST HO SCALE MODEL TRAINS

NOW for 1956—Varney presents the GM Aerotrain plus four ready-to-go-rolling freight trains

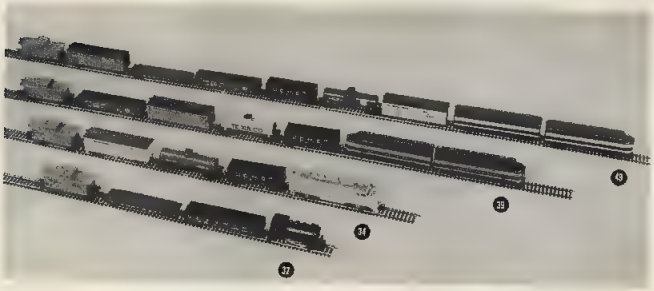


No. 32 MIGHTY MIDGET TRAIN SET — $32.95
with America's favorite "Little Joe" Dockside switch engine, two cars, and caboose. Set includes fourteen pieces track, Power-Pak transformer.

No. 34 DIESEL FREIGHT SET — $34.95
Diesel "A" unit locomotive, three cars, and caboose—Fourteen pieces track and Power-Pak transformer included with each set

No. 39 FLORIDA EAST COAST TRAIN SET — $39.95
—Two Diesel locomotives—"A" unit Powered, "A" unit dummy, four cars and caboose. Also fourteen pieces track and Power-Pak transformer

No. 49 TRAINMASTER SET—$49.95
Here's the greatest bargain buy in HO trains. Nine pieces of rolling stock. "A" unit Diesel powered, "B" unit dummy, six cars and caboose. Eighteen pieces track, and Power-Pak transformer.



TOY FAIR BUYERS—See these train sets in operation at:

JAY-HERBERT TOYS, INC.,

1107 Broadway (2nd floor)

Exclusive toy sales representatives for

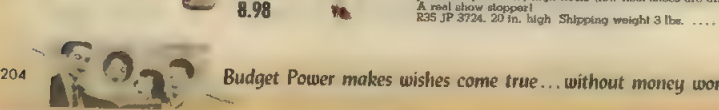
VARNEY SCALE MODELS

4401 Ponce de Leon Blvd. Coral Gables, Florida

[1] 20-In. Ballerina **9.98** with Extra Outfits

6.98 In Ballerina Costume

[2] 20-Inch "Helene" of Hollywood **8.98**



Glamorous "Show Folks"

[1] BALLERINA has adjustable ankles, "dances" on tip-toe; walks with heels lowered. Jointed waist, knees . . . a real poser! Rooted pony tail can be washed, styled. Durable plastic legs, body; smooth vinyl arms and head. Wears net, velvet and tulle costume, stockings, "capezio" slippers. Extra outfit: Taffeta street dress, panties, red shoes, rayon hose, leotard, tights, ballerina shoes, ninon dressing gown. Ballerina also has a "mirror" and practice bar for "rehearsals." 20 inches high.

R35 JP 3722. Ballerina with Wardrobe (5 lbs.) 9.98

R35 JP 3723. Ballerina in costume only (4 lbs.) 6.98

[2] HELENE OF HOLLYWOOD has adjustable ankles . . . wears high heels and loafers. Poses realistically 'cause she has a swivel waist, jointed knees. A super sophisticate, she'll arrive with her long rooted hair in a glamorous upswept hair-do . . . loves to have it washed and styled. Has beautifully molded durable plastic body, skin-like vinyl head and arms. Helene comes all dressed up in a striped skirt with velveteen top, net covered taffeta half-slip, taffeta panties, nylon hose, high heels (low heel shoes are also included). A real show stopper!

R35 JP 3724. 20 in. high. Shipping weight 3 lbs. 8.98

Scene-Stealers, Every One!

3 SALLY THE SNOW SUIT DOLL is all dressed up for Winter weather in a snug 'n cozy cotton flannel snow suit with matching bow-tied bonnet. She's 18 inches tall, carries a rattle in her hand. Her vinyl plastic head has sleepy glassene eyes and lashes and lovely rooted saran hair that mommy will love to wash, comb and wave! Coo voice, latex body.
R35 JP 3545 18 inches (4 lbs.).. .4.98

4 29 INCH WALKING BRIDE wears a full lace trimmed net veil and flowers in her hair. Lavish gown of White rayon satin has a net overskirt; bridal bouquet! Her body is durable plastic; finely detailed vinyl head has rooted saran hair to wash and restyle. Demure glassene eyes, lashes. Has "pearl" choker, crinoline halfslip, panties, shoes and socks.
R35 JP 3726 Matlable (6 lbs.).....12.98

5 HERE COMES THE BRIDE! Walking doll wears White rayon taffeta and net gown with veil and bridal bouquet. After the wedding, she'll replace skirt of gown with a cotton print skirt, bolero and hat—her "going away" outfit! Long rooted hair . . . wash it, re-style it. Durable plastic body, vinyl head has glassene eyes. Panties, socks, shoes.
R35 JP 3543. 18 in. high. (4 lbs.).. 8.98

6 TV TOTS sit naturally on their fiberboard settee, watch their own television set. Horsman's cute pair have vinyl bodies with "Super-Flex" legs—sit, kneel, pose. Merry glassene eyes, lashes, washable rooted hair. Tina TV is 11-inches tall, wears skirt and blouse effect dress, panties, shoes, socks. Timmy is 15-in. tall, wears "blue jeans," shirt, shoes and socks.
R35 JP 3737 (5 lbs.)..... .Set 9.98

DEBBIE TEEN WEARS HIGH HEELS!

A typical teen-ager who comes with an extra outfit even has a lovely prom gown! Made of Vinyl plastic, soft as real skin; rooted saran hair in a pony tail can be washed, set and re-styled! Jointed elbows; has "Super-Flex" legs —likes to pose just like a real little girl! Horsmans' "Debbie" wears a bouffant nylon gown with crinoline, nylon hose and panties. For her leisure hours, a sweater and skirt crinoline slip, girdle and bra!
R35 JP 3741 20 in. high (6 lbs.) 12.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Wears size 1 Baby Clothes!

[1] "Honey Bunch" 28 in. tall **4.98**

[2] L'il. Darlin 20 in. tall **9.98**

[3] "Cookie" 16 in. tall **3.49**

[1] HONEY BUNCH . . . life size, and oh so lifelike! Cuddly body is all skin like latex, head is baby-soft vinyl plastic. She coos when squeezed, her eyes "go to sleep" when you lay her down. Wears real baby clothes, comes dressed in panties, socks and shoes.
R35 JP 3793. 28 inches tall. (7 lbs.) Mailable. 4.98

[2] L'IL DARLIN' . . . all dressed for christening, a cuddly lovable sweetheart of soft vinyl plastic that will delight any little girl. Wears organdy dress, matching cap, lawn slip, diaper and booties. Wrapped in satin bound "woolly" blanket. Voice coos, eyes close, body can be bathed. An adorable Effanbee doll!
R35 JP 3961. 20 inches tall. (6 lbs.) Mailable . . .9.98

[3] COOKIE . . . lovable as a newborn baby. She coos with delight when you hug her, goes to sleep when she's laid down. "Mommy" will love to wash her latex body, her baby-smooth vinyl plastic head and molded hair. Arrives wearing a diaper, nightie, and booties. Pink flannel blanket and pillow included. 16 inches tall.
35 J 3796. (2 lbs.) . 3.49

Adorables... Waiting for Little Mommy's Loving Care

[4] CRY BABY sheds real tears when you squeeze her. Give her a drink from her own bottle, she wets her diaper. Usually a good girl though—she goes to sleep as soon as her head touches the pillow. Made of all vinyl plastic, soft as real baby's skin, with fully jointed body, can be bathed from molded hair to tiny toes. Layette consists of: rayon taffeta print dress with lace trim, matching bonnet; knit booties, extra diaper; 18x13-in. blanket; washcloth, sponge, bar of soap and nursing bottle with nipple. Arrives dressed in a diaper.

13-inch doll, layette.
35 J 3798. (1 lb. 10 oz.). 3.98

16-inch doll, layette.
35 J 3799. (2 lbs.) 5.98

[5] DY-DEE cries tears, drinks from bottle standing up or lying down, then wets. Sucks pacifier, blows bubbles, sips from spoon, straw. Sleeps . . . eyes can stay closed while sitting up, or open lying down. Hair can be washed, brushed. Body molded rubber, jointed arms and legs, head sturdy plastic, tousle wig. Wears diaper, shirt. Layette: dress, bonnet, slip; PJ's; socks. Shoes; bottle, nipple; straw; spoon; Q-tips; pacifier; bubble pipe; bubble bath; cleansing tissues; Dy-Dee Care book included.

11-inch doll, layette.
35 J 3597. (2 lbs. 12 oz.) 9.98

15-inch doll, layette
35 J 3558. (3 lbs. 12 oz.). . . . 14.95

20-inch doll, layette.
R35 JP 3559. (7 lbs.) Mailable. 22.95

[6] BETSY WETSY weeps real tears when you squeeze her washable vinyl plastic body; drinks, then wets—cries, even needs her nose wiped. Jointed at arms and legs to assume many positions. Rooted hair can be washed and combed, long-lashed eyes close, voice coos when she's hugged. Dressed in diaper. Layette includes dress, bonnet, booties, diaper, undershirt, rubber panties, washcloth, soap, clothespins, bottle, nipple, 3 daubers, cleansing tissues.
35 J 3790. 11¼-in. doll, layette. (1 lb. 14 oz.). . .7.98
35 J 3791. 13-in. doll, layette. (2 lbs. 4 oz.). 9.98
35 J 3792. 16-in. doll layette. (2 lbs. 10 oz.). 12.98

SAME AS ABOVE with practically unbreakable plastic head, molded hair. Dressed in diaper and shirt. Layette includes dress and bonnet; slip; booties; bottle and nipple, diaper; washcloth; pins; soap; clothes pins; cleansing tissues; 3 daubers.
35 J 3716. 13-in. doll, layette. (2 lbs.) . 6.98
35 J 3717. 16-in. doll, layette. (2 lbs. 14 oz.) . 8.98

[7] WHEN "BABEE" CRIES, TEARS RUN DOWN HER CHEEKS. She drinks, wets, then little "mommy" has to care for her! Almost as cuddly as a real baby, she's completely made of soft, skin-like vinyl plastic; "mommy" will love to bathe her. Rooted hair, arms and legs are jointed, and it's so much fun to put her in little baby poses. When you hug her . . . she coos; lay her down, her big lashed eyes close for her nap. Looks so lovable and sweet in her outfit. "Matching" Pink and White cotton knit cap, sweater, pants, and booties; diaper. Also comes with diaper bag, extra diaper, soap, nursing bottle with nipple, pacifier, cleansing tissue and bib.
16 inches tall
35 J 3795. Shipping weight 2 lbs. 6 oz 5.98

[8] BUTCH IS A SCRAPPY ATHLETIC LOOKING LITTLE SHAVER who will pose like a real baby because his arms and legs are jointed. Feed him from his own bottle when he gets hungry, he wets his diaper, then "mommy" can change it. If he gets tired, just lay him down . . . he'll close his eyes and go right to sleep. When he awakes from his nap his little "mother" will love to bathe him . . . his body is lifelike vinyl plastic, so soft and cuddly! Vinyl plastic head feels just like real baby skin has molded hair. "Butch" will arrive dressed in a diaper, and you can bet a husky youngster like him has his own nursing bottle and nipple along!
20 inches tall
R35 JP 3731. Shipping weight 4 lbs. Mailable 7.98

Budget Power can make this your brightest, happiest Christmas

[4] 13-in. "Cry Baby" with layette **3.98**

[5] 11-in. Dy-Dee Doll, layette **9.98**

[6] 11½ in. Betsy Wetsy, layette **7.98**

[7] 16-in. Babee with layette **5.98**

[8] 20-inch "Butch" **7.98**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

"Tiny Tears"... Cries Real Tears

(A) (B) (C) "Tiny Tears," the lovable, appealing baby doll seen on Ding Dong School television program. She actually cries like a real baby—big tears well up in her eyes and trickle down her cheeks when you squeeze her. Not only can you see—and hear—her cry, she goes to sleep, drinks her bottle, wets her diaper, and blows real soap bubbles with her bubble pipe. Tiny Tears has molded "velvet" skin, can be bathed. Arms and legs are jointed. Plastic turning head has adorable baby features. Big glassene sleeping eyes with real lashes. Available with "rooted" saran hair (A), with molded hair (B); or large deluxe size with playpen (C).

(A) "TINY TEARS WITH ROOTED HAIR—IN SUITCASE. Adorable baby as described above, with "rooted" washable saran hair. Her layette includes: cotton romper with "Tiny Tears" monogram on front. Lace trimmed cotton dress, panties and bonnet, bathrobe, shoes, socks. Tissues, diaper, sponge, soap, washcloth, clothespins, pacifier, bottle, bubble pipe. In fiberboard suitcase with instructions.

48 W 4003 L—About 16 in. tall. In suitcase, with layette. Ship. wt. 6 lbs. 13.95
48 W 4002 L—About 13½ in. tall. In suitcase, with layette. Ship. wt. 4 lbs. 11.29
48 W 4001 L—Abt. 11½ in. tall. Suitcase, layette incl. booties (no shoes, socks). Wt. 3 lbs. 9.39

(B) "TINY TEARS" WITH MOLDED HAIR—IN GIFT BOX. Cries real tears, drinks, wets, blows bubbles. Wears embossed cotton sunsuit, with "Tiny Tears" monogram. Layette includes dress, bonnet, panties, bottle, tissues, diaper, pins, sponge, soap, bubble pipe, washcloth, booties, pacifier. 20-in. size also has dolly's toy chest.

48 T 4020 L—Abt. 20 in. tall. Ship. wt. 7 lbs. 12.29
48 T 4315 L—Abt. 16 in. tall. Ship. wt. 3 lbs. 8 oz. 9.45
48 T 4314 L—Abt. 13½ in. tall. Ship. wt. 3 lbs. 7.45
48 T 4347 L—Abt. 11½ in. tall, as above except no dress, bonnet, panties. Wt. 1 lb. 12 oz. 5.45

(C) DE LUXE "TINY TEARS" WITH PLAY PEN. Such a lovely big armful, 20 inches tall. She has soft "rooted" saran hair; cries real tears, drinks, wets, blows bubbles, as described above. In embossed cotton romper with "Tiny Tears" monogram. Layette includes cotton dress, panties and bonnet, pail with shovel, and folding plastic playpen, 18 inches square, just like a real baby's with her name on the side. Accessories include bottle, diaper, pins, tissues, sponge, soap, bubble pipe, washcloth, pacifier. Instruction booklet included. Attractively Gift Boxed.

48 T 4019 L—Abt. 20 in. tall. Ship. wt. 8 lbs. 18.95

A WARD EXTRA! "LINDA" WITH LAYETTE... CRIES REAL TEARS 6.98 13½ IN.

(D) DRINKS, WETS, CRIES REAL TEARS. You'd expect to pay much more for the adorable baby that cries real tears when you squeeze her. Drinks her bottle, wets her diaper too. She has lovely long "rooted" saran hair, styled in a ponytail, can be combed and set in any fashion. Petal soft vinyl head and body; jointed arms and legs. Sleeping eyes, lashes. Dressed in diaper and shirt. Layette includes organdy dress, paper coat, flannel robe, socks, booties, shoes, rubber pants, washcloth, towel, mirror, comb, bottle, slippers, soap, rattle, pacifier, powder puffs. Gift boxed.

48 T 4273 L—Abt. 18 in. Wt. 2 lbs. 9.95
48 T 4272 L—Abt. 13½ in. Wt. 1 lb. 4 oz. 6.98
48 T 4271 13½ in. doll only, with diaper, shirt, bottle (no layette). Ship. wt. 1 lb. 3 oz. 3.95

APPEALING DRINK-WET BABIES FOR YOUNG "MOTHERS" 2.85 TO 9.29

(E) "SUN-DEE" WITH LAYETTE. Drinks from her bottle, wets diaper. Blows bubbles with bubble pipe. "Coo" voice. She has a soft vinyl body, curly "rooted" saran hair, sleeping eyes, lashes. Jointed arms, legs. Layette includes matching jacket and diaper, flannel robe, training pants, booties, bubble pipe, bottle.

48 T 4055 L—Abt. 18 in. tall. Wt. 3 lbs. 3 oz. 8.95

(F) LIFE-LIKE BANNISTER BABY. Inspired by the appealing baby photographs of Constance Bannister. You can bathe her, give her a bottle. She drinks, wets, "coos", blows "bubbles." Molded vinyl doll with molded, tinted hair, sleeping eyes, lashes. Jointed head, arms, legs. Layette includes dress, slip, panties, hooded robe, booties bottle, bubble pipe. Wt. 4 lbs.

48 T 4317 L—About 18 in. tall. 9.29

(G) DRINK-WET "SWEATER BABY." Children will love this appealing soft vinyl baby with molded hair, sleeping eyes, jointed arms and legs. Drinks from her bottle, wets her panties. Wears knitted 2-pc. cotton sweater-suit, bonnet, booties.

48 T 4248—Abt. 12 in. tall. Ship. wt. 1 lb. 2.85

(H) DRINK WET BABY CRIES REAL TEARS. Sweet soft vinyl baby with lustrous rooted Saran ponytail hair-do. Jointed arms and legs, sleeping eyes. She wears a nylon dotted swiss dress with pinafore effect, lace trimmed attached slip, socks, vinyl shoes and diaper. Drinks from bottle included, wets her diaper, cries real tears.

48 T 4298—Abt. 16 in. tall. Wt. 2 lbs. 6.95

(J) HORSMAN'S DRINK WET "ROMPER BABY." Cuddly-soft vinyl body, jointed arms and legs, molded hair, sleeping eyes. Wears lace-trimmed romper and bonnet; sandals. Drinks her bottle, wets her diaper. Bottle incl.

48 T 4290—Abt. 16 in. tall. Wt. 2 lbs. 8 oz. . . . 5.35

(K) DELUXE DOLL BATH WITH ACCESSORIES. Steel tubular frame rolls on 2 wheels, has steel accessory tray, pink enamel finish. Leakproof plastic tub has hammock seat, plastic drain hose with on off clamp. Splashguard and apron pockets hold accessories. Top moves up or down, has safety strap. With bottle, comb, washcloth, soap, diaper and apron for little "Mother." Wt. 6 lbs. 12 oz.

48 T 4477 M—22x14x28 in. high. *Marklarble*. . 5.49

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E
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C
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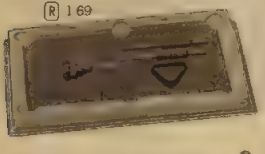
Games of Skill for Family Fun



R 1.69

T 1.79

U 1.65

V 9.45

ELECTRIC, MECHANICAL AND ACTION GAMES FOR ALL AGES

(A) ELECTRO-MAGNETIC BASEBALL. Regularly $10. For all ages—provides fast fun for 2 to 18 players. Push a button . . . electronic pitcher hurls magnetic ball; pitches balls, strikes, curves—fast or slow. Batter releases spring bat to hit. Ball adheres to field, players or fences, indicating the type of play. You can hit-and-run, steal base, strike out and walk. Bright-colored metal and Masonite field, metal frame, fences, 22½x22½ x 8 in. overall. 9 players, 2 balls, scoreboard, instructions. Electric motor UL Appr'd. 110–120 V, AC. On-Off switch.

48 T 903 M—Ship. wt. 7 lbs. 8 oz. *Mailable*. . . 7.89

(B) ELECTRIC FOOTBALL GAME. Scientific football for young fans. Players race up and down 28½x 15½ in. gridiron, buck through center, tackle and block. Ball can be kicked, passed, run from any line formation. An excellent way for Dad to teach Junior fine points of the game. Masonite Presdwood surface, steel frame. Hidden vibrating motor, UL appr'd. for 110–120 V, 60-cycle AC. On-Off switch. 22 players, kicker-passer, goal posts, markers, numbers for players, magnetic football, 3 wooden footballs. Instructions. Usually sells for $7.00.

48 W 820 M—Ship. wt. 5 lbs. 8 oz. *Mailable*. . 5.75

(C) AUTHENTIC ICE HOCKEY GAME. Many stores ask $15. Lightning action, uncomplicated, hilarious, exciting. 6-man teams manipulated by control rods, pass puck among themselves and into other team's goal. Interests all the family from 8-yr-olds to adults. Masonite playing field 30x16 in., rounded hardwood frames, protective rubber feet; steel players, goal nets, timer. 2 to 8 players.

48 T 798 M—Ship. wt. 12 lbs. 11.95

(D) (E) (F) ARCADE AUTOMATIC PISTOL SHOOTING RANGES. Young marksmen can test aim. Self-feeding, automatic pistols, permanently attached, fire steel pellets—as fast, for as long as you can pull trigger. Steel range enclosed in heavy, transparent, molded plastic; heavy wire legs.

(D) BATTERY-OPERATED ELECTRIC GALLERY. Hit moving ducks, other ingenious targets, ring bell. Motor keeps targets moving, doesn't run down—operated by ordinary flashlight battery (not incl.).

48 T 922 L—23x14½ in. Ship. wt. 5 lbs. 8.95

(E) LONG-RUNNING MOTOR-DRIVEN GALLERY. Wind it up, mechanical, spring-wound motor moves targets. Hit spinning ducks, ring bell, turn propeller.

48 W 902 L—20x12½ in. Ship. wt. 4 lbs. 4.79

(F) GALLERY WITHOUT MOTOR. No automatic spinning targets . . . otherwise same as Gallery (E) above.

48 T 901 L—20x7¼ in. Ship. wt. 2 lbs. 12 oz. . . 2.75

(G) WINK TENNIS. Flip string-attached wink "ball" back and forth over lithographed plastic net for fast-moving games, singles or doubles. Score like regular tennis. Heavy-duty 23¾x15¼-in. playing board covered with white-lined green felt. Net clamps, colored plastic winks, nylon cord.

48 T 897 L—Boxed. Ship. wt. 1 lb. 4 oz. 1.79

(H) SPIN WHEEL DART GAME. Play 3 different games, indoors or outdoors. Can you get a bull's-eye while target spins? 4-color Masonite spinning target stands on sturdy wood tripod or hangs on wall or tree. 3 precision balanced darts have plastic feathers, rubber suction tips for safety—stick securely. Boxed. *Mailable*.

48 T 905 MO—24-in. target. Wt. 5 lbs. 12 oz. . 2.65

48 T 724 L—18-in. target. Wt. 2 lbs. 10 oz. . . . 1.79

48 T 904—4 extra darts. Ship. wt. 7 oz. 89c

(J) BAS-KET. Fast-moving basketball in miniature. Rules and scores like a real game. Up to 6 players can try their skill at shooting goals from any position on 20x12-in. fiberboard court. Press mechanical lever—watch ball whiz toward basket. Celluloid ball; score boards; instructions.

48 T 926 L—Boxed. Ship. wt. 3 lbs. 3 59

(K) WHIZ BANG REVOLVING TARGET GAME. Spiral-encircled stand, 20 in. high, has bases at both ends. Shoot at owls as they spiral to bottom base, then turn stand upside down and repeat. 2 guns, 4 darts with suction cup ends, 3 plastic owls.

48 T 777—Ship. wt. 2 lbs. 1.65

(L) CROW SHOOT. Young marksmen can have a whole of a time shooting 5 gleaming black plastic crows off their wire perch atop 15½x7½-inch wood fence. 21½-in. steel barrel "pop" gun shoots harmless cork "bullets" (included).

48 T 944—Instr. Ship. wt. 1 lb. 6 oz. 1.69

(M) FOUR-STAR RING TOSS. Play floor toss, wall toss, beach toss, or water toss. Ring tell center post or one of the 4 surrounding short corner posts. Set includes 2 targets and 4 rings, all of flexible polyethylene plastic. Suction cup for wall use removable, revealing point to stick in ground.

48 T 671—Ship. wt. 1 lb. 10 oz. . . . . 6-Pc. Set 1.79

48 T 726—Like (M) above but only 1 target, 3 rings. Ship. wt. 8 oz. . . . . 4-Pc. Set 89c

(N) LONE RANGER HORSESHOES AND RING TOSS GAME SET. Two complete indoor or outdoor games, especially fun for Lone Ranger fans. Consists of 4 rubber horseshoes, 4 rope rings, 2 colored wooden posts, Lone Ranger post and "Silver" post, both in full color; set in rubber bases.

48 T 799—Boxed. Ship. wt. 2 lbs. 12 oz. 1.89

(P) DELUXE ELECTRIC PINBALL GAME. Many stores ask $25. When ball strikes a bumper, lights flash, bells ring, and the score registers. You can make a triple play, or by skillful manipulation of 2 hand kickers, keep the ball in play until a score of 100,000 is reached. Automatically feeds and reloads 5 steel balls like a commercial machine. 36½x18¼-in. wooden frame covered with heavy glass. Automatic scoring mechanism in colorful wooden backboard. Stands 45 in. high overall on sturdy wooden legs with leg levelers (see inset). Motor UL appr. for 110–120-volt, 60-cycle AC.

48 T 924 MO—Ship. wt. 27 lbs. *Mail*. 19.95

HOME-SIZED ACTIVE SPORTS . . . BILLIARDS, TENNIS, BOWLING

(R) TOM THUMB POCKET BILLIARD GAME. Eagle-eyed youngsters will get a thrill out of sinking the bright-colored marble "balls" with spring-action cue sticks. Table is 15½x10½ in. felted in green with yellow plastic rim. Set includes 10 colored marbles, 1 white marble "cue", 2 cue sticks.

48 T 883—Ship. wt. 1 lb. 1.69

(T) DUCK PINS. Ten bright-colored hardwood pins, about 4¾ in. high, for little bowlers to knock down with 2 red enameled hardwood balls.

48 T 898—Boxed. Ship. wt. 2 lbs. 2 oz. 1.79

(U) TABLE TENNIS. Four sand-paper faced wood paddles, 1 extra heavy 48-in. bound net, metal snap clamps, 1 ball, instr. Lots of active fun.

48 T 894—Boxed. Ship. wt. 2 lbs. 1.65

48 T 892—Like (U) but only 2 paddles, 1 ball. Ship. wt. 1 lb. 5 oz. 95c

(V) FOUR-IN-ONE GAME ALLEY. The thrill of real Bowling, the excitement of Shuffleboard, Skill Ball and Horse Racing—4 fascinating games for wonderful stay-at-home fun. Sleek bowling surface of durable hardboard, steel return alley that brings balls back automatically, rings a bell. 4 balls, 10 pins for Bowling, Skill Ball; 4 Shuffleboard pucks, 4 horses, spinner for Racing. Sturdy pine frame and legs fold compactly for easy storage. *Mail*.

48 T 861 M—Large Game Alley. 66x13x25 in. high. Folds for storing. Wt. 14 lbs. 9.45

48 T 860 M—Medium Game Alley. Like (V), but 60x12x24¾ in. high. Ship. wt. 12 lbs. 7 98

48 T 884 M—Small Game Alley. Like (V) but 52x 11½x23½ in. high and has 2 less bowling balls, 2 less pucks. Ship. wt. 8 lbs. 4.98

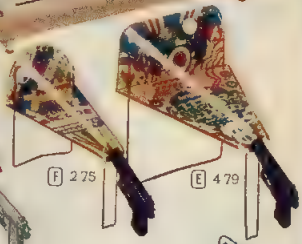
See Wards Monthly Payment Plan, Pg. 285.

A 7.89

B 5.75

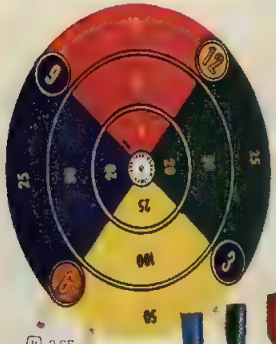
C 11.95

D 8.95



F 2.75

E 4.79



H 2.65

G 1.79

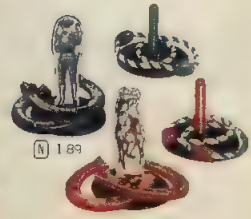
J 3.59

P 19.95

K 1.65

L 1.69

M 1.79



N 1.89

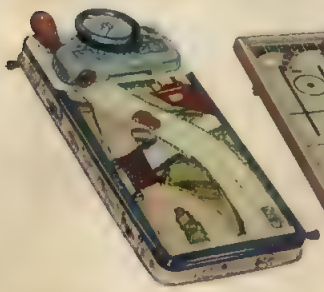
When It's Family Game-Time

[1] Real Action Baseball **7.95**

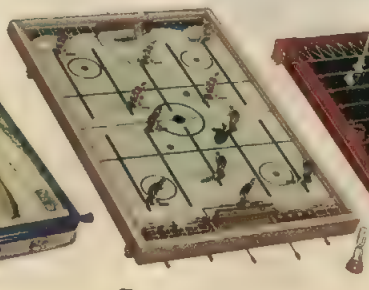
[2] "Safari" Electronic Target Game **8.95**

[3] "Nok-Out" Electronic Boxing Game **5.95**

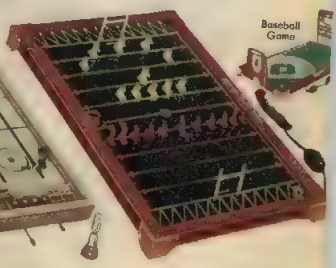
[4] Spinning Dart Game **2.69**



[5] Drive Ur-Self Game **2.49**



[6] Ice Hockey Game **11.95**



[7] Tru-Action Electric Football or Baseball **6.39**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Fun's a-Poppin'...

1.79

1.19

"COOTIE" GAME—Who'll place his cootie together first and be the winner? Roll the dice, numbers indicate whether to add or remove a part of the cootie's body. Sturdily constructed of high impact plastic. Hilarious fun for young and old. For two to four players.
35 J 3308. (1 lb. 8 oz.).....1.79

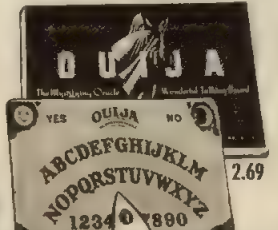
HIT THE BULL'S EYE! Try your skill . . . test your aim. Shoot safe darts from plastic pistol. Red, White and Blue target of lithographed steel, 10 in. square. Hangs on wall or stands by itself—easel on back. Includes two 7-inch spring action pistols, 4 harmless rubber-tipped suction cup darts.
35 J 3342. (1 lb. 8 oz.)..... .....1.19

[1] ELECTRO-MAGNETIC BASEBALL. Tests your strategy, because opponents actually control batting and pitching! Push electronic pitching button, "pitch" ball fast, slow, outside, inside—release spring-operated bat for homers, strikes, base hits. 2 scoreboards show hits, runs, errors. Colorful lithographed steel diamond, grandstand, bleachers. 9 metal players, 3 magnetic balls, wood bat and base markers included.
R35 JP 3361 23x23x8 in. high. Mailable. (9 lbs.)..7.95

[2] "SAFARI" ELECTRONIC TARGET GAME. Shoot at a whole jungle full of wild animals as they move across the screen . . . aim swivel mounted pistol, pull trigger; bells ring, lights flash, score is recorded when you hit a target. Long-running clock spring motor. Heavy duty plastic. 20x14 in. high. Batteries incl.
E35 JP 3313. Mailable (10 lbs.). 8.95

[3] WHO'LL SCORE A "NOK-OUT?" Pick your fighter, move him around ring, control his rights and lefts with quick-action hand control! Knock your opponent's man down and red light flashes, buzzer sounds. Colorfully lithographed steel ring, plastic boxers; steel bell, hour glass timer. Flashlight battery included.
35 J 3375. 12x12x7 in. high. Mailable. (4 lbs.)....5.95

1.79



2.69

FLING-A RING GAME. Toss rings around his trunk, be the winner. Inflatable plastic elephant; 3 soft plastic throwing rings carry different point values—the surest hand and steadiest eye get high score. Plastic rings won't damage or mar furniture. Jumbo elephant of brightly colored plastic, ready to inflate; 22 inches tall.
35 J 3387. (1 lb.).....1.79

JUST ASK THE OUIJA! How does it work? Nobody knows . . . but it seems to possess supernatural powers. Ask a question—no matter what; place your fingers lightly on the Ouija pointer and it moves from letter to letter, spelling answer. Causes a sensation everytime! Follow instructions for best results. High gloss masonite surface board, 22 by 15 in. wide; plastic pointer included.
35 J 3398. (4 lbs.).. .....2.69

[4] SPINNING TARGET GAME—THREE GAMES IN 1. Takes real skill, twice the fun! Play indoors, outdoors; hang it on wall. Masonite target on wood tripod. 3 weighted, balanced darts, unbreakable polyethylene plastic feathers, safe rubber suction-cup tips. Mailable. (5 lbs.)
E35 JP 3339. 24-in. diam. Instr. for 3 games..... 2.69

[5] CAN YOU KEEP THE CAR ON ROAD? Turn crank, winding panoramic highway moves under metal car; hazards suddenly appear! Steering wheel on dashboard controls car; bulb horn. Brightly lithographed steel.
35 J 3317. 9x19x3 in. high. (3 lbs.).....2.49

[6] PLAY ICE HOCKEY! "Players" shoot goals, pass puck, "skate" in any direction when you work control levers at either side of rink. Hardwood frame, ice-colored surface of tough masonite. 12 metal players, 2½ in high incl. 1-in. rubber puck, 2 scoreboards, hour-glass timer, instructions. 29x18x4 in. high.
E35 JP 3378. Mailable. (15 lbs.). 11.95

[7] TEST YOUR FOOTBALL STRATEGY! Set up plays, score touchdowns. "Players" run, tackle, pass, kick. Teams actually move by electrical vibrations, ball-carrier "runs" down field until "tackled." 11-man teams include kicker, passer. Enameled metal field, yard markers, goals, extra football. 25x15 in. wide. Mailable.
R35 JP 3362 Guide book. (6 lbs.).....6.39

ELECTRIC BASEBALL. (See small picture). Players steel bases, hit, run, etc. by electric vibration. Mailable.
R35 JP 3384. Guide book. 25x15 in. wide (6 lbs.) .6.39

BOWL IN YOUR OWN HOME. Score tabs pop up when each pin is hit; press them down, and pins are set up again. Roll ball into 1-2 or 1-3 pocket and score a strike. Lithographed all-metal alley, 44x12 in. wide; plastic pins. Set includes two 2-in. diameter sponge rubber balls, scoring pad, instructions.
R35 JP 3381. Mailable. (6 lbs.) 3.49

"BAS-KET" BALL GAME . . . all the thrills of real basketball. Flip control lever—shoot for basket from anywhere on court. Up to 6 may play. Wire-reinforced net baskets, 2 colorful 15x12-in. backboards at end of court—rotating scoreboard on each. Plastic ball. Court is 21x13x3 in. high. Instructions included.
35 J 3383. Shpg. wt. 3 lbs. 8 oz.....3.59

Budget Power can make this your brightest, happiest Christmas

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Whimsical Toys for all Ages

(1) MUSICAL TEDDY. A wonderful naptime pal. Soft, cotton and rayon plush; rolling eyes; vinyl nose. Cotton stuffed. Concealed imported Swiss music box plays lullaby. In plastic bag.
48 T 1585L—Abt. 18 in. tall. Wt. 2 lbs.....4.35
48 T 1564 —Abt. 13 in. tall. Wt. 1 lb. 3 oz...3.25

(2) GRR-GROWLER CUDDLE BEAR. Pick him up and hear him "growl" with satisfaction. Soft, thick plush, cotton stuffed. In plastic bag.
48 T 1522—Abt. 15½ in. tall. Wt. 2 lbs. 4.59
48 T 1521 Abt. 14 in. tall. Wt. 1 lb. 12 oz...3.69
48 T 1520 – Abt. 12½ in. tall. Wt. 1 lb. 2 oz...2.89

(3) HOWDY DOODY'S "ZIPPY". Shaggy head, arms cotton and rayon plush; vinyl plastic face, ears, hands, shoes. Removable T-shirt, corduroy overalls, cap. Cotton stuffed body; floppy arms, legs. Squeaker in arm. In plastic bag.
48 T 1517 L—Abt. 21 in. tall. Wt. 3 lbs. 10 oz.8.49
48 T 1509—Abt. 16 in. tall. Wt. 1 lb. 12 oz...6.29

(4) JOLLY HUMPTY DUMPTY. The way "Humpty Dumpty" looked before his great "fall". Sturdy cotton stuffing; floppy arms and legs. Saucy cotton plaid "suit", collar, bow. Plastic face, painted-on features. Sits up.
48 T 1558L Abt. 19 in. tall. Wt. 2-lbs. 6 oz...2.75
48 T 1558 – Abt. 12 in. tall. Wt. 1 lb.....1.65

(5) MUSICAL SLEEPING BEAR. His round cuddly body made of soft rayon and cotton plush; cotton stuffed. Stitched features, felt paws. Concealed genuine Thorens imported Swiss music box plays lullaby. In plastic bag.
48 T 1528—Abt. 15 in. long. Ship. wt. 2 lbs..6.45

(6) WALT DISNEY'S "MICKEY MOUSE." Irresistible Mickey "stands" alone. Pert felt pants, ears and tail. Soft, thick plush, cotton stuffed. Vinyl face, hands, shoes. In plastic bag.
48 T 1408—Abt. 14 in. tall. Wt. 1 lb. 4 oz. ..5.45

(7) FRENCH POODLE WITH "ROLLING" EYES. Its curly cotton and rayon plush body clipped and trimmed in the best "French" fashion. Cotton stuffed body. Squeaker in tail. Felt "eyelashes" and tongue. With real "walking" chain and plastic collar. In plastic bag.
48 T 1563 L—Abt. 19 in. tall. Wt. 3 lbs. 3 oz. 2 98

(8) DUNGAREE JANIE. With fashionable pony hairdo. For college "dorm" or the nursery. Winsome features painted on plastic face. Checked cotton blouse and denim dungarees. Painted on shoes. Yarn hair. Cotton stuffed.
48 T 1557 L – Abt. 22 in. tall. Wt. 2 lbs..... 2.49

(9) BIG PAPA BEAR. Squeeze him, love him—he's made of so soft, thick rayon and cotton plush, firmly stuffed with cotton. Secure rolling eyes, vinyl "snout". In plastic bag.
48 T 1568 L - Abt 23½ in. tall. Wt. 4 lbs....3.79
48 T 1567 L—Abt. 20 in. tall. Wt. 3 lbs.....2.69
48 T 1566—Abt. 13½ in. tall. Wt. 1 lb.....1.79

(10) (11) "ZOO" ANIMALS. Economy-priced big toys that make amusing mascots for young and old. Rayon and cotton plush coats, firm cotton stuffing. Secure rolling eyes. *Mail.*

(10) LYING-DOWN LION. Thick ruff on mane, tail.
48 T 1423 L– Abt 29 in long. Wt. 3 lbs. 14 oz.4.79
48 T 1422 L—Abt. 24 in. long. Wt. 2 lbs. 6 oz.2.98

(11) LYING-DOWN TIGER. Realistic stripes.
48 T 1425 L—Abt. 33 in. long. Wt. 3 lbs. 4 oz. 4.79
48 T 1424 L—Abt. 23 in. long. Wt. 2 lbs.....2 98

(12) FIRESIDE COLLIE. Handsome, lifelike model of faithful, regal-looking collie. Mixture of curly and long rayon and cotton plush; firm cotton stuffing. Hand painted vinyl face, mouth; secure glass eyes. In plastic bag.
48 T 1534 L Abt. 29 in. long. Wt. 4 lbs. 8 oz.4.89
48 T 1533 L—Abt. 20 in. long. Wt. 1 lb. 12 oz.2.98

(13) WASHABLE CUDDLE DOLL. Dainty and cuddly. Entirely covered with soft, thick rayon and cotton plush, foam stuffed. Painted plastic face with a wisp of blonde hair showing.
48 W 1541—Abt. 12 in. tall. Wt. 14 oz.....1.95

(14) WALT DISNEY'S "DUMBO". So lovable. Big floppy ears, ruffled "circus" collar, felt hat with pom-pom. Soft rayon plush; squeezable foam rubber stuffing. Secure plastic eyes. Washable.
48 T 1409—Abt. 11½ in. tall. Wt. 12 oz. 2.89

(15) SOFTY, SLEEPING DALMATION. Softest, laziest pup ever. Sleepy felt eyes, relaxed body. Rayon and cotton plush. Foam rubber stuffed. Squeaker in tail. Washable.
48 T 1530 - Abt. 15 in. long. Ship. wt. 14 oz.2.79
48 T 1529—Abt. 10 in. long. Ship. wt. 12 oz. 1.98

(16) CORDUROY DACHSHUND. Loves squeezing, pampering— washable corduroy covering, foam rubber stuffed. Felt eyes. In plastic bag.
48 T 1556—Abt. 12 in. long. Ship. wt. 8 oz.. 1.75

(17) RACKEY RACCOON looks like a "menace to the cookie jar." Alert mischievous face (hand painted vinyl). Saucy felt skirt, shoes. Coon-striped long pile rayon and cotton plush, cotton stuffed. In plastic bag
48 T 1494—Abt. 11 in. tall. Wt. 1 lb. 8 oz...4.45

(18) PLAY PEN BOWLING SET. Amusing for tiny tots. lightweight, easy to grasp. Vinyl plastic, clean with damp cloth. Cotton stuffed. Strong seams. Ball abt. 5-in. diam., 3 "pins" each about 8½ in. tall. In plastic bag.
48 T 1453 -Ship. wt. 1 lb. 13 oz.....2.69

(19) TERRY HORSE. Foam rubber stuffing. Washable. Yarn mane, tail. In plastic bag.
48 T 1531 – Abt. 7½ in. long. Wt. 3 oz. 85c

(20) BABY SKUNKY. There's coquetry afoot in this little charmer, sitting and "smelling" her flowers. A ball of soft rayon plush; felt hands, feet, ears, stand-up tail. Handpainted vinyl face. In plastic bag.
48 T 1492—Abt. 9 in. tall. Wt. 12 oz.....2.69

(21) DAISY'S LAZIE. Laziest, most contented little calf, with its spotted soft plush body sprawled out. Handpainted vinyl face. Black felt "hoofs". Tinkling miniature cowbell. 15 in. long from wrinkled nose to yarn-tipped tail.
48 T 1493 –In plastic bag. Wt. 1 lb... ....2.69

(22) HARLEQUIN PRINT GIRAFFE. Vinyl covered for sticky fingers—wipes clean with damp cloth; cotton stuffed. In plastic bag.
48 T 1454 Abt. 10 in. tall. Wt. 4 oz..... 85c

(23) PRETTY KITTY. A ball of silky soft rabbit fur, whiskers and secure glass eyes. Cotton stuffing. In plastic bag.
48 T 1555—Abt. 5 in. long. Wt. 5 oz.....1.35

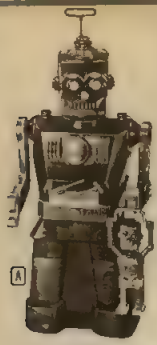
(24) TO (27) "ACTION" HAND PUPPETS. Nod, bow, wave if youngsters move their fingers inside cotton mitt. Soft plastic heads, "moving" eyes. Abt. 10 in. tall. Wt. ea. 4 oz.
(24) 48 T 1468—"Heidi Doody"..... 89c
(25) 48 T 1485—"Howdy Doody"..... 89c
(26) 48 T 1486 "Clarabell" the Clown....89c
(27) 48 T 1487 "Mr. Bluster"..... 89c

(28) TO (30) "EASY ACTION" MARIONETTES. Famous Walt Disney and "Howdy Doody" character string puppets any child can make out. One-hand control designed to make them tangleproof. Lifelike plastic finish heads, hands, feet; "talking" mouths. Instructions.
(28) 48 T 1497—"Boy Mouseketeer." Abt. 13 in. tall. Ship. wt. 1 lb 3.45
(29) 48 T 1478—"Girl Mouseketeer." Abt. 13 in. tall. Ship. wt. 1 lb.....3.45
(30) 48 T 1476—"Howdy Doody". Abt. 17 in. tall. Ship. wt. 1 lb 3.45

(31) "TUNEFUL TABBY", THE TUMBLING CAT. Turn his tail to wind him—rolls over and over as imported Swiss music box in body plays lullaby. Silky rabbit fur; cotton stuffing; secure shoe-button eyes. In plastic bag.
48 T 1448—Abt. 8 in. tall. Ship. wt. 12 oz..3.98

(32) FLIPPY THE WONDER PUP. The national TV sensation. Wind him and watch him do about 4 complete back flips. Cocks his head, flips in the air, lands on his feet. He's almost alive. Clock spring mechanism, permanent key. He's covered with soft rayon, curly, brown plush. Secure glass eyes, button nose, plastic collar.
48 T 1518—Abt. 11 in. tall. Wt. 2 lbs.....6.69

(33) STURDY RIDING HORSE FOR TOTS. Black and white rayon plush, firmly stuffed with fiber. Fringe mane, secure rolling eyes. Red plastic "trappings." Sturdy steel frame supports up to 200 lbs. Wood handle steering device turns front wheels. 4-in. steel rim wheels, rubber tires, plated hubcaps. Abt. 22 in. high at head. Wt 7 lbs. *Mail able*
48 T 1554 M Wheels off; easily assembled.8 98



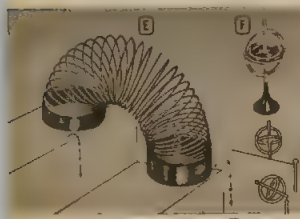
Popular Mechanical "Action" Toys

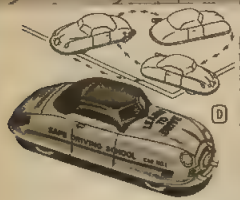
HE MOVES, LIGHTS UP

A ELECTRIC ROBOT WITH BABY. Almost alive! His eyes light up, head turns as he moves forward, backward, right or left; controls in rear. Special knob raises, lowers arms. 5-in. baby robot. Morse Code and code buzzer, sliding aerial, drawer with tools. Runs on 4 concealed wheels. Plastic, brightly trimmed. Abt. 15 in. high, 6 in. wide. Operates from 2 flashlight batteries (not incl., see (R), opposite page).
48 T 2822 L - Ship. wt. 3 lbs. 4 oz.... 5.49

B FORK LIFT TRUCK to help little "foremen" with those important loading jobs. Fork lift raises, lowers; truck moves forward, backward—all by means of power from 2 flashlight batteries (not inc., order under (R), opposite page). Automatic motor shutoff when lift is at extreme top or bottom. Removable hoist hook; driver with jointed arms. Steel, baked-on enamel finish. Imported from Japan. Abt. 11 in. long, 12 in. high overall.
48 T 2998—Ship. wt. 1 lb. 12 oz.. 3.98

C MYSTERY FILLING STATION WITH CAR. Just pull the bright red car up to the filling station and connect the hose; dial indicator revolves as accumulator battery in car is charged from 2 flashlight batteries in the station. Disconnect hose, turn on the "switch" and away the car goes; with amazing speed; control switch at rear for stop, forward, reverse. Batteries not incl., order under (R), opposite page. Set of batteries will run car 30 to 50 hrs. 5 minute charge runs car abt. 10 minutes. Station 6¼x22⅛x3¾ in. high. Car 8¼x3x2¾ in. high.
48 T 2933—Ship. wt. 1 lb. 6 oz.....3.98





D "LEARN-TO-DRIVE" CAR. You'll be amazed when you wind the spring motor and turn the car loose on a desk or table; it speeds up to the very edge, stops, then goes in another direction. Won't run off any flat surface. Lithographed steel.
48 T 2895—6¾x2¾x2⅛ in. high. Wt. 8 oz. 89c

E SLINKY—the toy that seems to be alive! It "walks"—and over and—down stairs and slopes, or does amusing contortions in your hand. Spring steel. For the young and the young at heart.
48 T 2921—Abt. 3-in. diam. Ship. wt. 12 oz. 89c

F SET OF 2 GYRO TOPS. Wind strings on spindles, give a brisk tug and away they whirl. 2 silvery metal tops, perfectly balanced. 2 shiny black stands. 2 pcs. string incl.
48 T 2890 Abt. 3 in. high. Wt. 10 oz.....2 Tops 85c

G ARMORED ARCHIE. No matter where or how far you push the car, it always returns, like a homing pigeon, to its starting place. 2 "MP's" revolve, one way going out and reverse coming back. Removable spade, hatchet and gun. Made of flexible unbreakable plastic.
48 T 2831—9½x2⅝x3½ in. high. Ship. wt. 12 oz.....1.79

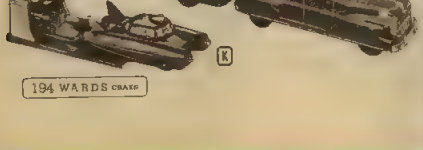
H DISNEY CRAZY EXPRESS TRAIN. Colorful little metal train, lithographed in comic Disney design, wobbles, zig-zags and turns as it is pulled crazily along by plastic locomotive. Strong spring motor; key.
48 T 2932—12⅛x2⅛x2½ in. high. Wt. 10 oz.....89c

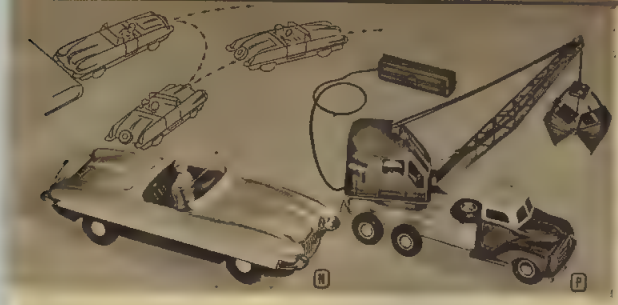
J INDIAN TRAVELERS. Spirited horse steps briskly along, pulling carrier with squaw and papoose. The Indian brave rides horseback, carrying his gun. Durable plastic. Rugged spring motor inside horse; key.
48 T 2897—Abt. 10¾ in. long. Wt. 10 oz. 1.79

K "HYDROGEN-POWERED" SERVICE STATION with friction car. Back the smart futuristic car into the station where it connects easily to a snap-spring. Turn crank, press button on top of station and car with fired rocket shoots out across the floor. Made in Japan. Station 7x3¾x3 in. high.
48 T 2988—Ship. wt. 12 oz.... .... 1.29

L MYSTERY CAR AND TRAILER. It amazes everyone! No batteries, no winding! Just press down on top of the sleek, streamlined car—then it speeds off, pulling the big house trailer behind it. Uncouple and park the trailer, use car alone. Brightly lithographed metal. Car and trailer measure abt. 27 in. long
48 T 2986—Ship. wt. 3 lbs. 1.98

M "EXPLODING" BATTLESHIP. Hit battleship with bomber or submarine and it "explodes" in water or on land. Easily reassembled. Press bomb release; 2 metal "bombs" drop from 7¼-in., plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Both ship and submarine will float. "Exploding" accomplished by hidden spring. Ship 13 in. long.
48 T 2939—Ship. wt. 1 lb. 3 Piece Set 2.19





AMAZING "BRAINY BUG"
FUN FOR ALL

to Entertain and Amuse all Ages

(N) STEERAWAY ELECTRIC CONVERTIBLE. Dad will love to get this slinky yellow convertible for Junior so they can both enjoy its antics. Turn the "switch" and it takes off on its own power, gliding smoothly until it meets an obstacle; then, as if operated by a real driver, it backs up, turns and maneuvers around anything in its path. "Driver" sits in seat, peering through transparent windshield. Operates by means of power from 2 flashlight batteries concealed in trunk. (Batteries not incl., order under (R).) Made of sturdy plastic in modern long, low design. Abt. 18¾x6½x4¾ in. high.

48 T 2893—Ship. wt. 3 lbs. 4 oz. 5.95

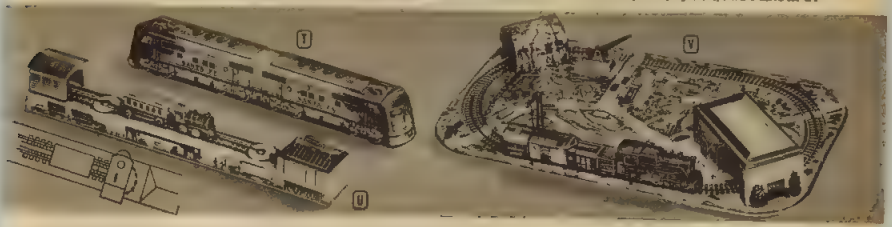
(P) ELECTRIC CRANE ON TRUCK. Made in Western Germany. Brightly colored steel cab and truck with 12-in. boom and bucket. With buttons on control box, revolve cab 360°, raise, lower, open and close bucket. Operates from 2 flashlight batteries (not incl.), order under (R). Boom raises, lowers mannually. Friction-motor truck, just press down and 'orward, and off it goes. 6 wheels, rubber tires, 1 spare. Abt 13 in. long, 5 in. wide

48 T 2851—Ship. wt 3 .bs. 8 oz 6.39

(R) THIS BRIGHT RED BUG with the big black spots really knows his way around. His nose light flashes as he works his way out of any maze. When his "feelers" touch an object, he changes direction—right, left or in a complete circle. Operates from 2 regular flashlight batteries (not incl., sold separately below). Body made of durable plastic fastened to sturdy metal base; flexible "feelers." Abt 9½x14x5 in. high.

48 T 2995 -Wt. 1 lb. 8 oz. 4.49

86 T 3259 X Batteries for battery-operated toys on this and opposite page. Ship. wt. 8 oz. .2 for 27c



(T) "DOUBLE-DIESEL" LOCOMOTIVE. Propelled by strong friction motor, just press down and forward on the top of the locomotive—it takes off at top speed, shooting harmless sparks from the smokestack as it scoots along. Made of brightly lithographed steel. Imported from Japan.

46 T 2860—Abt. 15x14¾x2 in. high. Wt. 10 oz. 79c

(U) TURNING TRAIN. Wind the spring, push the lever and watch this busy little train perform. The 2-in. locomotive pulls the 9½-in. coach the length of the track; then, as it on a turn-table, it uncouples, turns (see diagram) and pushes the coach back. Without delay, it turns again, couples and repeats the performance over and over. Brightly lithographed steel. Made in Western Germany.

48 T 2977—Base 15x13¾x2¼ in. high. Ship. wt. 12 oz. ...1.29

(V) SCENIC EXPRESSWAY. Wind it up and watch the excitement! The little 3-car train, 11½ in. long, speeds around the track—through the tunnel and terminal. Semaphore and gate operate automatically. Metal base, lithographed scenic design. Plastic locomotive, metal cars. Strong clockspring motor. Base abt 22x13½x2¾ in.

48 T 2948—Ship. wt. 4 lbs. *Mailable* ..2.69

(W) HONEYMOON EXPRESS. Just wind it, throw the "switch," and the streamlined little train "roars" off over the bridge, through the tunnels. Operates by concealed, long-running clockspring motor; key attached. Made of steel, brightly lithographed in landscape design.

48 T 2901—Abt. 9¼-in. diameter. Shipping weight 1 lb. 4 oz. . . 94c

(X) FLEET OF 8 ACTION CARS. They'll put plenty of mileage on this group of cars we'll call "perform" as they are pushed along. Ambulance and Fire Chief Cars have bells that clang. 2 Police Cars have guns that bang, Taxi has revolving meter; one car has swiping windshield wipers, 2 others have windows that go up and down. Each 4 in. long; steel, brightly lithographed. Rubber wheels. Car bottoms enclosed.

48 T 2815—8-Piece Set, boxed. Ship wt. 1 lb. 1.79

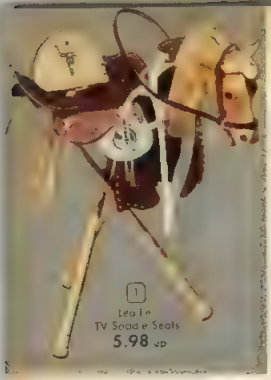
48 T 2816—4-Pc. Set like above except 1 each: Police, Fire Chief, Taxi, Windshield Wiper Cars. Wt. 8 oz. 94c

(Y) FRICTION FOUR-MOTOR PLANE with twirling propellers. Just push down and forward on top of plane; the two friction motors are activated, sending the big plane spinning across the floor with all 4 of its propellers whirling. Constructed like popular Boeing Stratocruiser; made of steel lithographed with the familiar markings of American Airlines planes. About 15 in. long, 19-in. wingspan, 6 in. high to top of tail. Imported from Japan.

48 T 2960—Ship. wt. 1 lb. 12 oz. 1.98

(Z) TURBO JET WITH ROCKET LAUNCHING PLATFORM. Just wind spring motor on launching platform, trip the trigger and away goes the screeching Turbo Jet. Or press down and forward on top of jet and it runs without launching. Has friction motor, siren, plastic dome, harmless soft plastic tip, 4 rubber wheels. Jet 11x5 in. Platform 10x4½ in.

48 T 2841—Wt. 2 lbs. 4 oz. 3.49



1
Leather
TV Saddle Seats
5.98 up

2
FINEST "Stallion 38
Hip Sling Holster and
Gun Set
Single 5.98 Double 7.98

WOW!
QUICK-
DRAW
GUN
And
HOLSTER
SETS!

5
Black Inlaid,
Embossed Leather
Holster Gun Set
Single 3.98 Double 5.98

3
"Daisy" Sheriff
Holster and Gun Set
3.98

4
Jeweled "Texas Ranger"
Holster and Gun Set
Single 2.49 Double 3.98

6
Authentic Western
Leather Holster
and Gun Set
Single 1.89 Double 2.89

7
Daisy Prospector
Holster Gun and
Canteen Set, only
3.98

8
Bargain Priced
Double Holster
and Gun Set
1.98

11
1.69

12
89c up

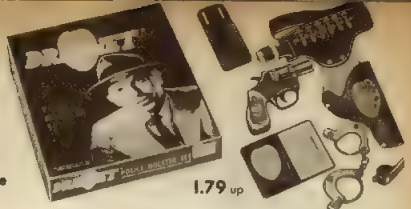
9
"Daisy" Double Holster and
Gun Set Plus a Canteen
6.49

10
Black Leather
Double Holster
and Gun Set
4.49

Note: In accordance With State Laws, Residents of New Jersey, Maryland, or Delaware May Not Order!

AT RIGHT: Official DRAGNET Gun and Badge Sets!

Everything Sgt Joe Friday uses on Dragnet! Official leather police-type holster, 5½-in. all-metal 50-shot Repeater, six Silver-plated bullets Official Dragnet identity card and metal Badge 714. Handy carrying case, too!
35 Y 5733—Handcuffs, whistle, pencil holder. Ship. wt. 1 lb. 10 oz **Set 3.79**
BADGE 714 SET Everything above except no whistle, pencil holder
35 Y 5732—3 Silver bullets Shipping weight 1 pound 8 ounces..... **Set 2.79**
DRAGNET insignia-stamped underarm holster with automatic pistol
35 Y 5731—I D. Card and holder, Dragnet badge Ship. wt. 1 lb **1.79**



AT LEFT: Gun and Holster Sets for Cowpokes Who Want to be Lightning-Fast on the Draw! Aldens Sets Make Him Gun King!

1 TV SADDLE SEAT — Ridin' herd with TV cowboys is real — and such fun when your little cowpoke sits in his own saddle, on his own "horse"! This prancing Palomino is all unbreakable Brown Vinyl plastic with a genuine leather bridle and reins! The fully-styled, comfy Western saddle is double stitched, Brown and White leather with White and Silver metal conchos, a real lasso, and horse-tail of rugged rope! All of it is trimmed with fancy nailheads, completely detailed. Cinches, leather ties, and an Indian patterned bedroll! Stands on rugged hardwood tripod legs, 16-in. from ground. Saddle 28x21x14-in. wide!
35 Y 5708E—4-12 yrs. Mail. Ship wt. 7 lb. **14.98**
PARADE: As above, no horsehead or tail.
35 Y 5709E—Mail. Ship. wt. 5 pounds. . . **9.98**
ROUND-UP TV SADDLE for 2-6 year olds! All genuine Brown leather with real cinches, leather tie strings, reins, bed roll. Indian saddle blanket. 14-in from ground on rubber-tip tripod legs. Lasso Size 19x14½x14-in.
35 Y 5710E—Ship. wt 5 lb. Mail. **5.98**

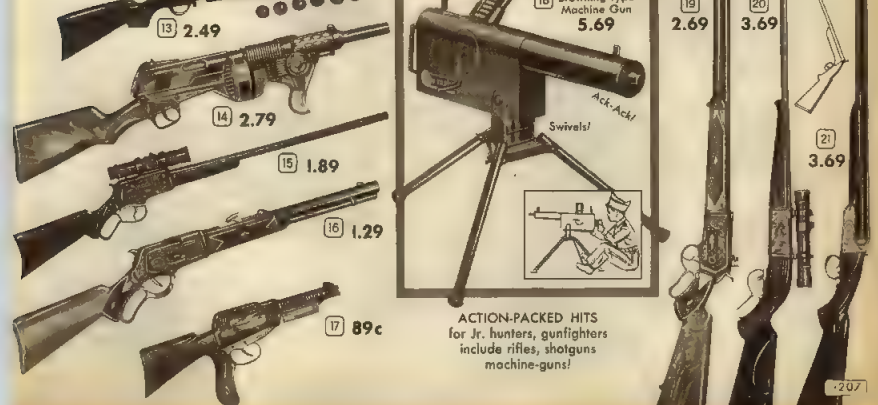
2. "STALLION 38" DOUBLE HOLSTER SET Genuine top-grain cowhide, tooled pockets, nailhead-studded, scalloped backs Cut-out conchos on Red metallic background 38-inch belt, 2 sets cartridge clips Two 4.0½-inch chrome cartridge-loading six shooters
35 Y 5723—Double set. Wt. 3 lb. 6 oz . **7.98**
35 Y 5724—Single set Wt. 2 lb 6 oz.... **5.98**

3. "DAISY" SHERIFF gun, holster set. Star-studded 12½-inch Dark Brown leather holster. Matching belt adjusts 19 to 30-inches. "Pearl" handled, fancy nickel-finish 9½-inch repeating cap pistol, plus 6 "silver" bullets
35 Y 5717—Shipping weight 1 lb. 14 oz **3.98**

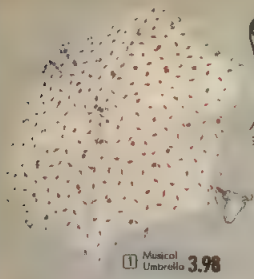
4. "TEXAS RANGER" double-holster set—A-1 Ginger-colored leather. Wide matching belt, trimmed in make-believe jewels, fancy fringe! 3 bullets, two nickel 50-shot cap repeaters
35 Y 5704—Double Set. Wt. 2 lb. 4 oz **3.98**
35 Y 5705—Single Set Wt 1 lb. 8 oz . **2.49**

5. TEXAN JR. double holster set! Dude styled in genuine top grain leather, this holster has all-over embossing with Black inlay work Contour, adjustable belt with bullets, conchas Two Nickel-finish "Cameo" handled repeater pistols, 9½-inches long
35 Y 5721—Double Set. Wt. 2 lb. 8 oz . . . **5.98**
35 Y 5722—Single Set Wt. 1 lb. 8 oz. . **3.98**
6. BUCKLE-ON double holster — Natural-color leather, buckled straps on front. 31-inch belt, 5 bullets. 2 Nickeled repeater pistols, 8¼-inches
35 Y 5757—Double Set. Wt. 1 lb. 8 oz.....**2.89**
35 Y 5736—Single Holster Set. Wt. 1 lb. . **1.98**
7. "DAISY" PROSPECTOR gun-canteen holster set! All Brown genuine leather Belt adjusts 20 to 28-in Plus. button-on 6-in. diameter Brown plastic canteen Nickel-finished pistol 7¾-inches long, plastic stag handles. 6 "Silver" bullets.
35 Y 5725—Ship. wt. 1 lb 12 oz . . . **Set 3.98**
8 BARGAIN double holster set! Genuine leather with fancy screened design! Adjustable belt Shiny Nickel single shot pistols, 8¼-inches long
35 Y 5700—Ship. wt. 1 lb. 8 oz.....**1.98**
9. "DAISY" DOUBLE HOLSTER-CANTEEN SET! All genuine star-studded Dark Brown leather, with natural suede bottom, 14½-in. long. Plus 8-in. diam Brown plastic canteen for water Silver-buckled matching belt adjusts 21 to 28-in Two sharp-shooting 9½-inch guns with fancy Ivory handles Take 1 roll standard caps
35 Y 5719—Shipping weight 3 lb 2 oz **6.49**
10. METAL-FRONT double holster set! Shiny Black genuine leather holsters, embossed metal fronts, Red contrast cut-outs. Adjustable belt trimmed with conchas, spots, and bullets Nickel, roll cap 50-shot break action repeaters
35 Y 5720—Shipping weight 2 lb. 6 oz . **4.49**
11. JR. HOLSTER SET — little cowboy size! Fancy natural top grain cowhide pockets, Alligator backs 2 Nickel single-shot pistols
35 Y 5701—Shipping weight 14 ounces . . **1.69**
12. STAR double holster set — Black backs, White fronts. 31-inch belt 2 Nickel pistols
35 Y 5703—Double Set Wt. 1 lb. 3 oz..... **1.79**
35 Y 5702—Single Holster Set. Wt. 13 oz.... **89c**

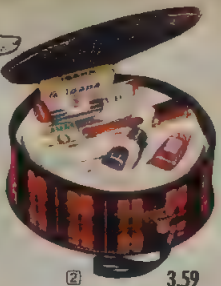
13. AUTOMATIC JET RIFLE—shoots 6 table tennis balls—no reloading. Slide action. Rich Mahogany plastic stock, metal barrel. 29-inch long. Plus: six table tennis balls
35 Y 5754E—Mail Ship wt. 3 pounds ... **2.49**
14. SPARKLING ELECTRIC burp gun—makes rat-tat-tat noise, shoots harmless sparks! Walnut colored and Black plastic Flashlight battery operated elec. motor. 24-in. long
35 Y 5751E—Battery incl. Mail Wt. 4 lb. **2.79**
15. CAP SHOOTING CARBINE RIFLE—with telescopic sight! Walnut-colored plastic Has magnifying lens. Makes loud "bang," smokes!
35 Y 5753E—30½-in. long. Mail. Wt 2 lb **1.89**
16. PAPER-BUSTER RIFLE—Load paper into magazine, pull trigger, shoot! Goes "bang," smokes! Walnut finish plastic. 3 rolls paper.
35 Y 5775E—24-in. long Mail. Wt 3 lb . **1.29**
17. COMMANDO GUN—fast like famous submachine gun! Shoots caps, fires with loud bang! Puffs smoke! High impact plastic.
35 Y 5758—Ship. wt. 11 oz. No caps **89c**
18. 12-BULLET MACHINE GUN — All-steel Browning type. Gun shoots 12 plastic bullets—makes realistic noise when cranked. Swivels on tripod base. Bright Red and Blue enamel finish 28x42-inches long Mailable
35 Y 5765E—Shipping weight 7 lb.... **5.69**
19. OVER-UNDER RIFLE—a modern double-barrel cap shooting rifle with Walnut-colored butt! Smokes when fired! 35-in. long Twin steel barrels, peep sight for straight shooting.
35 Y 5741E—Mail. Ship wt. 3 pounds . . **2.69**
20. CAP-SHOOTING GAME RIFLE—for junior game hunters! Magnifying lens scope mounted on the barrel guarantees real sharp-shooting! Walnut color stock, grip molded of heavy-wall acetate. 36-inches long Mailable
35 Y 5774E—Shipping weight 4 lb.... ... **3.69**
21. CAP SHOOTING SHOTGUN — Famous double-barrel version with all the exciting details of a real shotgun! Shoots 4 plastic shells, included! Gun is plastic, with Walnut colored stock, Black barrel. 38-in. long
35 Y 5778E—Mailable Ship. wt. 4 lb **3.69**



ACTION-PACKED HITS for Jr. hunters, gunfighters include rifles, shotguns machine-guns!



1 Musical Umbrella **3.98**



2 **3.59**

3 Dresser Vanity **3.98**

4 Snap In Beads **1.00**

5 Purse Set **1.00**

Re usable "pearl" studded case

6 Jewelry Craft **2.98**

7 Vanity Kit **2.69**

8 Outfit **2.98**

9 **2.69**

10 **3.98**

11 7 Pc Set **1.98**

Budget Power can make it the best Christmas ever at your house

Such "Grown-up" Fun

ITEMS 1 TO 11 SHOWN AT LEFT

[1] MUSICAL UMBRELLA gaily revolves and plays "Rain, Rain Go Away" Swiss music box inside nickled plastic puppy-dog handle. Provides rain-or-shine fun for little Girls. Colorful rain print on acetate, rayon; matching ruffle. 6 non-rust metal ribs.
35 J 6028. 26 in. span, 22 in. long. (1 lb.) .. 3.98

[2] BETSY McCALL PRETTY PAC—plastic covered fiberboard case with zip top, lift-out tray, handle. Cutex lipstick and nail polish, nylon brush, comb, Ipana toothpaste, TEK toothbrush, Camay soap, Chapstick, emery board. "Good Grooming" booklet.
35 J 6084. 11x4 in. (2 lbs. 8 oz.) .....Set 3.59

[3] DRESSER VANITY—just like big Sister's. Fiberboard base has plastic tray, pink skirt. Plastic hinged lid has mirror, make-believe lamps. Gold colored plastic hand mirror, brush, 2 combs, picture frame, powder box, compact . . decorate them with "jewels" included (glue and tweezers also included). Pretend rouge, lipstick, scissors. 2 bottles of "perfume"
35 J 6074 Case 16x10x5 in. high (2 lbs. 13 oz.) 3.98

[4] SNAP-IN-BEADS, just like Mom wears! Each bead pops into the next—no restringing, no clasps. Make necklaces, bracelets and chokers of any length, color combinations. Contains 300 multi-colored polyethylene plastic beads in two sizes.
35 J 6076. Shpg. wt. 1 lb. 8 oz. .....Set 1.00

[5] PLASTIC PURSE for lovely little ladies who love to primp . . keeps them out of Mom's cosmetics. See thru plastic purse holds plastic comb, brush, mirror, 3 curlers, 2 barrettes, compact, make believe rouge and lipstick, 9-pc. manicure set.
35 J 6075. Case 6x4x2 in. high. (12 oz.).....1.00

[6] JEWELRY CRAFT IN PLASTIC CASE—such fun to make lovely rings, pins, barrettes, necklaces! Pearl design on plastic case contains 12 packs of plastic jewels, 2 "Gold" barrettes, 8 assorted pins; 2 bracelets, 2 rings of "Gold and Silver" colored plastic. Also 16 in long ribbon, design sheet, cement, tweezers.
35 J 6067. (1 lb. 6 oz.) .. . 2.98

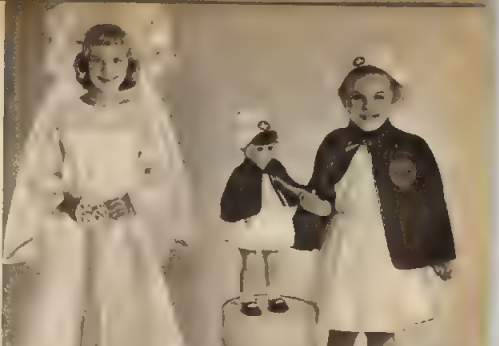
[7] VANITY-TRAVEL KIT. Rich quilted plastic case, metal lock. Contains 3-section metal mirror, gold plated plastic compact, pretend rouge and lipstick, comb hand mirror, 2 powder puffs, bottle of "perfume" and atomizer, 3-pc manicure set.
35 J 6085. Case 10x3x5 in. high. (2 lbs.).....2.69

[8] HOUSECLEANING SET, STORAGE CABINET make housework fun! Metal carpet sweeper really picks up dirt, empties. Sturdy 10x6x28 in. high fiberboard cabinet has shelf, neatly stores implements. Includes sweeper, dust mop, corn broom, metal dust pan, dusting mitt, hand duster, floor brush, DuPont sponge, "Cadie" dust cloth, Brillo, Palmolive soap, plastic apron.
R35 JP 6050 Matlable. (5 lbs.) Complete set 2.98

[9] VACUUM CLEANER, hums—lights up rug like real sweeper—will delight your little helper. Molded plastic sweeper, wooden handle, 14-in removable cloth dust bag. Long cord, suction cup "plug". Runs on two "D" flashlight batteries sold on page 239.
R35 JP 6047. 8x8x24 in. high. Matlable. (2 lbs.) .2.69

[10] MICRO-VAC actually picks up dust, ashes, paper—lights up rugs, hums just like Mom's. Sturdy enameled steel; removable cloth "dust bag." Perfectly safe, runs on two flashlight batteries, (included), no dangerous wires or plugs. (3 lbs.)
35 J 6036. Sweeper 7 in wide; 24-in. handle .3.98

[11] 7-PC HOUSECLEANING SET helps your tiny homemaker keep things spic-and-span. 22-in. metal sweeper picks up dust, empties. Corn broom, dust mop with wooden handle, dust pan, dusting mitt, ruffled plastic apron, wire hanger rod.
R35 JP 6049. Matlable. (3 lbs.)....Complete set 1.98



BRIDAL OUTFIT—glamorous playtime dress-up for ages 4 to 12. Brocade-effect rayon taffeta gown has lace like yoke, long push-up sleeves. Satin crown, nylon veil flowing train. "Bouquet". ribbon streamers. "Pearl" necklace, "wedding band." White. Sizes Small (4-6), Med. (8-10), Lg. (12 14). See size charts 2 and 3, on page 288.
35 J 6079 State size (1 lb.) 4.79

NURSE MATES—matching "uniforms" for "nurses" and dolly. 1 size fits 15-22-in. dolls. Washable cotton.—White panefore has Navy twill cape with medical insignia; White cap. Play thermometer specs, hypo-needle, tongue depresser incl. Sizes A (3-6), B (7-10). See size charts 2 and 3, pg. 288.
35 J 6080. State A or B (1 lb) 3.79

[12] ANTIQUE PLAY STOVE—looks just like the one Granny used "way back when." For play or display . . quaintly decorative. Heavy Black finished cast iron—authentically detailed ornamental work on oven doors. Removable lids. 13x6x12 in. high.
35 J 5940M. (9 lbs. 14 oz.) 3.98

10x5x9 in. high stove.
35 J 5941M. (5 lbs.) 2.79

[13] IRON UTENSILS fit stoves. Pot, fry pan, skillet, scuttle, shovel
(2 lbs. 8 oz.)
35 J 5942M For stove 5940M. Set 1.79
35 J 5943M For 5941M. (1 lb 6 oz) 79¢

[14] SAFE BANK. Black cast iron; dial combination lock. "Brass" door. "Silver" handle. 4x3x6 in. high
35 J 5939 (2 lbs. 8 oz.) 1.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

MAGIC 3D VIEW MASTER REELS in full, breath-taking Color

- Full, brilliant natural color — perfect depth illusion
- Vivid stereo shots — true-to-life professional quality
- Wonderful low cost entertainment for all the family
- View-Master reels provide variety in entertainment
- From visits to far away lands—to Disneyland U.S.A.
- Educational views help children to learn quickly

6 363 Y 9151—REGULAR SINGLE REELS—State Catalog number and Reel numbers wanted. All reels shipped Postpaid. . . . . **1 REELS for 2.00**

REAL LIFE ADVENTURES
710 Fire Fighters in Action
720 Bullfighters in Action
701 A Day at the Circus I
702 A Day at the Circus II
703 A Day at the Circus III
715 Down on the Farm U.S.A.
VACATION LAND SERIES
26 Grand Canyon Nat'l Park Rim I
27 Grand Canyon Nat'l Park Rim II
76 Mt. Vernon Home of George Washington
81 Niagara Falls
82 Niagara Falls in Winter
375 Niagara Falls in Ontario
126 Yellowstone Nat'l Park Grand Canyon
127 Yellowstone Nat'l Park Mammoth Area
128 Yellowstone Nat'l Park Old Faithful
136A Washington D.C. I
136B Washington D.C. II
136C Washington D.C. III
156 New York City I
161A Silver Springs, Florida
164A Cypress Gardens I
164B Cypress Gardens II
177 Painted Desert, Arizona
221 Los Angeles, California
245 Pikes Peak, Colorado
251 Carlsbad Caverns
309 The Yukon, Alaska
333 Chicago, Illinois
355A The Great Smokey Mts. I, Tenn.
355B The Great Smokey Mts. II, Tenn
220 Homes of Movie Stars
RELIGIOUS SERIES
XM1 Christmas Story—Mary & Joseph
XM2 Christmas Story—The Shepherds
XM3 Christmas Story—The Wise Men
CHRISTMAS STORIES
FT25 Rudolph the Red Nosed Reindeer
FT30 The Night Before Christmas
FAIRY TALES
FT1 Little Red Riding Hood
FT2 Hansel and Gretel
FT3 Jack and the Beanstalk
FT5 Cinderella
FT6 Goldilocks and the Three Bears
FT7 The Three Little Pigs
FT8 Little Black Sambo
FT9 The Ugly Duckling
FT10 The Sleeping Beauty
FT11 The Pied Piper of Hamlin
FT12 Thumbelina
FT13 Rumpelstiltskin
FT20A Alice in Wonderland—White Rabbit
FT20B Alice in Wonderland—Mad Tea Party
FT20C Alice in Wonderland—Croquet Game
FT50A Aladdin and the Wonderful Lamp I
FT50B Aladdin and the Wonderful Lamp II
FT59C The Magic Carpet
ADVENTURE SERIES
976A Tarzan Finds a son
976B Tarzan Saves a Jungle Explorer
976C Tarzan Rescues Numa the Lion
COWBOYS
945 Roy Rogers King of Cowboys, Trigger
946 Roy Rogers in "The Holdup"
950 Gene Autry and His Wonderful Horse, Champ
951 Gene Autry in "The Kidnaping"
955 Hopalong Cassidy Wm. Boyd Topper
956 Hopalong Cassidy—"the Cattle Rustler"
960 Cisco Kid and Pancho
NATURE SERIES
901 Wild Animals in Natural Habitats—Africa
910 Wild Animals of Africa in Captivity I
911 Wild Animals of Africa in Captivity II
912 Wild Animals of India in Captivity
913 Wild Animals of No. America in Captivity
914 Wild Animals of So. America in Captivity
925 Performing Animals—Elephants
926 Performing Chimpanzees
927 Performing Lions
CARTOONS
800 Bugs Bunny & Elmer Fudd, The Hunter
810 Tom & Jerry The Cat Trapper
820 Woody the Woodpecker in Pony Express
821 Woody Woodpecker
822 Andy Panda
823 Chilly Willy
FAMOUS PEOPLE SERIES 740 Movie Stars I
741 Movie Stars II
742 Movie Stars III
745 TV Stars I
746 TV Stars II
FOREIGN TRAVALOGUES 61 Hula Dancers
63 Honolulu, Island Oahu

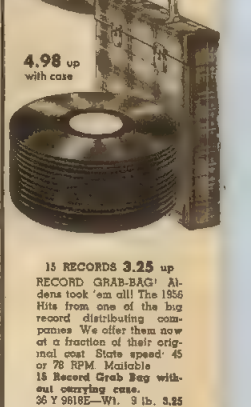
5 363 Y 9157—THREE REEL PACKETS—State Catalog number and Reel Titles wanted. All reels shipped Postpaid. . . . . **3 PACKETS for 2.00**

TRAVEL PACKETS
Carlsbad Caverns Nat'l Park, New Mexico
Coney Island, New York
Disneyland No. 1—Main Street U.S.A.
Disneyland No. 2—Frontierland
Disneyland No. 3—Adventureland
Disneyland No. 4—Fantasyland
Disney and So. 5—Tomorrowland
Grand Canyon I Nat'l Park
Hawaiian Medley—Life in Aloha Land
Hula Dancers—Oahu and Waikiki
In Darkest Africa
Islands of Romance—Hawaii, Maui, Kauai
Italy
Los Angeles Area
Marine Studios—Marineland, Florida
Mickey Mouse Club Visits Disneyland
Mt. Vernon—George Washington's Home
New York City, New York
Niagara Falls, New York, Ontario
Pikes Peak Colorado
Redwood Highway
Reno, Biggest Little City in the World
Sun Valley, Idaho
Washington D.C.
Yellowstone Nat'l Park, Wyoming
RELIGIOUS SERIES PACKETS
Canonization of Blessed Pius X
Christmas Story
Easter Story
NATURE SERIES PACKETS
Battle of Monsters from "The Animal World"
Butterflies
Desert Wildflowers
Garden Flowers
Parrot Jungle—Miami, Florida
Performing Animals
Wild Birds
Wonders of the Deep
FAMOUS PEOPLE SERIES PACKETS
Baseball Stars
Boy Scout Jamboree
Coronation of Queen Elizabeth II
Movie Stars—Hollywood
Royal Canadian Mounted Police
Television Stars
STORY AND ADVENTURE PACKETS
Aircraft Carrier in Action at Sea
Alice in Wonderland
Arabian Nights
Bambi
Brave Eagle
Buffalo Bill, Jr.
Christmas Carol
Circus
Cowboy Stars
Cowboy Stars Adventures
Dale Evans,"Queen of the West."
Fairy Tales I
Fairy Tales II
Fairy Tales III
Fairy Tales IV
Lone Ranger
Mickey Mouse Club Mouseketeers
Mother Goose Rhymes
Rin-Tin-Tin
Robin Hood
Roy Rogers, "King of the Cowboys"
Rudolph Shines Again
Sam Sawyer Adventures
Sam Sawyer Adventures
Snow White and the Seven Dwarfs
Tom Corbett, Space Cadet
Tarzan of the Apes
20,000 Leagues under the Sea
Two Mouseketeers
Woody Woodpecker

POPULAR SEASONAL HITS 11¢ up per tune!

18 Pop Tunes! Latest songs!

Get the latest songs now—hit parade favorites, musical comedy hits! Start your record collection today! Aldens is offering this complete record collection of hit tunes at an unbelievable low price. Your choice at long-playing 45 RPM or triple grooved 78 RPM. Try these records for 10 days, if not satisfied return for full refund. Here are a few of the records you will receive: I Almost Lost My Mind, I Want You, I Need You, I Love You, On the Street Where You Live, The Wayward Wind, Sweet Old Fashioned Girl, Allegheny Moon, I'm in Love Again, Born to Be With You, Glendora, Treasure of Love, Be Bop A' Lula, I Could Have Danced All Night, Walk Hand In Hand, More, Rockin Through the Rye, Hot Dog Buddy Buddy, My Baby Left Me, Moon Glow. Due to the changing nature of the pop hits listing, we can't publish an up-to-date list at this time. All records made of break-resistant vinyl plastic, as used in expensive records. State either 45 RPM or 78 RPM
36Y9801—45. Wt. 11 oz. **1.98** 36Y9802—78. 1 lb. 12 oz. **1.98**



18 Country and Western Hits—Up-to-the-Minute Favorites! Now for 11¢ PER TUNE

Country and Western Hits now selling at an all-time low price. 3 record discs in all. Here are the hits: Crazy Arms, My Baby Left Me, I've Got Five Dollars, Blackboard of My Heart, Little Rosa, Honky Tonk Man, For Rent, I Walk the Line, Uncle Pen, I Want You, I Need You, I Love You, Blue Suede Shoes, Yes I Know Why, These Hands, Seasons of My Heart, Heartbreak Hotel, Why Baby Why, So Doggone Lonesome, You and Me. All records on vinyl plastic.
36Y9831—45. 11 oz. **1.98** 36Y9832—78. 1 lb. 12 oz. **1.98**

18 CAROLS BY METROPOLITAN CAROLERS

O Little Town Bethlehem God Rest You Merry Gentlemen, Joy to the World, Deck the Halls, Hark the Herald Angels Sing, The First Noel, Jingle Bells, Away in the Manger, It Came Upon a Midnight Clear, Adeste Fidelis, Twelve Days of Christmas, Good King Wenceslaus, O Christmas Tree, We Three Kings, Silver Bells, One Little Candle, O Holy Night, Silent Night
36Y9806—45. 11 oz. **1.98** 36Y9807—78. 1 lb. 12 oz. **1.98**

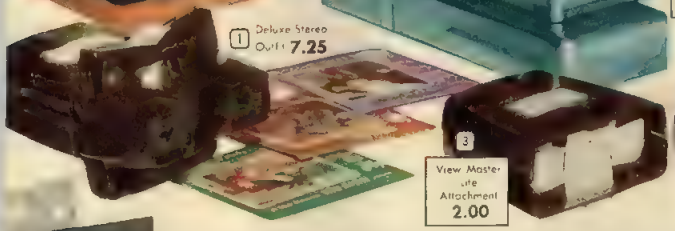
16 CAROLS ON CATHEDRAL CHIMES 1.98

I Saw Three Ships, Little Town of Bethlehem, God Rest You Merry Gentlemen, Hark the Herald Angels Sing, Joy to the World, Deck the Halls, The First Noel, Away in a Manger, It Came Upon a Midnight Clear, Adeste Fidelis, Twelve Days of Christmas, O Christmas Tree, We Three Kings, O Holy Night, Silent Night, Silver Bells. 36Y9842—33⅓. 1 lb. 4 oz.
36Y9861—45. 11 oz. 36Y9863—78. 1 lb. 12 oz. **1.98**

15 RECORDS 3.25 up
RECORD GRAB-BAG! Aldens took 'em all! The 1956 Hits from one of the big record distributing companies We offer them now at a fraction of their original cost State speed: 45 or 78 RPM. Mailable
15 Record Grab Bag without carrying case.
36 Y 9818E—Wt. 9 lb. **3.25**
15 Record Grab Bag with carrying case.
36 Y 9849—6 lb. 12 oz. **4.98**
25 Records without case.
36 Y 9819E—Wt. 13 lb. **4.98**
25 Records with case.
36 Y 9849E—Wt. 9 lb. **5.98**

Stock-up on musical hits for Christmas—Add to your Credit-Bank Account—see page 75.

Choose from large selection on opposite page



View master magic! Travel far-and-wide without leaving your chair

Aldens Precision Engineered Equipment provides the best in Stereoscopic, 3D viewing!

DELUXE STEREO OUTFIT 7.25

1. Get everything you need for beautiful colorful 3-D viewing. Enjoy professional quality stereo views clearly, in sharp detail. Aldens deluxe stereo set is priced so low anyone can afford it! Complete set includes View-Master, plus light attachment, 2 batteries. Your choice of 9 reels or 3 packets listed at left. A 3.00 savings in itself. Handsomely gift-boxed—Ideal gift for the photography fan. Postpaid.
363 Y 9158—State reels, packets by nos.....7.25

VIEW-MASTER STEREOSCOPE 2.00

2. See colorful 3-D scenes in sharp detail with this handsomely designed viewer. Finger-tip controls change reels automatically
363 Y 9154—Mailed postpaid 2.00
363 Y 9152—**Viewer, 9 reels or 3 packets.** Ppd 4.95

NEW LIGHT ATTACHMENT 2.00

3. For stereoscope. Operates on 2 flashlight bat
363Y9164—Batteries not included. Postpaid 2.00
363Y9179—**Transformer** for above. Postpaid 3.50

VIEW-MASTER JR. PROJECTOR 9.95

4. Projects View-Master reels up to 16x18 size. Metal and plastic construction. 110-120V. UL
363 Y 9187—AC or DC. Postpaid.....9.95
TABLE OR WALL BEADED SCREEN 30x30-inch
36 Y 9339E—Shipping wt. 6 lb. Available. 4.98

NEW! NEAT LIBRARY BOX 1.85

5. Holds '55 or '56 View Master stereoscope and 100 different reels. 2-tone molded plastic
363 Y 9186—Color: Green. Postpaid... ....1.85

Tru-Vue 3-D Viewer—low cost fun, even a child can operate it!

7. Tru-Vue provides big clear pictures, more detail. Lever changes scenes automatically

363 Y 9192—**Tru-Vue Viewer.** Postpaid. 1.49
363 Y 9194—**Viewer,** 5 cards. Postpaid .2.98

8. 363 Y 9190—Single Cards. State catalog No., Reel No. Postpaid **6 cards for 1.70**

C1 Day at the Zoo
D1 Mickey Mouse
D2 Donald Duck
D4 Pinnocho
D5 Snow White
F1 Cinderella
S2 Little Red Riding Hood
F3 Jack and the Beanstalk
F4 The Three Little Pigs
S1 Frosty the Snowman
S2 Night Before Christmas
T2 Wild Bill Hickock
T4 Howdy Doody and Clarabell
T6 Kit Carson Cowboy
T10 Annie Oakley
T12 Lone Ranger

D20 Mickey Mouse Club—Circus Parade
D21 Mickey Mouse Club—Under the Big Top
D22 Mickey Mouse Club—Mouseketeers
F5 Goldilocks and the Bears
M1 Robin Hood and Little John
M2 Robin Hood Battles Evil Knight
M3 Robin Hood Meets Friar Tuck
S3 Rudolph the Red Nose Reindeer
S4 Santa's Village
T13 The Lone Ranger and the Map
T14 The Lone Ranger and the Phantom Raiders
T15 Roy Rogers in "Three of a Kind"
T16 Roy Rogers in "Two Bit Fortune"
T17 Roy Rogers in "Rog Doll Robbery"
T18 Wild Bill Hickock "The Stubborn Rebel" ½
T19 Wild Bill Hickock "The Swindlers"

9. 3-CARD PACKET of your favorite Walt Disney cartoons. Bring 'em to life in your home

DA-1 Disney Album
DA-2 Disney Pinnocho
DA-7 Mickey Mouse Club album
MA-1 Robin Hood Album

Entertainment the whole family will enjoy
363Y9193—Specify 2 card nos. Ppd. 2 for 1.70

RA-2 Christmas Story Album
WA-2 Lone Ranger Album
WA-3 Wild Bill Hickock Album
WA-4 Roy Rogers Album

[1] DELUXE VIEW-MASTER OUTFIT—gift packed! See colorful, life-like 3-D scenes that are educational and absorbing—years of pleasure for children and adults. Incl: choice of three 3-reel story packets in full color (see titles—55 J 3927—below). Sturdy shock-resistant plastic View-Master Stereoscope—with finger-flick scene changing; light attachment for better viewing (order batteries below). (2 lbs. 5 oz.)
55 J 3932M. State 3 titles.....Outfit 6.95

View-Master Stereoscope only. Easy for children to operate—hold up to light.
55 J 3940M. (1 lb.).....2.00

Light Attachment only. Fastens on back of Stereoscope. Order batteries below.
55 J 3941M (1 lb. 8 oz.) 2.00

Two Batteries. For light attachment.
55 J 3912M (8 oz.).....2 for 23¢

Electric Transformer. Continuous lighting for light attachment. No batteries needed 10-ft. cord, 115V., 60 cycles.
55 J 3931M. AC only (12 oz.).....3.50

[2] STANDARD VIEW-MASTER OUTFIT gift boxed. Incl Stereoscope, choice of 3 View-Master packets in color (See titles —55 J 3927—below.) (1 lb. 12 oz.)
55 J 3929M. State 3 titles.....Outfit 4.95

[3] JUNIOR PROJECTOR—easy and safe to use! Perfect for View-Master reels. Projects non-stereo pictures in color up to 16x18-in. Flick lever to change scenes. 110-120V., 60 cycles, AC-DC.
55 J 3928M. Bulb incl (3 lbs 4 oz.) 9.95

[4] LIBRARY BOX. You need this all-in-one plastic box—stores viewer, 100-reels (not incl.). (1 lb. 10 oz.)
55 J 3933M. 12 index cards incl.....1.85

[5] BEADED PROJECTION SCREEN Glass beaded fabric surface gives pictures clearness, brightness. Sets up quickly for table, wall use. Rolls up compactly.
55 J 3111M. 16x24-in. (2 lbs. 4 oz.). 2.50

Look...for Wonderful New Worlds of Fun and Adventure

NOW YOU CAN TRAVEL THE WIDE, WIDE WORLD . . . WITH VIEW-MASTER 3-D COLOR REELS . . .

STORY PACKETS. Each title contains 3 reels. State 2 titles. (Example: Alice in Wonderland, Romantic Hawaiian Islands).
55 J 3927M. Shpg. wt. 2 oz.....Only in lots of 2 packets 2.00

INDIVIDUAL REELS. State reel numbers and titles. (Example: FT-1 * Little Red Riding Hood).
55 J 3901M. Shpg. wt. 13 oz.....Only in lots of 6 reels 2.00

CHILDREN'S STORY PACKETS

*Alice in Wonderland (FT-28A, B, C)
*Arabian Nights (FT-50A, B, 51)
*Bambi
*Christmas Carol
*Christmas Story (XM-1, 2, 3)
*Fairy Tales 1 (FT-1, 2, 3)
*Fairy Tales 2 (FT 5, 6, 13)
*Fairy Tales 3 (FT-7, 8, 9)
*Fairy Tales 4 (FT-10, 11, 12)
Mickey Mouse Club Mouseketeers
*Mother Goose Rhymes (MG-1, 2, 3)
*Pie Tin Tin
*Rudolph Shines Again
*Snow White and the Seven Dwarfs
Two Mouseketeers
Woody Woodpecker (821-822-823)

DISNEYLAND PACKETS

Disneyland 1 Main St., U.S.A.
Disneyland 2 Frontierland
Disneyland 3 Adventureland
Disneyland 4 Fantasyland
Disneyland 5 Tomorrowland
Mickey Mouse Club Circus Visits Disneyland

RELIGIOUS STORY PACKETS

*Canon(tatas of Blessed Pere X
*Passion Play-Germany

ANIMALS, NATURE PACKETS

*Battle of the Monsters
*Butterflies
Circus (201 702-703)
*Desert Wildflowers
Garden Flowers (980-981 982)
*Parrot Jungle, Miami (172A-B-C)
Performing Animals (925-926-927)
*San Diego Zoo, Cal
*Wild Birds
*Wonders of the Deep

NATIONAL PARK PACKETS

Bryce Canyon, Utah (16-17)
Carlsbad Caverns, N.M. (251 252-253)
Crater Lake, Ore. (21 22 23)
Denver and Mountain Parks Col (53-246)
Glacier Park, Mont (46, 47, 48)
Grand Canyon 1, Ariz (26, 27, 30)
Grand Canyon 11, Ariz (31 32, 36)
Gt Smoky Mts Tenn., N.C (355A-B-C)
Mammoth Cave, Ky (339A-B-C)
Mesa Verde Col
Mount Rainier, Wash (105-106-107)
Rocky Mountain Col (101-102)
Sequoia & Kings Canyon Cal. (115, 116, 118)
Yellowstone Wyo (126-127-128)
Yosemite, Cal (131 132 133)
Zion, Utah

FOREIGN SCENIC

Alaska (304-305-306)
Banff (Can Rockies) (318, 328, 9004)
Germany
Hawaiian Medley (63, 65)
Hula Dancers (61, 64, 73)
In Darkest Africa
Italy
Lake Louise, Jasper (Can.) (316-17-19)
Romantic Hawaiian Island (66)
Sweden

ADVENTURE, COWBOY PACKETS

*Aircraft Carrier, Action at Sea
*Boy Scout Jamboree
Brave Eagle
Buffalo Bill, Jr
Cowboy Stars (950, 955, 960)
Cowboy Stars Adventures (946, 951, 956)
Dale Evans, "Queen of the West"
*Lone Ranger
*Robin Hood
*Roy Rogers, "King of Cowboys"
*Royal Canadian Mounted Police
*Sea Sawyer I (SAM-1-2-3)
*Sea Sawyer II (SAM-4-5-6)
*Tom Corbett, Space Cadet
*Tarzan of the Apes (976A-B-C)
*20,000 Leagues Under the Sea

FAMOUS PEOPLE PACKETS

*Baseball Stars
*Coronation of Elizabeth II
Movie Stars (740-741-742)
Television Stars (745-746-747)

U.S. SCENIC PACKETS

Black Hills So Dak (203A-B, 204)
Coney Island, N Y
Cypress Gardens, Fla (164A-B-C)
Hoover (Boulder) Dam, Nev (8, 11, 9006)
Los Angeles Area 219 221 223)
*Marine Studio, Marineland, Fla.
Miami Area Fla (163, 165, 395)
Mount Vernon Va (76A-B-C)
New Orleans, La (330-1-2)
New York City, N.Y (156-157-158)
Niagara Falls, N.Y & Ontario (81 82 375)
Painted Desert, Petrified Forest (176-177-178)
Philadelphia, Penn (350-351-352)
Pikes Peak Col (51, 245, 234)
Redwood Highway
Reno, Nev
Royal Gorge, Col
Salt Lake City Utah
San Francisco, Cal. (198A-B-C)
Silver Springs, Fla. (167A-B-C)
Sun Valley Idaho
*United Nations
Washington, D.C (136A-B-C)
Wisconsin Dells, Wis (124A-B-C)

LIST OF STATE PACKETS

*Alabama
*Arizona
*Arkansas
*California
*Colorado
*Florida
*Georgia
*Idaho
*Indiana
*Iowa
*Kansas
*Kentucky
*Louisiana
*Maine
*Massachusetts
*Michigan
*Minnesota
*Mississippi
*Missouri
*Nebraska
*New Hampshire
*New York
*North Carolina
*North Dakota
*Ohio
*Oklahoma
*Oregon
*Pennsylvania
*South Carolina
*South Dakota
*Tennessee
*Texas
*Utah
*Virginia
*Washington
*Wisconsin

*All reel titles marked with asterisk (*) also include printed story, scene by scene.

CHILDREN'S STORIES

FT 1* Little Red Riding Hood
FT-2* Hansel and Gretel
FT-3* Jack and the Beanstalk
FT-5* Cinderella
FT-6* Goldilocks and 3 Bears
FT-7* The Three Little Pigs
FT-8* Little Black Sambo
FT-9* The Ugly Duckling
FT-10* Sleeping Beauty
FT-11* Pied Piper of Hamelin
FT-12* Thumbelina
FT-13* Rumpelstiltskin
FT-25* Rudolph, Red-Nosed Reindeer
FT 30* Night Before Christmas
710* Fire Fighters in Action U.S.A.
800 Bugs Bunny and Elmer Fudd
810 Tom and Jerry, Cat Trapper
820 Woody Woodpecker, Pony Express
821 Woody Woodpecker—Collector
822 Andy Panda, Mystery Tracks
823 Chilly Willy, Penguin

ARABIAN NIGHTS

FT-50A* Aladdin's Lamp—Part 1
FT-50B* Aladdin's Lamp—Part II
FT-51* The Magic Carpet

ALICE IN WONDERLAND

FT 28A* The White Rabbit
FT-28B* The Mad Tea Party
FT-28C* The Queen's Croquet Game and Trial

MOTHER GOOSE RHYMES

MG-1* Miss Muffet to Jack and Jill
MG 2* Little Boy Blue to King Cole
MG-3* Ba-Ba-Black to Cat-and-Fiddle

RELIGIOUS XMAS STORIES

XM-1* Mary and Joseph
XM 2* The Shepherds
XM-3* The Wise Men

NATIONAL PARKS

251 Carlsbad Caverns 1, N Mex
25 Grand Canyon 1, Ariz
41 Grand Teton 1, Wyo
355A Gt. Smoky Mts 1 Tenn. & N.C.
176 Petrified Forest, Ariz
101 Rocky Mt.— Trail Ridge Rd., Col
126 Yellowstone, Grand Canyon, Wyo.
128 Yellowstone, Old Faithful Area
129 Yellowstone, Lower Basin Area

FOREIGN SCENIC TRAVELS

720* Bullfight in Spain
308 Eskimos Alaska
4873 Festivals of Japan
3363 Great Pyramids—Sphinx, Egypt
61 Hula Dancers, Hawaii
595 Island of Bermuda
5020 Kangaroo Hunt, Australia
1001 London 1, England
501 Mexico City 1 Mexico
1401 Paris 1, France
670 Rio de Janeiro 1, Brazil
1700 Romantic Seville, Spain
1601 Rome 1 Italy
2817 St Moritz Switzerland
1411 Shrine of Lady of Lourdes
4300 Taj Mahal Agra, India
376A Toronto, Ontario, Canada
1901 Windmill Land, Holland

ADVENTURE, COWBOYS

945 Rodeo—Life with Cowboys
942 Cattle Roundup and Branding
945 Roy Rogers and "Trigger"
946 Roy Rogers—Holdup
950 Gene Autry and "Champion"
951 Gene Autry—Kidnapping
955 Hopalong Cassidy and "Topper"
956 Hopalong Cassidy and Rustlers
980 Cisco Kid and Pancho
976A Tarzan Finds a Son
976B Tarzan Saves an Explorer
976C Tarzan Rescues a Lion
SAM 1* Sam Sawyer Flies to Moon
SAM 2* Sam Sawyer Finds Treasure
SAM-3* Sam Sawyer Land of Giants
SAM-4* Sam Sawyer —Darkest Africa
SAM-6* Sam Sawyer—Flying Pirates

ANIMALS, NATURE

172A* Parrot Jungle, Miami
342 Race Horses of Kentucky
701 Day at the Circus 1
702 Day at the Circus II
703 Day at the Circus III
715 Down on the Farm
901 Wild Animals in Africa
910 Wild Animals, Africa 1, U.S.A.
911 Wild Animals, Africa 2, U.S.A.
912 Wild Animals of India U.S.A
913 Wild Animals of No America
914 Wild Animals of So America
925 Elephants, St Louis Zoo
926 Chimpanzees, St Louis Zoo
927 Lions, St Louis Zoo

SPECIAL EVENTS

155 Miss America Pageant
222 Tournament of Roses, Pasadena
332 Mardi Gras, New Orleans
400 Inauguration Dwight D Eisenhower
1805 Holy Year, 1950—Rome
2726 Holy Year, 1950—Vatican State

U.S. SCENIC TRAVELS

235 Gettiegrath Gardens, Ala
203A Black Hills 1 So Dakota
234 Cave of the Winds, Col
333 Chicago, Illinois
151 Columbia River Gorge, Ore
164A Cypress Gardens, 1 Fla.
284 Death Valley, Cal
61 Garden of the Gods, Col.
220 Homes of Mowie Stars, Cal
786 Indian Ceremonial N Mex.
124C Indian Ceremonial, Wisc
298 Lincoln New Salem, Springfield, Ill
326D Lookout Mountain, Tenn
248 Mackinac Island, Mich
273 Maine Coast, York—Cape Porpoise
153 Miami Beach, Fla.
212 Mount Hood, Oregon
175 Navajo Indians, N.M. & Ariz.
81 Niagara Falls, N.Y
177 Painted Desert, Ariz.
186 Palm Springs Cal
245 Pikes Peak, Colorado
328 San Antonio, Texas
201 Santa Catalina Island, Cal
180 St. Augustine, Fla
87 Statue of Liberty, N.Y.

Budget Power...like having an extra month's pay at Christmas

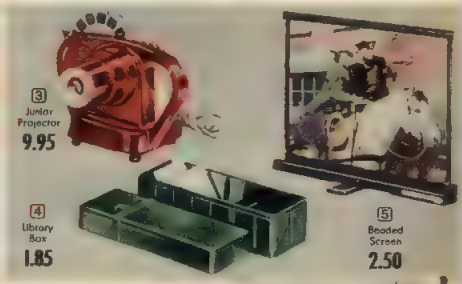
"All in Living 3-D Color"

IN THE COMFORT OF YOUR HOME

[1] Deluxe Outfit **6.95**

[6] Full Color 3-D Reels
6 for **2.00**

[2] Standard Outfit
4.95



[3] Junior Projector
9.95

[4] Library Box
1.85

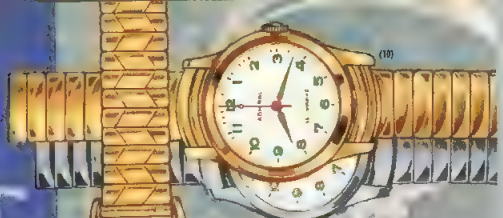
[5] Beaded Screen
2.50

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Admiral
17 JEWEL WATCHES

- [illegible] Shock Protected
- [illegible] Movement
- Dust-Protected Cases
- Electronically Timed
- Fingerprint Proof
- Non-Magnetic Movement
- Balance Shaft and Mainspring Hardened and Tempered to Resist Wear

LIFE



(10)

(18) **Water-Resistant* Automatic Self-winding, water-resist* 17 Jewel lifetime-guaranteed Shock-resist Admiral movement. Radium figure dial, sweep second hand. Yellow dust-protected case, non-corrosive back. Gold-filled expansion band**
2271X2813..... .. List $65.00
As above with chrome steel case, stainless expansion band,
2272X2700. . . . . List $59.50

(13)

Lifetime Guaranteed*

*On any defective or broken part—No charge for materials or labor as specified in Hallmark's guarantee certificate.

(11) **Men's Dress Watch**
Dust-protected case styled in the color of yellow gold. Gold-filled expansion band. Lifetime guarantee 17 Jewel Admiral Shock-resistant movement. Modern skip-figure dial
2273X2082.. . . .List $47.50

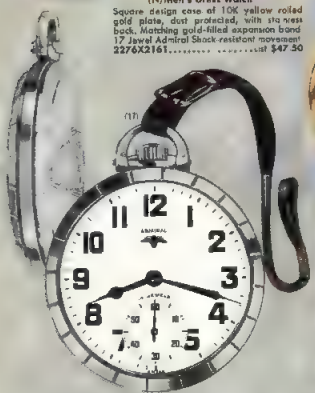
(12)

(13) **Water-Resistant* Sport Watch**
Chrome steel case is dust and water resistant* Radium figure dial and hands, sweep second hand. Two tone dial. Stainless expansion bracelet. 17 Jewel Shock-resist Admiral movement
2275X2014.. . . .List $45.00

(14)

(12) **Sweep Second Hand**
Masculinely tailored thin type case in yellow gold color. Stainless steel back. Matching gold-filled expansion band. Skip-figure dial. 17 Jewel Shock-resistant Admiral movement.
2274X2029..... . .List $47.50

(14) **Men's Dress Watch**
Square design case of 10K yellow rolled gold plate, dust protected, with stainless back. Matching gold-filled expansion band 17 Jewel Admiral Shock-resistant movement
2276X2161..... . . . . .List $47.50



(17)

(15)

(16)

(17) ***Watch for Railroaders, Truckers, Farmers, Mechanics, Sportsmen...***
Super accurate yet sturdy enough to stand hard use. Chrome nickel dust-protected case; heavy, black enamel figures on stark white dial. 17 Jewel Admiral Shock resistant movement Leather braided fob strap given free.
2279X1886.. . . . . List $42.50

(15) **Black Dial**
Thin, dust-resist case color of yellow gold. Black face with gold figures. Strap of black suede 17 Jewel Admiral Shock resistant movement
2277X1901.....List $42.50

(16) **Jet Age Styling...Shock-Resistant**
Ultra-smart modern styling in a dust-protected case of 10K yellow rolled gold plate with stainless back. Matching expansion band Gold colored skip-figures. 17 Jewel guaranteed Admiral movement
2278X2156..... List $47.50

Suggested Retail Prices Include Federal Excise Tax.

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity

Watches illustrated are 15/16 of actual size.

(2) Ladies' Dress Watch
Daintily modelled beauty. Shock-resistant, lifetime-guaranteed 17 Jewel Admiral movement. 10K yellow rolled gold plate dust-protected case with non-corrosive back. Matching expansion bracelet. Skip figures.
2260X2117... List $47.30

(1) Black Suede Strap
For sport or dress. Black dial, yellow hands and numerals. Wide black suede strap. Dust-protected case of yellow rolled gold plate, non-corrosive back. Lifetime guaranteed Admiral 17 Jewel Shock resistant movement
2262X2166.....List $47.50

(3) Ever Popular Styling
Pretty and practical 17 Jewel shock-resistant, lifetime-guaranteed watch. 10K yellow rolled gold plate, dust-protected case. It has a non-corrosive back, expansion bracelet, domed crystal and a very legible dial.
2261X2205. List $49.50

ADVERTISED IN LIFE

Since 1874
Admiral
17 JEWEL WATCHES
• Unbreakable Mainsprings • Non-Magnetic
Lifetime Guaranteed*
*On any defective or broken part. No charge for material or labor, as specified in Admiral's guarantee certificate.

(4) Lapel Watch
Fash on accessory Bow and case of 10K yellow rolled gold plate. Dust and shock resistant. Life guaranteed 17 Jewel Admiral movement. Skip figure dial. Safety clasp.
2263X2274..... List $49.50

(5) Diamond Watches
Two flashing diamonds sparkle in a 10K white rolled gold plate case, non-corrosive back. Matching expansion band. Dust protected 17 Jewel Shock-resist movement
2264X2450..... List $55.00
As above with 10K yellow rolled gold plate
2265X2450.....List $55.00

(7) Ladies' Water-Resistant* Chrome steel case, gray leather band. Sweep second hand, radium hands and figures. 17 Jewel Admiral Shock-resistant guaranteed movement
2267X1735. List $29.95
As above, with steel expansion band
2268X1911...List $37.50

(6) Wide Expansion Band
Tailored dust protected case of 10K yellow rolled gold plate, stainless steel back. Ultra-flexible matching expansion band. Gold figure dial and domed crystal. 17 Jewel Shock resist guaranteed Admiral movemen
2266X2141. .....List $47.30

Retail Prices Include Federal Excise Tax.

(8) Solid 14K Gold Watch
Beautiful dust-protected case of 14K yellow gold. Matching gold-filled expansion band. Easy-to-read gold-figure dial, dome crystal. Admiral 17 Jewel Shock-resistant movement.
2270X2617.....List $89.50

(8) Men's Water-Resistant* Watch
Unbreakable value! Chrome steel water-resist* case, matching expansion band. Radium figure dial and hands. Sweep second hand. 17 Jewel Shock-resistant Admiral life-guaranteed movement
2269X1735 . . List $29.95

*As long as case remains intact

BENRUS

The Most Beautiful Watches in the World

Whether you choose a BENRUS watch for yourself or as a fine gift, it's your best watch buy. Every BENRUS watch is the finest precision timepiece that skilled craftsmen can make . . . guaranteed accurate, superbly styled, with an extra-sturdy movement that will give you dependable time for a lifetime and pride of possession forever.

Retail prices include Federal Excise Tax

"Rings to Remind You, Automatically"

WRIST ALARM

Just set it . . . and it rings automatically to wake you up, to remind you. **TIME PILOT:** Guaranteed waterproof* 17 jewels, sweep second, yellow rolled gold plate top, stainless steel back, expansion bracelet.

30-4025-4145

Time Hawk . . . $75.00
Same above except chronograph

30-4024-3225 . . . $62.50

*If Case, Crystal and Crown Remain Intact

Daphne . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back. Modern, domed crystal. Expansion bracelet. Dependably accurate. Gift boxed and guaranteed

30-4100-2360..... $39.75

Phyllis . . . 17 jewels. Charming end design and side motif Yellow rolled gold plate top, stainless steel back. Expansion bracelet.

30-4101-2680.....$45.00

Phyllis "W" . . . *Same as above in white.*

30-4102-2680. . .$45.00

Starlet . . . 17 jewels. Yellow rolled gold plate top, Stainless steel back. Raised gable crystal. Expansion bracelet.

30-4103-2870. . . $55.00

Starlet "W" . . . *Same as above in white*

30-4104 2870. . . . .$55.00

Rosetta . . . 17 jewels. Elegant 10K yellow gold filled case. Curved crystal. 10K matching expansion bracelet.

30-4105-3225. . . . $62.50

Rosetta "B"...*as above in white gold filled.*

30-4106-3725 . . . .$62.50

Citation Denise . . 17 jewels. Striking fashion in precious 14K gold. Matching expansion bracelet of slim, sleek links.

30-4107-3685 . . . $71.50

Citation Denise "A" *as above, 14K white gold.*

30-4108-3685 . . . $71.50

Citation Less "21" . . 21 jewels. Classic beauty in 14K yellow gold. Matching yellow gold filled expansion bracelet.

30-4126-4785 . . . $92.50

Citation Less A "21" *as above in white*

30-4127-4785. . . . .$92.50

Wallace . . . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift boxed and fully guaranteed Always dependably accurate

30-4000-2360 . . . . . .$39.75

Holmes . . 17 jewels. Sculptured detailing sets off the handsome yellow rolled gold plate top, stainless steel back. Distinctive, raised crystal. Gift boxed and guaranteed accurate Matching expansion band

30-4001-2680. . . . . .$45.00

Matthews . . . 17 jewels. Modern design in yellow rolled gold plate top, stainless steel back. New, domed crystal. Complete with gift box and written guarantee Matching expansion band. Guaranteed dependably accurate.

30-4002-2870. . . . . .$55.00

Paramount "Z" . . . 17 jewels. A jet black dial graces the yellow rolled gold plate top, stainless steel back Expansion band.

30-4003-2995 . . . . . $59.50

Paramount *As above, white dial.*

30-4004-2995. . . . . .$59.50

BENRUS

Magnificent Men's Watches

Modern, masculine styling combined with rugged, dependable movements distinguish every handsome Benrus man's watch. When you wear a Benrus for sport or dress occasions, you can take pride in knowing that your watch is the very finest your money can buy . . . and boasting all the technical advances, all the very latest timekeeping features that are known to the science of time.

Ocean Rider . . 17 Jewels. Nautical design for sportsmen and fishermen Waterproof Dustproof. Unbreakable crystal, luminous dial. Sweep second hand. Stainless steel case. Expansion band

30-4008-2735 . . . .$49.50

Ocean Royal "8" . . 17 Jewels Yellow rolled gold plate top, steel back. Waterproof. Luminous dial. Expansion band.

30-4009-3225 . . . . . $62.50

Ocean Royal . . *Same as above with white dial*

30-4010-3225 . . $62.50

Spencer "21" . . . 21 Jewels. A masculine favorite. Smart sunburst design dial Yellow rolled gold plate top Stainless steel back. Matching expansion band Supremely accurate. Gift boxed

30-4021-3340 . . .$65.00

Wendell "21" . . . 21 Jewels. Distinctive design in yellow rolled gold plate top, stainless steel back. Rich, leather inlaid expansion band Waffle design dial. Super jeweled. Guaranteed accuracy

30-4022-3685 . . . .$71.50

Embraceable Pat . . 17 jewels Bracelet-watch. Yellow R G P. top, steel back.

30-4109-2870 . . .
Yellow $55.00

Embraceable Pat

30-4110-2870 . . .
White . . .$55.00

Embraceable Susan "21" 21 jewels Bracelet watch, yellow top Steel back

30-4112-3685 . . . .
Yellow $71.50

Embraceable Susan W "21"

30-4111-3685 . . . . . .
White $71.50

Diamond Paree "3" . . 21 jewels, with two diamonds. White top Steel back

30-4117-4145 . . . . .
White $75.00

Diamond Paree T "21"

30-4118-4145 . . . . . .
Yellow . . $75.00

Miss Pamela "21" . . 21 jewels Classic beauty in yellow rolled gold plate top, stainless steel back. Curved crystal. Expansion band Gift boxed

30-4122-2995 $59.50

Miss Ruth "21" 21 jewels Sweet, youthful styling in yellow rolled gold plate top Stainless steel back. Curved crystal Expansion band Super jeweled.

30-4123-3390 $67.50

BENRUS

Lovely Women's Watches

The newest and finest in fashion, Benrus watches are the choice of style leaders everywhere. Stunning new designs complement every costume . . . accent every occasion with the perfect touch of luxury. And their exquisite beauty teams delightfully with sturdy precision and outstanding value. Every Benrus watch is guaranteed accurate.

BENRUS

Self-Winding Guaranteed Waterproof*

Now, wear the most modern watch of all—the amazing new Benrus Self-Winding. No other watch is so wonderful to wear as it winds itself with every little motion of your wrist. And because it's always wound, it gives you greater accuracy. All Benrus self-winding watches are waterproof and shock-resisting, too. Here's the perfect watch.

*Guaranteed against defects in workmanship and material

Sky Raven . . Self-winding, waterproof. 17 jewel, automatic movement Yellow top, steel back Expansion band Luminous dial, sweep second

30-4027-3685 . . .$71.50

Sky King . . . *Same as above in silvery chrome.*

30-4026-3390 . . $67.50

Auto Prince . . 17 jewels Self-Winding. Guaranteed waterproof, shock resistant, dust resistant, anti-magnetic Unbreakable crystal. Steel case. Expansion band.

30-4011-3390 . . . . . $67.50

Auto Lander *as above, yellow R. G. P. top.*

30-4012-4145 . . $75.00

Sport Chief . . . 17 jewels Self Winding Guaranteed waterproof, shock resistant, dustproof, anti-magnetic Yellow rolled gold plate top, stainless steel back. Luminous dial, sweep second hand. Leather inlaid expansion band.

30-4014-4790 $79.50

Sky Ace "25" . . 25 jewels Super jeweled accuracy. Self Winding Waterproof dustproof, shock resistant anti magnetic Sweep second hand, luminous dial, unbreakable crystal, Stainless steel case, Matching expansion band.

30-4016-4145. $75.00

BENRUS

Magnificent Man's Watches

Modern, masculine styling combined with rugged, dependable movements distinguish every handsome Benrus man's watch. When you wear a Benrus for sport or dress occasions, you can take pride in knowing that your watch is the very finest your money can buy . and boasting all the technical advances, all the very latest timekeeping features that are known to the science of time.

Ocean Rider . . . 17 Jewels. Nautical design for sportsmen and Benrus Water-proof Dustproof Unbreakable crystal, luminous dial Sweep second hand Stainless steel case. Expansion band.
1711867735.....$49.50

Ocean Royal "R" . . . 17 Jewels Yellow rolled gold plate top, steel back Waterproof Luminous dial Expansion band
1711967225 $62.50
Ocean Royal *Same as above with white dial.*
1712063225.....$62.50

Spencer "21" . . . 21 Jewels A masculine favorite Smart sunburst design dial Yellow rolled gold plate top Stainless steel back Matching expansion band Supremely accurate Gift boxed.
1713763340.....$65.00

Wendell "21" . . . 21 Jewels. Distinctive design man's yellow rolled gold plate top, stainless steel back Rich leather inlaid expansion band. Waffle design dial Super jeweled Guaranteed accuracy.
1713263685.....$71.50

BENRUS

Lovely Women's Watches

The newest and finest in fashion, Benrus watches are the choice of style leaders everywhere Stunning new designs complement every costume . . accent every occasion with the perfect touch of luxury. And their exquisite beauty teams delightfully with sturdy precision and outstanding value. Every Benrus watch is guaranteed accurate

Embraceable Pat . . . 17 jewels. Bracelet-watch Yellow R G P. top, steel back
1713462870.....
Yellow $55.00
Embraceable Pat
1713562870
White $55.00

Embraceable Susan "21" . . . 21 jewels Bracelet watch, yellow top Steel back
1713663685.....
Yellow . $71.50
Embraceable Susan W "21"
1713763685. . . .
White . . $71.50

Diamond Paree "21" . . . 21 jewels, with two diamonds White top Steel back.
1714264145. . . .
White $75.00
Diamond Paree T "21"
1714364145 . . .
Yellow . $75.00

Miss Pamela "21" . . . 21 jewels Classic beauty in yellow rolled gold plate top, stainless steel back. Curved crystal. Expansion band. Gift boxed
1714762995 $59.50

Miss Ruth "21" 21 jewels. Sweet, youthful styling in yellow rolled gold plate top Stainless steel back Curved crystal. Expansion band. Super jeweled
1714863390 $67.50

BENRUS

Self-Winding Guaranteed Waterproof*

Now, wear the most modern watch of all—the amazing new Benrus Self-Winding. No other watch is so wonderful to wear as it winds itself with every little motion of your wrist. And because it's always wound, it gives you greater accuracy All Benrus self-winding watches are waterproof and shock-resisting, too. Here's the perfect watch.

*1 Year f... ...ufacturer's Repair Guar...

Sky Raven . . . Self-winding, waterproof, 17 jewel automatic movement Yellow top, steel back. Expansion band. Luminous dial, sweep second
1715663685 ...$71.50
Sky King . *Same as above in silvery chrome.*
1715563390.....$67.50

Auto Prince . . . 17 jewels. Self-Winding. Guaranteed waterproof, shock resistant, dust resistant, antimagnetic. Unbreakable crystal. Steel case Expansion band
1712163390 $67.50
Auto Leader *as above, yellow R G P. top*
1712264145.....$75.00

Sport Chief . . . 17 jewels. Self Winding. Guaranteed waterproof, shock resistant, dustproof, antimagnetic. Yellow rolled gold plate top, stainless steel back. Luminous dial, sweep second hand Leather inlaid expansion band.
1712464290 . . . $79.50

Sky Ace "25" 25 jewels. Super jewered accuracy Self Winding Waterproof dustproof, shock resistant, anti-magnetic. Sweep second hand, luminous dial, unbreakable crystal Stainless steel case Matching expansion band
1712664145.....$75.00

BENRUS

The Most Beautiful Watches in the World

Whether you choose a BENRUS watch for yourself or as a fine gift, it's your best watch buy. Every BENRUS watch is the finest precision timepiece that skilled craftsmen can make . . . guaranteed accurate, superbly styled, with an extra-sturdy movement that will give you dependable time for a lifetime and pride of possession forever.

Retail prices include Federal Excise Tax

"Rings to Remind You, Automatically"

WRIST ALARM

Just set it . . . and it rings automatically to wake you up or to remind you. **TIME PILOT**, Cigar shape, waterproof, 17 jewels, sweep second hand, yellow rolled gold plate top, stainless steel back, expansion bracelet.

1715464745 . . . . . **$75.00**

Time Hawk . . . Same as above, silver chrome top

1715363225 . . . . . **$62.50**

If Case, Crystal and Crown Remain Intact

Daphne . . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back. Modern, domed crystal. Expansion bracelet. Dependably accurate. Gift boxed and guaranteed

1710262360 . . . . . **$39.75**

Phyllis . . . 17 jewels. Charming oval design and sea motif. Yellow rolled gold plate top, stainless steel back. Expansion bracelet.

1710362680 . . . . . **$45.00**

Phyllis "W" . . . *Same as above in white*

1710462680 . . . . . **$45.00**

Starlet . . . 17 jewels. Yellow rolled gold plate top. Stainless steel back. Raised gable crystal. Expansion bracelet.

1710562870 . . . . . **$55.00**

Starlet "W" . . . *Same as above in white.*

1710662870 . . . . . **$55.00**

Rosetta . . . 17 jewels. Elegant 10K yellow gold filled case. Curved crystal. 10K matching expansion bracelet.

1710763225 . . . . . **$62.50**

Rosetta "B" . . . *As above in white gold filled.*

1710863225 . . . . . **$62.50**

Citation Denise . . . 17 jewels. Striking fashion in precious 14K gold. Matching expansion bracelet of slim, sleek links

1710963685 . . . . . **$71.50**

Citation Denise "A" . . . *As above, 14K white gold*

1711063685 . . . . . **$71.50**

Citation Lass "21" . . . 21 jewels. Classic beauty in 14K yellow gold. Matching yellow gold filled expansion bracelet

1715164785 . . . . . **$92.50**

Citation Lass A "21" . . . *As above in white*

1715264785 . . . . . **$92.50**

Wallace . . . 17 jewels. Distinctive, simple lines distinguish this modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift boxed and fully guaranteed. Always dependably accurate

1710162360 . . . . . **$39.75**

Holmes . . . 17 jewels. Sculptured detailing sets off the handsome yellow rolled gold plate top, stainless steel back. Distinctive, raised crystal. Gift boxed and guaranteed accurate. Matching expansion band.

1711162680 . . . . . **$45.00**

Matthews . . . 17 jewels. Modern design in yellow rolled gold plate top, stainless steel back. New, domed crystal. Complete with gift box and written guarantee. Matching expansion band. Guaranteed dependably accurate.

1711262870 . . . . . **$55.00**

Paramount "Z" . . . 17 jewels. A jet black dial graces the yellow rolled gold plate top, stainless steel back. Expansion band.

1711367995 . . . . . **$59.50**

Paramount . . . *As above, white dial.*

1711462995 . . . . . **$59.50**

BENRUS

Magnificent Men's Watches

Modern, masculine styling combined with rugged, dependable movements distinguish every handsome Benrus man's watch. When you wear a Benrus for sport or dress occasions, you can take pride in knowing that your watch is the very finest your money can buy . . . and boasting all the technical advances, all the very latest timekeeping features that are known to the science of time.

Ocean Rider . . 17 Jewels Nautical design for sportsmen and fishermen. Waterproof. Dustproof. Unbreakable crystal, luminous dial. Sweep second hand. Stainless steel case. Expansion band.
25W18-2735 . . . .$49.50

Ocean Royal "R" . 17 Jewels. Yellow rolled gold plate top, steel back. Waterproof Luminous dial. Expansion band.
25W19 3225 . . . . .$62.50

Ocean Royal . . . *Same as above with white dial.*
25W46-3225. . . . . .$62.50

Spencer "21" . . . 21 Jewels. A masculine favorite Smart sunburst design dial Yellow rolled gold plate top. Stainless steel back. Matching expansion band. Supremely accurate. Gift boxed
25W33-3340 . . . . .$65.00

Wendell "21" . 21 Jewels. Distinctive design in yellow rolled gold plate top, stainless steel back. Rich, leather inlaid expansion band Waffle design dial. Super jeweled. Guaranteed accuracy.
25W34-3685. . . .$71.50

BENRUS

Lovely Women's Watches

The newest and finest in fashion, Benrus watches are the choice of style leaders everywhere. Stunning new designs complement every costume . . accent every occasion with the perfect touch of luxury. And their exquisite beauty teams delightfully with sturdy precision and outstanding value. Every Benrus watch is guaranteed accurate.

Embraceable Pat . . . 17 jewels. Bracelet-watch. Yellow R. G. P. top, steel back.
25W14-2870. . . . . .
Yellow $55.00

Embraceable Pat
25W48-2870. . . . . .
White . .$55.00

Embraceable Susan "21" . . . 21 jewels. Bracelet watch, yellow top. Steel back.
25W49-3685. . . . . .
Yellow. . .$71.50

Embraceable Susan W "21"
25W50-3685. . . . . .
White . $71.50

Diamond Paree "21" . . . 21 jewels, with two diamonds. White top. Steel back.
25W11-4145 . . . . .
White . . $75.00

Diamond Paree T "21"
25W52-4145. . . . . .
Yellow . $75.00

Miss Pamela "21" 21 jewels. Classic beauty in yellow rolled gold plate top, stainless steel back Curved crystal. Expansion band Gift boxed.
25W6-2995 . .$59.50

Miss Ruth "21" 21 jewels Sweet, youthful styling in yellow rolled gold plate top. Stainless steel back Curved crystal Expansion band. Super jeweled.
25W7-3390 $67.50

BENRUS

Self-Winding Guaranteed Waterproof*

Now, wear the most modern watch of all—the amazing new Benrus Self-Winding. No other watch is so wonderful to wear as it winds itself with every little motion of your wrist. And because it's always wound, it gives you greater accuracy. All Benrus self-winding watches are waterproof and shock-resisting, too. Here's the perfect watch.

*If not with one f rom famous make

Sky Raven . . . Self-winding, waterproof. 17 jewel automatic movement. Yellow top, steel back. Expansion band. Luminous dial, sweep second.
25W58-3685 . . $71.50

Sky King . . . *Same as above in silvery chrome.*
25W57-3390. . . $67.50

Auto Prince . . . 17 jewels. Self-Winding. Guaranteed waterproof, shock resistant, dust resistant, anti-magnetic. Unbreakable crystal. Steel case Expansion band
25W20-3390. . . $67.50

Auto Leader *as above, yellow R G P top*
25W47-4145. . $75.00

Sport Chief . . . 17 jewels. Self Winding. Guaranteed waterproof, shock resistant, dustproof, anti-magnetic. Yellow rolled gold plate top, stainless steel back. Luminous dial, sweep second hand, leather inlaid expansion band.
25W22-4290. . . . . .$79.50

Sky Ace "25" 25 jewels Super jeweled accurace Self Winding. Waterproof, dustproof, shock resistant, anti-magnetic. Sweep second hand, luminous dial, unbreakable crystal. Stainless steel case Matching expansion band.
25W24-4145 . . . $75.00

BENRUS

The Most Beautiful Watches in the World

Whether you choose a BENRUS watch for yourself or as a fine gift, it's your best watch buy. Every BENRUS watch is the finest precision timepiece that skilled craftsmen can make . . . guaranteed accurate, superbly styled, with an extra-sturdy movement that will give you dependable time for a lifetime and pride of possession forever

Retail prices include Federal Excise Tax

"Rings to Remind You, Automatically"

WRIST ALARM

Just set it . . . and it rings automatically to wake you up, to remind you. **TIME PILOT:** Guaranteed waterproof*. 17 jewels, sweep second, yellow rolled gold plate top, stainless steel back, expansion bracelet

25WS6-4145 . . . $75.00

Time Hawk . . . *Same as above, silver chrome top.*

25WS5-3225 . . . $62.50

*"If Case Crystal and Crown Remain Intact

Daphne . . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back. Modern, domed crystal. Expansion bracelet. Dependably accurate. Gift boxed and guaranteed.

25W1-2360.....$39.75

Phyllis . . . 17 jewels. Charming end design and side motif. Yellow rolled gold plate top, stainless steel back. Expansion bracelet

25W2-2680 .$45.00

Phyllis "W" *Same as above in white.*

25W41-2680.....$45.00

Starlet . . . 17 jewels. Yellow rolled gold plate top. Stainless steel back. Raised gable crystal. Expansion bracelet.

25W3-2870 . . . .$55.00

Starlet "W" . . . *Same as above in white*

25W42-2870 $55.00

Rosetta . . . 17 jewels. Elegant 10K yellow gold filled case. Curved crystal 10K matching expansion bracelet.

25W4-3225.....$62.50

Rosetta "B" *as above in white gold filled.*

25W43-3225 . . . .$62.50

Citation Denise . . . 17 jewels. Striking fashion in precious 14K gold. Matching expansion bracelet of slim, sleek links.

25WS5-3685. . . $71.50

Citation Denise "A" *as above, 14K white gold.*

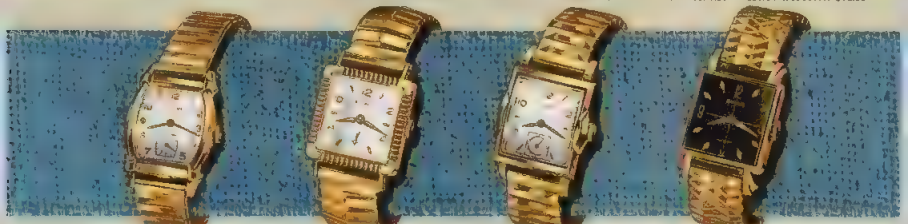
25W44-3685 . .$71.50

Citation Lass "21" . . . 21 jewels. Classic beauty in 14K yellow gold. Matching yellow gold filled expansion bracelet.

25WS9-4785.....$92.50

Citation Lass A "21" *as above in white.*

25W56-4785..... $92.50



Wallace . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift boxed and fully guaranteed. Always dependably accurate.

25W28-2360 .....$39.75

Holmes . . . 17 jewels. Sculptured detailing sets off the handsome yellow rolled gold plate top stainless steel back. Distinctive, raised crystal. Gift boxed and guaranteed accurate. Matching expansion band.

25W29-2680.....$45.00

Matthews 17 jewels. Modern design in yellow rolled gold plate top, stainless steel back. New, domed crystal. Complete with gift box and written guarantee. Matching expansion band. Guaranteed dependably accurate.

25W30-2870.....$55.00

Paramount "Z" . . . 17 jewels. A jet black dial graces the yellow rolled gold plate top, stainless steel back. Expansion band

25W31-2995.....$59.50

Paramount *As above, white dial*

25W45-2995.....$59.50

Bowman "Orleans" Utility Boat

1956 MODEL 7114. For fun on the water, here's your best buy in a low-priced utility boat. It's the sharp-looking, leak-free "Orleans" by Bowman. And a mighty trim craft it is, too! Features the famous Bowman non-tip design that keeps you whizzing along on even keel in choppy water, no matter how tight you turn or how heavy the load you carry. Construction is sensational fiberglas and solid core resin bonded 5-ply ⅜" bottom and ¼" sides. Heavy duty 9-ply 1⅝" transom is supported by oversize quarter and transom knees—trouble-free performance with largest motors. Brass fastened for salt water boating. In addition, the spruce new "Orleans" is engineered to provide natural flotation for maximum safety and styled to perform admirably with a wide range of motors—the smallest to the largest, giving you a soft, spray-free ride every time. Deep enough to accommodate seats that do not cramp legs. Matched 29" dark Red mahogany deck with handy built-in dry storage space beneath. Attractive Cream colored vinyl coaming. Length: 14 ft. Measures 66" across the beam. Transom width is 62¼". Depth amidship: 21". Bow depth: 26". OBC Rated HP is 25 MPH. The Bowman "Orleans" has three roomy seats. An ideal craft for the amateur trying out his "sea legs", the veteran boating enthusiast, and the fisherman and duck hunter, and at this low price, it's the perfect choice for use on weekends at the lake, vacations, and for pleasure at sea. Freight prepaid from Denver or east of Denver.* Wt. 230 lbs.

20-5042-26213 . . . . . Retail **349.50**

Bowman "Geneva" Runabout

1956 MODEL 7214E. Enjoy carefree cruising! Fast . . leak-free . . lightweight for easy maneuvering, but ruggedly built to last for years. Ideal for fishing and cruising or duck hunting, here's a lot of quality-built boat for a little money. Bowman's bottom design gives you the smoothest, spray-free ride ever . . full "V" shape eliminates skipping, skidding, hopping, tripping and porpoising. Safer to ride, because it's practically tip-proof, even on rough water. Deck is beautiful matched dark Red mahogany trimmed and protected by durable vinyl plastic coaming in rich Cream color. Brilliant White topside, Green bottom, and Red splash rails. Bow lift handle and bow winch ring are highly polished. Inside is coated with new super-tough plastic finish for enduring beauty. Latest fold-down seats fitted with handy swim suit and towel rack. Brass fastened for salt water. Full equipment includes factory-installed custom-fitted seat cushions; chrome-trimmed wrap around windshield; complete steering assembly; hardware—bow light and pennant with flag pole, stern light with flag pole combination and ensign flag, set of bow chocks and deck cleats and a pair of stern lift handles. The natty "Geneva" runabout has 3 seats. Overall length is 14 ft. The width across the beam is 58", and the transom width is 52¼". Depth amidship: 22". Depth at the bow, 26". Deck length is 66". OBC Rated HP is 30 MPH. Freight prepaid from Denver and east of Denver.*

20-5037-42713 Fully Equipped. Wt. 245 lbs. . . . . Retail **569.50**

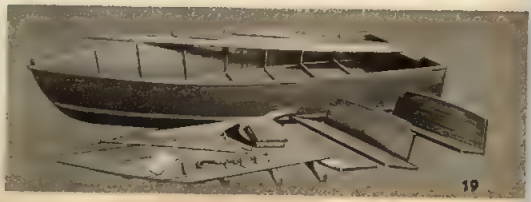
20-5038-29213 Model 7214. Not Equipped . . . . . Retail **389.50**

***Write for prices for all shipments WEST of Denver.**

Ply-Glas Boat Hull

BOWMAN "GENEVA" HULL. Ready answer for the enthusiast who wants to personalize his craft without labor and the uncertainty of hull building. Ply-glas hulls are completely constructed. A 9-ply heavy-duty transom is properly installed. Machine sanded and Fiberglas-covered seams and joints form a 1-piece, leak-free hull that never needs soaking, caulking, or upkeep. Seats are shaped. Pre-assembled deck requires only placement of edge trim boards to complete. Deck is located merely by driving a few screws. Complete, except paint. Hull is solid core resin-bonded marine plywood; ⅜" 5-ply bottom and ¼" 3-ply sides. Mahogany deck. Brass fastened. 14 ft. long. 66" beam width; 66" deck. Prepaid from Denver or east of Denver.* Wt. 245 lbs.

20-5044-20962 Retail **279.50**



All boats and boat trailers shipped prepaid from Denver and east of Denver. Boat accessories shipped FOB Little Rock, Arkansas.

*Please write on deliveries WEST of Denver.

Bowman "Manatee" Boat

ALUMINUM MODEL 5114. A new concept in performance . . . the exclusive Bowman combination chine out-classes all other aluminum boats. It assures stability. Features extra-full bow for modern forward drive. Extra heavy, full length extruded bilge stringers give a quiet ride and a bottom free from undulation. Protected, properly-designed air tanks provide over 27% more flotation. Extrusions are specially designed and super-strong. Convenient side steering accessory permits the low-priced "Manatee" to handle almost any size motor. Roomy storage shelf is built-in beneath the deck. With 3-seats. Overall length of the sleek "Manatee" is 14 ft. Measures 58" across the beam. Transom width: 46½". Depth amidship: 23". Bow depth is 26", and the deck length is 22". OBC Rated HP: 25 MPH. Prepaid Denver or east of Denver*.

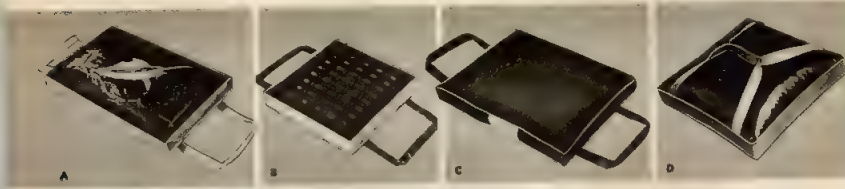
20-5041-29963 Wt. 209 lbs. Retail **399.50**

Bowman Aluminum "Rio" Runabout

MODEL 6314E. Buoyant as a breeze . . . it's the sporty, high speed, twin-decked "Rio" runabout. Unusually fast and quick planing . . . wide, deep, and full-sized . . . unique structural design and hull process—it all adds up to superior performance and the smoothest ride you've ever enjoyed! Heavier aluminum hull makes it ideal for roughest water and rugged use. Won't skip, skid, trip, or porpoise. Keel, rub rails, stringers and spray rails are extra heavy . . . impart sturdiness you can't duplicate in aluminum boats. Chemically impregnated wood gunwales and seats. Individual air tanks insure maximum buoyancy . . . 27% more flotation! Bow is extra full for modern forward drive. Fully equipped with custom fitted seat cushions, chocks and deck cleat, pair of fender cleats and pair of stern lift handles. Deck is beautifully Red enameled. Interior bottom is coated with a special safety non-skid finish. Overall length of the luxurious "Rio" is 14 ft. The beam is 56" wide. Transom width: 46½". Depth amidship is 23", and bow depth is 26". Deck lengths: 64" 9". OBC Rated HP is 30 MPH. Prepaid from Denver or east of Denver*. Wt. 229 lbs.

20-5039-54713 Fully Equipped Retail **729.50**

20-5040-41213 Model 6314 Not Equipped Retail **549.50**



1956 U. S. Coast Guard Approved Boat Cushions

These cushions conform to the latest U. S. C. G. regulations governing the manufacture of life-saving cushions. Each contains 4 separate compartments filled with Grade A Kapok, sealed in vinyl casings.

(A) 21" OVERSIZE DELUXE BOAT CUSHION. Leatherette covering with design Saran boxing. 13"x2".
20-3550-439 (Each) Wt. 2 lbs.
20-3550-415 (6 or more) . . **6.95**

(B) 15" STANDARD BOAT CUSHION. Tartan plaid with reinforced life saving straps. Covering is Red and Black vinyl with heavy White welt construction. 15" x 15" x 2".
20-3551-337 (Each) Wt. 2 lbs.
20-3551-317 (6 or more) . **5.35**

(C) FISHERMAN'S FAVORITE CUSHION. Fabric is water repellent . . cool . . mildew, spot and stain resistant. Double stitched grab straps. 14"x17"x2".
20-3553-365 (Each) Wt. 2 lbs
20-3553-339 (6 or more). . **5.75**

(D) SPECIAL MARINE BOAT CUSHION. Enjoy easy-chair comfort and save. Vinyl plastic covering is water-proof and scuff-proof. Will not crack or peel . . . defies spots, stains, and mildew. Hand stuffed with finest Kapok filling for utmost comfort. Double stitched grab straps give added strength. Size 15"x15"x2". Wt. 2 lbs
20-3552-247 (Each)
20-3552-233 (6 or more) **3.95**

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New!

–for little "BUSYBODIES!"

#213...Battery Operated

HOOVER

Vacuum Cleaner

An exact, motorized scale model of the original!

—really picks-up dirt!

A fabulous action toy... just the thing for little girls who like to play grown-up. Absolutely SAFE! Operates on flash-light batteries... does not have to be plugged into electric socket!

Miniature motor really works! It hums, puffs-up and fills-up the bag... and it lights up, too!

Ruggedly constructed! Attractive two-tone housing is molded of practically unbreakable Hi-Impact Styrene.

#213 HOOVER Vacuum Cleaner
—complete with batteries!

$10.00 LIST

Packed 6 to the master carton
Shipping wt. 22 lbs.

Western Union RADIO-TELEGRAPH TRANSMITTERS!

They BUZZ — BLINK — and Click!

#164—SINGLE UNIT Excellent for premiums, 5 & 10's with $1.00 limit. As a self-liquidating premium it can be mailed to anywhere in the U.S.A. for 8c.

Packed 4 doz. to the master carton.
Shipping wt. 20 lbs

$1.00 LIST

#165 - DOUBLE UNIT For Variety and Hardware stores where batteries and wire are handled as separate items.

Packed 2 doz. to the master carton.
Shipping wt. 20 lbs.

$2.00 LIST

TOY DEALERS

To help your selection we recommend our #200 Deluxe Sets, complete with wire, batteries and self-selling display carton. Our sales records prove they outsell our #164 and #165 models more than 4 to 1

Kayward

TRADE MARK OF QUALITY
JEWELRY SINCE 1851

Mirror finished 12 Kt Gold Filled set with enameled MASONIC emblem on simulated onyx

222J135-785T	Set	$16.00
222J136-465T	Links	9.50
222J137-320T	Slide	6.50

Massive Sterling Silver Set, highly polished with antique black background.

222J138-980T	Set	$20.00
222J139-588T	Links	12.00
222J140-392T	Slide	8.00

Colorful hand fired enamel design on pure bright copper.

222J141-367T	Set	$7.50
222J142-220T	Links	4.50
222J143-147T	Slide	3.00

Heirloom 14 KT. GOLD set with striking geometric pattern.

222J144-3575T	Set	$73.00
222J145-1860T	Links	38.00
222J146-1715T	Slide	35.00

Gleaming 12 Kt. Gold Filled with genuine onyx and cultured pearl.

222J147-1274T	Set	$26.00
222J148-980T	Links	20.00
222J149-294T	Tie Pin	6.00

Sterling Silver hand engraved, Beautiful two-tone finish.

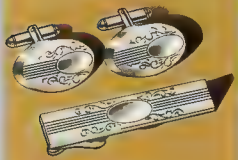
222J150-833T	Set	$17.00
222J151-465T	Links	9.50
222J152-367T	Slide	7.50

Heavy Sterling Silver, satin finished with hand set star cut white stones.

222J153-1030T	Set	$21.00
222J154-588T	Links	12.00
222J155-441T	Slide	9.00

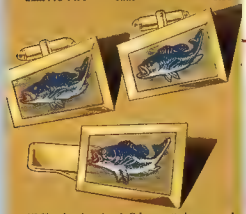
Hayward

TRADE MARK OF QUALITY
JEWELRY SINCE 1851



Hand decorated design on satin top with gleaming bright signet, lasting rhodium finish.

222J111-367T	Set	$7.50
222J112-220T	Links	4.50
222J113-147T	Slide	3.00

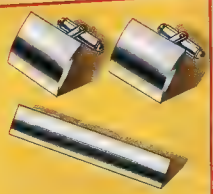


Lifelike hand painted Fish mounted on wood grain formica—set in massive yellow gold frame.

222J114-441T	Set $9.00
222J115-270T	Links 5.50
222J116-171T	Slide 3.50

Sterling Silver satin and bright finished, with black enamel and hand set star cut white stones.

222J117-906T	Set	$18.50
222J118-490T	Links	10.00
222J119-417T	Slide	8.50



Highly polished Sterling Silver set, with graceful domed top.

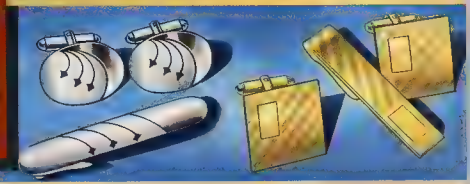
222J120-835T	Set	$17.00
222J121-441T	Links	9.00
222J122-390T	Slide	8.00

Picture frame Sterling Silver setting with contrasting genuine onyx stone.

222J123-808T	Set	$16.50
222J124-441T	Links	9.00
222J125-367T	Slide	7.50

Extra heavy weight Sterling Silver set with antique hand engraved design.

222J126-1225T	Set	$25.00
222J127-735T	Links	15.00
222J128-490T	Slide	10.00



Sterling Silver satin and bright finish with black enamel design.

222J129-808T	Set	$16.50
222J130-441T	Links	9.00
222J131-367T	Slide	7.50

Brilliant 12 Kt. Gold Filled set with hand engine turned design.

222J132-760T	Set	$15.50
222J133-441T	Links	9.00
222J134-320T	Slide	6.50

Guarantee

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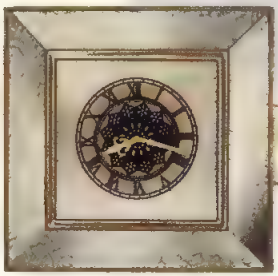
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Ⓐ ▸ CONTEMPORARY WALL CLOCK OF HIGHLY POLISHED WOOD with striking gilt hands and black-and-gilt hour indicators is ideal for any room! This distinctive timepiece has an 8 DAY, imported Swiss 7 JEWEL front wind movement. 8" diameter.
51-25-21 X1595 ..... Retail $33.75

Ⓑ ▸ ANTIQUE MIRROR WALL CLOCK has subtle traces of Golden tints! Features of this imported Swiss 7 JEWEL, 8 DAY jeweled lever clock include pull down winding mechanism. Just pull the cord, and the clock is wound for 8 days! 16" x 16".
51-25-23 X2645 ..... Retail $55.00

Ⓒ ▸ THE SEASON'S MOST DISTINCTIVE ALARM CLOCK is this 7 JEWEL, 40 HOUR ALARM in a leather case completely removable for desk use. Silver finish dial, luminous hands and figures make this a "go-everywhere" clock for boudoir, travel or desk. Tan, blue or red genuine leather. (State color choice.) 3⅜" x 3" x 1⅜"
51-25-22 X620 ..... Retail $13.45

Ⓓ ▸ CORRECT TIME, PLEASANT MUSIC AND CIGARETTES combine to give you the world's most unique timepiece! 8 DAY, imported Swiss 15 JEWEL jeweled lever movement, Silver finished dial with applied gilt numerals framed in a gleaming case as bright as natural Gold. To open cigarette container, button is pressed and a tune plays as the doors open. Different tune plays upon closing. 5" diameter; 6¼" height.
51-25-14 X5250 ..... Retail $100.00

Ⓔ ▸ A MODERN TREASURE FOR HOMEMAKERS AND EXECUTIVES is this contemporary Swiss 7 JEWEL, 8 DAY jeweled lever ALARM clock! Strikingly designed with Silver finish dial, applied gilt figures, luminous hands and hour dots and a unique case of polished white satin and lustrous metal as bright as Gold! 5" x 5" x 1¾".
51-25-06 X1560 ..... Retail $39.95

Ⓕ ▸ TWIN AUTOMATIC CALENDAR AND ALARM CLOCK are designed side-by-side to show correct time, day and month at all times. This Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM CLOCK and AUTOMATIC CALENDAR is ideal for desk or travel and has elegant Silver finish dial with radium dots and hands. Green, blue, red or tan case fashioned in highest quality genuine leather. (State color choice.) 4⅜" x 3½" x 1⅛"
51-25-07 X2595 ..... Retail $49.95

Ⓖ ▸ BOOK OF TIME is a Swiss imported 8 DAY, 7 JEWEL jeweled lever shock protected ALARM CLOCK with radium dial. For desk, den, boudoir or travel! When closed, clock looks like leather bound book. Red, green, blue or tan leather. (State color choice.) 4¼" x 3¾" x 1½"
51-25-19 X1495 ..... Retail $29.75

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8 DAY CLOCKS

H ▶ PRECISION-CRAFTED TRAVEL ALARM CLOCK has 8 DAY, 7 JEWEL movement and is ideal for desk, boudoir or travel. Luminous hands, clearly-defined numerals and striking white dial add to its functional beauty. Truly one of America's most versatile travel alarm clocks The perfect gift for birthdays, weddings, graduations and new homemakers. Available in luxurious tan pig, blue, green or red genuine leather. (State color choice.) 3½" x 3⅜" x 1¼".
51-25-10 X1040 .....Retail **$22.50**

K ▶ DATE AND TIME are only as far away as this superbly accurate 8 DAY, 7 JEWEL travel ALARM. Clearly visible calendar window, luminous hands-and-dots and a white dial give enduring utility. Designed for busy executives and homemakers with a flair for eye appeal and rugged wear. Tan pig, blue, green or red baby crocodile grain genuine leather. (State color choice.) 3½" x 3⅜" x 1¼".
51-25-08 X1175. . . . . Retail **$25.50**

L ▶ RING! RING! RING! Triple REPEATER traveling ALARM clock with precision 40 HOUR, 7 JEWEL movement can be set to ring at short intervals or for one continuous ring. This unique clock has a white dial and luminous hands and dots. A gift that will be remembered for life! Available in handsome tan pig grain, blue, red or green genuine leather. (State color choice). 3½" x 3⅜" x 1¼".
51-25-05 X845.....Retail **$16.45**

M ▶ WHEREVER YOU TRAVEL, or wherever you live, here is the world's most functional 7 JEWEL, 40 HOUR ALARM clock for desk, boudoir or travel. Handsomely designed with luminous hands and numerals. Yours to choose from in beautiful red, blue, green or tan baby alligator grain leather. (State color choice). 3⅛" x 2¾" x 1".
51-25-03 X620..... Retail **$13.45**

N ▶ BEAUTY, UTILITY, ECONOMY are the three major attractions of this 40 HOUR, 1 JEWEL TRAVEL ALARM CLOCK. Designed with a special fashion flair for eye appeal and rugged wear. White dial and luminous hands and numerals add to its functional beauty. Brown, blue or red lizard grain genuine leather. (State color choice) 3⅜" x 2⅞" x 1½"
51-25-02 X465.....Retail **$9.95**

O ▶ AUTOMATIC CALENDAR ALARM CLOCK has 8 DAY, 7 JEWEL movement and clearly defined AUTOMATIC CALENDAR "date" window This prized timepiece, which has easy-to-read dial and radium dots and hands, is ideal for any home or office. 3" x 2⅜" x 1⅝".
51-25-09 X1095..... Retail **$22.50**
Same as above, without calendar.
51-25-11 X815 . . . . Retail **$19 95**

P ▶ A TOUCH OF ELEGANCE is added to any room with this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock Mastercrafted with luminous hands and dots on a white dial framed in a case of modern design the color of gleaming Gold. 3¾" x 2½" x 1⅜".
51-25-01 X590. .....Retail **$11.45**

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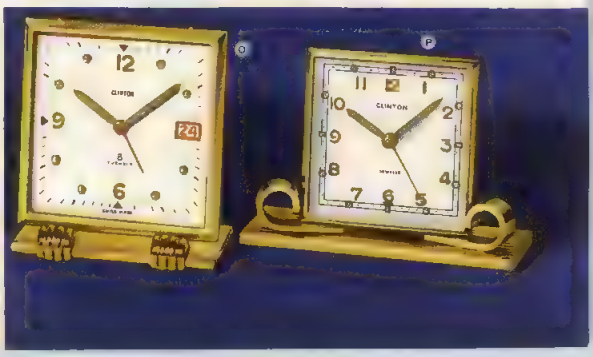

Guarantee

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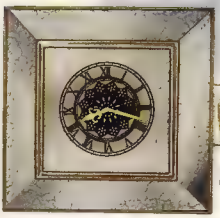

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A ▸ CONTEMPORARY WALL CLOCK OF HIGHLY POLISHED WOOD with striking gilt hands and black-and-gilt hour indicators is ideal for any room! This distinctive timepiece has an 8 DAY, imported Swiss 7 JEWEL front wind movement. 8" diameter
35W95-1563 . . . . . **Retail $33.75**

B ▸ ANTIQUE MIRROR WALL CLOCK has subtle traces of Golden tints! Features of this imported Swiss 7 JEWEL, 8 DAY jeweled lever clock include pull down winding mechanism. Just pull the cord, and the clock is wound for 8 days! 16" x 16"
35W98-2592 . . . . . **Retail $55.00**

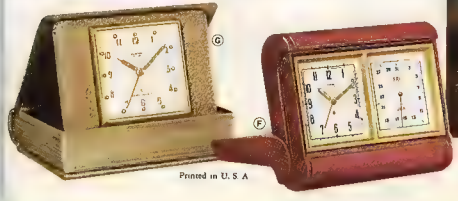
C ▸ THE SEASON'S MOST DISTINCTIVE ALARM CLOCK is this 7 JEWEL, 40 HOUR ALARM in a leather case completely removable for desk use. Silver finish dial, luminous hands and figures make this a "go-everywhere" clock for boudoir, travel or desk. Tan, blue or red genuine leather. (State color choice.) 3⅜" x 3" x 1⅜".
35W31-608 . . . . . **Retail $13.45**

D ▸ CORRECT TIME, PLEASANT MUSIC AND CIGARETTES combine to give you the world's most unique timepiece! 8 DAY, imported Swiss 15 JEWEL jeweled lever movement, Silver finished dial with applied gilt numerals framed in a gleaming case as bright as natural Gold. To open cigarette container, button is pressed and a tune plays as the doors open. Different tune plays upon closing. 5" diameter; 6¼" height.
35W90-5145 . . . . . **Retail $100.00**

E ▸ A MODERN TREASURE FOR HOMEMAKERS AND EXECUTIVES is this contemporary Swiss 7 JEWEL, 8 DAY jeweled lever ALARM clock! Strikingly designed with Silver finish dial, applied gilt figures, luminous hands and hour dots and a unique case of polished white satin and lustrous metal as bright as Gold! 5" x 5" x 1¾".
35W72-1529 . . . . . **Retail $39.95**

F ▸ TWIN AUTOMATIC CALENDAR AND ALARM CLOCK are designed side-by-side to show correct time, day and month at all times. This Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM CLOCK and AUTOMATIC CALENDAR is ideal for desk or travel and has elegant Silver finish dial with radium dots and hands. Green, blue, red or tan case fashioned in highest quality genuine leather. (State color choice.) 4⅜" x 3½" x 1⅛".
35W74-2543 . . . . . **Retail $49.95**

G ▸ BOOK OF TIME is a Swiss imported 8 DAY, 7 JEWEL jeweled lever shock protected ALARM CLOCK with radium dial. For desk, den, boudoir or travel! When closed, clock looks like leather bound book. Red, green, blue or tan leather. (State color choice.) 4¼" x 3¾" x 1½".
35W70-1465 . . . . . **Retail $29.75**



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H ▶ PRECISION-CRAFTED TRAVEL ALARM CLOCK has 8 DAY, 7 JEWEL movement and is ideal for desk, boudoir or travel. Luminous hands, clearly-defined numerals and striking white dial add to its functional beauty. Truly one of America's most versatile travel alarm clocks. The perfect gift for birthdays, weddings, graduations and new homemakers Available in luxurious tan pig, blue, green or red genuine leather. (State color choice) 3½" x 3⅜" x 1¼".
35W84-1019 ..... Retail $22.50

K ▶ DATE AND TIME are only as far away as this superbly accurate 8 DAY, 7 JEWEL travel ALARM. Clearly visible calendar window, luminous hands-and-dots and a white dial give enduring utility. Designed for busy executives and homemakers with a flair for eye appeal and rugged wear Tan pig, blue, green or red baby crocodile grain genuine leather (State color choice.) 3½" x 3⅜" x 1¼".
35W82-1151 ..... Retail $25.50

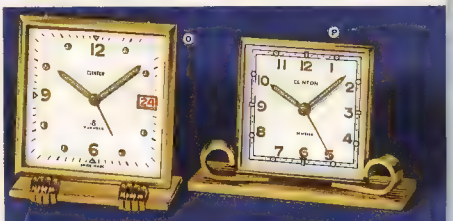
L ▶ RING! RING! RING! Triple REPEATER traveling ALARM clock with precision 40 HOUR, 7 JEWEL movement can be set to ring at short intervals or for one continuous ring. This unique clock has a white dial and luminous hands and dots. A gift that will be remembered for life! Available in handsome tan pig grain, blue, red or green genuine leather. (State color choice). 3½" x 3⅜" x 1¼"
35W50-828 ..... Retail $16.45

M ▶ WHEREVER YOU TRAVEL, or wherever you live, here is the world's most functional 7 JEWEL, 40 HOUR ALARM clock for desk, boudoir or travel. Handsomely designed with luminous hands and numerals. Yours to choose from in beautiful red, blue, green or tan baby alligator grain leather. (State color choice) 3⅛" x 2¾" x 1".
35W28-608 ..... Retail $13.45

N ▶ BEAUTY, UTILITY, ECONOMY are the three major attractions of this 40 HOUR, 1 JEWEL TRAVEL ALARM CLOCK. Designed with a special fashion flair for eye appeal and rugged wear. White dial and luminous hands and numerals add to its functional beauty. Brown, blue or red lizard grain genuine leather. (State color choice). 3¼" x 2⅞" x 1½".
35W27-456 ..... Retail $9.95

O ▶ AUTOMATIC CALENDAR ALARM CLOCK has 8 DAY, 7 JEWEL movement and clearly defined AUTOMATIC CALENDAR "date" window This prized timepiece, which has easy-to-read dial and radium dots and hands, is ideal for any home or office. 3" x 2⅝" x 1⅜"
35W83-1073 ..... Retail $22.50
Same as above, without calendar.
35W85-799. ..... Retail $19.95

P ▶ A TOUCH OF ELEGANCE is added to any room with this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock Mastercrafted with luminous hands and dots on a white dial framed in a case of modern design the color of gleaming Gold. 3¼" x 2½" x 1⅜".
35W26-578. ..... Retail $11.45



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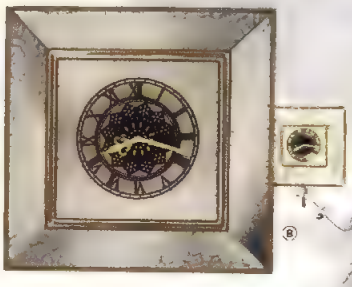

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A ▸ CONTEMPORARY WALL CLOCK OF HIGHLY POLISHED WOOD with striking gilt hands and black-and-gilt hour indicators is ideal for any room! This distinctive timepiece has an 8 DAY, imported Swiss 7 JEWEL front wind movement. 8" diameter
C95X1563 ..... **Retail $33.75**

B ▸ ANTIQUE MIRROR WALL CLOCK has subtle traces of Golden tints! Features of this imported Swiss 7 JEWEL, 8 DAY jeweled lever clock include pull down winding mechanism. Just pull the cord, and the clock is wound for 8 days! 16" x 16".
C98X2592 ..... **Retail $55.00**

C ▸ THE SEASON'S MOST DISTINCTIVE ALARM CLOCK is this 7 JEWEL, 40 HOUR ALARM in a leather case completely removable for desk use. Silver finish dial, luminous hands and figures make this a "go-everywhere" clock for boudoir, travel or desk. Tan, blue or red genuine leather. (State color choice.) 3⅜" x 3" x 1⅜"
C31X608 ..... **Retail $13.45**

D ▸ CORRECT TIME, PLEASANT MUSIC AND CIGARETTES combine to give you the world's most unique timepiece! 8 DAY, imported Swiss 15 JEWEL jeweled lever movement, Silver finished dial with applied gilt numerals framed in a gleaming case as bright as natural Gold. To open cigarette container, button is pressed and a tune plays as the doors open. Different tune plays upon closing. 5" diameter; 6¼" height
C90X5145 ..... **Retail $100.00**

E ▸ A MODERN TREASURE FOR HOMEMAKERS AND EXECUTIVES is this contemporary Swiss 7 JEWEL, 8 DAY jeweled lever ALARM clock! Strikingly designed with Silver finish dial, applied gilt figures, luminous hands and hour dots and a unique case of polished white satin and lustrous metal as bright as Gold! 5" x 5" x 1¾"
C72X1529 ..... **Retail $39.95**

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C74X2543 ..... **Retail $49.95**

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C70X1465 ..... **Retail $29.75**

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AS SEEN IN LIFE

8 DAY CLOCKS

H ▸ PRECISION-CRAFTED TRAVEL ALARM CLOCK has 8 DAY, 7 JEWEL movement and is ideal for desk, boudoir or travel. Luminous hands, clearly-defined numerals and striking white dial add to its functional beauty. Truly one of America's most versatile travel alarm clocks. The perfect gift for birthdays, weddings, graduations and new homemakers. Available in luxurious tan pig, blue, green or red genuine leather. (State color choice.) 3½" x 3⅜" x 1¼"
C84X1019 ..... **Retail $22.50**

K ▸ DATE AND TIME are only as far away as this superbly accurate 8 DAY, 7 JEWEL travel ALARM. Clearly visible calendar window, luminous hands-and-dots and a white dial give enduring utility. Designed for busy executives and homemakers with a flair for eye appeal and rugged wear. Tan pig, blue, green or red baby crocodile grain genuine leather (State color choice.) 3½" x 3⅜" x 1¼".
C82X1151 ..... **Retail $25.50**

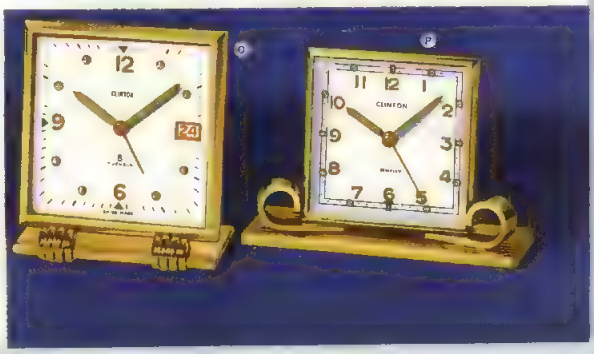
L ▸ RING! RING! RING! Triple REPEATER traveling ALARM clock with precision 40 HOUR, 7 JEWEL movement can be set to ring at short intervals or for one continuous ring. This unique clock has a white dial and luminous hands and dots. A gift that will be remembered for life! Available in handsome tan pig grain, blue, red or green genuine leather. (State color choice). 3½" x 3⅜" x 1¼".
C50X828 ..... **Retail $16.45**

M ▸ WHEREVER YOU TRAVEL, or wherever you live, here is the world's most functional 7 JEWEL, 40 HOUR ALARM clock for desk, boudoir or travel. Handsomely designed with luminous hands and numerals. Yours to choose from in beautiful red, blue, green or tan baby alligator grain leather. (State color choice). 3⅛" x 2¾" x 1"
C28X608 ..... **Retail $13.45**

N ▸ BEAUTY, UTILITY, ECONOMY are the three major attractions of this 40 HOUR, 1 JEWEL TRAVEL ALARM CLOCK. Designed with a special fashion flair for eye appeal and rugged wear. White dial and luminous hands and numerals add to its functional beauty. Brown, blue or red lizard grain genuine leather. (State color choice) 3⅜" x 2⅞" x 1½".
C27X456 ..... **Retail $9.95**

O ▸ AUTOMATIC CALENDAR ALARM CLOCK has 8 DAY, 7 JEWEL movement and clearly defined AUTOMATIC CALENDAR "date" window. This prized timepiece, which has easy-to-read dial and radium dots and hands, is ideal for any home or office 3" x 2⅜" x 1⅝"
C83X1073 ..... **Retail $22.50**
Same as above, without calendar.
C85X799 ..... **Retail $19.95**

P ▸ A TOUCH OF ELEGANCE is added to any room with this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock. Mastercrafted with luminous hands and dots on a white dial framed in a case of modern design the color of gleaming Gold. 3¼" x 2½" x 1⅜".
C26X578 ..... **Retail $11.45**



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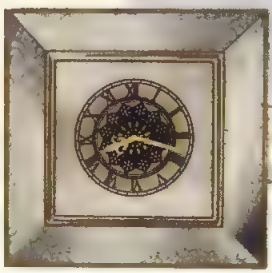
Guarantee

All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material . . . because Clinton Clocks are made with the same exacting care and craftsmanship as a fine watch

Ⓐ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Ⓒ

Accurate, Beautiful and Thoroughly Dependable

CLINTON

Boudoir, Travel, Wall and Desk Clocks

ADVERTISED IN LIFE

A ▶ CONTEMPORARY WALL CLOCK OF HIGHLY POLISHED WOOD with striking gilt hands and black-and-gilt hour indicators is ideal for any room! This distinctive timepiece has an 8 DAY, imported Swiss 7 JEWEL front wind movement. 8" diameter.
30-6964-1563 ..... **Retail $33.75**

B ▶ ANTIQUE MIRROR WALL CLOCK has subtle traces of Golden tints! Features of this imported Swiss 7 JEWEL, 8 DAY jeweled lever clock include pull down winding mechanism. Just pull the cord, and the clock is wound for 8 days! 16" x 16".
30-6965-2592 ..... **Retail $55.00**

C ▶ THE SEASON'S MOST DISTINCTIVE ALARM CLOCK is this 7 JEWEL, 40 HOUR ALARM in a leather case completely removable for desk use. Silver finish dial, luminous hands and figures make this a "go-everywhere" clock for boudoir, travel or desk. Tan, blue or red genuine leather. (State color choice.) 3⅜" x 3" x 1⅜".
30-6960-608 ..... **Retail $13.45**

D ▶ CORRECT TIME, PLEASANT MUSIC AND CIGARETTES combine to give you the world's most unique timepiece! 8 DAY, imported Swiss 15 JEWEL jeweled lever movement, Silver finished dial with applied gilt numerals framed in a gleaming case as bright as natural Gold. To open cigarette container, button is pressed and a tune plays as the doors open. Different tune plays upon closing. 5" diameter; 6¼" height.
30-6959-5145 ..... **Retail $100.00**

E ▶ A MODERN TREASURE FOR HOMEMAKERS AND EXECUTIVES is this contemporary Swiss 7 JEWEL, 8 DAY jeweled lever ALARM clock! Strikingly designed with Silver finish dial, applied gilt figures, luminous hands and hour dots and a unique case of polished white satin and lustrous metal as bright as Gold! 5" x 5" x 1¾".
30-6963-1529 ..... **Retail $39.95**

Ⓔ

F ▶ TWIN AUTOMATIC CALENDAR AND ALARM CLOCK are designed side-by-side to show correct time, day and month at all times. This Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM CLOCK and AUTOMATIC CALENDAR is ideal for desk or travel and has elegant Silver finish dial with radium dots and hands. Green, blue, red or tan case fashioned in highest quality genuine leather. (State color choice.) 4⅜" x 3½" x 1⅛".
30-6961-2543 ..... **Retail $49.95**

G ▶ BOOK OF TIME is a Swiss imported 8 DAY, 7 JEWEL jeweled lever shock protected ALARM CLOCK with radium dial. For desk, den, boudoir or travel! When closed, clock looks like leather bound book. Red, green, blue or tan leather. (State color choice) 4¼" x 3¾" x 1½".
30-6962-1465 ..... **Retail $29.75**

Ⓖ Ⓕ

Retail prices include federal excise tax.
Prices are subject to change without notice.

Printed in U. S. A

Beautiful and Thoroughly Dependable

CLINTON

Boudoir, Travel and Desk Alarm Clocks

LIFE

8 DAY CLOCKS

[H] ▸ PRECISION-CRAFTED TRAVEL ALARM CLOCK has 8 DAY, 7 JEWEL movement and is ideal for desk, boudoir or travel. Luminous hands, clearly-defined numerals and striking white dial add to its functional beauty. Truly one of America's most versatile travel alarm clocks. The perfect gift for birthdays, weddings, graduations and new homemakers. Available in luxurious tan pig, blue, green or red genuine leather. (State color choice.) 3½" x 3⅜" x 1¼".
30-6951-1019.....**Retail $22.50**

[K] ▸ DATE AND TIME are only as far away as this superbly accurate 8 DAY, 7 JEWEL travel ALARM. Clearly visible calendar window, luminous hands-and-dots and a white dial give enduring utility. Designed for busy executives and homemakers with a flair for eye appeal and rugged wear. Tan pig, blue, green or red baby crocodile grain genuine leather. (State color choice.) 3½" x 3⅜" x 1¼".
30-6952-1151.....**Retail $25.50**

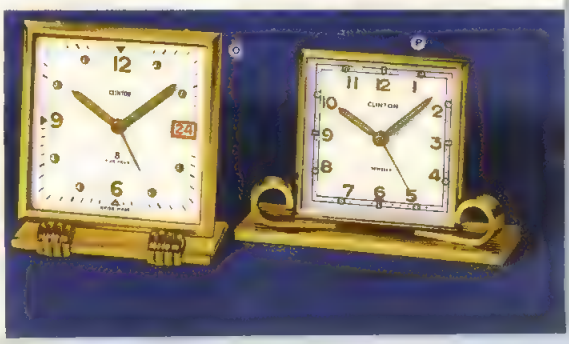
[L] ▸ RING! RING! RING! Triple REPEATER traveling ALARM clock with precision 40 HOUR, 7 JEWEL movement can be set to ring at short intervals or for one continuous ring. This unique clock has a white dial and luminous hands and dots. A gift that will be remembered for life! Available in handsome tan pig grain, blue, red or green genuine leather (State color choice). 3½" x 3⅜" x 1¼".
30-6950-828.....**Retail $16.45**

[M] ▸ WHEREVER YOU TRAVEL, or wherever you live, here is the world's most functional 7 JEWEL, 40 HOUR ALARM clock for desk, boudoir or travel. Handsomely designed with luminous hands and numerals. Yours to choose from in beautiful red, blue, green or tan baby alligator grain leather. (State color choice). 3⅛" x 2¾" x 1".
30-6957-608.....**Retail $13.45**

[N] ▸ BEAUTY, UTILITY, ECONOMY are the three major attractions of this 40 HOUR, 1 JEWEL TRAVEL ALARM CLOCK. Designed with a special fashion flair for eye appeal and rugged wear. White dial and luminous hands and numerals add to its functional beauty. Brown, blue or red lizard grain genuine leather (State color choice). 3⅛" x 2⅞" x 1½".
30-6958-456.....**Retail $9.95**

[O] ▸ AUTOMATIC CALENDAR ALARM CLOCK has 8 DAY, 7 JEWEL movement and clearly defined AUTOMATIC CALENDAR "date" window. This prized timepiece, which has easy-to-read dial and radium dots and hands, is ideal for any home or office. 3" x 2⅜" x 1⅜".
30-6953-1073.....**Retail $22.50**
Same as above, without calendar.
30-6954-799.....**Retail $19.95**

[P] ▸ A TOUCH OF ELEGANCE is added to any room with this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock. Mastercrafted with luminous hands and dots on a white dial framed in a case of modern design the color of gleaming Gold. 3¾" x 2½" x 1⅜".
30-6956-578.....**Retail $11.45**



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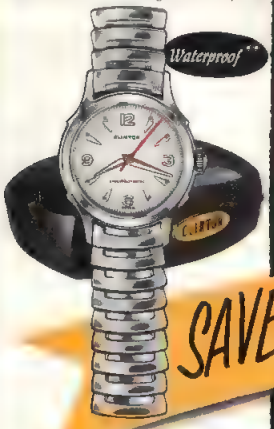
CLINTON

THE CLINTON "SEAWOLF" rugged, sturdy, dependable—the same model worn by hundreds of thousands of American fighting men from Normandy to the Yalu. WATERPROOF** shock-resistant — built for a lifetime. Our finest all purpose watch, 17 JEWEL SHOCK RESISTANT movement, chrome top steel back case, radium figured, sweep hand. Amazingly rugged all stainless steel expansion band. A very special watch at a very very special price!

35W180-1599 ..... Regular Retail **$52.50**



25 JEWEL AUTOMATIC shock-resistant movement in a royal WATERPROOF** watch! Self-winding CLINTON has unbreakable crystal, radium-dot dial and sweep hand. Chrome top case has stainless steel back and matching all-steel expansion band. A true value!

35W181-3499
Regular Retail **$92.00**

21 JEWEL shock-resistant WATERPROOF** CLINTON with chrome top, steel back case, basket-weave dial, sweep hand and padded leather strap. A real value!

35W182-2450
Regular Retail **$71.50**

Same as above, with matching all-steel expansion band.

35W183-2636
Regular Retail **$79.00**

21 JEWEL shock resistant CLINTON looks important on any wrist! 10 K YELLOW rolled Gold plate case, steel back, tailored dial and Gold-filled expansion band . . . Specially priced!

35W184-2450
Regular Retail **$71.50**

As above, Gold-filled case.

35W185-3234
Regular Retail **$92.00**

SAVE up to $20.00 during Advance Selling of Fabulous New Clinton Watches.

Regular prices will prevail as of August 1956.

Here they are---next year's watches today! Breath-taking timepieces designed for 1957. specially priced before our national advertising program breaks to the general public. Imagine . . . . the world's most beautiful watches at once-in-a-lifetime savings!

All watches are illustrated actual size.

MIDNIGHT BLACK IN A WATERPROOF** gleaming dial with Hi-rise silver figures matches the black leather insets on stainless steel expansion band. CLINTON 17 jewel shock-resistant movement; sweep hand, chrome top, steel back. A rare value!

35W186-1995
Regular Retail **$57.50**

WATERPROOF** winner . . . 17 JEWEL shock-resistant CLINTON achievement! Black radium-dot dial and black leather insets on Gold-filled expansion band. New round YELLOW case has steel back and sweep hand. Specially priced!

35W187-1995
Regular Retail **$57.50**

AUTOMATIC and WATER PROOF**! He'll breeze along with this self-winding 17 JEWEL shock-resistant winner by CLINTON! Round YELLOW case, steel back, sweep second hand and radium dots. Matching Gold-filled expansion band.

35W188-2793
Regular Retail **$79.00**

All movement parts **GUARANTEED for LIFE*** never to break

ADVERTISED IN LIFE

*Any defective or broken movement part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee. **Guaranteed waterproof as long as case, crown and crystal are intact. Mainspring Guaranteed Never to Break. "Shock resistant" balance staff for added protection.

CLINTON

21 JEWEL shock-resistant movement by CLINTON is unsurpassed for accuracy and precision. TWO RADIANT DIAMONDS sparkle in a Paris inspired filigree case of 10 K WHITE rolled Gold plate with steel back Celebrated dial is crowned with distinctive dome crystal. Multi-faceted Gold-filled expansion band is perfect complement to this rare, yet specially priced timepiece

35W190-3092

Regular Retail **$85.00**

21 JEWEL shock-resistant CLINTON movement and an elegant modern 14 K YELLOW SOLID GOLD case make no compromise with yesterday! This elegant timepiece has dome crystal, subtle dial and harmonizing Gold filled expansion band A real value if you buy now!

35W197-3092

Regular Retail **$85.00**

Same as above, with 10 K YELLOW rolled Gold plate, steel back case

35W192-2499

Regular Retail **$71.50**

EXCITINGLY NEW in design yet functional beyond the call of duty For formal wear or for career women, this CLINTON 17 JEWEL shock resistant WATER PROOF** timepiece can't be surpassed in value! Pace setting dial has raised markers and curved crystal. Distinctive styling of round WHITE chrome top case with stainless steel back is enhanced by tailored black suede band

35W193-2396

Regular Retail **$71.50**

"GOOD THINGS in small packages" applies to this petite 17 JEWEL shock resistant CLINTON timepiece Inspired by an Italian design this extraordinary watch has high styled Gold-filled expansion band that blends perfectly with the 10 K YELLOW rolled Gold plate case and steel back This adventurous watch is specially priced for your immediate purchase.

35W194-1995

Regular Retail **$57.50**

SAVE up to $20.00 during Advance Selling of Fabulous New Clinton Watches.

Regular prices will prevail as of August 1956.

all watch movement parts
GUARANTEED for LIFE*
never to break

NURSES and Career Women select this WATER PROOF** 17 JEWEL CLINTON shock-resistant movement in YELLOW case, steel back, radium detailed dial, sweep hand, Gold-filled expansion band—is a real buy!

35W195-2092

Regular Retail **$59.50**

A MANY-SPLENDORED TIMEPIECE! CLINTON recommends this 40 HOUR ALARM Accented with a dramatic black dial and radium-detailed numerals. Round maroon and Golden-color case gives the perfect touch to the stunning motif of this distinctive timepiece. Size: 3" x 2¾" x 1¾".

35W21-335 Retail **$5.50**

YOU'RE ON TIME when this 40 HOUR ALARM by CLINTON travels with you, is placed on your desk or in your boudoir! Classic simplicity of dial is enhanced by radium detailing. Luxurious genuine leather case is available in tan, blue and red. (State color choice). Size: 3½" x 3" x 1½".

35W22-420 Retail **$7.95**

This 8 DAY JEWELED CLINTON travel ALARM clock is one of America's favorite gifts! Treat yourself to the best! Timepiece has radium-accented dial and smart case in red, tan or blue genuine leather (State color choice). Size: 3⅝" x 3⅛" x 1½".

35W80-760 Retail **$15.50**

ADVERTISED IN LIFE

Retail prices include federal excise tax. Prices are subject to change without notice. Diamonds slightly enlarged to show detail. Printed in U.S.A. *Copyright — 1955 Clinton Watch Co.*

COMPASS

EDUCATIONAL TOYS

age 4 and up

CHILDREN'S COMPASS

Full color, sturdy metal, 2⅛" diameter, non-breakable plastic crystal, luminous needle. Verse explains child's direction. On pyramid display. **Retails 49c**

age 7 and up

HOBBY COMPASS

"Make-It-Yourself" Kit, (eleven weatherproof parts) converts Mariner's Compass to Relative Bearings Computator, Morse Code Signaler, etc. **Retails 59c.**

age 10 and up

ARMY COMPASS

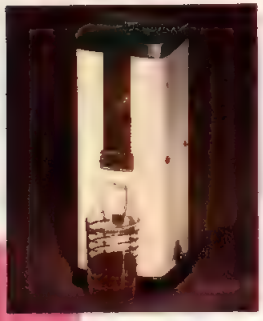
Replica of expensive Army Compass, 1⅜" diameter, night-time needle, sturdy metal, accurate. On self-service display card. **Retails 19c.**

LENSATIC CASE COMPASS

Complete pocket-size (2½" x 2½" x ¾") compass course in plastic coated box. Glass lens gives dial reading simultaneous with reference point sighting. Includes protractor, compass corrector (declination), pacing and easy-to-understand instructions. **Retails 69c.**

See pre-TOY FAIR showing at our New York Representative's
ALJAN SALES CO.—200 Fifth Avenue Building, Room 651

Gifts BY CORY®



CORY Electric Coffee Grinder

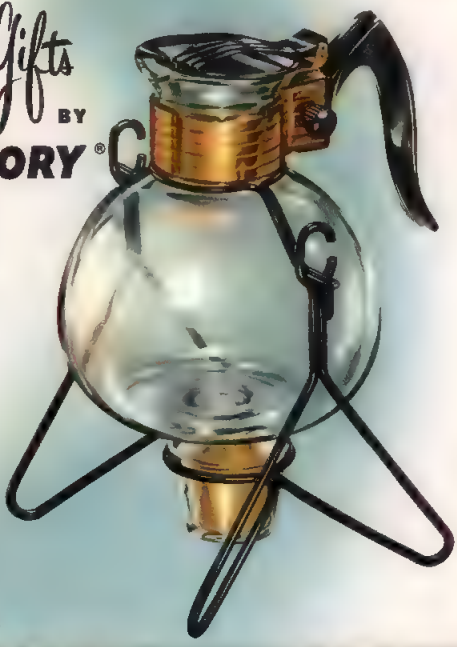
Whole bean coffee keeps *more* coffee flavor Grind coffee as you need it—use less . . . make better coffee Adjusts to any grind, holds full pound. White steel body with ebony trim—measuring glass. A.C.-D.C., 115 volts, UL approved. Shipping wt. 7½ lbs.

229/3E1707-
229E1947 ..... .Retail **$29.95**

New CORY Carafe Royale Beverage Server

Smart accessory for serving of coffee, or any hot beverage—perfect for dining room, buffet or porch. Carafe tilts for serving; can be carried with the stand attached or removed. Styled in gold and black with brass collar, wrought iron candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover. Packaged in colorful gift carton. Shipping wt. 3 lbs.

3034/4E417-
3034E452.....Retail **$ 6.95**



CORY Rubberless Glass Coffee Brewers

World famous Cory glass coffee brewer—the only *all-glass* coffee brewer. New Cory vacuum seal—no rubber bushing to stick or wear out. Sparkling heat-resistant, taste-proof Cory glass, glass filter rod, hinged decanter cover, safety stand, coffee measure. Shipping wt 5 lbs.

194/6E330-1942E358 (2-4 cup)..... Retail **$5.50**
195/6E337-1952E337 (4-8 cup)..... Retail **$5.95**
234/6E417-2342E452 (8-12 cup)....Retail **$16.95**

CORY 2-Heat Electric Stove

Keep coffee or foods warm anywhere . . . use it with any range model brewer. Top quality 2-heat element—high heat (500 watts) for brewing coffee, low heat (80 watts) for warming. Handsome chrome finish, handy hi-low switch, heat-proof handles and feet. Includes electric cord. A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¾ lbs.

2372/6E483-2372E523..... .Retail **$7.95**

CORY Glass Percolator & Candlewarmer

New Swedish modern perc has cup markings on decanter and basket, metal collar, heat-proof glass and handle. Doubles as hot or cold beverage server. 4-8 cup capacity. Shipping wt. 2½ lbs. Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt. 2 lbs.

2594/6E417-2594E452.... ..(Percolator) **$6.95**
3033/6E177-3033E192 ..(Candlewarmer) **$2.95**

Bennett Brothers, Inc.—Traditional Quality

CORY *Crown Jewel*

The Gift with the Touch of Elegance

The new CORY *Crown Jewel* is not for everyone! CORY created it for coffee connoisseurs only . . . those people willing to pay any price for a cup of good coffee! It costs $50, and is worth every penny of it. For any gift occasion, no other gift can equal your gift when you give the CORY *Crown Jewel* Automatic Percolator. Beautiful with its stainless steel body, that handsome Continental design includes a 24 Karat gold plated base, a smart raffia type handle and drip-proof spout. The CORY *Crown Jewel* is completely automatic—just set the Taste-O-Matic flavor selector for the strength you prefer. Your coffee is brewed *automatically* to the peak of perfection . . . it stays at the perfect drinking temperature for hours. Truly the gift with the touch of elegance—the CORY *Crown Jewel* 4-9 cup capacity. A.C. only, 115 volts, UL approved. Shipping weight 5½ pounds.

2862/3E3049-2862E3293 . . . . . **Retail $50.00**

Superb CORY Coffee Brewers of Stainless Steel

New CORY Stainless Steel Percolator

Enjoy a lifetime of better coffee! Stainless steel percolator won't chip, break, crack or stain . . . will not add a foreign "metallic" taste to coffee. Dramatic modern design features cup markings on decanter and inner basket, drip-proof spout, heat-proof handle. Use it on any gas or electric range. 4-9 cup capacity. Shipping wt. 3¼ lbs.

2863/3E717-2863E777 . . . . . **Retail $11.95**

NICRO Stainless Steel Brewers by CORY

America's most popular, taste-free stainless steel coffee brewer . . . won't break, crack or stain. Won't change coffee flavor. Has hinged decanter cover, "Flavor-Insurance" stainless steel filter, safety stand, coffee measure. Shipping wt. 3½ lbs.

2679/6H597-2679H647 (2-6 cup) **$9.95**
2680/6H717-2680H777 (4-8 cup) . . **Ret. $11.95**
2681/6H957-2681H1037 (6-12 cup) **Ret. $15.95**

CORY Stainless Steel Automatic Brewer

So-o-o automatic! Put water in bottom, coffee in top . . and plug it in! *Automatically* brews fine coffee—turns itself down to lo-heat, keeps coffee piping hot. Stainless steel bowls won't break, crack or stain. Has safety stand and coffee measure. 4-8 cup capacity. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

2493/3E2286-2393E2469 . . . . **Retail $37.50**

ALL-STEEL HOBBY KITS by DOEPKE

Fascinating and Educational Build-'em-Yourself Models of Famous SPORTS CARS

MT SPORTS CAR KIT

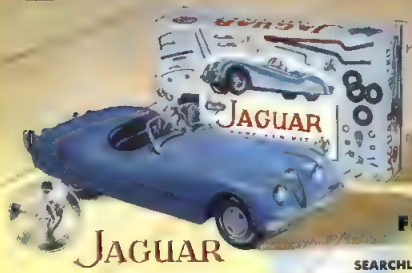
Superbly engineered model of the British MG. An ideal father-and-son project, a favorite with hobbyists. Over 50 precision-machined parts. Die-cast body, steerable front wheels, semi-elliptical rear springs, semi-pneumatic tires. Red baked enamel finish. For ages 9 and up. Length, 15".

21–6191–667 (Each) Wt. 7 lbs. Retail $9.95*
21–6191–597 (3 or more)

JAGUAR SPORTS CAR KIT

Perfectly detailed scale model of the famous Jaguar. An absorbing, precision fitted construction project that makes a rugged toy, or a prize collector's item. Steerable front wheels, semi-elliptical rear springs. Cast metal body finished in blue baked enamel. For ages 9 and up. Length, 18".

21–6799–729 (Each) Wt. 7 lbs. Retail $10.95*
21–6799–657 (3 or more)



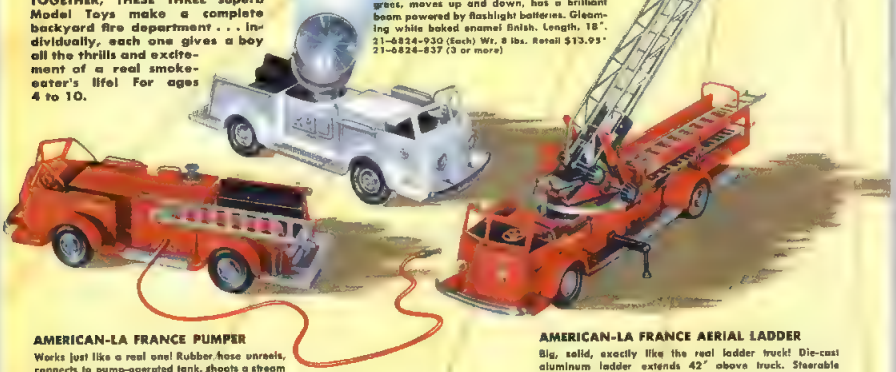
FIRE DEPARTMENT

TOGETHER, THESE THREE superb Model Toys make a complete backyard fire department . . . individually, each one gives a boy all the thrills and excitement of a real smoke-eater's life! For ages 4 to 10.

SEARCHLIGHT TRUCK

Perfect addition to the other Model fire-fighting equipment, a world of fun by itself! Giant searchlight swings through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Gleaming white baked enamel finish. Length, 18".

21–6824–930 (Each) Wt. 8 lbs. Retail $13.95*
21–6824–837 (3 or more)



AMERICAN-LA FRANCE PUMPER

Works just like a real one! Rubber hose unreels, connects to pump-operated tank, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel that really steers. Red baked enamel finish. Length, 18".

21–6204–1063 (Each) Wt. 8 lbs. Retail $15.95*
21–6204–957 (3 or more)

*In 11 Western States add 80¢.

AMERICAN-LA FRANCE AERIAL LADDER

Big, solid, exactly like the real ladder truck! Die-cast aluminum ladder extends 42" above truck. Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders, bell. Red baked enamel finish. Length, 33".

21–6202–1330 (Each) Wt. 13 lbs. Retail $19.95*
21–6202–1197 (3 or more)

ORIGINAL MODEL TOYS by DOEPKE

Model Toys top the field in authentic design and realistic performance. Built of heavy gauge steel, with real rubber tires, baked enamel finishes and perfect working parts, each one is a masterpiece in miniature. Husky Model Toys will outlast ordinary toys 3 to 1!

CLARK AIRPORT TRACTOR and TRAILERS

Just like the tractor-trailers he's seen at the airport. Tractor, die-cast construction, trailers heavy-gauge welded steel. Self-locking couplings. Real airlines insignia on trailers. Removable trailer side panels. Baked enamel finish, tractor, red; trailers, green and yellow. For pre-school ages. Overall length, 27".

21-6793-465 (Each) Wt. 6 lbs. Retail $6.95*
21-6793-417 (3 or more)

BARBER-GREENE BUCKET LOADER

Amazingly realistic "working" toy. Spirals force earth into piles for loading. Chain driven buckets scoop up earth, carry it up to belt, which carries loads forward and dumps into other Model Toys. Loading mechanism adjusts for road travel. Baked enamel finish. For ages 4 to 9. Length, 22".

21-6207-1263 (Each) Wt. 11 lbs. Retail $18.95*
21-6207-1137 (3 or more)

HEILINER-SCRAPER

A massive, powerful reproduction of the huge triple-duty earth mover. Scoops up earth and loads itself—hauls and dumps loads for other Model Toys. Tows other toys, or can be towed itself. Manual controls for loading and dumping. Baked enamel finish. For ages 5 to 9. Length, 29".

21-6205-995 (Each) Wt. 13 lbs. Retail $14.95*
21-6205-897 (3 or more)

ADAMS ROAD GRADER

Finest working model of a road grader. Slices through the ground exactly like the big machine that levels ground for construction sites, grades and banks roads. Scraper blade adjusts three ways. Knee-action front wheels, tandem rear wheels. Baked enamel finish. For ages 4 to 9. Length, 26".

21-6200-930 (Each) Wt. 12 lbs. Retail $13.95*
21-6200-837 (3 or more)

EUCLID BOTTOM-DUMP TRUCK

Husky miniature that hauls and dumps loads just like its real counterpart. Lever-controlled dump mechanism. Steerable knee-action front wheels. Universal coupling, for smooth travel over rough ground. Tractor uncouples to tow other Model Toys. Baked enamel finish. For ages 4 to 8. Length, 27".

21-6203-930 (Each) Wt. 10 lbs. Retail $13.95*
21-6203-837 (3 or more)

CATERPILLAR D-6 TRACTOR and BULLDOZER

Rugged replica of the powerful "Cat." Levels areas for backyard construction jobs, piles dirt for other Model Toys to haul. 'Dozer blade adjusts 3 ways from driver's seat. Authentic treads operate independently for sharp turns. Tows other toys. Baked enamel finish. For ages 4 to 8. Length, 15".

21-6206-863 (Each) Wt. 7 lbs. Retail $12.95*
21-6206-776 (3 or more)

*In 11 Western States add 80¢.

from Holland

Cook IN THESE LOVELY SERVING DISHES

royal **DRU** *iron*

HAND DECORATED PORCELAINIZED CAST IRON

OVEN-TO-TABLEWARE

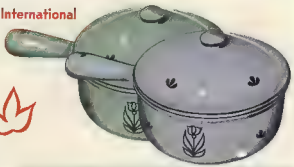
in Delft Blue or Key Largo Green

Distinctive sauce pans, casseroles, frying pans and baking dishes — all made of porcelainized cast-iron. Designed to be taken directly to the table from the stove top or oven — you cook and serve in the same lovely dish. Royal DRU-iron's permanent, beautifully hand-decorated surface gives it the lifetime beauty of fine china. Made in Ulft, Holland, by skilled old-world craftsmen, each piece is hand-decorated with traditional Dutch motifs of tulips, windmills, and fleur-de-lis. Burnproof, stainproof, easy to wash—Royal DRU-iron is a lifetime of beauty.

Imported by Evans International

Oval casserole, with cover. Appropriate for a dinner party entre or a family casserole. Never necessary to rewarm. Take this attractive "Dutch Oven" right from the oven to the most charming table setting.
In blue or green.

522A4-497 blue, 522A54-497 green 1½ qt. Retail $ 7.45 wt. 4.0#
522A5-663 blue, 522A53-663 green 2½ qt Retail $ 9.95 wt 5.6#
522A6-730 blue, 522A56-730 green 3½ qt. Retail $10.95 wt 7.2#
522A7-1136 blue, 522A57-1136 green 6 qt. Retail $16.95 wt. 12.7#



Sauce pan, hollow handle with cover; resembling the French-type casserole. Use as a cooking utensil and then put this attractive sauce pan right on the table. Suitable for both stove top or oven. One-quart size ideal for a standard frozen-food package.
In blue or green.

522AB-397 blue, 522A58-397 green 1 qt. Retail $ 5.95 wt. 3.6#
522A9-539 blue, 522A59-539 green 1½ qt. Retail $ 7.95 wt. 4.3#
522A10-597 blue, 522A60-597 green 2 qt. Retail $ 8.95 wt. 5.0#
522A11-663 blue, 522A61-663 green 3 qt. Retail $ 9.95 wt. 7.0#

Frying pan, metal handle. Fry, bake, or broil in this all-purpose pan, and then use as a serving piece. Needs no special cleansers to keep sparkling.
In blue or green.

522A14-377 blue, 522A64-377 green 9½" Retail $ 3.65 wt. 3.4#

Whistling tea kettle. Porcelainized sheet iron. An attractive spot of color for the kitchen. Functional as well as pretty, never needs polishing. Will dress up any stove top — a bit of the old world in modern garb.
In blue or green.

522A22-530 blue, 522A72-530 green 2 qt. Retail $ 7.95 wt. 2.5#

from Holland

royal DRU iron

Beautiful... Practical... Lasts a Lifetime...

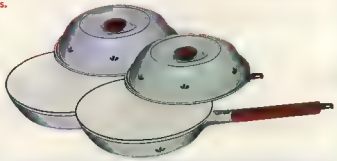
OVEN-TO-TABLEWARE

for stove top, oven or broiler!

Cook in Royal DRU-iron — serve in Royal DRU-iron. All the cooking advantages of cast-iron — all the beauty and cleaning ease of a hand-decorated porcelain finish. Foods simmer at thrifty low heat which brings out the delectable natural flavor, a method of cooking preferred by continental chefs and gourmets. The fine textured finish washes easily like china, no special cleansers required. Each piece in Delft blue or Key Largo green, with sparkling white interiors.

Round casserole, with cover. Perfect for cooking outdoors or over an open fireplace. Can be used as a sauce pan too! Food stays piping hot through second and third servings. In blue or green.

522A1-517 blue, 522AS1-517 green 1¼ qt. Retail $ 7.75 wt. 4.0#
522A2-597 blue, 522AS2-597 green 1¾ qt. Retail $ 8.95 wt. 4.7#
522A3-1130 blue, 522AS3-1130 green 6 qt. Retail $16.95 wt. 14.3#



Frying pan, wooden handle; covers available separately. These versatile pans can be used for everything from southern-fried chicken to cooking eggs the Dutch way. Covers lie flat on the table and are suitable as garnishing or serving dishes. A compliment to any kitchen. In blue or green.

PANS	522A16-397 blue, 522AA66-39Y	green	8½"	Retail $ 5.95	wt. 4.3#
	522A17-530 blue, 522AA67-538	green	10½"	Retail $ 7.95	wt. 6.1#
	522A18-597 blue, 522AA68-597	green	11½"	Retail $ 8.95	wt 7.5#
COVERS	522A19-263 blue, 522AA69-263	green	8½"	Retail $ 3.95	wt. 0.8#
	522A20-330 blue, 522A70-330	green	10½"	Retail $ 4.95	wt 1.2#
	522A21-397 blue, 522A71-397	green	11½"	Retail $ 5.95	wt. 1.7#

Oval dish. Can be used for hot or cold dishes. Marvelous for roasts or broiling. Carve and serve from this attractive dish. In blue or green.

522A12-330 blue, 522AA62-330 green 10" Retail $ 4.95 wt. 3.1#
522A13-517 blue, 522AA63-517 green 14" Retail $ 7.75 wt. 5.8#

Butter melter. Double pouring lips, separate base and cover. Ideal for butter and hot or cold sauces. Will dress up any table setting. In blue or green.

522A15-297 blue, 522AA65-297 green 1 cup Retail $ 4.45 wt. 1.3#

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality.

Most colorful return top available. Fli-Back's new variegated tournament model return top will do all known playing tricks free wheeling sleeper type

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks

CHAMPION SPINNING TOPS

Each Box Contains "Two" Tops and "Two" Strings

CHAMPION SPINNING TOPS

BOXED ILLUSTRATION ASSORTMENT

Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI-BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

FAMOUS FLI-BACK PADDLE BALL GAMES

25c
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10c
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL

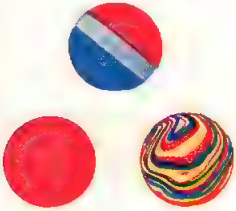
Size 1⅜" in Ce.lo Window Box
Red Gloss and Rainbow

Packed Equally Assorted
Red Gloss Rainbow—3-Color
Nos. 305 thru 309

SPONGE BALL ASSORTMENT
Consumes a Minimum of Counter space and has Maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details

Three Color, Cellophane Wrapped RETURN BALLS

PLAY BALL WITH "FLI-BACK"



SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞" - 3⅝"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½" - 2¾" - 2⅞"
Printed With Baseball Stitch and Name

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931

Famous Name Since 1878

HAMPDEN

DELUXE 7 JEWEL ALARM CLOCKS

TRAVEL, BEDSIDE AND DESK MASTERPIECES

• Quality 7 Jewel Movements for Accuracy • Anti-Magnetic
• Mirror-Polished Metal Cases • Genuine Leather Traveling Cases
• All with Luminous Dials and Hands • Simplified Alarm-Setting
• Dust-Protected Regulator • Ideal for Gifts

Suggested retail prices do not include Federal Excise Tax.

New streamlined Travel Alarm Clock with 30-hour 7 Jewel anti-magnetic Hampden movement. Clock slides open For travel, desk or bedside purposes In genuine leather case of Havana brown. Closed 3x2¼x1"—Opens to 5¼". Luminous dot dial and hands.
1505N916 **Retail $15.25**

As above, with gleaming gilt finish front and back, trimmed in Cordovan genuine leather top-bottom-and sides.
1506N916 **Retail $15.25**

Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement. Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size: 2¾x2⅜x1"
1467N622 **Retail $9.95**

ADVERTISED IN
DECEMBER, 1935

Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement Luminous dot dial and hands. Jewel drawer is locked right when clock is closed. Genuine tan leather Pigskin grain. Overall size: 3⅜x3.4x2¼"
1472N1117 **Retail $18.25**

8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date Luminous raised figure dial and hands Richly styled genuine leather crocodile marking in the color of sun-tan. Size: 5⅝x3¾x1¼" Accurate anti-magnetic Hampden movement.
1507N1274 **Retail $22.25**

As above 30-hour 7 Jewel movement
1477N853 **Retail $15.25**

Beautifully styled 30-hour 7 Jewel Travel Alarm Clock. Anti-magnetic Hampden movement Features luminous dot dial and hands Genuine leather case in Cordovan brown with polished studs in horseshoe design. Clock snaps into position when button is pressed Size 2¾x2⅜x1"
1468N902 **Retail $15.25**

Outstanding Value . . . A really unbeatable buy in a Travel Alarm Clock with a 30-hour, non-jewel Hampden anti-magnetic movement. Beautifully cased in genuine leather, handsome tan Pigskin grain Distinctive radium dial and hands. Overall size 3x3x1.4"
1479N387 **Retail $5.95**

Famous Name Since 1878

HAMPDEN

DELUXE 7 JEWEL ALARM CLOCKS

Distinctive Travel Alarm Clock with 30 hour 7 Jewel Hampden anti magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case in red Morocco, ingenious button at top opens swinging doors revealing clock face. Overall size 3 3/4"x3 1/4".
1469N931 **Retail $15.25**

8-Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather covered case in simulated green. Specify color. Overall size 4"x3 1/4"x2".
1474N1029 **Retail $17.50**

As above, 30 hour 7 Jewel movement.
1475N622 **Retail $9.95**

ADVERTISED IN

Rotary style Travel Alarm Clock featuring 30 hour 7 Jewel Hampden anti magnetic movement. Attractive luminous raised figure dial and hands. Genuine leather case in glace green. In Position automatically when opened. Overall size 4"x3 1/4"x2".
1471N882 **Retail $15.25**

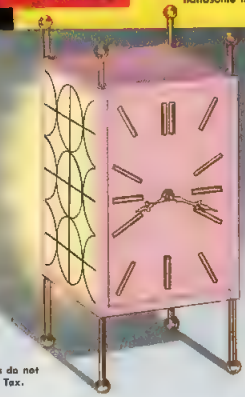
SENSATIONAL NEW

HAMPDEN "Time Lite"

Accurate Clock and Fine Lamp BOTH IN ONE!

Amazing ELECTRIC CLOCK-LAMPS

Now, have the wonderful double convenience of split-second electric timekeeping accuracy and beautiful softly diffused light. Perfect for use as TV or night light. Separate switch controls the light. Strikingly handsome models suitable for table or wall use.



Suggested retail prices do not include Federal Excise Tax.

Illuminated Electric Clock with self-starting motor has guaranteed Highly polished brass trim and raised markers. Use as a table or wall clock. In Ice Pink, Antique White, Jet Black and Pastel Green. Specify color. Size 11" high, 7" wide, 3" deep. A. C. Current only. Shipping weight 5 lbs.
1508N1960 **Retail $29.95**

Illuminated Electric Clock with self starting motor. Highly polished brass legs and raised gilt markers. Newest sensation for television or table use. In Ice Pink, Jet Black, and Antique White. Specify color. Size 14½" high x 6½" x 6½" square. A.C. current only. Shipping weight 6½ lbs.
1509N2612 **Retail $39.95**

A striking innovation. The illuminated minute marks of this **Electric** Wall Clock give a pleasant glow. Comes with self starting motor. Highly polished brass markers. In Jet Black or Antique White. Specify color. Diameter 13½". A.C. current only. Shipping wt. 4 lbs.
1510N1960 **Retail $29.95**

Famous Name Since 1878

HAMPDEN

DELUXE 7 JEWEL ALARM CLOCKS

TRAVEL, BEDSIDE AND DESK MASTERPIECES

- Quality 7 Jewel Movements for Accuracy
- Anti-Magnetic
- Mirror-Polished Metal Cases
- Genuine Leather Traveling Cases
- All with Luminous Dials and Hands
- Simplified Alarm-Setting
- Dust-Protected Regulator
- Ideal for Gifts

Suggested retail prices do not include Federal Excise Tax.

New streamlined Travel Alarm Clock with 30-hour 7 Jewel anti-magnetic Hampden movement. Clock slides open. For travel, desk or bedside purposes in genuine leather case of Havana brown. Closed: 3x3½x1¾". Opens to 5¼". Luminous dot dial and hands.
4W660-916 **Retail $15.25**

As above, with gleaming gilt finish front and back, trimmed in Cordovan genuine leather top-bottom-and sides.
4W661-916 **Retail $15.25**

Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement. Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size: 2¼x2½x1¼".
4W662-622 **Retail $9.95**

ADVERTISED IN LIFE AND TIME DECEMBER, 1955

Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement. Luminous dot dial and hands. Jewel drawer is locked right when clock is closed. Genuine tan leather Pigskin grain. Overall size: 3¾x3½x2¼".
4W663-1117 **Retail $18.25**

8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous raised figure dial and hands. Richly styled genuine leather crocodile marking in the color of tan-tan. Size 3¾x3¼x1¼". Accurate anti-magnetic Hampden movement.
4W664-1274 **Retail $22.25**

As above, 30-hour 7 Jewel movement.
4W665-853 **Retail $15.25**

Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, Anti magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Cordovan brown with polished studs in horseshoe design. Clock snaps into position when button is pressed. Size: 2¾x2¾x1".
4W666-902 **Retail $15.25**

Outstanding Value . . . A really unbeatable buy in a Travel Alarm Clock with a 30 hour, non-jewel Hampden anti magnetic movement. Beautifully cased in genuine leather, handsome tan Pigskin grain. Distinctive radium dial and hands. Overall size 3x3x1½".
4W667-387 **Retail $5.95**

Famous Name Since 1878

HAMPDEN

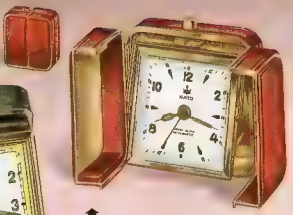
DELUXE 7 JEWEL ALARM CLOCKS

8-Day 7 Jewel Travel Alarm Clock Luminous dial and hands Genuine leather crocodile marking in sun-tan or green. Specify color Overall size 3¼x5¼x2¼"
4WG68-1029 **Retail $17.50**

As above, 30-hour 7 Jewel movement.
4WG69-622 **Retail $9.95**

ADVERTISED IN LIFE ADULT EDUCATION ISSUE DECEMBER 15, 1958

Roll-y style Travel Alarm Clock featuring 30-hour 7 Jewel Hampden anti-magnetic movement Attractive luminous raised figure dial and hands Genuine leather case in a ade green In Position automatically when opened Overall size 3¼x5¼x1"
4WG70-882 **Retail $15.25**



Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement A sturdy and useful timepiece Luminous dot dial and hands Genuine leather case in red Morocco. Ingenious button at top opens swinging doors, revealing clock face. Overall size 2" x2.a1"
4WG71-931 **Retail $15.25**

SENSATIONAL NEW

HAMPDEN "Time Lite"

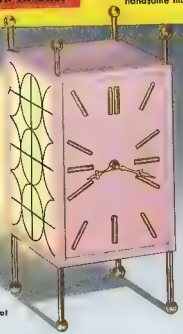
Accurate Clock and Fine Lamp BOTH IN ONE!

Amazing ELECTRIC CLOCK-LAMPS

Now, have the wonderful double convenience of split-second electric timekeeping accuracy and beautiful softly diffused light. Perfect for use as TV or night light. Separate switch controls the light. Strikingly handsome models suitable for table or wall use.

Suggested retail prices do not include Federal Excise Tax.

Illuminated Electric Clock with self-starting motor. Fully guaranteed Highly polished brass trim and raised markers Use as a table or wall clock In Ice Pink, Antique White, Jet Black and Pastel Green Specify color Size 11" high, 7" wide, 3" deep A C Current only Shipping weight 5 lbs.
4WS4300-1960 **Retail $29.95**



Illuminated Electric Clock with self-starting motor. Highly polished brass legs and raised dot markers Newest sensation for television or table use In Ice Pink, Jet Black, and Antique White Specify color Size 14½" high x 6¾" x 6¾" square A. C current only Shipping weight 6½ lbs
4WS4400-2612 **Retail $39.95**

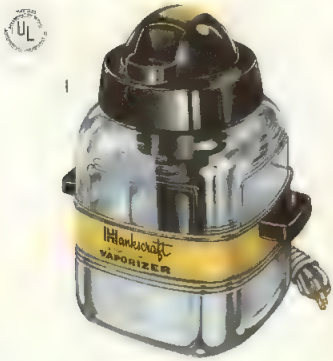
A striking innovation. The illuminated minute marks of this **Electric** Wall Clock give a pleasant glow. Comes with self-starting motor Highly polished brass markers In Jet Black or Antique White Specify color Diameter 13½" A. C current only Shipping weight 4 lbs
4WS4200-1960 **Retail $29.95**

Hankscraft EGG COOKERS
VAPORIZERS • NITE-LITES

H

(H) **EGG SERVICE SET** – This handsome appliance cooks eggs exactly the way you like them every time — boiled, poached, scrambled, or shirred. Shuts off automatically; amount of water governs cooking time. Set includes electric egg cooker (6-egg capacity), 4 ivory china double egg cups decorated with roses, handy poaching tray with 4 dishes, scrambling pan and chrome serving tray. A perfect gift.
50-13-01 W1231 **Suggested Retail 18.95**

EGG COOKER with poaching tray, scrambling pan and egg rack only.
50-13-02 W842 **Suggested Retail 12.95**



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(I) **HANKSCRAFT VAPORIZER** — New automatic electric vaporizer produces heavy concentration of steam all night on one filling of water. Shuts off automatically when water is gone. Safe — easy to use. Brings quick relief from coughs and colds.
50-13-04 W452 **Suggested Retail 6.95**

(J) **HANKSCRAFT VAPOR-MASTER** – Automatic, electric. Operates for six hours, shuts off automatically when water is gone. Sturdy, non-breaking plastic. Weighs only 3 lbs. Replaceable electric unit. Rubber feet. Makes ideal humidifier.
50-13-03 W842 **Suggested Retail 12.95**

(K) **NURSERY LAMP AND NITE-LITE** — A new utility lamp for the nursery with 2-way switch for regular light and soft night light. Handy convenience outlet in metal base allows other appliances to be plugged in at bedside. Parchment shade decorated with gay circus figures. It's 13" high with 72" cord. Beautifully gift packaged.
50-13-05 W452 **Suggested Retail 6.95**

ANIMAL NITE-LITES — Children really love these friendly animal nite lites which shine softly in the dark. The lifelike ceramic figures are beautifully hand-colored, sturdily made (about 7 inches high), and they add an appropriate decorative touch to a child's room. Complete with bulb and extension cord.

(L) **SQUIRREL NITE-LITE**
50-13-06 W257 **Suggested Retail 3.95**

(M) **PUPPY NITE-LITE**
50-13-07 W257 **Suggested Retail 3.95**

(N) **BUNNY NITE-LITE**
50-13-08 W257 **Suggested Retail 3.95**

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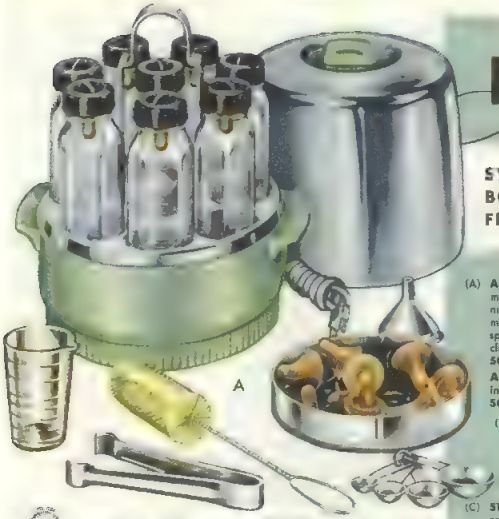
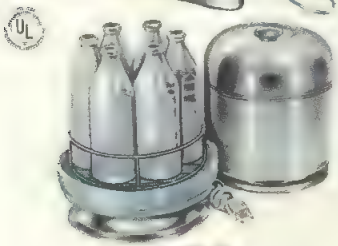




Hankscraft

STERILIZERS
BOTTLE WARMERS
FEEDING SETS

(A) **AUTOMATIC 8-BOTTLE STERILIZER AND FORMULA SET** — Recommended for regular sterilization, or the terminal method . . . bottles, nipples, caps, and formula in one easy operation. Shuts off automatically. Set includes handy bottle rack and nipple tray, measuring spoons, graduate, funnel, tongs, and bottle brush. (Bottles not included.) Plastic base with gleaming metal top.
50-13-09 W842 **Suggested Retail 12.95**

AUTOMATIC BOTTLE STERILIZER - Described above, less measuring spoons, graduate, funnel, tongs, and bottle brush.
50-13-10 W712 **Suggested Retail 10.95**

(B) **BOTTLE STERILIZER** — Automatic, electric, time-saving. Sterilizes six baby bottles and nipples in live steam — the method recommended by doctors. Starts quickly and shuts off automatically at the end of the sterilizing period. With cord, nipple jar and bottle tray. (Bottles not included.)
50-13-11 W582 **Suggested Retail 8.95**

(C) **STERILIZER AND FORMULA SET** — Non-electric, polished aluminum set includes bottle rack, nipple jar, four measuring spoons, glass graduate, funnel, stainless steel tongs, bottle brush. (Bottles not included.) Cover serves as formula mixing bowl.
50-13-12 W562 **Suggested Retail 8.95**

STERILIZER — As described above but without measuring spoons, graduate, funnel, tongs, and bottle brush.
50-13-13 W466 **Suggested Retail 6.99**

(D) **AUTOMOBILE BOTTLE WARMER** – Plugs into car cigar lighter, heats bottle quickly to correct temperature, shuts off when bottle is removed. Specify 6 or 12 volt.
50-13-14 W211 **Suggested Retail 3.25**

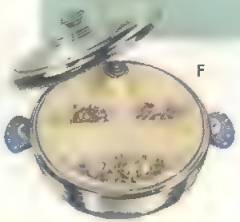
(E) **BOTTLE WARMER AND VAPORIZER** · Heats bottle to correct feeding temperature; shuts off automatically. Vaporizer fits over bottle warmer, quickly produces steam for cold relief. Pink, blue, or ivory finish. Specify color choice
50-13-15 W163 **Suggested Retail 2.50**

(F) **DELUXE FOOD WARMER** — Handsome, fine quality all-in-one warmer and feeding dish. Polished chrome base molded securely to 3-compartment glazed porcelain dish. Gaily decorated with baby's favorite pets. Hot water poured into opening keeps meal warm throughout long feeding periods. Beautiful polished chrome cover with heat-resistant plastic knob.
50-13-16 W452 **Suggested Retail 6.95**

DELUXE FOOD WARMER as described above, less cover.
50-13-17 W322 **Suggested Retail 4.95**

(G) **FEEDING SET** — Attractive set includes 3-compartment plastic dish that fits into gleaming metal base, decorated cup and spoon. Hot water in base keeps food warm.
50-13-18 W289 **Suggested Retail 4.45**

PLASTIC FOOD WARMER ONLY
50-13-19 W194 **Suggested Retail 2.99**

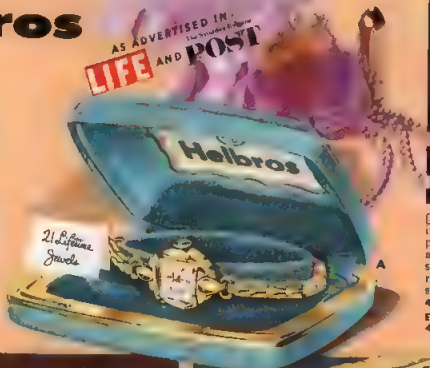


WORLD RENOWNED • NATIONALLY ADVERTISED

Helbros

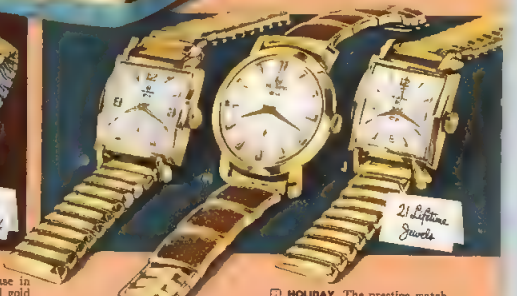
TIME FOR A LIFETIME

For the precious moments of living, master-crafted watches with graceful, slender lines for her . . sculptured, masculine designs for him! Guaranteed! Lifetime Jewel Movements! Unbreakable Mainsprings! Outstandingly gift-boxed!



A JULIET. Impressively styled and lovingly named—a dainty treasure with **21 Lifetime Jewels!** An adornment in 10K yellow rolled gold plate case, stainless steel back. Complementing expansion bracelet. Always accurate.
4197G2288 Each **$71.50**
JULIET W. With white RGP case.
4198G3288 Each.. .. .. **$71.50**

B ELOISE. Especially selected for its stunning styling—delightfully petite to grace her wrist! Dependable 17 lifetime jewels for precision time-keeping. 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet.
4195G2229 Each **$49.75**
ELOISE W. With white RGP case
4196G2229 Each **$49.75**



C JUANITA. Lovely creation accenting delicate lines of its polished 10K yellow rolled gold plate case, stainless steel back. Reliable tested, regulated 17-jewel movement. Charming expansion bracelet. Fashion's selection!
4199G2327 Each **$49.75**
JUANITA W. With white RGP case
4110OG2327 Each. **$49.75**

D JANE. Trim, tailored case in gleaming 10K yellow rolled gold plate, stainless steel back. Timeworthy 17-jewel movement. Chic numeral, marker dial. Charming expansion bracelet matches motif of this exquisite fashion design.
4143G2602 Each **$49.75**
JANE W. With white RGP case
4144G2602 Each **$49.75**

E ISABELLE. Stunning square motif mirror-polished case in 10K yellow rolled gold plate houses famous 17-jewel lifetime movement. Decorative end pieces flow into lovely expansion bracelet design. Protective stainless steel back. Dome crystal, raised figure dial. Beautiful to own, delightful to give!
4110IG2150 Each.. **$69.75**
ISABELLE W. With white RGP case
4110203150 Each.. .... **$69.75**

All Helbros watches are electronically regulated and tested! Gift boxed, too!

F LAGUNA. Waterproof!* Classic lines to accent smart round yellow top case, stainless steel back. For nurses and active women. Accurate timing, sweep second hand. Shock dust resistant, anti-magnetic radium hands dial. Raised gilt numerals, trylons. 17-jewel movement. Expansion bracelet.
4110302602 Each **$59.75**
LAGUNA W. With chrome top
4110402464 Each **$52.50**

G QUINCY. A timepiece to own pridefully. Distinguished square design for clean lined simplicity. Case of 10K yellow rolled gold plate with stainless steel back. 17-jewel precision movement. Attractive dial has raised numerals, markers. With expansion bracelet.
4153G2876 Each **$59.75**

H HANOVER. Sleek, masculine styling—a 17 jewel thin dress watch superbly designed! One of our finest! 10K yellow rolled gold plate with stainless steel back. Dial has raised gold markers. Expansion bracelet is popular combination leather-link type.
4110503013 Each **$71.50**

I HOLIDAY. The prestige watch of distinction! Sleek, smart, distinguished! Features **21-Lifetime-Jewel** movement. Sweep second hand. Handsome in 10K yellow rolled gold plate case, stainless steel back. Raised modern numerals and markers on dial, raised crystal. Expansion band
4170G3425 Each **$69.75**

*Waterproof when opened and closed by a competent watchmaker

L VALIANT. Superb modern dress watch, **21 Lifetime Jewels,** self-winding, waterproof*! 10K yellow rolled gold plate case, stainless steel back. Radium hands, figures and markers. Sweep second hand. Shock/dust protected, anti-magnetic. Matched expansion band
416604522 Each **$92.50**

M MADISON. Chosen for its fashion appearance—an all-purpose dress watch! 17-jewel lifetime movement. 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet.
4110602327 Each **$49.75**

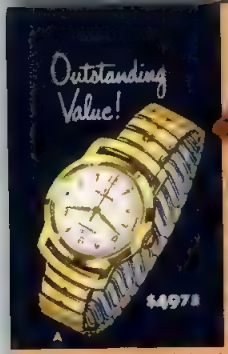
K GALAHAD. Winds itself automatically! Waterproof*, shock/dust resistant, anti magnetic, unbreakable mainspring! 17 lifetime jewels! Smart expansion bracelet matches chrome top, stainless steel case. Luminous radium hands and markers. Full sweep second hand.
4164G3288 Each **$67.50**
BRIGADE. With yellow RGP case
4165G3846 Each.. .. .. **$79.50**

INTERNATIONALLY KNOWN • NATIONALLY ADVERTISED

Helbros

ENGINEERED FOR A LIFETIME

Honored by the finest watchmakers for incomparable craftsmanship, design elegance, precision mechanism, and unfailing accuracy! Watches that bear the marks of the masters . . . Lifetime Jewels! Unbreakable Mainsprings! Fully guaranteed! Gift-boxed.



AS ADVERTISED IN LIFE AND The Saturday Evening POST TELEVISION RADIO

A MARINER. A triumph of watch making skill for the man of action. Waterproof*, shock/dust resistant, anti magnetic, sweep second hand, luminous hands and markers, 17 lifetime jewels! Yellow top case, steel back. Expansion band
41107G2327 Each . . . **$49.75**
VANGUARD. With chrome top.
41108G2053 Each **$39.75**

C ROXANNE. Exquisite beautiful setting for the precision 17 lifetime jewel movement! Gracefully petite for milady's wrist. Gleaming 14K yellow gold case, contoured in design and flowing into matching expansion bracelet
41134G3562 Each **$71.50**
ROXANNE W. In 14K white gold
41135G3562 Each **$71.50**

H DINAH. Gleaming luxury in a fabulously lovely 17 lifetime jewel watch! Smart streamlined expansion bracelet complements the delightfully fashioned 14K yellow gold case. Chic numeral marker dial. For lasting beauty!
41109G3287 Each **$71.50**
DINAH W. In 14K white gold
41110G3287 Each **$71.50**

C APOLLO. Self-winding automatic that has indicator to show **reserve power!** 17 jewels, shock/dust resistant anti-magnetic movement. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Sweep second hand. Radium hands, numerals, markers. Expansion bracelet.
4101G4522 Each **$92.50**

D VOYAGER. Dress waterproof* with precision 17-jewel movement. Chrome top/stainless steel back case; sweep second hand, radium hands and dial. Shock/dust resistant, anti-magnetic. Combination leather expansion bracelet.
41111G2464 Each **$59.75**
VOYAGER B. With jet black dial
41113G2464 Each. . . . **$59.75**

*Waterproof when opened and closed by a competent watchmaker

E BALBOA. A man's choice for an ultra-smart, thin waterproof*! 17 lifetime jewels. Case is 10K yellow rolled gold plate, stainless steel back. Shock/dust resistant, anti-magnetic, sweep second hand, radium hands, dial. Combination leather expansion bracelet.
4157G3150 Each. **$65.00**

F CAPTAIN. Treasured gift because of its **21 Lifetime Jewels** and precision movement. Handsome in 10K yellow rolled gold plate case, stainless steel back, and complementing expansion bracelet. Waterproof*, shock/dust resistant, anti-magnetic. Sweep second hand, luminous hands and dial.
41113G3288 Each **$71.50**

J ALLURA. Flashing 4 fiery, scintillating diamonds to adorn the gracefully slender case fashioned in 10K yellow rolled gold plate, stainless steel back. Dependable movement, 17 lifetime jewel bearings. Smart expansion bracelet.
4176G3700 Each **$75.00**
ALLURA W. In 10K white RGP.
4177G3700 Each. **$75.00**

G MAJESTIC. Precious gleaming with 2 diamonds to enhance an elegantly sculptured case of 10K white rolled gold plate! Supremely accurate **21-Jewel Movement.** Designed with optic expansion bracelet. Back is stainless steel.
41114G3846 Each **$79.50**
MAJESTIC Y. In 10K yellow RGP.
41115G3846 Each. . . **$79.50**

I FINESSE. Sheer loveliness for a discriminating woman! Two brilliant diamonds set in the filigree of an exquisite case! 10K yellow rolled gold plate with stainless steel back. Accurately timed with precision 17-jewel movement. Perfectly matched expansion bracelet.
41116G2739 Each **$69.75**
FINESSE W. As above in 10K white RGP
41117G2739 Each **$69.75**

ROHDE-SPENCER CO., 18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS.

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO WEAR

Shock-Resistant***

Wolbrook

*ANOTHER FINE CLINTON PRODUCT

NEW HORIZONS in a rectangular heavy wright 14 K SOLID GOLD case with contoured Gold-filled expansion band and contemporary dial. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4686-3229
Retail *$71.50*

AUTOMATIC AND WATERPROOF** .sweep second hand! YELLOW case with stainless steel back has combination radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4687-2597 *Retail $59.50*

Same as above, with WHITE chrome top case and all-steel expansion band.

30-4688-2477 ..... *Retail $55.00*

HOLIDAY MOOD is prevalent the year-round in this round YELLOW case with a striking black inset ring, steel back, handsome high-styled dial and dramatic genuine leather inset Gold-filled and stainless steel expansion band. Dust-protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4689-1896 .... *Retail $39.50*

BEAU BRUMMELL styling and functional design combine in this handsome YELLOW multi-faceted case with sturdy steel back, smart dome crystal, elegant dial and companion Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4690-1994 ... *Retail $45.00*

SOLID GOLD for a lady who enjoys the finest! 14 K SOLID GOLD case with tailored endpieces and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4709-2577
Retail *$59.50*

NURSE'S WATERPROOF** in YELLOW case with steel back. Sweep second hand, radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4710-2073
Retail *$47.50*

As above, in WHITE chrome top case and steel band.

30-4711-1994
Retail *$45.00*

TWO DIAMONDS in filigree setting keynote a 10 K WHITE rolled Gold plate case. Steel back; Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4712-2666
Retail *$59.50*

Same as above, in YELLOW.

30-4713-2666
Retail *$59.50*

ADVANCE STYLING in a YELLOW watch with steel back and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4714-1955
Retail *$45.00*

As above, with 7 JEWEL movement GUARANTEED FOR LIFE.*

30-4715-1563
Retail *$33.75*

TREASURED BEAUTY in a classic YELLOW case with steel back, cosmopolitan dial, dome crystal and Gold-filled tubular expansion band with faceted links. A rare timepiece to treasure. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4716-1955
Retail *$45.00*

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

Wolbrook

ANOTHER FINE CLINTON PRODUCT

Shock-Resistant***

WATERPROOF WATCH** in round YELLOW case with steel back. Sweep second hand, radium-accented dial and Gold-filled expansion band. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.***

30-4691-1955 .Retail $45.00

Same as above, with WHITE chrome top case and all-steel expansion band.

30-4692-1676 ..Retail $37.50

EXCITING FASHION elegance is the key to this lovely YELLOW case with steel back, dome crystal, imaginative dial and matching Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4717-2007..... Retail $45.00

Same as above, in WHITE.

30-4718-2007..... Retail $45.00

PRECISION TIMEPIECE designed for life in a YELLOW case with steel back, tailored dial, dome crystal and smart new Gold-filled expansion band. An ideal and lasting gift for a very important person. Mastercrafted with an eye to the future to give years of dependable wear. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4693-1823.. ..... Retail $39.50

ELEGANCE AND PERFECTION combine in this smart round YELLOW case. Steel back, rock crystal, easy-to-read dial with second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4719-1926

Retail $45.00

WATER RESISTANT feature in a man's round chrome case with steel back, unbreakable curved crystal, radium figure-and-hand dial, clearly defined second hand and genuine leather strap. Dust protected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4694-1029

Retail $18.50

A LOVELY LADY will enjoy the beauty of a small YELLOW case with non-corrosive back, modern dial, second hand, curved crystal and leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4720-1068

Retail $18.50

UNFAILING ACCURACY in a YELLOW case Engraved expansion band is easily adjusted to any size. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4695-1171

Retail $19.95

As above with leather strap.

30-4696-1049

Retail $18.50

CLASSIC SIMPLICITY describes this prestige round YELLOW case with non-corrosive back, second hand, tailored dial, curved crystal and silk cord band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4721-1122

Retail $19.50

BLACK-AND-GOLD color combination in a round YELLOW case with non-corrosive back, black dial, gilt numerals and matching black leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

30-4697-1068

Retail $18.50

Specially Priced Values of Super Quality and Style

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee. • **Guaranteed waterproof as long as case, crown and crystal are intact. • ***Shock resistant balance staff for added protection. • Unless otherwise stated retail prices include federal excise tax • Prices are subject to change without notice.

All watches are illustrated actual size. Diamonds slightly enlarged to show detail.

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Karen Lynne

KEY QUALITY JEWELRY

The World's Most Beautiful Gift Jewelry

(A) Sterling silver bracelet in delicate filigree, set with imported pearshape and square stones. Available in ice blue or crystal.
No. 854 Bracelet .....(Ice Blue) Retail $26.25
No. 854 Bracelet .....(Crystal) .Retail $26.25

(B) Sterling silver filigree necklace and earrings with imported ice blue or crystal pearshape stones
No. 852 Set .....(Ice Blue) Retail $27.00
No. 852 Set .....(Crystal)...Retail $27.00

(C) Filigree pin with pearshape and square stones in sterling silver. Available in ice blue or crystal.
No. 853 Pin .....(Ice Blue). Retail $20.25
No. 853 Pin .....(Crystal) ..Retail $20.25

(D) Sterling silver pin with cluster of simulated pearls
No. 857 Pin .....Retail $18.75

(E) Sterling silver heart pendant and matching earrings
No. 850 Set .....Retail $14.25
No. 851 Necklace only .....Retail $ 8.25

(F) Cultured pearl pin and matching earrings crafted in sterling silver with a yellow gold finish.
No. 859 Set .....Retail $23.25

(G) Pin with four cultured pearls. Flower is made of sterling silver with a yellow gold finish.
No. 858 Pin .....Retail $17.25

(H) Sterling silver pin and earrings, set with imported baguettes and sparkling rhinestones
No. 855 Set .....Retail $31.50
No. 856 Pin only Retail $21.00

(J) Genuine scarab button earrings of 12K gold-filled set with large hand-carved scarab stones
No. 862 Earrings ..... Retail $10.50

All Merchandise Shown 3/4 Actual Size

(K) Genuine scarab necklace and matching earrings of 12K gold-filled set with finest imported scarab stones. Necklace has seven different semi precious hand-carved scarabs.
No. 860 Set .....Retail $32.25

(L) Genuine scarab bracelet of 12K gold-filled set with seven different scarab stones
No. 861 Bracelet .....Retail $21.75

All sterling silver items (except those with gold finish) are finished in precious non-tarnishable rhodium. Sets, pins, and bracelets are boxed in beautiful jewel box. Federal tax not included.

KEY QUALITY

Karen Lynne

The World's Most Beautiful Gift Jewelry

(A) A magnificently styled necklace with matching contour earrings handset with the finest imported octagon stones
No. 863 Set ..... Retail **$26.25**

(B) An elegant necklace and matching drop earrings set with glittering baguette stones
No 866 Set Retail **$23.25**

(C) Sparkling combination of imported baguettes, pearshapes, and marquises in a necklace and earring set of unusual beauty
No. 867 Set ..... Retail **$17.25**

(D) A beautiful combination of simulated pearls and ice blue stones in a unique motif. Necklace and earrings have shimmering gold finish.
No. 864 Set Retail **$23.25**

(E) Magnificent marquise stones hand-set in handsome necklace with matching contour earrings. Available in ice blue or crystal
No. 865 Set, (Ice Blue) . Retail **$23.25**
No. 865 Set (Crystal). . Retail **$23.25**

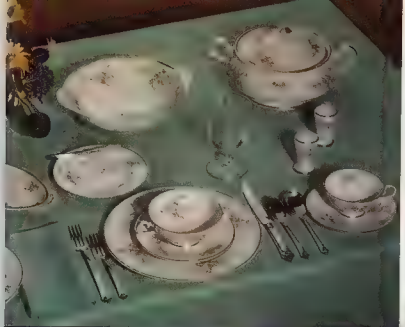
(F) Magnificent marquise stones hand-set in semi-wide bracelet
No. 869 Bracelet ..... Retail **$20.25**

(G) Bracelet of unsurpassed elegance hand set with finest imported octagons and rhinestones
No. 870 Bracelet ..... Retail **$26.25**

(H) Smartly styled bracelet set with glittering baguettes and accented with sparkling rhinestones
No. 868 Bracelet ..... Retail **$17.25**

All items (except set with gold finish) are finished in precious non-tarnishable rhodium. Necklaces have adjustable clasp feature. All sets and bracelets are supplied in beautiful jewel box. Federal tax not included.

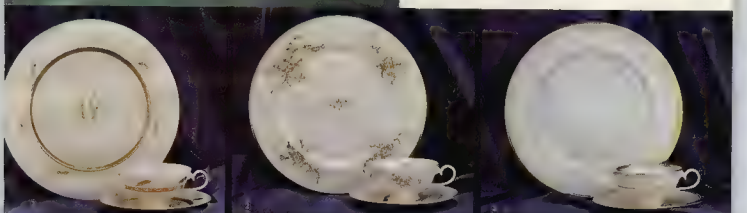
All Merchandise Shown 3/4 Actual Size



Kirk

This genuine American-made china is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

ALL SHIPMENTS ARE F O B PENNSYLVANIA FACTORY



Kirk CHINA — America's Finest

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set is soon in your possession to give pleasure for a lifetime.

All Dinnerware Patterns Are Open Stock

1 "FOREVER BOUNTIFUL"—Gold wheat and broad gold bands combined into a classic pattern of complete simplicity and elegance. A minimum of decoration for a striking effect

	Sugg. Retail
D68120-1321- 5-Pc. Place Setting	$ 21.50
D68121-16139- 53-Pc. Place Service for 8	264.95
D68122-29990- 93-Pc. Place Service for 12	492.50

4 "DUNKIRK"—The ever-popular rose in a new guise. Just-about-to-bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection.

	Sugg. Retail
D68139-1045 5-Pc. Place Setting	$ 14.95
D68130-12643- 53-Pc. Place Service for 8	207.50
D68131-23409- 93-Pc. Place Service for 12	383.50

5-Pc. Place Setting: 1 each 10½" dinner, 8⅜" salad, 6¾" bread and butter, cup, saucer. Ship wt. 5 lbs.

53-Pc. Set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers; 1 each 14½" platter, 10½" baker, creamer, sugar bowl with cover. Ship wt. 40 lbs.

2 "HATHAWAY"—A restrained floral decoration in subdued shades of rose, mauve, and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home

	Sugg. Retail
D68123-970- 5-Pc. Place Setting	$ 15.95
D68124 11711- 53-Pc. Place Service for 8	192.25
D68125 21534- 93-Pc. Place Service for 12	353.75

5 "KILLARNEY"—Beloved by gardeners for two score years, the white Killarney rose reproduced with a three-dimensional effect. Every waxy petal defined. Handsome, framed by its own foliage and platinum trim.

	Sugg. Retail
D68132-1105- 5-Pc. Place Setting	$ 17.95
D68133-12450- 53-Pc. Place Service for 8	220.75
D68134-25054- 93-Pc. Place Service for 12	411.50

93-Pc. Set, 12 each dinner, salad, bread and butter, fruit dishes, 8¾" rim soups, cups, saucers, 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship wt. 70 lbs. Also available, cream soups, tea pot, coffee pot, small platter, relish tray, salt & pepper shakers.

3 "MIDAS"—Almost Quaker-prim, with its pristine whiteness relieved by the restrained touch of gold. A complement to plain or cut stoneware, white or colored linen. Always in good taste—never out of style.

	Sugg. Retail
D68126-1105- 5-Pc. Place Setting	$ 17.95
D68127-13450- 53-Pc. Place Service for 8	220.75
D68128-25034- 93-Pc. Place Service for 12	411.50

6 "SOMERSET"—All the soft delicacy of early spring blossoms —tulips, dogwood, spirea—combined into an exquisite bouquet. A design ever-beguiling to the eye. Gold trim, of course

	Sugg. Retail
D68135-850- 5-Pc. Place Setting	$ 13.75
D68136-10348- 53-Pc. Place Service for 8	169.95
D68137-19034- 93-Pc. Place Service for 12	312.50

BRIGHTON CHINA

BRIGHTON CHINA

is American made quality dinnerware moderately priced for the budget minded. It is thoroughly vitrified—is strong and durable, belying its fragile look. Its whiteness and translucency, generous sized flatware, footed cups, and graceful lines of accessory pieces are all characteristics found only in good china. Bright gold lining brings out the beauty of every pattern.

SHIPPED F. O. B. PENNSYLVANIA FACTORY

5-piece place setting consists of 1 each dinner plate, salad plate, bread and butter plate, cup, saucer. Ship. wt. 5 lbs.

COMPOSITION OF SETS

53-pc. set, 8 each dinner, salad, bread and butter, fruit dishes, cups, saucers; 1 each platter, baker, creamer, sugar bowl with cover. Ship. wt 40 lbs.

93-pc. set, 12 each dinner, salad, bread and butter, fruit dishes, rim soups, cups, saucers; 1 each platter, baker, creamer, sugar bowl with cover, covered casserole, gravy boat, salad bowl. Ship. wt. 70 lbs. Also available, cream soups, teapot, coffee pot, small platter, relish tray, salt & pepper shakers

ALL PATTERNS ARE OPEN STOCK

"Brynmawr"

A dignified pattern featuring tropical blue flowerets. Unobtrusive green foliage with center line and bright gold edging.

	Sugg. Retail
D6B138-833- -5-Pc. Place Setting	$ 12.50
D6B139-10460-53-Pc. Service for 8	156.90
D6B140-19740-93 Pc. Service for 12	296.10

"Montclair"

A pattern romantic as spring. This multi-tinted motif was widely used on 18th century dinnerware. Its warmth and grace are accentuated by a bright gold trim

	Sugg. Retail
D6B141-917- -5-Pc. Place Setting	$ 13.75
D6B142-11510-53-Pc. Service for 8	172.65
D6B143-21773-93-Pc. Service for 12	326.60

"Wyndmoor"

A delicate old-fashioned yellow flower with a tinge of baby blue and pastel green. A center line and generous edging of bright gold.

	Sugg. Retail
D6B144-833- -5-Pc. Place Setting	$ 12.50
D6B145-10460-53-Pc. Service for 8	156.90
D6B146-19740-93-Pc. Service for 12	296.10

"Sweetbrier"

A full-blown rambler-type rose stylized with smaller blooms. Center decoration complemented by asymmetrical sprays on shoulder. Trimmed in bright gold.

	Sugg. Retail
D6B147-700- -5-Pc. Place Setting	$ 10.50
D6B148-8873- 53-Pc. Service for 8	133.10
D6B149-16826-93-Pc. Service for 12	252.40

"Pilgrim"

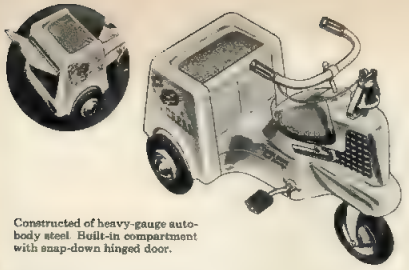
An all-time favorite color choice for dinnerware. The blue of willowware and delft updated in a center decoration with ample white background.

	Sugg. Retail
D6B150-783- -5-Pc. Place Setting	$ 11.75
D6B151-9833- 53-Pc. Service for 8	147.50
D6B152-18546-93-Pc. Service for 12	278.20

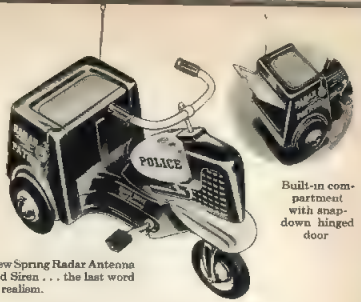
"Springtime"

Miniature roses and forget-me-nots predominate in a floral decoration on the rim, with center spray. Inside decoration on cups and gold edged.

	Sugg. Retail
D6B153-660- -5-Pc. Place Setting	$ 9.90
D6B154-8370- 53-Pc. Service for 8	125.55
D6B155-15863-93-Pc. Service for 12	237.95



Constructed of heavy-gauge auto-body steel. Built-in compartment with snap-down hinged door.

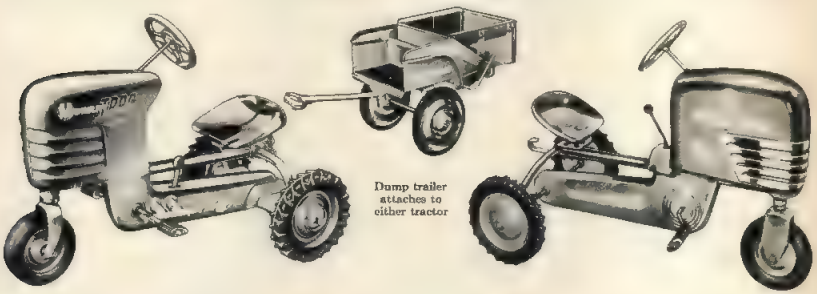


Built-in compartment with snap-down hinged door

New Spring Radar Antenna and Siren . . . the last word in realism.

MURRAY "GOOD HUMOR" CYCLE. Ball bearing chain drive, pedal crank. 1¾" semi-pneumatic front, 1¼" solid rubber rear wheels. Plated bell, red fabric-type seat. White baked enamel body with blue, red and silver trim. 36" long, 20" high, 22" wide
21-7032-2005 (Each) Wt. 36 lbs.
21-7032-1805 (3 or more) Retail **29.50**

MURRAY POLICE RADAR PATROL CYCLE. Heavy gauge body steel base with ball bearing chain drive mechanism. Semi-pneumatic front, solid rubber rear wheels. Blue baked enamel body, white, red and silver trim. 36" long, 20" high, 22" wide
21-7031-2053 (Each) Wt. 36 lbs
21-7031-1848 (Lots of 3) . . . . . Retail **29.95**

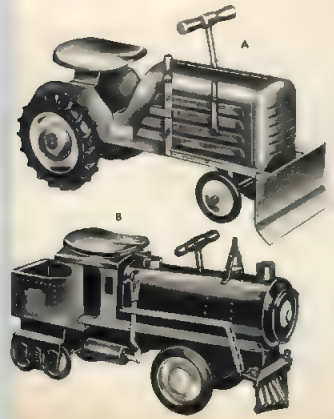


Dump trailer attaches to either tractor

MURRAY CHAIN-DRIVE DELUXE TRACTOR. Bicycle chain drive with ball bearing action. Now with new Motor-tone shift. Tubular, heavy-gauge steel with vermilion, baked-enamel finish. Full 360 degree wheel turn. Black, all-steel spring action seat is adjustable. 1¾" semi-pneumatic tires. For ages 3 to 7. Length 38½", width 22", height, 27½". Wt. 38 lbs.
21-7018-1892 (Ea.) **21-7018-1695** (3 or more) **27.50**

MURRAY DUMP TRACTOR. Dump box easily operated from seat. Heavy gauge steel, 33" long, 15¼" wide, 8" double disc ball bearing wheels, solid rubber tires. Red baked enamel finish
21-7017-669 (Each) Wt. 16 lbs.
21-7017-598 (6 or more). **9.50**

AMF TWO-SPEED TRACTOR. Two-speed bicycle type chain drive; high-low gear shift. Front fork with knee-action absorbs shocks. Spring mounted, adjustable seat. Tractor type, semi-pneumatic tires. Trailer hitch. Red baked enamel, white and silver trim. Heavy gauge steel hood. Self-locking plated hub and pedal caps. 40" long, 21" wide, 28" high. Wt. 36 lbs.
21-7029-2193 (Ea.) **21-7029-1974** (3 or more). **29.95**

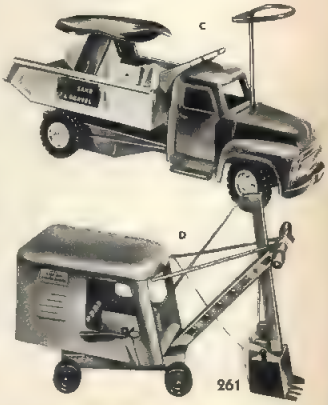


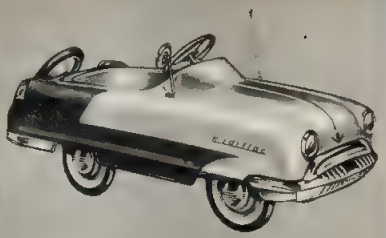
(A) "RIDE 'EM" TRACTOR. Real operating bulldozer; scale proportioned. Large rear air-cushioned rubber tires. Hard-baked enamel finish. 25" L., 12" H., 10" W.
21-6228-754 (Each) Wt. 14½ lbs.
21-6228-679 (3 or more) **10.95**

(B) "RIDE EM" LOCOMOTIVE. Steel construction with real life details . . . cow catcher, ladder, catwalk, etc. Head lever operates whistle. 28"x12½"x9" high
21-6227-875 (Each) Wt. 16½ lbs.
21-6227-788 (3 or more) **12.50**

(C) "SIT-N-RIDE" DUMP TRUCK. All-heavy gauge steel. Removable formed saddle seat. Lock lever Auto-type steering. Size 25½"x 7¾"x9"
21-6224-345 (Each) Wt. 10 lbs.
21-6224-317 (3 or more) . **4.98**

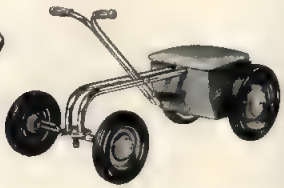
(D) KEYSTONE "RIDE 'EM" POWER SHOVEL. Handle bar for steering. Scoop bottom releases to dump automatically closes when dropped. House rotates. Green and orange baked enamel. 31" long.
21-6899-486 (Each) Wt. 7¾ lbs.
21-6899-438 (3 or more) **6.95**





AIR FORCE JEEP. Official Air Force blue with authentic markings. 8" wheels with 1¼" semi-pneumatic tires. 2 seat levels, 3 pedal adjustments. Front and rear bumpers with tow-ring on rear. Ball bearing rear axle and push rods. Sturdy welded steel construction. 16⅝" x 10½" x 39⅝". Wt. 33 lbs. F.O.B. Chicago.
21-7033-1389 (Each) **21-7033-1250** (3 or more) Retail **22.00**

KIDDILAC. Cadillac of kids' autos operates on easy-to-pedal chain drive. Fully equipped . . . aerial, rear view mirror, removable spare tire; headlamps; 8" disc wheels; 1¼" rubber tires. New two-tone styling . . . Northern Bittersweet and Panther Black decorated in silver and red. 1-piece steel body. 45" x 20" wide. 51 lbs. FOB Chicago.
21-6005-2385 (Each) **21-6005-2133** (3 or more) Retail **31.95**

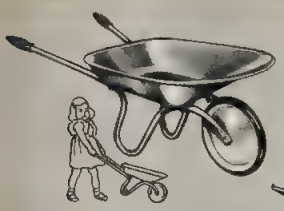


Roll along smoothly on disc wheels, molded tires. Ruggedly built of heavy gauge steel.

MURRAY SUPERSONIC JET. Propelled by ball bearing chain drive. Easy pedaling. Heavy gauge steel body. 8" ball bearing wheels, 1¾" semi-pneumatic tires. 360° steering. 45" long, 25" wing.
21-7022-2098 (Each) Weight 38 lbs. F.O.B. Chi.
21-7022-1852 (3 or more) Retail **29.95**

IRISH MAIL. Chain drive Micro-Mail is constructed of brightly plated finish steel tubing. Adjustable seat, rubber hand grips. 4 semi-pneumatic tires. 35½x19⅝"x13½". F.O.B. Chi.
21-7030-1325 (Each) Weight 30 lbs.
21-7030-1193 (3 or more) Retail **19.95**

AIRFLOW SCOOTER. 38"x34". 10" wheels.
21-6013-355 (Each) 15 lbs. FOB Chicago.
21-6013-305 (12 or more) Retail **5.25**
RADIO SCOOTER. 33"x34". 7" wheels.
21-7020-255 (Each) 8 lbs. FOB Chicago.
21-7020-214 (12 or more) Retail **3.59**



BACH JR. BARROW. Strong single sheet, rolled edge steel construction. 7" aluminum wheel and handles. Size: 28"x13⅜"x11¾".
21-7021-305 (Each) Wt. 6½ lbs.
21-7021-275 (6 or more) . **4.50**

POGO STICK. Live action rubber jumping tip. Non-slip hand grip. Steel spring, aluminum plunger and footrest. Holds 70 to 130 lbs. as is hops along. High gloss enameled finish.
21-7074-483 (Each) Wt. 5 lbs.
21-7074-444 (6 or more) **6.95**

REX "90" WAGON. Bright red, baked enamel body, black gear and handle. Lifetime bearings. Semi-pneumatic 8⅜"x1.25 molded tires. 8¼" double disc wheels . . gray enamel, red striped. Body 34"x15½"x3¾". F.O.B. Chi.
21-7023-467 (Each) Wt. 24 lbs.
21-7023-421 (12 or more) Retail **6.95**

DELUXE MURRAY BABY STROLLER. Safety tip-proof design. Tubular steel frame. Collapsible chrome-plated push handle with sliding lock feature for space-saving storage. Non-toxic, acid-resistant play pan.
21-6015-1148 (Each) Wt. 25 lbs.
21-6015-1076 (3 or more) **16.40**

THE

Talisman Rose

The FLOWER of LOVE

218J195 850T (Yellow) Retail $ 7.75
218J196 850T (White) Retail $ 7.75
Illustration of Talisman Rose Approximately
¾ Actual Size.

22BJ300 565T (Yellow) Retail $11.50
22BJ301 565T (White) Retail $11.50
22BJ298 992T Yellow Plate) Retail $ 7.95
22BJ299 992T (White Plate) Retail $ 7.95

218J201 820T (Yellow) Retail $16.50
218J202 820T (White) Retail $16.50
218J197 550T Yellow Plate) Retail $11.25
218J198 550T (White-Plate) Retail $11.25

218J194 595T (Yellow) Retail $12.00
218J200 595T (White) Retail $12.00

122A

ALL PRICES SUBJECT TO FEDERAL TAX

ORIGINALS DESIGNED BY Regel

Regel

Regel

All Illustrations
One-Half Actual Size.

Delicate necklace and earring combination. Graceful links of yellow gold-processed, matte and polished finish, with simple design. Fine chain and catch on each end. Necklace has safety chain. Gift boxed.

Necklace and Earrings — 218J196-330T
Retail $ 8.75

Earrings only
237J202-147T
Retail $ 3.00

Bracelet Gift Boxed
228J295-563 *Retail* $11.50

Necklace and Earrings — 228J296-381 *Retail* $ 7.80

Necklace and Earrings — 218J192-563T
Retail $11.50

Attractive necklace and earring set, modern art design, gold plated satin finish with a white stone centering of rhodium and gold on small bezels. Necklace has an adjustable chain. Gift boxed.

Bracelet — 228J297-415T *Retail* $ 8.50

Necklace and Earrings — 218J193-675T
Retail $13.75

Necklace and earring set of yellow gold over nickel. Lacy design with matte finish and polished edges. Necklace has an adjustable chain. Gift boxed.

Bracelet — 228J294-511 *Retail* $ 9.00

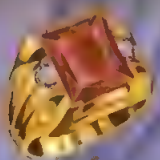
Necklace and Earrings — 218J193-625T
Retail $12.75

122B

[redacted] ALL PRICES SUBJECT TO 10% FEDERAL TAX

ORIGINALLY DESIGNED BY Regel

Saxony MENS RINGS

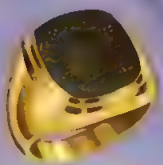


Two fine white diamonds with choice of birthstone. Heavy 10K yellow gold ring
20-35-20 X3150 **Retail $63.00**

32nd degree ring. 14K yellow gold with white gold top. Set with .40ct. fine white diamond. Heavy weight
20-35-21 X20100 **Retail $400.00**
With .25ct. fine white diamond.
20-35-22 X13500 **Retail $270.00**
With .10ct. fine white diamond
20-35-23 X7800 **Retail $156.00**

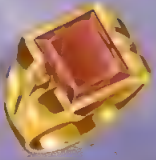
Linde Star Sapphire about 2½ct. Two fine white diamonds. Heavy 14K white gold ring
20-35-26 X14625 **Retail $292.50**
Same ring with Linde Star Ruby
20-35-27 X14625 **Retail $292.50**

Ruby initial ring. Fine white diamond. Specify initial. 10K yellow gold. Medium weight.
20-35-31 X2325 **Retail $46.50**
Same ring with genuine onyx
20-35-32 X2100 **Retail $42.00**



Fine tailored heavy weight ring with choice of genuine bloodstone, onyx or sardonyx. Specify stone desired. 10K yellow gold.
20-35-36 X2400 **Retail $48.00**

Heavy masonic ring set with synthetic blue spinel. 10K yellow gold.
20-35-41 X2025 **Retail $40.50**
Same ring with synthetic ruby.
20-35-42 X2025 **Retail $40.50**
Same ring with genuine onyx
20-35-43 X1875 **Retail $37.50**

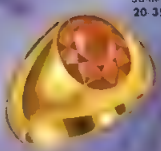


Handsome 10K yellow gold ring with choice of birthstone from chart. Good weight
20-35-44 X1950 **Retail $39.00**

Distinguished genuine onyx ring with fine large white diamond. Very heavy weight 10K yellow gold ring
20-35-33 X3675 **Retail $73.50**

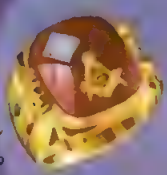
Synthetic blue spinel. Encrusted masonic emblem. Two fine white diamonds. 10K yellow gold. Good weight.
20-35-37 X3675 **Retail $73.50**
Same ring with synthetic ruby
20-35-38 X3675 **Retail $73.50**

Be sure to mention finger size when ordering. Handsome gift box free with each ring. Illustrations enlarged to show detail



Choose any birthstone from chart below
10K yellow gold
20-35-28 X1725 **Retail $34.50**

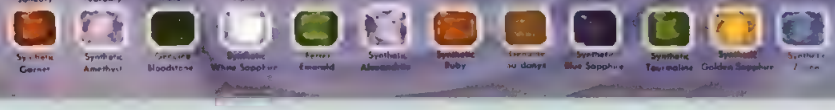
Exclusive masonic ring with fine white diamond. Heavy weight. 10K yellow gold
20-35-34 X3150 **Retail $63.00**
Same ring without diamond
20-35-35 X2475 **Retail $49.50**



Synthetic ruby. Encrusted masonic emblem. Fine white diamond. 10K yellow gold. Heavy weight.
20-35-29 X3675 **Retail $73.50**
Same ring with genuine onyx
20-35-30 X3375 **Retail $67.50**

Latest style onyx initial ring set with fine white diamond. Any initial. Medium weight. 10K yellow gold
20-35-39 X1875 **Retail $37.50**
Same ring with synthetic ruby
20-35-40 X2175 **Retail $43.50**

Genuine hematite cameo. Two fine white diamonds. Good weight. 10K yellow gold.
20-35-45 X3850 **Retail $57.00**
Same ring with genuine tiger eye cameo
20-35-46 X2700 **Retail $34.00**



Saxony LADIES RINGS

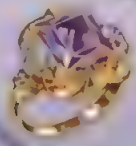
Lovely birthstone ring. 10K yellow gold. Specify birthstone from chart
20-35-01 X900 Retail $18.00

Genuine onyx ring set with fine white diamonds. 14K yellow gold.
20-35-02 X2025 Retail $40.50

Exclusive brilliant genuine white zircon ... Two ... center ... with ... stones 14K white gold ...
20-35-04 X2625 Retail $52.50

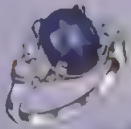
Fine lustrous cultured pearl, flashing genuine white zircons. 10K yellow gold
20-35-03 X1650 Retail $33.00

Center ring with ... birthstone from chart framed by fourteen genuine white zircons. 10K yellow gold
20-35-05 X2175 Retail $43.50

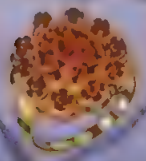


Synthetic ruby with enameled Eastern Star emblem 14K yellow gold.
20-35-07 X1425 Retail $28.50
Same ring with genuine onyx.
20-35-08 X1200 Retail $24.00

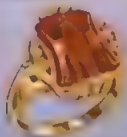
Two fine diamonds offset the sparkling center birthstone. 10K yellow gold. Specify birthstone
20-35-06 X2250 Retail $45.00



Genuine ... opal. Two fine white diamonds. 14K yellow gold
20-35-09 X3000 Retail $60.00

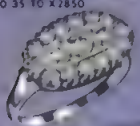


Exquisite Linde Star Sapphire ... 4 fine white diamonds. 14K white ...
20-35-11 X10875 Retail $217.50
Same ring with ... Ruby
20-35-12 X10875 Retail $217.50

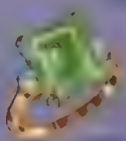


Distinctive birthstone ring. Select ... birthstone from chart. ... 14K yellow gold
20-35-13 X1275 Retail $25.50

Traditional cluster ... genuine garnets. 14K ... Also ... with ... same ... or each ... separately
20-35-10 X2850 Retail $57.00



Dainty Eastern Star ring ... diamond ... 14K yellow gold
20-35-15 X2325 Retail $46.50



Lovely ... ring set with seventeen ... genuine white ... 14K white gold
20-35-14 X2925 Retail $58.50

Genuine ... pearl. 10K yellow gold. Select ... color
20-35-16 X1950 Retail $39.00

Two ... stones ... 14K yellow gold
20-35-18 X1350 Retail $27.00

Two fine white diamonds ... 14K yellow gold
20-35-17 X2775 Retail $55.50

Best results ... when ordering. Be ... Illustrations ... actual size.

Two ... Real ... pearls. 14K yellow gold
20-35-19 X1650 Retail $33.00

NEW CLOCK FASHIONS

for gracious living... for tasteful giving... by

Schatz

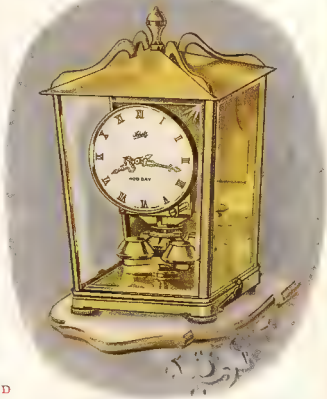
*Federal Tax of 10% not included

"ROYAL" — This regal creation runs *three full years* on each winding. Satin-finish lacquered brass, in crystal-clear case. Measures 9¼" high, 7⅞" wide, 5⅞" deep.

5C1040-6X2970/3218 . . Retail **$49.50***

New Creations that stand the test of time

Exciting new ideas from Germany's oldest and largest pendulum clock factory. *Decorator styling. Pendulock* to lock or unlock the gently rotating pendulum for convenience in handling. The Schatz *2-Jewel Movement*... infinitely accurate season after season. Schatz clocks are aristocrats of the World of Time — to be given and possessed with pride.



"LONDON COACH" — This charming clock runs *one full year* on each winding. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Measures 8⅛" high, 3⅞" square at base.

5C9000-6X2370/2567 . . Retail **$39.50***

INSIST ON THE ORIGINAL *Schatz*
IMPORTED EXCLUSIVELY
AND GUARANTEED BY REMINGTON RAND

Electric Shaver Division, Bridgeport 2 Conn.

Printed in U.S.A.

the traditional

"CATHEDRAL"

BY *Schatz*

Traditional elegance in this domed Schatz creation that runs *three years* on each winding. Other new features include *Pendulock* locking device, levelling wheels, 2-Jewel movement. Polished lacquered brass, crystal-clear dome. Measures 9" high, 6⅜" base diameter.

5C1000-6X2130/2308 . . . Retail $35.50*

*Federal Tax of 10% not included

Schatz SUPREMACY IS NO ACCIDENT!

Sturdy Pendulum
Rigidly constructed and scientifically weighted for highest accuracy.

Convenient "Pendulock"
Permits Schatz clocks to be moved easily and safely without removing the pendulum.

"Levelator" Wheels
Make Schatz clocks perfectly level on every surface, assuring trouble-free operation.

One-Year Warranty
By Remington Rand, with 120 Service Centers in principal U.S. cities.

HAND-CARVED CUCKOO CLOCKS

BY *Schatz*

Exclusive Rack Movement Runs 8 Days on 1 Winding!

"BIRD" A cheerful cuckoo and a soft chime sound the half-hour and hour. Hand-carved, mahogany finish. White numerals and white baroque hands. With realistic pine cone weights. 13" high.

5C7028-6X1750/1917
Retail $29.50*

"HUNT" Stag atop carvings of a rabbit, grouse and hunter's sack. Hands may be reset in either direction, cuckoo call remains synchronized. Pine cone weights, mahogany finish, 18" high.

5C7178-6X2950/3217
Retail $49.50*

INSIST ON THE ORIGINAL *Schatz*

IMPORTED AND GUARANTEED BY REMINGTON RAND

Electric Shaver Division, Bridgeport 2, Conn.

736 HAGNS

ADV-540

A 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. A handsomely fashioned, seasoned traveler! Precision movement. Protected by hard-wearing genuine leather case. Smart dial design with raised gilt figures, luminous hands and dots. 3¼x2⅞x1¼". Color choice of pig, brown, or red.
38W756-610 Retail **$9.95**

B 30-HOUR "WORLD-TIME" TRAVEL ALARM. Time at a glance anywhere in the world! Dramatic new styling . . . dependable, accurate jeweled movement. Dial has raised gilt figures, hour dots and hands glow in the dark. Genuine leather case. 3½x3¾x1½". Color choice of pig, brown, or blue.
38W754-871 Retail **$13.95**

C 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A smart traveling companion of exceptional value! Single key winds both time and alarm for a full week of reliable timekeeping. Handsome genuine leather case. Raised gilt figures; luminous hands, hour dots. 3⅝x2⅞x1¼". Color choice of pig, blue, or brown.
38W79-997 Retail **$15.95**

D E F 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. Truly regal in its styling, this superb timepiece is obtainable in three finishes. Dial has raised gilt numerals, luminous hour dots and hands. Protective slide closing to 3¾x2⅞x1⅛" (size of cigarette pack). Open. 5½x2⅞x1⅛".

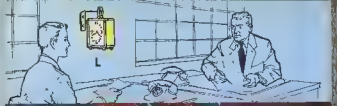
In gleaming gold-like gilt finish.
D **38W766-1338** Retail **$21.50**
In genuine leather. Choice of: pig, red, or blue.
E **38W762-1248** Retail **$19.95**
In tortoise enamel finish. Choice of: brown or green.
F **38W764-1338** Retail **$21.50**

G 30-HOUR HAT-BOX DESIGN TRAVEL ALARM CLOCK. Novel, sophisticated case styling complements the smooth genuine leather case. Jeweled, precision movement, raised gilt numerals combined with luminous hands and hour dots. 3¼x3x1½". Choice of red, green, blue, tan.
38W120-790 Retail **$12.95**

H J 30-HOUR 7-JEWEL "CUTIE" ALARM. High fashion glamour in a radiantly lovely clock fit for a princess! Raised gilt numerals, luminous hands and hour dots. Open: 3⅝x1⅝x2½". In gold-like gilt finish.
38W737-1185 Retail **$18.95**
In tortoise enamel finish. Color choice of green, brown, or jet black.
38W738-1248 Retail **$19.95**

K 30-HOUR MUSICAL ALARM. Parisian décor in beautiful plastic! Gilt figures; luminous musical notes, clef-design hands. 4½ x 3⅜ x 1½". Ivory, gold, or pink.
38W121-677 Retail **$10.95**

Prices subject to 10% Federal Excise Tax



NATIONALLY ADVERTISED

Prices subject to 10% Federal Excise Tax

L M **8-DAY 7-JEWEL "TWIN FACE" CLOCK.** Fashion-smart with double dials. Ideal for wall or desk use. Gilt case; raised gilt figures with tear-drop luminous hour indicators, hands. Swivel top. 7¾x4¾x2".
L **38W7877B-3450** (With bracket) Retail **$55.00**
M **38W7877-3125** (Without bracket) Retail **$49.95**

N **8-DAY 4-JEWEL WALL CLOCK.** Charming and distinguished in antique bronze finish, artistic gilt hands, and rich dial design. Gilt Roman numerals. Complete with wall hook. Easy to wind. 12⅝" overall, 6⅝" dial diameter; 2¼" depth.
38W7875-1875 Retail **$29.95**

P **8-DAY 7-JEWEL DESK CALENDAR ALARM CLOCK.** Changes the day, date, and month automatically with positive "touch-action." A handsome accessory to dress up the desk. Smartly fashioned in gilt that gleams like precious metal. Dependably accurate 8-day movement. 3¾x4¾": height 2⅜".
38W799-2060 Retail **$32.95**

R **8-DAY 7-JEWEL "THREESOME" DESK CLOCK.** Thermometer, barometer, and clock . . . fashioned in one smartly functional, attractive creation! In glistening gilt. Raised gilt figures and hour indicators; gilt color hands. Accurate performance for 192 hours with one winding. 6⅛" base, 4½" height; 1¼" depth.
38W7876-2965 Retail **$47.50**

S **8-DAY 7-JEWEL DESK/BOUDOIR ALARM.** Casually elegant yet smartly sophisticated—on the desk, in the bedroom, or on the TV console. Precise, timeworthy movement. Raised gilt figures and hour indicators; luminous hands and hour dots. 6½x4¼x1⅝".
38W797-1770 Retail **$28.50**

P R S

TRAV-LER Since 1921

AMERICA'S GREATEST TELEVISION AND RADIO VALUES

Radios ALL THROUGH THE HOUSE

TRAV-LER DELUXE LEADER TABLE RADIO

* Smartest Design Plastic Cabinet * Powerful 6 Tube Performance * Large Speaker—Exceptional tone

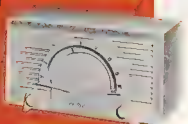
Lustrous plastic cabinets in two-tone color combinations or rich solid colors. Handsome bright gold finish dial pointer and knobs. Has 4 tubes plus rectifier with 2 dual purpose tubes. "Ferrite" rod built-in antenna. Standard broadcast band 540 to 1610 K.C. 6¾" h, 11" w, 5¼" d. Shpg. wt. 8 lbs.

45E134-1795 (Mahogany) . . Retail $24.95
45E135-2095 (Ivory) . . . . . Retail $29.95

TRAV-LER POWER PACKED TABLE RADIO

* Powerful 7 Tube Performance * Sensitive Stage of TRF with 3-Gang Tuning Condenser * Modern Design, Cabinet—Jewel-like colors. Super-sensitive AC-DC Superheterodyne. Has 2 tubes plus rectifier with 2 dual purpose tubes. Selective "Ferrite" rod antenna. Powerful full tone speaker. Standard broadcast band 540-1610 K.C. 12½" w, 7" h, 5⅝" d. Shpg. wt. 8 lbs.

45E136-2295 (Mahogany) Retail $34.95
45E137-2775 (Ivory, Red, Gr., Bl.) Ret $39.95



TRAV-LER STYLE LEADER TABLE RADIO

* Beautifully Styled Plastic Cabinet * Powerful 6-Tube Performance * Giant Easy to Read Dial

4 tubes plus rectifier, 2 tubes are dual purpose. Selective AC-DC superheterodyne with built-in "Ferrite" rod antenna. Standard broadcast stations 535 to 1630 K.C. Large speaker has remarkable tone quality. 7" w, 5" h, 4¼" d. Shpg. wt. 7 lbs.

45E131-1375 (Ebony) . . . . . Retail $17.95
45E132-1495 (Mahogany) . . . . . Retail $19.95
45E133-1595 (Ivory) . . . . . Retail $19.95

PORTABLE RADIOS

TRAV-LER PORTABLE AC-DC and BATTERY RADIO

* Uses Extra Long Life Batteries * Full toned Super Dynamic Speaker * Long Distance Reception from Latest Circuits

Style and economical performance at a value saving price. Use on batteries outdoors—on electricity indoors. 6 Tube performance, 2 tubes dual purpose. Semi-fine Ferrite Rod Antenna. superheterodyne circuit. Protected thumbswheel type controls. Rich plastic case. 9⅝" w x 7¼" h x 3¼" d. Shpg. wt. 6 lbs. less Batts. (63-125V AC-DC or Batts. Colors

45E147-2147 (Mar., Gr., Gray) Ret. $29.95
45E148-326 (Bat. Pack) . . . . Retail $5.40

TRAV-LER CLOCK RADIOS with Telechron

DeLuxe Automatic Clock features on all models
* Luminous clock hands! * Automatic appliance outlet-timer! * Music and buzzer alarm! * Sleep switch —Automatic On or Off!

TRAV-LER DELUXE MAHOGANY WOOD CLOCK RADIO

Attractive modern styling in a quality wake-up radio. Hand rubbed wood cabinet of selected mahogany veneer —rich gold-finish metal front. Telechron DeLuxe clock-timer. Has all features shown above. Built-in loop antenna, other fine features give top-quality 6-tube radio performance, using 2 dual-purpose tubes. 11⅜" w, 7⅜" h, 5⅜" d. Shpg. wt. 10 lbs.

45E140-2575 (Mahogany) . . . Retail $34.95
45E141-2795 (Blend) . . . . . Retail $37.95
45E142-2930 (Maple) . . . . . Retail $39.95

TRAV-LER VALUE LEADER CLOCK RADIO

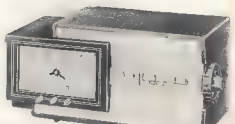
Attractively priced. 6-tube performance (2 tubes are dual-purpose. Sensitive built-in loop antenna, powerful full-tone speaker. Telechron DeLuxe clock-timer has all features shown above. King-sized tuning dial. Jewel-like plastic—colors contrast nicely with gold-finish clock dial. 11⅜" w, 6" h, 5⅛" d. Shpg. wt. 10 lbs.

45E138-2195 (Mahogany) . . . . . Retail $29.95
45E139-2495 (Ivory, Red, Green) . . . . . Retail $34.95

TRAV-LER CUSTOM CALENDAR CLOCK RADIO

Top-quality in a smart, ultra-modern design. Powerful speaker—6-tube performance with 2 dual-purpose tubes. Slide rule dial makes tuning fast, easy. Famous Telechron custom CALENDAR clock timer. Plus other features shown above. Choice of plastic colors with rich gold cabinet front and trim. 12½" w, 5¾" h, 5⅝" d. Shpg. wt. 10 lbs.

45E142-3250 (Mahogany) . . Retail $44.95
45E144-3560 (Ivory) . . . . . Retail $49.95



TRAV-LER PERSONAL PORTABLE BATTERY RADIO

* Uses Extra Long Life Batteries * Finer toned Super Dynamic Speaker * Distant Reception from Latest Circuits * Ferrite Rod Antenna. 6 tube performance, 2 tubes dual purpose. Thumb wheel tuning, easy-to-read numbers. All stations 535-1630 K.C. Brush case, lightweight plastic case. Rich gold finish trim. 9" w x 6" h x 2⅜" d. Shpg. wt. 4 lbs. less batteries. Colors—

45E145-1446 (Br., Red, Gray) Ret. $19.95
45E146-218 (Bat. Pack) . . . . Retail $3.78

ALL TRAV-LER PRODUCTS
Underwriters' Laboratories Listed

HAGNS 556

SPECIAL 45 RPM SPINDLE FITS ALL AUTOMATIC PHONOGRAPHS ON THIS PAGE

45E192-188 Retail $2.95

DELUXE AUTOMATIC PHONOGRAPH AND RADIO

- **Automatically plays 7, 10, or 12" records at all 3 speeds.**
- **Hand-rubbed mahogany veneer wood cabinet.**
- **Full Tone Radio—6 tube performance, amazingly low priced.**

FAMOUS VM AUTOMATIC RECORD CHANGER has light weight pickup arm and flip-over cartridge with permanent type needles.

POWERFUL SUPERHETERODYNE RADIO has 4 tubes plus rectifier. 2 tubes are dual purpose. Built-in loop antenna and large dynamic speaker. Personal variable tone control. Broadcast stations from 540-1730 K.C. Gold finish trim. Size 12½" w, 9" h, 19½" d. Shpg. wt. 35 lbs.

D25E798-5947 (Mahogany) . . . . . Retail $89.95
D25E799-6647 (Blend) . . . . . Retail $99.95

TRAVLER Since 1921

AMERICA'S GREATEST TELEVISION AND RADIO VALUES

Phonographs

SPECIAL 45 RPM SPINDLE INCLUDED WITH THESE 2 MODELS

DeLuxe Portable Hi-Fi Automatic Phonograph—A low-priced portable with full 50-15,000 cycles range, plus 3 speakers: VM Tri-O-Matic changer, 2 long-life Sapphire needles . . . plus all features shown below. Brown or tan simulated leather. 15¼" x 20" x 8¾" h. 110 v., AC only.

025E796-6997 (Brown) . . . . . Retail $99.95

DeLuxe Hi-Fi Automatic Phonograph—Finest high-fidelity sound reproduction. Full 50-15,000 cycles Audio . . . has all features shown below. Rich, hand-rubbed mahogany veneers in a stylish modern design. Mahogany finish. Size 15½" x 19¾" x 9⅛" h. 110 v., AC only.

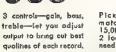
025E797-7775 (Mahogany) . . Retail $109.95

Enjoy all these Deluxe High-Fidelity features

3 controls—gain, bass, treble—let you adjust output to bring out best qualities of each record.

Pickup—precision-matched for full 50-15,000 cps reproduction. 2 long-life Sapphire needles.

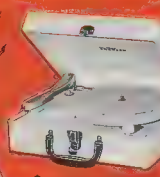
3 speakers—two 6" "woofers," one 3" "tweeter" uniform response over 50-15,000 cps range. No distortion.



VM Hi-Fidelity Record Changer—plays 7, 10 and 12-inch records at 33, 45, or 78 rpm. Easy on records.

Powerful amplifier has push-pull output. Remarkably clear, distortion-free even at full output.

ALL TRAV-LER PRODUCTS
Unitvarietors' Laboratories Listed



TRAV-LER PORTABLE 3-SPEED PHONOGRAPH

- Compact light weight Portable Carrying Case.
- Plays any 7, 10, or 12" Record at all 3 Speeds.
- Powerful Amplifier with Large Full Tone Dynamic Speaker.

A Valet Leader, it's small and compact—a pleasure to carry anywhere. Powerful amplifier for use at parties or for dancing. Light weight pickup arm, including permanent type needle. 105-125V 60 Cycle AC only. Size 12" w, 10" d, 4¾" h. Shpg. Wt. 12 lbs.

45E149-1647 (Brown, Green) Retail $21.95

TRAV-LER DELUXE PORTABLE 3-SPEED PHONOGRAPH

- Handsome Luggage Type Simulated Leather Case.
- Powerful Amplifier with Personal Tone Control.
- Plays 7, 10, and 12" records at all 3 speeds.

Large dynamic speaker for full rich tone. Flip Cartridge has 2 long-life needles. Adjustable tone and volume control. Compact simulated leather covered carrying case—easy grip plastic handle. 105-125V 60 cycle AC only. Size 12" w, 10" d, 6" h. Shpg. Wt. 12 lbs. Colors—Brown, Red, or Green.

45E150-2097 (Red, Brown, Green) Retail $29.95

TRAV-LER PORTABLE AUTOMATIC RECORD PLAYER

- Famous VM Automatic Record Changer
- Powerful Amplifier with Personal Tone Control
- Compact Portable Case plays 12" Records with Lid Closed

Automatically plays 7, 10, or 12" records at all 3 speeds. Light weight pickup arm has flip-over cartridge with permanent type needles. Large full tone dynamic speaker. Size 14½" x 13¼" x 11". 105-125V 60 cycle AC only. Shpg. wt. 20 lbs.

45E151-4295 (Tan) . . . Retail $59.95

100% WATERPROOF* MARINE CRICKET

Bold masculine stainless steel case with matching expansion band. 17 jewel world famous Vulcain wrist alarm movement. 18K gold markers with luminous dots and hands.
2508W3715 ..... **$125.00**

THE ORIGINAL...WORLD FAMOUS

VULCAIN cricket WRIST ALARM

Wakes you in the Morning
Reminds you of Appointments All Day
Keeps Perfect Time All the Time

The Vulcain Watch Company, recognized leader in the manufacture of fine watches since 1858, winner of innumerable international awards for accuracy, proudly presents its newest, distinctively styled series of Vulcain Crickets.

The miracle watch with ingenious, clear, penetrating alarm powered by the famed 17 jewel Vulcain movement. A masterpiece of superb craftsmanship, unerring accuracy that "rings the bell" for important people throughout the world in every field of endeavor . . . statesmen, scientists, explorers, sportsmen, business leaders, and professional men.

THE WATCH OF DISTINCTION FOR THE MAN OF DISTINCTION

- ***Exclusive Vulcain Patented Alarm***
- ***World Famous 17 jewel Vulcain movement***
- ***Dual unbreakable mainspring***
- ***Anti-magnetic***
- ***Stunning new designs***

*Waterproof when crystal intact and case unopened

Classic design . . . stainless steel back and expansion band. 17 jewel Vulcain wrist alarm movement. Silvered luminous dial and hands.
2501W4375 .....

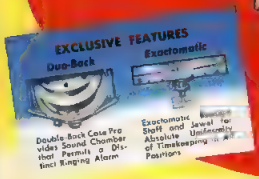
Same as above, with genuine lizard . . .
2502W3995 .....

Handsome yellow and gold . . . case with matching . . . expansion band. 17 jewel Vulcain . . . movement. Gold finish . . . dial and hands. . . . luminous dots.
2503W3995 ..... $100.00

Brilliant modern styling . . . 18K gold case with . . . expansion band. 17 jewel Vulcain wrist alarm . . . 18K gold-marker dial.
2504W5200 ..... $110.00

Brilliant modern styling . . . 18K gold case with . . . expansion band. 17 jewel Vulcain wrist alarm . . . 18K gold-marker dial.
2505W3715 ..... $125.00

Magnificent Commemoration . . . Masterpiece . . . case of 18K gold . . . 17 jewel Vulcain wrist alarm . . . heavy 18K gold markers and hands. Genuine . . . leather . . . and . . . gold buckle.
2508WT3506 ..... $380.00


EXCLUSIVE FEATURES
Duo-Back
Exactomatic
Double Back Case Provides Sound Chamber that Permits a Distinct Ringing Alarm
Exactomatic Staff and Jewel for Absolute Uniformity of Timekeeping in All Positions

ADVERTISED IN

A TRIUMPH OF FUNCTIONAL PERFECTION!

VULCAIN

Grand Prix

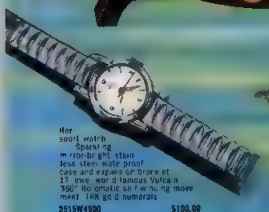
100% WATERPROOF* SELF-WINDING WATCHES

A century of unsurpassed skill in the fine art of watchmaking is reflected in these superbly fashioned timepieces by Vulcain . . . all unfailingly accurate, 100% waterproof* and fully self-winding.

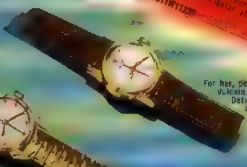
- *Fully Automatic—winds itself*
- *100% Waterproof**
- *World Famous 17 jewel 360° Rotomatic Vulcain Movement*
- *Incabloc Shock Resistant*
- *Anti-magnetic*
- *Unbreakable Mainspring*
- *18K Gold Markers*
- *Some with Luminous Dials*

*Waterproof when crystal intact and case unopened

Handsome 10K gold filled waterproof* case. Sparkling gold filled expansion bracelet. 360° Rotomatic self winding Vulcain movement. 18K gold numerals.
2512W4900 . . . $100.00



Her sport watch. Sparkling mirror-bright stainless steel waterproof* case and expansion bracelet. 17 jewel world famous Vulcain 360° Rotomatic self winding movement. 14K gold numerals.
2515W4900 $100.00



For her, petite 14K gold waterproof* case. 17 jewel Vulcain 360° Rotomatic self winding movement. Delicate 18K gold markers and hands. Rich alligator strap.
2513W9500 $260.00

Feminine beauty. 10K 2 gold filled waterproof* case. Harmonizing gold filled expansion bracelet. 17 jewel world famous Vulcain 360° Rotomatic self winding movement. Natural 18K gold marker dial.
2514W5200 . . . $110.00

Prices do not include Federal Excise Tax

New York Bennett Brothers Inc. Chicago

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK
Shock-Resistant***
Wolbrook
ANOTHER FINE CLINTON PRODUCT

NEW HORIZONS is a rectangular heavy weight 14 K SOLID GOLD case with contoured Gold-filled expansion band and contemporary dial. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W600X3229
Retail $71.50

AUTOMATIC AND WATERPROOF** sweep second hand* YELLOW case with stainless steel back has combination radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W602X2597 .. Retail $59.50

Same as above, with WHITE chrome top case and all steel expansion band.

W604X2477 Retail $55.00

HOLIDAY MOOD is prevalent the year-round in this round YELLOW case with a striking black inset ring, steel back handsome high-styled dial and dramatic genuine leather inset Gold-filled and stainless steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W606X1896 Retail $39.50

BEAU BRUMMELL styling and functional design combine in this handsome YELLOW multi-faceted case with sturdy steel back, smart dome crystal, elegant dial and companion Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W608X1994 Retail $45.00

SOLID GOLD for a lady who enjoys the finest! 14 K SOLID GOLD case with tapered endpieces and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W610X2577
Retail .$59.50

NURSE'S WATERPROOF** in YELLOW case with steel back. Sweep second hand, radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W612X2073
Retail $47.50

As above, in WHITE chrome top case and steel band.

W614X1994
Retail .. . $45.00

TWO DIAMONDS in filigree setting keynote a 10 K WHITE rolled Gold plate case. Steel back. Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W616X2666
Retail . $59.50

Same as above, in YELLOW

W618X2666
Retail $59.50

ADVANCE STYLING in a YELLOW watch with steel back and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W620X1955
Retail $45.00

As above with 7 JEWEL movement GUARANTEED FOR LIFE.*

W621X1563
Retail $33.75

TREASURED BEAUTY in a classic YELLOW case with steel back, cosmopolitan dial, dome crystal and Gold-filled tubular expansion band with faceted links. A rare timepiece to treasure. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W622X1955
Retail $45.00

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

Wolbrook

ANOTHER FINE CLINTON PRODUCT

Shock-Resistant***

WATERPROOF WATCH** in round YELLOW case with steel back. Sweep second hand radium-accented dial and Gold-filled expansion band. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W630X1955 Retail $45.00

Same as above, with WHITE chrome top case and all-steel expansion band

W632X1676 Retail $37.50

EXCITING FASHION elegance is the key to this lovely YELLOW case with steel back dome crystal, imaginative dial and matching Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W634X2007..Retail $45.00

Same as above, in WHITE.

W636X2007 .Retail $45.00

PRECISION TIMEPIECE designed for life in a YELLOW case with steel back, tailored dial, dome crystal and smart new Gold-filled expansion band. An ideal and lasting gift for a very important person. Mastercrafted with an eye to the future to give years of dependable wear. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W638X1823..Retail $39.50

ELEGANCE AND PERFECTION combine in this smart round YELLOW case. Steel back, rock crystal, easy-to-read dial with second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W640X1926

Retail $45.00

$18.50

WATER RESISTANT feature in a man's round chrome case with steel back, unbreakable curved crystal, radium figure-and-hand dial clearly defined second hand and genuine leather strap. Dust protected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W651X1029
Retail $18.50

$18.50

A LOVELY LADY will enjoy the beauty of a small YELLOW case with non-corrosive back, modern dial, second hand, curved crystal and leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W653X1068
Retail $18.50

$19.95

UNFAILING ACCURACY in a YELLOW case. Engraved expansion band is easily adjusted to any size. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W655X1171
Retail $19.95

As above with leather strap.

W657X1049
Retail $18.50

$19.50

CLASSIC SIMPLICITY describes this prestige round YELLOW case with non-corrosive back, second hand, tailored dial, curved crystal and silk cord band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W659X1122
Retail $19.50

$18.50

BLACK-AND-GOLD color combination in a round YELLOW case with non-corrosive back, black dial, gilt numerals and matching black leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

W661X1068
Retail $18.50

Specially Priced Values of Super Quality and Style

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee. • **Guaranteed waterproof as long as case, crown and crystal are intact. • ***Shock resistant balance staff for added protection. • Unless otherwise stated retail prices include federal excise tax. • Prices are subject to change without notice.

All watches are illustrated actual size. Diamonds slightly enlarged to show detail.

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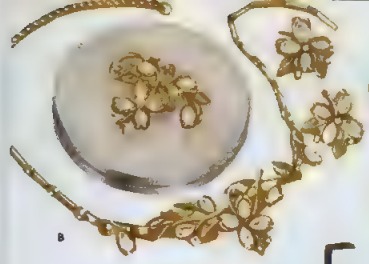
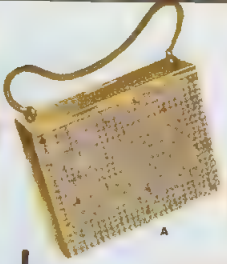
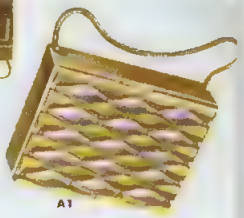
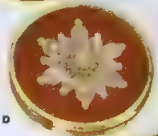


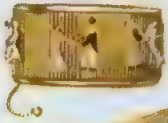


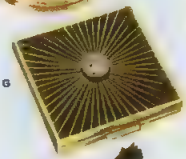


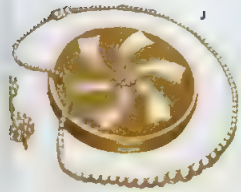
Fashion Portables by Zell

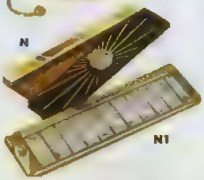
Gifted Accessories to Beauty . . .

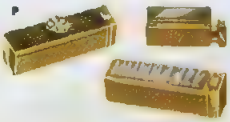












(A) "Her Majesty Carryall". Distinctively different Jewelers Bronze carryall. Full beveled mirror, powder compartment, lipstick, money compartment, comb. Reverse side o King or Regular cigarette case. Overall pearl plaque with multi-color rhinestones. Attached flexible snake chain handle. Gift boxed. 10% Tax.
4M10X1000 **$19.95**

(A1) "Royal Highness" Carryall. Quilted design in striking two tone Silver and Polished Gold finish. Same as "Her Majesty" Carryall. Gift boxed. 10% Tax.
4M11X750 **$14.95**

(B) "Dutchess" Compact, Necklace, Earring Set. Exquisite matching adjustable rhinestone necklace, earrings and matching Silvery inner door compact. Gift boxed. 10% Tax.
4M12X750 **$14.95**

(C) "Ocean Glow" Compact. Genuine Mother of Pearl inlay watchcase style compact. No tax.
4M13X350 **$6.95**

(D) "Flaming Red" Compact. The colors of Royalty interpreted in plush velvet, with beaded medallion on a Jewelers Bronze inner door compact. No tax.
4M14X325 **$6.50**

(G) "D'Elegance" Compact. HAND engine-turned sunburst on new black plate finish with rhinestone jewel on this smart inner door compact. 10% Tax.
4M17X300 **$5.00**

(H) "Picture Locket" Compact. Locket compartment holds your two favorite photos in this polished gold watchcase type compact. No tax.
4M18X300 **$5.00**

(I) "Golden Glitter" Photo Album. The 22 Kt. Gold overlay of MIRACLE MESH by Zell is guaranteed never to tarnish nor scuff. Album holds 16 photos. Perfect gift for purse or home decoration. 10% Tax.
4M19X300 **$5.00**

(J) "Sea Treasure" Necklace, Earring, Compact Set. Single strand necklace, matching pearl earrings and pearl ornamented Silver and Gold engraved compact. An ensemble to take pride in possession. 10% Tax.
4M20X300 **$5.00**

(K) "This is Our Life" Bracelet. Precious-like hand set jeweled charms depict the six happiest stages of one's life on this stunning gold plated cuff bracelet. Fashion-wise and conversational. Gift boxed. 10% Tax.
4M21X625 **$12.50**

(K1) "This is Our Life" Compact. Matches "This is Our Life" bracelet. Gaily scattered jeweled charms as above on engraved Jewelers Bronze compact. So smart to own, such good taste to give. Gift boxed. 10% Tax.
4M22X625 **$12.50**

(L) "Ocean Glow" Cuff Bracelet. Genuine Mother of Pearl in bamboo stripes in a golden bracelet. 10% Tax.
4M23X450 **$8.95**

(N) "Comb D'Elegance". "Foldaway" comb matches "Compact D'Elegance" 10% Tax.
4M25X210 **$3.50**

(N1) "Ocean Glow" Comb. "Foldaway" comb with genuine Mother of Pearl in bamboo effect. No tax.
4M26X300 **$5.00**

(O) "Date To Remember" Compact. Solves every gift problem! Concealed dial is quickly rotated to set any month, any day. Perfect gift for all occasions. Silver and Gold inner door compact. No tax.
4M27X400 **$7.95**

(P) "Lip Flip D'Elegance". Mirror pops up when lipstick is in use. Swivel action fits all standard refills. 10% Tax.
4M28X240 **$4.00**

(P1) "Ocean Glow" Lip Flip. Genuine Mother of Pearl inlay in bamboo stripe effect. Gift boxed. No tax
4M29X300 **$5.00**

(Q) "Imperial" Carryall. Genuine Mother of Pearl with fiery rhinestones decorate this Jewelers Bronze carryall encased in smart black faille handbag casette. Carryall features same as "Her Majesty" carryall on reverse page. 10% Tax.
4M30X1500 $29.95

(R) "Mesh-Mates" Wallet-Key Ring Case Set. 22 Kt. Gold overlay in MIRACLE MESH by Zell. Two key rings keep keys separate and handy. Case holds drivers license. 10% Tax.
4M31X550 $10.95

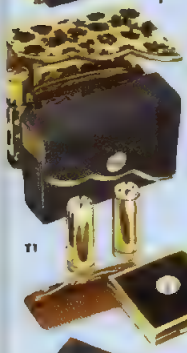
(S) "Tulip" Casette. Rhinestone ringed watchcase compact, jeweled lipstick case, jeweled comb in black velvet casette trimmed with white brocade. 10% Tax.
4M32X500 $9.95

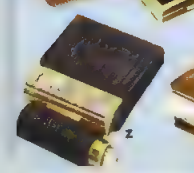
(T) "Oriental Splendor" Purse Carryall. Floral brocade carryall, fitted with matching compact. Metal lipstick case and perfume holder with cloisonné ornament includes comb. 5% Tax.
4M33X450 $8.95

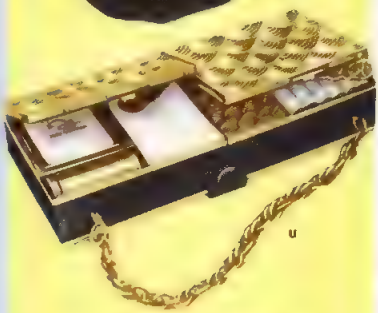
(T1) "Midnight Romance" Purse Carryall. Luxurious black velvet carryall with matching compact. Cloisonné ornamented lipstick case and perfume holder. Includes comb. 5% Tax.
4M34X550 $10.95

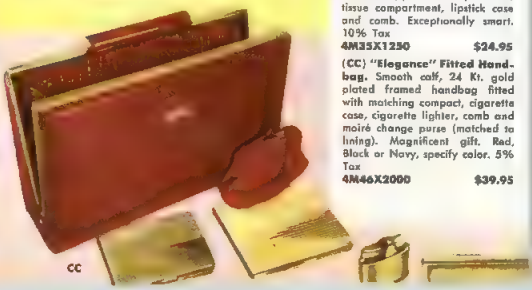
(Z) "Shooting Stars" Casette. Glittering rhinestones on Jewelers Bronze compact with jeweled lipstick case in a shimmering Black Moiré Casette. 10% Tax.
4M43X350 $6.95

(BB) "Gadabout" Purse-Wallet-Compact. A combination of practical perfection in Ostrich grained leather. Change purse atop Jewelers Bronze inner door compact. Foldover wallet on reverse side. 10% Tax.
4M45X375 $7.50









Zell EXQUISITES

(V) "Persian Princess" Cigarette Case and Petti-Pak Ensemble. India print inlaid Petti-Pak carryall, with matching compact, pill holder, comb. Full pack King or Regular cigarette case. Gift boxed. No tax.
4M36X600 $11.95

(W) "First Nighter" Carryall. Fawn patterned brocade framed in Jewelers Bronze. Contains cigarette case, lipstick, compact, comb and purse. Gift boxed. 5% Tax.
4M37X550 $10.95

(X) "Mermaid Magic" Clutch Handbag. Unusual net fabric trimmed with lush black velvet gusset and lavish black satin lining. Jeweled golden turn-lock clasp. Fitted with golden framed mirror, change purse and comb. Gift boxed. 5% Tax.
4M39X450 $8.95

(Y) "Cocktail Hour" Handbag. Pinch-lock framed carryall of imported black brocade lined with contrasting satin. Fitted with compact, pill holder, change purse and comb. 5% Tax.
4M40X550 $10.95

(Y1) "Cocktail Hour" Carryall. Same as "Cocktail Hour" Handbag. In black velvet. Gift boxed. 5% Tax.
4M41X550 $10.95

(U) "Curtain Time" Clutch Carryall. Slim box type hand bag with golden chain handle. On reverse side a King or Regular size cigarette case and jewelers bronze case containing full size mirror, powder compartment, tissue compartment, lipstick case and comb. Exceptionally smart. 10% Tax
4M35X1250 $24.95

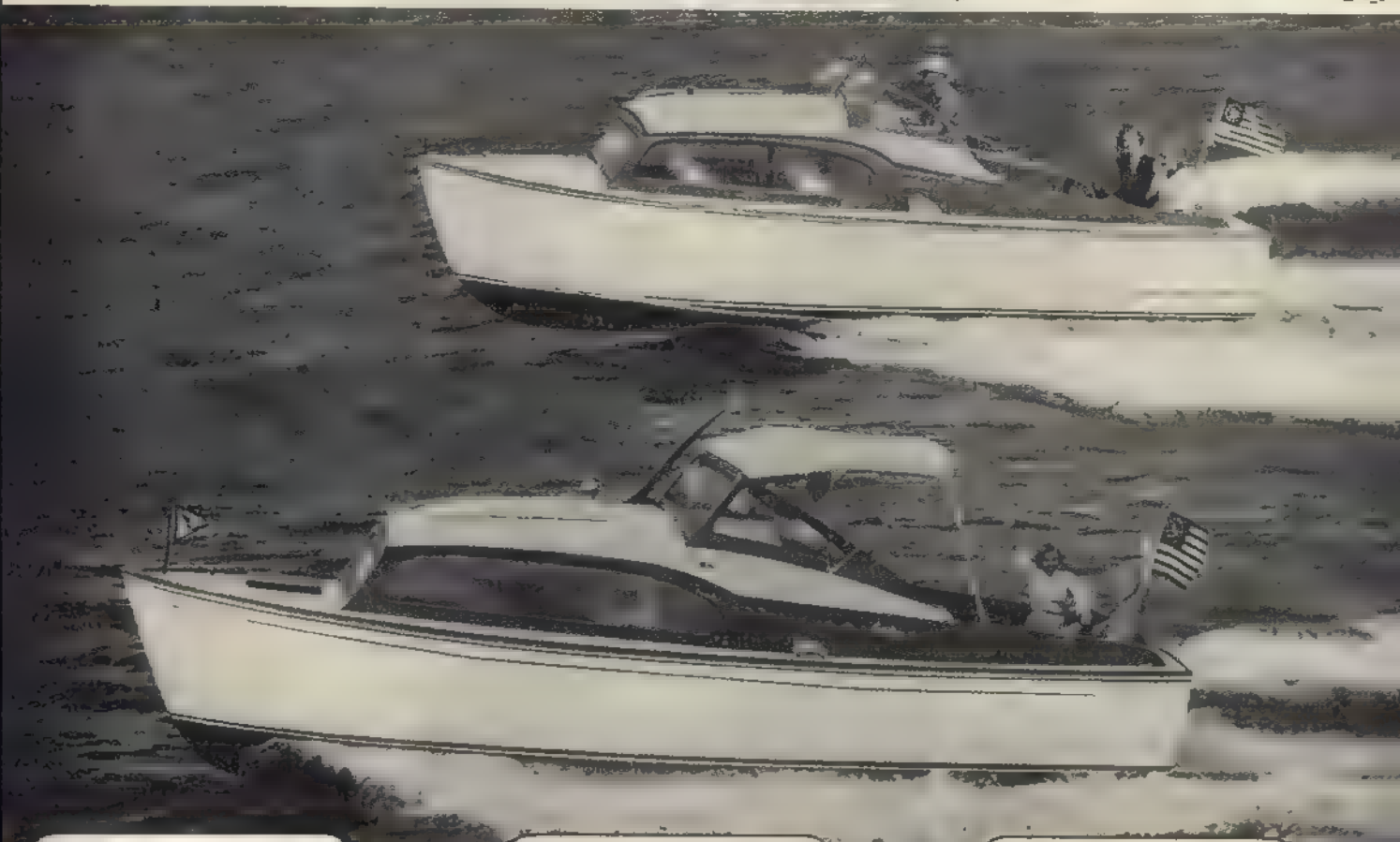
(CC) "Elegance" Fitted Handbag. Smooth calf, 24 Kt. gold plated framed handbag fitted with matching compact, cigarette case, cigarette lighter, comb and moiré change purse (matched to lining). Magnificent gift. Red, Black or Navy, specify color. 5% Tax
4M46X2000 $39.95

For every kind of boating pleasure

For every kind of boating budget...

Cruis Along

TRADE MARK



Express 27

Luxury... Style... Speed!

Finest in its class and size. Beautifully appointed cabin. Sleeps four. Handsome dinette becomes double bed . . . lounge converts into upper and lower berths. Fully enclosed head. Completely equipped galley. Four hanging lockers. Sliding windows. Large self-bailing cockpit, flying bridge. Available with varnished teak decks. Flush hatches. Super Hy-Plane hull insures non-pounding ride at speeds up to 27 miles per hour depending on engine installation. Mahogany planked, your choice of Navy or hard top.

Vacationer 22

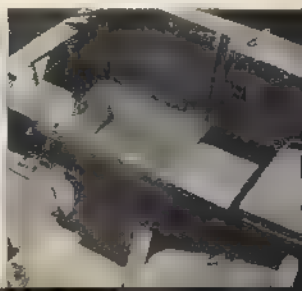
Completely Equipped Family Cruiser!

Beautiful economy cruiser. Handsome interior that is able to sleep four comfortably. Completely equipped galley with alcohol stove, metal sink, icebox and dry grocery cabinet. Enclosed marine toilet. Sensational stowage space. Sliding windows. Roomy self-bailing cockpit, spray rail, choice of engine installation. *Plus* the largest amount of standard equipment ever offered in a cruiser of this size and price. No extras needed. Super Hy-Plane Hull guarantees smooth, level ride. Navy top available.

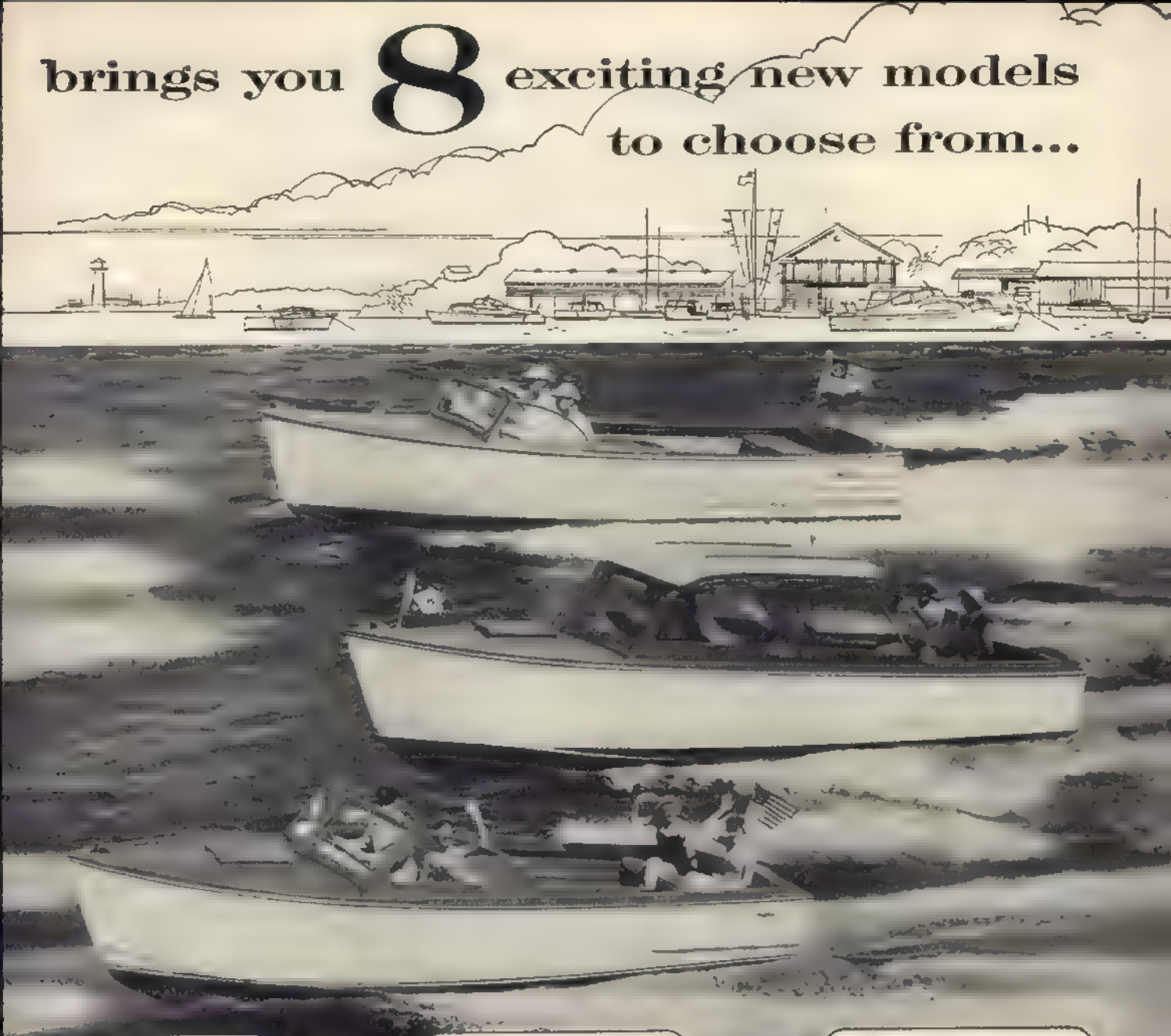
Buccaneer

Fast... Seaworthy... Clinker-Built Boat

The rugged clinker-built boat that is ideal for fishing and family parties. 19 feet long, 7 foot beam, it is designed for dryness, smooth riding and seaworthiness in roughest waters. Will take you out to the fishing grounds in a hurry at speeds up to 33 miles per hour depending on engine option. Two steering positions, stern tiller as well as forward wheel to make trolling easy, inlet running comfortable. Extras include marine toilet, fish tank, Navy top, side curtains, cockpit cover.



brings you 8 exciting new models to choose from...



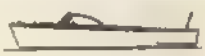
Angler 22

Comfortable...
Dependable...
Fishing Boat

Smart, versatile fishing boat with a tremendous cockpit and hard top to shelter you from the sun. It has two quarter permanent berths and plenty of stowage space. Forward mahogany hatch for easy line and ground tackle handling, wide stern seat with stowage space beneath. Takes you out to the fishing grounds in a hurry at speeds up to 32 miles per hour depending on engine installation. Super Hy-plane hull assures a level ride. Extras include side curtains, cockpit cover and marine toilet.

Sportster 22

Speedy... Safe...
Family Day Boat

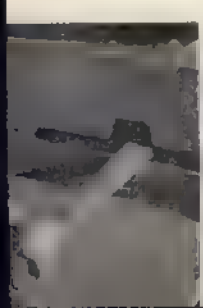


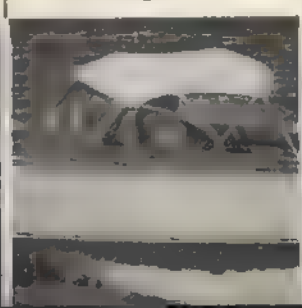
The open boat . . . comfortable, spacious and ideal for days of gay cruising. Two permanent forward quarter berths... forward hatch of mahogany, amazing stowage space. Fast and tremendously seaworthy with speeds up to 32 miles per hour depending on the engine you select. Ventilating windshield, roomy seats designed to accommodate large families or groups of friends. Super Hy-Plane Hull assures smooth riding performance. Extras include marine toilet, Navy top, side curtains and cockpit cover.

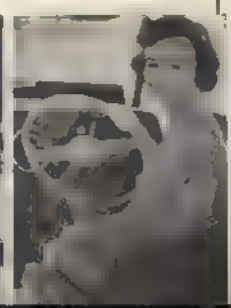
Cruis-Along 1956

Built in the finest tradition of Chesapeake Bay boat builders, these are winners all. Designed for maximum comfort and pleasure . . . for every kind of boating budget. All Cruis-Alongs with exception of the Buccaneer feature the Super Hy-Plane Hull that combines the finest qualities of the round bottom hull and the fast planing V bottom type. Guaranteed to step up speed, insure a level ride and never pound in a seaway or squat with a cockpit load. All Cruis-Alongs, with the exception of the flush deck Express, have hinged, insulated engine boxes!

Outboard models next page







Let us send you our exciting new Brochure

. . . all 8 models lavishly illustrated and described

M. M. DAVIS & SON, Inc., Solomons 4, Md.

Boat builders for over 75 years

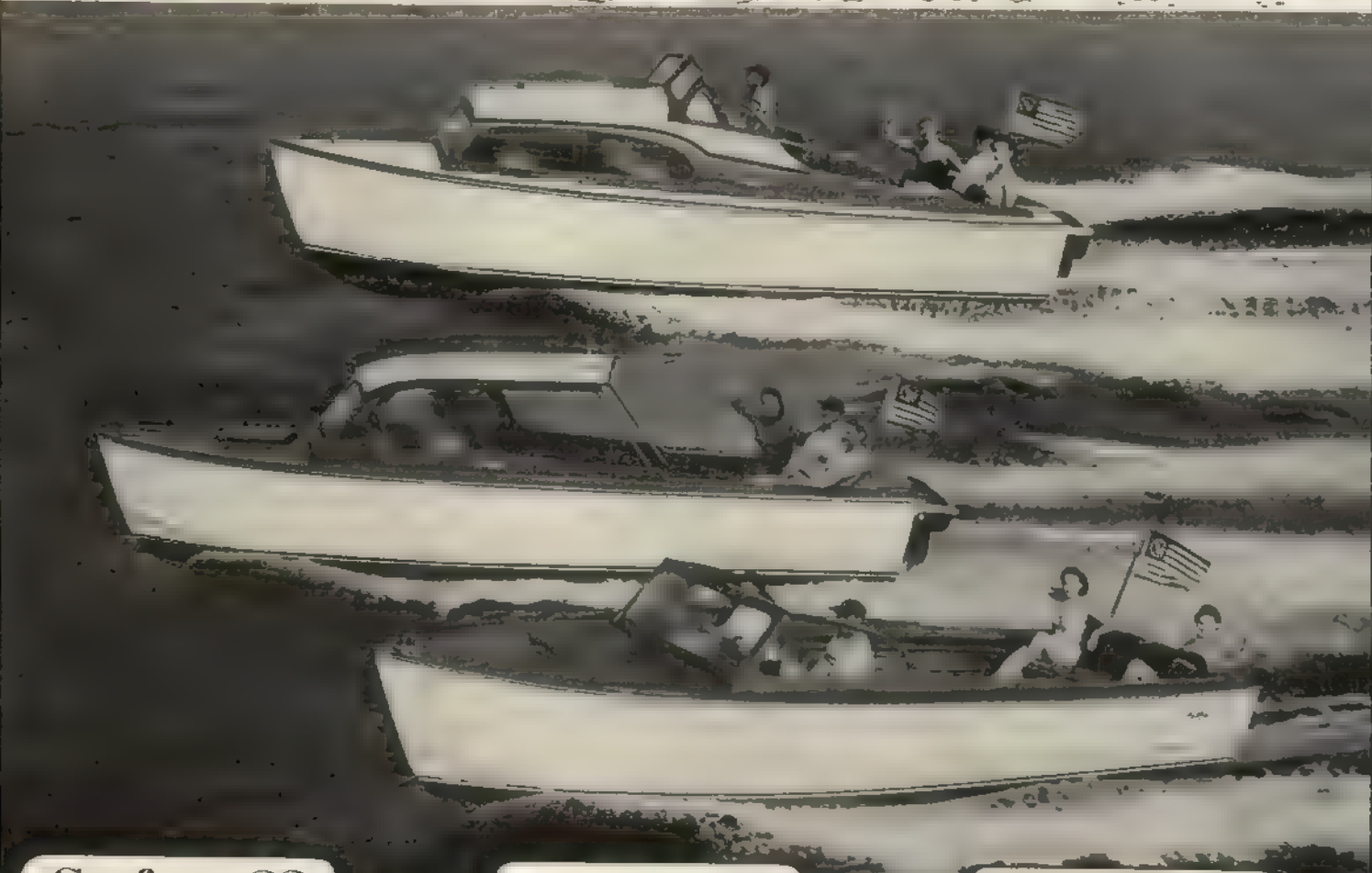
Now...

Cruis Along

TRADE MARK

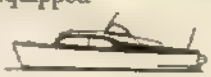
builders of seaworthy cruisers offer you the same sea-tested hull for outboard use

3 Value-packed models to choose from...



Seafarer 22

The Completely Equipped Family Outboard Cruiser



The ultimate in outboard cruisers. Stunning interior able to sleep four comfortably. Completely equipped galley with insulated icebox, running water. Enclosed marine toilet, unusual stowage space, attractive appointments. Sliding windows, large self bailing cockpit and spray rail. Super Hy-Plane hull assures level ride. Lots of standard equipment. No extras needed. Built to carry single or dual outboards

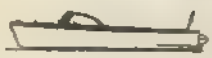
Troller 22

Dependable...Fast... Outboard Fishing Boat!

Handsome, well built outboard fisherman with huge cockpit and hard top for shelter in sun and showers. Two permanent forward quarter berths, plenty of stowage space. Forward hatch of mahogany. Wide stern seat with underneath stowage space. Super Hy-Plane hull guarantees a smooth ride. Extras include side curtains, cockpit cover, marine toilet. Built to carry single or dual outboards.

Rover 22

The Outboard Family Day Boat!



Roomy, comfortable . . . designed for safe family cruising. Two permanent forward quarter berths, lots of stowage space. Ventilating windshield, large seats designed to accommodate the entire family or a large group of friends. Super Hy-Plane hull will give comfortable non-pounding ride. Extras include Navy top, cockpit cover, and marine toilet. Built to carry single or dual outboards.

Save 5%... buy now while low winter prices are in effect!

New Chris-Craft Sea Skiffs for 1956

Fast! *Dry!* *Seaworthy!*

New Chris-Craft Sea Skiffs for 1956 are at your dealer's now . . . open models, flying-bridge cruisers, semi-enclosed cruisers — 18 ft. through 40 ft. . . . with traditional round-bilge, lapstrake design, traditional seaworthiness . . . and boasting new advances in construction, equipment, performance!

Here are practical, beamy, all-purpose boats . . . boats you can use for almost anything, from exciting water sports to heavy-duty utility work. And they are ruggedly built, thrilling to own. A delight to handle, for Chris-Craft Sea Skiffs give you a dry, soft-cushioned ride, even in rough water; their unusual maneuverability and handling ease provide positive control at all speeds!

What's more, new Chris-Craft Sea Skiffs are exceptionally watertight — with exclusive Chris-Craft Sea Skiff Sealer in all seams and joints, from keel to seat risers in 18-ft., 22-ft., and 26-ft. models; from keel to sheer in 30-ft., 35-ft., and 40-ft. models. As for power plants, there's a wide choice of engines which produce power to spare to carry big loads at high speeds!

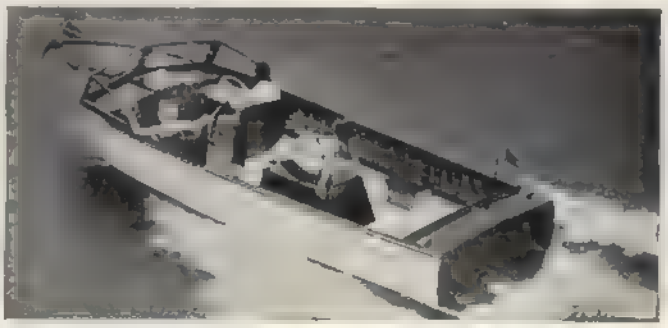
Standard equipment includes a sturdy skeg to protect the bottom, bronze shoe to protect the propeller on 18-ft., 22-ft., 26-ft. models; dependable worm-and-pinion, rod-to-rudder steering; ventilated bilge; fuel tank vented overboard; water-cooled copper exhaust pipe — to name just a few.

And a large selection of optional accessories — such as ventilating or non-ventilating windshield, folding canvas or permanent top, icebox or fish box, toilet, cushions as well as a choice of attractive hull colors — let you tailor your Sea Skiff to your individual boating needs!

Visit your Chris-Craft Sea Skiff dealer for prices and model information, or write us direct. But *act now* while low winter prices are in effect — *you save 5%!*

All prices quoted are low winter prices f.o.b. factory, and subject to change without notice.

Value-plus! New 18-ft. Sea Skiff with 60 h.p. engine, speeds to 25 m.p.h. A practical boat, practically priced from $2440. Sea Skiff strakes are 5-ply marine-grade fir plywood for maximum strength. Optional extras include: toilet below forward seat, fish box in stern, folding khaki top with protecting side curtains.



New 26-ft. Sea Skiff with engine options to 130 h.p., speeds to 29 m.p.h. Frames of Philippine Mahogany and ribs of steam-bent White Oak. This beautiful performer has a roomy forward storage area which can be converted into a cabin by adding Vee berths, toilet, and hatch. From $3010.

CHRIS-CRAFT SEA SKIFFS ARE FAR STRONGER, FAR MORE WATERTIGHT!

Seams and joints of all Chris-Craft Sea Skiffs are reinforced with Chris-Craft's synthetic-rubber-based Sea Skiff Sealer. It is both a tenacious adhesive and a watertight sealer. It makes Chris-Craft Sea Skiffs far stronger than ordinary lapstrake boats, provides them with a new kind of long-lasting watertightness.

Chris-Craft Sea Skiff Sealer adds strength. Tests showed that a pull of 82 lbs. per sq. in. separated the seams in ordinary lapstrake hull construction — clout nails with putty or compound filler. A pull of 130 to 150 lbs. per sq. in. *(more than four times more force)* was required to tear apart Chris-Craft strakes fastened with copper clout nails and Sea Skiff Sealer. Even then, *the seams held* but the wood around the seams shredded!

Sea Skiff Sealer is elastic. A block of wood, bonded to another block with 1/16-in. thickness of Sea Skiff Sealer, can, with considerable force, be moved transversely about ¼ in. across the bonded surface of the second block without losing adhesion. When pressure is released, the two blocks return to their original relative position. Applied to Chris-Craft Sea Skiffs, this sealer allows the strakes to "work" *without* affecting the bonding seal.

Sea Skiff Sealer provides a watertight bond. A Sea Skiff using Sea Skiff Sealer *without* copper-clout-nail fastenings was subjected to severe rough-water tests at high speeds. After months of testing, the hull remained *completely intact and watertight.*

Also, Chris-Craft Sea Skiff Sealer is highly resistant to the effects of water, weathering, fuel and oil. A test patch, exposed to sun and weather continuously for over eight years, showed no tendency toward brittleness or cracking.

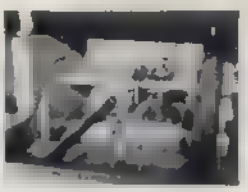
New Chris-Craft round-bilge, lapstrake Sea Skiffs — with Sea Skiff Sealer — are far more durable, far more watertight than other boats of this type. And you can get Chris-Craft Sea Skiff Sealer *only* on a new Chris-Craft Sea Skiff. Can *you* afford to buy any other make of lapstrake boat?

Runaway 22-ft. Chris-Craft Sea Skiff. Options of 80- or 95-h.p. engines, speeds to 28 m.p.h., space or toilet beneath forward deck. From $2080.

Four-Sleeper 30-ft. Sea Skiff Semi-Enclosed Cruiser with dinette, galley, toilet compartment. Single or twin engines to 190 h.p., speeds to 25 m.p.h. From $8850. Also available: 30-ft. Open Sea Skiff Two-Sleeper Fly Bridge and Semi-Enclosed Cruisers, and Four-Sleeper Fly Bridge Cruiser. Optional extras available.

35-ft. Four-Sleeper Semi-Enclosed Cruiser with dinette, galley, toilet compartment, power options to 260 h.p., speeds to 27 m.p.h. Priced from $12,840. Also: Four-Sleeper Fly-Bridge Cruiser. Sea Sleeper Semi-Enclosed and Fly-Bridge Cruisers are available in 35-ft. *and* 40-ft. models. Choice of factory-installed accessories.

THESE QUALITY FEATURES ARE STANDARD ON CHRIS-CRAFT SEA SKIFFS!



Steering is worm-and-pinion (left), rod-to-rudder (right) —assures instant response and easy maneuverability.

Bronze shoe protects propeller, on 18-, 22-, and 26-ft. models. Rudder is bronze.

Sturdy skeg provides underwater protection. Bottom paint is anti-fouling.

CHRIS-CRAFT Sea Skiff

DIVISION

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

MOTOR BOATS MARINE ENGINES BOAT KITS
OUTBOARD CRUISERS • SEA SKIFFS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Fuel tank is below aft deck, vented overboard. Fuel shut-off valves at tank and carburetor.

U-MAK-IT BOAT KITS

TWICE THE FUN—
HALF THE COST!

MOST COMPLETE LINE OF BOAT KITS — A MODEL FOR EVERY SERVICE AND BUDGET.

Finest hobby with unequalled rewards for you, your family and friends.

Start building!
Stop wishing!
Be shipshape for the first break of the season.

ASK FOR YOUR COPY OF OUR COMPLETELY ILLUSTRATED CATALOG
SHOWING ALL MODELS, PLUS MOTORS, ACCESSORIES ALL YOU NEED TO BUILD YOUR OWN
SEND 25¢ COIN FOR POSTAGE AND HANDLING

U-MAK-IT products

705 WHITTIER STREET • BRONX 59 NEW YORK

AMERICAN FLYER Scale Model Trains

2-rail "T" formed flat top track, like real RR track

Air Chime whistle blows short toots or long blasts

All aboard on the American Flyers for 1956! Here's a world of realism in miniature . . . the thrilling speed, authentic action, color and sound of real-life railroading . . . to gladden the heart of every model railroader . . . to make a young boy's eyes shine with joy. All true to scale models . . . and not just precision-made but durably made . . . dependable for years and years of railroading fun. The big and beautiful locomotives have all the rugged weight and belt of a real loco scaled down to size . . . have built-in Pull-Mor, giving them amazing pulling power for long hauls, climbing power, speed.

Real smoke with firebox glow . . clean, harmless

"Choo-choo" sound timed to action of driving wheels

"THE MOUNTAINEER" . . . 4 Car Freight Train. Make that boy thrill to his fingertips with this wonderfully authentic, colorful freight train! Powered by the massive 4-8-2 "Pacific" type steam locomotive, it hauls heavy freight over rugged terrain, up steep grades or across open flatlands at super speed. Puffs real red glowing smoke, has built in choo-choo sound. Powerful worm drive motor. All pieces perfect scale models . . . realistically reproduced down to the finest detail. Equipped with real RR knuckle couplers. Cars uncouple by remote control. Set includes: locomotive and tender, tank car, coal car, gondola, caboose; 3-pc. smoke set, 12 sections curved track, electric car uncoupler, track terminal, 50-watt transformer and train book.

88-3009 B2000 Train. 3-ft., 11¾" long..... **$29.95**

"SILVER FLASH" . . . 5 Car Diesel Freight with Horn. Rugged rail giant with amazing Pull-Mor power pulls its cargo at thrilling speed . . . along the straightaway, 'round hairpin curves. New billboard horn blows diesel blasts by remote control. All scale models . . . built to pin-point accuracy; equipped with real RR knuckle couplers. Includes: Diesel "A" unit locomotive, coal, refrigerator, tank cars, gondola, caboose; remote control uncoupler, 12 curved tracks, 4 straight tracks, 16 track locks, track terminal, 50w transformer, booklet.

88-3017 B2867 Diesel Train. 4-ft., 4¼" long.....**$42.95**

New! "B" Unit with DIESEL "ROAR" . . . the last word in Diesel realism!

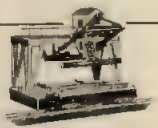
Now, for the first time in model railroading history, the full-throated ROAR of the mighty Diesel captured in amazingly realistic sound effects. Developed exclusively for the famous American Flyer trains . . . the authentic scale models that LOOK real and now SOUND real!

Four different diesel sounds are synchronized to train action . . . the steady pulsating motor-idle sound increases in pitch and intensity building up to a throbbing roar.

Choice of "Silver Rocket" or "Silver Flash" markings. Coupled between the power-driven lead and trailer ends of your twin-diesel, the "B" unit produces an exceptionally long-looking power plant. (Can be used with any American Flyer Diesel set.)

88-3058 B1000 Rocket "B" Unit...**$14.95**

88-3066 B1000 Flash "B" Unit.. . **14.95**



NEW OPERATING LOG LOADER . fascinating action! Touch of remote control button activates lumberman as big hooks pick up timber, lift it up ramp and release it into waiting car. (Car not included.)

88-3074 B1000 Size: 10x8½" high... **.$14.95**

100% remote controlled . . 3 control buttons

OPERATING COAL LOADER . . . just like real! Clam-shell scoop closes its jaws over load of "coal," carries it up, deposits it into elevated hopper. Coal is released to cascade into car. (Car not incl.)

88-3082 B1000 Height, 14¼" **$14.95**

Electric motor concealed in shack

OIL DRUM LOADER . . . intriguing realism! Action-packed . . . just press remote control button and "man" operating 3-wheel lift truck, picks up barrel, motors over to car and dumps barrel . . . then returns to ramp for more! (Car not included.)

88-3090 B867 Size. 9x5½" high.....**$12.95**

HAND CAR and SHED. No model pike is complete without the familiar hand car! Here it is complete with shed like the real railroads use. Electric motored hand car is 4½" long; white and red shed of pressed steel, 5x8¾" long. Half-track included.

88-3108 B664 Car and Shed.....**$9.95**

For Clear, Sharp Pictures . . . ANSCO 35mm. Cameras

ANSCO 35 mm KAROMAT

- Lens-Coupled Rangefinder
- Rapid Film Transport Lever

A beautifully engineered, German precision instrument that will produce extra-sharp color transparencies or great detail and definition in black and white. The Karomat offers speed and flexibility in operation. Lens is the famous Schneider f/2.8 Xenon . . . handcoated fully corrected anastigmat. A lens-coupled split-image type rangefinder makes it easy to have great accuracy in focusing; rangefinder and viewfinder in single window for greatest operating convenience. Synchro Compur Rapid shutter, speeds from one to 1/500 second, plus time and bulb; synchronized for all types of flash bulbs at all shutter speeds. Range: 3′ to infinity. Automatic film counter, self-erecting lens panel, metal body, leather cover. Takes 20 or 36 black-and-white or color pictures with 35 mm. magazines. Frame counter; field-depth scale; no double exposures. Flash unit listed on page 271.

33-0225-8604 Wt. 3 lbs. . . . . Retail **112.50**
33-0217-882 Eveready case . Retail **12.50**

ANSCO 35 mm SUPER LVS

- New Light-Value System
- Cross-coupled Shutter-Diaphragm Settings

When correct exposure settings are made, shutter-speed dial automatically changes diaphragm to correct lens opening for perfect exposure. Self-timer lever works with or without flash 4-element f/3.5 Agfa Solinar lens mounted as a single focusing unit—coated and color corrected Depth-of-Field Scale coupled to lens focusing dial, is visible from camera's top. Coupled rangefinder and viewfinder; automatic film transport lever; automatic exposure counter; full-length hinged back for easy loading; built-in accessory clip. Flash shutter synchronized to 1/500 second Light value settings represented by numbers 3 through 18 each shutter speed doubles or halves the speed of the next . . . . no odd fractional changes between diaphragm and speeds. For precision black and white or color. Sturdy construction throughout. Flash Unit listed on page 271

33-0226-6844 Wt 3 lbs. . . . . Retail **89.50**
33-0227-648 Case . . . . . .Retail **9.75**

ANSCO 35 mm REGENT

- Double-Exposure Preventer
- Shutter Speed to 1/300 Second

This serviceable camera is the answer to all your camera needs. Fast, highly corrected f/3.5 Agfa Apotar Anastigmat lens, is hard coated to give sharper negatives and brighter color transparencies. The accurate dependable shutter, with speeds to 1/300 second and built-in synchronization for all flashlamps and strobe lights. Automatic film measuring device, film counter and double-exposure preventer helps to assure quality pictures. Built-in self-timer and depth-of-field scale allows you to maintain steadiness of pictures which you take of yourself. The "Regent" has an all-metal body covered in genuine leather with satin finish chrome trimwork. Other features—self-ejecting front, optical subject finder; built-in accessory clip. Takes standard 20 and 36 exposures with 35 mm. magazines—black and white or color. Flash unit listed on page 271 Wt 8 lbs.

33-0219-490 Carrying case. Retail **54.50** Retail **6.95**

High-Quality Ansco Film For Black & White And Color Pictures

BLACK-AND-WHITE ALL-WEATHER PAN FILM. A guaranteed premium film with a wide latitude to overcome exposure errors. Sharp, clear results in sunshine, shade, or by flash—and completely climate proof.

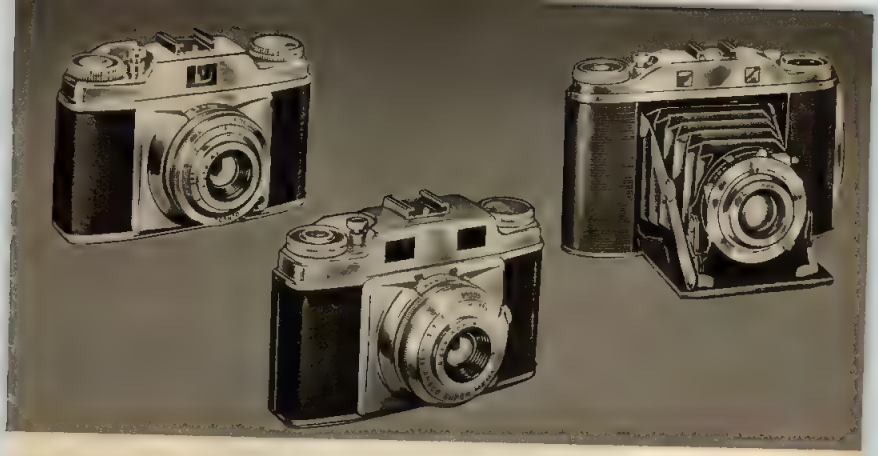
Per Pack (3 rolls)	3 Packs (9 rolls)	Roll Size	Retail Per Pack
33-0262-76	**33-0263-216**	127	**1.05**
33-0263-87	**33-0263-249**	120	**1.20**
33-0264-87	**33-0264-249**	620	**1.20**

Per Pack (12 rolls)	Roll Size	Retail Per Roll
33-0250-329	127	**.40**
33-0251-372	120	**.45**
33-0252-372	620	**.45**
33-0254-450	616	**.55**

HIGH SPEED ANSCOCHROME COLOR FILM. Anscochrome sets new standards in speed and high-fidelity color photography. It is the only high-speed transparency color film available for box cameras using 120 and 620 roll film. Index of 32 means photographers can now stop speed action in color, and can use openings of f/11 and smaller instead of 5.3 as before, for consistently sharp color transparencies. Works equally well in box or 35 mm. cameras, producing true color in dim light, indoors or out, with strobe or flash lamps.

Roll-size 120.
33-0266-101 Per roll **33-0266-96** (3 or more rolls) Retail **1.25**
Roll-size 620.
33-0267-101 Per roll **33-0267-96** (3 or more rolls) Retail **1.25**
Roll-size 35 mm. (20 exposures). . . . . Retail **1.85**
33-0270-145 . . . . . .

(Prices do not include film processing.)



ANSCO Cameras . . . For Beginner, Amateur, Professional

ANSCO 35mm MEMAR

- Rapid Film Advance
- Integral Self-Timer

A new high standard of quality among low cost 35mm miniature cameras. Takes clear, precision-type pictures. Simple and easy to use . . . the perfect family camera. For both black and white negatives and color slides. Rapid film advance—thumb lever moves film, sets the shutter, counts exposures in a single motion! With twin sprockets that guard against film damage and slipping. Coated, corrected Agfa f3.5 Apotar lens giving razor-sharp color and black and white. 1/200-second shutter, synchronized for all flash. Double exposure eliminator guards against memory slips. With a self-timer which permits the photographer to get into the picture. Sturdy, precision made all-metal body with a handsome satin-finish trim. Equipped with a handy accessory clip on top and tripod screw on bottom. See flash attachment unit listed below for Ansco Memar.

33-0228-3021 Retail **39.50**
33-0229-491 Case Retail **6.95**

ANSCO 33mm SUPER MEMAR

- Helical Focusing from 42" to Infinity
- Twin-Sprocket Film Drive

Advanced styling and construction in the new Ansco Super Memar. The lens is f/3.5 Agfa Apotar—hard-coated and color corrected, with Helical focusing from 42" to infinity. Click-stop diaphragm is calibrated with a wide range of apertures of from f/3.5 to f/16. Prontor SVS shutter has a speed-range of B, 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, and 1/300 of a second. Bright field, coupled-coincidence type rangefinder combined in a single window with the viewfinder . . . depth-of-field gauge coupled to footage scale. Thumb-lever film-transport moves film exactly and precisely with a single motion; counts exposures, keeping an accurate record of the number of frames taken; and automatically sets the shutter for the next take. Twin-sprocket film drive mechanism, film-type indicator with ASA calibrations. All settings visible from camera top. All metal body.

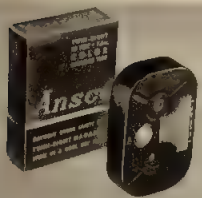
33-0237-5314 Retail **69.50**
33-0229-491 Case Retail **6.95**

ANSCO SPEEDEX SPECIAL "R"

- Built-in Distance Meter
- Special Type Rangefinder

Here is the camera made to give you clearer pictures with a minimum amount of effort. The wide-base coupled-coincidence type rangefinder of the Ansco Speedex Special "R" operates independently of the lens. No more unsharp negatives due to focusing errors . . . just focus the subject through the combined rangefinder-viewfinder window and set the lens accordingly. Has a coated, color corrected f 4.5 Aptor Anastigmat lens. Precision built shutter adjusts from one to 1 300 second and is synchronized for all flashlamps and strobe light. A lifetime metal body is covered with Robusite and trimmed in satin chrome. Built-in self-timer for self-portraits, *etc.* Double exposure preventer assures no waste of film. Swing-out film spool carrier for easier loading. Takes 12 pictures 2¼"x2¼" black and white or color pictures on 120 size film. Flash unit is listed below. Wt. 2 lbs.

33-0213-4206 Retail **55.00**
33-0212-490 Case Retail **6.95**



ANSCO MOVIE FILM

- Freshly packed and dated
- True-to-life colors in pictures
- Will be remembered a lifetime

ANSCO FLASH UNIT

- Fits American or European cameras
- Extension outlet
- Bulb-ejector socket
- Has two fittings
- Standard batteries

ANSCO COLOR MOTION PICTURE FILM

Ansco color film is noted for its true-to-life colors. Seeing your subjects in Ansco true-color is like having the actual scene in front of you once again

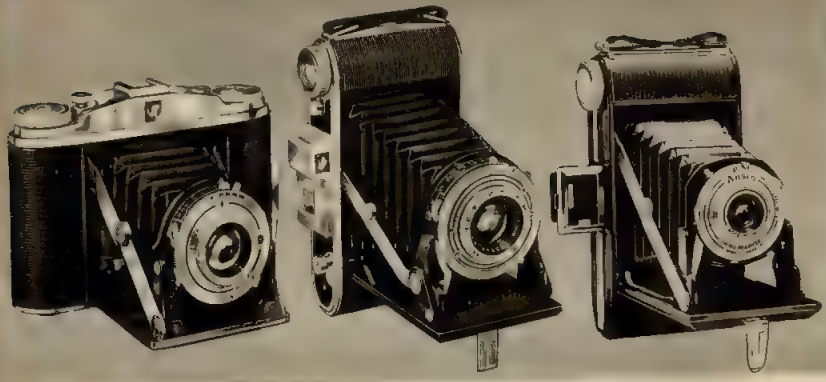
33-0275-841 16 mm. 100 ft Daylite Color Retail **10.40**
33-0276-841 16 mm. 100 ft. Indoor Color Retail **10.40**
33-0277-563 16 mm. 50 ft. Magazine Load. Daylite Color **6.95**
33-0278-376 8 mm. Magazine Load. Daylite Color Retail **4.65**

(All above prices include processing.)

ANSCO UNIVERSAL FLASH UNIT

A flash unit that will fit any American or European camera with ASA or synchro-shutter connectors . . . has two fittings. Will fit all cameras illustrated on these pages that do not have flash attachment. Uses standard batteries or capacitor cartridges . . . bayonet base bulbs. Complete with extension outlet and bulb ejector socket.

33-0224-561 . . . . . Retail **7.95**



Ansco Cameras for Beginner, Amateur or Professional

ANSCO SPEEDEX SPECIAL 4.5

- Shutter Speeds From One to 1/300
- Agfa f/4.5 Apotar Lens

This versatile folding camera does professional work at a price the amatuer can pay—"shoots" everything from action shots to fine character studies, in black and white or color. Agfa f/4.5. Apotar hard-coated, fully-corrected anastigmat lens. Prontor shutter adjusts from one to 1/300 second, has time and bulb. Flash synchronized for all flashlamps and electronic flash tubes—delayed action shutter release for self-snaps. Shutter release on camera body. Range 3' to infinity. This camera will give life-time satisfaction to even the most discriminating photographer. All-metal construction. Takes 12 pictures 2¼"x 2¼" on 120 size black and white or color. Uses flash unit shown on page 273. Wt. 2 lbs.

33-0211-3632 . . . . . Retail **47.50**

Economy Speedex. Agfa f/4.5 Agnar anastigmat lens. Vario shutter; 1/25 to 1/200 sec

33-0210-2029 Wt. 2 lbs . . . Retail **29.50**

33-0212-490 Case. Fits both Retail **6.95**

ANSCO FOLDING VIKING 4.5

- Range: 3' to Infinity
- Shutter Speeds From 1/25 to 1/200

For fine picture-making by flood, flash or outdoor lighting in black and white or color. Lens is the sharp, hard-coated Agfa f/4.5 Agnar Anastigmat. Pronto shutter is flash-synchronized, settings from 1/25 to 1/200 second plus bulb. Timer for self-snaps. All-metal body with satin chrome trim. Easy to use eye-level subject finder. Swing-out spool for easy film loading. Has all the necessary room needed for attachments: flash-gun accessory clip; body shutter release, tripod socket. Handy carrying handle enables you to have this camera with you at all times. Takes 8 pictures, 2¼"x3¼" on 120 size black and white or color. Wt. 2 lbs.

33-0206-2618 . . . . . .Retail **44.50**

VIKING 6.3. Same as above except this has Agfa f/6.3 Agnar Anastigmat lens and Vario shutter; 1/25 to 1/300 plus "B". Wt. 2 lbs.

32-0205-2505 . . . . . Retail **32.74**

33-0207-490 Case for 4.5 or 6.3 Retail **6.95**

ANSCO VIKING "READYSET"

- Agfa Isomar Lens
- Fingertip Body Shutter Release

This soundly-built, smartly-designed camera is recommended to all who are looking for economy without sacrificing basic performance . . easy, effortless operation. Two-position diaphragm control assures better exposures. Two-position focus control makes sharper pictures possible at all distances from 5 ft. to infinity. Complete with the famous Agfa Isomar Lens which helps maintain a good quality if photographs. Synchroflash shutter with Instantaneous and Bulb Setting for flash pictures. Finger tip body shutter release for fast action. Spring-loaded film pressure plate makes film-loading a snap . . . keeps film tight and always ready to use. The "Readyset" folds compactly and has a convenient carrying handle. Takes 8 album size pictures, 2¼"x3¼" on a 120 size roll, black and white or color. Flash attachment is shown on page 273. Wt. 2 lbs.

33-0208-1338 Retail **18.95**

33-0209-346 Eveready Case Retail **4.95**

NEW ANSCO CAMERA OUTFITS

For Better, Clearer, Easier Pictures

NEW ANSCO CAMERA OUTFITS. Here are two completely new and different picture taking outfits each with a streamlined, modern camera. Kits come complete with film, flash unit, camera and are packed in water-proof, scuff-resistant, deluxe Traveler's cases of British tan, simulated leather.

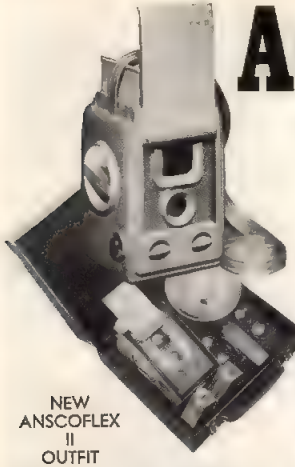
NEW 35mm CAMERA OUTFIT. ANSCO 35mm Memar camera with fast f 3.5 coated Agfa Apotar lens in a flash synchronized shutter with speeds up to 1/200 second. Twin sprocket rapid film advance with thumb lever, self timer, double exposure eliminator. In leather carrying case with flash, Anscochrome film, travelers case, bulbs, deluxe travelers case.

33-0238-4301 Set. Wt. 4½ lbs. Retail **56.25**

NEW ANSCO READY FLASH CAMERA OUTFIT. A Raymond Loewy design, the camera is all metal with pebbled grained finish, black plastic trim. Takes 2¼" x 2¼" pictures on 620 film. Outfit contains Ready Flash Camera, 1 roll all-weather pan film, type 1 flash unit, 4 bantam flash bulbs, deluxe travelers case.

33-0239-766 Set. Wt. 4 lbs. . . . . Retail **10.85**

Ansco



NEW ANSCOFLEX II OUTFIT

1580V1973 Complete New Anscoflex II outfit Camera has giant view finder, amazing "watch-winding" film knob, flash synchronized push button shutter and sliding metal lens cover. Portrait shot lens and yellow filter to capture skin tones cloud effects, landscapes, 2¼x2¼" pictures 2 tone grey and Silver metal body In cludes flash attachment leather case, bulbs, 2 rolls of 620 film and deluxe travel case
Retail $27.95

1581V1338—Anscoflex II camera only
Retail $18.95

1488V247—Case. Retail $3.50
1489V349—Flash. Retail $4.95

Anscoflex I Camera

1487V1126 Similar to Anscoflex II at left. Less filter and portrait adjustment.
Retail $15.95

1488V247 Case. Retail $3.50
1489V349—Flash. Retail $4.95

Film Size 120

Speedex Special "R"

1389V4206—Coated f/4.5 Apogar anastigmatic lens with 1/2 to M-X Prontor flash shutter. Built-in range finder operates independently of focusing mechanism—simply focus subject through rangefinder-viewfinder and set lens accurately. Built-in self timer. Metal body, satin Chrome trim. Makes 2¼x2¼" pictures on 120 film.
Retail $55.00

Speedex Special f/4.5

1257V3632—All features of design and operation of the Special "R" above, except the rangefinder. Retail $47.50

Speedex Camera

1258V2029—Similar to Speedex Special in general appearance and most operational features. f/4.5 Agnar anastigmat lens in flash-synchronized 1/200 Vario shutter. Retail $29.50
1259V490—Case for above Speedex cameras. Retail $6.95
1329V561—Flash Unit. Retail $7.95

Super Speedex

1491V9139 Four element Agfa Solinar f/3.5 lens, preset range finder 1/500 Synchro-Compur M X shutter. Film index, depth of field scale. Automatic film transport—prevents double exposures. Leather covered metal body. 12 2¼x 2¼" pictures on 120 film
Retail $119.50

1494V685—Leather carrying case with built-in filter compartments. Retail $9.75
1329V561—Flash unit. Retail $7.95

ANSCO Ready Flash

Nothing to Focus
Nothing to Set

1130V788 New Ansco Ready-flash Camera. Popular streamlined design. All metal camera with pebble grain finish with gleaming black plastic trim. Takes 2¼"x3¼" size pictures on 620 film. Kit contains camera, one roll AWP film, flash unit and 4 flash bulbs in an attractive waterproof, scuff resistant deluxe traveler's case of simulated leather
Estab. Retail $10.95

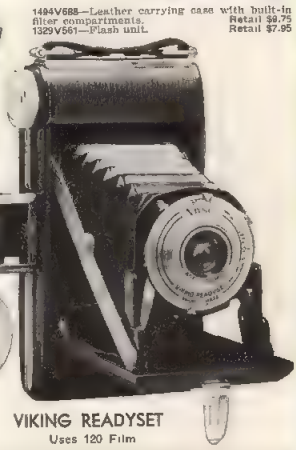
ANSCO VIKING f/4.5

1383V2916—Combines versatility with simplicity of operation. Agfa Agnar f/4.5 color-corrected anastigmat lens for top-notch black and white or color shots. 1/200 synchronized Prontor flash shutter, built-in self-timer allows photographer to get into picture. All metal body, swing-out spool carriers for easier loading 2¼x3¼" pictures on 120 films.
Retail $44.50

ANSCO VIKING f/6.3

1262V2505—Similar to camera above but with f/6.3 color-corrected anastigmat lens, flash synchronized Vario shutter
Retail $33.75

1264V490 Carry case for above cameras. Retail $6.95
1329V561 Flash unit. Retail $7.95



VIKING READYSET

Uses 120 Film

1191V1338—Combines smart design rugged construction and Viking simplicity with economy price. Flash synchronized shutter, settings for instantaneous and bulb 2 position diaphragm control. 2-position focusing for sharper pictures at all distances from 5 feet to Infinity. Pictures are 2¼"x3¼".
Retail $18.95

1393V346—Carrying Case. Retail $4.95

Ansco

35MM CAMERAS

FOR COLOR SLIDES OR BLACK & WHITE

35mm
Memar Outfit

- Quality
- Low Cost
- f/3.5 Lens

1680V4301—Completely new 35mm camera outfit—proof that a fine miniature camera kit need not be expensive. Aneco Memar 35mm camera has every feature needed to make expert black and white snapshots or color transparencies. Fast f/3.5 coated Agfa Apotar lens in a flash synchronized shutter with speeds up to 1/200. Twin sprocket rapid film advance with thumb lever, self-timer, double exposure eliminator, film type reminder. Lifetime metal construction. Black grained covering. Complete with leather carrying case, flash unit, 1 roll of new Anscochrome film and deluxe British Tan simulated leather traveling case. **Retail $56.25**

ANSCO MEMAR 35mm CAMERA

1495V3021—Same camera described in outfit at left. 35mm Ansco Memar camera takes top quality black and white or color pictures. F/3.5 lens, speeds up to 1/200. **Retail $39.50**
1496V491—Memar camera carrying case. **Retail $6.95**
1329V561—Flash unit. **Retail $7.95**

ANSCO KAROMAT f/2.8 35mm

1492V8604—F/2.8 Xenar lens—1/500 Synchro-Compur M-X shutter in flash and strobe synchronized for all speeds. Winds film, cocks shutter in 1 motion. Split image precision rangefinder combined with viewfinder. Double exposure preventative. Leather covered metal case. **Retail $112.50**
1266V882—Karomat camera case. **Retail 12.50**
1329V561—Flash unit. **Retail 7.95**

ANSCO UNIVERSAL FLASH UNIT

1329V561—Fits almost every size camera. Adapter for use with all synchro shutters with either a 3mm continental type or ASA bayonet contact. Provision for extension flash. With fittings. Accommodates No. 5 or any bulb with a bayonet type fitting. **Retail $7.95**

ANSCO MEMAR WITH RANGE FINDER

1681V5314—35mm miniature camera—single window coupled range-finder-viewfinder. F/3.5 color-corrected Agfa Apotar lens—sharp focus from 42" to infinity. Prontor SVS M-X synchronized shutter, range 1-1/300 second. Single motion transports film, counts exposures, cocks shutter. All metal body. **Retail $69.50**
1496V491—Carrying case. **Retail 8.95**
1329V561—Flash unit. **Retail 7.95**

CHOOSE YOUR 35MM CAMERA FROM ANSCO'S SELECTION—BIGGEST CAMERA FAMILY IN THE COUNTRY

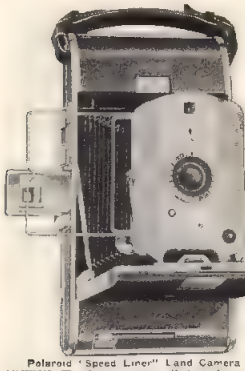
35mm REGENT f/3.5 LENS

1387V4188—For color slides or black and white pictures. Super color-corrected f/3.5 Agfa Apotar anastigmat lens combined with 1/300 Prontor M-X shutter, synchronized for conventional flash and strobe. Double exposure eliminator, depth-of-field scale and film index. Leather covered metal body. **Retail $54.50**
1388V490—Regent camera case. **Retail 6.95**
1329V561—Flash unit. **Retail 7.95**

SUPER REGENT WITH RANGE FINDER

1490V6844—Takes superior black and white pictures or color slides every time. Ingenious LVS shutter system automatically adjusts aperture when shutter speed is changed after initial exposure is determined. Four element f/3.5 Agfa Solinar anastigmat lens features lens coupled range-finder for pin-point focusing. 1/500 Synchro Compur flash shutter, double exposure eliminator, depth-of-field scale and film index. All metal body, leather covered with chrome trim. **Retail $89.50**
1491V688—Super Regent camera case. **Retail 9.95**
1329V561 Flash unit. **Retail 7.95**

Polaroid *Land* Cameras



Polaroid 'Speed Liner" Land Camera

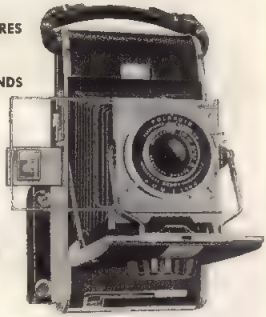
1413V7540—The famous camera that produces on-the-spot photographs in just 60 seconds. Simplified exposure guide with each roll of film. 3¼"x4¼" prints. Provisions for time, bulb and flash. Dry-in loading extra-high film speed, **shutter speeds 1/8 to 1/60 seconds**, simple focus. **Retail $69.75**

	Retail
1474V1360—Carrying Case	$14.95
1473V1020—G-E Exposure Meter with Case	15.75
1476V1315—Flash Gun	12.95
1477V980—6 rolls regular film	ea. 1.75
1639V950—6 rolls Pola-Pan 200 high speed film	1.98
1640V1050—6 rolls Pola-Pan 400 extra high speed film	ea. 2.19

Polaroid "Highlander" Land Camera

1683V875—60-second photography at an economical price. Fine quality 2¼ x3¼" **wallet-size prints from a Polaroid camera that is lightweight compact and easy to operate.** Simple adjustment sets lens and shutter. Produces clear pictures indoors or in daylight in just one minute. **Retail $69.95**

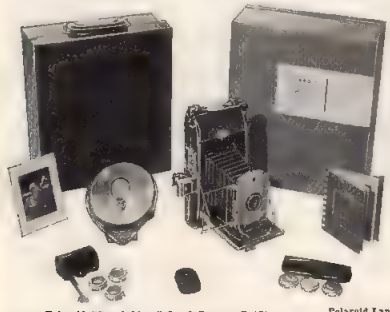
	Retail
1584V795—Carrying Case	$ 9.95
1585V1175—G-E Exposure Meter	12.95
1586V1075—Flash Gun	12.95
1587V849—6 rolls film	1.29 ea.
1738V771—6 rolls Pola Pan 200 high speed	1.85 ea.



Polaroid "Pathfinder" Land Camera

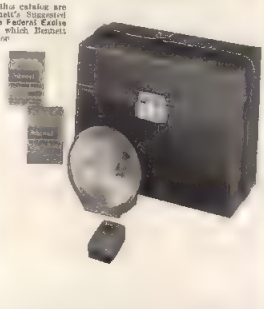
1635V2100—The aristocrat of 60-second cameras. 3¼"x4¼" prints. Stops fastest action with its high-speed Rapax shutter (1 to 1/400th second). Fast Wollensak Raptar f/4.5 lens assures pin-point accuracy with coupled rangefinder with extra large focusing knob that guarantees extremely sensitive adjustment. Makes jumbo pictures—almost postcard size—ready for frame or album. **Retail $149.50**

	Retail
1636V2690—Deluxe Carrying Case	$33.50
1636V2115—Flash Gun	12.95
1473V1020—G-E Exposure Meter with Case	15.75
1477V980—6 rolls regular film	ea. 1.75
1639V950—6 rolls of high speed film	ea. 1.98
1640V1050—6 rolls of extra high speed film	ea. 2.19



Polaroid "Speed Liner" Land Camera Outfit

1631V15426—Everything needed for famous 60-second picture taking. **Polaroid Speedliner Land Camera** makes jumbo postcard size prints. **Close-Up Kit** with built-in measuring tape for all camera settings for pictures 6" to 36" away. **Polaroid Flash Gun** with B-C Power flash shield and built-in flash guide. **Polaroid G-E Exposure Meter** clips on to camera. Polaroid Filter Kit with 3 snap-on filters. Complete with top grain leather Carrying Case—holds camera, all accessories, extra film and flash bulbs. **Retail $192.00**



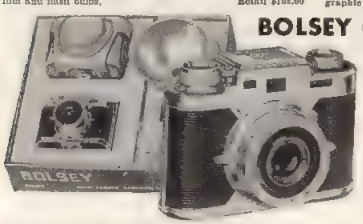
Polaroid "Highlander" Land Camera Outfit

1641V9715. Fine quality, **economy priced kit for taking 60-second pictures. "Highlander" camera is easy to operate—simple adjustment sets lens and shutter. Built-in guide on Polaroid G-E Exposure Meter assures perfectly exposed pictures every time—clips right onto camera. Leather Carrying Case** protects camera and accessories. **Retail $116.80**

★ **NOTICE** All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices and do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Trade Information.

BOLSEY CAMERAS

QUALITY 35MM CAMERAS



35mm Bolsey "Jubilee" Camera Outfit

1642V5962—**Set-O-Matic Automatic Diaphragm Setting Device** for automatic flash pictures day or night. **High speed f/2.8 lens**, split image rangefinder, automatic flash synchronized. Screw-in all metal **Flash Gun, Carrying Case** included.
1643V5213—"Jubilee" camera only.

Retail $79.50
Retail $69.50

35mm Bolsey "Explorer" Camera Outfit

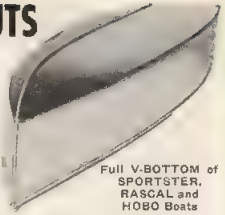
1644V3586—High speed **f/2.8 lens**, rapid wind lever transports film, counts exposures remaining and cocks the shutter with one single motion. Apertures ranging from 2.8, 4, 5.6, 8, 11 and 16; shutter speeds including B, 25, 50, 100 and 200. Die cast aluminum body, Grey leatherette trim. Convenient body shutter release—no double exposures. **Flash Gun** with bulb ejector and **Carrying Case** included. **Retail $47.95**

Bowman LEAK-FREE PLYGLAS RUNABOUTS

All Boats from Arkansas Factory

All Bowman boats have been approved by the Outboard Boating Club of America

V BOTTOM PLY-GLAS boats feature the sensational **FIBER-GLASS** and **MARINE PLYWOOD** construction **PLY-GLASS** runabouts have **FIBER-GLASS** covering over all seams and joints, thus molding a **TRULY ONE-PIECE LEAK-FREE boat.** Always "ready for use"—no soaking, no caulking; no upkeep of any kind for leak free service. **CHEMICALLY** impregnated—painting for appearance only. An extremely fast full V bottom which permits tight turns at high speed and gives amazing performance. Solid core resin-bonded marine plywood; ⅜" 5-ply bottom with ¼" sides 9 ply 1⅛" **HEAVY DUTY** transom Metal parts treated for salt water **BEAUTIFUL** cedar decks hand rubbed to **HIGH GLOSS. LUSTROUS** white topside, green bottom and red splash rails. **CHROME** plated brass hardware.



Full V-BOTTOM of SPORTSTER, RASCAL and HOBO Boats

Hobo, Rascal and Sportster boats are favored for water sports as the full v-bottom is extremely fast. It permits tight turns at high speed, performs well with the smallest motors and is truly "tops" with the big ones!

SPORTSTER RUNABOUT

A real eye-catcher unapproached in its price for beauty of design and excellence of performance. Stern seat equipped with folding back. Take it fishing in the morning, to the water shows in the afternoon, and be confident of its ability to do its part

Sportster	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
2313AF32365	13'	56"	38½"	28"	20"	54"	3	25	205	$305.50
Coastal Sportster	14'	62"	50"	30"	31"	54"	3	25	315	458.50
2156AF32163	For West of Denver, add 10% to above prices.									

Accessories for the Sportster boat

2310AF2797—Windshield. Complete with Wrap-around Brackets and Rubber Channel — Mfr's. Sugg. Retail $39.95
2311AF2797—Steering Wheel. Complete with Tiller Rope—Pulleys—Rope Tighteners — Mfr's. Sugg. Retail $39.95

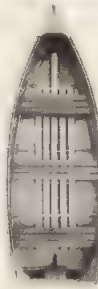
RASCAL RUNABOUT

An smart looking as only a crowned deck boat can be. Its utility and beauty rate it high on the lists of boating enthusiasts. All joining parts are laid in a bed of non-hardening paste to eliminate leakage. Ideal for trailer storage. Designed for use with larger motors.

Rascal	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
2215AF21065	14'	56"	52½"	21"	25"	54"	3	22	235	$309.50
Coastal Rascal	14'	62"	55"	26"	30"	54"	3	25	285	399.50
2157AF27005	For West of Denver, add 10% to above prices.									

Accessories for the Rascal boat (pictured above on the Sportster model).

2310AF2797—Windshield. Complete with Wrap-around Brackets and Rubber Channel. — Mfr's. Sugg. Retail $39.95
2311AF2797—Steering Wheel. Complete with Tiller Rope—Pulleys—Rope Tighteners. — Mfr's. Sugg. Retail $39.95



HOBO RUNABOUT

This will be your choice if you like a large, roomy boat. It features lightness and is constructed of ¾" marine plywood. A three-seat boat, seating four people with ease and comfort. A real family boat with many uses. All joining parts are laid in a bed of non-hardening plastic to eliminate leakage.

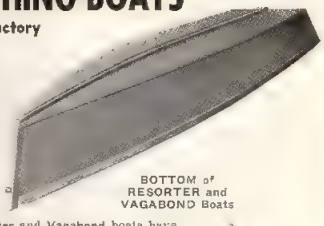
Hobo Runabout	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Seats	Max. H.P.	Act. Wght.	Retail Price
2174AF20203	14'	56"	35½"	21"	21"	53"	4	16	225	$289.50
For West of Denver, add 10% to above prices.										

These Boats Shipped from Arkansas Factory

Bowman LEAK-FREE PLYGLAS FISHING BOATS

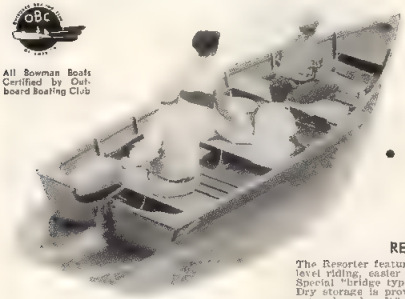
All Boats from Arkansas Factory

Ply Glas Fishing Boats are an investment that pay. They will give years of **SAFE, LEAK-FREE ENJOYMENT.** All seams and joints are covered with **FIBER-GLASS,** thus molding a **TRULY ONE-PIECE, LEAK-FREE** boat. Always "ready for use"—no soaking; no caulking; no upkeep of any kind necessary for leak-free service. **CHEMICALLY** impregnated painting for appearance only. Solid core-bonded marine plywood. Select oak frame. **LIGHT-WEIGHT VAGABONDS** are designed for car top carriage and are made of ⅛" material. Wide beam, extra deep **RESORTERS** have ⅜" 5 ply bottom and ¼" sides. Metal parts treated for salt water. **REMOVABLE** floor mats for easy cleaning. Solid decked bow-seat provides **DRY STORAGE** space beneath. **RESORTER** and **VAGABOND** boats have an extra margin of safety built into the bottom design. This exclusive Bowman development permits level riding, easier maneuvering and better performance with motor. Beautiful green marine enamel outside. Equipped with non-corrosive oar locks and bow eye.



BOTTOM of RESORTER and VAGABOND Boats

All Bowman Boats Certified by Outboard Boating Club



Resorter and Vagabond boats have a margin of safety built into the bottom design. They are exceptionally stable and the heavy keel contributes to maneuverability

RESORTER FISHING BOAT

The Resorter features Bowman's exclusive design which permits level riding, easier maneuvering and better planing with motor. Special "bridge type" truss under seats imparts super strength. Dry storage is provided by solid decked bow seat. Wide beam extra deep hull ⅜" 5-ply bottom and ¼" sides.

	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Sts.	Max. H.P.	Act. Wght.	Retail Price
Resorter 2219AF11865	14′	49″	46″	17½″	19″	5″	4	7½	160	$169.50

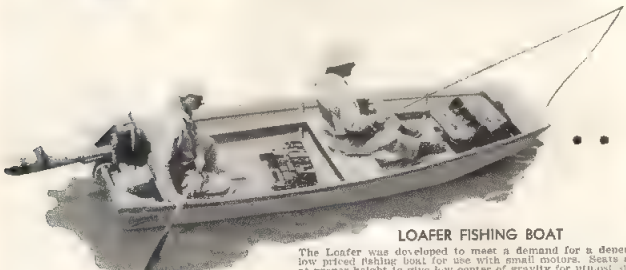
For West of Denver, add 10% to above price.

VAGABOND FISHING BOAT

This light weight model is the ideal fishing boat. Designed for car-top carriage and made of ⅛" material. Has many of the fine features found in the "Resorter" including exclusive design, "bridge-type" trusses and dry storage seat.

	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Sts.	Max. H.P.	Act. Wght.	Retail Price
Vagabond 2220AF9065	15′	42⅛″	37⅛″	14″	14⅛″	5″	3	5	110	$129.50

For West of Denver, add 10% to above price.



LOAFER FISHING BOAT

The Loafer was developed to meet a demand for a dependable low priced fishing boat for use with small motors. Seats are set at proper height to give low center of gravity for without stability yet leave more leg room than offered by any boat of similar [illegible] Substantial keel plus proper bottom design makes Loafer easy to paddle or maneuver with motor.

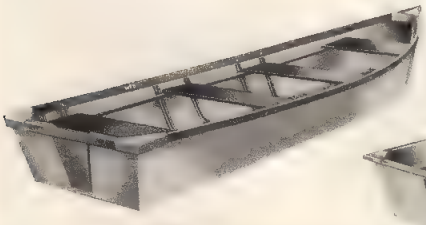
	Lgth.	Beam	Trans. Width	Amid Depth	Bow Depth	Deck Lgth.	Sts.	Max. H.P.	Act. Wght.	Retail Price
Loafer 2178AF7463	12′	42½″	37½″	14″	7″	5″	3	5	90	$99.50

For West of Denver, add 10% to above price.

These Boats Shipped from Arkansas Factory

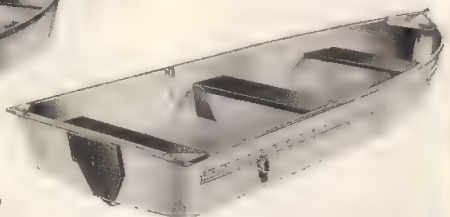
ALUMINUM BOATS — Flat Bottom

The V flat bottom is very popular due to its stability. New features: a deep wide center keel and 2 bilge keels give a good bite on the water and swinging at anchor is minimized



14' Flat Bottom Boat

2276AF14700—Here's a 14 footer for fishermen, cottage owners and others who desire an economical 14 ft. aluminum boat having contrasting wood trim. Good depth and ample flare to sides result in a dry running boat. 4 wood seats of finest redwood. Heavy duty gunwales and seat rails are first grade red oak. 5 years use by fish camps and boat liveries prove this boat has what it takes at the lowest possible cost. Motors to 7½ H.P. are recommended. Weight approx. 140 lbs. Maintenance—hull none, wood trim—one pot of paint once a year. Maximum width 51", stern width 43", stern depth 16", bow depth 16". Supplied with anchor pulley and carlocks. **F.O.B. Indiana Factory.** **Sugg. Retail $183.75**



12' Flat Bottom Boat

2277AF12600—A low cost 12 foot boat for general use in smaller lakes and streams. Weight is 85 lbs. 3 seats arranged for maximum leg room. Full length aluminum rub rails. 10 heavy ribs—wide seats. All seams inert arc welded, proven construction—guaranteed against failure. Thousands in use since 1947. No maintenance. You can carry it on your car to your favorite fishing spot. For motors up to 6 H.P. Maximum width 48", stern width 44", stern depth 12⅞", bow depth 16". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.** **Sugg. Retail $157.50**

ALUMINUM BOATS — ROUND BOTTOM

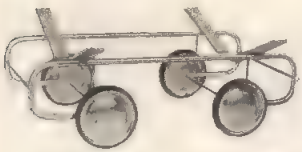
Due to its rounded bilge design it handles all in rough water. Deeper sides and cross-sectional area and greater stability

14' Round Bottom Boat

2278AF21000—A longer, deeper and wider 14 foot round bottom boat. A roomy boat for family pleasure, fishing or general all around use. Extruded aluminum gunwales—4 aluminum seats to minimize spray rails. Heavy hydro press formed sides having no wood structural members. Wood used for motor cushions only. More for your money than ever before. Can be carried on your car or trailer—ideal for the medium size family up to 10 H.P. Maximum width 52" stern width 45" stern depth 15" bow depth 24". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.** Weight 120 lbs. **Sugg. Retail $262.50**

12' Round Bottom Boat

2279AF16380—Weighing only 85 lbs. has been acclaimed by owners as the best all around cartop boat built today. It rows easily and performs very well with any of the smaller motors. 5 or 6 H.P. is recommended as the ideal power on this model. Constructed of hy-tensile aluminum for maximum strength, durability and minimum maintenance. Can be carried easily on the smallest cars. One man can load it. Maximum width 48", stern width 45", stern depth 15", bow depth 32". Supplied with bow lift handle and carlocks. **F.O.B. Indiana Factory.** **Sugg. Retail $204.75**



BOAT DOLLY

2280AF2597 Deluxe Boat Dolly. A real asset every fishing, sports, ski boat owner. The ultimate for owners who want ease and quick and easy. One man handles the boat. Has a fully corrosion resistant finish. Reinforced aluminum tubular construction with steel brackets. 48" long, 27" wide. Solid tread 10 x 2.25 dia. wheels with ball bearings. Hardwood chocks. Height 14½". Shipping weight 45 lbs. **F.O.B. New York Factory.**

$38.95

Mfr's. Sugg. Retail

INFLATABLE RUBBER BOAT

- It's the boat for sportsmen: ideal for duck shooting and fishing.
- It's the boat for yachtsmen: use as dinghy or life boat.
- It's the boat for every use . . . fun at the lake or beach.

2281AF13965—Inflatable Rubber Pak-Boat

Pack in your car trunk, carry in your trailer or plane. Deflated rolls up in carrying case, 35"x18"x9". An entirely new dory-style inflatable rubber boat—each side and bottom a separate compartment for absolute safety. Inflated size 10'2"x3'10"x17" deep. Sides rough water; multiple keel bottom checks drift. Built to many years of take-abuse construction for years of service. Includes 2 oak seats and carrying case. **F.O.B. New York Factory.** Shipping weight approx. 65 lbs. **Mfr's. Sugg. Retail $199.50**

2282AF500—Oars. A pair of 2 piece 5 ft. Al aluminum oars. **F.O.B. New York Factory.** **Mfr's. Sugg. Retail $7.15**

Items on This Page F.O.B. Factories as Listed

DOLLS OF QUALITY TO SUIT LITTLE MOTHERS

WALKING "BRIDE DOLL" OR "DREAM BABY" DOLL —YOUR CHOICE FOR ONLY **9.95** each doll'd

EATON'S FEATURE VALUES

LINDA has her own jewellery set and comes in three sizes

1

2

Wristwatch Set included with 'Dream Baby'

4

21-inch 7.95
18-inch 5.95

3

20-inch 9.79
23-inch 11.75
27-inch 14.50

5

18 inches 2.95
17 inches 3.95

"TINY TEARS" —She's a TV Starlet

6
7.95

Bottle fed

Weeps tears

Blows bubbles

Washable too

"We walk"

We toss our heads when walking and we sit too, when tired

12
9.69

13
12.95

Bends into lifelike poses

7
5.98

9
4.95

8
18 ins. Tall
5.95
23 ins. Tall
7.95

10
6.79

11
4.98

latest in doll construction!

Materials for making Dolls have improved greatly in the last few years—considerably improving their beauty, realism and durability. Illustrated are some of the "finer points" to be found on dolls shown on opposite page (excluding the walking dolls).

Soft moulded Vinyl Plastic 'skin' (Flexee-Vinyl or Vinyl-flex) is washable—flesh-like in tone and texture

New body and limbs as well as head are of moulded Vinyl for life-like detail in hands, feet, skin.

Rooted Saran hair is embedded in head can be washed, combed, curled and set.

Wire core in legs of dolls specified permits them to be fixed in realistic positions like kneeling, etc

DESCRIPTIONS OF ITEMS ON THIS AND THE OPPOSITE PAGE

20-INCH WALKING DOLL WITH EXTRA CLOTHING

(1) Exquisite in her wedding finery of traditional white rayon satin, lace and net with billowy crinoline. Fresh as a daisy in the lacy blouse, felt skirt and rayon panties provided for her honeymoon. (Hanger included.) Note the modest price for such a real ant bride. Head dress is a match ng cap with over-the-face ve Dainty nosegay in hand Rayon panties and knitted socks—Vinyl strap shoes She walks, sits and cries Strong, hard Plast c construction with soft moulded Vinyl head and arms. Rooted Saran hair may be combed. Big go-to sleep eyes with long lashes. Just take her by the hand and she'll follow wherever you lead
FEATURE VALUE.
27-P-130 Price, with clothing, delivered **9.95**

25-INCH "DREAM BABY" WITH WRIST WATCH SET

(2) A charming Doll as generous as she is beautiful—presenting her "mother" with a dainty make believe watch to match her own when she arrives. Sculptured, babylike appearance with new, soft "Flexee-Vinyl" body and limbs (legs have a wire core and can be set in various positions) Soft Vinyl (plastic) swivel head, fall-asleep eyes with lashes and rooted Saran hair in a stylish bob—topped by straw bonnet with ribbon ties. She is daintily dressed for a party in a beautiful flowered rayon frock in sheer pastel shades with feminine trims. Rayon taffeta half-slip and panties. Button-on moulded Vinyl shoes, knitted socks. She cries softly, too!
FEATURE VALUE
27-P-131. Price, with set of two make-believe watches, delivered **9.95**

(3) CAPTIVATING "LINDA" is available in three styles and has a necklace and bracelet set to go with her lavishly trimmed frocks. Rayon dress with matching pokebonnet Soft moulded Vinyl construction with prospected fingers. Resin-topped head with sleeping eyes lashes and rooted Saran hair Bob hair-do. Can sit on chair, kneels, sits and assumes various positions Swivel-type arms. Net-trimmed rayon taffeta skirt and panties. Vinyl shoes and socks. Our finest quality doll
27-P-139 About 20 inches tall. Price, delivered 9.79
27-P-138 About 23 inches tall. Price, delivered 11.75
27-P-137. About 27 inches tall. Price, delivered 14.50

(4) "PAM" HAS A COAT AND HAT of iridescent rayon taffeta, a rayon taffeta dress and panties Body and limbs of soft Vinyl—flesh-like, washable and built so that Pam kneels and sits. Soft Vinyl head swivels. Go-to-sleep eyes with lashes. Coo voice. Rooted Saran hair Removable Vinyl shoes and socks
27-P-133. About 18 inches tall. Price, delivered 5.95
27-P-132. About 21 inches tall. Price, delivered 7.95

(5) GOLDEN LOCKS can be made to take many poses Just by bending her into position. "Vinylite" moulded Plastic body is washable—looks like real skin. Soft Vinyl head and hair in sculptured effect Sleeping eyes and lashes. Soft coo voice. Pretty rayon dress has organdie apron. Panties, Vinyl shoes and socks.
27-P-147. About 15 inches tall. Price, delivered 2.95
27-P-146. About 17 inches tall. Price, delivered 3.95

(6) TINY TEARS" you've seen her on TV. She comes complete with layette in gift box with "picture window." She drinks her bottle wets her diaper weeps big tears cries and even blows bubbles. After that she'll do tricks you can give her a new complete change. About 13 inches tall with fully jointed moulded Vinyl body and hard plastic head with go-to-sleep eyes. Has rompers and clothes and a layette consisting of dress, bonnet, slip, nurser bottle and nipple, kleenex tissues, diaper and pins, genuine soap, bubble pipe washcloth panties and instruction booklet.
27-P-134 Price with layette, delivered 7.95

(7) EATON'S "BEAUTY" a lovely playmate with body of the new Flexee-Vinyl material that allows her to sit, kneel and assume lifelike poses Lovely to look at and washable Sturdy swivel head with sleeping eyes and rooted Saran hair that can be done up in various styles. Dainty pastel dress of all-over lace and flocked rayon ninon Rayon taffeta half-slip and panties, Vinyl shoes, socks and a gay straw bonnet. About 17 inches tall. She cries too
27-P-140 Price delivered 5.98

(8) "BABY MARGO" Flexee-Vinyl moulded plastic body that can be fixed in various lifelike positions Washable Soft Vinyl head with sleeping eyes, straw bonnet rooted Saran hair and a set of curlers. Swivel head Coo voice Frilly rayon ninon frock, half-slip, panties, plastic shoes and socks.
27-P-141. About 18 inches tall Price, delivered 5.95
27-P-142. About 21 inches tall Price, delivered 7.95

(9) LITTLE MISS PONY-TAIL with rooted Saran hair done in pony-tail style. Washable moulded Vinyl (plastic) construction throughout with swivel head and sleeping eyes. Can be bathed. Coos when squeezed. Tastefully dressed in a sheer figured frock with rayon slip, knitted panties, flower-trimmed straw hat booties and socks. About 14 1/2 inches tall.
27-P-145 Price delivered 4.95

(10) "BABY FONDA" WITH TEDDY-BEAR Blanket cloth coat of snow suit matching snow hat having ear flaps and pompon Washable Vinylite body and flexible moulded limbs can be with eyes that close assuming sitting positions, etc Soft Vinyl swivel head and hair Sleeping eyes Coo voice Carries her own rayon plush-covered teddybear About 20 inches tall
27-P-144. Price delivered 6.79

(11) "ROCK A DOLL" with cradle and bedding Baby doll, about 13 inches tall is packed in a cradle completely covered in rayon ninon and taffeta and trimmed with ribbon and fine lace Cradle is made up with a rayon plush-covered mattress and pillow Bottle stickers Doll is of washable moulded Vinyl with swivel head and legs that fit into desired positions Sleeping eyes Dressed in a fancy rayon ensemble Cradle is about 15 inches long
27-P-143. Price, delivered 4.98

(12) (13) SAUCY WALKER AND POSIE two Walking Dolls that require only a little leg dance to take their first steps Rugged Plastic construction with soft moulded Vinyl heads and rooted Saran hair with set of four curlers They toss their heads while walking Large sleeping eyes under long lashes.

2 27-P-135. "SAUCY WALKER" (about 22 1/2 inches tall) in an organdie dress, dainty apron, rayon half-slip panties, Vinyl slippers and socks. Cries "Mama" Bib. Price, delivered 9.69

(13) 27-P-136 "POSIE" (about 23 inches tall) with legs that bend at knees and hips so that she can sit and kneel as well as walk. Rayon dress, apron, rayon undergarments. Vinyl slippers and socks. Price, delivered 12.95

(14) "TREASURE CHEST" an All-Rubber Doll wardrobe and accessories that all fit into a handy case Rubber Doll is soft and washable about 12" inches tall Drinks from bottle wets diaper and cries Movable parts Smart red-trimmed organdie dress with matching bonnet apron and panties Two diapers and covers Hot water bottle teething ring bottle with nipple, soap and soap dish Case is about 12 1/4 by 8 by 4 1/2 inches.
27-P-152 Price set delivered 4.49

(15) BRITISH MADE WALKING DOLL Sturdy All-Plastic construction. All parts movable. Thick curly wig Two white teeth. Sleeping eyes. Attractively dressed in a lace-trimmed frock, panties, Vinyl slippers and socks.
27-P-0101. About 12 1/2 inches tall. Price. 1.98

(16) DOLL'S BATH KIT—folding-type bath with Metal frame, rubber-tipped legs and plastic tub with pocket Tub is about 15 by 8 by 8 inches high! plastic apron for "mother" flannelette blanket, towel and washcloth plastic mirror brush and comb set, soap, clothes line six clothes pins diaper with pins, three cotton tips and cotton sponge
27-P-54. Price, 21-piece kit, delivered 2.95

(17) DOLL'S HIGH CHAIR. Sturdy Wood construction with Natural varnish finish Has foot and arm rests and a tray that swings back. Colourful decal on backrest
027-P-01047 About 30 3/4 inches high. Price 1.98

(18) SLEEPY-HEAD a print flannelette sleepers Washable construction with soft Vinyl head and stuffed latex body Cooing voice. Head swivels.
27-P- 48 About 17 inches tall. Price 1.98

(19) INEXPENSIVE BUT LOVABLE DOLL Rayon print dress with poke bonnet to match Cut-out panties have legs and socks Composition head and hands, softly stuffed body Cooing action hair
27-P-0107 About 12 1/2 inches tall Price. 98c

(20) TOPSY A lovable "mummy" Doll with big eyes and dimpled cheeks Soft and washable with her 7" soft and flexible swivel head and Vinyl body and limbs Moulded pigtails are tied with ribbons Mosaic head with painted features Polka-dot cotton frock, knitted panties, stockings and booties
27-P-151 About 12 inches tall Price 1.95

(21) DOLL WITH BOTTLE IN HIGH CHAIR Doll is of moulded Vinyl Plastic that makes her real as washes clean. Dainty fingers and toes on arms and limbs Swivel head with right eyes 9 1/2 inch doll has a nipple bib and feeding bottle with rubber nipple She can drink and wet too! Fibreboard high chair about 9 1/2 ins. high
27-P-153 Price, complete 1.95

(22) "TINY" WITH ROOTED SARAN HAIR to curl and wave. Moulded Vinyl swivel head with plastic eyes washable latex rubber body Coo voice. Dressed in rayon taffeta with rick-rack and ribbon trim. shoes and socks.
27-P-150. About 10 1/2 inches tall Price 1.98

(23) DOLL'S CRADLE Smooth Wood construction with sturdy screwed corners Plywood bottom head and foot boards. Strong yet light-weight. Natural varnish finish, decal on head board.
27-P-0208 About 17 1/2 by 11 by 13 ins. high. 1.98

(24) "BABYKINS" is a boy Doll as big as a baby (about 21 inches tall) entirely made of moulded Vinyl with skin-like texture and appearance large sleeping eyes. Coos when squeezed Dressed only in a diaper while he waits for an outfit of clothes.
27-P-149. Price delivered 3.95

EATON'S Pays Shipping Charges on Orders of $2.00 and Over.

EATON'S FEATURE VALUE

HERE I AM

MOULDED VINYL DOLL WITH ROOTED SARAN HAIR, AND WATCH SET

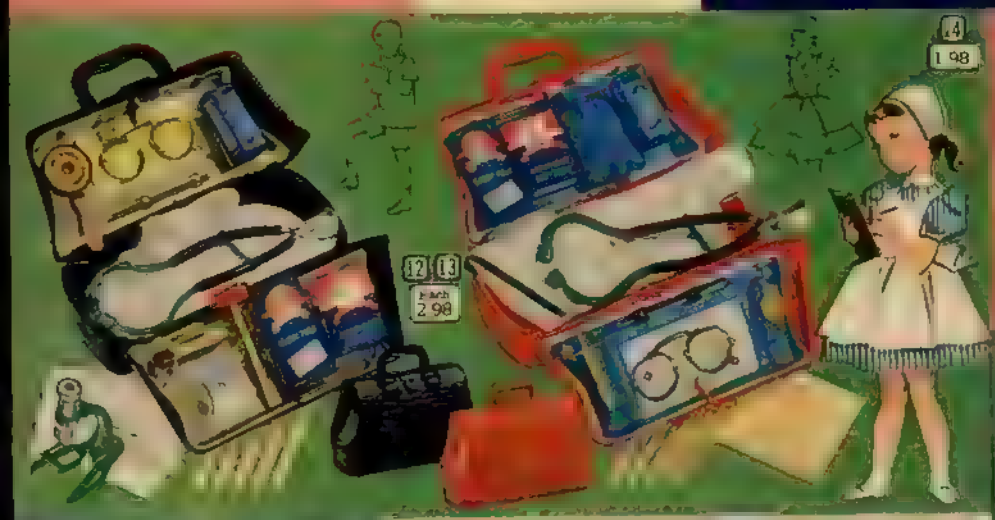
4.95 del'd

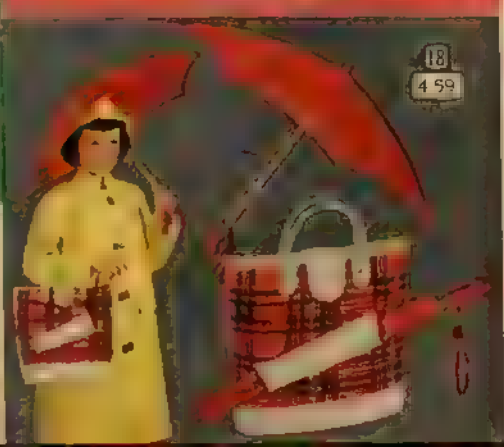
Our outstanding value in Dolls for the season—one that comes with a set of two attractive toy watches—one for herself and one for "you know who." Soft Vinyl body can be fixed in many positions simply by bending her legs. Hair can be washed and set with curlers included. Go-to-sleep eyes. Coo voice. She has a flowered, lace-trimmed rayon taffeta dress, panties, Vinyl shoes and socks. Swivel head. About 18 inches tall.

FEATURE VALUE.

27-P-155. With watch set.

Price, delivered 4.95





One glance tells you . . . something wonderfully new and exciting has come to outboard boating. *The Lark* is *here* . . . with its sparkling million-dollar look . . . commanding power encased in spectacular beauty. One glance tells you that it's finer than need be—we planned it that way—and for you the pay-off is bountiful! The Lark's crisply modern styling lends distinction to the smartest runabout . . . gives a gay lift to *any* boat. Its performance is as you'd expect . . . just a bit out of this world! 30 eager horsepower, trigger-fast take-off, blazing top speed. Your crew is pampered with a ride that's pure luxury—noise-free, vibrationless—the sailing-smooth ride of Whispering Power. Truly a motor for those who seek the finest . . . and the price is the pleasantest surprise of all!

SEE YOUR EVINRUDE DEALER. Look for his name under "Outboard Motors" in the yellow pages of your phone book. He will gladly show you the complete line of nine Evinrude models for 19[illegible]. Three brilliant "Lightnings," two with electric starting. New electric starting Fastwin. New Sportwin, 10 HP and Fisherman, 5.5 HP. Revolutionary new Eas-A-Matic starting on five models. **CATALOG FREE!** Write today for big full color catalog. **EVINRUDE MOTORS,** 4179 No. 27th Street, Milwaukee 16, Wis.

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1956 Fashion Academy
Gold Medal Award

10 Magnificent Mercury Models in America's Most Powerful Most Colorful Outboard Line!

Costumes by Carson Pirie Scott & Co.

The mark of leadership that turns the heads of the crowd! This year, more than ever, it belongs to Mercury for 1956!

With 10 great models ranging from 5.9 to 40 horse power . with outboarding's widest variety of dazzling two tone color combinations with new quietness, new ease of operation and sleek, compact Kiekhaefer "years ahead" design, Mercury's mark of leadership brilliantly reflects its own pace setting performance! See the colorful Mercurys for '56 at your dealer's now! He's listed in your classified telephone directory.

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Features of Mercury motors are protected by issued or pending patents

a **mark 30E**
Turbo-4, 30 h.p. Alternate Firing Four with MercElectric Starter Generator

b **mark 55E**
40 h.p. 4 Cylinder in Line Thunderbolt Engine with Turn the Key Electric Starting and Generator

c **mark 25E**
20 h.p. Alternate Twin Hurricane Engine with Merc-Electric Starter

d **mark 30**
Turbo 4, 30 h.p. Alternate Firing Four

e **mark 6**
5.9 h.p. Alternate Twin Compact Engine Weighs only 42 pounds!

f **mark 25**
20 h.p. Alternate Twin Hurricane Engine

g **mark 55**
40 h.p. 4 Cylinder in Line Thunderbolt Engine

Three great models for stock outboard competition (not shown)

mark 20H
King of Class B

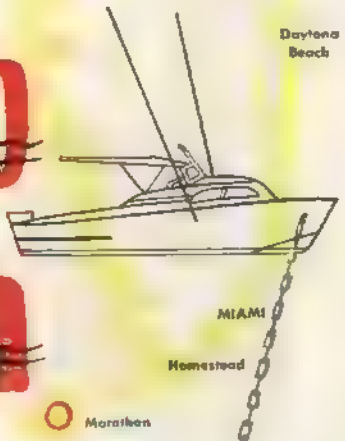
mark 30H
New Pace Setter for Class C

mark 55H
Ruler of Class D

Write for FREE illustrated Catalog!

DROP YOUR ANCHOR
IN THIS TROPICAL PARADISE!

Sombrero Beach



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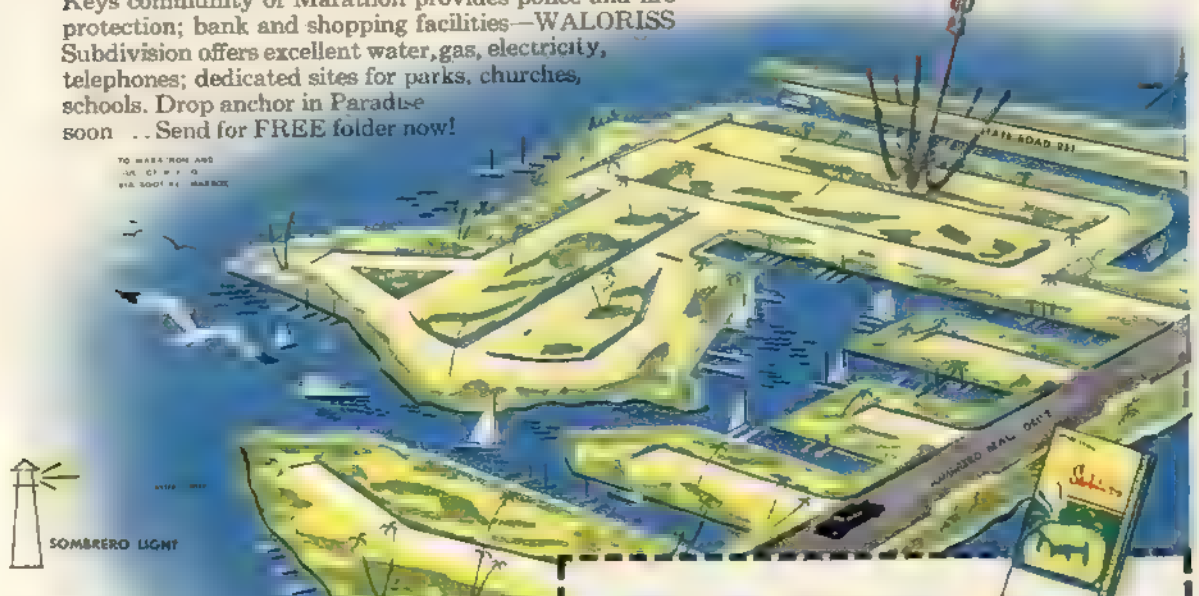
America's only Community planned for the Yachtsman

Country-club living less than 15 minutes from Florida's fish-rich Gulf Stream! Sheltered docking with every lot . . . deep-channel access to the Gulf of Mexico . . . 78° average year 'round temperature. The thriving Keys community of Marathon provides police and fire protection; bank and shopping facilities—WALORISS Subdivision offers excellent water, gas, electricity, telephones; dedicated sites for parks, churches, schools. Drop anchor in Paradise soon . . Send for FREE folder now!



WALORISS SUBDIVISION is located on beautiful Sombrero Beach at Marathon, Florida. Building restrictions are protective but not exclusive, no city taxes . . . property tax is amazingly low . . . $5,000 homestead exemption on all lived-in structures.

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Gentlemen: Without cost or obligation to me, please rush illustrated color brochure, plot diagram, and price list on available property in this fascinating new community.

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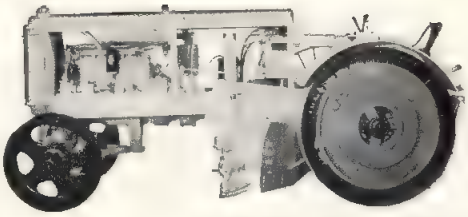
CLEVELAND-FORMGRADER EQUIPMENT

THE CLEVELAND FORMGRADER

A machine to cut **form trenches** quickly and accurately. Only one operator and a Formgrader is needed to cut the form trenches for a whole day's run. A machine with a fine record of performance on such jobs as the Pennsylvania, Ohio and Indiana Turnpikes. **Now equipped with a hydraulically operated cutter lift bar and power steering.**



Through means of a pendulum controlled line gauge the operator is able to cut the form trench to the proper depth regardless of unevenness of the grade. The accuracy of the form trench is produced by following the mark on a hair spring line gauge and holding it against the grade.

Specifications

Weight of machine approximately 6500 lbs. Operated by a 65 HP governor controlled gas engine: available with either a 12" wide traction wheel or a **crawler track drive. Hydraulically operated cutter lift bar and power steering.** Machine cuts an 18" wide form trench, thus allowing for even the widest base forms.

FORM TAMPER

A machine that tamps the earth under both sides of the forms so as to prevent settling and at the same time sprays form oil on the inside of the form. A Form Tamper with just one man operating it, in a few hours will tamp and oil the forms for a full days run. Made in **right and left hand models** so that if a contractor wants to do the tamping job twice as fast, one machine can go down the right forms and one machine can go down the left forms. The Form Tamper meets State Specifications—Insures accuracy, eliminates costly, time consuming hand tamping. Does higher quality work at lower cost

Specifications

Both models powered with a Briggs & Stratton 3 HP engine with crank starter. Equipped with a gravity feed form oil tank. Oil sprayed on forms by engine exhaust. Equipped with hinged pneumatic rubber tired transportation wheel suspended to fold back under machine in central position so as to distribute weight and make for ease of handling. Equipped with tampers which operate simultaneously on ball and socket type bearings, spring actuated. Travels on forms 25 feet per minute. Weight of machine on forms 385 lbs.

375-1-56

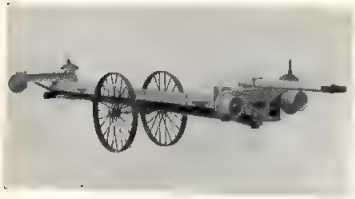
CLEVELAND-FORMGRADER EQUIPMENT

SUBGRADE SCRATCH TEMPLATE

A machine that, when run between the forms the pins scratch the grade showing whether or not it conforms to the pre-set crown specifications. This machine is unusually accurate because of its rugged, sagless construction and weight. The pins are strong, bend proof and are easily adjusted to the crown requirements.

Specifications

Side trucks allow the Template to roll easily and the wheels have machined treads for accuracy. The beam is adjustable vertically at the side trucks up to 16", (greater adjustments available upon request) thus allowing the machine to meet all conditions of pavement thickness. Extensions can be had in 1 ft. or 2 ft. increments to increase width of machine 4 ft. Available in combination road widths 8 ft. to 30 ft.



HEAVY DUTY TRAILGRADER

A machine that finishes the subgrade to exact contour just before the concrete is placed. Draw bars or cables are furnished for pulling.

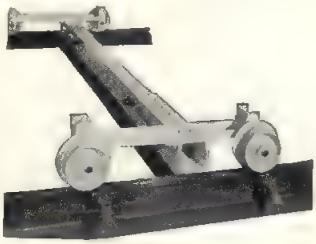
This machine is well built and designed for efficient economical and lasting service.

Specifications

Frame made of heavy H-Beam and ship channels. Blades are dish type made from high carbon steel and treated for maximum wear and cutting ability. Blades have a double cutting feature which reduces replacement costs by half. Blades are adjustable to conform to crown specifications. Vertical adjustment of 16" provided at each end truck. (Greater adjustments are available upon request.) In addition, rear wheels have a segment plate that allows for even finer vertical adjustment. The machine can be extended 4 ft. Machines 20 ft. in width and over, can be extended 6 ft. Machine has eccentric axles on rear. Transportation wheels standard equipment. Weight of the machine varies according to size from 3100 lbs. to 4700 lbs. Available in combination road widths from 10 ft. to 30 ft.

JUNIOR TRAILGRADER

A machine that finishes the subgrade to exact contour just before the concrete is placed. Adjustable draw bars or cables are furnished for pulling. Ideal for use where a grader is needed to do the job and yet the equipment should be light and easy to handle.



Specifications

Frame made of heavy H column giving strength and rigidity. Adjustable vertically to 16". Can be extended 2 ft. Blades are of high carbon steel, heat treated, single edge. Cutting blades are mounted with bolts through slotted holes thus allowing for setting to crown. Wheels are extra heavy with deep flanges and are run on oversize axles. Grease reservoirs in each wheel assures ample lubrication. Weight of machine varies according to size from 1200 lbs. to 1850 lbs. Available in combination road widths from 10 ft. to 22 ft.

CLEVELAND-FORMGRADER EQUIPMENT

BRIDGES

Single Finishing Bridge

A single platform bridge to span the forms used for finishing slab, as a cross over or to carry water or other equipment.

Specifications

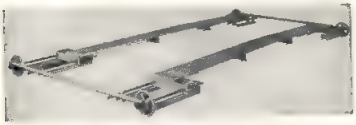
Mounted on four single flanged 12" diameter wheels. Deck consists of two 2"x8" planks securely fastened to a channel frame. Wheels are mounted on adjustable 1' to 2' extension type axles. Available in combination road widths from 9 to 30 ft.

Single Finishing Bridge with Hand Traction

Same as single finishing Bridge with the exception, the bridge deck has three 2"x8" planks and a hand traction attachment that enables one man to easily move the bridge forward on forms.

Single Finishing Bridge with Hand Traction and Belting Mechanism

Same as Single Finishing Bridge with hand traction plus the addition of a belting mechanism that is operated off the hand traction thus providing for an oscillating motion of the belting located at the rear of bridge.



STRAIGHT EDGES—ALUMINUM

Light weight, durable and highly accurate tools, easy to handle that assure accuracy when checking the finished slab.

Specifications

Special alloy aluminum blades weighing 4 lbs. The handles are made of seamless alloy aluminum tubing and a 12 ft. handle weighs only 3½ lbs. Handles fasten directly into the blade and are supported by aluminum braces on each side. A symetrical box section and durable thick web have been combined with reinforced top to give unusual strength. Available with either flat or round bottom. Blades are 10 ft. long. Handle lengths are 12 ft., 14 ft. and 16 ft.

Burlap Bridge

A single platform utility bridge ideal for carrying burlap, curing paper, water, tool boxes, etc.

Specifications

Mounted on four single flanged 12" diameter wheels. Deck consists of 16 pieces of 2"x6" tongue and groove type lumber fastened to a channel frame. Wheels are mounted on an adjustable 1 to 2 ft. extension type axle. Bridge for shipping purposes made up in two halves and spliced in center. Necessary channels, angles and splices furnished for quick assembly. Available in combination road widths from 8 to 30 ft.

Burlap Bridge with Hand Traction and Burlap Bridge with Hand Traction and Belting Mechanism

Also available in combination road widths from 8 to 30 ft.

Double Longitudinal Bridge

Consists of two single bridges tied together by means of two 2" pipes 20 ft. long. This bridge can be used for working a bull float or for edging center joints. This bridge also available with hand traction or hand traction and belting mechanism. (Refer to description matter above on these.)

STRAIGHT EDGES—STEEL

A rigid economical durable tool that assures accuracy. Ideal for dragging off high spots and for checking the slab.

Specifications

Blades are made of special steel, formed to meet the requirements of unusual strength, accuracy and light weight. A 10 ft. blade with a 12 ft. handle weighs only 12 lbs. Available with either flat or round bottom The standard blade is 10 ft. with a 12 ft. handle. However, also available in 12, 14 and 16 ft. blade lengths and 14 ft. and 16 ft. handle lengths.

CORY *Crown Jewel*

The Gift with the Touch of Elegance

The new CORY *Crown Jewel* is not for everyone! CORY created it for coffee connoisseurs only . . . those people willing to pay any price for a cup of good coffee! It costs $50, and is worth every penny of it. For any gift occasion, no other gift can equal your gift when you give the CORY *Crown Jewel* Automatic Percolator. Beautiful with its stainless steel body, that handsome Continental design includes a 24 Karat gold plated base, a smart raffia type handle and drip-proof spout. The CORY *Crown Jewel* is completely automatic—just set the Taste-O-Matic flavor selector for the strength you prefer. Your coffee is brewed *automatically* to the peak of perfection . . . it stays at the perfect drinking temperature for hours. Truly the gift with the touch of elegance—the CORY *Crown Jewel*. 4-9 cup capacity. A.C. only, 115 volts. UL approved. Shipping weight 5½ pounds.

50-11-01 W3293 . . . . . **Retail $50.00**

Superb CORY Coffee Brewers of Stainless Steel

New CORY Stainless Steel Percolator

Enjoy a lifetime of better coffee! Stainless steel percolator won't chip, break, crack or stain . . . will not add a foreign "metallic" taste to coffee. Dramatic modern design features cup markings on decanter and inner basket, drip-proof spout, heat-proof handle. Use it on any gas or electric range. 4-9 cup capacity. Shipping wt. 3¼ lbs.

50-11-10 W777 . . . . . **Retail $11.95**

NICRO Stainless Steel Brewers by CORY

America's most popular, taste-free stainless steel coffee brewer won't break, crack or stain. Won't change coffee flavor. Has hinged decanter cover, "Flavor-Insurance" stainless steel filter, safety strand, coffee measure. Shipping wt. 3½ lbs.

50-11-07 W647 2-6 cup . . . . **Retail 9.95**
50-11-08 W777 4-8 cup . . **Retail 11.95**
50-11-09 W1037 8-12 cup . . **Retail $15.95**

CORY Stainless Steel Automatic Brewer

So-o-o automatic! Put water in bottom, coffee in top . . . and plug it in! *Automatically* brews fine coffee—turns itself down to lo-heat, keeps coffee piping hot. Stainless steel bowls won't break, crack or stain. Has safety stand and coffee measure. 4-8 cup capacity. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

50-11-15 W2469 . . . . . **Retail $37.50**

FOR BETTER LIVING . . . FOR BETTER GIVING . . . *Gifts* **BY CORY**®

New CORY *MARDI GRAS* Gift Pack Beverage Servers

Colorful and new—it's a matched set of 4 Servers for hot or cold beverages. Packaged in a festive, full-color gift box—Servers have jet black plastic stoppers. Heat-resistant glass servers hold 2 full cups of coffee, tea, cooling drinks, or any other beverage. Plastic wrap neckbands in bright colors of carnival red, royal blue, leaf green, and sun yellow. The new CORY "Mardi Gras Gift Pack" is that *just right* unusual gift that's always appreciated. Shipping wt. 2½ lbs.

50-11-39 W322 . . . . . **Retail $4.95**

New CORYette Gift Twosome

Individual "His" and "Hers" 2-cup Servers for hot or cold beverages. Feature turquoise and magenta plastic neckbands and black stoppers. Packed in gay gift carton. Shipping wt. 1¾ lbs.

50-11-40 W192 . . . . . **Retail $2.95**

New CORY *Crown Jewel* Electric Knife Sharpener

Beautiful and unusual! Lustrous, chrome-like finish with ebony trim. Mighty practical too—it professionally sharpens any knife. Easy to use . . . just press starting button—draw blade along sharpening guide and wheel. Gives blade a "like new" perfect edge. Won't harm any knife—if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.

50-11-02 W1297 . . . . . **Retail $19.95**

Famous CORY Electric Knife Sharpener

Unique present for any gift occasion—Cory, the nation's favorite electric knife sharpener. Millions now in use. Professionally sharpens any knife . . . quickly, easily. Press starting button—draw blade along sharpening guide and wheel. Won't harm any knife . . . if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.

50-11-13 W972 . . . . . **Retail $14.95**

CORY Electric Coffee Grinder

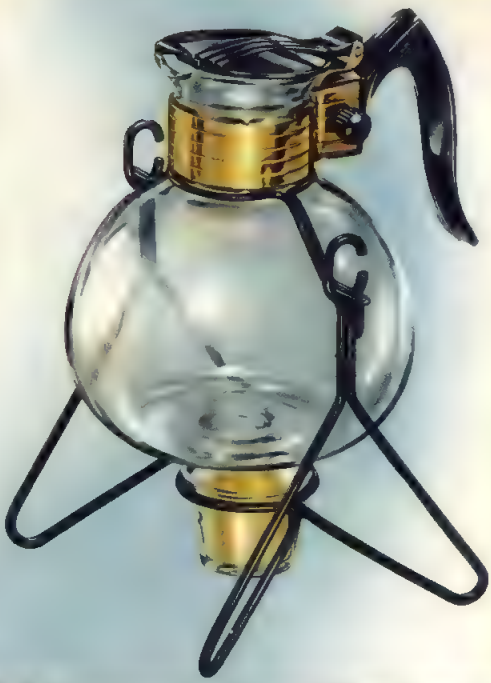
Whole bean coffee keeps more coffee flavor. Grind coffee as you need it—use less . . make better coffee Adjusts to any grind; holds full pound. White steel body with ebony trim—measuring glass A.C.-D.C., 115 volts, UL approved. Shipping wt. 7½ lbs.

50-11-14 W1947 . . . . . Retail $29.95

New CORY Carafe Royale Beverage Server

Smart accessory for serving of coffee, or any hot beverage—perfect for dining room, buffet or porch. Carafe tilts for serving; can be carried with the stand attached or removed. Styled in gold and black with brass collar, wrought iron candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover. Packaged in colorful gift carton. Shipping wt. 5 lbs.

50-11-38 W452 . . . . . Retail $6.95



CORY Rubberless Glass Coffee Brewers

World famous Cory glass coffee brewer—the only *all-glass* coffee brewer. New Cory vacuum seal—no rubber bushing to stick or wear out. Sparkling heat-resistant, taste-proof Cory glass, glass filter rod, hinged decanter cover, safety stand, coffee measure. Shipping wt. 3 lbs.

50-11-04 W358 2-4 cup . . . . . Retail $5.50
50-11-05 W387 4-8 cup . . . . . Retail $5.95
50-11-06 W452 8-12 cup . . . . . Retail $6.95

CORY 2-Heat Electric Stove

Keep coffee or foods warm anywhere . . . use it with any range model brewer. Top quality 2-heat element—high heat (500 watts) for brewing coffee; low heat (80 watts) for warming. Handsome chrome finish, handy hi-low switch, heat-proof handles and feet. Includes electric cord. A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¾ lbs.

50-11-03 W532 . . . . . Retail $7.95

CORY Glass Percolator & Candlewarmer

New Swedish modern perc has cup markings on decanter and basket, metal collar, heat-proof glass and handle. Doubles as hot or cold beverage server. 4-8 cup capacity. Shipping wt. 2½ lbs. Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt. 2 lbs.

50-11-11 W452 Percolator . . . . . Retail $6.95
50-11-12 W192 Candlewarmer . . . . Retail $2.95

CORY
Crown Jewel

The Gift with the Touch of Elegance

The new CORY *Crown Jewel* is not for everyone! CORY created it for coffee connoisseurs only . . . those people willing to pay any price for a cup of good coffee! It costs $50, and is worth every penny of it. For any gift occasion, no other gift can equal your gift when you give the CORY *Crown Jewel* Automatic Percolator. Beautiful with its stainless steel body, that handsome Continental design includes a 24 Karat gold plated base, a smart raffia type handle and drip-proof spout. The CORY *Crown Jewel* is completely automatic—just set the Taste-O-Matic flavor selector for the strength you prefer. Your coffee is brewed *automatically* to the peak of perfection . . . it stays at the perfect drinking temperature for hours. Truly the gift with the touch of elegance—the CORY *Crown Jewel*, 4-9 cup capacity. A.C. only, 115 volts, UL approved. Shipping weight 5½ pounds.

76E121-3X3049/3293 . . . . . Retail $50.00

Superb CORY Coffee Brewers of Stainless Steel

New CORY Stainless Steel Percolator

Enjoy a lifetime of better coffee! Stainless steel percolator won't chip, break, crack or stain . . . will not add a foreign "metallic" taste to coffee. Dramatic modern design features cup markings on decanter and inner basket, drip-proof spout, heat-proof handle. Use it on any gas or electric range. 4-9 cup capacity. Shipping wt. 3¼ lbs.

76E147-3X717/777 . . . . . Retail $11.95

NICRO Stainless Steel Brewers by CORY

America's most popular, taste-free stainless steel coffee brewer . . . won't break, crack or stain. Won't change coffee flavor. Has hinged decanter cover, "Flavor-Insurance" stainless steel filter, safety stand, coffee measure. Shipping wt. 3½ lbs.

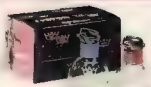
76E156-6X597/647 2-6 cup . . . Retail $9.95
76E157-6X717/777 4-8 cup . . . Retail $11.95
76E158-6X957/1037 8-12 cup . . . . . Retail $13.95

CORY Stainless Steel Automatic Brewer

So-o-o automatic! Put water in bottom, coffee in top . . . and plug it in! *Automatically* brews fine coffee—turns itself down to lo-heat, keeps coffee piping hot. Stainless steel bowls won't break, crack or stain. Has safety stand and coffee measure 4-8 cup capacity. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

76E122-3X2286/2469 . . . . . Retail $37.50

...R BETTER LIVING . . . FOR BETTER GIVING . . . Gifts BY CORY®



New CORYette Gift Twosome
Individual "His" and "Hers" 2-cup Servers for hot or cold beverages Feature turquoise and magenta plastic neckbands and black stoppers. Packed in gay gift carton Shipping wt. 1½ lbs.
76E150-4X177/192 . Retail $2.95

New CORY *MARDI GRAS* Gift Pack Beverage Servers

Colorful and new—it's a matched set of 4 Servers for hot or cold beverages. Packaged in a festive, full-color gift box—Servers have jet black plastic stoppers. Heat-resistant glass servers hold 2 full cups of coffee, tea, cooling drinks, or any other beverage. Plastic wrap neckbands in bright colors of carnival red, royal blue, leaf green, and sun yellow. The new CORY "Mardi Gras Gift Pack" is that *just right* unusual gift that's always appreciated. Shipping wt. 2½ lbs.
76E149-4X297/322 .....Retail $4.95

New CORY *Crown Jewel* Electric Knife Sharpener

Beautiful and unusual! Lustrous, chrome-like finish with ebony trim Mighty practical too—it professionally sharpens any knife. Easy to use . . . just press starting button—draw blade along sharpening guide and wheel. Gives blade a "like new" perfect edge. Won't harm any knife—if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.
48E175-3X1197/1297 .....Retail $19.95

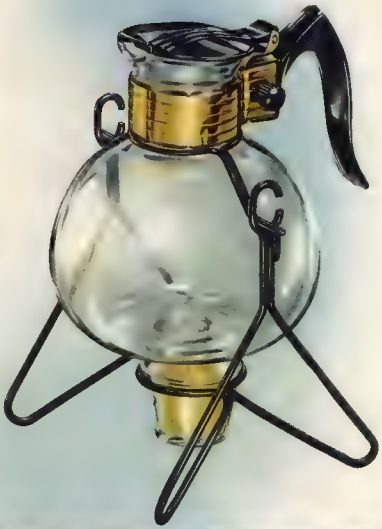
Famous CORY Electric Knife Sharpener

Unique present for any gift occasion—Cory, the nation's favorite electric knife sharpener. Millions now in use. Professionally sharpens any knife quickly, easily. Press starting button—draw blade along sharpening guide and wheel. Won't harm any knife . . . if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 2 lbs.
48E1-6X897/972 .....Retail $14.95

CORY Electric Coffee Grinder

Whole bean coffee keeps more coffee flavor. Grind coffee as you need it—use less . . make better coffee. Adjusts to any grind; holds full pound. White steel body with ebony trim—measuring glass. A.C.-D.C., 115 volts, UL approved. Shipping wt 7½ lbs.

16E182-3X1797/1947 Retail $29 95



New CORY Carafe Royale Beverage Server

Smart accessory for serving of coffee, or any hot beverage—perfect for dining room, buffet or porch. Carafe tilts for serving; can be carried with the stand attached or removed. Styled in gold and black with brass collar, wrought iron candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover. Packaged in colorful gift carton. Shipping wt 3 lbs.

76E148-4X417/452 . . Retail $6.95

CORY Rubberless Glass Coffee Brewers

World famous Cory glass coffee brewer—the only *all-glass* coffee brewer. New Cory vacuum seal—no rubber bushing to stick or wear out. Sparkling heat-resistant, taste-proof Cory glass, glass filter rod, hinged decanter cover, safety stand, coffee measure. Shipping wt. 3 lbs

76E153-6X330/358 2-4 cup . . . . . Retail $5.50
76E154-6X357/387 4-8 cup . . . .Retail $5 95
76E155-6X417/552 8-12 cup . . . Retail $6.95

CORY 2-Heat Electric Stove

Keep coffee or foods warm anywhere . . . use it with any range model brewer. Top quality 2-heat element—high heat (500 watts) for brewing coffee; low heat (80 watts) for warming. Handsome chrome finish, handy hi-low switch, heat-proof handles and feet. Includes electric cord. A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¾ lbs.

16E181-6X485/523 . . . . . .Retail $7.95

CORY Glass Percolator & Candlewarmer

New Swedish modern perc has cup markings on decanter and basket, metal collar, heat-proof glass and handle. Doubles as hot or cold beverage server. 4-8 cup capacity. Shipping wt. 2½ lbs. Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt. 2 lbs.

76E151-6X417/452 Percolator . . . . . Retail $6.95
76E152-6X177/192 Candlewarmer . .Retail $2.95

CORY
Crown Jewel

The Gift with the Touch of Elegance

The new CORY *Crown Jewel* is not for everyone! CORY created it for coffee connoisseurs only . . . those people willing to pay any price for a cup of good coffee! It costs $50, and is worth every penny of it. For any gift occasion, no other gift can equal your gift when you give the CORY *Crown Jewel* Automatic Percolator. Beautiful with its stainless steel body, that handsome Continental design includes a 24 Karat gold plated base, a smart raffia type handle and drip-proof spout. The CORY *Crown Jewel* is completely automatic—just set the Taste-O-Matic flavor selector for the strength you prefer. Your coffee is brewed *automatically* to the peak of perfection . . . it stays at the perfect drinking temperature for hours. Truly the gift with the touch of elegance—the CORY *Crown Jewel*, 4-9 cup capacity. A.C. only, 115 volts, UL approved. Shipping weight 5½ pounds.

322NDAP-P2293
3-LP3049 . . . . . Retail $50.00

Superb CORY Coffee Brewers of Stainless Steel

New CORY Stainless Steel Percolator

Enjoy a lifetime of better coffee! Stainless steel percolator won't chip, break, crack or stain . . . will not add a foreign "metallic" taste to coffee. Dramatic modern design features cup markings on decanter and inner basket, drip-proof spout, heat-proof handle. Use it on any gas or electric range. 4-9 cup capacity. Shipping wt. 3¼ lbs.

322NCDP-P777
3-LP717 . . . . . Retail $11.95

NICRO Stainless Steel Brewers by CORY

America's most popular, taste-free stainless steel coffee brewer . . . won't break, crack or stain. Won't change coffee flavor. Has hinged decanter cover, "Flavor-Insurance" stainless steel filter, safety stand, coffee measure. Shipping wt. 3½ lbs.

322N7246-P647
6-LP597 2-6 cup . . . . . Retail $9.95
322N4468-P777
6-LP717 4-8 cup . . . . . Retail $11.95
322N1512-P1037
6-LP957 8-12 cup . . . . . Retail $15.95

CORY Stainless Steel Automatic Brewer

So-o-o automatic! Put water in bottom, coffee in top . . . and plug it in! *Automatically* brews fine coffee—turns itself down to lo-heat, keeps coffee piping hot. Stainless steel bowls won't break, crack or stain. Has safety stand and coffee measure. 4-8 cup capacity, A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

322NACB3-P2469
3-LP2286 . . . . . Retail $37.50

New CORYette Gift Twosome

Individual "His" and "Hers" 2-cup Servers for hot or cold beverages. Feature turquoise and magenta plastic neckbands and black stoppers. Packed in gay gift carton. Shipping wt. 1¾ lbs.

322ND2S-P192	Retail
4-LP177	$2.95

New CORY MARDI GRAS *Gift Pack* Beverage Servers

Colorful and new—it's a matched set of 4 Servers for hot or cold beverages. Packaged in a festive, full-color gift box—Servers have jet black plastic stoppers. Heat-resistant glass servers hold 2 full cups of coffee, tea, cooling drinks, or any other beverage. Plastic wrap neckbands in bright colors of carnival red, royal blue, leaf green, and sun yellow. The new CORY "Mardi Gras Gift Pack" is that *just right* unusual gift that's always appreciated. Shipping wt. 2½ lbs.

322NMGSA-P322	Retail
4-LP297	.....54.95

New CORY Crown Jewel Electric Knife Sharpener

Beautiful and unusual! Lustrous, chrome-like finish with ebony trim. Mighty practical too—it professionally sharpens any knife. Easy to use . . . Just press starting button—draw blade along sharpening guide and wheel. Gives blade a "like new" perfect edge. Won't harm any knife—if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 5 lbs.

322NMBS-P1297	Retail
3-LP1197	.....$19.95

Famous CORY Electric Knife Sharpener

Unique present for any gift occasion—Cory, the nation's favorite electric knife sharpener. Millions now in use. Professionally sharpens any knife . . . quickly, easily. Press starting button—draw blade along sharpening guide and wheel. Won't harm any knife . . . if you press too hard, sharpening wheel stops automatically. A.C. only, 115 volts, UL approved. Shipping wt. 3 lbs.

322NDKS-P972	Retail
6-LP897	.....$14.95

CORY Electric Coffee Grinder

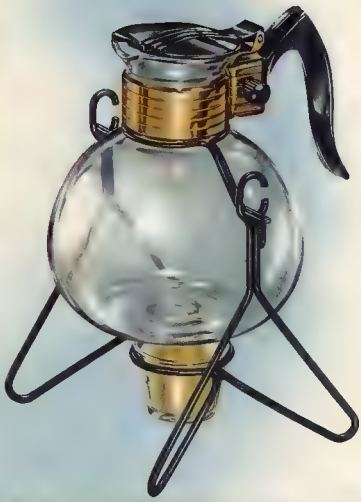
Whole bean coffee keeps more coffee flavor Grind coffee as you need it—use less . . . make better coffee. Adjusts to any grind; holds full pound White steel body with ebony trim—measuring glass. A.C.-D.C., 115 volts, UL approved. Shipping wt 7½ lbs.

	Retail
322NDEG-P1947	
3-LP1797	$29.95

New CORY Carafe Royale Beverage Server

Smart accessory for serving of coffee, or any hot beverage—perfect for dining room, buffet or porch. Carafe tilts for serving; can be carried with the stand attached or removed. Styled in gold and black with brass collar, wrought iron candlewarmer trunnion, 12-cup heat-resistant glass decanter, heat-proof black handle and cover Packaged in colorful gift carton. Shipping wt. 3 lbs.

	Retail
322NDAW-P452	
4-LP417	$6.95



CORY Rubberless Glass Coffee Brewers

World famous Cory glass coffee brewer—the only *all-glass* coffee brewer. New Cory vacuum seal—no rubber bushing to stick or wear out. Sparkling heat-resistant, taste-proof Cory glass, glass filter rod, hinged decanter cover, safety stand, coffee measure. Shipping wt. 3 lbs.

	Retail
322NDNG-P358	
6-LP330 5-4 cup	$5.50
322NDCG-P387	Retail
6-LP357 4-8 cup	$5.95
322NDJG-P452	Retail
6-LP417 8-12 cup	$6.95

CORY 2-Heat Electric Stove

Keep coffee or foods warm anywhere . . . use it with any range model brewer. Top quality 2-heat element—high heat (500 watts) for brewing coffee; low heat (80 watts) for warming. Handsome chrome finish, handy hi-low switch, heat-proof handles and feet. Includes electric cord A.C.-D.C., 115 volts, UL approved. Shipping wt. 2¾ lbs.

	Retail
322NDES-P523	
6-LP485	$7.95

CORY Glass Percolator & Candlewarmer

New Swedish modern perc has cup markings on decanter and basket, metal collar, heat-proof glass and handle Doubles as hot or cold beverage server. 4-8 cup capacity. Shipping wt 2½ lbs. Candlewarmer of jet black wrought iron keeps coffee or foods warm anywhere. Shipping wt. 2 lbs.

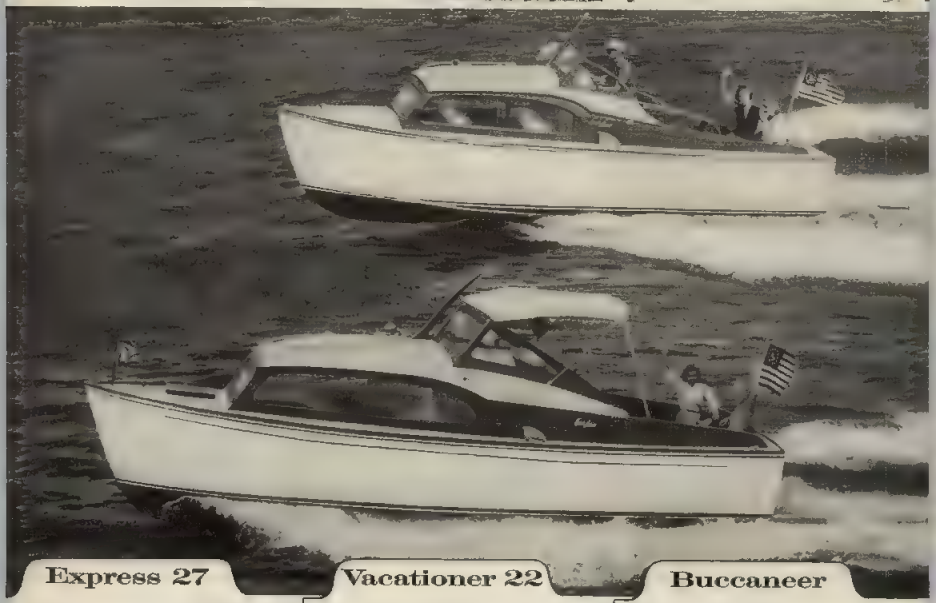
	Retail
322NDGP-P452	
6-LP417 Percolator	$6.95
322NDCW-P192	Retail
6-LP177 Candlewarmer	$2.95

For every kind of boating pleasure

For every kind of boating budget...

Cruis Along

TRADE MARK



Express 27

Luxury... Style... Speed!

Finest in its class and size. Beautifully appointed cabin. Sleeps four. Handsome dinette becomes double bed . . . lounge converts into upper and lower berths. Fully enclosed head. Completely equipped galley. Four hanging lockers. Sliding windows. Large self-bailing cockpit, flying bridge. Available with varnished teak decks. Flush hatches. Super Hy-Plane hull insures non-pounding ride at speeds up to 27 miles per hour depending on engine installation. Mahogany planked, your choice of Navy or hard top.

Vacationer 22

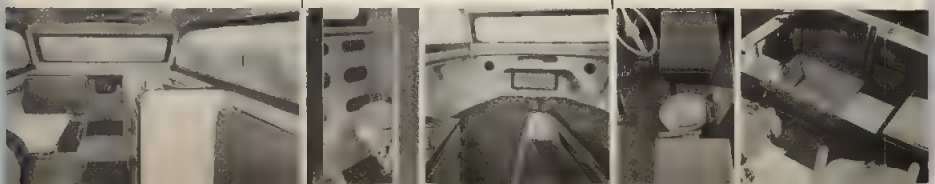
Completely Equipped Family Cruiser!

Beautiful economy cruiser. Handsome interior that is able to sleep four comfortably. Completely equipped galley with alcohol stove, metal sink, icebox and dry grocery cabinet. Enclosed marine toilet. Sensational stowage space. Sliding windows. Roomy self-bailing cockpit, spray rail, choice of engine installation. *Plus* the largest amount of standard equipment ever offered in a cruiser of this size and price. No extras needed. Super Hy-Plane Hull guarantees smooth, level ride. Navy top available.

Buccaneer

Fast... Seaworthy... Clinker-Built Boat

The rugged clinker-built boat that is ideal for fishing and family parties. 19 feet long, 7 foot beam, it is designed for dryness, smooth riding and seaworthiness in roughest waters. Will take you out to the fishing grounds in a hurry at speeds up to 83 miles per hour depending on engine option. Two steering positions, stern tiller as well as forward wheel to make trolling easy. Inlet running comfortable. Extras include marine toilet, fish tank, Navy top, side curtains, cockpit cover.



brings you 8 exciting new models to choose from...

Angler 22

Comfortable... Dependable... Fishing Boat

Smart, versatile fishing boat with a tremendous cockpit and hard top to shelter you from the sun. It has two quarter permanent berths and plenty of stowage space. Forward mahogany hatch for easy line and ground tackle handling, wide stern seat with stowage space beneath. Takes you out to the fishing grounds in a hurry at speeds up to 32 miles per hour depending on engine installation. Super Hy-plane hull assures a level ride. Extras include side curtains, cockpit cover and marine toilet.

Sportster 22

Speedy... Safe... Family Day Boat

The open boat . . . comfortable, spacious and ideal for days of gay cruising. Two permanent forward quarter berths... forward hatch of mahogany, amazing stowage space. Fast and tremendously seaworthy with speeds up to 32 miles per hour depending on the engine you select. Ventilating windshield, roomy seats designed to accommodate large families or groups of friends. Super Hy-Plane Hull assures smooth riding performance. Extras include marine toilet, Navy top, side curtains and cockpit cover.

Cruis-Along 1956

Built in the finest tradition of Chesapeake Bay boat builders, these are winners all. Designed for maximum comfort and pleasure . . . for every kind of boating budget. All Cruis-Alongs with exception of the Buccaneer feature the Super Hy-Plane Hull that combines the finest qualities of the round bottom hull and the fast planing V bottom type. Guaranteed to step up speed, insure a level ride and never pound in a seaway or squat with a cockpit load. All Cruis-Alongs, with the exception of the flush deck Express, have hinged, insulated engine boxes!

Outboard models next page

Let us send you our exciting new Brochure

. . . all 8 models lavishly illustrated and described

M. M. DAVIS & SON, Inc., Solomons 4, Md.

Boat builders for over 75 years

Now...

CruisAlong

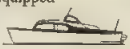
TRADE MARK

builders of seaworthy cruisers offer you the same sea-tested hull for outboard use

3 Value-packed models to choose from...

Seafarer 22

The Completely Equipped Family Outboard Cruiser



The ultimate in outboard cruisers. Stunning interior able to sleep four comfortably. Completely equipped galley with insulated icebox, running water. Enclosed marine toilet, unusual stowage space, attractive appointments. Sliding windows, large self bailing cockpit and spray rail. Super Hy-Plane hull assures level ride. Lots of standard equipment. No extras needed. Built to carry single or dual outboards.

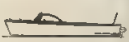
Troller 22

Dependable...Fast... Outboard Fishing Boat!

Handsome, well built outboard fisherman with huge cockpit and hard top for shelter in sun and showers. Two permanent forward quarter berths, plenty of stowage space. Forward hatch of mahogany. Wide stern seat with underneath stowage space. Super Hy-Plane hull guarantees a smooth ride. Extras include side curtains, cockpit cover, marine toilet. Built to carry single or dual outboards.

Rover 22

The Outboard Family Day Boat!



Roomy, comfortable . . . designed for safe family cruising. Two permanent forward quarter berths, lots of stowage space. Ventilating windshield, large seats designed to accommodate the entire family or a large group of friends. Super Hy-Plane hull will give comfortable non-pounding ride. Extras include Navy top, cockpit cover, and marine toilet. Built to carry single or dual outboards.

DAISY B-B AIR RIFLES

No. 98 Daisy Eagle with 2X Scope Mounted

This brilliant Daisy new from muzzle to butt sets a new standard for appearance, performance, saleability. Looks exactly like Dad's expensive hunting rifle . with its streamlined, 2 power factory-mounted scope (11" long)! Scope has 2 lens caps. Gun has new ramp style front sight; combination peep-and-open rear; full ovalled stock, extra long forepiece both resembling polished "natural mesquite" colors of custom-made rifles. Golden decorated barrel receiver A heavy top grain leather sling makes this 850-shot, 37" repeater "tops" in value Comes in quality carton with Scope Book, Lens Caps, BB Loader, BBs.

No. 98 $17.32 Each

No. 25 Daisy Pump Gun

Same pump-action, forced-feed repeater, famous for 40 years. 37" Long Now has new combination peep-and open sight, adjustable for windage, elevation. New "ramp-type" front sight New bright plated trigger New improved, gold filled "engraving" on jacket. Full oval stock.

No. 25 $12.66 Each

No. 94 Daisy Red Ryder Carbine

Many new features make "the world's largest-selling air rifle" an even better seller! Carbine-type, "1000-shot" lever-action repeater with secondary barrel that has the Lightning Loader feature. Gun 35" long. Holds over 850 BBs. Carbine-type stock and fore-piece with checkering. Combination peep-and-open sight, adjustable for windage, elevation. Bright-finish carbine band "engraved" with western-Indian design. Bright-plated carbine ring on the swivel in jacket. Bright-finish cocking lever. New golden jacket design. Realistic, bright-finish hammer adds authentic "true-western" appearance. Genuine leather boot on stock butt, tied with thong. Swivels for attaching a sling if desired Red Ryder design on stock in gold New bright-plated trigger.

No. 94 $11.34 Each

No. 80 Daisy Long Rifle

This new Daisy beauty offers many plus "sell" features! "1000-Shot," lever-action repeater holds over 850 BBs Full 35" long. Double-notch rear sight adjustable for elevation. Full-fashioned forearm with nice checkering. Bright-plated carbine band. Full-fashioned stock with checkering and gold Long Rifle design. White line between butt plate and stock. Brown sling adjustable for carrying, shooting—bright-plated swivels and hardware. Bright-plated trigger. New golden design now on receiver jacket.

No. 80 $10.00 Each

DAISY B-B AIR RIFLES

No. 1094 Daisy Red Ryder Cowboy Outfit

New! The only "air rifle and canteen" outfit on the market—exclusively yours from Daisy! Set includes famous Red Ryder Cowboy Carbine (94) with 2 BB Packs, cowboy canteen, genuine leather "holster" for canteen, leather belt. The 35" rifle is a Daisy top-seller. The molded pint-capacity, six inch dia canteen carries on special "holster" by two snap-fastening leather straps. Belt and holster richly hand-tooled.

No. 1094 $13.32 Each

No. 75 Daisy Scout

New—and packed with value, sales features and quality! "500-Shot," lever-action repeater holds over 350 BBs. It is 32" long. Adjustable sight. Full-fashioned, checkered forearm, bright-plated steel forearm band. Full-fashioned carbine-type stock checkered. Bright-plated trigger Has attractive yellow sling—adjustable for carrying, shooting. Bright-plated swivels, hardware. New golden jacket design.

No. 75 $8.66 Each

No. 102 Daisy Cub

Here is Daisy's lowest-priced, value-packed air rifle—perfect for the mass market group! The Daisy "Cub" is a "500-Shot," lever-action repeater holding over 350 BBs. Gun 32" long. Full-fashioned, checkered stock. Bright-plated trigger enhances appeal. It's a genuine Daisy Air Rifle!

No. 102 $7.34 Each

New B-B Package

No. 700 $7.00 Case

Packed 100 Pouches Per Case. Weight 14½ Pounds Case.

Here is the 5c package of Daisy B-Bs you have been waiting for It's a big, fat, economy-size POUCH and it's far-and-away the best BB shot value on the market

Bull's Eye Steel Shot

No. 5 BULLS EYE STEEL SHOT

No. 5 $8.00 Case

100 Shot to a Tube—100 Tubes to a Case

Weight Per Case, 11 Pounds.

Copper coated shot in attractive colored tubes.

TOY GUNS AND RIFLES

No. 960 Daisy Automatic Smoker

World's loudest play gun—biggest value! Shoots smoke and noise. Harmless. Typical Daisy rugged "air rifle" construction. Gun has easy cocking-lever, a full-fashioned checkered stock, bright-plated trigger. Adjustable web sling. A lot of rifle for little money. Rifle 32". Parents' Magazine Commended

No. 960 $54.00 Doz.

No. 900 Daisy
Pop Em Cork Pop Gun

Big value, low price! Shoots harmless corks. Heavy gauge steel 14" long. Rust-proof gun-blu finish. Break action. Molded stock

No. 900 $8.00 Doz.

No. 910 Daisy Cork Pop Gun

Shoots harmless corks. Break action. Gun is made of heavy gauge steel full 17 inches long. Rust-proof finish. Molded stock has "hunt scenes" on.

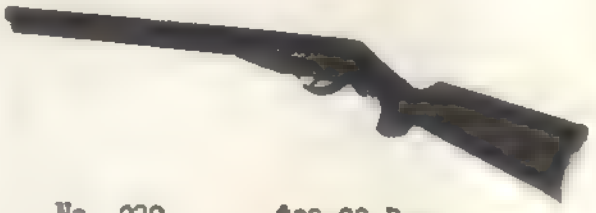
No. 910 $9.00 Doz.

No. 930 Daisy
Double Barrel Cork Gun

Best buy in the field of double barrel cork guns! Harmless. Shoots corks. Heavy gauge steel 21 inches long has rust proof gun blu finish. Wooden stock. Break action easily cocks both triggers. Comes with 2 corks

No. 930 $16.00 Doz.

DOUBLE BARREL SHOTGUN WITH CORKS



No. 229 $32.00 Doz.

Measures 29¼" long, 6" high overall.
Barrel made of heavy gauge steel. Black baked enamel finish
PACKED Each in folding box—½ dozen to shipping carton

AIR FIRE THUNDER GUN

Single shot, 3-in-one action. Noise and smoke attachment. Realistic smoke each time gun is fired. Heavy duty aluminum, molded Tenite plastic stock. Retail $3.00.

No. 300 $48.00 Doz.

FRONTIER RIFLE

No. 200 $48.00 Doz.

Seamless steel barrel. Walnut finish plastic stock and forearm. Shoots standard roll caps. Cap magazine automatically released by pushing button.

3-BALL REPEATER GUN

Junior model, short length barrel. Front end loading. New smoke attachment for realistic effect. Heavy duty aluminum, molded Tenite plastic. Light walnut finish stock.

No. 400 $60.00 Doz.

CHILDREN'S BOOKS

LINEN STORY BOOKS

Assorted titles for the very young child. Each book is 7¼x9⅝ in. and 8 pages including self covers. Made of real cloth and easy to handle

Each
No. 830-4724 ..... $0.29

One hundred forty-four in a carton.

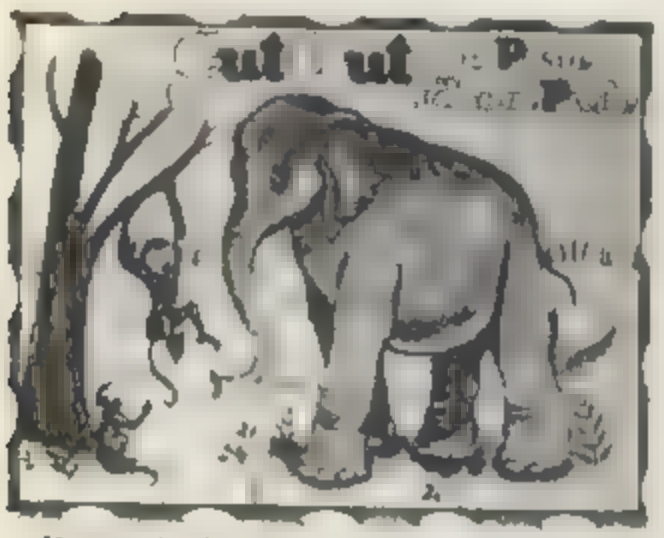
WONDER BOOK

Johnny Grows Up—A little boy discovers that one of the wonders of growing up is learning to talk.

Per dozen
No. 808 ..... $3.00

Seventy-two in a carton

SOMETHING TO DO BOXES



Boxes included are—Lots To Do, Wet the Brush and Bring out Colors, Trace and Color, Push Out and Paste without Paste, Rub-A-Pencil, Cut out and Paste without Paste

Each box contains several activity patterns

Per box
No. 823-5262 ..... $0.39

Six dozen boxes in a carton

CHILDREN'S BOOKS

LARGE COLORING BOOKS

10⅝x15¼ in. large coloring books containing 180 pages.
Colored covers.
Five assorted titles in a carton.

Each
No. 835-5410 ..... $0.49

Thirty six in a carton.

THICK COLORING BOOKS

Varnished board covers. Books are 8⅜x11 in.
132 pages.
Eight assorted titles in a carton.

Each
No. 836-4200 ..... $0.29

Six dozen in a carton.

SEWING CARDS

TOYMAKER SERIES

Each card is ready for child to push out, fold and sew. The card, when completed, can be used for a toy
Size box 15¼x8⅝ in.

Each
No. 828-6062—Complete with four cards and 14 colored lacings ... $0.98

Twelve in a carton.

SEWING CARDS

DOLLY SEWING BOX

Contains cut-outs for making a doll, cat, pillow coverlet, mattress and doll bed. Padding provided for stuffing toys. Six 33 in. strands of yarn for lacing.

Each
No. 838-6043 ..... $0.98

Twelve in a carton.

CUT-OUT PAPER DOLL BOOKS

SAALFIELD

Standard sized books with paper dolls on front and back covers to cut out. Eight pages of costumes in color.
Assorted, selection includes popular movie titles, etc
Will only be sold in dozen lots

Per dozen
No. 822-1700—
Wt. per carton 28 lbs. .$1.20

Twelve dozen in a carton

PAPER DOLLS

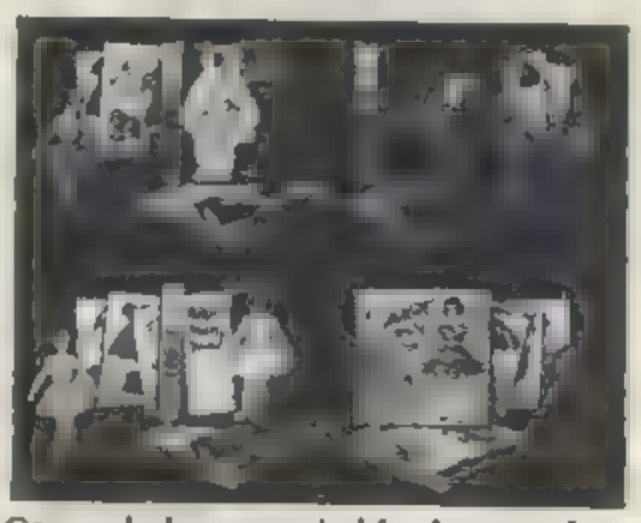
LOVELY

Box contains 3 dolls, 3 standards and 1 die-cut cloth tree with a standard. Also included is a cellophane package containing 4 plastic hangers, 12 die-cut real-cloth dresses in gay prints, 6 ribbons in assorted colors and 6 accessories.

Per box
No. 827-6027—Wt. per carton 12 lbs. $0.98

Twelve boxes in a carton.

MAGIC MARY



Concealed magnet holds dresses in position without tabs or glue. Each doll is over 10" tall. 15 different cut-out dresses Metal stand for each doll.

Each
No. 565-4010 ..... $1.00

Twenty-four in a carton.

PAPER DOLLS

SAALFIELD

Debbie Darling and Betty Darling dolls with wavy hair, die cut doll with large costume sheet.

Complete with base and standard.

5⅝x12⅞ in. box.

	Each
No. 837-5172/73	$0.49

Thirty-six in a carton.

ELECTRIC SCISSORS

SNIPPY

A safe, harmless scissors for paper and light cardboard. Will not cut curtains, drapes, clothing, furniture or fingers.

Entire Snippy UL approved

Works on 110-120V AC DC

Complete with 9 cuts and 3 D papercraft projects.

	Each
No. 506-301	$4.00

Twelve in a carton.

TOY SPRINGS

SLINKY DOG

No. 225 The Slinky Dog Pull Toy

12 in. long with durable plastic head and feet. Slinky-spring body and tail. Contrasting black ears, nose and eyes; tinkle bell on tail.

	Each
No. 772-225	$2.00

Twelve in a carton

TOY SPRINGS

SLINKY SR.

The original flip flapping spring. Red, green or blue.

	Each
No. 782-100	$0.98

Forty-eight in a carton

CATAPULLER

Spring Type Pull Toy

	Each
No. 780-250	$2.00

Twelve in a carton.

SLINKY BUCKO

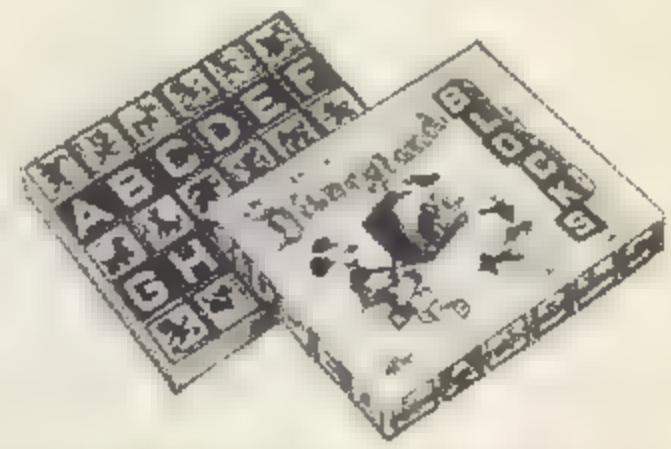
Eccentric wheels make rider buck and twist as toy is pulled.

	Each
No. 773-300	$2.00

Twelve in a carton.

ALPHABET BLOCKS

HALSAM, SAFETY



Wood blocks with rounded corners and edges and smooth finish. Finished with bright, harmless lacquers. Alphabet sides are deeply embossed and have narrow borders so that letters are big, easy-to-see. Embossed letters on two ends, letters printed in color on four sides.

Disneyland, in Boxes

	Per set
No. 702-3915—15 pc. Set, 1¾ in square	$0.98

Twelve sets in a carton.

Alphabet, in Polyethylene Bags

	Per set
No. 703-1030—30 pc. Set, 1¾ in. square	$1.98

Six sets in a carton.

	Per set
No. 705-530—30 pc. Set, 1⅞ in. square	$0.98

Twelve sets in a carton

	Per set
No. 701-518—18 pc. Set, 1-5/16 in. square	$0.60

Twenty-four sets in a carton.

HALSAM WAGON OF BLOCKS

Block wagon is filled with "Hi-Lo" safety blocks. Embossed and printed with letters and pictures in gay, bright, harmless colors. All corners and edges of blocks are carefully rounded and smoothed for safety purposes.

Blocks can be interlocked with one another and with wagon.

Pull wagon finished in fire engine red color.

	Each
No. 704-130—With 30 blocks, 1-5/16 in. square, 12-7/16x6-7/16x2-7/8 in. wagon; wt. per carton 15 lbs.	$1.98

Six in a carton.

RUBBER BLOCKS

AUBURN

A set of eighteen non toxic colored, sponge rubber blocks in a plastic bag.

Each
No. 1791-611 .....$0.98

Twelve sets in a carton.

PLASTIC BLOCKS

KUSAN KARNIVAL

Eight sturdy 2 in. plastic blocks, each with a moving circus act. Mid-way magic in action, merry - go - round, ferris wheel and animal acts. Smooth rounded edges

Per set
No. 713-KZ20 .....$1.98

Twelve sets in a carton.

KUSAN KUBES

1½ in. square plastic blocks. Beautifully decorated with permanent, non-toxic paints.

Set of nine blocks with alphabet and nursery characters embossed on each.

Per set
No. 712-KZ9 —Wt. per carton 8 lbs. $0.98

Twelve sets in a carton.

PLASTIC BLOCKS

KUSAN KING SIZE KUBES

Six giant plastic blocks in a myriad of colors. Sturdily constructed, beautifully decorated. Safe and sanitary.

Will rattle and float.

Per set
No. 714-K51 .....$0.98

Twelve sets in a carton.

ELDON BUILD-UP BLOCKS

Set of seven colorful musical educational blocks, attractively decorated with the alphabet, numerals and nursery rhyme illustrations.

Made of soft, flexible plastic; no sharp edges or splinters. Safe and unbreakable.

Bell inside block adds musical touch to each block.

Each
No. 1745-822—Wt. per carton 16 lbs. $1.98

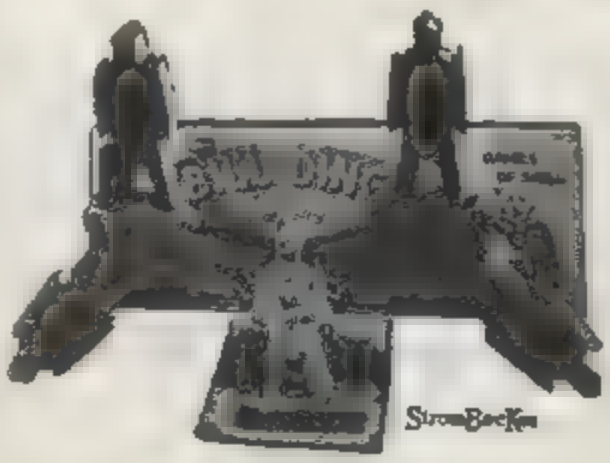
Twelve sets in a carton.

Each
No. 1744-821—Seven blocks in set $0.98

Twelve sets in a carton.

"BILL DING" SETS

STROMBECKER



An outstanding balancing set that is a year-round favorite with both young and old. Wood clowns can be interlocked to form a thousand and one different balancing stunts.

Clowns are 4½ in. high and finished in harmless, bright color lacquer.

Per set
No. 774-427—14-Piece Set, includes set of toss-rings and book of games $2.80

Twelve sets in a carton.

Per set
No. 775-B78—14-Piece Set, includes book of games $1.49

Twenty-four sets in a carton

Feadship *Columbia*

AT THE NEW YORK BOAT SHOW

THE NEW FEADSHIP MASON 50-FOOT KETCH

Attractive, able, and modern, this 50'1" x 35' x 13'4" x 7'10" centerboard ketch, has a steel hull, teak superstructure and decks and 1,000 square feet of sail. It's a real comfortable, family living and cruising yacht, sleeping six in three cabins with two baths. Gasoline or Diesel power optional.

You're in for a real treat in beautiful craftsmanship, modern and functional yacht accommodations, when you visit aboard the 55′ FEADSHIP Columbia at the New York Boat Show. This newest FEADSHIP exemplifies the superior standards in quality and design which have achieved for FEADSHIP the enviable position of *leadership in fine yachts.*

AT THE MIAMI SHOW

See the Feadship Floridian, February 17th to 22nd at the Miami International Boat Show. This exceptionally fine steel yacht, with teak superstructure and interior, just radiates magnificence from stem to stern. Accommodations include three double staterooms and, of course, it's twin Diesel powered with GM 6-71's and has all the latest equipment.

Feadship *Means Leadership In Quality Yachts*

WOOD OR STEEL, CUSTOM OR STANDARD, 30' to 200'

100' *FEADSHIP MEDITERRANEAN, a luxury yacht now under construction for extended offshore cruising. Hull and superstructure are steel; sumptuous accommodations include four double staterooms, each with private bath. The Mediterranean has twin GM 6-110 Diesels.*

90' *FEADSHIP SOLRIS II, hailed as the outstanding yacht of 1955. This double planked teak craft, with three double staterooms, each with own bath, can be inspected in Southern waters this winter. Twin GM Diesels, 600 H.P., provide speeds to 17 M.P.H*

65' *FEADSHIP SHANGRI-LA several of this model, recently delivered will be in Florida this winter The Shangri-La has a steel hull, teak superstructure and interior. It is available with 2 or 3 staterooms and has twin GM 6-71 Diesels.*

60' *FEADSHIP CORONET, steel hull, teak superstructure and interior. Optional accommodations with 2 or 3 double staterooms with private baths. Twin GM 6-71 Diesels. Several FEADSHIP Coronets will be cruising Florida waters this season.*

58' *FEADSHIP MONTERREY, steel hull, teak decks and superstructure. Several of these twin-screw, gasoline or Diesel powered yachts, which have two staterooms with private baths, are now under construction for spring delivering.*

FEADSHIP SPORT FISHERMAN, designed by Glenville S Tremaine of Elco fame, this mahogany planked craft meets every requirement of the expert deep water sportsman. Sleeps six. Twin V-drive 185 H.P. Chryslers give speeds of 29 M.P.H.

40' *FEADSHIP GOLDEN CABIN steel cruiser with mahogany superstructure and teak decks. Sleeps six. Recent deliveries with Diesel power revealed speeds of better than 25 M.P.H. and with gasoline power speeds to 30 M.P.H. Also available as single cabin express cruiser*

35' *FEADSHIP EXPRESS, today's outstanding cruiser value. Steel hull, mahogany superstructure, teak decks Two staterooms, Sleeps six Twin 150 H.P. Gray Sprints up to 28 M.P.H Sport Fisherman model of the 35-footer is also available.*

Write for information on these and other FEADSHIP Yachts WOOD *or* STEEL *up to 200 feet*

Feadship INC.

CHARLES M. DONNELLY, *President*

73 Greenwich Ave., Greenwich Conn. Phone: Greenwich 8-7600

In Florida, 515 Seabreeze at BAHIA-MAR Fort Lauderdale, Phone: Jackson 3-6700-6701

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Flagships
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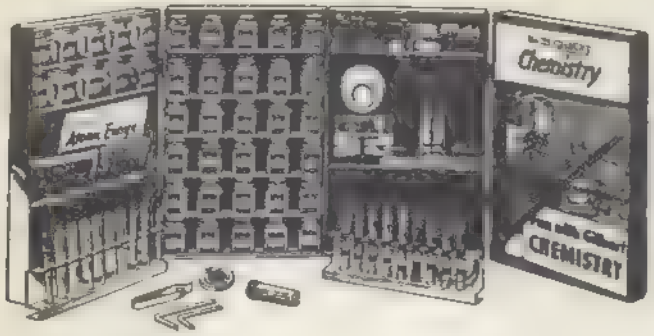
OWENS YACHT CO., INC., BALTIMORE 37, MD.

CHEMISTRY SETS

GILBERT



Atomic Energy Set

Not only a fully-equipped chemical laboratory, but also has apparatus and instructions in the fascinating field of atomic energy.

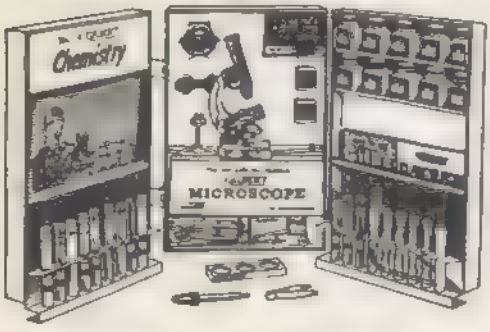
Huge assortment of chemicals and equipment enables one to perform 480 interesting experiments listed in the giant 128 page illustrated book "Fun with Gilbert Chemistry," plus four other books: "Atomic Energy," "Chemistry in the Home," "Glass Blowing" and "Chemical Magic." Atomic Energy apparatus includes spintheriscope, enables one to watch disintegration of atomic particles speeding at 10,000 miles per second, plus safe radioactive ore.

Big all steel cabinet has four compartments and includes 7 steel shelves with 35 bottles. Two test tube racks provide storage for chemicals and two test tubes. Scientific balance permits precision weighing.

Per set

No. 1020-20— Size chest closed 19x13¾x3¼ in. $28.00

One set in a carton.



With Microscope

Includes not only a complete chemical laboratory, with ample equipment for home study and experimentation, but also a high powered microscope and dissecting apparatus so that the sciences of Chemistry and Microscopy can be combined.

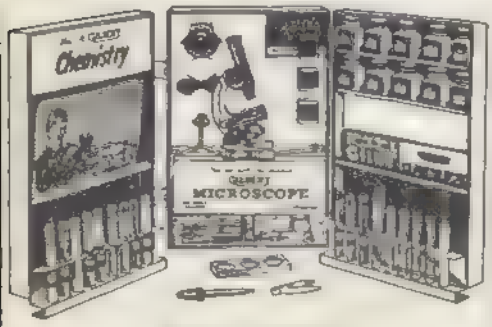
Precision made microscope has magnification of 60 power, plus unique poloroid device that permits the brilliant colors of specimens to show up under the lens.

Chemical bottles on double shelf, in all steel three compartment cabinet, are securely held in place by ingenious metal clips to prevent coming out. Manuals furnished include "Fun with Gilbert Chemistry", "Gilbert Microscope" and "Glass Blowing." Test tube racks can be removed for easy accessibility.

Per set

No. 1019-15— Size chest closed 9½x13¾x4¾ in. $16.75

One set in a carton.



Senior Laboratory

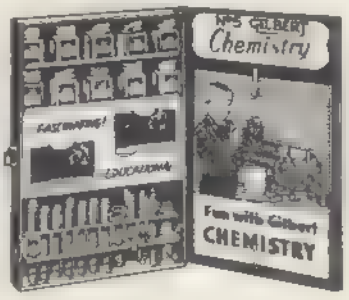
Features 6 big shelves of chemicals and powders, a new plastic box for apparatus and a re-designed, removable test tube stand. Performs 379 thrilling experiments.

Big steel chest includes two sections plus sturdy cover. Alcohol lamp, glass stirring rods, funnel, etc. are included. In addition to "Fun with Gilbert Chemistry" book, two other books, "Gilbert Home Chemistry" and "Glass Blowing" describe hundreds of other experiments.

Per set

No. 1018-10—Size chest closed 9½x 13¾x3¼ $11.50

Three sets in a carton.



Junior Laboratory

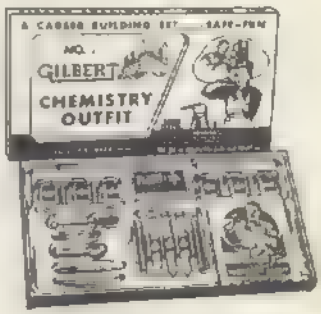
Over 223 experiments can be performed with the 26 chemicals and apparatus packed in this all steel laboratory. Steel test tube rack tilts forward for easy accessibility; chemicals contained in clear "see-through" bottles.

Complete with 84 page "Fun with Gilbert Chemistry" booklet.

Per set

No. 1017-4—Size chest closed 9½x 13¾x1¾ in. $6.25

Six sets in a carton.



Beginner's Outfit

Performs 118 experiments without the use of heat. Contains 18 pieces of apparatus and chemicals, including test tubes, spoon, shovel, test tube rack, etc. Brown, lightproof pharmaceutical type bottles hold chemicals. Complete with 72 page illustrated manual.

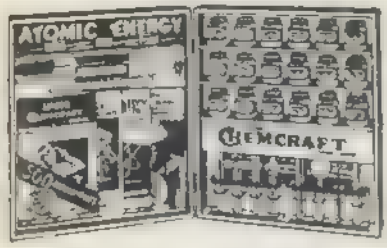
Per set

No. 1016-2—Size box, 18 in. long; 10 in. wide; 1⅛ in. high; wt. per set 2¼ lbs. $3.00

Twelve sets in a carton.

CHEMISTRY SETS

SENIOR CHEMCRAFT OUTFIT



With Atomic Energy Feature

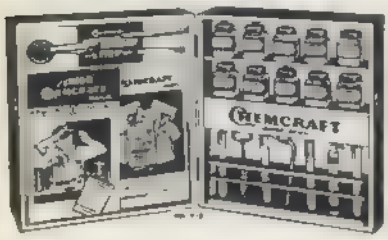
More than 500 entertaining experiments can be performed with this set including the popular mysterious chemical magic tricks. Set contains a large assortment of chemicals and outstanding equipment, such as radioactive screen and real uranium ore. There is also an exciting spintharioscope that shows the emanation of atomic rays

Comes packed in an extra large metal case and includes instructions for many experiments in general chemistry plus a special manual on atomic energy

Per set
No. 1000-610—24x13¾ in. case $10.00

Three sets in a carton.

JUNIOR CHEMCRAFT OUTFIT



Contains material to put on a real chemical magic show. Manuals are packed with more than 300 interesting and exciting experiments

32 pieces of chemicals, professional type apparatus and equipment are packed in a wood lab-style cabinet. No dangerous poisons or explosive chemicals are included

Per set
No. 1001-605—20x11 in. case $5.00

Six sets in a carton.

MICROSCOPE SETS

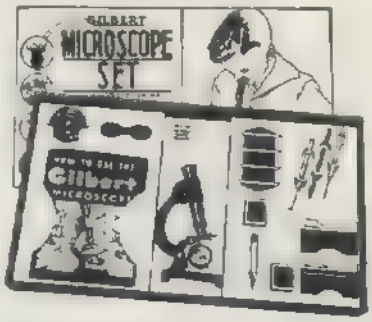
GILBERT

Features professional 4 turret microscope with powers of 60, 150, 200 and 325. Exclusive "click-stop" construction automatically locks nose piece into proper position when turret is changed. Scope has professional finger-tip control, new parfocalizing allows field to remain in view when turrets change. Has Polaroid attachment to bring out specimen colors, plus dissecting stand, slides, chemicals, mixing tray, test tubes and other equipment.

Packed in a heavy gauge steel cabinet

Per set
No. 1023-22—18¼x16⅛x4 in. chest $22.50

Three sets in a carton.



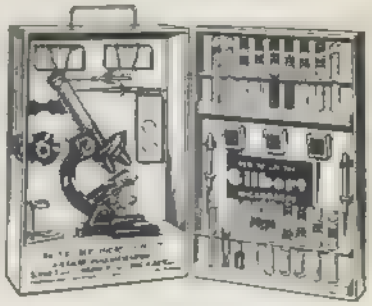
Contains accurately ground, optical lens microscope which magnifies 60 times actual size and Polaroid device which brings out colors. Included also is dissecting equipment, assortment of slides, specimens and 80 page illustrated book.

Per set
No. 1021-5—18x10x3 in. box $6.00

Six sets in a carton.

MICROSCOPE SETS

GILBERT



3 turret parfocalized (field remains in view even when power is changed) microscope with 60, 200 and 325 power. Turret has "click-stop" device that locks it automatically into place when changing from one power to another. Has Polaroid attachment to see brilliant colors.

Set contains dissecting stand, slides, mixing tray, chemicals, etc. Handsome, heavy gauge steel cabinet provides a place for all equipment.

Per set
No. 1022-10—13¾x5x10 in. chest .. $11.50

Six sets in a carton.

MICROCRAFT

Student set. Contains heavy, all-metal precision built microscope with exclusive velvet touch focusing mechanism and complete set of accessories

Microscope has triple objective turret with lenses magnifying 60, 150 and 300 times actual size. Big, clear field—no eyestrain

Per set
No. 1003-288— $8.00

Six sets in a carton.

MICROSCOPE SETS

MICROCRAFT

Collegiate model. Objective microscope which magnifies 70, 200 and 400 diameters with large field of view. Triple objective turret revolves smoothly.

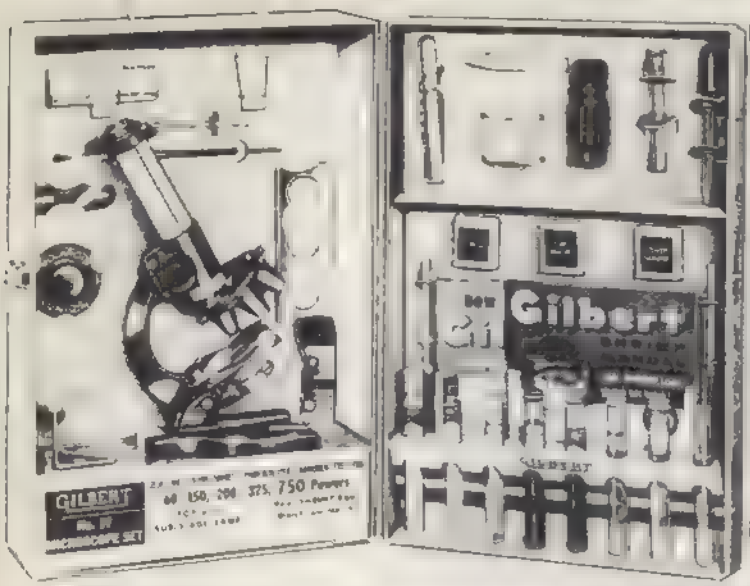
Set includes assortment of Micro-chemicals, slide mounting materials, specimens, two prepared slides, microscope and manual.

Per set
No. 1002-210— $10.00

Three in a carton.

MICROSCOPE SETS

GILBERT



Precision 4-stop Turret Microscope with selective stops! Has 60, 150, 200, 325, 450 and 750 Powers!
New Power Projector increases magnification.
Automatic "Parfocalized" focusing — no need to re-focus when changing from one power to another.
Great new feature — contains real Shrimp Eggs all ready to hatch!
Microscope has professional-type Ramsden Eye Lens.
Contains top and sub-stage lamp to illuminate specimens electrically!
Polaroid Junior for viewing objects in magnificent color!
New, SAFE Pyrex brand Test Tubes.
Two fully illustrated instruction books.
Heavy gauge steel cabinet measures 13¼" high, 5" wide, 19" long when opened.

	Each
No. 1038-17	$20.75

Three in a carton.

MICROSCOPES

GILBERT

Precision made microscope has 4 turrets with magnifications of 60, 150, 200 and 325 power and new parfocalizing feature. Field of view remains even when turrets are changed. Other features are "click-stop" device, fingertip control, tilt mirror and optical lens. Included are specimen slide plus 2 clear glass slides.

Packed in handsome luggage-type case.

	Each
No. 1037-816—Microscope 8½ in high, case 10½x6x4¾ in.	$11.50

Six in a carton.

Send Us Your
MAIL ORDERS

All Orders for Regular Goods Shipped Same Day Order is Received

Our Large Stock Decreases Back-Ordering to a Minimum

MAGIC SETS

ROYAL

Treasure Chest

A large assortment of famous tricks of great magicians. Contains 17 tricks including Thurston's Card Trick, Devil's Coin Box, Vanishing Glass, 3 Rope Mysteries and others.

	Per set
No. 1028-142	$5.00

Six sets in a carton.

Wonder Box

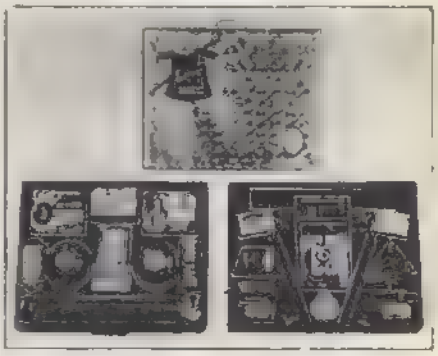
Fourteen magic tricks that are easy to perform. Includes Devil's Coin Box, 3 Great Rope Tricks, Vanishing Glass and others.

	Per set
No. 1029-141	$3.00

Twelve sets in a carton

MAGIC SETS

ROYAL



Aristocrat of Magic

Set contains two trays full of magic including famous tricks of great magicians with easy to follow instructions. Also included is a lesson in magic by Tarbell, world famous teacher of magic.

Set packed in a rich black and silver carrying case.

	Per set
No. 1030-143 17x13x3½ in. case	$9.98

Three sets in a carton.

Famous

A smaller set than the Classic but one containing a variety of interesting and time-passing puzzles. Put up in cellophane front display box.

	Per set
No. 1032-202 10x18x1 in. box	$2.00

Twelve sets in a carton

For those who really know boats...

The Higgins
30' Cabin Cruiser

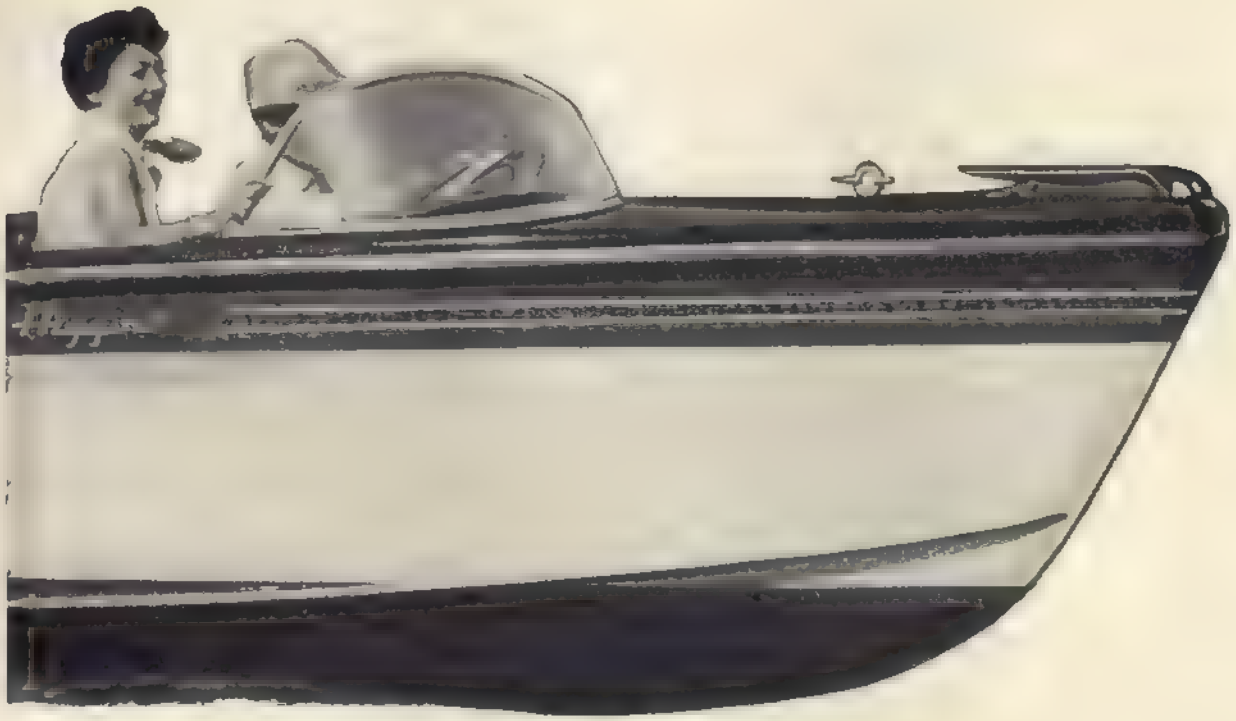
More luxury features as standard equipment than any other boat in its price range, including *dual controls*. Speeds to 30 M. P. H.

The Higgins
23' Express Cruiser

This ideal family boat has 4 individual berths. Quality appointments include sliding windows, foam rubber cushions, safety glass throughout. Speeds to 40 M. P. H.

The Higgins 14'
DeLuxe Outboard Runabout

An entirely new method of boat construction makes possible this lighter, yet stronger, runabout that does away with the usual dirt-catching cross frames. Speeds to 30 M. P. H. with 25 H. P. motor. Faster with larger motors.



The Higgins 17′ Sport Speedster

Perfect for skiing, this beautifully appointed 6-passenger is a level riding boat that in calm water can be turned in a 35-foot circle at full throttle. Speeds to 45 M. P. H., even faster with optional motors.

Only the Higgins '56 Fleet offers these quality advantages . . .

Higgins Modified PT Boat Hull Design

Every Higgins Model is built for rugged seaworthiness. The modified PT boat hull design has exceptional freeboard forward and a well flared bow for a dry, soft ride.

Higgins 5-Year Warranty

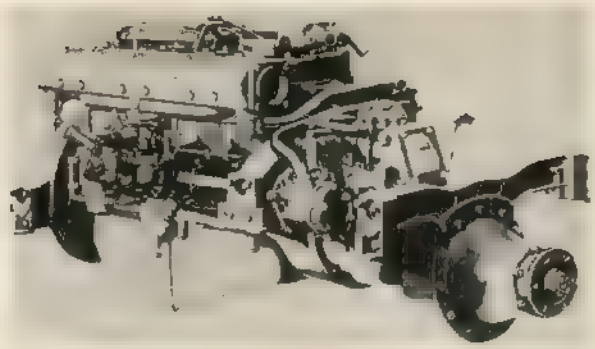
Higgins, the name that means dependability to our fighting forces, takes the finest marine mahogany, shapes every piece and pre-drills every hole for stainless steel screws, then submerges it in the best wood preservative discovery. This treatment makes wood more than ever the ideal boat material. Warranty is transferable, which means greatly increased resale value on every Higgins boat.

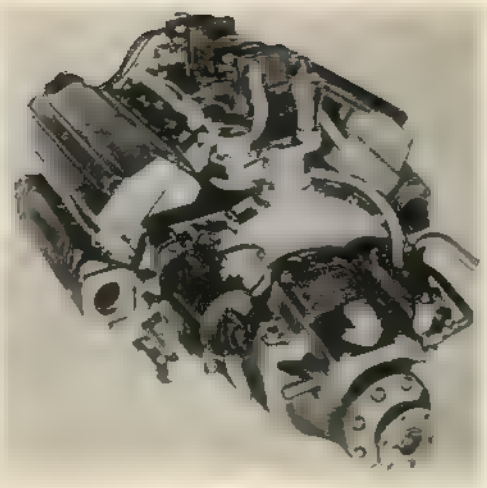
For name of nearest Higgins dealer write

Higgins INC.

P. O. Box 8001—New Orleans 22, Louisiana

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE OR MODIFICATION





Above: One of Chrysler's most popular models is the six cylinder Crown M47. Reduction gears are available in a wide choice of ratios. Right: The Imperial V Special, model M45S, a V-8 developing 200 hp, met with instant approval. Vee drives are available for Chrysler models in four reduction ratios.

1956 ENGINES

(*Continued from page 149*)

CHRYSLER

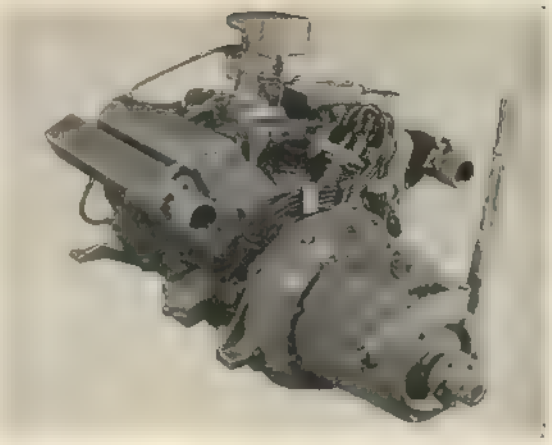
Chrysler recently added another achievement to their line—the Imperial V-250, a luxury class V-8 rated at 250 horsepower. Limited production on this engine will be continued in 1956. The engine's speed with maximum efficiency has proved an excellent combination Twin four-barreled downdraft carburetors, a specially designed "full race" camshaft, and a unique "opened up" design, deep-breathing manifold help attain the high-speed performance. Two compression ratios, 8.2 and 7.2 to 1, are available

The Imperial V-250 has 331-cubic inch displacement and utilizes the hemispherical-design combustion chamber. Standard equipment includes such premium items as hardened crankshaft, tri-metal bearings, all-gear driven accessories, positive displacement water pump, and mechanical tappets

The Imperial V-250 marks the third new V-8 engine Chrysler has recently introduced. The 200 hp Imperial V Special met with instant approval. Last year another hit proved to be the Royal V-Special (M-44S) rated 150 hp at 3800 rpm.

All Chrysler V-8 engines include overhead lateral valving with larger and wider spaced valves; completely water-jacketed cylinders; free-flow intake and exhaust porting; fully enclosed oil lines; and centered spark plugs which enable short flame travel through fuel during combustion.

Continuous field testing of Chrysler engines results in many new and improved features. For instance, pumping gears in the water pump are rubber-coated, which materially increases pump life. Better lubrication and longer engine life are assured by a removable cartridge-type full-flow oil filter which thoroughly cleans engine oil. Battery charge during trolling speeds can be maintained because of the Chrysler low cut-in generator.



Right: Osco Motors Corporation presents this new 160 hp overhead valve V8 Ford Marined Engine. With a piston displacement of 272 cubic inches it packs a lot of power in a relatively small space. This model is indicative of a steady trend toward the V-8's, which have achieved great popularity because of the power they produce within limited dimensions, saving boat space for better accommodations for cruising.

Five other engines comprise the Chrysler line including the Chrysler Ace (95 hp at 3200 rpm), the Ace Special (110 hp at 3600 rpm), the Crown (125 hp at 3600 rpm), Crown Special (135 hp at 3600 rpm) and the Majestic (160 hp at 3600 rpm).

Reduction gears are internal gear and pinion type with helical teeth. All gears are mounted on large ball bearings with centers adjustable to insure proper adjustment and quiet operation; available in 1.43, 2.04, 2.56, 3.17 or 3.95 to 1 reduction. Vee-drives are available in 1.13, 1.42 or 2.05 to 1 reduction

Reduction gears can be supplied to fit practically any type hull with four different mounting positions, up, down, left or right.

Additional features include three water-jacketed exhaust assemblies; a single outlet assembly for in-line 6-cylinder engines, and optional single or dual outlet assembly for V-8 engines.

Hydraulic controls continue as an optional feature. Radio shielding has proved effective in the elimination of electrical interference which complicates ship-to-shore communication. Sodium-filled, stellite-faced exhaust valves are standard on Crown Special, Majestic, Imperial V Special, Royal V Special and Imperial V 250.

OSCO MOTORS

Osco Motors Corporation announces for 1956 the new 160 hp overhead valve V8 Ford Marined engine of 272 cubic inches.

This packs a lot of power in relatively short overall length and provides additional fore-and-aft room for increased cabin and cockpit areas. Commercial fishermen welcome additional fishwell capacity as well as the universal serviceability of this basic Ford product.

The new engine line now embraces 12-volt electrical systems either negatively or positively grounded. Standard marine models use duplex carburetion although "quad" carburetion for increased horsepower output is available as optional equipment. High-ported Circuit-Flo exhaust manifolding and elevated starting motor are featured. Engine cooling is accomplished with single water pump in conjunction with built-in thermal well for uniformity of distribution and temperature control.

For 1956 Osco also announces an expanded line of Convo marine conversion kits, parts, reversing gears and accessories for all popular Ford-manufactured engines. Catalogues may be had by addressing the company at 3-627 N. Lawrence St., Phila. 40, Penna.

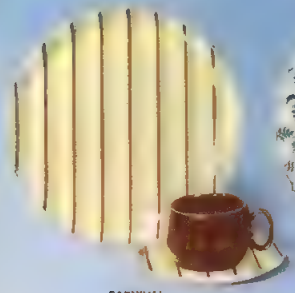
PERSIAN GARDEN

STARDUST

SHASTA DAISEY

JACK STRAW

DUTCH PRINCESS



CARNIVAL

BLUE DANUBE

SCANDIA

COLORFUL DINNERWARE...
FOR CASUAL AND FORMAL SERVING

PERSIAN GARDEN

By Homer Laughlin. This lovely new pattern on Cavalier shape captures much of the feeling and beauty of traditional Persian folk-art. Softly blended green and white harmonize perfectly with the generously wide teal green rim with its rich silver edge and verge line. A dressy adornment for the formal table.

28-1076-2250 53-Piece Set. Wt. 31 lbs. . . . . Retail **32.00**
28-1075-4095 93-Piece Set. Wt. 90 lbs. . . . . Retail **58.50**

(The glass illustrated with setting is German Lead Crystal, found on page 502)

STARDUST

By Homer Laughlin. Sparkling white blossoms, gracefully placed on a soft blue background, suggest a clear, cool summer night, and lend a fresh appeal to the already popular Skytone shape. To complete the effect, white handles and platinum trimlines pick-up the silver tones of your table flatware and furnish just the right accent when blended with the very delicate shade of blue of the china.

28-1077-1600 53-Piece Set. Wt. 36 lbs. . . . . Retail **22.95**

(The glass illustrated with setting is Hazey Crystal, found on page 503.

SHASTA DAISEY

By Taylor, Smith and Taylor. A wispy spray of ochre and yellow brown-centered daisies with green leaves adorn each piece, color-keyed to a shaded summer yellow trimming. The cup handles have comfortable finger-rest knotches; saucers and plates have the modern up-swept flair. Smooth, durable, heavily glazed pottery dinnerware.

28-1045-1130 35-Piece Set. Wt. 20 lbs. . . . . Retail **18.95**
28-1046-1750 53-Piece Set. Wt. 35 lbs. . . . . Retail **27.95**

JACK STRAW

By Salem China. Modernistic linear abstractions in red, gray, and black give a hand-painted effect as the motif of this durable-weight dinner service. The design is on a pottery background of blue-stippled bone-white — the saucers are interesting accents in black with a corresponding motif of red, gray and white. Thoroughly color-locked with high glaze for protection of dish-washer fading.

28-1034-2500 53-Piece Set. Wt. 36 lbs. . . . . Retail **39.95**

DUTCH PRINCESS

By American Limoges. An interesting provincial flower motif rims the dinnerware in the centers is a girl holding a water jug interestingly encircled by two parrots resting in rim-correlating accents. The outstanding colors of the pattern are black, rust, green and ochre. Interesting are the molded scallops edging the plates and saucers and tying-in with the lower section of the cups.

28-1038-1875 53-Piece Set. Wt. 36 lbs. . . . . Retail **28.95**

CARNIVAL

By W. S. George. Briskly modern, durable pottery pieces in a decorator color-coordinated dinnerware set that's so versatile in use. Three times a day, for snacks, or even parties, its brown-and-lime alternate-striping never fails to be refreshing. Solid-color serving pieces, striped tops and plates — everlastingly underglazed. Linens to match make the modern-color set even more effective.

28-1065-1820 53-Piece Set. Wt. 35 lbs. . . . . Retail **30.50**

BLUE DANUBE

Through the ages, Blue Danube China has attained the highest pinnacle of world-wide popularity. This favored design, beautifully decorated in true Meissen Blue on translucent oyster white china, personifies simplicity and charm and harmonizes pleasantly with all settings from Early American to modern. Of old-tradition elegance, the china is well glazed for permanent color preservation.

28-1031-3730 53-Piece Set. Wt. 37 lbs. . . . . Retail **53.95**

SCANDIA

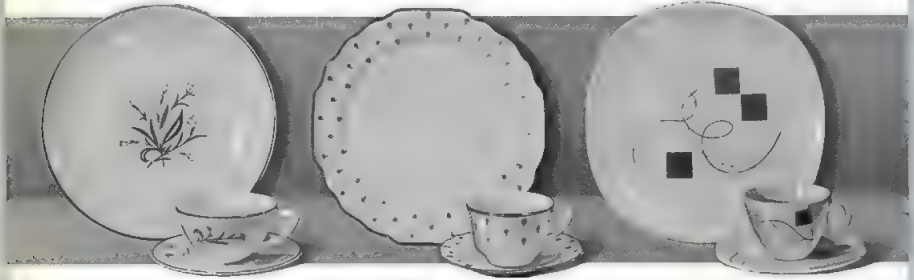
By Edwin M. Knowles. A high-colored bouquet, billowing and wistful, gives an air of Scandinavian charm to this dinnerware set. The novel treatment of the iris, blue bells, daisies, and ferns in their beautiful tones of red, yellow, green, and blue, add a refreshing sparkle to the new and classic "Accent" shape by Knowles. A perfect choice, well color-glazed, for the modern table.

28-1054-2145 53-Pc. Set. Wt. 36 lbs. . . . . Retail **30.95**

MIDNIGHT. By Taylor, Smith, and Taylor. Modern china dishes, different enough to be interesting, and refreshing enough for every day. Black snow-flakes are scattered with abandon over white backgrounds. To accent the black design, a solid black is used on the cup's outside, creamer's inside, and sugar's outside
28-1025-2385 53-Pc. Set Wt. 35 lbs. **35.55**

GERMAN LEAD CRYSTAL. Diamond-brilliant and dew-drop clear German Lead Crystal in a new, modern design. Completely smart, simple, imported glassware for impressive serving 12-oz. goblets and highballs; 6-oz. cocktails.
28-0305-185 4 Goblets. Wt. 3 lbs . . **2.95**
28-0306-185 4 Highballs. Wt. 3 lbs.. **2.95**
28-0307-185 4 Cocktails. Wt. 2½ lbs **2.95**

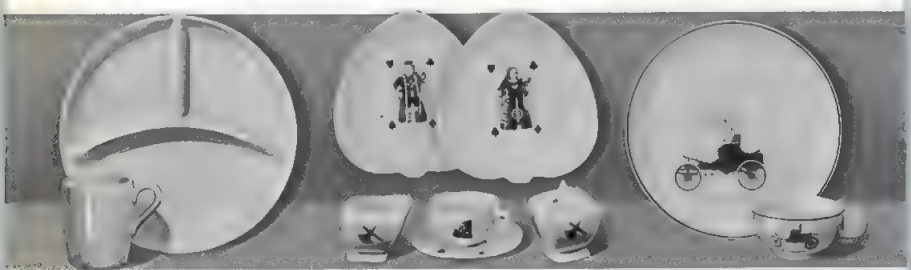
COZY CORNER. Charcoal black on bone white backgrounds. The first completely provincial design in dinnerware for those who desire an Early American motif. Plates and saucers have different illustrations. Durable weight pottery very heavily glazed for design preservation.
28-1050-1500 53-Pc Set Wt 36 lbs **21.95**
28-1051-815 32-Pc Set Wt 21 lbs. **11.95**



TIFFANY. By Edwin M. Knowles. Modern design pottery in bone white with a flower design in pink, black and gray. Each piece is decoratively trimmed in platinum and thoroughly glazed for long color preservation. A good everyday set because of its durability and simple design
28-1052-1925 53-Pc Set Wt 36 lbs. **27.50**

DALYRIMPLE. By W. S. George. Well made, bone white pottery with a myriad of tiny red rosettes that have green leaves. Each piece is gold-trimmed and heavily glazed for color protection. Scalloped saucers and plates and interestingly shaped cups.
28-1066-2010 53-Pc Set. Wt. 35 lbs. **33.50**
28-1067-3640 93-Pc Set Wt 70 lbs. **60.75**

CHOREOGRAPHY. By Edwin M. Knowles. Very modern in feeling and design, these bone white pottery dishes have ochre, brown, black and yellow abstract forms under heavy overglazing for permanent color protection. As a further modern accent the saucers and the plates are in the new coupe shape.
28-1053-2175 53-Pc. Set Wt. 36 lbs **32.50**



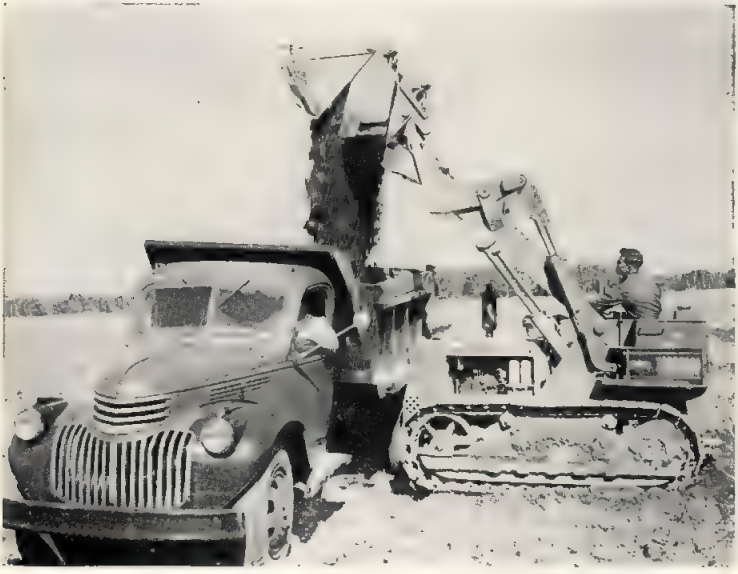
BARBECUE SET. Smart and different for brunch, breakfast, patio-serving. Decorative heavy pottery plates with 3 dividers in each. Tall, handled mugs. Set consists of 4 10" plates, 4 mugs. Lakewood Blue . . A, Sycamore Yellow . B. State color-letter.
29-2401-480 8-Pc. Set Wt. 6 lbs. **6.95**

CASINO. By American Limoges. A grand slam for card-party snacks. All pieces duplicate a card suit in shape and have the regal card characters for decoration. 10" plates. Bone white pottery. 4 each: cups, saucers, plates, 1 each: covered sugar, creamer, platter
29-2402-540 16-Pc. Set. Wt 12 lbs.. **7.95**

BUFFET SET. By Salem. For TV snacks, parties, and luncheons. Four 9¾" plates and 4 cups in bone white pottery with old auto labeled decals in colors under heavy glazing. Gold trimmed. Plates are grooved to hold cups securely and therefore are especially suitable for buffet
29-2403-315 8-Pc Set. Wt. 15 lbs . **4.95**

DROTT "Four-In-One" SKID SHOVEL

Manufactured for Models TD-6, TD-9 and TD-14 International Crawler Tractors



Versatility PLUS!

The new patented and exclusive Four-In-One Skid-Shovel enables you to do a variety of jobs that previously required four separate attachments. A slight movement of a hydraulic control lever will give you a unit that can do anything from loading and finished grading to unmatched performence in Sanitary Fill operations. Just point the indicator rod to any one of the four positions and the Four-In-One is ready to perform the selected operation with the greatest degree of efficiency. It's as simple as that. When viewing the Four-In-One, it is always easy to think of another basic position in which it may be set, however, the following are the four basic positions of the new Drott Four-In-One:

AS A SKID-SHOVEL—In the Skid-Shovel (front end loader) position, the Four-In-One has the same roll back at ground level—pry-over-shoe Break Out Action as the Drott Skid-Shovel. Exclusive bottom dump feature as illustrated above gives you an additional 2½ feet of dumping clearance over competitive loaders in the same capacity range.

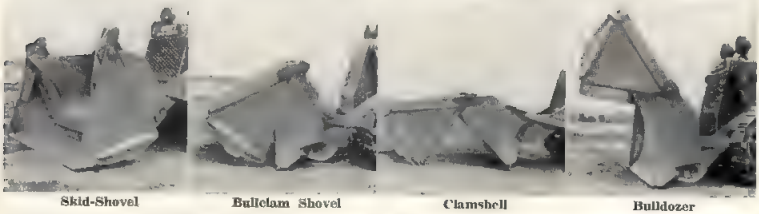
AS A BULLCLAM SHOVEL—Performs all Sanitary Fill operations in the same efficient manner as the well-known Drott Bullclam Shovel. Loads bucket with unique scraper-like action (see illustration opposite page). Grading and leveling is accomplished with a special depth control gauge.

AS A CLAMSHELL—The clamshell is ideal for picking up stock piled or other loose material in close quarters. When loaded and transporting, the bucket may be rolled back and semi-skidded on the ground as in the Skid-Shovel operation.

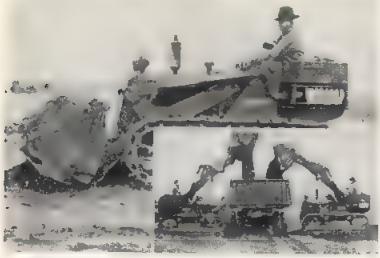
AS A BULLDOZER—With clam open, the bulldozing position shows both dozer cutting edge and loader shoes on ground. Depth of cut is accomplished through radius control, that is, the degree of cut is regulated by the forward and backward pitch of the blade over the loader shoes, rather than by lifting and lowering of pushbeams as on conventional loaders and Bulldozers. The pushbeams may be lifted as desired, too.

59-3-56

New DROTT "Four-In-One" Multiplies Loader Utility



Skid-Shovel | Bullclam Shovel | Clamshell | Bulldozer



SKID SHOVEL—With the clam fully closed, loading is accomplished by rolling the bucket forward to the desired depth of cut. The bucket also has the same 42° rollback at ground level—pry-over-shoe Break Out Action as the Drott Skid-Shovel. Skid-Shoe transportation at ground level combines excellent balance with 360° visibility. Photo inset illustrates both bottom and forward dump features. By employing the bottom dump, more than two feet is added to the dumping height of the Skid-Shovel.

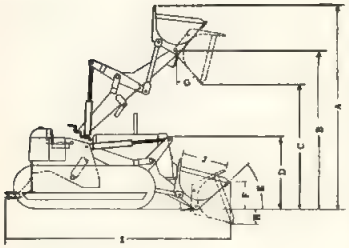
BULLCLAM SHOVEL—Performs all phases of sanitary fill operations as efficiently as the well-known Drott Bullclam Shovel. The design of the curved clam, plus a special wearplate, brings an ironing, crushing and compacting action ahead of the clam as it moves forward. When loading, the clam acts as a depth gauge. The degree of clam opening regulates the depth of cut. As the Bullclam moves ahead, material boils into the bucket with a scraper-like action. By loading in this manner, a smooth even surface is always created for the tractor to pass over.

CLAMSHELL—By opening the clam wide and rolling the unit forward, the Four-In-One is transformed into a clamshell for picking up stock-piled or other loose materials. The clamshell is brought down on the loose material and closed into the pile. The loaded clamshell is then rolled back on the skidshoes for ground level transportation. This entire operation is done hydraulically by the operator, while the tractor stands still.

BULLDOZER—With clam open, the rear of the bucket becomes the dozer moldboard. Through Drott's exclusive radius control, the degree of cut is regulated by the forward and backward pitch of the blade over the loader shoes rather than by the lifting and lowering of the push beams. However, the push beams may be raised or lowered as desired, too. This unique method of pitching the blade over the loader shoes makes depth control practically a precision operation, with little skill required on the part of the operator.

59-4-55

DROTT SKID-SHOVEL SPECIFICATIONS



DROTT SKID-SHOVEL INTERNATIONAL TRACTOR		6K3 TD6	9K3 TD-9	14K3 TD-14	18K3 TD-18
General Information					
Bucket Capacity		1 yd.	1½ yds.	2¼ yds.	3 yds.
Overall Height (Bucket fully raised)	A	12'8"	13'5"	15'2"	16'5"
Loading Height to Bucket Hinge Pin	B	9'11"	10'6"	11'7"	12'6"
Clearance Under Bucket When Dumped	C	7'11"	8'0"	8'11"	9'6"
Highest Point of Loader Only	D	4'8"	4'8"	5'8"	6'5"
Maximum Tip back at Ground Level in Degree	E	47°	41°	42°	41°
Maximum Tip-Back at Ground Level in Inches	F	22"	23"	26"	28"
Maximum Dumping Angle	G	64°	61°	66°	59°
Digging Depth Below Ground	H	11"	12"	13"	14"
Overall Length	I	12'5"	13'11"	16'0"	18'8"
Bucket Roll Back from Level Position	J	32"	28"	34"	33"
Maximum Forward Pitch		49°	59°	66°	59°
Overall Height (Bucket on Ground)		Height of Tractor			
Overall Width		68"	79"	96"	96"
Digging or Break-Out Force		8,500 lbs.	11,500 lbs.	17,000 lbs.	27,200 lbs.
Raising Speed to Extreme Height		7.3 sec.	8.0 sec.	9.8 sec.	10.4 sec.
Lowering Speed		4 sec.	4 sec.	5 sec.	5 sec.
Weight with Bucket and Counterweight (approx).		5,000 lbs.	6,500 lbs.	10,250 lbs.	14,600 lbs.
Weight of Counterweight		485 lbs.	1,140 lbs.	1,800 lbs.	2,900 lbs.
Maximum Width Low Profile Track Shoe		12"	15"	18"	20"
Bucket Width		68"	78"	96"	96"
Bucket Depth		800 lbs.	1,030 lbs.	1,750"	2,400 lbs.

DROTT FOUR-IN-ONE SPECIFICATIONS

(Same as specifications above with the following changes)

	TD-6	TD-9	TD-14
Skid-Shovel, Bullclam and Clamshell capacity	1 yd.	1½ yds.	2¼ yds.
Clearance under bucket when dumped—			
Bottom Dump	9'7"	10'4"	11'0"
Forward Dump	7'6½"	7'10"	8'5"
Maximum Bottom Dump in degrees	118°	118°	116°
Maximum Forward Dump in degrees	46°	46°	46°
Weight of Four-In-One (including hydraulics)	1,286 lbs.	1,585 lbs.	3,425 lbs

DROTT GRUBBER BLADES

For International Bulldozers* and Bullgraders (TD-9, TD-14A and TD-18A)

The teeth in Drott Grubber Blades are manufactured of high tensile Manganese Molybdinum steel. Each tooth is designed to withstand four times the drawbar pull of the tractor, and they are guaranteed against breakage for life. The teeth are also individually mounted and adjustable for spacing. Angle of tooth penetration can be varied from normal position used for the deep uprooting of stumps and rocks to an extreme forward pitch for a raking action used for clearing brush or cutting through sod.

***On all International Bulldozers that have the push beams welded to the moldboard, Drott grubber blade assemblies will be furnished complete with push beams.**

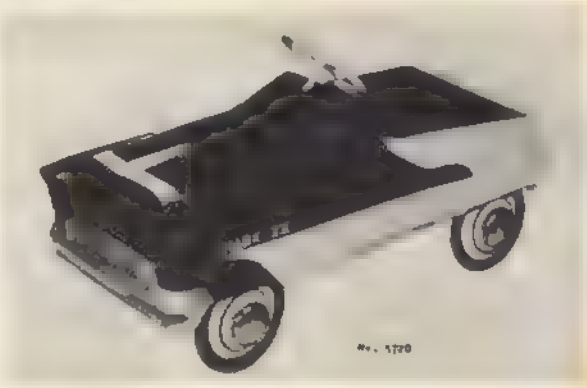
	Model 9J	Model 14J	Model 18J
Width of Blade	94"	115"	115"
Number of Teeth (maximum)	7	9	9
Minimum Tooth Spacing	13½"	12"	12"
Adjustable at Increments of	4½"	4"	4"
Raise (with blade tilted back)	29½"	36"	32"
Drop (with blade tilted back)	14"	17"	18"
Height of Teeth (with blade tilted back)	31½"	35¼"	39"
Height of Teeth (with blade tilted ahead)	34"	38"	43"
Tooth penetration (blade tilted back)	14"	16"	17"
Tooth penetration (blade tilted ahead)	18"	22"	26"
Material, Teeth, cast	High tensile Mn., Moly Steel		
Weight per Tooth	60 lbs.	110 lbs.	155 lbs.
Weight of Blade (with max. teeth) approx.	1840 lbs.	2850 lbs.	4457 lbs.
Weight or Blade with Push Beam Assembly	2680 lbs.		

59-5-58

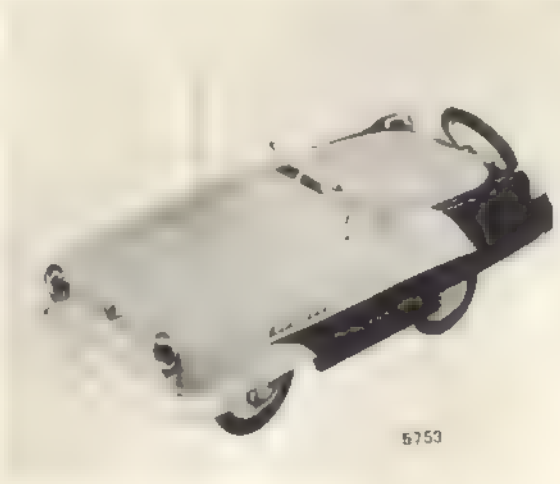
Automobiles

5720 — AUTO
with chain drive

BODY — New lower design. All steel construction. Length overall 37 inches.
FINISH — Advanced two-tone color combination. Flamboyant green and ivory, decorated red and silver. Wheels ivory, striped green and black. Facsimile license stencilled on rear of body.
GEAR — Speedy, easily operated chain drive with ball bearing pedal cranks. Ball bearing rear axle supports. Plated hub caps.
WHEELS — 8 inch disc with nylon bearings.
TIRES — ⅝ inch rubber.
PACKING — One in carton.
WEIGHT — 36 pounds.



No. 5720 Auto $30.00 Each



No. 5753 Kidillac $50.00 Each

5753 — KIDILLAC
with chain drive

BODY — One piece steel. Length overall 45 inches, width 20 inches.
FINISH — Dynamic new two-tone color styling. Northern Bittersweet and Panther Black, decorated silver and red. Wheels white, striped Bittersweet and black.
EQUIPMENT — Plated rear view mirror. Aerial. Head lamps. Removable spare wheel and tire. Plated hub caps.
GEAR — Speedy, easily operated chain drive with ball bearing pedal cranks. Ball bearings on three rear axle supports.
WHEELS — 8 inch disc with nylon bearings.
TIRES — 1¼ inch rubber.
PACKING — One in carton.
WEIGHT — 51 pounds.

5755 — KIDILLAC
with chain drive, electric lights and horn

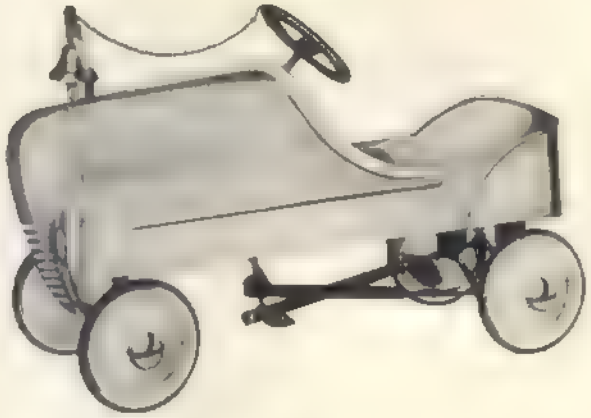
BODY — One piece steel. Length overall 45 inches, width 20 inches.
FINISH — Dramatic new two-tone color styling. Flamboyant Maroon and Ivory, decorated silver and red. Wheels ivory, striped maroon and black. White sidewall tires.
EQUIPMENT — Electric headlights and electric horn with controls on dash. (Batteries not included.) Plated aerial, rear view mirror, hub caps. Removable spare wheel and tire.
GEAR — Speedy, easily operated chain drive with ball bearing pedal cranks. Ball bearings on three rear axle supports.
WHEELS — 8 inch disc with nylon bearings.
TIRES — 1¼ inch rubber.
PACKING — One in carton.
WEIGHT — 51 pounds.

No. 5755 Kidillac $60.00 Each

Automobiles

5714

BODY—Length overall 35 inches. Same front as on 5712.
FINISH—Body red decorated white
EQUIPMENT—Fire bell with chain.
GEAR—Adjustable pedals.
WHEELS—8 inch disc, with Hercules bearing of cold rolled steel.
TIRES—⅝ inch rubber.
PACKING—One in carton.
WEIGHT—26 pounds



No. 5714 Fire Chief $18.00 Each

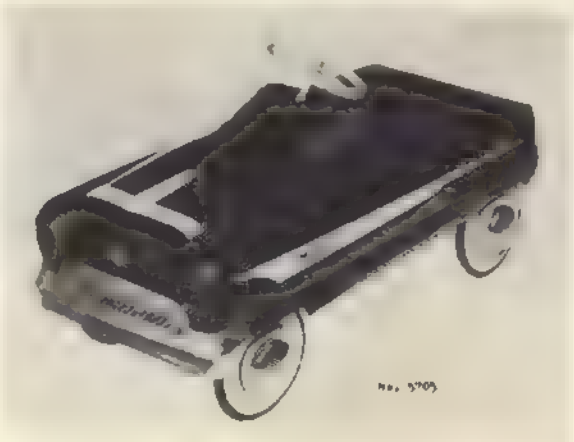
No. 5716 Police Car $21.00 Each

No. 5716 Police Car

BODY—Length over all 33 inches
FINISH—White, decorated in black and red.
GEAR—Adjustable pedals.
WHEELS—8 inch disc.
TIRES—⅝ inch rubber.
EQUIPMENT—Siren. Flashlight type spot light, (Batteries not furnished). Adjustable radio aerial.
PACKING—One in carton.
WEIGHT—25 pounds.

5705 — AUTO

BODY — New lower design. All steel construction. Length overall 37 inches.
FINISH —Flamboyant Green, decorated Ivory, red, silver. Wheels ivory, striped green. Plated hub caps. Facsimile license stencilled on rear of body.
GEAR — Ball bearing rear axle supports. Adjustable pedals.
WHEELS — 8 inch disc with nylon bearings.
TIRES — ⅝ inch rubber.
PACKING — One in carton.
WEIGHT — 29 pounds.



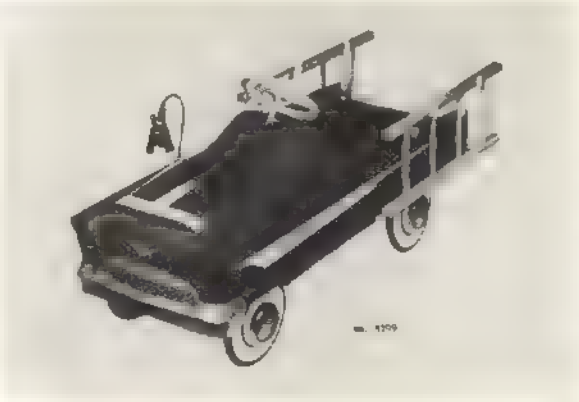
No. 5705 Auto $21.00 Each

Automobiles

5724 — DRAGNET* AUTO

BODY — New lower design. All steel construction. Length overall 37 inches.
FINISH — Advanced two-tone color combination. White and black, decorated red and silver. Facsimile license stencilled on rear of body. Wheels black, striped white.
EQUIPMENT — Electric microphone with loudspeaker and amplifier. [Batteries not included.]
GEAR — Ball bearing rear axle supports. Adjustable pedals.
WHEELS — 8 inch disc with nylon bearings.
TIRES — ⅝ inch rubber.
PACKING — One in carton.
WEIGHT — 29 pounds.

No. 5724 Dragnet Auto $33.00 Each

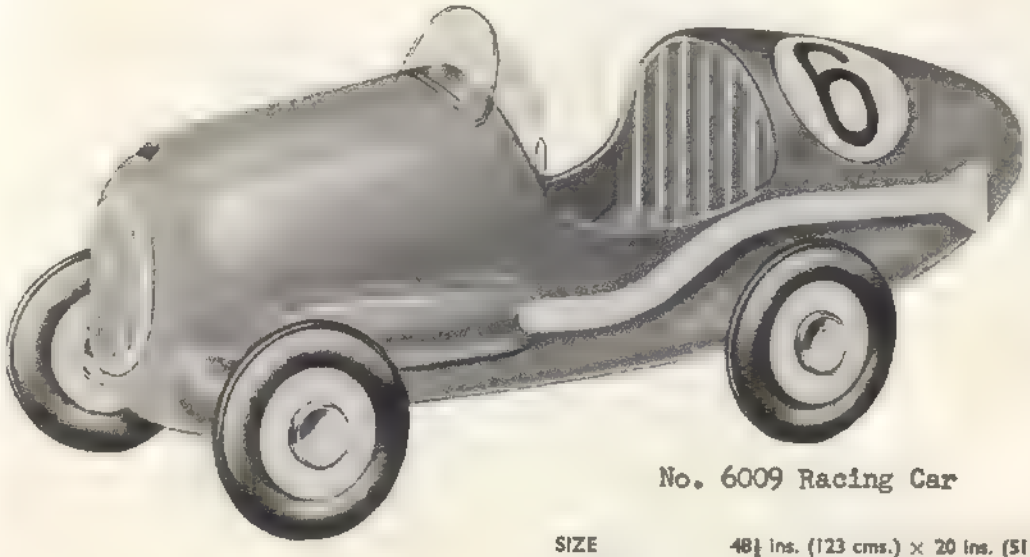


No. 5709 Ladder Truck $30.00 Each

5709 — FIRE DEPARTMENT LADDER TRUCK

BODY — New lower design. All steel construction. Length overall 42 inches.
FINISH — Body red, decorated white and silver. Wheels white with red stripe. Steering wheel and hand rails white. Ladders natural varnish.
EQUIPMENT — Plated fire bell with chain. Tubular steel hand rails with two wood ladders. Rear seat. Plated hub caps.
GEAR — Ball bearing rear axle supports. Adjustable pedals.
WHEELS — 8 inch disc with nylon bearings.
TIRES — ⅝ inch rubber.
PACKING — One in carton.
WEIGHT — 34 pounds.

ENGLISH RACING CAR



No. 6009 Racing Car $35.00 Each

SIZE	48½ ins. (123 cms.) × 20 ins. (51 cms.). For ages 4-7 years.
BODY	Welded, heavy-gauge pressed steel.
WINDSCREEN	Moulded plastic.
WHEELS	10 in. dia. balloon disc—rubber tyred.
BRAKE	External—hand operated.
REAR AXLE	Fitted FOUR BALL-BEARINGS.
PEDALS	Adjustable for leg length—rubber foot pads.
FINISH	High gloss enamel in sparkling colours with White contrast.
PACKING	1 per carton for Export.

Action Clocks — Wall and Mantel Clocks

The Fireplace. A clock so enchantingly different it literally holds your attention entranced! Realistic tongues of flame dance and flicker in a beautiful 7 in. open hearth fireplace complete with grate, andirons and logs. Housed in a beautiful walnut plastic case. Lustrous gold finished dial faces, easy to read numerals, sweep second hand. Height 10½ in., width 7½ in., depth 4¾ in. Individually boxed 6 to master carton. Wt. 20 lbs.

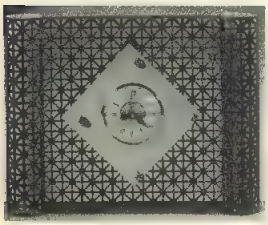
2197C1017 .....Retail **$16.95**

Merry-Go-Round Mastercrafters Electric Action Clock. Gay carousel colorfully revolves in front of mirror-like background. Plastic case in walnut or onyx finish. Self starting silent electric movement operates on 110 volt, 60 cycle, AC current. Height 10½ in., width 7½ in., depth 4¾ in.

2189C957 .....Retail **$15.95**

Bonier. Gleaming signs of the zodiac in gold finish. 4 in. dial with brass fittings—rich walnut plastic case. To hang clock simply remove legs. Height 8 in., width 8 in., depth 2 in. Never a minute late or a minute slow. This self-starting silent electric clock operates on 110 volt, 60 cycle AC current.

2196C647 .....Retail **$9.95**

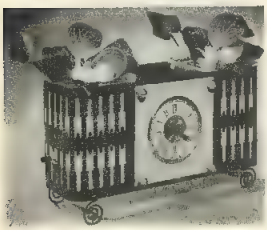


The Estate. Styled for modern or traditional settings. "Thermopane" Window sides of crystal clear glass keep interior spotlessly Modern dust-proof and humid. Height 8¾ in., width 9 in., depth 2½ in.

2244C1497 .....Retail **$24.95**

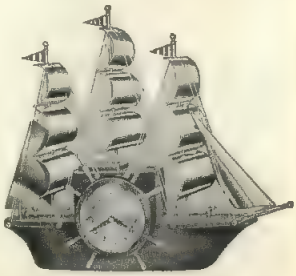
Wall or Table Clock. A combination wall or table clock. Something new and different. Bright brass cutout background has black contrasting plate which houses clock face. Size 11 x 14 in. Packed one to box. Wt. 5 lbs.

2165C600 .....Retail **$9.95**



Planter Electric Clock. Black wrought iron planter piece with white or pink fibre glass to match color plate around clock. TV and occasional planter. Bulb inside illuminates the plant. Accurate AC movement. 12 in. wide, 7 in. high. Packed 1 to box. Wt. 6 lbs.

2164C900 .....Retail **$14.95**



"Clockship." Self-starting Sessions electric movement. Finished in hand rubbed walnut or Swedish modern finishes and metal trim in chrome plated. Height 16¾ in., width 14¾ in. Packed one to a ship carton. Wt. 7 lbs.

2174C1293 .....Retail **$21.55**

Action Clocks — 400 Day Clocks

(A) Aquarium. A waterless underwater illusion in action—with lights. It keeps good time that we all know but what keeps the little fishes on the go" Hardwood and gold-metal trim. Pkd 1-6 to carton. Wt. 31 lbs.

2249C900 .....Retail **$14.95**

(B) Lighthouse. A light glows from within the tower—as sailboats "breeze across the waters" in an unique 3 motion effect. Clock case and lighthouse locale emphasize a nautical appeal. Packed 1-6 to carton. Wt. 30 lbs.

2250C900 ..... Retail **$14.95**

(C) Ballerina. Electrically impulsed dancing ballet figure. Theatrically spotlighted and accompanied by music. When the performance is turned off time continues on! Rich hardwood 24K. "gold plated" trimming. Packed 1-6 to carton. Wt. 42 lbs.

2251C1080 .....Retail **$17.95**

(D) Home Sweet Home. The little lady rocks continuously, the fireplace flickers with a warm glow and the entire 3 D scene is romantically realistic. Lamp and Scene are illuminated by 3 frosted lamps. Will also serves as a night light. Switch in back controls lights. Finished in walnut or antique ivory. Specify finish. Dimensions 12 in. wide, 7½ in. high, 3¾ in. deep. Ship. Wt. 6 lbs.

2274C1077 . . . . Retail **$17.95**

(E) Lazy Fisherman. "Time am the only thing I ain't got nothing but" whimsies the patient holder of the bobbing reed. Little fishes in the brook dart but avoid the hook. Stationary casting 24K. "gold plated" and hand enbelished fishes. Packed 1-6 to carton. Wt. 35 lbs.

2253C850 .....Retail **$13.95**

(F) Quadrille. Two waltzing couples of the French Court, in the splendor of sparkling attire, waltz for the possessor's pleasure. Time approximately watches 24K. glass-framed case. Pkd 1-4 to carton. Wt. 36 lbs.

2265C1200 .....Retail **$19.95**

(G) Enchante. Famed promotion value. Brilliant 24K. "gold-plated" components. Fascinating 4-sphere pendulum action. Shatter-proof dome. Chenille-ringed edging. Dustproof. Height 13 in. Packed 1-4 to carton. Wt. 26 lbs.

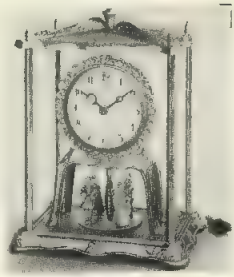
2226C995 .....Retail **$16.75**

Anniversary Clock. A point of pride in America's finest homes, combining the loveliness of yesterday with the practicality of today. Electric movement with slowly rotating ball pendulum. Has exquisite ivory tone dial. Metal case and trim have softly gleaming gold finish. Removable glass dome keeps mechanism dust-free, ever new-looking. Overall height 12 in., diam. 8 in. Packed 1-12. Wt. 26 lbs.

2210C1497 .....Retail **$24.95**

(H) Queen. 400 day clock. This masterpiece will be a jewel in any home. One winding suffices to make it run for over a year. Completely noiseless. Crystal-clear glass dome. All metal parts made of highly-polished brass. Enamaled dial is hand-painted. Has adjustable screws for easy leveling. Engraved pillars. Size. 12½x8 in. Packed 1-12. Wt. 26 lbs.

2229C1320 .....Retail **$20.95**



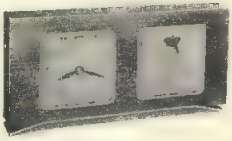
Cuckoo Clocks—Marine Clocks

The Sloop. New exciting ship clock. Cloth waves light up and ship and waves rock back and forth. Ship can also be made to be stationary. Has 3-way switch. Packed one to a carton, 12 to master carton. Wt. 72 lbs.

2167C1270 .....Retail **$19.95**

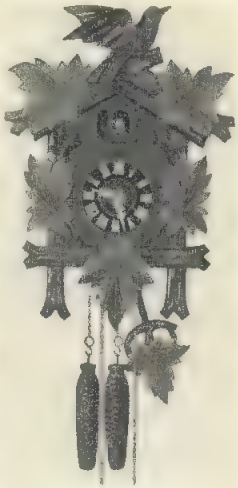
The Skipper Clock. A beautiful hand finished cherry mahogany boat. Chrome sails. Height 17 in. Packed one to a box, 3 to a master carton. Wt. 20 lbs.

2224C750 .....Retail **$12.50**



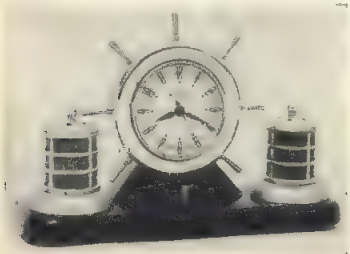
Thermoguide Clock. With thermometer and humidity gauge. The time of day—the kind of day. All at a clearly readable glance. Encased as dual square facings in rich-grained hardwood. Bright metal base gives the ensemble maximum eye-appeal. Packed one to box, 12 to carton. Wt. 42 lbs.

2230C750 .....Retail **$12.00**



Cuckoo Clocks. 1 bird, 5 leaves. Hand carved, self-adjusting movement. Hands can be turned clockwise and counter clockwise. Has a melodious gong strike, the cuckoo calls the correct time on the hour and half hour. Available in brown, maple and multicolors. Size 12x8 in.

2168C850 .....Retail **$13.95**

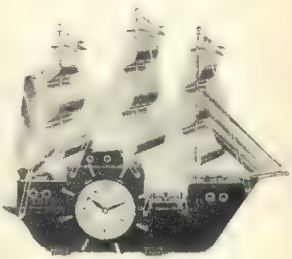


You can't help liking this clock. Three lovely birds, 7 leaves. Door opens, Cuckoo pops out and calls the full and half hours accompanied by a beautiful gong strike. Available in brown and maple. Size 17x12½ in.

2160C1400 ...Retail **$22.50**

Same as No. 2169. In 8 day movement.

2170C2000 ...Retail **$31.95**



Chromium Sail Ship Clock. This outstanding novelty ship clock has self-starting motor. Walnut finished hull with all chromium fittings. Lights fore and aft which gives added brilliance to the effect. Push button type switch. 20 in. long, 17 in. high. Packed 1 to box, 4 to master carton.

2157C48075, 1025 .....Retail **$15.95**

Same description as above but without the lights fore and aft.

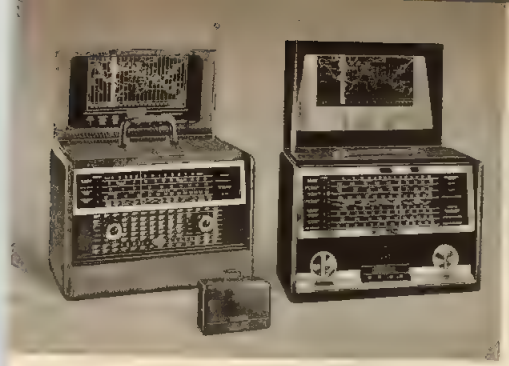
2190C48810/870 .....Retail **$13.25**

Ringleader Double "Belltop" Alarm. Loudest alarm in the world. Comes in gleaming brass. 30 hour movement. Luminous hands. Guaranteed. Dial 4 in. diameter, overall height 7½ in. One to box, 36 to carton.

2101C128300 400 .....Retail **$6.00**

The Seafarer. A television lamp clock that is different! Nautical wheel case mounted on mahogany finish wood base. Authentic maritime running lights. One light is green, the other is red. Can be lifted easily to replace lamp. Packed one to a box, 6 to a master carton. Wt. 48 lbs.

2256C660 .....Retail **$11.00**



Reelaway Power Cord. Reels out for wall socket, reels in for battery use.

Powerized Wavemagnet Antenna. Increases sensitivity up to 300%.

Spring-button Dial-lite. Lights up entire slide-rule dial.

Short Wave and Standard Portable Radios

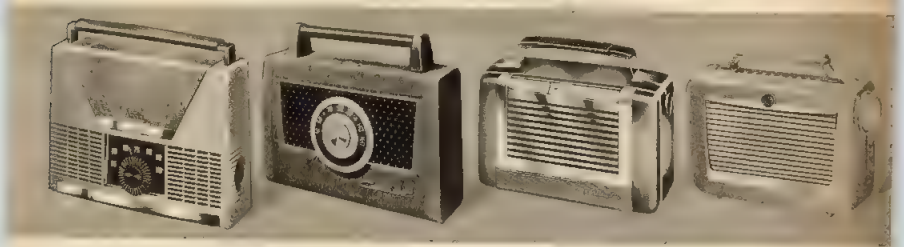
HALLICRAFTERS TW-500 PORTABLE RADIO. This exciting Hallicrafters 4-band portable features precision construction with greater complexity of circuit design, giving greater efficiency in long distance reception. With standard broadcast from 540-1600 kc., plus 2 short-wave bands with reception from 2-6 mc. and 6-18 mc., and special long-wave beacon band covering 170-400 kc. World-wide short-wave time map on lid. 6¾" speaker and special high perm coils. Stick loop and telescoping whip antennas plus plug for external antenna. 6 tubes including selenium rectifier, 105-125 volts, AC-DC or battery. Lightweight cabinet covered with green lizgator leatherette 16¾"x10¼"x7⅜". Less batteries.
26-2508-7495 Wt. 19 lbs. Retail **99.95**

BATTERIES Battery Pack for above.
26-2509-445 Wt. 4 lbs Retail **5.95**

HALLICRAFTERS TW-2000 WORLD WIDE PORTABLE RADIO. Behind the streamlined full-view overseas dial is a 5-tube super-heterodyne radio for instantaneous playing on battery, 105-120 volt, AC or DC. Short-wave spectrum, from 1.9 to 18.4 mc is spread in 6 tuning ranges. Standard AM broadcast band and a long-wave beacon band covering 180 to 400 kc., too. Dynamic turret tuner assures accurate band selection. Short-wave time map is mounted on lid. With 3 antennas: telescoping whip, built-in loop, "Skywrider" attachable—for inside automobiles. 4-button tone control offers 16 combinations. Ginger-brown marine plywood, 17"x10¾"x7½". Less batteries
26-2510-13326 Wt. 26 lbs. Retail **169.95**

BATTERIES. 9 volt "A", 90 volt "B" battery pack for above. Wt. 6 lbs.
26-2511-475 Retail **6.25**

ZENITH SUPER DE LUXE TRANSOCEANIC PORTABLE. A real thrill-packed portable that receives all four international short wave bands plus standard AM, Weather and Marine, coverage. Imagine a portable that receives stations from anywhere in the world! Cabinet styled in durable black sting finish with brass appointments and contoured handle. *Long distance reception* on 540-1600 kc, 4.0-8.0 mc, 2.0-4.0 mc., 17.3-18.2 mc., 14.8-15.6 mc., 11.4-12.1 mc., 9.3-9.9 mc. *International tuning dial* with push-button band selectors each clearly marked with ¼" high numerals.
Topic-treated against loss of sensitivity. Special impregnating process shuts out humidity against temperature extremes. *Voltmatic regulator.* Automatically adjusts for volt variations. *Electric spread band tuning.* Separates stations. On-off indicator shows when set is in operation. 5-ft. pop-up wave-rod external antenna and wavemagnet antenna increase sensitivity 300%. Radiorgan tone control highlights or softens individual tone registers. Battery saver switch. Log chart. 6 tubes including selenium rectifier. Reelaway power cord. Size: 12" high, 17⅛" wide, 8" deep. Less batteries.
26-2542-10500 Shipping weight 29 lbs. . Retail **139.95**
26-2543-565 Battery Pack. Wt 6 lbs. . . Retail **7.10**



ARVIN 3-WAY "5PORTABLE" PORTABLE RADIO. Sturdy polished polysterene cabinet in choice of decorator colors with leatherette inlay. 4" Alnico "V" magnet speaker, 5 tubes including rectifier. Standard AM-reception 540 to 1600 kc. Plays on batteries, (not incl.) or AC/DC current. Sure-grip carrying handle. Size: 10" long, 7¾" high, 3¾" deep. 6 lbs.
26-2544-2547 Red Retail **39.95**
26-2545-2547 Green Retail **39.95**
26-2546-2547 Tan Retail **39.95**

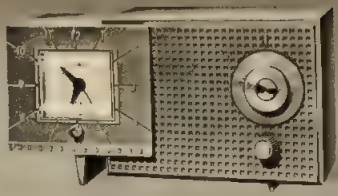
BATTERIES FOR ABOVE RADIO. Takes two 45 volt "B" batteries.
26-2522-142 Each . . Retail **2.10**
Takes five "C" batteries.
10-1315A-9¾ Each Retail **15c**

CAPEHART 3-WAY "TOMBOY" PORTABLE RADIO. Portable operates during storms and power failures on self-contained batteries (*not incl.*). Operates on AC or DC. Unbreakable steel case covered in pyroxylin-coated textured fabric. 5 tubes including selenium rectifier. 4" Alnico special permanent magnet speaker: built-in ferrite rod antenna housed in handle. AM 540-1600 kc. Uses 2 Eveready "A" batteries and 1 Everyready "B" battery. 8½" high, 10¾" long. 6 lbs.
26-2507-2850 Charcoal Retail **39.95**
26-2515-2850 Silver Mist **39.95**

BATTERIES FOR ABOVE.
26-2524-21 Uses Two 1½ V. "A"
26-2531-246 Uses one 75V "B" **3.50**

RCA 3-WAY "GLOBE TROTTER" PORTABLE RADIO. Smart "Impac" non-breakable case in Dove Gray. A powerful performer—tops for listening fun. Picks up stations beyond range of ordinary portables. Extra-sensitive reception and tone-true performance through "Golden Throat" system with built-in magic loop antenna, 6 RCA tubes including rectifier, electro-dynamic speaker, superheterdyne circuit. Automatic volume, tone control AC/DC and batteries. (*not incl.*) 8¼"high, 12 1/2"wide, 6 1/2"deep.
26-2625-4000 Wt. 5 lbs **49.95**
26-2626-475 Battery Pack **5.95**

RCA "SKYWAY" 3-WAY PORTABLE RADIO. RCA personal in non-breakable "Impac" case. Superbly-styled portable plays on batteries (*not incl.*) or AC-DC through "Golden Throat" system. 5 RCA tubes including rectifier, electro-dynamic speaker give an unexpected vibrant tone. Uses 2 "A" batteries and 1 "B" battery. 6⅞"x 9¾"x3" deep. Wt. 5 lbs.
26-2627-2800 Gray **34.95**
26-2628-2800 Green. **34.95**
26-2629-2800 Ivory **34.95**
26-2523-176 "B" battery **2.50**
10-1316A-9¾ "A" battery **13c**



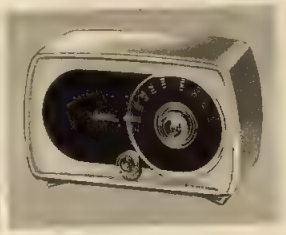
RCA Victor . . . Westinghouse . . . Capehart . . . Arvin

ARVIN "NOCTURNE" CALENDAR CLOCK-RADIO. A perfect timekeeper. Tells time with deluxe Telechron clock—tells calendar date too! Radio lulls you to sleep, shuts itself off, wakens you to music. Appliance outlet, phono jack for your record player. 5 tubes including rectifier. Heavy duty Alnico "V" PM speaker. Cabinet is striking modern ivory-colored, styled in the mode of expensive jewelry. 6" high, 13" wide, 6¼" deep. Weight 10 lbs.

26-2441-3347 Retail **49.95**

WESTINGHOUSE CLOCK-RADIO. Just set the dial for the time and station of your choice and you'll wake up cheerfully. Fine Telechron clock keeps accurate time. 5 powerful tubes including rectifier always has deep rich tone. Alnico V permanent type magnet speaker. Built in antenna delivers superior reception. Sharp tuning on AM band 540 to 1600 kc. 105-125 volts, AC. Wt. 7 lbs.

26-2463-1995 Black . . . . . Retail **24.95**
26-2464-2150 Ivory . . . . . Retail **26.95**



RCA "GREENWICH" TABLE RADIO. Smart "waffle" pattern speaker grille and distinctive tuning panel with boldly contrasting metalized trim for luxury. Rich "Golden Throat" system plus 5 tubes including rectifier and electro-dynamic speaker—all give you peak radio performance. Handy phono-jack for record player. 8" high, 13" wide, 7" deep. 115 V. AC-DC. 7 lbs.

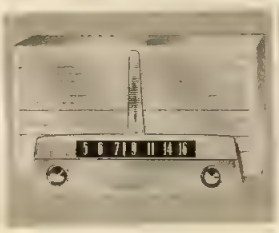
26-2300-3090 Black . . . . . Retail **39.95**
26-2301-3090 Ivory . . . . . Retail **39.95**
26-2302-3090 Red . . . . . Retail **39.95**

RCA "CREIGHTON" TABLE RADIO. Tunes from the top. Small enough to be picked up in one hand . . . ideal for chairside, bedside. Famous "Golden-throat" tone system with 5 tubes including rectifier. Built-in Magic loop antenna. Phono jack. 6⅜"x10¾"x6¾" deep. 115 volts, AC-DC; 50-60 cycles. 6 lbs.

26-2303-2640 Ivory . . . . . Retail **32.95**
26-2304-2640 Green . . . . . Retail **32.95**
26-2305-2640 Red . . . . . Retail **32.95**
26-2306-2640 Black . . . . . Retail **32.95**

ARVIN RADIO. Beautiful Rosewood plastic cabinet with transparent crystal dial for just the right note of modern styling. Features include 5 tubes with rectifier, Alnico "V" permanent magnet speaker, exclusive Magnetenna for improved sensitivity. Receives standard AM broadcast—540 to 1600 kc. 110-120 volts AC-DC superheterodyne circuit. Cabinet measures 6⅛" high, 9⅜" wide, 4⅝" deep. Shipping weight 7 lbs.

26-2375-1536 . . . . . Retail **19.95**



WESTINGHOUSE TABLE RADIO. Perfect answer for that "extra" radio—a top performer! Modern molded plastic cabinet. Handsome dial with AM band 540 to 1600 kc. 5 tubes including rectifier, high-gain Ferrocore antenna, Alnico speaker. 5⅜"x10¾"x5¼". 5 lbs.

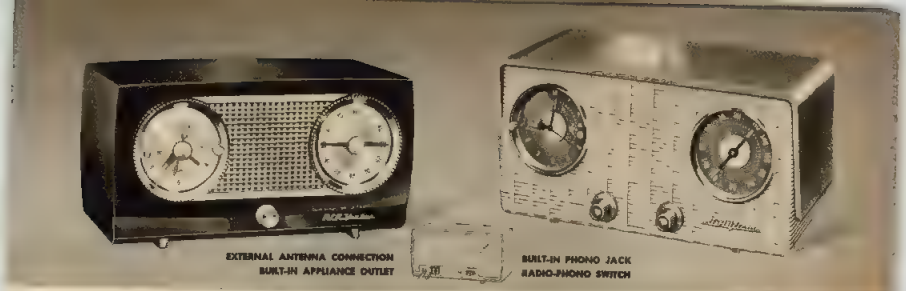
26-2422-1795 Red and Gold. . Retail **22.95**
26-2423-1795 Tan and Gold. Retail **22.95**
26-2424-1795 Gray and Plaid Retail **22.95**

WESTINGHOUSE 5-TUBE "SONORAMIC" RADIO The advanced design of the dual speaker system of this radio radiates full range sound evenly over the entire room . . . gives you a new thrill in musical clarity. Radio has deluxe audio circuit with two balanced speakers. Acoustic-design cabinet in your choice of two decorator colors. 110-120 volts, AC/DC. Size: 6½"x11"x6" high. Wt. 8 lbs.

26-2415-2250 Ivory Retail **29.95**
26-2409-2250 Gray Retail **29.95**

WESTINGHOUSE RADIO. Smartly styled at a budget price. This excellent radio gives exceptional power, tone and performance on all stations. Stunning new cabinet contains service-free AC-DC mechanized chassis: high gain ferrocore antenna, powerful speaker, 4 tubes, sensitive tuning and faithful tone. Perfect for use in the bedroom, kitchen, summer cottage, etc. Shipping wt. 4½ lbs.

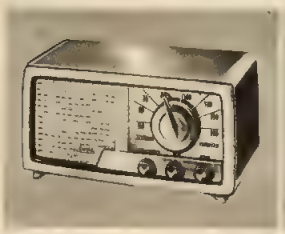
26-2420-1250 Black Retail **14.95**
26-2421-1395 Ivory Retail **16.95**



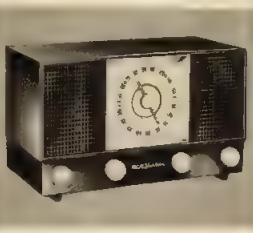
Clock, Calendar, AM-FM and Table Radios

RCA "SLUMBERETTE" CLOCK-RADIO. Pleasure 'round the clock . . . at bedtime, enjoy sleep-inviting music . . . wake up to music . . . sounds buzzer ten minutes later . . . built-in phono jack for your record-player . . . lets you play radio while phonograph is plugged in. Famous "Golden Throat" system has 4 tubes plus rectifier. AM range 540 to 1600 kc. on gold-trimmed dial. Maroon case. Famous Telechron clock with luminous hands accurately tells time. 115 V., 60 cyc. AC. Wt. 9 lbs.
26-2446-3200 Retail **39.95**

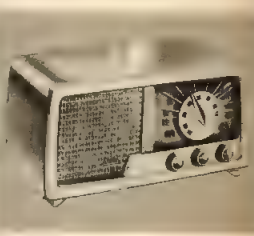
RCA "PROMPTER" CLOCK RADIO. Wakes you up with a smile, lulls you to sleep with music; starts coffeemaker or other appliances; reminds you of important calls, chores. Pearl gray and antique ivory cabinet houses Telechron clock and powerful RCA Victor Radio. Radio has 6 tubes including rectifier, built-in loop antenna, electrodynamic speaker, phono jack for record player. 115 volts, 60 cycles, AC. Size 7"x13¼"x 6¾" high. Wt. 8 lbs.
26-2447-4000 Retail **49.95**



ARVIN 6-TUBE "PRELUDE". 6 tubes including rectifier, reach way out for stations and separate them sharply. 5" Alnico V permanent magnet speaker and built-in magnetenna. On-off switch and volume control at left, continuously variable tone control in center, dial control at right. Receives standard AM from 540 to 1600 kc. 7⅝" high, 14½" wide, 7" deep. Housed in attractive ivory plastic cabinet. 110-120 volts, AC/DC. Shipping weight 10 lbs.
26-2385-1484 Retail **36.95**

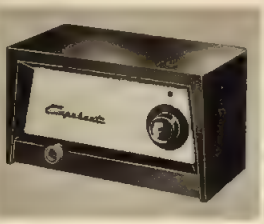


RCA "LINDSAY" AM-FM RADIO. A superb radio for clear AM and static-free FM. Sound is doubly enriched by two powerful speakers giving console tone. Stunning ebony cabinet with gold-finished trim. RCA's "Golden Throat" system has 9 RCA tubes, including rectifier. AM range from 540 to 1600 kc., FM as 88 to 108 mg. Phono socket with switch on front legs for phonograph. 115 v., AC/DC. 50-60 cycles. 8¾"x13¹⁵/₁₆x7⅛".
26-2492-5600 Wt. 12 lbs. Retail **69.95**



ARVIN 8-TUBE "POLONAISE" AM-FM RADIO. AM and FM at their best with this ultra powerful receiver. Dual antenna system gives peak sensitivity. Indirectly lighted crystal dial. 5" Alnico "V" permanent magnet-type speaker. Wave bands for FM, from 88 to 108 mc; for AM, 540 to 1600 kc. High level AM reception; static-free FM. Cabinet size 7⅞" high, 14½" wide, 7" deep. 110-120 volts, AC. Shipping weight 12 lbs.
26-2480-4547 Ivory . . . . Retail **64.95**
26-2482-4547 Rosewood . . . Retail **64.95**

ARVIN "MODERNAIRE" RADIO. Streamlined modern plastic cabinet and dial. The perfect radio traveling companion. 4" Alnico V permanent magnet speaker and completely new built-in Magnetenna. Tuning dial direct-coupled with variable condensers. 5 tubes including rectifier. Improved superhet circuit. Higher acoustic output. 5¾" high x 8⅜" wide x 4" deep. 110-120 volts AC/DC. Shipping weight 5 lbs.
26-2378-1346 Ivory . . . . . Retail **17.95**
26-2379-1346 Green . . . . . Retail **17.95**

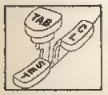


CAPEHART TABLE RADIO. A trim, capable radio that fits in the tiniest niche while it delivers "big set" performance. A wonderful kitchen or bedroom radio. 5 tubes including rectifier. Alnico special permanent magnet speaker. Size of radio is 5¾" high, 9⅜" wide, 5¼" deep. Operates on 105 to 125 volts, 50/60 cycles, AC or DC. Shipping weight 4 lbs.
26-2353-1592 Ebony . . . . . Retail **19.95**
26-2354-1592 Brown . . . . . Retail **19.95**
26-2355-1685 Ivory . . . . . Retail **21.95**

SMART CAPEHART RADIO. A brightly styled modern table radio to complement every room in the house and provide "round-the-clock" entertainment. 5 tubes including rectifier. Alnico special permanent magnet speaker. 5⅞"x 9¾"x5⅝". 105-125 Volts. Wt. 4 lbs.
26-2368-1685 Ebony . . . . . Retail **21.95**
26-2369-1790 Green . . . . . Retail **23.95**
26-2370-1790 Ivory . . . . . Retail **23.95**

Smith-Corona
"SILENT SUPER"

Smith-Corona
"SILENT"



Fastest Keyset Tabulator

Set, clear and tabulate from the keyboard with one hand. No reaching required.

Smith-Corona Portable Typewriters

SMITH-CORONA "SILENT-SUPER". Features the most rugged, fast and foolproof automatic keyset tabulator to be found on any portable. The entire tabulating process is handled direct from the keyboard. In addition to this new mechanized miracle this writer has the same features that are found on the Smith-Corona "Silent". Finished in Gray and harmonizing Green of the Colorspeed keyboard Holiday carrying case. 19 lbs.

33-1204-9724 Pica Type . . . . . Retail **122.65**
33-1208-9724 Elite Type. . . . . Retail **122.65**

SMITH-CORONA "SILENT." World famous for faster, quieter typing. Revolutionary Super Speed Escapement and Dual Universal Action for lightning response and velvet touch. Full-size Colorspeed keyboard. Possesses all features of the "Sterling" plus many sound deadening devices. Interchangeable Platen, Paper Fingers and Paper Bail and Line Retainer. Shipping weight 19 lbs. With carrying case.

33-1202-8967 Pica Type . . . . . Retail **113.10**
33-1206-8967 Elite Type . . . . . Retail **113.10**

PAGE GAGE: Predetermines the exact bottom page margin desired. Cautions against typing too deep on page—keeps letter uniform.

Colorspeed Keyboard: Rimless keys, in restful green color; shaped to fingertips. Lifetime key letters.

Synchronized Line Spacer: Single, double, triple line spacing with perfect register — minimum lever movement.

Quick-set Margin Control Sets margins with touch of a finger. Located top of the easy-to-see paper scale.

Acoustical Vents: Operating noises muffled by enclosed design, vented thru rear. Clatter is reduced.

Actual Pica Type — Actual Size of Pica and Elite Type — Actual Elite Type

Underwood
"LEADER"

Underwood
"DELUXE"

UNDERWOOD "LEADER." The entire family will use this beautifully styled, compact portable . . . for all their business, school and personal typing needs. Its many modern features include balanced segment shift, 9" writing line, adjustable hand margins with right hand bell indicator and adjustable paper fingers. Keyboard has 84 characters including arithmetic signs, back spacer, etc. The "Leader" is priced for every budget . . . an outstanding value in performance, convenience.

Tan tone with Green keytops. Pica type only.

33-1238-6042 Carrying Case. Wt. 18 lbs. . . **74.41**

UNDERWOOD "DELUXE". Key-set tabulation operates with a flick of the finger; you set and clear tabs right from the keyboard. Finger-controlled "see-set" margins let you see both right and left hand margins and set them exactly where you want them. Standard spaced keyboard, 9" writing line; variable line spacer, automatic ribbon reverse. Two-tone Ivy Green crackle finish with Brown Taupe carrying case. Choice of Pica or Elite type Weight 24 lbs

33-1240-9554 Pica Type . . . . . Retail **120.51**
33-1241-9554 Elite Type . . . . . Retail **120.51**

Smith-Corona
"STERLING"

Smith-Corona
"SKYRITER"

SMITH-CORONA "STERLING." America's most popular medium priced portable with extra speed, precision action and longer life. With Colorspeed Keyboard, Quickset Margins, Line Space Levers, plus the handy 3-position paper bail that allows quick inserting, smoothes paper and raises for easier, cleaner erasing. Adjustable paper guide, Retractable Paper Supports and the exclusive Cushioned Tabulator. With an attractive carrying case, "Touch Typewriting Chart" and instructions. Wt. 19 lbs.

33-1201-8376 Pica Type . . . . . Retail **105.65**
33-1205-8376 Elite Type . . . . . Retail **105.65**

SMITH-CORONA "SKYRITER." Light and compact. Only 3" high . . . weighs just 9 pounds, yet it contains the important features of office typewriters plus some exclusives. Free easy "touch." Perfect for traveling. Full Size Colorspeed Keyboard, Quickset Margin Stops, Retractable Paper Supports, Speed Booster, Half-Spacing, Automatic Ribbon Reverse, Swinging Shift that locks to prevent jouncing of carriage when traveling. Includes snap-on aluminum cover. Shipping wt. 11 lbs.

33-1203-5848 Pica Type . . . . . Retail **73.77**
33-1207-5848 Elite Type . . . . . Retail **73.77**

Remington
"QUIET-RITER"

Remington Portable Typewriters

New Visible Margins: You see where to set both right and left hand margins.

Patented Simplified Ribbon Changer: Semi-automatic; one-operation change.

Exclusive Miracle Tab: Set, clear tab stops from keyboard Fingertip control.

Remington
"LETTER-RITER"

NEW REMINGTON "QUIET-RITER" Silent full standard keyboard, new direct-set, visible margins, patented ribbon changer, exclusive "Miracle Tabulator" that sets and clears from keyboard. Super-strong frame gives vibration-free performance. Two-color ribbon, stencil cutout. Non-glare gray velour finish, sturdy luggage-type case. Weight 21 lbs.

33-1225-9553 Pica Type . . . . . Retail **120.50***
33-1227-9553 Elite Type . . . . . Retail **120.50***

NEW REMINGTON "LETTER-RITER." Sturdy frame and gliding key action provides smooth, quiet operation. All the needed features of office-size machines plus Remington's visible margins and patented ribbon changer that add to your typing ease. Full standard keyboard; French Gray finish; carrying case. Available in either Pica or Elite type. Weight 21 lbs.

33-1226-8004 Pica Type . . . . . Retail **100.94***
33-1228-8004 Elite Type . . . . . Retail **100.94***

*Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained.

Royal
Portable Typewriters

ROYAL "QUIET DELUXE." Combines precision workmanship, found only on the finest office typewriter, with sparkling new features that make it the most modern and durable portable typewriter in the world. This new Royal does more for you and does it better for the entire family.

Features include the exclusive "Touch Control" with which the touch of the keys can be tailored to every member of the family. The new speed selector enables the operator to adjust the speed of the carriage to typing needs by simply turning the selector knob. Both right and left hand margins set instantly, easily, automatically with the amazing "Magic" Margin. Newly devised line meter tells how many lines there are left when you are typing near the bottom of the page. Royal's visible tab stops are made instantly accessible by simply setting margin desired and pressing tab key.

Beautiful velvetone finish. Portable comes in a highly styled fibreglas carrying case that is lightweight and durable. Wt. 21 lbs.

33-1275-9492 Pica Type . . . . . Retail **119.72**
33-1278-9492 Elite Type . . . . . Retail **119.72**

New Speed Selector Sets Typing Speed

ROYAL "QUIET DELUXE"

Royal Portable Features

The world's largest manufacturer of typewriters! The highest degree of precision workmanship goes into all Royal typewriters. *Portable features are:

"Magic" Margin—position carriage, press "Magic" Margin button and margin is set. "Touch Control"—enables every member of the family to tailor the touch to suit themselves.†Full Size Keyboard—exact in size, slope, dimensions as the standard office machine. Push Button Top—press button, top plate is raised automatically. Automatic Paper Lock—3-position paper lock assures clean, clear typewritten work. Fibreglas Carrying Case—lightweight and durable.
*(*Not on Companion model.)* †(*Incld. on Companion.*)

ROYAL "ARISTOCRAT." Precision built with the same craftsmanship and many of the features that go into the Royal Quiet Deluxe. Full size office keyboard is exact in size, slope and dimensions as Royal's standard machine making it ideal for students, authors, etc.

Features are: Push button top—press the button, top plate is raised automatically. Easy access to "Touch Control," ribbon changing, etc. Paper lock scale—visible when paper is in machine, giving operator easy reference to scale for tabulating, spacing and centering. Automatic paper lock—3-position paper lock assures clean, clear typewritten work, holds paper firmly against platen.

Rugged velvetone finish. With a sleek contour shaped carrying case. Clips inside the top of the case hold paper, envelopes. Wt. 20 lbs.

33-1276-8819 Pica Type . . . . . Retail **111.23**
33-1279-8819 Elite Type . . . . . Retail **111.23**

ROYAL "ARISTOCRAT"

ROYAL "SENIOR COMPANION." The entire family will use this handsomely styled, budget-priced portable for school, business, etc. Designed with the same fine craftsmanship that goes into the Royal Deluxe.

Features. Full size office keyboard with finger flow keys, 8½" writing line. Card and writing line scale—use to align new characters with work or ruled lines already on the page or card. Automatic ribbon reverse and rapid ribbon changer—holds ribbon at printing point and facilitates the changing of ribbon. Line finder, line space selector. Paper table—swings back permits setting both left and right hand margin stops.

Handsome crackle finish Plywood carrying case with leatherette covering. Operating instructions are also included. Wt. 16 lbs.

33-1277-6716 Pica Type . . . . . Retail **84.65**
33-1280-6716 Elite Type . . . . . Retail **84.65**

ROYAL "Senior Companion"

"Royal Portable Typewriters" are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.

[1] Save on a complete set
14.95

Units also sold separately as low as $4.98

All Ready for Action!

[1] 6-PC TRUCK OUTFIT. Tractor with 2 haulers, truck with 2 beds handle any "hauling" job! Cattle trailer carries 4 plastic cattle -loading ramp extends at rear. Slotted sides, solid top are Red enamel on heavy gauge steel; wood floor. Dual tandem rear wheels, parking wheels have rubber tires 24 inches long with trailer.
Grain hauler is embossed aluminum; heavy wood bed. Dual tandem rear wheels, parking wheels with rubber tires. Doors open. Tractor has Red finish. 24 in. long with trailer.
Flat-bed truck of heavy enameled steel has extra lumber and stake bodies which fasten on bed, lock in place. Steel stake body has 8 removable side sections. Lumber body has 36 planks held in place by removable chains. Load can be removed by using roller bed, just as on real lumber trucks. Rubber tires; 17 inches long.

Save on Complete Set!
E35 JP 5117. Mail (20 lb.)..14.95

Cattle hauler, cattle, tractor.
X35 JP 5118. (4 lbs.)..... 6.98

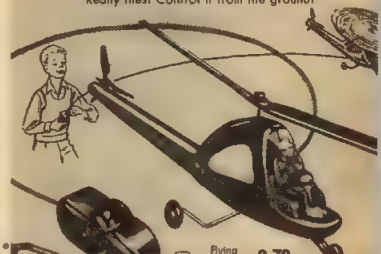
Grain Hauler and tractor.
X35 JP 5119 (4 lbs.)..... 4.98

Truck with Lumber, flat-bed and Stake bodies.
X35 JP 5120. (4 lbs.)..... 6.98

[2] FLY HELICOPTER by remote control! Works just like the real thing—flies forward backward, up and down, makes vertical take-offs and landings.
Long flexible steel cable connects helicopter and hand control
Turn crank on hand control—belt copter blades spin; the faster you crank, the higher it climbs.
Tip the control right or left, helicopter will fly in that direction; hold hand control straight and it hovers in mid air. Spinning blades whir, actually make helicopter fly just like the real ones
12½ in. rotor geared to turn many times faster than crank. 10-in. high-impact plastic body.
35 J 5121. (2 lbs.) 2.79

[3] TRACTOR climbs up steep grades, pushes obstacles out of its path, pulls loads. Driver, bulldozer blade and dump trailer are all detachable. Harmless sparks shoot out of exhaust stack as tractor moves. Strong spring-wind motor has stop and start switch. Constructed of brightly lithographed steel, 6x17x6 inches high. Rubber treads.
35 J 5124. (1 lb. 12 oz.)..... 1.98

Really flies! Control it from the ground!



[2] Flying Helicopter **2.79**

[3] Tractor, Trailer, Bulldozer Blade **1.98**

10.95

"ELECTRONIC" CANNON

- It's new! It's exciting!
- Full push-button control
- Powerful Electric motors

Push electric control buttons to raise, lower and fire cannon—elevation indicator assures accuracy. Turn wheel, cannon swivels 360°. Fires safe plastic "atomic rockets" at long or short range.

4 rockets clip into magazines on each side of cannon mount. Barrel measures 16 in. long, rests securely in barrel crutch while vehicle is "in transit."

Solidly built of extra-heavy gauge welded steel with military Olive Drab baked enamel finish.

7x17x23 in. long. 4 heavy-duty 3-in. wheels, 1 spare. "Electronic" mechanism requires 2 "D" batteries (sold on p. 239)
X35 JP 5545. Mail. (11 lb.). 10.95

Giant Cannon Measures 23 in. Long . . . has electric elevation controls for accurate aiming!

Shoots harm ess plastic "rockets

Barrel swivels, raises, lowers

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Paul Winchell's Jerry Mahoney

12.95

IT'S FUN TO BE A VENTRILOQUIST!

Here's Jerry Mahoney, replica of ventriloquist Paul Winchell's famous TV dummy. Set him on your knee, talk to him and make him "talk" back, turn his head from side to side, open and close his mouth. Jerry stands 32 inches tall, same as his famous twin brother. He's wearing a flashy two piece green and gray suit, snappy red bow tie and white leatherette shoes. Moulded wood composition head. Comes complete with carrying case and ventriloquy instruction book. Mailable.
R35 JP 4064. Shipping weight 7 lbs. . 12.95

[1] Set of 4 **4.79**

[2] Set of 5 **1.98**

[3] Set **2.98**

[4] **3.39**

Model Builders' Specials . . .

MAKE ENAMELED COPPER JEWELRY everything you need is in this big set! Newly designed tools and firing kiln for professional "swirl" designs. 6 enamel colors, 1 vial lumped colors for special effects, copper blanks, backs for making ear-rings, cuff-links, etc. Instr.
35 J 5702M. 110V., AC-DC kiln. (4 lbs. 8 oz.). Outfit 7.98

50 Copper Blanks plus cuff-link, pin, tie-clip backs
35 J 5703M. Shpg. wt. 9 oz. . . . . Set 1.98

9 colors. 1 vial lump-colors, 1 box colored threads.
35 J 5704M. Shpg. wt. 9 oz. . . . . Set 1.98

[1] SCALE MODEL WARPLANES. Detailed plastic replicas make handsome ornaments for desk or mantle. B29 Bomber has radar housing, fully armed with .50 cal. machine guns—22-in. wingspan, 16-in. body; P38 fighter has 13-in. wingspan; Super Sabre-jet has 8-inch wingspan; "Pogo" Vertical Take-Off plane has big counter-rotating props. Easy to assemble—clear bubble canopies, decal insignias, glue, plastic stands, simple instructions
35 J 5735. (2 lbs.) . . . .Set of 4 4.79

[2] SCALE MODEL FIGHTER planes. Fun to assemble—plastic sections are already shaped; simply glue sections together according to step-by-step instructions. F9F Panther Jet, F84 Thunder Jet, F86 Sabre Jet, F51-H Mustang and Russian MIG 15. All accurately detailed, with transparent plastic bubble canopies, decal insignias. Each plane has approx. 9-in. wingspan, 10-in. fuselage. Mount on plastic stands (included)
35 J 5568. (2 lbs.) . . Set 1.98

[3] BUILD FOUR MODEL CARS—scale replicas of this year's Cadillac Seville, Lincoln, Ford and Plymouth in realistically detailed plastic. Fun to build, handsome decorations for bedroom, playroom or den when they're completed. All cars have gleaming two-tone finish, transparent plastic windows, silvered plastic grille-work, bumpers, wheels and trim, rubber tires. Cement, accessories and full instructions. Approx. 9 in. long
35 J 5736. (2 lbs. 8 oz.). . . .Set 2.98

[4] JUNIOR CLOCK MAKER OUTFIT. Every boy has the urge to take a clock apart and put it back together . . . here's a clock they can make from scratch out of 26 pieces including brass and steel gears, gaily decorated wood face, weight chains, weight, and adjustable pendulum. Easy instructions. Clock runs for 24 hours with one winding, keeps reasonably accurate time (pull weight up to wind, adjust pendulum for speed). 6x3½x½ inches.
35 J 5199. (2 lbs. 8 oz.). 3.39

Budget Power can make this your brightest, happiest Christmas

Hobbies That Can't Be Beat For Sheer Excitement

[1] EASY-START "SABRE 44" plus accessory kit with everything you need to fly it! Wrap cord around pulley and pull, engine starts at once—easy and safe! High-impact plastic body, pliable wings withstand many "crackups." Herkimer .049-B engine with glow plug. Tricycle landing gear, rubber wheels, clear bubble canopy. Accessories incl flight control, flight lines, ½-pt glow-fuel spout, tube, 1½ V battery, wires with battery clips. Black and Yellow, 15-inch body, 14-inch wingspan.
R35 JP 5591 Mailable (7 lbs.). Set 9.98

[2] RECOIL STARTER—pull ratchet cord; motor starts, cord winds back into plane ready for next start. Nothing to spin or wind by hand. First scale replica of Mustang fighter, authentic even to the 4 bladed prop. High impact plastic body and wings take forced landings without serious damage. Herkimer ½ A .049-B engine, shock-absorbing rubber wheels. All necessary equipment, ½-pt glow fuel, spout, flex tubing, 1½ V battery, wire and clips. Instr. 16-in. wingspan, 13⅛ in. body. Mailable.
R35 JP 5593. Shpg wt 7 lbs. 12.95

[3] TRAINING PLANE AND HYDROPLANE plus accessories. Both have sure start engines—spring spins propellers, no spinning by hand. Training plane has engine adjustment—fly it fast or slow. Extremely durable plastic takes crackups without serious damage. 21½-in wingspan. High impact plastic hydroplane 15¼ in. long, 8 in. wide. Both are Red and Yellow. Control handle with reel for quick, easy adjusting of line-length, nylon control lines, ½-pt glow fuel, pouring spout, 1½-V battery wires, clips. Instructions. Mailable.
R35 JP 5594 (7 lbs.). Plane and Boat 17.95

[4] 14-INCH DELUXE SPEED BOAT driven by strong battery powered electric motor (uses 2 "D" cell batteries—order from page 239). Searchlight actually works!

Deluxe fittings include realistic life-preserver, hand rails, ventilators, signal horn, transparent plastic windshield.

Panel opens in deck exposing motor compartment for easy battery installation. Carved wood hull has two-tone water-resistant enamel finish, shiny metal trim.
35 J 5573. Shpg wt 2 lbs 3.98

[5] 9½-INCH SPEED BOAT has battery powered electric motor and spotlight (uses "C" cell battery sold on page 239). Carved wooden hull with water-resistant red and white enamel finish, transparent plastic windshield and shiny metal fittings. Panel opens in deck exposing motor compartment for easy battery installation. Hull is waterproof inside.
35 J 5574. (1 lb.).... 1.98

[6] 16-INCH "MOBY DICK" WHALING BOAT of beautifully sculptured wood. Powerful electric motor uses 2 "D" cell batteries (order batteries from page 239). Bright swivel spotlight on bridge, port and starboard lights at the masthead.

Realistic in every detail, with harpoon gun, rigging, catwalk, anchors, crow's nest and lifeboat. Superstructure lifts off for battery installation. Separate motor compartment inside.

Finished in water-resistant Red enamel with white trim. Complete with display stand.
35 J 5572. Shipping weight 3 lbs. 9.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

And Eyes Will Pop When They See These Beauties

4 TINY TOT'S COWBOY SET

Specially designed for 2 year-olds! Genuine leather 6½ in. holster, belt and cuffs. 2 small 5½-in. metal guns designed for tiny fingers—bang when trigger is pulled. Incl: braided lariat to help him roundup "strays," bright Red kerchief with neck slide. Belt adj. up to 19 in. waist
35 J 5854. (1 lb. 6 oz.)..... Set 1.98

Set **1.98**

5 LEATHER DOUBLE HOLSTER

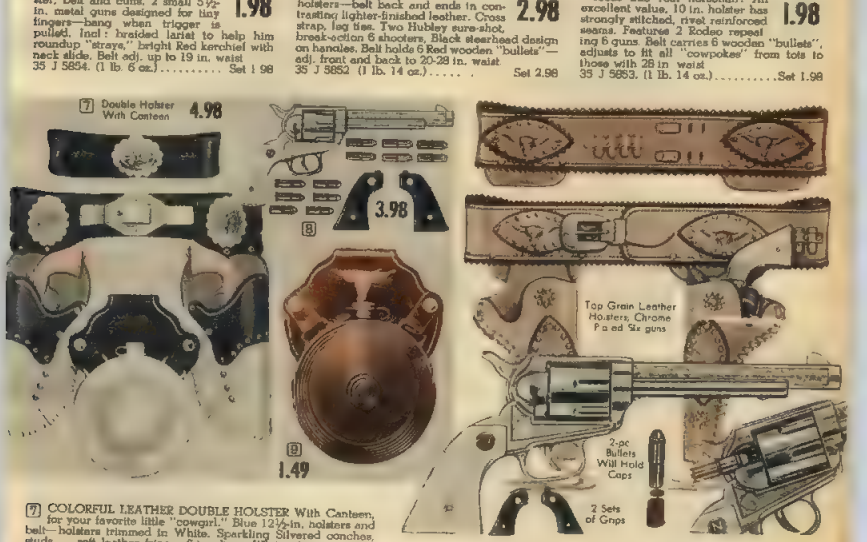
Beautifully embossed leather belt, holsters; soft leather fringe on 11-in. holsters—belt back and ends in contrasting lighter-finished leather. Cross strap, leg ties. Two Hubley sure-shot, break-action 6 shooters, Black steerhead design on handles. Belt holds 6 Red wooden "bullets"—adj. front and back to 20-28 in. waist
35 J 5852 (1 lb. 14 oz.)..... Set 2.98

Set **2.98**

6 CONTRASTING HOLSTER SET

Handsome Gray and Rust leather—looks like real horsehair! An excellent value. 10 in. holster has strongly stitched, rivet reinforced seams. Features 2 Rodeo repeating 6 guns. Belt carries 6 wooden "bullets", adjusts to fit all "cowpokes" from tots to those with 28 in waist
35 J 5853. (1 lb. 14 oz.).....Set 1.98

Set **1.98**



7 COLORFUL LEATHER DOUBLE HOLSTER With Canteen, for your favorite little "cowgirl." Blue 12½-in. holsters and belt—holsters trimmed in White. Sparkling Silvered conchos, studs . . soft leather fringe. 6-in. diam White plastic canteen fits on belt. 2 metal Kit Carson break-action 6 shooters.
35 J 5871. Adjusts for 20-28-in. waist. (2 lbs 14 oz.)... .4.98

8 13-IN. STALLION "45" Mark II's. Chrome plated, "pearl" handle, extra Black handle. Carry case. 12 dummy bullets hold caps, fire inside gun, perfectly safe!
33 J 5872. (2 lbs.)... .3.98

9-IN. "38's". Ivory grips; 12 bullets; belt bullet clip.
35 J 4112. (1 lb. 6 oz.)....1.98

9 HOLSTER CANTEEN—a must for young "scouts." Can be sterilized to hold "water supply" or beverage
6-in. diam. Bronze colored plastic mounted on removable Brown leather back with metal steerhead. Fits holsters or belts up to 3 in wide.
35 J 5855. (12 oz.)....1.49

DELUXE HOLSTER, STALLION MARK II GUNS.

Our finest . . . authentic western style guns and holster to help young "marshalls" keep law-and-order. Two stallion "45" Mark II six-shooters; chrome plated, embossed, 13 in. long. Interchangeable White "Pearl" and Jet Black plastic handles! Place cap inside 2 pc. "cartridge", load revolving cylinder. Completely safe—caps fire inside bullet. Push button to eject "bullets".
Each 14-in. holster is finest top-grain leather hand-laced with rawhide thongs—decorated with Bronzed metal steerheads, Red Ruby "jewels"; stars and Silvered studs. Belt backed with Brown felt, adjusts front and back for easy draw. Fits 20 to 27 in. waist. Six 2-pc. "bullets" included.
35 J 5870. Shipping weight 4 lbs.....Guns and Holster 12.95

Complete Set **12.95**

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Shoot At Flying Ducks—I Really trains your Eye

3.98 Outfit

SHOOT AT "FLYING" DUCKS, knock 'em out of the air with dart shooting rifle! Ducks "fly" on metal arms that spin down spiral shaft. Suction cup darts stick when they hit; knock ducks off arm—"dead" ducks hang on chain. High impact plastic rifle 22 in. long, target 45 in high; heavy cardboard ducks 12 in. across. Three 9-in rubber-tip safety darts. Loads of action!
R35 JP 4103 Mailable. Shpg. wt. 5 lbs. .. 3.98

[1] Fires Shells from Ammo Belt! **7.98**

[2] Both for **2.69**

[3] Skeet Shoot **3.49**

[4] **2.69**

[5] Both for **2.79**

[6] General's Outfit **3.98**

They're Ready for Action . . . and Twice As Exciting

[1] GIANT 50-CAL. ACK-ACK GUN "fires" harmless plastic bullets from ammo belt, looks and works like real ones! Crank the firing mechanism, loaded 50-shot belt unrolls from magazine through breech, comes out empty on other side. Device on magazine makes reloading belt easy. Charge shells in sunlight, they'll glow in the dark like tracers! Removes tripod, use gun with shoulder sling (incl.). Tubular aluminum barrel and tripod, high impact plastic body and magazine.
R35 JP 4114. 33 in. long. Mail. (5 lbs.)..7.98

[2] BURP GUN AND MACHINE GUN. Both fire single shots or bursts up to 50 shots—a whole roll of caps at a time! Guns make noise without caps, too! 16-in. burp gun has wire stock; pull trigger for single shots, turn crank for bursts—plenty of smoke. 17-in. "air-cooled" machine gun swings on tripod; turn crank slowly for single shots, fast for bursts. Both guns of steel and high-impact plastic. Caps not included.
R35 JP 4133. Mailable. (4 lbs.). Both for 2.69

[3] SKEET SHOOT—TRY YOUR SKILL! Hold gun ready, step on rubber release bulb; disc sails from ejector high into the air and you start shooting! More fun for 2 to play—marksmen won't know when disc is going to be released. 24-in. high-impact plastic gun shoots three 9-in. suction-tip safety-darts, 4½-in. diam. red and yellow plastic discs; plastic ejector 5x7 in. long with 28 feet of flexible rubber tubing and bulb.
R35 JP 4115. Mailable. (3 lbs.).....3.49

[4] SIX-SHOT JET AUTOMATIC RIFLE. Slide barrel forward and back—pump action creates strong air pressure behind table-tennis balls in barrel, shoots them out one at a time with loud "Pop"! Shoot all 6 balls in rapid succession (just pump the barrel. Absolutely safe despite impressive sound; accurate enough for target practice. Aluminum barrel, plastic stock. 29 in. long.
R35 JP 4196. Mailable. (2 lbs.).....2.69

[5] FRONTIER RIFLE and powder horn. 34-in. "Old Betsy" has old-style flintlock that actually strikes a flint and sparks—fires roll caps, too. Trigger guard pulls down, exposing cap mechanism for quick and easy reloading. Compartment in stock for caps. High-impact plastic with die-cast metal working parts. 8½-in. plastic horn has brass reed for hunting calls, hangs on leather thong; decorated with red and green feathers.
R35 JP 4197. Mailable. (3 lbs.).....2.79

[6] FOUR-STAR GENERAL'S OUTFIT. Genuine leather holster 9 inches long, has 4-star trim, carries Hubley "Champ" cast metal cap-pistol with repeater action. Belt holds 12 silvered wood bullets. 4x4 in field glasses actually magnify; compass works. General's field cap with 4 stars across front adjusts to all sizes (elastic in back); made of regulation olive drab service material.
35 J 4130 Shpg. wt. 2 lbs.....3.98

Budget Power... like having an extra month's pay at Christmas

14-in. Seat 5.98

GENUINE COWHIDE TV SADDLE-SEATS. Your little cowboys and cowgirls can train right in with their favorite Western TV program! Saddle decorated with studs, medallions, steer head design, on 3 sturdy waxed hardwood legs. Rubber tips can't scratch floors. Bed roll," "saddle blanket," lariat and reins incl sded

14-IN.-HIGH SEAT for ages up to 6. R35 JP 4610. Mailable. (4 lbs.).....5.98

18-IN.-HIGH DELUXE SEAT for ages 6 and over. White cowhide seat, deluxe trim. R35 JP 4611. Mailable. (6 lbs.).....8.98

2.98

U.S. MARSHAL'S OFFICE—sure to be the scene of many a thrilling gun-battle! Box board corrugated construction, barred window in each end. Door made extra strong to hold "prisoners." Authentically Western, top to bottom—old time "Wanted" posters on front. Easy to assemble, instr. incl. 37x26x50 in. high. R35 JP 4168. Mailable (10 lbs.) 2.98

Because They Look Like Real!

1 DOUBLE-BARREL SHOTGUN breaks to load. High-impact plastic, "embossed silver" breech, store caps (not incl.) in stock. 4 dummy shells. 35 in. long. R35 JP 4102. Mailable (3 lbs.) . 3.69

2 39-in. KADET "Army trainer." Bolt action! Metal barrel, wood stock, rubber bayonet, web strap. Manual of Arms. R35 JP 4128. Mailable. (4 lbs.) 2.98

3 35-IN. HUNTING RIFLE breaks into 2 parts like real rifles. "Telescopic" sight, shoots roll caps (not incl.), easy loading. Steel barrel, plastic stock. R35 JP 4177 Mailable (4 lbs.) . 3.49

4 ELECTRIC SUB-MACHINE GUN uses 2 "D" batteries (sold page 239). Pull trigger, get loud "Rat-tat-tat," harmless sparks. Plastic, 24 in. long. R35 JP 4134. Mailable. (3 lbs.) . . 2.89

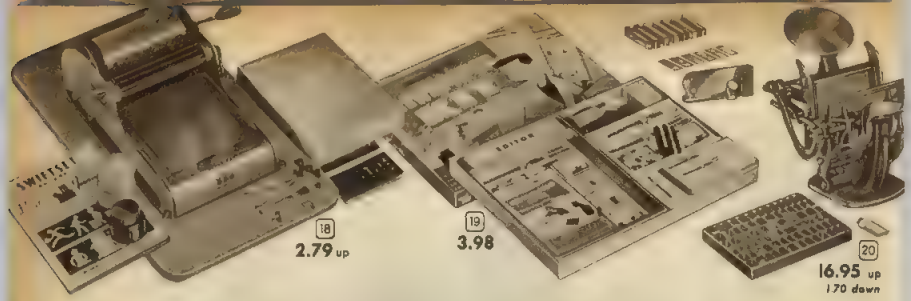
5 DAIST SUPER RIFLE makes loud "Crack!" Belches smoke, recoils. Oil in barrel makes smoke. Metal barrel, plastic stock, web sling. 35 in. long R35 JP 4164. Mailable (3 lbs.) 3.79

6 CORK-SHOOTING "TRAINER." Metal "scope" sight, rubber bayonet, metal barrel, wood stock, canvas sling. Corks, instr. manual. 32 in. overall. R35 JP 4127 Mailable. (3 lbs.).....1.98

7 CAP-SHOOTING RIFLE. Real lens scope sight! Cap storage space in plastic stock; metal barrel. 31 in. R35 JP 4174. Mailable. (3 lbs.).. .1.98

8 AUTOMATIC BURP GUN will fire off a whole roll of caps without missing a shot—fire short bursts, too! Metal and plastic, spring-wind action. 35 J 4162. 13 in. long. (1 lb. 12 oz.).2.69

See Page 287 for Spiegel Budget Power...a wonderful way to buy



SCOOPS FOR YOUNG REPORTERS!

"Nose out" all your school, neighborhood news—write it—print it—sell your papers!

18. PRINTING PRESSES—print your own newspaper at home—record all the doings of the family and neighbors—what fun! Think of the money you'll "coin"! Everything you need—tools, presses ,instructions! "ACE" PRESS—Prints 2-column, 5½x7½-in. paper. 600 pieces of type, 18 type slots, 20 picture dies. Ink, brush, inked ribbon, 50 sheets of paper, tools, etc. Printers Journal included.
35 Y 6018E—Matlable. Size. 9½x11½x1/16. Ship. wt. 11 lb..... **8.98**
"STAR" PRESS—Prints sheets 1½ to 3½x7-in. 400 pieces rubber type, 6 picture dies, 12 type slots, printing ink, paper.
35 Y 60.8—Size 11½x6½x5½ in Ship wt 3 lb 4 oz **5.69**
'CUB" press prints 3½x5½-in. sheets 200 pcs. type 8 type slots
35 Y 6017—2 pictures Red trim metal 8½x4½x3½-in 1 lb 13 oz **2.79**
19. NEWSPAPER KIT—has complete equipment! Includes 5 desk cards —Editor, Sports Editor, Adv Mgr., Reporter, Art Editor Also 5 specially colored pencils, paper, envelopes, invoice blanks, sponge.
35 Y 6039—Also: printing gelatin, metal pan Ship wt. 4 lb **3.98**

20. SIGWALT 'JUNIOR PRINT SHOP —Precision designed to produce really professional looking printing—what a thrill for the budding newspaperman and publisher An exact duplicate of the huge commercial printing presses that print your daily newspaper! Fully guaranteed—has automatic inking' Only minimum care is required Built for years of service. easy, comfortable hand-lever action! Single roller prints 2½x4-inch area Includes complete set of standard meta. type, wood spacers, tweezers, ink, and instruction manual Also professional type holder. In handsome plastic type case
35 Y 6037E—Matlable Shipping weight 20 lb Only 2 50 down **24.95**
SIGWALT "CHICAGO" PRINTING PRESS OUTFIT — (not shown). A smaller version, for ages 7 to 20 years. Has single roller automatic inking press, prints 2½x4-inch area Includes complete set of standard metal type, wood spacers, tweezers, ink, instruction manual Made of sturdy steel, and fully guaranteed! Only minimum care needed.
35 Y 6036E—Matlable Shipping weight 19 lb. 1 70 down! . **16.95**

SHOWN AT RIGHT: Amusing, educational toys for tomorrow's "Big-Business" Tycoons!

1. NEW! BRITISH KAMKAP TYPEWRITER with full keyboard Not a toy —has 54 characters on 27-key standard keyboard. Alphabet, numerals punctuation, 2 shifts! Clear type, makes clear carbons. cuts stencils Fast or slow speed Ideal for students
35 Y 6004E—Matlable Ship wt. 14 lb. 2.90 down!... . ..... **28.95**
35 Y 6005E—Matching Case Matlable. Ship. wt. 4 lb. **4.49**

2. FAMOUS, IMPROVED TOM THUMB TYPEWRITER—types like an office machine! Small, capital letters, shift key, standard keyboard, new ribbon shaft, finger-tip spacer. Has standard ½-inch ribbon, beli action, ball-bearing carriage Uses standard 8½x11-in. paper. Instruc Grey krinkle finish, Green keys, White letters, Chrome trim
35 Y 6033E—With steel carry case, 10¼x10x6-in Mail Wt. 11 lb **18.95**

3. DIAL TYPEWRITER—Dial to letter wanted, press out a sharp capital! 2 standard ribbons Red and Black. 40 steel characters, alphabet, numbers, punctuation Line spacer, 2 ink pads.
35 Y 6013—Size 11⅛x7½x4½-in Ship. wt 2 lb. 14 oz **3.69**

4-5-6. CASH REGISTERS—just like the ones used in real stores! Press keys cash drawer opens, rings bell, tabs pop up, showing sale!

4. JR. NATIONAL CASH REGISTER—8 numbered and one 'No Sale' key Mahogany grain finish. Made of heavy steel.
35 Y 6007—Size 5⅛x6x8¾-inches Ship. wt. 1 lb. 14 oz..... **1.98**

5. BETTER CASH REGISTER—made of Red metal 9 keys, bar. Window shows correct sale, 1c to 1.00. Play coins included.
35 Y 6009—Size: 5½x7½x9¼-inches. Ship. wt. 2 lb. 9 oz..... **2.49**

6. "TOM THUMB" DELUXE CASH REGISTER—all enameled body, Blue finish Heavy steel "Pyramid" base, 2 drawers, 1 "secret", key 18 keys, 'No Sale", "money". Bell rings when drawer opens.
35 Y 6010—Size: 8½x7½x8¾-inches Ship. wt. 4 lb. 4 oz..... **4.49**

7. ADDING MACHINE really works! Lithographed heavy metal.
35 Y 6008—Adds to,9 999 Size 9x6x4-in. Ship. wt. 1 lb 11 oz . **1.98**

8. WELDED STEEL SAFE—children love a secret place! And here it is—a sturdy steel safe, 6¾x7x6-inches, with a real combination lock! Keeps their savings, treasures and surprise presents for Mom and Dad safely hidden! Complete with sliding cash drawer, slot for coins Makes a game out of saving money!
35 Y 6030—Shipping weight 4 pounds 7 ounces..... **3.69**

9. WALKING PENNY BANK—watch penny "Walk" down 3 flights of stairs! Openings for larger coins. Fun for all!
35 Y 6040—Size: 8¾x2½x3⅛-inches Shipping weight 11 oz..... **.89c**

10. TALKING PHONE, BANK has savings slot! Turn crank, listen! Clicking spring dial. Slots for 5, 10, 25-cent coins "Money" incl.
35 Y 6002—Black plastic case 4x6¾x9½-in Ship wt 2 lb 2 oz **2.69**

11. 'INTERCOM" PHONES—use 4 standard batteries. Buttons light to signal when phone is in use. Cable, plug-ins, battery incl.
35 Y 6025—Fully guaranteed! Ship. wt. 3 lb. 10 oz..... **Set 7.95**

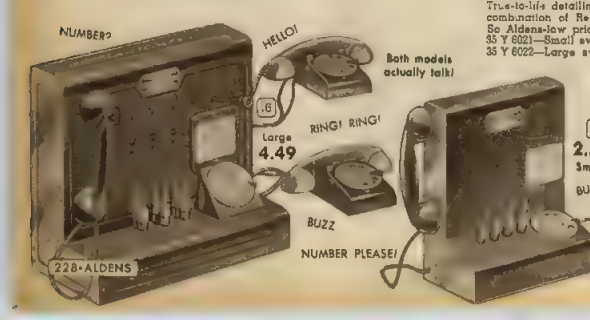
12. PIGGY BANK—tummy swells as he's fed coins. No-break vinyl
35 Y 6023—Yellow/Red/Blue. 7½-inches high Ship. wt. 12 oz .. **.89c**

13. RINGING PHONE—plastic phone rings, dial whirls back.
35 Y 6000—Red-and-Gray. 5x3-5/16x3¾-inches. Ship wt 12 oz .. **95c**

14. LIKE-REAL PHONE, BANK. Dial turns, bell rings! Holds over $100! in coins and bills! Secret compartments—mouth, ear pieces!
35 Y 6024—Black, Red, Yellow plastic. Lock, key. Wt. 1 lb. 4 oz **1.79**

15. RINGING PHONE—all steel! Spring dial, shiny bells.
35 Y 6001—Sound device in mouthpiece 4½x7-in Wt 1 lb. 4 oz . **.89c**

16-17. TALKING SWITCHBOARD—the most exciting new toy you'll find anywhere—it'll be sure to thrill the heart of any little girl! It will fascinate the whole family too Imagine—a telephone switchboard that talks! Crank it it says "Operator number please What number are you calling? Thank you I'm ringing your number!' Made of heavy steel with bright Red front no sharp edges True-to-life detailing with phones, dial, plug-in and cords In a bright combination of Red and Yellow telephones Available in two sizes So Aldens-low priced, each one!
35 Y 6021—Small switchboard, Ship. wt. 3 lb. 1 oz .. **2.59**
35 Y 6022—Large switchboard. Ship wt 5 lb. 3 oz . **4.49**



SWITCHBOARDS

That work! They ring, they buzz—they have plugs and cords!

So fascinating and realistic youngsters who own them stay off the family phone!

New! British Typewriter
Full Keyboard
2.90 Down
28.95
1

2 Tom Thumb Typewriter
With Standard Keyboard
Standard Ribbon!
1.90 Down
18.95

3
3.69

BUSINESS TOYS that really work

For Students, Jr. "White Collar" Talent and Tot Merchants!

4
1.98

5
2.49

6
4.49

7
1.98

8
3.69

9
89c

Talking Phone Bank
10
2.69

11 Dial-Ringing Phones! Adult Size! Talk Person to Person!
7.95 up
Set of 2

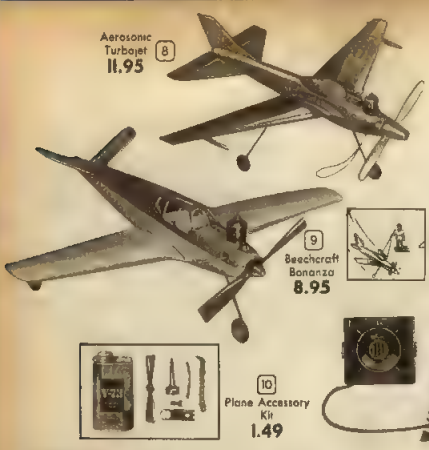
Action-Packed Phones and Banks!

12
89c

95c
13

14
1.79

15
89c



JET-AGE INSPIRES ALDENS NEW FLYING ACTION TOYS!

8. TURBOJET—you've seen Arthur Godfrey fly it! You've seen it at Disneyland! Spectacular, sweptwing jet design. Trigger-fast action starts with exclusive automatic recoil engine starter. New three-bladed prop. Band wings double—they snap back for action. Thrills for beginner or expert. All assembled, ready to race. Of 2-tone Duraflex plastic. Pre-run, pre-tested engines.
35 Y 6474E—14x13x5-in. Postpaid . . 11.95

9. BEECHCRAFT BONANZA—fully assembled, flying model with thrilling miniature 1-cylinder internal combustion engine. Turns over at least 17,500 RPMs. Duraflex plastic that will fly "forever"! V-tail design, clean sports plane lines. Flight controlled. Pull cord starter. Pre-tested engines!
35 Y 6475E—14x13x5-in. Postpaid **8.95**

10. ACCESSORY KIT—for operating, maintaining any miniature engine or engine-powered model. Contains: ½ pint V 73 fuel (NY Fire Dept Certified), Funnel, propeller, emblem, fuel tube, start wire, multi-purpose adj wrench
35 Y 6477—Complete Kit. Postpaid. **1.49**

11. ELECTRONIC JET CADET HELMET. Replica of actual U. S. Air-Force helmet. Sturdy high-impact plastic will fit any size head. Battery operated with built-in microphone, loud-speaker. Pilot can talk to his pals at "airport" or "control tower" just as real jet pilots do!
35Y6490—Batteries incl. 2 lb. 8 oz **5.95**

12. HILLER'S FANTASTIC FLYING PLATFORM. Flies up or down or hovers at your slightest command. Miniature internal combustion engine operates the platform on the military's new "ducted fan" principal. Throttle muffler makes it sound just like a real platform. A quick vertical takeoff every time with the automatic recoil cable starter. Individual size is 7¼x7-inches. Battery operated—batteries included. This is a gift that any boy will really enjoy—it's nationally advertised in Life magazine and on television broadcasts the country over. Comes ready to fly with Wenmac .049 glow-plug engine, throttle muffler, automatic starting, speed control, propeller, etc.
35 Y 6476E—Postpaid **12.95**

13. DAWN PATROL KIT—Navy Air Power includes the Douglas Skyhawk A4D, the smallest and lightest U.S. jet combat plane ever built! the indispensable HO45-2 Navy Helicopter, Martin Seamaster Navy's munelayer and photo-reconnaissance aircraft! High impact plastic.
35 Y 6468—Swivel bases and cement. Ship. wt. 1 lb... **2.79**

SHOWN AT RIGHT: Hobby toys for woodburning, leathercraft, metal casting, home movies—delight all ages!

1. BIGGEST! 79-PC. Woodburning set. Makes letter holder, serving tray, memo box, tie rack. Includes electric pen, 7 points, 12 plaques, bookmarks, comb case, 2 pkgs. color foil, transfer sheet, 8 send drawing cards, 4 cans colored sand, glue, brush, 4 coasters, 3 bills, tempera.
35 Y 6465—115 V, AC-DC. UL appr. pen. Instructions. 6 lb. 12 oz.. **9.98**
89-PC. DELUXE Woodburning combination set. Air cooled electric pen, 6 points, 6 plaques, 2 metal tapping plaques, hammer, tool, nails, 4 rolls colored leaf foil, transfer sheet, 8-color palette, brush, 3 bottles tempera, 4 cans colored sand, glue, brush, sandpaper, etc.
35 Y 6467—115 V, AC-DC. UL appr. pen. Instructions. 5 lb. 4 oz... **6.49**
BETTER Woodburning Set—as above with 9 smaller wood plaques
35 Y 6452—8 pictures, pen has 5 points. Ship. wt. 4 lb. 3 oz . . . 4.79
35 Y 6451—THRIFT Woodburning Set with 8 plaques, 3 pts. 1 lb.14.oz. 2.89
35 Y 6450—BEGINNERS 23-pc. Woodburning Set. 1 point. 1 lb. 5 oz. 1.89
35 Y 6466—PROFESSIONAL 15-pc. Set—4 points, foil, etc. 13 oz.... 1.75
35 Y 6453—10 BASSWOOD Plaques—use with all sets. Wt. 12 oz... 1.49
2. ELECTRIC LEATHERCRAFT Set—combination of leather, tooling and burning! Contains electric pen, top-grain leather for pencil case, change purse, comb case, keychain purse, identification tag, bookmark, 4 coasters, foil pad, transfer sheet, plastic lacing.
35 Y 6460—Instructions. UL approved. Ship. wt. 1 lb. 8 oz..... 3.49
3. DELUXE METAL CASTING Set. 3 casting molds, 3 figures to each mold, electric oven, ladle, cord, pair handles, clamp, 24 pigs of casting metal, 4 bottles paint, brush, candle for smoking molds
35 Y 6454—2¼-in. figures. Instructions. Ship. wt. 8 lb..... 6.98
ECONOMY METAL CASTING Set. One 3-figure mold, sub-machine gun with soldier. 2 riflemen, ladle, stand, 12 pigs, paint, candle.
35 Y 6455—2¼-in. figures. Instructions. Ship. wt. 4 lb. 2 oz..... 3.98
35 Y 6456—Extra casting molds. Soldiers. Wt. 2 lb. 8 oz..... 1.79
4. TELE-VIEW PROJECTOR Set. Sturdy Red plastic, 1¾-in. diam. film disc, 8-W lamp, 6 ft. cord, screen
35 Y 6500—110-120 V, AC-DC Wt 1 lb. 8 oz. **2.69**

BLACK AND WHITE FILM ALBUMS—2 frames to each story.
35 Y 6501—Set: Jingle Bells, Snow White, 2 others. Wt. 3 oz.. . . . **89c**
35 Y 6502—Set: Jack-Jill, 3 Little Pigs, 2 others. Wt. 3 oz **89c**
35 Y 6503—Set: Tom Thumb, Robinson Crusoe, 2 others. Wt. 3 oz.... **89c**
5. TELE-JECTOR—everything for a 2-hour show! Projector, Screen, film! Sliding door for quick film threading, easy-focus tube, simple crank operation. Ventilated, high impact plastic case prevents over heating. Easel-backed "stage" screen. Bulb, cord, incl. UL appr. 110 v, AC-DC. 2 hour, 5-story reel includes No. 1: Ugly Duckling, Snow White, Jingle Bells, 3 Little Pigs and Red Riding Hood. Projector, 7x9-in.
35 Y 6507—Shipping weight 1 pound, 12 ounces. **4.49**
BLACK/WHITE 5-STORY REELS. No. 2. Robinson Crusoe, Jack and Jill, Tom Thumb, Owl and Pussycat, House that Jack Built. No. 3. Rip Van Winkle, 3 Bears, Nursery Rhymes, 3 Little Kittens, Old Woman in Shoe. No. 4. Old MacDonald, Lion and Mouse, Mother Hubbard, Tortoise and Hare. No. 5: Fun in Books. No. 6: Suspense, Jack Horner, Boy Blue, Mary's Little Lamb, Farmer in Dell. No. 8. Cinderella, Sleeping Beauty, King Midas, Noah's Ark, Pied Piper. No. 7: Pinocchio, Aladdin, Jack-and-Beanstalk, Sinbad, and King Cole. State choice by Number.
35 Y 6506—Shipping weight each 3 ounces. **Each 79c, 3 for**.....**1.98**
6. 8 MM MOVIE PROJECTOR. Operates on 2 standard flashlight batteries. Heavy steel, Gray finish. Takes 100 or 200 foot reels.
353 Y 5545—Film, batteries, screen incl. Wt. 4 lb. 8 oz..... **4.98**
FILM, for above! Mutt-Jeff, Silly Symphony, Bonzo the Pup, Charlie McCarthy, Our Gang, Joe E. Brown, Tom Mix, Rin Tin Tin, Lone Ranger.
353 Y 5546—100 ft. film. State subject. Black/White. 7 oz. . . . **2.48**
7. RADAR ROCKET CANNON launches flying rocket plane, works electronically! Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically, picks up "beep" signals. Communication center with regulation microphone and head set. Spotter talks with radar operator. Telegraph key for code signals.
35 Y 8541—Code signal diagram. Batteries included. Wt. 3 lb. . . **6.95**

Attention, Navy Flight Men!

[1] Giant Three-Foot Aircraft Carrier **4.49**

Shoot Rockets

Fire Cannon

Drop Bomb

[2] Four Trucks **6.95** Interchangeable cabs, trailers

Detach cabs, trailers stand on retractible parking wheels

Push friction motors keep 'em going!

[3] **2.69**

[6] **4.98**

Turns automatically!

[4] **1.98**

[7] **7.49**

Shoots stream of water

[5] **1.98**

[8] **4.98**

Budget Power... like having an extra month's pay at Christmas

Ⓐ 6.49

Ⓑ 7.95

Road Kings--Ready to Roll!

Ⓐ LIGHT FLASHES, hand-crank siren wails! Easy-steering fire truck of heavy gauge enameled steel; 4-in. wheels, rubber tires. 31x9x12 in. high. Uses "D" battery (sold on P. 239).
R35 JP 5502. Mailable. (16 lbs.). 6.49

Ⓑ HE'LL CARRY PASSENGER, lots of toys with gondola. Sit on cab, steer with bar. Both of heavy gauge steel with 3-in. wheels, rubber tires. 50 in. long, 10 in. high, together. (19 lbs.)
R35 JP 5539 Mailable ..2 pcs 7.95

Ⓒ 2 TRUCKS. He'll be the milkman and grocery man! Back doors on 10 inch steel milk truck open wide; 12-in steel grocery truck carries 12 miniature famous brand "products."
35 J 5734 Shpg. wt. 4 lbs. .Set 1.98

Ⓓ 3 STEEL TRUCKS. 20-in. fire engine has swiveling 30-in. ladder with hoist. 17-in. auto transport with detachable upper tier, three 4-in. cars. 10-in. lever-action dump truck.
R35 JP 5733 Mailable. (8 lb) Set 3.98

Ⓒ Both For 1.98

Ⓓ 3 for 3.98

ITEMS 1 THROUGH 8 ON FACING PAGE

1 GIANT 3-FT CARRIER. Turn crank, lift raises plastic planes from hold to flight deck, planes shoot safe missiles. Detailed lithographed steel, rolls on wheels 15 in. high.
R35 JP 5725. Mailable. (5 lbs.)..4.49

2 FOUR 15-IN. STEEL TRUCKS. Cattle truck and grain hauler have working tailgates. Log truck (with logs) has pivoting rear wheels. Doors open on realistically detailed moving van.
R35 JP 5717 Mail (8 lbs.) Set 6.95

3 STEER "I-H" TRUCK by pushing right or left—wheels turn automatically! Scale replica of International Harvester pick-up. Heavy steel, rubber-tired wheels. 13 in. long.
35 J 5716. Shpg wt. 3 lbs. 8 oz 2.69

4 COCA COLA TRUCK. Accurately detailed replica carries 9 removable cases of "coke"—metal hand truck for deliveries. Steel body, rubber wheels. 13 inches long. (2 lbs. 15 oz.)
35 J 5738..... 1.98

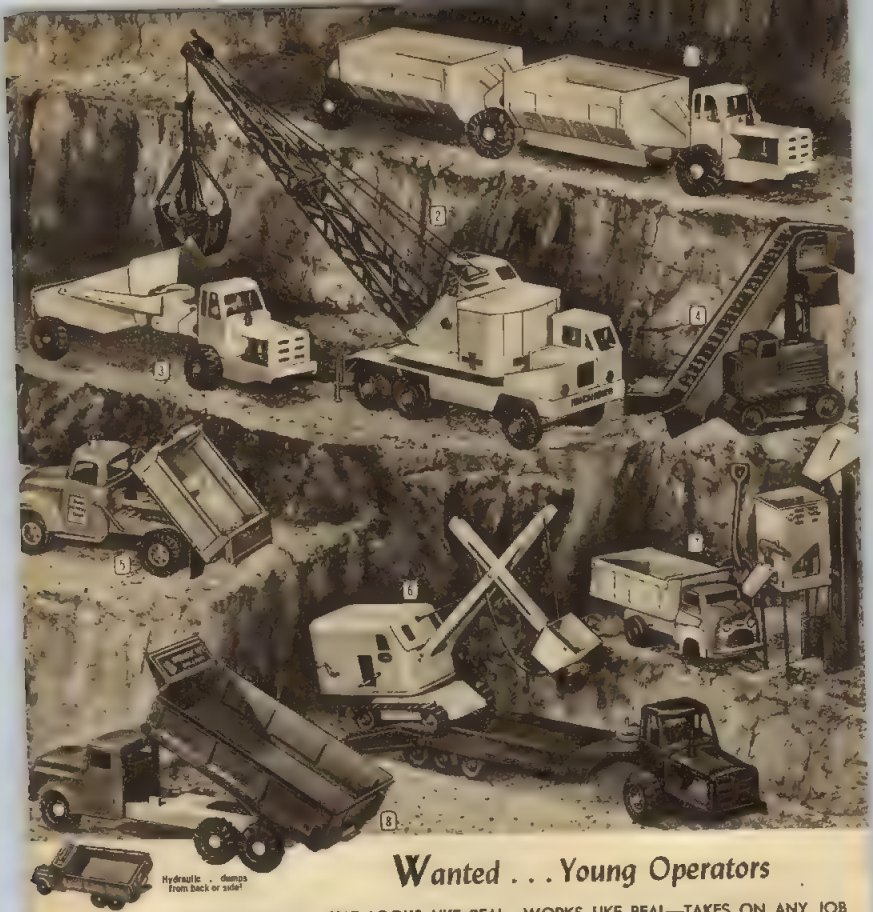
5 ARMY TRUCK, CANNON, 5 soldiers. Steel truck has removable tarpaulin, plastic wheels; 14 in. long. 9-in. cannon fires 5 safe missiles. 8 plastic soldiers using different weapons.
35 J 5724. (2 lbs. 11 oz.)....Set 1.98

6 REALISTIC 19-IN FIRE engine. Ladder extends to nearly 3 ft.—swivels 180°, raises, lowers at turn of wheel! Friction motor in detachable truck. Steel; rubber-tire wheels.
35 J 5713. Shpg. wt. 3 lbs.....4.98

7 FIRE ENGINE SHOOTS WATER. Connect garden hose to miniature hydrant, hydrant to truck. Valve on hydrant controls pressure. 10-in. ladder. Heavy gauge steel, 17 in. long.
R35 JP 5714 Mail (7 lbs.).....7.49

8 NAVY JEEP, SEARCHLIGHT trailer total 27 in. long. Powerful light tilts, turns 360°. Raise, lower hood, windshield. Heavy-gauge steel. (takes 2 "D" batteries, sold on p. 239).
R35 JP 5715. Mail. (6 lbs.).....4.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy



Hydraulic . . dumps from back or side!

Wanted . . . Young Operators

FOR EQUIPMENT THAT LOOKS LIKE REAL—WORKS LIKE REAL—TAKES ON ANY JOB

[1] DUAL EARTH MOVER. Load both hoppers, haul to desired spot, push lever—bottoms open automatically to empty load like real earth mover. Realistic "motor" under hood. Heavy gauge steel, Orange baked enamel finish, 3-in. rubber wheels 1 in. thick. 6x6x39 in. long
R35 JP 5528. Mail. (6 lb.) 5.49

[2] NY-LINT MICHIGAN shovel -authentic replica of famous shovel. Takes big bite of earth, dumps automatically. 23-in. boom raises, lowers, turns 360° Front wheels turn, back wheels have complete floating action. Heavy steel, rubber wheels. 8x17 in. long. Mail
R35 JP 5547. (14 lbs.) . . . 8.95

[3] EARTH MOVER Turn winch, removable back section tips, back gate opens as earth dumps. Finely detailed plastic "motor," rubber exhaust stack. 7x20-inches long, 6-inch high heavy gauge steel body with Orange baked enamel finish. Thick rubber tires Mailable.
R35 JP 5518. (8 lbs.) . . . 2.69

[4] ELECTRIC CONVEYOR carries dirt or gravel up the treaded ramp into truck (not included). Made of heavy gauge steel with Red and Green baked enamel finish. Rubber conveyor hoist and tractor treads. 14x10 in. high. Requires 2 "D" batteries, (sold on pg. 239). Mail.
R35 JP 5531. (4 lbs.) 3.49

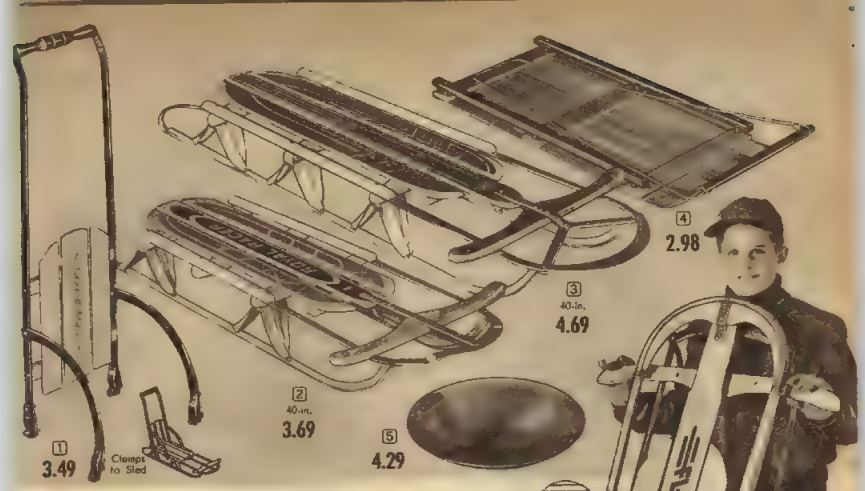
[5] HYDRAULIC DUMP truck has real hydraulic dump unit—accurate replica of State highway road trucks; tail gate swings free as truck dumps, side panels open. Heavy gauge steel with Orange enamel finish; 6x13x5 in. high. Rubber wheels.
35 J 5523 (4 lbs. 10 oz.) . . . 4.98

[6] STEAM SHOVEL and hauler 3-control action toy digs, dumps. Boom raises, lowers, swivels 360°. Ratchet winch pulls shovel onto hauler, ramp retracts onto platform. 6x28x8 in. high, shovel 19x6 in. high. All steel. (11 lbs.)
R35 JP 5529. Mailable. . . . 3.98

[7] SAND LOADER, TRUCK. Turn crank, bucket scoops sand into hopper, gate releases sand through chute into truck. 11 in truck dumps through tail-gate as bed is raised. Loader 8x11 in. high. Steel, rubber tire wheels. 5-in. shovel incl.
35 J 5527 (4 lbs.) 1.69

[8] 2-WAY HYDRAULIC dump truck. Load can be dumped through side or tail gate—two real hydraulic cylinders tip bed to the back or side. Red baked enamel finish on heavy gauge steel 6x8x24 inches long. Deep-tread rubber tires. Mail.
R35 JP 5530. (10 lbs.) 6.79

Budget Power can make it the best Christmas ever at your house



Make Way for the Speed Kings

[1] SLED HANDLE converts any conventional sled to a pusher. Arm rests keep baby, groceries from falling. 31 in. high; wood handles, steel braces.
R36 JP 3294 Mailable. (6 lbs.)....3.49

[2] EASY STEERING "ROYAL RACER." Grooved steel runners curled at the ends for safety; hardwood deck. Priced low to fit any budget! Mailable.
R35 JP 3291 40-in. 4 knees (8 lb.)...3.69
E35 JP 3292. 45-in. 4 knees (10 lbs.) . 4.69
E35 JP 3293. 54-in. 6 knees (13 lbs.).. 5.89

[3] SILVER STREAK has "Y" steering for lightning response! Steel safety runners, Red, Blue and Natural hardwood deck. "Silver" metal parts. Mailable.
R35 JP 3287 40-in. 4 knees (10 lb) .4.69
E35 JP 3288. 45-in. 4 knees (11 lb)....5.69
E35 JP 3289. 52-in. 6 knees (13 lb)....6.69
E35 JP 3290. 58-in. 6 knees (14 lb)....7.49

[4] SNOBOGGAN skims over deep snow fast as the wind! Made of steam-bent hardwood, beautifully lacquered; oak rails. Pull cord (6 lb.)
R38 JP 3298. 14x35 in. long. Mail..2.98

[5] SNOFLAKE DISC needs little snow—scoot down hills in this flying saucer, steer with your body. 27-in. enameled heavy gauge steel disc; turned edges, braking studs. Web handles.
E35 JP 3299 Mailable. (11 lbs.)...4.29

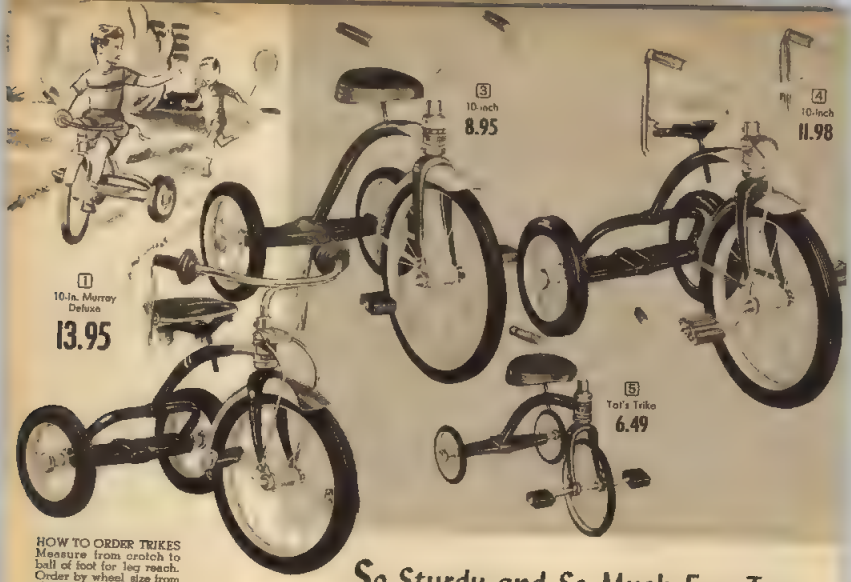
[6] SPRING-TOP "Fleetwing Flash." 4 coil springs between runners and deck take shock out of belly flopping, smooth your ride on rough terrain. Sharp, quick steering; reinforced metal front. Grooved steel safety runners, hardwood deck. Mailable.
R35 JP 3285. 47-in. 4 knees (15 lb). 9.95
E35 JP 3286 51-in. 4 knees (17 lb) .10.95

TOT'S WAGON has bright steel handrails on enameled steel body
Red on the inside, White with Red circus designs on the outside. Body measures 11x2x21 in. long. 3-in wheels, ¾-in. rubber tires. Mailable.
R35 JP 3114. Shpg. wt. 10 lbs....3.89

BIG RADIO FLYER. Solid heavy-gauge steel body is 16x5x34 inches long
Red baked enamel finish, White trim. Gray wheels. 10-inch double-disc wheels mounted on graphite lifetime bearings, 1¾-inch semi-pneumatic rubber tires.
E35 JP 3131 Mailable. (36 lbs.) ...8.95

RADIO RANCHER. Sides off for coasting, on for hauling. Arrange sides different ways for different jobs. Body 36 in. long, 17x9 in. high with sides on.
Heavy gauge steel body, sides; Red and grey enamel finish. 10-in double-disc wheels, graphite bearings, 1¾-in. semi-pneumatic tires.
E35 JP 3140. Mailable Shpg. wt 40 lbs. 12.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy



HOW TO ORDER TRIKES
Measure from crotch to ball of foot for leg reach. Order by wheel size from chart below

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in
12 inch	17½ to 19 in.
16 inch	19½ to 21 in.
20 inch	21½ to 23 in.

So Sturdy and So Much Fun Too

(1) DELUXE MURRAY TRICYCLES. Exceptionally strong, for years of wear. All strain points on 1¼-in. tube steel frame doubly welded. Chrome handle bars, double spring saddle adjust. Ball bearing wheels, 1¾ in semi-pneumatic tires. 5-in. wide step-plate; rubber pedals Maroon/White baked enamel. See "How to Order" above.
H35 JP 3250. Mailable. 10-in (25 lbs.) . . . 13.95
E35 JP 3251. Mailable. 12-in. (26 lbs.) 14.95
E35 JP 3252. Mailable. 16-in (30 lbs.) 16.49
E35 JP 3253. Mailable. 20-in. (36 lbs.) 17.95

(2) DRAGNET POLICE CAR. Speak thru microphone which hooks on dashboard—voice booms over loud-speaker. Hold mike near speaker, send code signal with button. Heavy steel; adj. pedals, pedal hub caps. 8-in. diam. wheels, rubber tires. Black and White Dragnet emblem on side. 16x36 inches long. 6V battery included. Shipping weight 32 lbs.
E35 JP 3192. Mailable. 18.95

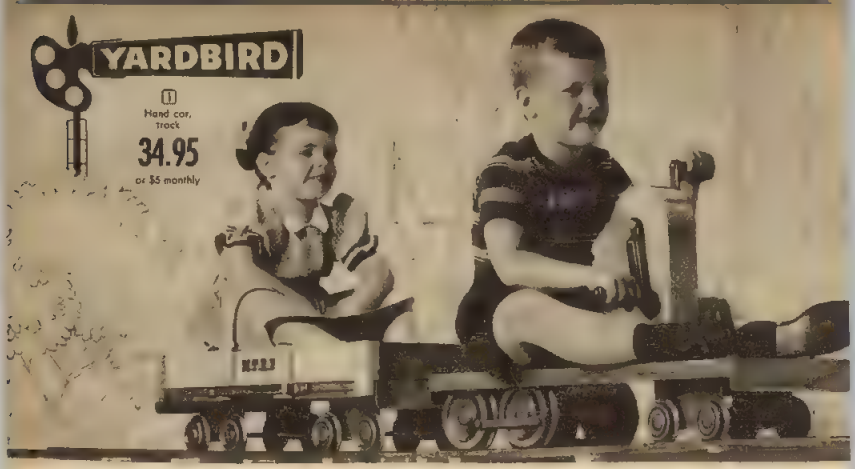
(3) GOOD MURRAY TRIKES, built for rugged wear. 1¼-in. tube steel frame, brazed joints. Ball bearing front, sleeve bearing rear wheels. 1¾-in semi pneumatic tires, rubber pedals. Adj. saddle, handle bars Red and White baked enamel. See "How to Order" at left. Mailable.
R35 JP 3264 10-in (20 lbs.). 8.95
E35 JP 3265 12-in (23 lbs.). 9.95
E35 JP 3266. 16-in (25 lbs.). . .11.49

(4) BETTER MURRAY TRIKES, durably reinforced at strain points. 1¼-in tube steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. semi pneumatic tires; vinyl pedals. Adj. double spring vinyl plastic saddle, handle bars. Blue and Red baked enamel finish. See "How to Order" at left. Mailable.
E35 JP 3254. 10-in. (25 lbs.).11.98
E35 JP 3255. 12-in. (28 lbs.)....12.98
E35 JP 3256. 16-in. (30 lbs.) 13.98

(5) TOTS' 10-IN. MURRAY economy trike is just the thing for little beginners. Handlebars and seat are fully adjustable; trike "grows" with the child. Strong 1¼-in. tubular steel frame; ball-bearing front, sleeve-bearing rear wheels. ⅜-in. solid rubber tires. Red and White baked enamel finish; Red vinyl plastic handle grips. Mailable.
R35 JP 3267. (15 lbs.).....6.49

(6) "BOBBIN," the Rockin' Roller. Junior "cowpokes" delight in the gentle, realistic rocking motion as they pedal "Bobbin" merrily along. Sturdy plywood horse steers easily from handle bar, bobs back and forth as it goes forward for an exciting double-action ride. All-steel chassis and wheels. Rubber tires; 8-in. front, 6-in. rear wheels. Approx. 29 by 28 in high overall. Mailable.
E35 JP 3178. (25 lbs.).....17.95

Budget Power can make it the best Christmas ever at your house



2 Gasoline Locomotive **189.00** or $13 monthly

Use track and accessories with items 1 or 2

Now, A Train For Your Own Yard!

1 CLIMB ABOARD THE YARDBIRD—turn hand cranks, chain drive propels blue steel car around track. 11x35 in. long. 8 flanged cast iron wheels. 40 ft. flexible iron track with oak ties incl. Set up in back yard or basement; easy to assemble, instr incl. Extra cars, track and accessories sold below.
B35 JP 3150M Shipped freight or express. (82 lbs.) 34.95

2 BIG GASOLINE LOCOMOTIVE easily pulls 2 cars (sold below) fully loaded. Fast enough for plenty of railroading thrills but not too fast for safety. 1¾ h p 4-cycle Clinton engine, recoil starter, V-belt drive. Steel frame. Red and Silver reinforced fiberglass body. Safety throttle—let go, train stops; horn, headlight. Runs on track (not included) sold below. Shipped promptly by freight from factory in Rosemorne, Ohio.
L35 J 3159. Locomotive only. 20x19x45 in. long. (90 lbs.) 189.00

20 FT. OF TRACK. 4 sections—lay it straight or curved.
B35 JP 3151M. Shpd. freight or express. Shpg. wt. 25 lbs. 9.49
E35 JP 3153M **Right-hand Switch** 90 in. long. Mailable. (27 lbs.) 12.98
E35 JP 3154M **Left-hand Switch** 90 in. long. Mailable. (27 lbs.) 12.98
R35 JP 3155M **90° Crossing** 14½x29½ in. Mailable (10 lbs.) 8.49
H35 JP 3152M **Trailer Car** 27 in. long steel. Mailable. (25 lbs.) 12.95
R39 JP 3157M. **Stake Body.** Wood, fits trailer car above. Mail. (3 lbs.) 3.49

Imperial Model **7.49**

Ball Bearing Rex "100" **6.95**

26 in. Radio Super **5.69**

IMPERIAL SCOOTER. Enameled steel, 10-in. wheels, 1¾ in. semi-pneumatic rubber tires. graphite bearings. 34x38 in. long.
R35 JP 3166. Mail. (20 lbs.) 7.49
Smaller. 33 in. long, 30 in. high
R35 JP 3167 Mailable. (15 lbs.) 3.49

REX "100." Enameled heavy gauge steel body 16x4x34 in. 8-in. wheels have 1¾-in. pneumatic rubber tires deep treads; easy-roll ball bearings. (32 lbs.)
E35 JP 3164. Mailable. 6.95

RADIO SUPER, sized for smaller jobs. 13x4x28 in. long.
Heavy enameled steel body, 7 in. graphite bearings, wheels 1¾-in. semi-pneumatic rubber tires. (20 lbs.)
R35 JP 3160. Mailable. 5.69

Budget Power... like having an extra month's pay at Christmas

IT'S NEW!! ORIGINAL! INTRIGUING! PRACTICAL! LOVELY!

THE MOST BEAUTIFUL DOLL

STYLE #1000

GIGI'S CAROUSEL WARDROBE

BEAUTIFULLY made of clear transparent plastic. Revolving center wardrobe in three sections. Doll is fully supported. All garments hung on individual hangers. Third section has shelf for hats. Another for boots, shoes, etc. Middle shelf holds two clear plastic drawers for all doll accessories.

Each CAROUSEL WARDROBE is individually packed in a handsomely finished 200# corrugated carton.

Style #1000—Contents: One 8" New GIGI WALKING doll with Vinyl Head, Rooted Hair. Four complete costumes. Panties, shoes, sox, comb, brush, mirror, curlers, hangers, eye glasses, etc., etc.

Visit Our Modern Daylight Plant

RETAIL **$9.95**

A & H DOLL MFG. CORP. 43-12 50th STREET WOODSIDE 77, N. Y. Tel.: NEwtown 9-9464

GIGI DELUXE COSTUMES

DeLuxe Outfits ONLY. .$1.98 — GIGI de Luxe (Plastic Head) dressed—$2.98 —
New GIGI (Vinyl Head) dressed. .$3.98

ITALIAN

CZECH

IRISH

DUTCH

FRENCH

ENGLISH

GREEK

POLISH

MEXICAN

SPANISH

ISRAELI

SWEDISH

A & H DOLL MFG. CORP.

TERRIFIC! OUTSTANDING! REVOLUTIONARY! NOVEL!!

ARDROBE IN THE WORLD

LIL' SISTER'S CAROUSEL WARDROBE

STYLE #1001

BEAUTIFULLY made of clear transparent plastic. Revolving center wardrobe in three sections. Doll is fully supported. All garments hung on individual hangers. Third section has shelf for hats. Another for boots, shoes, etc. Middle shelf holds two clear plastic drawers for all doll accessories.

Each CAROUSEL WARDROBE is individually packed in a handsomely finished 200# corrugated carton.

Style #1001—Contents: One LIL SISTER All Vinyl 8" Drink & Wet Doll with Moving Eyes. Four Complete outfits. Quilted Blanket, Foam Pillow, Diapers, Bonnets, Booties, Rattle, etc., etc.

RETAIL $9.95

SHOWROOM: 200 FIFTH AVENUE, NEW YORK CITY - ROOM 207 - Tel: ALgonquin 5-5917

Design & Pat. Pending

#1010 – 98¢
QUILTED ROBE

#1011 – 98¢
ZIPPERED - SLEEPER

#1012 – 98¢
DIMITY DRESS & PANTIES

#1013 – 98¢
SUN SUIT & BIB

#1014 - 98¢
COTTON PAJAMAS

ADORABLE OUTFITS FOR GIGI'S LIL' SISTER

Exquisitely Styled — Beautiful Details
Fine Workmanship
Retail Price for Costume Only

#1515 – 98¢
LACE TRIMMED DRESS

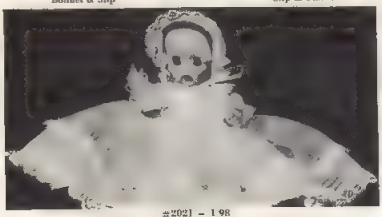
#1516 – 1.49
Nylon Dress, Bonnet, Slip and Panties

#1517 – 1.49
Dotted Swiss Dress, Panties, Bonnet & Slip

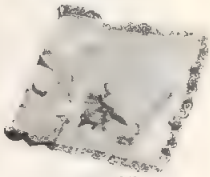
#1518 – 1.49
Pleated Yoke Dress, Slip & Panties

#1519 – 1.49
Nylon Swiss Dress, Bonnet, Slip & Panties

#1520 – 1.49
Quilted-Zippered Bunting



#2021 – 1.98
Exquisite White Organdy Christening Dress, Matching Petticoat, Bonnet and Panties



#1522 – 1.49
Satin Trimmed Quilted Cover & Foam Pillow

GIGI'S LIL' SISTER

$2.49

Style #250
8" Fully Jointed
VINYL BABY DOLL
with Diaper & Bottle
Moving Eyes
Drinks - Wets - Coos - Sits
Stands - Sleeps
Winks

THE NEW GIGI with Vinyl Head

Rooted Hair
Moving Eyes
Walks - Sits - Stands
Sleeps - Winks
with panties, shoes & sox

PONY #600
CHIGNON #601
SHORT BOB #602
$1.98

A & H DOLL MFG. CORP.

GIGI DELUXE COSTUMES

DeLuxe Outfits ONLY. .$1.98 — GIGI de Luxe (Plastic Head) dressed—$2.98 —
New GIGI (Vinyl Head) dressed. .$3.98

ITALIAN

CZECH

IRISH

DUTCH

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Style #1000—Contents: One 8" New GIGI WALKING doll with Vinyl Head, Rooted Hair. Four complete costumes. Panties, shoes, sox, comb, brush, mirror, curlers, hangers, eye glasses, etc., etc.

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STYLE #1001

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RETAIL $9.95

SHOWROOM: 200 FIFTH AVENUE, NEW YORK CITY - ROOM 207 - Tel: ALgonquin 5-5917

Design & Pat. Pending

#1010 – 98¢
QUILTED ROBE

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ZIPPERED - SLEEPER

#1012 – 98¢
DIMITY DRESS & PANTIES

#1013 – 98¢
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#1014 - 98¢
COTTON PAJAMAS

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Fine Workmanship
Retail Price for Costume Only

#1515 – 98¢
LACE TRIMMED DRESS

#1516 – 1.49
Nylon Dress, Bonnet, Slip and Panties

#1517 – 1.49
Dotted Swiss Dress, Panties, Bonnet & Slip

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Pleated Yoke Dress, Slip & Panties

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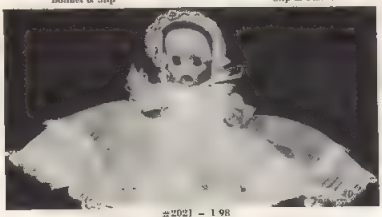
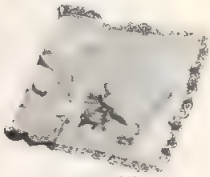
Nylon Swiss Dress, Bonnet, Slip & Panties

#1520 – 1.49
Quilted-Zippered Bunting



#2021 – 1.98
Exquisite White Organdy Christening Dress, Matching Petticoat, Bonnet and Panties



#1522 – 1.49
Satin Trimmed Quilted Cover & Foam Pillow

GIGI'S LIL' SISTER

$2.49

Style #250
8" Fully Jointed
VINYL BABY DOLL
with Diaper & Bottle
Moving Eyes
Drinks - Wets - Coos - Sits
Stands - Sleeps
Winks

THE NEW GIGI with Vinyl Head

Rooted Hair
Moving Eyes
Walks - Sits - Stands
Sleeps - Winks
with panties, shoes & sox

PONY #600
CHIGNON #601
SHORT BOB #602
$1.98

A & H DOLL MFG. CORP.

Visit the AMF Wheel-O-Rama
Suite 814,
Fifth Avenue Building, N. Y.
to see

the AMF wheel goods line for 1956

See bold new styling . . .
giant mechanical advances
. . . new sales-making
features in
America's top line.

A

B

C

D

E

F

AMF ROADMASTER BICYCLES

AMF Junior TOYKES & BIKES

AMF CARS TRACTORS WAGONS

AMF SHELBY BICYCLES

AMF HERCULES BICYCLES

G

H

I

J

K

L

M

N

G **New AMF Roadmaster Luxury Liner**... more sales appeal with new 2-speed gears.

H **New AMF Roadmaster Silver Streak** ...de luxe features at a competitive price.

I **New AMF Roadmaster Pleasure Liner**... top quality in the medium-price field.

J **New AMF Roadmaster Jet Pilot**... unmatched value in a quality bike.

K **New AMF Junior Rocketrike**... nothing else matches it in design, value.

L **New AMF Junior Rocket Pedal Bike** ...smooth styling, smooth riding.

M **New AMF Junior Roadmaster**... styling and utility in a beautiful convertible sidewalk bike.

N **New AMF Junior Sulky Trike**... racy Hambletonian styling ...has real whip!

AMF

ves you more new values
d more new sales appeal
America's most complete line

O **New AMF Super Jet Convertible**.. 2 speeds and smart design mean quick sales.

P **New AMF 2-Speed DeLuxe Tractor** . more realism than ever in this top seller

Q **New AMF Road King Wagon**... all heavy-gauge steel for extra strength

R **New AMF DeLuxe Walker-Stroller**... most versatile kiddie carrier made ...folds in one motion.

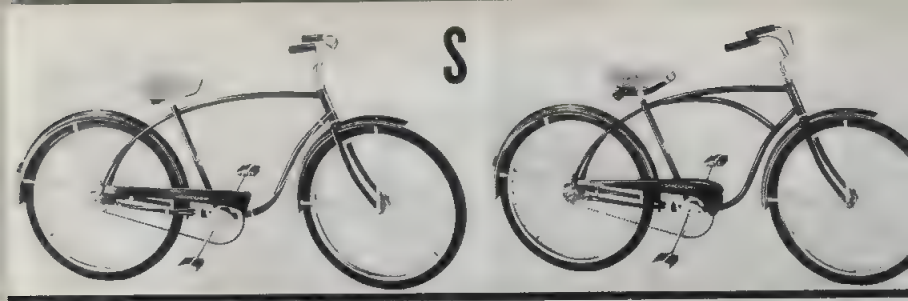
O

P

Q

R

MORE IN THE NEXT ROOM...

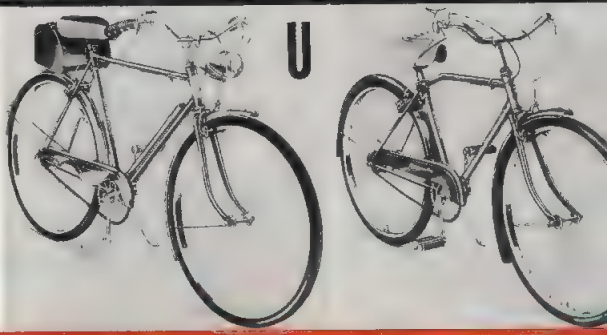


S **New AMF Shelby Flying Cloud** ...2-speed gears in a top-value middleweight give added sales appeal.

T **New AMF Shelby Promotional** ...a sturdy, solid value with smart saddle, middleweight tires.

U **English-Built Royal Prince.** ..all the top features of the great Hercules lightweight line.

V **English-Built Shelby Traveler...** another top-rated lightweight made by Hercules.



AMF the big line in wheel goods will make big profits for you in 1956

There's more profit for you in this big line because AMF has more value to offer. New production economy, new quality control, new sales-making features mean top dollar for you. Back this up with consumer advertising and promotion that reaches up to 10,000,000 prospects every month and you've got consistent sales! For more information on AMF wheel goods and the profit you want, see us at the AMF Wheel-O-Rama showroom or write address below.

AMF HERCULES BICYCLES

AMF SHELBY BICYCLES

AMF CARS · TRACTORS WAGONS

AMF Junior TRIKES & BIKES

AMF ROADMASTER BICYCLES

AMF WHEEL GOODS • AMF Building • 261 Madison Avenue, New York 16, N.Y.

DOLLS
VIRGA BREEZ-AWAY

Breez-away Cases

High styled personalized simulated leather cases, each fitted with an 8" dressed doll and extra wardrobes. Comes in four styles: Bride Kit, Nurse Kit, School Days and Cruise Kit.

	Each
No. 248	$5.00

Twelve in a carton.

DOLL CLOTHES
VIRGA

Assorted costumes fit all 8" Dolls.

	Each
No. 299J-1-2-4	$1.00

Thirty-six in a carton.

Display Your

TOYS

Open display tables are one of the best means of sales promotion. The open display rack, with its neatly arranged merchandise, plainly priced, catches the eye of the purchaser, and practically makes the sales itself.

DOLLS
AMERICAN CHARACTER

Tiny Tears Model in Carrying Trunk, with Wig

The new doll that cries real tears. Feed her—she wets; place a pacifer in her mouth and squeeze her gently and, as she weeps big wet tears you can hear her cry. Also blows bubbles and can be bathed.

Molded of rubber and fully jointed. Plastic head with wig. Sleeping eyes with long lashes. Doll dressed in knitted rayon panties and shirt. Layette consists of lace trimmed organdy dress and bonnet, bathrobe, slip, shoes and socks. Accessories consist of packet of Kleenex tissues, extra diaper, sponge, soap, wash cloth, wooden clothespins, pacifier, bottle and nipple, bubble pipe and instruction booklet.

Complete with blue-grained trunk with plastic handle, metal hinges and lock.

Nos.	202-TT4	203-TT5	204-TT6
Height, in.	11½	13½	16
Each	$9.98	11.98	14.98

Tiny Tears Model in Gift Box, without Wig

Nos.	201-TT2	202TT3
Height, in.	13½	16
Each	$7.98	9.98

Twelve in a carton.

Tiny Tears Model in Doll Box

Cries real tears. Wets and can be bathed. Molded of rubber and fully jointed. Plastic head with molded hair. Sleeping eyes with lashes.

Dressed in a print pajama. Accessories include bottle and nipple, bubble pipe, soap, wash cloth, sponge, booties, packet of Kleenex, pacifier and instruction booklet.

Complete with doll box.

	Each
No. 200-TT1 11½ in. tall; wt. each 1½ lbs.	$5.98

Twelve in a carton.

DOLLS
AMERICAN CHARACTER

Sweet Sue Coat and Hat Model

Fully jointed; rooted, washable Saran hair on plastic head; blue and white checked fitted coat; red velvet trim; white collar and ruffs; straw bonnet and hand bag; taffeta dress, shoes and socks.

Nos.	216-618
Height, in.	18
Each	$13.98

Twelve in a carton.

Sweet Sue Spring Time Model

Fully jointed; rooted washable Saran hair on plastic head; organdy party dress with yellow polka dot reverse print for yoke and sleeves; lace trimmed; velvet bow trim with rhinestones; full petticoat with nylon dust ruffle; shoes and socks.

Nos.	212–115	213–418	283–425
Height, in.	15	18	25
Each	$8.98	11.98	16.98

Twelve in a carton.

Sweet Sue Co-ed Model

Full jointed; rooted Saran hair; felt skirt with matching print blouse; white taffeta dust ruffle; matching hat and bag.

Nos.	210-215	211-218	244-222	228-23
Height, in.	15	18	22	31
Each	$8.98	11.98	14.98	24.98

Twelve in a carton.

DOLLS

AMERICAN CHARACTER

Sweet Sue Junior Prom Model

Made of durable plastic. Doll walks, sits and stands. Sleeping glass eyes and lashes. Saran hair can be washed, combed, brushed and curled.

A dream formal of white sequinned tulle and satin. A rich white brocaded bodice and filled hip yoke all lace edged and ruffled. Large red velvet bows on heavy white satin underskirt and around waist. Hooped petticoat, fancy panties, white dancing shoes, pearl necklace. Sprays of red roses in her hair.

Nos.	217–815	218–818	221–822
Height, in.	15	18	22
No. in carton	12	12	12
Each	$10.98	12.98	15.98

American Beauty

Gown of white brocaded bodice, tulle skirt. Roses at her waist and flowers scattered through her skirt.

Nos.	223-918	224-925
Height, in.	18	25
No. in carton	12	12
Each	$15.98	21.98

No.	229-931
Height, in.	31
No. in carton	6
Each	$34.98

DOLLS

AMERICAN CHARACTER

Sweet Sue Bride Model

Made of durable plastic. Doll walks, stands and sits. Sleeping glass eyes with lashes. Saran hair can be washed, combed, brushed and curled.

Magnificent bridal gown of nylon lace and heavy white satin. Long sleeved, deep revered bodice and a long pleated overskirt all of nylon lace. White flowers nestle against the camisole top. Complete circle veil of nylon tulle edged in real lace and held in place with flower spray. Full length hooped slip, satin panties, white satin shoes; pearl bracelet completes the outfit.

Nos.	219-1015	220-1018
Height, in.	15	18
Each	$11.98	14.98

No.	225-1022
Height, in.	22
Each	$17.98

Twelve in a carton.

Sweet Sue Birthday Party Model

Made of durable plastic. Doll walks, stands and sits. Sleeping glass eyes with lashes.

Dainty birthday party dress of crisp taffeta with printed pink and blue rosebuds. Trimmed with velvet ribbon and flowers; matching panties. Neckline and little puff sleeves trimmed with Val lace.

In her curled Saran hair nestles a spray of buttercups. With pink knitted socks and white shoes.

No.	209-318
Height, in.	18
Each	$11.98

Twelve in a carton.

DOLLS

AMERICAN CHARACTER

Sweet Sue School Girl Model

Made of durable plastic. Walks, stands and sits. Sleeping eyes with long lashes. Saran hair can be washed, combed, brushed and curled.

Dressed in bold pastel plaid embossed on glazed cotton. Swing skirt edged with Venice lace; matching panties. Two pink roses tucked into fitted bodice, circled with velvet ribbon. Neckline and sleeves trimmed with Val lace. Hair tied with velvet ribbon. Pink knitted socks; white shoes.

Nos.	206–115	207–118
Height, in.	15	18
Each	$7.98	10.98

Nos.	208–125	226–131
Height, in.	25	31
Each	$15.98	24.98

Twelve in a carton.

Sweet Sue Cotillion Model

Made of durable plastic. Doll walks when you hold her hand, turning her head from side to side. Stands and sits. Sleeping glass eyes with lashes. Saran hair can be washed, combed, brushed and curled.

A cloud of pink sparkling with rosebuds and pearls. Tier upon tier of shrimp colored nylon tulle, shirred on a full circular taffeta skirt, topped by a matching color nylon lace bodice and peplum, with imported Val lace. Rose buds and velvet ribbon sash. Tulle ruffled petticoat and panties. Silver slippers. Pearl tiara in hair.

No.	222-725
Height, in.	25
Each	$18.98

Twelve in a carton.

DOLLS
AMERICAN CHARACTER

Sweet Sue Sunday Best Model

Made of durable plastic. Doll walks when you hold her hand, turning her head from side to side. Stands and sits. Sleeping glass eyes with lashes. Saran hair can be washed, combed, brushed and curled.

Magnificent dress of crisp taffeta in shades of peacock or coral. Jumper style with all over embroidered eyelet sleeves and vestee, lace edged. Metallic gold detailed braid on deep hemmed skirt, velvet ribbon and flower trim. Matching panties; floral trimmed straw bonnet; knitted socks; patent leather shoes

Nos.	205-518	214-515	215-522
Height, in.	18	15	22
No. in carton	12	12	12
Each	$12.98	9.98	15.98

No.	231-523	227-531
Height, in.	25	31
No. in carton	6	6
Each	$17.98	29.98

Sweet Sue Bride Doll with Trousseau

Dressed in a full length white satin bridal gown trimmed with lace. Wears a veil and carries bridal bouquet.

Streamer trunk contains a complete outfit. Complete with one extra outfit

Rooted Saran hair; fully jointed doll

No.	233-15T
Height, in.	15
Each	$16.98

Six in a carton.

DOLLS
AMERICAN CHARACTER

Toodles Model

Soft and cuddly, feels as lifelike as a real baby. She can kneel, pray, creep, sit, play with her toes and fingers. Her head moves in any direction. She drinks and wets.

Washable and unbreakable. A real action doll

No. 2106 with molded hair; Nos. 2408 & 2107 with rooted hair.

Nos.	299C-2106	284-2107	299D-2408
Height, in.	21	21	24
No. in ctn.	12	6	6
Each	$14.98	17.98	19.98

Baby Sue Model

All vinyl baby doll, completely washable. Has a bending action and can assume many lifelike positions. Washable, rooted Saran hair.

Dressed in Nylon Tricot

Nos.	299A-1304	299B-1704
Height, in.	13	17
Each	$7.98	9.98

Dressed in Nylon Sheer

No.	234-2004
Height, in.	20
Each	$11.98

Twelve in a carton.

DOLLS
AMERICAN CHARACTER

Pretty Baby Model

The infant daughter of Mr. and Mrs. Peepers of NBC-TV fame.

Infant doll of washable vinyl construction. Has sleeping eyes; dressed in a fine organdy christening dress, pleated and trimmed with lace and matching cap.

No.	291-1701
Height, in.	17
Each	$9.98

Twelve in a carton.

Ricky Jr. Model

Wired for action. Ricky Jr. can stand, sit, bend his legs in any position. Real life replica of his TV counterpart.

All vinyl, washable and unbreakable.

Dressed in corduroy overalls in bright pastel shades and contrasting striped shirt. Corduroy beanie; socks and shoes.

Nos.	233-13R	235-17R
Height, in.	13	17
Each	$5.98	7.98

Twelve in a carton

DOLLS
AMERICAN CHARACTER

Tiny Tears in Play Pen

20 in. Deluxe Tiny Tears - gift packaged as a playroom scene with accessories, cotton dress, panties and bonnet, pail and shovel and new deluxe collapsable plastic playpen, with name inscribed, forming an 18" square play area with quilted bottom pad.

	Each
No. 286-TT8	$20.00

Six in a carton.

IDEAL REVLON

An 18 in. walking doll featured on the famous $64,000 question TV program. Has extremely lifelike features.

	Each
No. 299G-0940	$12.00

Six in a carton.

DOLLS
IDEAL

Saucy Walker Model

All plastic, fully jointed doll. Saran wig can be washed, combed and curled. Plastic curlers included.

Doll walks as naturally as a child, head turns from side to side as it walks. Eyes roll. Doll stands, sits, cries, sleeps.

No wind-up keys or buttons to push—walking mechanism located inside doll and never goes out of order.

Dressed in beautiful organdy dress trimmed with lace. Wears cotton slip, panties, shoes and socks.

Stands upright when not in motion.

No. 247-2019—23 in. tall	$12.98

Six in a carton.

Saucy Walker Toddler Model

Doll walks, sits down, turns her head from side to side and rolls eyes as she walks. Can also be made to walk backwards. Cries. Has lustrous Saran wig that can be washed.

Doll walks by moving one leg after the other when held by arms and moved in either a forward or backward direction.

Complete with attractive outfit, shoes, socks and plastic curlers.

	Each
No. 246-2009—17 in. tall; wt. each 2¼ lbs.	$7.98

Twelve in a carton

DOLLS
IDEAL

Betsy Wetsy, With Wig

Same as above, except without suitcase.

Betsy Wetsy drinks, wets, cries real tears blows her nose, cries and goes to sleep. Soft vinyl plastic body can be washed Curly wig can be washed and combed; complete with layette containing two dresses, bonnet, booties, clothespins, bar of soap, bottle and nipple, shirt, slip, facial tissues and three cotton puffs.

	Each
No. 299F-1008—13½ in. tall	$9.98

Six in a carton.

Betsy Wetsy, with Molded Hair and Dress

Doll drinks, wets, cries real tears, blows her nose, cries and goes to sleep.

Soft vinyl plastic body can be bathed, powdered and oiled with baby oil.

Complete layette includes dress, bonnet, bottle and nipple, clothespins, shirt, slip, diaper, bar of baby soap and three cotton powder puffs.

	Each
No. 299-1006—13½ in. tall	$7.98

Six in a carton

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

No. 366

31" KIDD-E-BARRO

Rugged Outdoor Favorite!

- Big, roomy pan of heavy steel, smooth-surfaced
- Beaded safety edge
- Easy-rolling steel wheel with one-piece molded oversize rubber tire
- All-Steel tubular shafts
- "Flexgrip" handle grips
- Durable Lustranamel finish . . . fire-engine red with ivory trim

366/6: Over-all length 31", height 9¾" width 13", wheel diameter 7½". Packed ½ doz. to 200-lb. test corrugated carton, weight 55 lbs. per doz

NEW! Betsy McCall© PRETTY-PAC

Fun for Little "Glamour Girls"!

- Model's Hat Box by ATLANTIC PRODUCTS (with zip-around lid)
- Lift Out permanent beauty tray
- Bottle TRUSHAY Hand Lotion (filled)
- "But Naturally" Lipstick by CUTEX
- Bottle "Spillproof" natural Nail Polish by CUTEX (filled)
- Tube IPANA Toothpaste (filled)
- CAMAY Soap
- CHAP STICK Lip Balm
- TEK Toothbrush
- Nylon Bristle Hair Brush
- Comb
- Emery Board
- "Betsy McCall" Good Grooming Booklet

585/6: Diameter 11"; depth 3¾", individually boxed, packed ½ doz. to 200-lb. test corrugated carton, weight 23 lbs. per doz.

No. 585

NEW! DOLL-E-DoDISH

With Rubbermaid Drainboard Mat!

- Doll-E-Dishpan
- Genuine Rubbermaid Drainboard Mat
- Doll-E-Dishrack
- Doll-E-Sinkstrainer
- Doll-E-Vel—filled package
- Doll-E-Ajax—filled can
- Doll-E-Brillo—filled package
- Doll-E-Dishmop
- Doll-E-Bottlebrush
- Doll-E-Dishtowel
- Doll-E-Sponge by DuPont

343/12 Colorful display gift package. Height 2¾", length 18½", width 14½" Packed 1 doz. to 200-lb. test corrugated carton, weight 26 lbs. per doz

No. 343

"LET'S PLAY GROWN UP"

Amdeco TOYS

DON'T F TOYS A KIDS T TOYS

FAMOUS SETS FOR MEAL-TIME FUN

Campbell Kids COOKING SET

The Recognized Favorite for Meal-Time Fun!

- 6 Cans Campbell's Soups —4¾ oz.
  - 2 Tomato
  - 1 Celery
  - 2 Vegetable
  - 1 Beef
- Alcoa Aluminum Sauce Pan
- Soup Ladle
- Stirring Spoon
- Campbell Kids Chef's Apron
- Campbell Kids Chef's Hat
- 2 Princess Place Mats
- 2 Soup Bowls
- 2 Soup Spoons
- Campbell Kids Pot Holder
- 2 Crouton Cutters
- Measuring Cup
- 6 Campbell Kids Napkins
- "Pantry Shelf" Cabinet with a place for everything!
- Campbell Kids Cook Book

No. 512

512/6 Four-color display gift package Height 4½", length 19", width 13½ with cupboard closed. Packed ½ doz to 200 lb. test corrugated carton, weight 70 lbs per doz

Campbell Kids CHUCK WAGON SET

Everything for "Wild West" lunches!

- 1 Can Campbell's Pork 'n Beans— 7 oz.
- 1 Can Franco-American Spaghetti—6¾ oz.
- 2 Cans Campbell's Soups —4¾ oz
- "Chow" Kettle
- 2 "Range" Mugs
- 2 "Chow" Plates
- 2 Forks—2 Spoons
- Stirring Spoon
- Ladle
- Phonograph Record that plays a Western tune!
- 2 Western-Style Neckerchiefs
- Chuck Wagon Cabinet
- "Chuck Wagon" Cook Book

No. 516

516/6: Full-color display gift package Height 4½", length 19", width 13½" with cupboard closed Packed ½ doz. to 200 lb. test corrugated carton, weight 64 lbs. per doz.

New Campbell Kids LUNCH TIME SET Priced for Volume!

- 4 Cans Campbell's Soups —4¾ oz.
  - 1 Tomato
  - 1 Celery
  - 1 Vegetable
  - 1 Beef
- 2 Soup Bowls
- 2 Soup Spoons
- Box of Scotkins Napkins
- Aluminum Sauce Pan
- Stirring Spoon
- Soup Ladle
- Pot Holder
- Campbell Kids Cook Book

No. 513

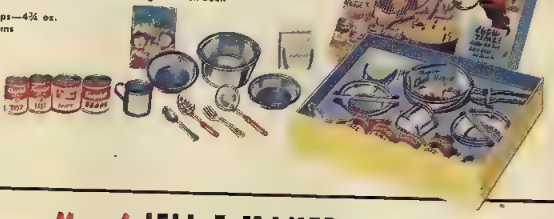
513/6: Full-color display gift package, height 2⅜", length 17½", width 13½". Packed ½ doz. to 200-lb. test corrugated carton, weight 41 lbs. per doz.

New Campbell Kids CHOW TIME SET

with Aluminum Accessories . . . Priced for Year-Round Popularity!

- Can Campbell's Pork 'n Beans—7 oz.
- Can Franco-American Spaghetti —6½ oz.
- 2 Cans Campbell's Soups—4¾ oz.
- Box of Scotkins Napkins
- 2 "Chow" Plates
- "Range" Mug
- "Chow" Kettle
- 2 Spoons
- Ladle
- Stirring Spoon
- "Chuck Wagon" Cook Book

No. 517



517/6: Full-color display gift package, height 3¾", length 17½", width 13½". Packed ½ doz. to 200-lb. test corrugated carton, weight 44 lbs. per doz.

New! JELL-E-MAKER

A New Idea in Kitchen Fun for Kids!

- 4 Ball Mason Jar Units (4 Jars, 4 Lids, 4 Bands)
- Box of Ball Dome Lids
- 2 Bottles Welch's® Grape Juice—4 oz.
- Box of Sure-Jell® Powdered Pectin
- Metal Jell-E-Carrying Rack with folding handle
- Jell-E-Dish
- Jell-E-Serving Spoon
- Stirring Spoon
- Measuring Spoon
- Measuring Cup
- Pot Holder
- Book of Jell-E-Labels
- 2 Coloring pencils
- Jell-E-Maker Hat
- 2 Doilies
- Jell-E-Maker Instruction Book

No. 563

563/12 Full-color display and gift package. Height 2¾", length 16¾", width 16¾". Packed 1 doz. to 200-lb. test corrugated carton, weight 54 lbs. per doz.

New! DOLL-E-FEEDER

"LET'S PLAY GROWN-UP" Amsco TOYS DOLL-E-TOYS & RIDE-A TOYS

Always a favorite... now with new accessories!

- 6 Plastic Doll-E-Nursing Units (Unbreakable)
  - 2 Plastic Bottles
  - 2 Caps
  - 2 Sealing Discs
  - 2 Nipples
- Doll-E-Sterilizer and Cover—unbreakable polyethylene
- Doll-E-Bottlerack—unbreakable polyethylene
- Doll-E-Rattle with teething ring

No. 326

- Carnation Milk can with penny bank slot
- Doll-E-Duck
- Doll-E-Feeding Dish
- Doll-E-Feeding Spoon
- Doll-E-Juicer
- Doll-E-Bottle Tongs
- Doll-E-Food Strainer
- Doll-E-Measuring Cup
- Doll-E-Funnel
- Doll-E-Measuring Spoon
- Doll-E-Bottlebrush
- Doll-E-Bib
- Doll-E-Sponge by DuPont

326/6: Colorful display-gift package. Height 3", length 18½"; width 14¼"; packed ½ doz. to 200-lb. test corrugated carton, weight 30 lbs. per doz.

New! DOLL-E-FEEDETTE

Redesigned for Even GREATER Popularity!

No. 325

- 1 Plastic Doll-E Nursing Unit (unbreakable)
- 1 Plastic Bottle
- 1 Sealing Disc
- 1 Cap • 1 Nipple
- Doll-E-Juicer
- Doll-E-Feeding Dish
- Doll-E-Feeding Spoon
- Doll-E-Food Strainer
- Doll-E-Bib
- Doll-E-Milk Bottle with Cap
- Gerber's Cereal Box
- 4 Doll-E-Napkins

325/12: Full-color cello-window gift and display package. Height 2½"; length 13¼"; width 13⅛" Packed 1 doz. to 200-lb. test corrugated carton, weight 11 lbs. per doz.

New! DOLL-E-SITTER

The NEW Set for Jr. Baby Sitters... with Brand-Name Accessories!

No. 330

- Unbreakable Plastic Doll-E-Nursing Unit
  - 1 Plastic Bottle
  - 1 Cap
  - 1 Sealing Disc
  - 1 Nipple
- 6 Pieces Fleer DUBBLE BUBBLE ® Gum
- Johnson's Baby Powder (filled can)
- Genuine CHIX Diaper
- Doll-E-Wrist Watch
- Doll-E-Rattle
- Doll-E-Cup
- Doll-E-Funnel
- Doll-E-Measuring Spoon
- Doll-E-Sitter Book

330/12: Full-color cello-window display package, length 12", width 11", height 2¼" Packed 1 doz. to 200-lb. test corrugated carton, weight per carton 13 lbs.

Andy Gard

REMOTE CONTROL

ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031 *List $12.00*

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse, steers left or right! Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

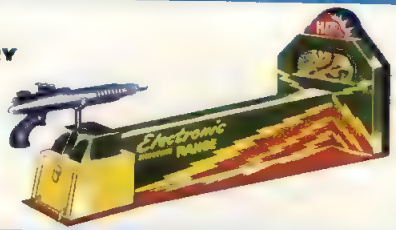
Size 7¼ x 4¼ x 17
Std. Pack. ½ doz. *Approx. Wt.. 16 lbs*

ELECTRONIC SHOOTING GALLERY

Model #161 *List $7.00*

Uses the electric eye principle. Battery powered electric motor-driven revolving target. Litho metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill.

Size 22¾ x 9 x 11¾
Std Pack: 1 each *Approx. Wt.- 8 lbs*



JAGUAR SPORTS CAR

Model #140 *List $4 00*

Remote controlled Jaguar—realistic model. Steers left, right, goes forward and reverse. All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size 8¾ x 3 x 2¾
Std. Pack. 1 dozen *Approx. Wt : 12 lbs*

ANDY GARD LOCOMOTIVE

Model #83-20 *List $2 50*

Remote control locomotive with full steering action! Steers left or right forward and reverse motion. Dime bank slot for thrifty children.

Size 7½ x 3 x 3⅜
Std. Pack: 1 doz. *Approx. Wt.: 12 lbs.*

MICKEY MOUSE TOW TRUCK

Model #126 *List $5.00*

A Disneyland remote control tow truck with steering. Travels forward and reverse—steers at your command from battery case control box. Flashing dome light. Chain and hook release manually controlled from control box. Lifts and tows many times its own weight. Realistic design. Mickey Mouse and Pluto figures mounted on truck.

Size 8½ x 4 x 3¾
Std. Pack 1 doz *Approx. Wt. 15 lbs*

POWER DUMP TRUCK

Model #128 *List $4.00*

Remote control true to life steering. Powered by flashlight batteries and powerful electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break resistant plastic construction. Metal base.

Size 8 x 3½ x 3½
Std. Pack: 1 doz. *Approx. Wt.. 15 lbs*

TWO-IN-ONE KIT

Model #100 *List $3.00*

Remote control assembly kit. Alternate assembly of the popular Gee-I-Jeep and Bell Truck. Powered by batteries.

Std. Pack: 1 doz
Approx. Wt. 14 lbs.

DOLLY DELL IRONS

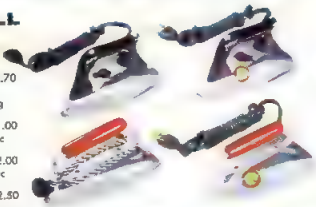
U L Approved

Model #10 List $ .70 Non-electric suction cup plug

Model #11 List 1.00 U.L. approved electric

Model #13 List 2.00 U.L. approved electric

Model #14 List 2.50 U.L. approved electric



ANDY GARD STEERING JEEP

Model #81-20 *List $2.50*

Jeep that actually steers! Remote controlled from the steering wheel battery case.

Size 6¼ x 2½ x 3
Std. Pack: 1 doz
Approx. Wt.: 13 lbs.

ANDY GARD SERVICE TRUCK

Model #119-20 *List $2.50*

Colorful service truck with remote controlled steering. Removable ladder, rubber wheels.

Size 7 x 3 x 3
Std. Pack: 1 doz
Approx. Wt.: 13 lbs.

Andy Gard

REMOTE CONTROL

PROMOTIONAL AIDS

- Nationally advertised—TV—Radio—Newspapers—Trade Papers
- Window streamers, action point of sale displays, cooperative advertising.
- Glossies, mats, cuts and proofs for catalogs.

GENERAL MOLDS & PLASTICS CORPORATION
REPRESENTATIVES AND SALESROOMS

Colman & Hirschmann
200 Fifth Avenue
New York 10, New York

Jack Pearlstein
1206 S Maple Avenue
Los Angeles, California

Mountain States Sales
210 Mining Exchange Bldg.
Denver, Colorado

Walter & Arthur Kenzien
209 S. State Street
Chicago, Illinois

Sheldon Company
1004 W. Lee St., P. O. Box 31
Greensboro, N. Carolina

Lou Frank Sales Company
704 Notre Dame St., W.
Montreal 3, Canada

General Sales Office and Plant, Leetsdale, Pa.

LITHO

GEE-I-JEEP

Model #81 List $2.00

Jeep with rubber wheels. Forward and reverse with remote control.

Size: 6¼ x 2½ x 3
Std. Pack 2 doz
Approx. Wt.: 16 lbs

BELL TRUCK

Model #119 List $2.00

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse by remote control.

Size: 7 x 3 x 3
Std. Pack: 2 doz
Approx. Wt.: 16 lbs

BRINKS TRUCK

Model #82 List $2.00

Authentic grey remote control Brinks truck. Slot for self contained dime bank. Forward and reverse at the touch of a button

Size: 6¾ x 3 x 3⅜
Std. Pack: 2 doz
Approx. Wt.: 17 lbs

DINKIE TRAIN

Model #83 List $2.00

A delightful toy with remote control at the touch of a button. Forward and reverse. Dime bank.

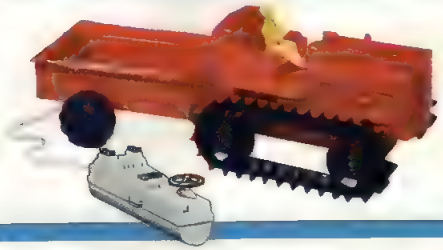
Size: 7½ x 3 x 3⅜
Std. Pack: 2 doz
Approx. Wt.: 16 lbs.

LIGHTNING BRAINY BUG

Model #160 List $5.00

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size: 9½ x 14 x 5
Std. Pack: 1 doz. *Approx. Wt.: 63 lbs*



ANDY GARD TRACTOR

Model #411 List $5.00

Now—a remote control tractor that steers! Steering wheel controlled from the battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer.

Size: 11 x 4½ x 3¼
Std. Pack: 1 doz. *Approx. Wt.: 16 lbs*

FIRE ENGINE

Model #051 List $5.00

Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jack knife action in reverse. Dual rubber wheels.

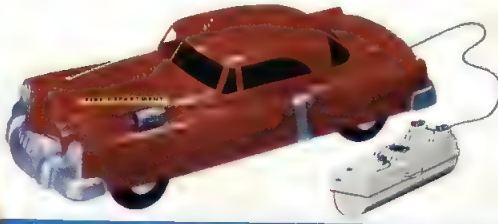
Size: 16 x 3¾ x 3¾
Std. Pack: 1 doz. *Approx. Wt.: 19 lbs.*

FIRE CHIEF

Model #16 *List $3.00*

Remote control fire chief. Flashing red dome light and sounding siren. Forward and reverse by battery powered electric motor.

Size 9½ x 3¾ x 2½
Std. Pack. 1 doz
Approx. Wt 13 lbs



MICKEY MOUSE ELECTRIC LADDER FIRE TRUCK

Model #421 *List $8 00*

A Disneyland remote control fire truck. Flashing red dome lights and siren. Striking white body with gold ladders and trim. Mickey Mouse and Pluto figures mounted on trailer. Goes forward and reverse. Separate motor raises and lowers electric aerial extension ladders.

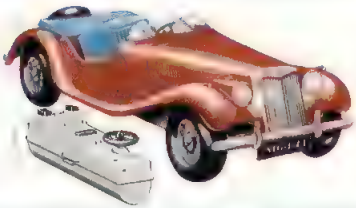
Size. 16 x 3¾ x 3¾ *Approx. Wt. 12 lbs*
Std. Pack: ½ doz.

MONKEY SEE MONKEY DO

Model #170 *List $2.00*

Simultaneously mimics child's every move on the separate keyboard. Eyes and hands move. Plays four key musical tunes. Attractive nursery colors. Educational. Manually operated.

Size 8½ x 4½ x 8⅛
Std Pack: 1 doz. *Approx. Wt. 11 lbs.*



M G SPORTS CAR

Model #141 *List $4.00*

A model of the popular MG Sports Car steers left, right, forward or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors.

Size 8¾ x 3½ x 2¾
Std. Pack 1 doz. *Approx. Wt.: 13 lbs*

ANDY GARD ARMORED TRUCK

Model #82-20 *List $2.50*

Impressive gold body with rubber wheels. And it steers! Left, right in forward and reverse. All from the battery case control box. Self-contained dime bank slot teaches thrift to youngsters of all ages.

Size· 6¾ x 3 x 3⅜
Std Pack. 1 doz. *Approx. Wt.: 12 lbs*

Andy Gard

REMOTE CONTROL

ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031 *List $12.00*

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse, steers left or right! Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

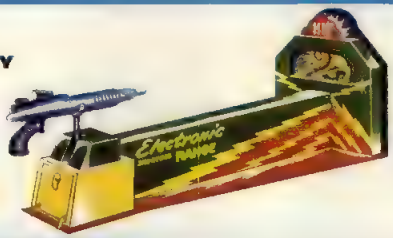
Size 7¼ x 4¼ x 17
Std Pack ½ doz *Approx. Wt.:* 16 lbs

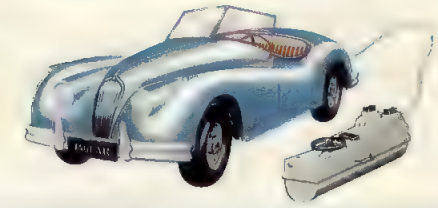
ELECTRONIC SHOOTING GALLERY

Model #161 *List $7.00*

Uses the electric eye principle. Battery powered electric motor-driven revolving target. Litho metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill.

Size 22¾ x 9 x 11¾
Std. Pack: 1 each *Approx. Wt.:* 8 lbs





JAGUAR SPORTS CAR

Model #140 *List $4.00*

Remote controlled Jaguar—realistic model. Steers left, right, goes forward and reverse. All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size 8¾ x 3 x 2¾
Std Pack 1 dozen *Approx Wt.* 12 lbs.

ANDY GARD LOCOMOTIVE

Model #83-20 *List $2.50*

Remote control locomotive with full steering action! Steers left or right forward and reverse motion. Dime bank slot for thrifty children.

Size. 7½ x 3 x 3⅜
Std. Pack: 1 doz. *Approx Wt* 12 lbs

MOTOR BOATING presents 1956 ★ OUTBOARD ★ MOTORS ★

EVINRUDE

Designed to fulfill optimum requirements for power and style, the 30 hp electric-starting Lark is the aristocrat of Evinrude's 1956 line of outboard motors. Mechanically, the Lark is identical to the Big Twin and produces speeds up to 30 mph. It is finished with bright red and chrome trim, two shades of gray and chrome inscriptions on white. A chrome door-type hood encloses waterproofed control knobs.

The 30 hp electric-starting and standard Big Twins provide speeds up to 30 mph at 4500-5000 rpm for large outboard runabouts, cruisers, off-shore fishing craft, and water-skiing. The Big Twins represent a sensible quantity of power for heavy duty outboard motor applications.

With the incorporation of the Cruis-Throttle which allows a 20% fuel saving and the special stall-preventing low speed throttle adjustment, the Big Twins are most economical.

All 30 hp units are fitted with a special manual lock which holds the motor in a fixed position during deceleration. The lock releases automatically if an underwater obstacle is struck.

The electric-starting Big Twin now includes a lighter and more compact starter motor and is also equipped with a standard manual standby starter cord.

The starter panel carries weather-proof buttons for both the starter and the electrically-operated choke used for "cold" starts. Starting panel, switches and junction box have been weather-proofed and treated to resist salt water corrosion.

Suitable for use with a large range of boats, the new electric-starting and the standard model 15 hp Fastwins deliver speeds from one to 25 mph at 4000-5000 rpm depending on boat weight and design. Its ability to throttle down to minimum trolling speeds has made the Fastwin an ideal model for off-shore fishing.

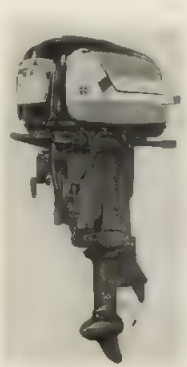
Evinrudes new 10 hp Sportwin provides speeds from a crawling troll to 20 mph. Like the Fastwin, the Sportwin is excellent in twin installations for offshore fishing. Sportwin has a lock which holds the motor rigid when the starter cord is pulled. This locking device, the Trim-Lok, also holds the motor in place when in reverse gear and during sudden deceleration.

The 7.5 hp Fleetwin is ideal for light boats whose structure demand even, continuous, power. Fleetwin starting, benefiting from the Eas-O-Matic flywheel, takes the chore out of starter-cord pulling. Weighing only 56 pounds, the Fleetwin can be easily carried from car to boat.

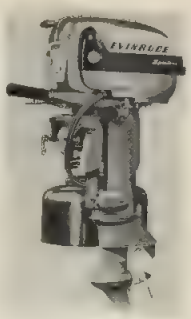
Smallest of the motors to be engineered with Evinrude's Aquasonic—soundproofing on water—principles, the 5.5 hp Fisherman bids fair to be the inshore angler's pet motor. It boasts four hours of continuous high-speed operation on a single tank full of gasoline and weighs only 51 pounds.

The 3 hp 32-pound Lightwin stows easily in any automobile luggage compartment. As a result, it has become especially popular with traveling hunters, fishermen and vacationers. Evinrude's Fisherman's Drive allows the motor to pass through thick marsh grass and weeds and over rocks, sand, mud, etc.

Roto-Matic speed control, a rotating grip mounted at the end of the steering handle which permits steering and speed control in a single combined operation, has been included in all 1956 models except the Lightwin and electric-starting Lark. For the latter, it is optional.



Evinrude's 30 hp electric-starting Lark is a deluxe model sporting a custom-built look.



The new Evinrude 10 hp Sportwin provides speeds from a crawling troll up to 20 mph.

Remote controls are available for all 1956 Evinrudes except the 3 hp Lightwin. Evinrude Simplex controls permit motor operation from any position in the boat.

Six-gallon Cruis-A-Day gas tanks are standard on all 30, 15 and 10 hp models. The four gallon Junior Cruis-A-Day tank is used with both the 7.5 hp Fleetwin and the 5.5 hp Fisherman.

All Evinrudes have aluminum alloy cylinders with hard iron sleeves cast integrally. Pistons are also of aluminum alloy. Propeller and drive shafts are stainless steel. Gears are case-hardened nickel steel, and corrosion resistant alloy is used for gear housings.

All except the 3 hp Lightwin feature Auto-Lift hoods allowing easy access to the engine.

A five-inch longer lower unit is available for all models.

JOHNSON MOTORS

Keeping pace with the trend toward larger boats and an increased interest in outboards for multiple uses, Johnson Motors announces a big 30 hp engine in three models and two new motors in the 15 and 7½ hp category, swelling the line to six motors, and a number of mechanical improvements in all models.

Results of fall production has proven the Johnson 30 to be a real "load" motor offering excellent performance for outboard cruisers, and the large runabout-type boats now coming to the forefront in popularity. These same field results give evidence that the performance difference between the new 30 and last year's 25 is even greater than the 5 hp differential might indicate.

Still more recently offered to the consumer public is the new Johnson Javelin, a customized electric-starting 30 which has been called the last word in functional design. Created by Brooks Stevens, renowned sports car designer, the Javelin is symbolic of the current outboard trend toward styling and eye appeal.

THE VANISHING WINDJAMMERS

As the windships pass, the few craft in active use early in '55 became focal points of popular interest.

By GILES M. S. TOD

Photograph from Warner Bros

The Pequod doubled as the bark Rachel.

The ship Balclutha as she was in the days of sail.

As the era of the deep-water and commercial sailing ship slowly draws to a close, an increasing interest is being shown in the old ships. A quarter of a century ago a fleet of idle windjammers at their lay-up berths drew scant attention, but today the movements of the solitary sailer brings press announcements. The awakening has come, but almost too late.

Not too many years ago our West coast ports (although mainly San Francisco) knew a great fleet of windships, the Star fleet owned by the Alaska Packers Association. Their fine vessels each summer would sail north to the fishing grounds, returning south in the fall loaded to their marks with canned salmon. For a whole decade after World War I the Stars continued to operate, but times were becoming hard for them as motor vessels were taking over, and before 1930 the fleet was laid up.

A few of the ships did go back to sea later. The Stars of Iceland, Lapland, Shetland and Holland crossed the Pacific to be broken up for scrap. The Star of Greenland was sold to Sweden. Renamed Abraham Rydberg, she was one of the grain fleet before World War II; she is still afloat, but today she is the Portuguese motorship Foz Do Duro, all engine and no sail at all. The pretty little Star of India, which was built in 1863 in the Isle of Man as the Euterpe, became a maritime museum at San Diego, where she is to this day. Other Stars became barges, notably the Star of Finland, a product of the A. Sewall yards of Bath, Maine, in 1899; in 1954 she was owned in Manila.

In recent times only one of the former Star fleet remained fully rigged, the handsome Star of Alaska, later called the Pacific Queen. Built in Glasgow, Scotland, in 1886, and launched as the Balclutha, she was typical of the last windjammers which then still carried bulk cargoes across the seven seas.

Flying the British flag, the ship spent her earlier years in the tough Cape Horn run, outward from the United Kingdom, often loaded deep with Welsh coal, bound for San Francisco. On her homeward passages her holds would be filled with lumber or the golden grain of the west. In 1899 the three-master

1954. One of the better known of all sailing ships, she had been launched at Dumbarton in 1869, originally intended for the tea trade. After eight annual voyages to China, she entered the Australian wool run, and was soon crowned the "Queen of the Wool Clippers." She went under the Portuguese flag in 1895, but in 1922 she was purchased by Captain Dowman, an Englishman who had recognized the old ship, although by then she had become a barkentine. The clipper, completely restored, remained in Falmouth Harbor, Cornwall, for sixteen years.

In 1938 the Cutty Sark was towed around to the Thames, where she joined at Greenhithe the Incorporated Thames Nautical Training College, used as a stationary training ship. In 1953 the College turned her over to the Cutty Sark Preservation Society under the patronage of H. R. H. The Duke of Edinburgh. A special dry dock has been built for her at Greenwich near the Royal Naval College and the National Maritime Museum.

On December 10, 1954, the clipper made her last run in the water as tugs took her from East India Dock to her dry berth bed. By her wheel stood Captain C. E. Irving, who, as a lad of thirteen, had served aboard the Cutty Sark in 1885 as an apprentice, and who had made three voyages in her. She was a far cry from the handsome, tall windship he had known so many years ago, now merely a bare hulk, but during the coming months she will be restored, and in the years to follow she will stand at the river's edge as a magnificent memorial to the merchant seamen who served in the days of the sail.

Another museum ship in the news was the Finnish barkentine Sigyn, a wooden vessel that had been launched in Sweden in 1887 as a bark. For many years she was a regular trader in Baltic waters, and often going as far afield as British ports. In 1939 she was sold to the "Abo Akademi" for use as a floating museum. During the war years there was no time nor materials for proper upkeep, and by 1946 she was in a very run-down condition. However, after an energetic group banded together to work on the vessel, she slowly was put back into condition. In the summer of 1954 a movie outfit hired the vessel for a sequence of sea-going shots. Once again she donned her suit of canvas. On September 20 she was under sail for the first time in seventeen years. For an hour and a half the cameras whirled away, grinding out the film; the finished result was fifteen seconds on the screen. Her work done, the Sigyn returned to her museum duties.

The iron ship Joseph Conrad, built as a Danish training vessel in 1882, and later renowned for her world voyage under the command of Alan Villiers, and the wooden whaling ship Charles W Morgan, built in New Bedford in 1841, both weathered successfully two severe hurricanes in their berths at the Mystic Marine Museum in the fall Once more the wind screeched through the rigging, again salt-filled spray swept their decks as of old when the lash of the storms struck. The Conrad tugged somewhat at her mooring lines; the Morgan in her sand berth stirred only slightly. Wild weather was an old story to them.

Another whaling ship was in the news—the Pequod of "Moby Dick" fame. In England, Elstree Pictures Limited, with John Huston producing and directing, commenced work on the filming of the Herman Melville historic classic.

Photograph by Lars Grantstrand

The Finnish barkentine Sigyn under sail.

Photograph by G. F. Grandjean

The Swedish training schooner Falken.

Although many scenes could be shot in the studio, it was quickly decided that for true authenticity a real ship would be needed. The only whaling ship of the era in existence today, the Morgan, was available only as an example; another vessel would have to be located. On the East Coast of England was a former three-mast trading schooner, the Ryelands, which had been built in 1887. Some years ago she had been purchased by Walt Disney for use in his film "Treasure Island," and after a neat conversion had made a fairly respectable Hispaniola. Then, for awhile, she was used as a tourist attraction at Scarborough.

Thus it was the Hispaniola became the Pequod. She was not only completely re-rigged, but her features were altered so that even the most critical would have difficulty finding fault. In length, 102 feet, she was only three feet shorter than the Morgan; however, her 22-foot beam was five feet narrower. Perhaps the best description of the movie ship comes from the pen of Melville:

" . . . you never saw such a rare old craft as this same rare old Pequod. She was a ship of the old school, rather small if anything; with an old fashioned claw-footed look about her. Long seasoned and weather-stained in the typhoons and calms of all four oceans, her hull's complexion was darkened like a French grenadier's who has alike fought in Egypt and Siberia. Her venerable bows (*Continued on page 240*)

came under the Stars and Stripes when she was purchased by San Francisco ship owners for use in the profitable Australian lumber trade.

A few years later the Balclutha became a salmon fishing vessel. Although wrecked in 1904, she was subsequently refloated and repaired. New owners, the Alaska Packers, renamed her Star of Alaska, and as such she spent the next quarter of a century, making the annual fishing voyage during the summer months. She was fitted out with bunks for more than 300 fishermen and cannery hands. Her last run north was in 1930, but at the end of a tow line. Upon her return to port she was laid up.

In 1932 there was some talk of turning the ship into a traveling aquarium, but the plans proved impracticable. Once more re-named, now the Pacific Queen, the aging ship sought a means of livelihood. Now and then the motion picture companies used her as a prop, notedly in Mutiny on the Bounty. For a year she appeared at the San Diego Exposition, billed as a pirate ship. Then she took a crew of Sea Scouts to the Galapagos; the Coast Guard towed her home.

World War II passed the square-rigger by. Deteriorating rapidly, forgotten by all but a few, she seemed destined for the scrap heap. However, Dame Fortune still had her in mind, and in the mid-summer of 1954 she was purchased by the San Francisco Maritime Museum.

Once more sporting her original name, Balclutha was taken to a fitting-out yard in Alameda, where the job of restoration has commenced. Local interest in the ship has been tremendous. Three of the leading shipyards around the Bay have lent without charge equipment necessary for the work to be done. Union workmen give a hand in their free time, asking no wages. Numerous firms have donated various supplies. Former crew members have offered advice as to the proper run of the rig and other forgotten details.

When eventually the task is completed, Balclutha, resplendent in her former glory, will make fast to famous Fisherman's Wharf, a tourist haunt along the 'Frisco waterfront. After the paying visitors have refilled her coffers, perhaps in two years, she will then move to her final, permanent base in Aquatic Park alongside the museum. There she will remain, a monument to the great days of sail.

A still more famous ship, the Cutty Sark, also joined the museum fleet in

Official U. S. Navy Photograph

The Spanish four-mast topsail schooner Juan Sebastian de Alcano off Boston, Mass. in June 1954. This magnificent vessel carries 28,000 square feet of canvas aloft.

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THE VANISHING WINDJAMMERS

(*Continued from page* 88)

looked bearded . . . her masts stood stiffly up like the spines of the three old Kings of Cologne. Her ancient decks were worn and wrinkled, like the pilgrim-worshipped flag-stone in Canterbury Cathedral where Becket bled."

This was the vessel which Captain Ahab, played by Gregory Peck, took to sea with the help of Alan Villiers. Not mentioned by Melville, unseen by the filmgoers, was a General Motors diesel engine down in the hold driving a four-blade propeller, giving the whaler six knots in calm weather. Port scenes were shot in Youghal, Eire, whose waterfront had been built over to resemble New Bedford harbor of the 1840's. A duplicate of the ship was built on a movie stage set near London for some interior scenes, and a large but accurate model was used for the final climax of the picture.

In South American waters the bark Tellus, one of the trio of former guano-carriers, joined the fleet of useful but stationary vessels; now renamed Malaboo, she has become a floating yacht club anchored at Ancon during the summer and Callao in the winter. Originally the steel bark Evertsen, launched in Rotterdam, Holland, in 1891, she had for many years been active in the guano trade off the Peruvian coast, running out a couple of hundred miles to the islands to load fertilizer for the local sugar plantations. There was rumor that her consort, the bark Maipo, once a full-rigged ship built in Germany in 1893, might be purchased for use also as a clubhouse. As for the third member of the fleet, the iron four-mast bark Omega ex-the four-mast ship Drumcliff, a Greenock product of 1887, there was no news of her future. She is still in good condition.

Lawhill Spends Last Days At Lourenco Marques

Another four-mast bark drew a line or two in the newspapers in 1954, her obituary. The Lawhill, the old plodder which came from Dundee in 1892, has apparently reached the end of her journey. Her earlier years had been spent in the India-England jute run, followed later as a case oil carrier from the U. S. East Coast ports to the Far East. At the close of World War I she became a part of the Erikson Fleet under the Finnish flag, and in the following years was one of the better known "grain clippers" that carried Australian wheat around the Horn to England.

The Lawhill was not a fast ship. Her best run home with wheat in 1931 took all of 106 days; her last trip in 1939 was 140 days—ten days short of five months at sea. For all of that, she was a lucky ship, one of the best money-earners (she could load 4800 tons of wheat), and seldom in trouble. Fitted with many labor-saving devices, she was an easy ship on her crews. There was one occasion when most of her men had been shanghaied in 'Frisco. Captain J. C. B. Jarvis took his vessel 9000 miles across the Pacific with only fourteen other men on board to help him. One very unusual feature about her rigging was that her three topgallant masts were fitted abaft her lower and topmasts which were in one piece. Although it did not lend to her beauty, it made the job of furling the lower topgallants much easier.

During World War II she operated under the flag of South Africa, but after 1946 she found it increasingly difficult to find crews. Eventually she was laid up at Lourenco Marques. In 1953 there were reports that she had been sold to Italian ship-breakers. However, she never left her mooring until the fall of 1954, and then only to be towed outside the harbor to the mud flats. Her old hull had rusted through; now she can sit on the bottom out of everyone's way. She will probably never move again.

A few of the Lawhill's contemporaries are still afloat. The Pommern remained in Mariehamn, a final reminder to that port of the Erikson fleet. The Viking was moored in Gothenburg, used as a school. The now mastless Moshulu was a barge in Stockholm. The Padua and Kommodore Johnsen are lost behind the Iron Curtain in Russian hands. Only two remain to sail, Pamir and Passat. These vessels had been

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Arvin *Starlighter* MODEL 857T

Jewel-like beauty in the new panoramic clock face, clearly styled for exceptional legibility. Five tubes including rectifier. Air loop antenna. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. 1100-watt appliance outlet on back. Size 12⅜" long, 6½" high, and 5⅛" deep. Shipping weight 10 lbs. UL approved. Be sure to specify color: Flame, Ivory, or Willow Green.

5669E2797—"Starlighter" Sugg. Retail $39.95

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Arvin *Moderne* MODEL 848T AND 849T

The Arvin "Moderne" is a beautiful, dependable clock-radio at an economical price. Planetary drive radio tuning dial for greater selectivity. Four tubes including rectifier. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. Size 4⅞" high, 9⅜" wide, and 5½" deep. Shipping weight 5 lbs. UL approved.

5616E2068—Bitter Green or Sandalwood. Sugg. Retail $27.95
Be sure to specify color
5668E1896 Rosewood only Sugg. Retail $24.95

Arvin *Futura* MODEL 858T AND 859T

Refreshing new styling in clock-radio design combines dignity and outstanding beauty. Five tubes including rectifier. Telechron clock timer. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. 660-watt appliance outlet. Size 5¾" high, 11¼" wide, and 4¾" deep. Shipping weight 8 lbs. UL approved

5614L2276 Rosewood only Sugg. Retail $29.95
5615E2438 Ivory or Willow Green Sugg. Retail $32.95
Specify choice of color

Arvin *Nocturne* MODEL 857T WITH AUTOMATIC TIMER
859T WITH CALENDAR-CLOCK TIMER

This most useful of radios is now more versatile than ever with addition of a calendar that tells the day and date. Telechron timekeeper. Phonojack equipped. Five tubes including rectifier. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. Size 6" high, 13" wide, and 5¼" deep. Shipping weight 11 lbs. UL approved. Specify choice of Sandalwood, Ivory, or Willow Green.

5670E3347—"Nocturne" with Calendar Sugg. Retail $49.95
5559E3197—Same, without Calendar Sugg. Retail $44.95

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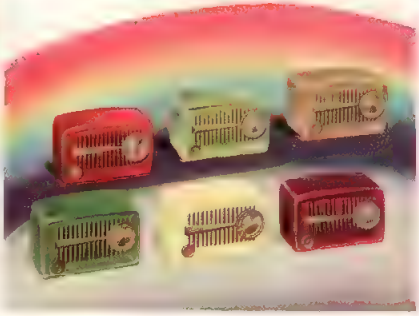
Arvin *Favorite* MODEL 842T

Arvin's famous 4-tuber in a shatterproof cabinet now reasserts its leadership as America's favorite personal radio in a striking ivory color accented with beige knobs. Compact and portable for vacations or week-end trips. Fits in anywhere around the house. Power supply 110-120 volts, AC/DC circuit. Size 5¼" high, 8¼" wide, and 3⅜" deep. Shipping weight 4 lbs. UL approved. Ivory only.
5622E1195—"Favorite" Sugg. Retail $14.95

Arvin's *Famous* Rainbow



Arvin *Rainbow* MODEL 840T

A color for every room. A gift that will not be forgotten. Arvin's famous non-breakable cabinet—the set that has made four million friends. Four tubes including rectifier. New improved Alnico "V" PM speaker. Power supply 110-120 volts, AC/DC circuit. Size 5¼" high, 8¼" wide, and 3⅜" deep. Shipping weight 4 lbs. UL approved. Sold only in lots of 6 assorted colors as shown at right (as packed).
5615L"560—6 "Rainbow" Sugg. Retail $15.95 ea

COLORS AS SHOWN ON RIGHT

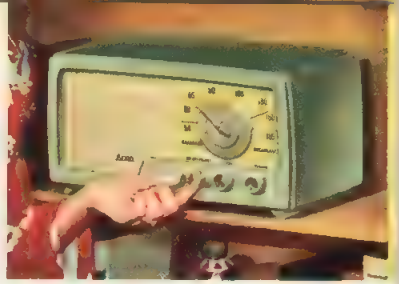
There's an **Arvin** radio for every occasion . . . . .

Arvin *Modernaire* MODEL 950T AND 951T

Good looks and top performance at low cost. All-new printed wiring. AC/DC superheterodyne circuit. 110-120 volts. Five tubes including rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings. Size 5⅛″ high, 10⅛″ wide, and 5 ⅜″ deep. Shipping weight 5 lbs. UL approved.

5665E1516—Ivory, Bitter Green, or Cherry. Specify color — Sugg. Retail $19.95

5664E1418—Rosewood only — Sugg. Retail $17.95



Arvin *Prelude* MODEL 750T

For the finest in distant reception, you can't beat the Arvin "Prelude." Six tubes including rectifier. Equipped with dial light. New improved type Alnico "V" PM speaker. Full range tone control. Power supply 110-120 volts. AC/DC circuit. Size 7⅝″ high, 14⅛″ wide, and 7″ deep. Shipping weight 10 lbs. UL approved. Specify choice of Willow Green or California Tan

5474E2586 "Prelude" — Sugg. Retail $36.95

Arvin *Cosmopolitan* MODEL 851T AND 855T

Personal radio at its delightful best. Planetary drive for pin point tuning. Five tubes including rectifier. Dial light. Power supply 110-120 volts. AC/DC circuit. Alnico "V" PM speaker. Size 5¾″ high, 11½″ wide, and 4½″ deep. Shipping weight 7 lbs. 4 oz. UL approved

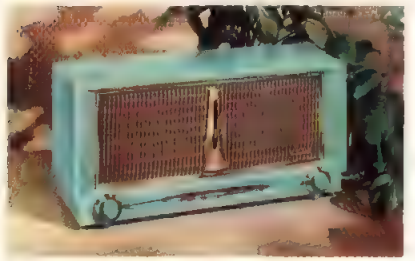
5620E1921 Rosewood only — Sugg. Retail $24.95

5621E2068—Willow Green or Ivory. Specify choice — Sugg. Retail $27.95

Arvin *Polonaise* MODEL 780TFM

FM and AM reception at their best through this ultra-powerful 8-tube, straight AC receiver. Equipped with dial light. Alnico "V" PM speaker. 110-120 volts. FM 88 to 108 Mc. Size 7⅝″ high, 14⅛″ wide, and 7″ deep. Shipping weight 12 lbs. UL approved. Specify choice of color. Ivory, Willow Green or Rosewood.

5475E4547 "Polonaise" — Sugg. Retail $64.95



Arvin *Duophonic* MODEL 955T AND 956T

Distinctive modern design. Full range tone control and treble-bass indicator. Two co-ordinated panoramic 5″ Alnico "V" PM speakers. Phonojack. Power supply 110-120 volts. AC/DC superheterodyne circuit. Five tubes including rectifier. Conelrad (Civil Defense) markings. Size 6½″ high, 5¼″ deep, and 13⅝″ wide. Shipping weight 11½ lbs. UL approved

5667E2307—Turquoise Blue or Ivory. Specify color choice — Sugg. Retail $32.95

5666E2156—Rosewood only — Sugg. Retail $29.95

. . . Every style . . . Every color . . . Every price

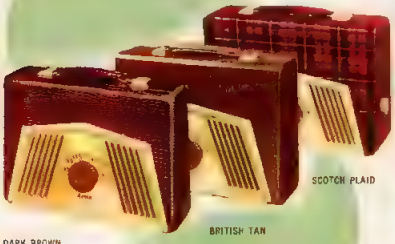
Arvin portable radios *in new modern colors*

Arvin *Airway* MODEL 852P AND 854P

Here's a friendly new traveling companion. It's designed for going places, indoors or out. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings—640 Kc and 1240 Kc. Size 10⅛" long, 7¾" high, and 3¾" deep. Shipping weight 6½ lbs. UL approved. Complete with Batteries.

5671E2510—Maroon only — Sugg. Retail $35.15

5672E2661 —Matador Red, Aqua or Cinnamon. Specify choice of color (at right) — Sugg. Retail $38.15



Arvin *Vacationer* MODEL 852P

For genuine pride of ownership. Take it anywhere. Play it anywhere. A luggage type portable of top quality. This 3-way Arvin portable draws admiring glances anywhere it's carried. Operates on batteries or AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Size 11⅛" long, 8½" high, and 3¾" deep. Shipping weight 7⅜ lbs. UL approved. Each complete with Batteries. Specify choice of Dark Brown Alligator, British Tan, or Scotch Plaid

5624E3350—"Vacationer" — Sugg. Retail $52.90

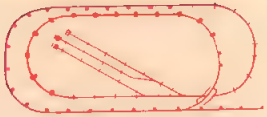
Arvin *Sportable* MODEL 854P

Sportsmen! Here it is! Especially for you! Makes any sporting event more enjoyable. You'll be the envy of your friends. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Supersensitive Arvin Magnetenna. Size 10" long, 7⅜" high, and 5⅛" deep. Shipping weight 6¼ lbs. UL approved. Choice of Matador Red, Aqua, or Cinnamon. Specify color when ordering. Complete with Batteries.

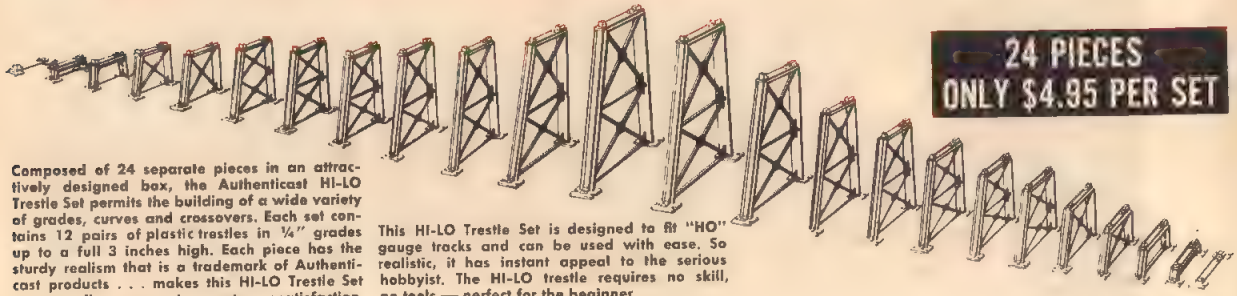
5623E2880—"Sportable" — Sugg. Retail $44.90

NEW!
Authenticast
hi-lo
RAILROAD TRESTLE SET
FOR O O-27 S AND HO GAUGES
The finest models ever built
$4.95
COMET METAL PRODUCTS CO. INC.
RICHMOND HILL, LONG ISLAND, N. Y.

'HO' GAUGE



hi lo RAILROAD TRESTLE SET



24 PIECES ONLY $4.95 PER SET

Composed of 24 separate pieces in an attractively designed box, the Authenticast HI-LO Trestle Set permits the building of a wide variety of grades, curves and crossovers. Each set contains 12 pairs of plastic trestles in ¼" grades up to a full 3 inches high. Each piece has the sturdy realism that is a trademark of Authenticast products . . . makes this HI-LO Trestle Set easy to sell . . . guarantees customer satisfaction.

This HI-LO Trestle Set is designed to fit "HO" gauge tracks and can be used with ease. So realistic, it has instant appeal to the serious hobbyist. The HI-LO trestle requires no skill, no tools — perfect for the beginner.

TO MAKE YOUR SALES CLIMB

A locomotive laboring up-grade with a long string of cars . . . nothing gives such thrilling realism to even the simplest model railroad layout. And Authenticast has now made this kind of railroading fun easily available to every one of your customers. For the first time, you can stock the model railroad accessory every railroading fan has been waiting for — a set of NEW unbreakable plastic graduated trestles that makes railroading really three-D.

Every set will feature an instruction sheet that gives special hints for model railroading on uphill grades. Sheet also contains plans for ten separate layouts suggested for use with the HI-LO Trestle Set. Reverse side will show other Authenticast products . . . help stimulate your sales of these accessories.

Make no mistake. Authenticast HI-LO Trestle Sets will quickly become one of your best selling items *year after year*. We predict they'll become practically standard equipment, even for the "Christmas-time only" railroaders.

Here's why you'll find it easy to sell AUTHENTICAST HI-LO TRESTLE SETS !

permanently or set up as a temporary display. The possibilities for using these trestles are almost endless.

Realism — Like all Authenticast products, these trestles are faithful copies of the steel-beam prototypes in use today.

Simplicity — A strong selling point. Even the youngest train owner can use them. Built-in shoulder on each trestle automatically gives proper embankment for curves. No tools are needed.

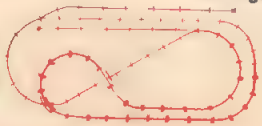
Sturdiness — Important in selling for the younger crowd. Because they're NEW unbreakable plastic one piece construction, you'll have no worries about customer dissatisfaction. Authenticast trestles will last a lifetime.

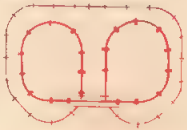
tomers budget, yet it gives you a comfortable margin of profit.

Ideal for Gifts — The perfect answer for the customer who wants a railroading or hobby gift but "Doesn't know what to buy." HI-LO Trestle Sets are suitable for every age group, the skilled railroader or the youngster with an "electric train." Fits all popular gauges.

To help you sell, Authenticast is preparing a national magazine advertising campaign. Your customers will be asking for this set soon. Better stock up now.

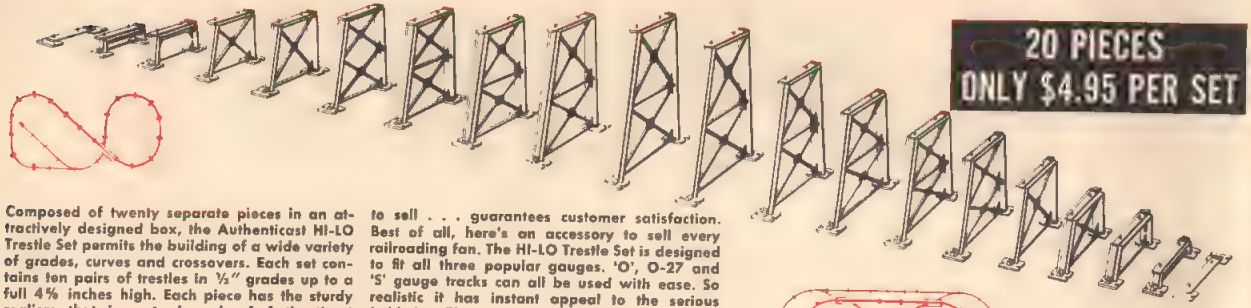
HI-LO Sets literally "pull" customers into your shop. Be sure to display a set built into a layout — and one simply shown within its original die-cut carrier-type box!





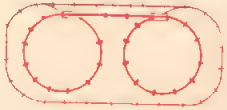
O 0-27 S GAUGES

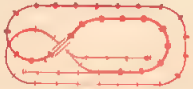
hi lo RAILROAD TRESTLE SET



20 PIECES
ONLY $4.95 PER SET

Composed of twenty separate pieces in an attractively designed box, the Authenticast HI-LO Trestle Set permits the building of a wide variety of grades, curves and crossovers. Each set contains ten pairs of trestles in ½" grades up to a full 4⅝ inches high. Each piece has the sturdy realism that is a trademark of Authenticast products . . . makes this HI-LO Trestle Set easy to sell . . . guarantees customer satisfaction. Best of all, here's an accessory to sell every railroading fan. The HI-LO Trestle Set is designed to fit all three popular gauges. 'O', O-27 and 'S' gauge tracks can all be used with ease. So realistic it has instant appeal to the serious hobbyist. The HI-LO trestle requires no skill, no tools — perfect for the beginner.





PKD. 1 DOZ. TO A MASTER CARTON

Practically all the accessories needed for your HO train set

AUTHENTICAST offers many selections of O gauge signs, scenery and figure sets. These are the little additions that make your Railroad layout "come alive," for they depict every day community scenes.

R323 Figures and Accessories $2.00

R95 Large Farm Set $1.89

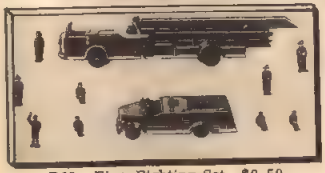
R96 Bus Stop Scene $1.89

R92 Crosswalk Scene $1.89

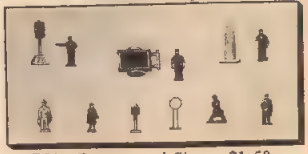
R97 Flat Car Loads $2.50

R98 Road Signs $1.89

R94 Accident Group $1.89



R93 Fire Fighting Set $2.50



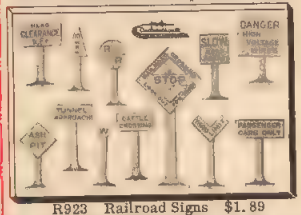
R91 Figures and Signs $1.59

for all standard toy trains

R53 Three station benches 55¢
R85 Policeman and traffic light 75¢
R86 Two figures on bench 55¢
X-4 Street Signs 89¢
X-5 Street Signs 89¢
X-6 Railroad Signs 89¢
X-7 Highway Signs 89¢

R90 Railroad Signal Set $1.89

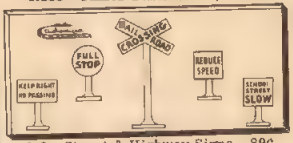
R150 Suburban Bus Stop Scene $1.25



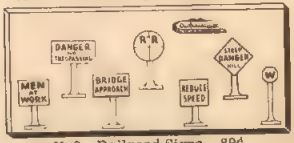
R923 Railroad Signs $1.89

R623 Road Signs $1.89

R153 Junior Farm Set $1.25



X-3 Street & Highway Signs 89¢



X-8 Railroad Signs 89¢

X-9 Street Signs 89¢

R123 Street Scene $1.89

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The Most Beautiful Watches in the World!

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

$39.75 to $79.50

Wallace . . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band Gift box and guarantee included
7021W2360 . . . . . $39.75

Daphne . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back give it an air of utterfemininity. Exquisite, perfectly matchert expansion bracelet Modern,domed crystal Popular priced watch is guaranteed accurate.
7022W2360. . . . . $39.75

Phyllis 17 jewels. Charming end design and side matsf Yellow rolled gold plate top. Stainless steel back. Raised crystal Matching expansion bracelet. Guaranteed accurate
7023W2680 . . . . . $45.00
Phyllis "W" *Same as above in white*
7024W2680. . . . . $45.00

Starlet . 17 jewels. Strikingly new! Yellow rolled gold plate top, stainless steel back Modern, raised gable crystal, Matching, telescopic expansion bracelet
7025W2870 . . . . . $55.00
Starlet "W"—*Same as above in white*
7026W2870 . . . . . $55.00

Rosetta . . 17 jewels As beautiful as its name implies. Elegant, 10K yellow gold filled case. New, modern dial. Matching 10K yellow gold filled expansion bracelet.
7027W3225. . . . . $62.50
Rosetta "B" *Same as above in white gold filled*
7028W3225. . . . . $62.50

Citation Denise . . . 17 jewel movement. A new fashion note in precious lifetime quality 14K gold. Distinctively modern dome crystal Gold numerals and hands. Beautiful, matching expansion bracelet of slim, sleek links to grace a lively wrist. Dependable, Citation quality movement
7029W3685. . . . . $71.50
Citation Denise A *Same as above in smart 14K white gold*
7030W3685 . . . . . $71.50

Holmes . 17 jewel movement Sculptured detailing adds elegance to its handsome yellow rolled gold plate top, stainless steel back Matching expansion band of contemporary design, Gift boxed and guaranteed accurate
7031W2680 . . . . . $45.00

Matthews . . 17 jewel movement Modern as tomorrow! Yellow rolled gold plate top, stainless steel back with distinctive dome crystal Perfectly matched expansion band Complete with gift box and written guarantee.
7032W2870 . . . . . $55.00

Paramount "Z" . . . 17 jewels. A yet black dial distinguishes its handsome, yellow rolled gold plate top, stainless steel back Raised crystal. Matching expansion band
7033W2995. . . . . $59.50
Paramount . *White dial.*
7034W2995. . . . . $59.50

Citation Waiter . . . to be worn with pride. 17 jewel movement. Sleek, modern designed rectangular case with curved sides in 10K yellow gold filled, 14K gold applied dial. Distinctive, raised crystal Matching expansion band. Citation quality movement is supremely accurate.
7035W4290. . . . . $79.50

BENRUS *Waterproof**

17 and 21 Jewels

Here are the world's finest waterproof watches. First in styling... waterproof quality... dependability and value!

* Benrus Waterproof Watches are Guaranteed Waterproof. They have been tested at the equivalent of 60 ft of water. To retain their waterproof quality, crystal, crown and case must remain intact.

Ocean Shark "21" . . . New star in the Benrus Waterproof collection! 21 jewel precision movement. Guaranteed waterproof! Easy-to-read sweep-second hand and luminous dial. Stainless steel case. Unbreakable crystal. Magnificently masculine, leather inlaid expansion band "Thin as a coin" water proof case
7036W3225 . . . . . **$62.50**

Ocean Mariner "21" . . . 21 jewel movement. A clear, easy to-read luminous dial accentuates its yellow rolled gold plate top and stainless steel back. Guaranteed waterproof. Unbreakable crystal. Sweep-second hand. A magnificent example of fine watch craftsman ship. Matching expansion band
7037W3685 . . **$71.50**

Ocean Rider . . . 17 jewel movement. A really rugged performer! Ideal for servicemen, sportsmen, fishermen Guaranteed waterproof Dust-proof, stainless steel case and matching expansion band. Combination unbreakable crystal over luminous dial Easy-to read sweep second hand
7038W2735 . . . . **$49.50**

Ocean Royal "R" . 17 jewel movement. Handsome enough for all dress occasions . . . rugged enough for all sports Yellow rolled gold plate top, stainless steel back Guaranteed water proof Unique luminous dial Matching expansion band
7039W3225 . . . . . **$62.50**
Ocean Royal . *White dial*
7040W3225 **$62.50**

17 Jewels • Self-Winding • Waterproof

Auto Prince . . . 17 jewel movement. Automatic winds by wrist movement. Water won't harm its shock protected, anti-magnetic, guaranteed waterproof movement. Rust proof, stainless steel case. Raised, easy-to-read numerals. Handsome, perfectly matched expansion band. Unbreakable crystal.
7041W3390 . . . . . **$67.50**
Auto Leader . . . *Same as above in yellow rolled gold plate top.*
7042W4145 . . . . . **$75.00**

Sport Timer . . . 17 jewel movement Ideal for the outdoor man. Automatic—winds by normal arm movement. Guaranteed waterproof. Yellow rolled gold plate top Stainless steel back. Matching expansion band. Sweep-second hand Unbreakable crystal Distinctively styled, modern sunburst dial Fully guaranteed, gift boxed.
7043W4145 . . . . . **$75.00**

Sport Chief . . . 17 jewels. A triumph of watchmaking skill! Precision self-winging movement. Guaranteed waterproof Yellow rolled gold plate top Rust protected stainless steel back Easy to read, sweep-second hand Entirely masculine, leather inlaid expansion band Luminous dial Ruggedly handsome, accurate. Gift boxed.
7044W4290. . . . **$79.50**

Sport Master 17 jewel movement Acclaimed by doctors, airline pilots and sportsmen Self winding Winds by normal wrist movement Guaranteed waterproof. 10K yellow gold filled case. Easy to read sweep second hand Rich, contrasting, leather box inlaid expansion band. Unbreakable crystal In handsome gift box
7045W5448 . . . . . **$100.00**

BENRUS

25 JEWEL WATCHES

Waterproof* Self-Winding Shock Resisting

Never before—a watch with all the great features of the Benrus 25-jewel watch! Not only does it have 25 jewels for longer life and split-second accuracy, but it winds itself every time you turn your wrist and is guaranteed waterproof, too! Here truly is a time engineer's dream come true . . . the newest, most modern watch in the world!

Sky Commander "25" . . . 25 working jewels. The sunburst dial sets off its smart simplicity. Superb self-winding movement. Sweep-second hand. Guaranteed waterproof, too Yellow rolled gold plate top, stainless steel back. Matching expansion band. The ultimate in super-jewelled accuracy.
7047W4660. . . . . $87.50

Sky Hawk "25" . . 25 working jewels You know how long this automatic will run when not being worn the power reserve indicator shows you. Guaranteed waterproof Sweep-second hand. Yellow rolled gold plate top, stainless steel back Rich leather inlaid expansion band Always dependably accurate.
7048WS770 . $110.00

Sky Major "25" . . . 25 working jewels. A masterpiece of watch making skill Self-winding. The mere movement of your arm keeps it fully wound. Guaranteed waterproof. 10K yellow gold filled case. Modernistic two-tone dial. Sweep-second hand. Matching expansion band. Handsome gift box
7049WS960. . . . $115.00

Sky Ace "25" . . You name it—this magnificent timepiece has it! 25 working jewels. You'll never have to wind this wonder—just wear it! Guaranteed waterproof, too! Smart, dust-proof, stainless steel case. Easy-to-read sweep-second hand Matching expansion band Unbreakable crystal over luminous dial. In presentation box
7046W4145 . . . . . $75.00

Citation Granger "21" . . You can't hide your success with this distinguished watch on your wrist 21 jewel movement Strong, simple lines accentuate the richness of its lifetime quality 14K gold case. Citation dial. Handsome, perfectly matched expansion band Completely guaranteed and beautifully gift boxed Supremely accurate Citation quality movement.
7050W5960 . . . . . $115.00

Spencer "21" . . . . 21 jewel supremely accurate movement A masculine favorite And small wonder! For it has a modern, raised crystal over a smart, sunburst design dial Yellow rolled gold plate top Dust-proof, stainless steel back. Matching expansion band Watch of guaranteed accuracy.
7051W3340. . . . . $65.00

Wendell "21" . . . 21 jewel movement Modern, distinctively simple styling as popular today Yellow rolled gold plate top. Dust-proof, stainless steel back. Waffle finish dial. Rich, entirely masculine, leather inlaid expansion band Complete with gift box, guaranteed accurate, super jeweled movement.
7052W3685. . . . . $71.50

Wagner "21" . . . . 21 jewel supremely accurate Benrus A two tone full figured dial complements its rich 10K yellow gold filled rectangular case Fits the wrist comfortably and smartly. Handsome, perfectly matched gold filled expansion band Extremely modern, raised crystal Gift boxed
7053W4385. . . . . $82.50

Embraceable Pat Glamorous watch and bracelet combined. 17 jewel movement. Polished and engraved case. Yellow rolled gold plate top. Rustproof stainless steel back. Darling, dome crystal
[redacted] $55.00
Embraceable Pat "W" *Same as above in white*
7055W7870..... $55.00

Embraceable Susan "21" Superb 21 jewel movement. Elegance and accuracy combine in this stunning watch and bracelet combination. Yellow, rolled gold plate top. Rustproof stainless steel back.
7057W3685..... $71.50
Embraceable Susan "21" *Same as above in white*
7056W3685..... $71.50

Embraceable Dream Circles the wrist with glamour in the most fitting way. Hidden hinges join the bracelet for custom fit on any size wrist. 17 jewel movement. Rich, 10K yellow gold filled case
7058W4145..... $75.00
Embraceable Dream "B" *Same as above in white*
7059W4145..... $75.00

Festival 17 jewels. The perfect companion for life's festive occasions that precious look so prized by women who want the utmost in femininity. Its tiny case is surrounded by clusters of simulated light blue sapphires. White piped, suede strap. A watch of guaranteed accuracy.
7060W2680..... $45.00

BENRUS
Diamond Watches
Genuine, blazing, precious diamonds add glamour to the enchanting cases of these beautiful timepieces. Complimenting their surface beauty is the famous Benrus guaranteed accuracy.
$62.50 to $250.00
21 Jewels

Diamond Lilac Like twinkling stars two diamonds sparkle with fiery radiance to stress its tiny case of white rolled gold plate and stainless steel. Expansion bracelet. Dome crystal 17 jewel movement insures accuracy at all times.
7061W3225..... $62.50

Diamond Paree "21" 21 jewels. Its intricately designed end pieces are set with two flashing diamonds. White rolled gold plate top. Stainless back. Dome crystal.
7062W4145..... $75.00
Diamond Paree T "21" *... in yellow.*
7063W4145..... $75.00

Diamond Cheer Four sparkling, brilliant diamonds give it that precious look. Rich 14K white gold case. Dainty vine, double snake bracelet. Fashionable dome crystal. 17 jewel dependable, quality movement guarantees accuracy.
7064W6250..... $125.00

Royal Spark and how these six beautiful diamonds sparkle against the background of its rich 14K white gold case! 14K applied gold dial. Raised crystal. Double snake chain bracelet. 17 jewel movement. Guaranteed accuracy.
[redacted] $165.00

Royal Glamour . . . If Diamonds are her best friend, give her this glamorous 10 diamond Benrus Exquisite. 14K white gold case and applied dial. Double snake bracelet. 17 jewel movement as always dependably accurate. In presentation box
7066W13240 $250.00

Miss Pamela "21" 21 jewel movement. Sweetly simple case of yellow rolled gold plate top and stainless steel non-corrosive back. With raised crystal and beautiful matching expansion bracelet. Super jeweling guarantees supreme accuracy
7067W2995..... $59.50

Miss Ruth "21" . . . 21 jewel movement. Youthful, exquisite styling at its finest. Yellow, rolled gold plate top. Stainless steel, non-corrosive back. Modern, raised crystal. Beautiful, matching expansion bracelet. A watch of guaranteed accuracy
7068W3390..... $67.50

Citation Lass "21" 21 jewel movement. High fashion at a moderate price. 14K yellow gold case of lifetime quality. Matching modern yellow gold filled expansion bracelet. Gift boxed
7071W4785 $92.50
Citation Lass A "21" *Same as above in white*
7072W4785..... $92.50

Citation Lane "21" 21 jewel precision movement. Actually, it's luxury at a dime yet supremely accurate. Lifetime 10K yellow gold filled case. Raised crystal. Exquisite, matching expansion bracelet
7069W4145..... $75.00
Citation Lane B "21" *... in white*
7070W4145..... $75.00

BENRUS

The Most Beautiful Watches in the World!

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

$39.75 to $79.50

Wallace . . . 17 jewels. Distinctive, sample lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift box and guarantee included.
25W28-7360.. . . . . $39.75

Daphne . . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back give it an air of utter femininity. Exquisite, perfectly matched expansion bracelet. Modern, domed crystal. Popular priced watch is guaranteed accurate.
25W1-7360 . . . . . $39.75

Phyllis . . . 17 jewels. Charming end design and side motif. Yellow rolled gold plate top. Stainless steel back. Raised crystal. Matching expansion bracelet. Guaranteed accurate.
25W2-2680 . . . . . $45.00
Phyllis "W" . . . *Same as above in white.*
25W41-2680. . . . . $45.00

Starlet . . . 17 jewels. Strikingly new! Yellow rolled gold plate top, stainless steel back. Modern, raised gable crystal. Matching, telescopic expansion bracelet.
25W3-2870. . . . . $55.00
Starlet "W"—*Same as above in white.*
25W42-2870. . . . . $55.00

Rosetta . . . 17 jewels. As beautiful as its name implies. Elegant, 10K yellow gold filled case. New, modern dial. Matching 10K yellow gold filled expansion bracelet.
25W4-3225 . . . . . $62.50
Rosetta "B"—*Same as above in white gold filled.*
25W43-3225 . . . . . $62.50

Citation Denise . . . 17 jewel movement. A new fashion note in precious lifetime quality 14K gold. Distinctively modern dome crystal. Gold numerals and hands. Beautiful, matching expansion bracelet of slim, sleek links to grace a lively wrist. Dependable, Citation quality movement.
25W5-3685. . . . . $71.50
Citation Denise "A" *Same as above in smart 14K white gold.*
25W44-3685 . . . . . $71.50

Haimes . . . 17 jewel movement. Sculptured detailing adds elegance to its handsome yellow rolled gold plate top, stainless steel back. Matching expansion band of contemporary design. Gift boxed and guaranteed accurate.
25W29-2680. . . . . $45.00

Matthews . . . 17 jewel movement. Modern as tomorrow! Yellow rolled gold plate top, stainless steel back with distinctive dome crystal. Perfectly matched expansion band. Complete with gift box and written guarantee.
25W30-2870. . . . . $55.00

Paramount "Z" . . . 17 jewels. A jet black dial distinguishes its handsome, yellow rolled gold plate top, stainless steel back. Raised crystal. Matching expansion band.
25W31-2995. . . . . $59.50
Paramount . . . *White dial.*
25W45-2995 . . . . . $59.50

Citation Walter . . . to be worn with pride. 17 jewel movement. Sleek, modern designed rectangular case with curved sides in 10K yellow gold filled. 14K gold applied dial. Distinctive, raised crystal. Matching expansion band. Citation quality movement is supremely accurate
25W32-4290. . . . . $79.50

BENRUS *Waterproof**

17 and 21 Jewels

Here are the world's finest waterproof watches. First in styling . . . waterproof quality . . . dependability and value!

*Benrus Waterproof Watches are Guaranteed Waterproof

They have been tested at the equivalent of 60 ft. of water. To retain their waterproof quality, crystal, crown and case must remain intact.

Ocean Shark "21" . . . New star in the Benrus Waterproof collection! 21 jewel precision movement. Guaranteed waterproof! Easy-to-read sweep-second hand and luminous dial. Stainless steel case. Unbreakable crystal. Magnificently masculine, leather inlaid expansion band. "Thin as a coin" water proof case.
25W16-3225 . . . . . $62.50

Ocean Mariner "21" . . . 21 jewel movement. A clear, easy-to-read luminous dial accentuates its yellow rolled gold plate top and stainless steel back. Guaranteed waterproof. Unbreakable crystal. Sweep-second hand. A magnificent example of fine watch craftsmanship. Matching expansion band
25W17-3685. . . . . $71.50

Ocean Rider . . . 17 jewel movement. A really rugged performer! Ideal for servicemen, sportsman, fishermen. Guaranteed waterproof. Dust-proof, stainless steel case and matching expansion band. Combination unbreakable crystal over luminous dial. Easy-to-read sweep-second hand.
25W18-2735 . . . . . $49.50

Ocean Royal "8" . . . 17 jewel movement. Handsome enough for all dress occasions . . . rugged enough for all sports. Yellow rolled gold plate top, stainless steel back. Guaranteed waterproof. Unique luminous dial. Matching expansion band.
25W19-3225 . . . . . $62.50
Ocean Royal . . . *White dial.*
25W46-3225 . . . . . $62.50

17 Jewels • Self-Winding • Waterproof

Auto Prince . . . 17 jewel movement Automatic—winds by wrist movement Water won't harm its shock protected, anti-magnetic, guaranteed waterproof movement. Rust proof, stainless steel case. Raised, easy-to-read numerals. Handsome, perfectly matched expansion band. Unbreakable crystal.
25W20-3390 . . . . . $67.50
Auto Leader . . . *Same as above in yellow rolled gold plate top.*
21W17-4185 . . . . . $75.00

Sport Timer . . . 17 jewel movement. Ideal for the outdoor man. Automatic winds by normal arm movement. Guaranteed waterproof. Yellow rolled gold plate top. Stainless steel back. Matching expansion band. Sweep-second hand. Unbreakable crystal. Distinctively styled, modern sunburst dial. Fully guaranteed, gift boxed.
25W21-4145 . . . . . $75.00

Sport Chief . . . 17 jewels. A triumph of watchmaking skill! Precision self-winging movement. Guaranteed waterproof. Yellow rolled gold plate top. Rust-protected stainless steel back. Easy to read, sweep-second hand Entirely masculine, leather inlaid expansion band. Luminous dial. Ruggedly handsome, accurate. Gift boxed.
25W22-4290. . . . . $79.50

Sport Master . . . 17 jewel movement. Acclaimed by doctors, airline pilots and sportsmen. Self-winding. Winds by normal wrist movement. Guaranteed waterproof. 10K yellow gold-filled case Easy to read sweep-second hand. Rich, contrasting, leather box inlaid expansion band, Unbreakable crystal. In handsome gift box.
25W23-5440. . . . . $100.00

BENRUS

25 JEWEL WATCHES

Waterproof* Self-Winding Shock Resisting

Never before—a watch with all the great features of the Benrus 25-jewel watch! Not only does it have 25 jewels for longer life and split-second accuracy, but it winds itself every time you turn your wrist and is guaranteed waterproof, too! Here truly is a time engineer's dream come true . . . the newest, most modern watch in the world!

Sky Commander "25" . . . 25 working jewels. The sunburst dial sets off its smart simplicity. Super beat self-winding movement. Sweep second hand. Guaranteed waterproof, too. Yellow rolled gold plate top, stainless steel back. Matching expansion band The ultimate in super-jewelled accuracy.
25W25-4660 . . . . . $87.50

Sky Hawk "25" . . . 25 working jewels You know how long this automatic will run when not being worn -the power reserve indicator shows you. Guaranteed waterproof. Sweep-second hand. Yellow rolled gold plate top, stainless steel back. Rich leather inlaid expansion band. Always dependably accurate.
25W26-5770 . . . . . $110.00

Sky Major "25" . . . 25 working jewels. A masterpiece of watch-making skill. Self-winding. The mere movement of your arm keeps it fully wound. Guaranteed waterproof. 10K yellow gold-filled case. Modernistic, two-tone dial. Sweep-second hand. Matching expansion band. Handsome gift box.
25W27-5960 . . . . . $115.00

Sky Ace "25" . . . You name it—this magnificent timepiece has it! 25 working jewels. You'll never have to wind this wonder—just wear it! Guaranteed waterproof, too! Smart, dust-proof, stainless steel case. Easy-to-read sweep-second hand. Matching expansion band. Unbreakable crystal over luminous dial. In presentation box.
25W24-4145 . . . . . $75.00

21 Jewels • Supremely Accurate

Citation Granger "21" . . . You can't hide your success with this distinguished watch on your wrist. 21 jewel movement. Strong, simple lines accentuate the richness of its lifetime quality 14K gold case. Citation dial. Handsome, perfectly matched expansion band. Completely guaranteed and beautifully gift boxed. Supremely accurate Citation quality movement.
25W36-5960 . . . . . $115.00

Spencer "21" . . . 21 jewel supremely accurate movement. A masculine favorite. And small wonder! For it has a modern, raised crystal over a smart, sunburst design dial. Yellow rolled gold plate top. Dust-proof, stainless steal back. Matching expansion band. Watch of guaranteed accuracy.
25W33-3340 . . . . . $65.00

Wendell "21" . . . 21 jewel movement. Modern, distinctively simple styling so popular today. Yellow rolled gold plate top. Dust-proof, stainless steel back. Waffle finish dial. Rich, entirely masculine, leather inlaid expansion band. Complete with gift box, guaranteed accurate, super jeweled movement.
25W34-3685 . . . . . $71.50

Wagner "21" . . . 21 jewel supremely accurate Benrus. A two tone full figured dial complements its rich 10K yellow gold filled rectangular case. Fits the wrist comfortably and smartly. Handsome, perfectly matched gold filled expansion band Extremely modern, raised crystal. Gift boxed.
25W35-4385 . . . . . $82.50

Embraceable Pat... Glamorous watch and bracelet combined. 17 jewel movement. Polished and engraved case. Yellow rolled gold plate top. Rustproof stainless steel back. Darling, dome crystal.
25W14-2870 ..... $55.00
Embraceable Pat "W" ... *Same as above in white*
25W48-2870 ..... $55.00

Embraceable Susan "21" ... Superb 21 jewel movement. Elegance and accuracy combine in this stunning watch and bracelet combination Yellow, rolled gold plate top. Rustproof stainless steel back.
25W19-3685 ..... $71.50
Embraceable Susan "21" ... *Same as above in white*
25W30-3685 ..... $71.50

Embraceable Dream ... Circles the wrist with glamour in the most flitting way. Hidden hinges join the bracelet for custom fit on any size wrist. 17 jewel movement. Rich, 10K yellow gold filled case.
25W15-4145 ..... $75.00
Embraceable Dream "B"... *Same as above in white*
25W31-4145 ..... $75.00

Festival... 17 jewels. The perfect companion for life's festive occasions... that precious look so prized by women who want the utmost in femininity. Its tiny case is surrounded by clusters of simulated light-blue sapphires. White piped, suede strap A watch of guaranteed accuracy.
25W38-2680 ..... $45.00

BENRUS
Diamond Watches
Genuine, blazing, precious diamonds add glamour to the enchanting cases of these beautiful timepieces. Complimenting their surface beauty is the famous Benrus guaranteed accuracy.
$62.50 to $250.00
21 Jewels

Diamond Lilac... Like twinkling stars tiny diamonds sparkle with fiery radiance to stress its tiny case of white rolled gold plate and stainless steel. Expansion bracelet. Dome crystal. 17 jewel movement insures accuracy at all times.
25W10-3225 ..... $62.50

Diamond Peree "21" ... 21 jewels. Its intricately designed end pieces are set with two flashing diamonds. White rolled gold plate top. Stainless back. Dome crystal.
25W11-4145 ..... $75.00
Diamond Peree T "21" ... *in yellow.*
25W52-4145 ..... $75.00

Diamond Cheer... Four sparkling, brilliant diamonds give it that precious look. Rich 14K white gold case. Divine, double snake bracelet. Fashionable dome crystal. 17 jewel dependable, quality movement guarantees accuracy.
25W12-4250 ..... $125.00

Royal Spark ... and how these six beautiful diamonds sparkle against the background of its rich 14K white gold case! 14K applied gold dial Raised crystal. Double snake chain bracelet. 17 jewel movement. Guaranteed accuracy.
25W13-8250 ..... $165.00

Royal Glamour ... If Diamonds are her best friend, give her this glamorous 10 diamond Benrus. Exquisite, 14K white gold case and applied dial. Double snake bracelet. 17 jewel movement is always dependably accurate. In presentation box.
25W37-13240 ..... $250.00

Miss Pamela "21"... 21 jewel movement. Sweetly simple case of yellow rolled gold plate top and stainless steel non-corrosive back. With raised crystal and beautiful matching expansion bracelet. Super jeweling guarantees supreme accuracy.
25W6-2995 ..... $59.50

Miss Ruth "21"... 21 jewel movement Youthful, exquisite styling at its finest. Yellow, rolled gold plate top. Stainless steel, non-corrosive back. Modern, raised crystal. Beautiful, matching expansion bracelet. A watch of guaranteed accuracy
25W7-3390 ..... $67.50

Citation Loss "21"... 21 jewel movement. High fashion at a moderate price. 14K yellow gold case of lifetime quality Matching modern yellow gold filled expansion bracelet. Gift boxed
25W9-4785 ..... $92.50
Citation Loss A "21" ... *Same as above in white.*
25W54-4785 ..... $92.50

Citation Lane "21"... 21 jewel precision movement. Actually it's tiny as a dime yet supremely accurate. Lifetime 10K yellow gold filled case. Raised crystal. Exquisite, matching expansion bracelet.
25W8-4145 ..... $75.00
Citation Lane B "21" ... *in white*
25W53-4145 ..... $75.00

BENRUS *Waterproof**

17 and 21 Jewels

Here are the world's finest waterproof watches. First in styling . . . waterproof quality . . . dependability and value!

*** Benrus Waterproof Watches are Guaranteed Waterproof**
They have been tested at the equivalent of 60 ft. of water. To retain their waterproof quality, crystal, crown and case must remain intact

Ocean Shark "21" . . New star in the Benrus Waterproof collection! 21 jewel precision movement. Guaranteed waterproof. Easy-to-read sweep-second hand and luminous dial. Stainless steel case. Unbreakable crystal. Magnificently masculine, leather inlaid expansion band. "Thin as a coin" water proof case
15-50-48 X 3225 . . . . $62.50

Ocean Mariner "21" . . . 21 jewel movement. A clear, easy-to-read luminous dial accentuates its yellow rolled gold plate top and stainless steel back. Guaranteed waterproof. Unbreakable crystal. Sweep-second hand. A magnificent example of fine watch craftsmanship. Matching expansion band.
15-50-49 X 3685 . . . . . $71.50

Ocean Rider . . 17 jewel movement. A really rugged performer! Ideal for servicemen, sportsmen, fishermen. Guaranteed waterproof. Dust-proof, stainless steel case and matching expansion band. Combination unbreakable crystal over luminous dial. Easy-to-read sweep-second hand.
15-50-50 X 2735 . . . . . $49.50

Ocean Royal "21" . . . 17 jewel movement. Handsome enough for all dress occasions . . . rugged enough for all sports. Yellow rolled gold plate top, stainless steel back. Guaranteed waterproof. Unique luminous dial. Matching expansion band.
15-50-51 X 3225 . . . . . $62.50
Ocean Royal . *White dial*
15-50-52 X 3225 . . . . . $62.50

17 Jewels • Self-Winding • Waterproof

Auto Prince . . . 17 jewel movement. Automatic winds by wrist movement. Water won't harm its shock protected, antimagnetic, guaranteed waterproof movement. Rust proof, stainless steel case. Raised, easy-to-read numerals. Handsome, perfectly matched expansion band. Unbreakable crystal.
15-50-53 X 3390 . . . . . $67.50
Auto Leader . . *Same as above in yellow rolled gold plate top.*
15-50-54 X 4145 . . . . . $75.00

Sport Timer . . . 17 jewel movement. Ideal for the outdoor man. Automatic—winds by normal arm movement. Guaranteed waterproof. Yellow rolled gold plate top. Stainless steel back. Matching expansion band. Sweep-second hand. Unbreakable crystal. Distinctively styled, modern sunburst dial. Fully guaranteed, gift boxed
15-50-55 X 4145 . . . . . $75.00

Sport Chief . . 17 jewels. A triumph of watchmaking skill! Precision self-winging movement. Guaranteed waterproof. Yellow rolled gold plate top. Rust-protected stainless steel back. Easy to read, sweep-second hand. Entirely masculine, leather inlaid expansion band. Luminous dial. Ruggedly handsome, accurate. Gift boxed
15-50-56 X 4290 . . . . . $79.50

Sport Master . 17 jewel movement. Acclaimed by doctors, airline pilots and sportsmen. Self-winding. Winds by normal wrist movement. Guaranteed waterproof. 10K yellow gold-filled case. Easy to read sweep-second hand. Rich, contrasting, leather box inlaid expansion band. Unbreakable crystal. In handsome gift box.
15-50-57 X 5440 . . . . . $100.00

Embraceable Pat Glamorous watch and bracelet combined. 17 jewel movement. Polished and engraved case. Yellow rolled gold plate top. Rustproof stainless steel back. Darling, dome crystal.
15-50-66 X 2870 ..... $55.00
Embraceable Pat "W"
Same as above in white
15-50-67 X 2870 ..... $55.00

Embraceable Susan "21" Superb 21 jewel movement. Elegance and accuracy combine in this stunning watch and bracelet combination. Yellow, rolled gold plate top. Rustproof stainless steel back.
15-50-68 X 3685. .....$71.50
Embraceable Susan "21"
Same as above in white
15-50-69 X 3685 . $71.50

Embraceable Dream Circles the wrist with glamour in the most fitting way. Hidden hinges join the bracelet for custom fit on any size wrist. 17 jewel movement. Rich, 10K yellow gold filled case
15-50-70 X 4145 .....$75.00
Embraceable Dream "B".
Same as above in white.
15-50-71 X 4145 ..... $75.00

Festival . 17 jewels. The perfect companion for life's festive occasions . . that precious look so prized by women who want the utmost in femininity. Its tiny case is surrounded by clusters of simulated light-blue sapphires. White piped, suede strap. A watch of guaranteed accuracy.
15-50-72 X 2680. . . . $45.00

BENRUS
Diamond Watches
Genuine, blazing, precious diamonds add glamour to the enchanting cases of these beautiful timepieces. Compliments their surface beauty is the famous Benrus guaranteed accuracy.
$62.50 to $250.00
21 Jewels

Diamond Lilac Like twinkling starst two diamonds sparkle with fiery radiance to stress its tiny case of white rolled gold plate and stainless steel. Expansion bracelet. Dome crystal. 17 jewel movement insures accuracy at all times.
15-50-73 X 3225. $62.50

Diamond Paree "21" 21 jewels. Its intricately designed end pieces are set with two flashing diamonds. White rolled gold plate top. Stainless back. Dome crystal.
15-50-74 X 4145 $75.00
Diamond Paree T "21"
. . . in yellow.
15-50-75 X 4145 $75.00

Diamond Cheer Four sparkling, brilliant diamonds give it that precious look. Rich 14K white gold case. Divine, double snake bracelet. Fashionable dome crystal. 17 jewel dependable, quality movement guarantees accuracy.
15-50-76 X 6250 . $125.00

Royal Spark and how these six beautiful diamonds sparkle against the background of its rich 14K white gold case! 14K applied gold dial. Raised crystal. Double snake chain bracelet 17 jewel movement. Guaranteed accuracy.
15-50-77 X 8250 $165.00

Royal Glamour . If Diamonds are her best friend, give her this glamorous 10 diamond Benrus Exquisite, 14K white gold case and applied dial. Double snake bracelet. 17 jewel movement is always dependably accurate. In presentation box
15-50-78 X 13240 $250.00

Miss Pamela "21" . . . 21 jewel movement. Sweetly simple case of yellow rolled gold plate top and stainless steel non-corrosive back. With raised crystal and beautiful matching expansion bracelet. Super jewel ing guarantees supreme accuracy
15-50-79 X 2995..... .$59.50

Miss Ruth "21" . . . 21 jewel movement. Youthful, exquisite styling at its finest. Yellow, rolled gold plate top. Stainless steel, non corrosive back. Modern, raised crystal. Beautiful, matching expansion bracelet. A watch of guaranteed accuracy
15-50-80 X 3390 . $67.50

Citation Lass "21". . . 21 jewel movement. High fashion at a moderate price. 14K yellow gold case of lifetime quality. Matching modern yellow gold filled expansion bracelet. Gift boxed.
15-50-83 X 4785. .... . $92.50
Citation Lass A "21"
Same as above in white
15 50-84 X 4785 .. . $92.50

Citation Lane "21" . 21 jewel precision movement. Actually it's tiny as a dime yet supremely accurate. Lifetime 10K yellow gold filled case. Raised crystal. Exquisite, matching expansion bracelet.
15-50-81 X 4145.....$75.00
Citation Lane B "21" . . *in white*
15-50-82 X 4145.....$75.00

BENRUS

The Most Beautiful Watches in the World!

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

$39.75 to $79.50

Wallace . . . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift box and guarantee included
15-50-33 X 2360 . . . . . $39.75

Daphne . . . 17 jewels. Dainty, chic case of yellow rolled gold plate top and stainless steel back give a touch of interfeminimity. Exquisite perfectly matched expansion bracelet. Modern, domed crystal. Popular priced watch is guaranteed accurate
15-50-34 X 2360 $39.75

Phyllis . . . 17 jewels. Charming end design and side motif. Yellow rolled gold plate top. Stainless steel back. Raised crystal. Matching expansion bracelet. Guaranteed accurate
15-50-35 X 2680 $45.00
Phyllis "W". *Same as above in white*
15-50-36 X 2680 $45.00

Starlet . . . 17 jewels. Strikingly new! Yellow rolled gold plate top, stainless steel back. Modern, raised gable crystal. Matching, telescopic expansion bracelet.
15-50-37 X 2870 . . $55.00
Starlet "W" *Same as above in white*
15-50-38 X 2870. . . . $55.00

Rosetta . . . 17 jewels. As beautiful as its name implies. Elegant, 10K yellow gold filled case. New, modern dial. Matching 10K yellow gold filled expansion bracelet
15-50-39 X 3225. . . . $62.50
Rosetta "B" *Same as above in white gold filled*
15-50-40 X 3225. $62.50

Citation Denise . . . 17 jewel movement. A new fashion note in precious lifetime quality 14K gold. Distinctively modern dome crystal. Gold numerals and hands. Beautiful, matching expansion bracelet of slim, sleek links to grace a lively wrist. Dependable, Citation quality movement
15-50-41 X 3685 . . . . . $71.50
Citation Denise A— *Same as above in smart 14K white gold.*
15-50-42 X 3685. . . . . $71.50

Holmes . 17 jewel movement. Sculptured detailing adds elegance to its handsome yellow rolled gold plate top, stainless steel back. Matching expansion band of contemporary design. Gift boxed and guaranteed accurate
15-50-43 X 2680 . . . $45.00

Matthews 17 jewel movement. Modern as tomorrow! Yellow rolled gold plate top, stainless steel back with distinctive dome crystal. Perfectly matched expansion band. Complete with gift box and written guarantee
15-50-44 X 2870 $55.00

Paramount "Z" . 17 jewels. A jet black dial distinguishes its handsome, yellow rolled gold plate top, stainless steel back. Raised crystal. Matching expansion band
15-50-45 X 2995. . . . . $59.50
Paramount *White dial*
15-50-46 X 2995. . . . . $59.50

Citation Walter . . . to be worn with pride. 17 jewel movement. Sleek, modern designed rectangular case with curved sides in 10K yellow gold filled 14K gold applied dial. Distinctive, raised crystal. Matching expansion band. Citation quality movement is supremely accurate.
15-50-47 X 4290 . . . . . $79.50

BENRUS

25 JEWEL WATCHES

Waterproof* Self-Winding Shock Resisting

Never before—a watch with all the great features of the Benrus 25-jewel watch! Not only does it have 25 jewels for longer life and split-second accuracy, but it winds itself every time you turn your wrist and is guaranteed waterproof, too! Here truly is a time engineer's dream come true . . . the newest, most modern watch in the world!

Sky Commander "25" . . . 25 working jewels. The sunburst dial sets off its smart simplicity. Supersself-winding movement. Sweep-second hand. Guaranteed waterproof, too. Yellow rolled gold plate top, stainless steel back. Matching expansion band. The ultimate in super-jewelled accuracy

15-50-59 X 4660.....$87.50

Sky Hawk "25" . . 25 working jewels. You know how long this automatic will run when not being worn the power reserve indicator shows you Guaranteed waterproof Sweep-second hand. Yellow rolled gold plate top, stainless steel back Rich leather inlaid expansion band Always dependably accurate

15-50-60 X 5770.....$110.00

Sky Major "25" . . 26 working jewels. A masterpiece of watchmaking skill Self-winding The mere movement of your arm keeps it fully wound Guaranteed waterproof 10K yellow gold filled case. Modernistic, two-tone dial. Sweep-second hand Matching expansion band. Handsome gift box

15-50-61 X 5960.....$115.00

Sky Ace "25" . . You name it this magnificent timepiece has it! 25 working jewels. You'll never have to wind this wonder just wear it! Guaranteed waterproof, too! Smart, dust-proof, stainless steel case Easy-to-read sweep-second hand Matching expansion band Unbreakable crystal over luminous dial. In presentation box

15-50-58 X 4145 . . . . . $75.00

21 Jewels • Supremely Accurate

Citation Granger "21" . . . You can't hide your success with this distinguished watch on your wrist. 21 jewel movement. Strong, simple lines accentuate the richness of its lifetime quality 14K gold case Citation dial. Handsome, perfectly matched expansion band. Completely guaranteed and beautifully gift boxed, Supremely accurate Citation quality movement.

15-50-62 X 5900. . . . . $115.00

Spencer "21" . . . 21 jewel supremely accurate movement. A masculine favorite And small wonder! For it has a modern, raised crystal over a smart sunburst design dial. Yellow rolled gold plate top. Dust-proof, stainless steel back. Matching expansion band. Watch of guaranteed accuracy

15-50-63 X 3340.....$65.00

Wendell "21" . . . 21 jewel movement. Modern, distinctively simple styling so popular today. Yellow rolled gold plate top. Dust-proof, stainless steel back. Waffle finish dial. Rich, entirely masculine, leather inlaid expansion band. Complete with gift box, guaranteed accurate, super jeweled movement.

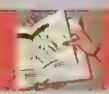
15-50-64 X 3685.....$71.50

Wagner "21" . . . 21 jewel supremely accurate Benrus. A two tone full figured dial complements its rich 10K yellow gold filled rectangular case. Fits the wrist comfortably and smartly. Handsome, perfectly matched gold filled expansion band. Extremely modern, raised crystal. Gift boxed

15-50-65 X 4385.....$82.50

BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES



AUTOMATIC-WATERPROOF*

49.50 to 115.00

As you turn this page you wind your watch automatically.
Wrist action keeps it wound . . . stores up power for thirty-six hours.

******Benrus Waterproof watches have been tested at the equivalent of 80-feet of water and are guaranteed waterproof. To retain their waterproof quality, crystal, crown and case must remain intact. All Benrus watches are temperature compensated, shock-resistant, anti-magnetic . . . and have nivarox hairsprings.*

I OCEAN RIDER. Wear it to the beach, in the shower . . . water won't affect it! Thin-as-a-silver-dollar stainless steel case; expansion band. Luminous dial; sweep second hand; unbreakable crystal
15-7008 A2725 17 jewels.....**$49.50**
15-7024 A3225 21 jewels. Raised numerals..... **62.50**

F OCEAN ROYAL. Handsome waterproof watch . . . sturdy and appropriate for any occasion. 10K yellow rolled gold plate case with stainless steel back, matching expansion band. Has a round luminous dial with gold hands, full sweep second hand. 17 jewels.
15-7016 A3225 10K Yellow RGP.....**$62.50**

G AUTO PRINCE. Waterproof, self-winding watch that never runs down as long as you wear it. Thin case with small second hand, raised numerals and luminous hands. Unbreakable crystal. 17 jewels.
15-7057 A3390 Chrome Top, Steel Back . . . Expansion Band. **$42.50**
15-7032 A4145 10K Yellow RGP case and expansion band.... **75.00**

H SPORT CHIEF Good-looking casual watch that is self-winding and waterproof . . . you can wear it anywhere without a thought. 10K yellow RGP case and unusually handsome expansion band with alligator inserts. Luminous gold hands; unbreakable crystal.
15-7065 A4290 17 jewels. Sweep second hand.....**$79.50**

K SKY ACE "25". Smart round-faced watch with an unusually styled expansion band. Watch is waterproof and self-winding; 25 jewel movement insures extra wear, smoother operation. Full sweep second hand, luminous hands, raised numerals. Unbreakable crystal.
15-7073 A4145 All Stainless steel.....**$75.00**

L CAVALIER "25". 10K yellow rolled gold plate, stainless steel back . . . expansion band to match. Automatic, it winds itself from the natural movements of your wrist. Guaranteed waterproof. 25 jewel movement. Luminous hands. Raised crystal.
15-7081 A4385 Sweep second hand.. . . . . **$82.50**

M SKY MAJOR "25". Slim round case with flanged end pieces, telescoping expansion band. 25 jewel movement is guaranteed water proof . . . automatically self-winding. 10K yellow gold filled; raised gold numerals, gold hands. Unbreakable crystal.
15-7099 A5960 Full sweep second hand..... **$115.00**

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BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES

17 and 21 Jewel

39.75 to 82.50

Popular men's dress watches . . . handsomely styled, tested for accuracy. All are shock protected, anti-magnetic, temperature compensated

All Benrus watches come to you in a beautifully made gift box . . . to make giving a pleasure, receiving a joy. And the lovely gift box serves as a case to keep your watch in. Guarantee Certificate is included with each watch . . . your Benrus is fully guaranteed against defects in materials and workmanship.

(E) WALLACE. Distinctively styled curved-square case, modern telescoping expansion band . . . in 10K yellow rolled gold plate, stainless steel back. Small second hand; raised gold numerals and gold hands. 17 jewel, shock protected movement.
15-7115 A2360 10K Yellow RGP.....**$39.75**

(F) HOLMES. Modern square case with grooved sides and ends . . . makes an elegant dress watch. Expansion band matches the 10K yellow rolled gold plate case . . . both stainless steel backed. Small second hand; raised gold numerals, gold hands. 17 jewels.
15-7123 A2680 10K Yellow RGP.....**$45.00**

(G) MATTHEWS. Sleekly styled case and expansion band harmonize perfectly . . . make it a fine watch for dress or everyday wear. Clear dial has a small second hand, raised gold numerals and gold hands. 10K RGP; stainless steel back. 17 jewels.
15-7149 A2870 10K Yellow RGP.....**$55.00**

(H) PARAMOUNT. Wide end pieces and squared case of modernistic design, angled expansion band . . . of 10K yellow RGP, stainless steel back. Small second hand, raised gold numerals, gold hands. 17 jewels.
15-7156 A2995 Black dial **$59.50**
15-7164 A2995 White dial **59.50**

(K) FALCON "21". Strikingly designed dress watch with fluted side, raised, rounded end pieces . . . smartly ruled-off expansion band. 10K yellow rolled gold plate case. Smooth 21 jewel movement; small second hand, raised gold numerals, sunburst dial.
15-7172 A3570 10K Yellow RGP..... **..$65.00**

(L) CITATION "WALTER". Styled with bold simplicity, the angled sides of the rectangular case are smooth and shining, as is the harmonizing expansion band. 10K yellow gold filled, with hand-applied 14K gold markers and hands. Small second hand. 17 jewels.
15-7180 A4290 10K Yellow Gold Filled..... **.$79.50**

(M) WAGNER "21". Beautifully worked case with triple flanged corner design, rounded end pieces, uniquely styled expansion band, 10K yellow gold filled . . . hand-applied gold numerals, gold hands. Satin finished dial has small second hand. 21 jewels.
15-7198 A4385 10K Yellow Gold Filled.....**$82.50**

RETAIL PRICES on this page include 10% Federal Excise Tax

BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES

LADIES' 17 JEWEL

39.75 to 71.50

Temperature compensated, shock-resistant, anti-magnetic
. . all Benrus watches are accompanied by a written guarantee

[E] DAPHNE . . . a watch of elegant simplicity in 10K yellow rolled gold plate; stainless steel back. The delicately molded end design, etched expansion band are charming details. Dome crystal; raised gold numerals, gold hands. 17 jewels.
15-7214 A2360 10K Yellow RGP — $39.75

[F] PHYLLIS. A richly styled watch with fluted edges, daintily scrolled ends . . . faceted expansion band. 10K rolled gold plate; steel back. Raised gold numerals, gold hands. 17 jewels.
15-7222 A2680 10K Yellow RGP — $45.00
15-7230 A2680 10K White RGP — 45.00

[G] STARLET . . . gracefully carved case with matching scalloped expansion band. Raised gold numerals and hands; faceted crystal. 10K rolled gold plate stainless steel back. 17 jewels.
15-7248 A2870 10K Yellow RGP — $52.50
15-7255 A2870 10K White RGP. — 52.50

[H] ROSETTA . . . a smart little case of stunning simplicity, with a matching expansion band, both 10K gold filled. Square dial under a dome crystal; raised gold numerals, gold hands. 17 jewels.
15-7263 A3225 10K Yellow Gold Filled. — $62.50
15-7271 A3225 10K White Gold Filled. . — 62.50

[K] DIAMOND PRINCESS. Two dainty diamonds sparkle in the intricate end pieces of this elegant watch. Diminutive 10K white rolled gold plate case with matching expansion band. Dome crystal raised gold numerals, gold hands. 17 jewels.
15-7354 A3225 10K White RGP . . . — $62.50

[L] CITATION "HELEN." A truly beautiful watch for the woman of meticulous taste . . . with modern lines, symmetrically carved expansion band. Raised gold markers. Dome crystal. 17 jewels.
15-7289 A3390 10K Yellow Gold Filled. $67.50
15-7297 A3390 10K White Gold Filled. 67.50

[M] CITATION "DENISE." An exquisitely dainty watch . luxuriously beautiful in 14K gold. Hand applied 14K gold markers and hands under the modern domed crystal. Slender expansion band.
15-7305 A3685 14K Yellow Gold. 17 jewels — $71.50
15-7321 A3685 14K White Gold. 17 jewels . — 71.50

[N] EMBRACEABLE PAT. Stunning costume bracelet watch with arched end pieces, fluted sides . . . 10K RGP with matching curved bracelet, safety chain. Raised gold numerals, gold hands. Dome crystal.
15-7339 A2870 10K Yellow RGP. 17 jewels . . . $55.00
15-7347 A2870 10K White RGP. 17 jewels . . — 55.00

All Benrus watches come to you in a beautiful gift box

RETAIL PRICES on this page include 10% Federal Excise Tax

BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES

LADIES' 21 JEWEL

59.50 to 92.50

Fully guaranteed against defects in materials and workmanship
. . all-Benrus watches come to you in a beautiful gift box

E MISS PAMELA "21." A 21 jewel beauty in 10K RGP stainless steel back. Gracefully feminine with a little square dial and case with decorative end pieces matching expansion band. Dome crystal, raised gold numerals and gold hands.
15-7503 A2995 10K Yellow RGP . . **$59.50**

F MISS RUTH "21." A slender elegant 21 jewel watch in 10K yellow rolled gold plate with stainless steel back . . shell shaped end pieces and matching detailed expansion band. Modern dial has raised gold markers and gold hands. Dome crystal.
15-7511 A3390 10K Yellow RGP **$67.50**

G DIAMOND PAREE "21." Your fondest dream . . . a diamond watch. Intricately worked case and expansion band with a glittering diamond set in each end piece. Raised gold numerals, gold hands.
15-7370 A4145 10K Yellow RGP. Dome Crystal. 21 jewels . **$75.00**
15-7388 A4145 10K White RGP. Dome Crystal. 21 jewels **75.00**

H CITATION LANE "21." Stunning 21 jewel watch with a dainty round case, "wheat-stalk" expansion band. 10K gold, with hand applied 14K gold numerals, gold hands. Round rock crystal.
15-7396 A4145 10K Yellow G.F **$75.00**
15-7412 A4145 10K White G.F **75.00**

K GOLDEN FLAME "21." A square faced beauty with scalloped edges, squared-off end pieces. Lovely arched link expansion band in 14K gold. 21 jewel movement. Raised gold numerals, gold hands.
15-7420 A4290 14K Yellow Gold **$79.50**
15-7438 A4290 14K White Gold **79.50**

L CITATION "21." Rounded rectangular case with clean lines, smarting end pieces flowing into the matching expansion band. 14K gold with hand applied gold numerals, gold hands.
15-7446 A4815 14K White Gold. 21 jewels . **$87.50**
15-7453 A4815 14K Yellow Gold. 21 jewels . . . **87.50**

M CITATION LASS "21." Understated and exquisite . . . petite round case with looped ends, grooved expansion band. In 14K gold, hand applied 14K gold numerals and hands. Round raised crystal.
15-7461 A4785 14K Yellow Gold. 21 jewels **$92.50**
15-7479 A4785 14K White Gold. 21 jewels **92.50**

N EMBRACEABLE SUSAN "21." Lovely bracelet watch to curve around your wrist . . . with peaked sides, arched ends. Raised gold numerals, gold hands. Dome crystal. Safety chain.
15-7487 A3685 10K Yellow RGP **$71.50**
15-7495 A3685 10K White RGP **71.50**

All Benrus watches are accompanied by a written guarantee
RETAIL PRICES on this page include 10% Federal Excise Tax

BENRUS

The Most Beautiful Watches in the World!

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

$39.75 to $79.50

Wallace . . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift box and guarantee included.
30-4000-2368 . . . . . $39.75

Daphne . . . 17 jewels Dainty, chic case of yellow rolled gold plate top and stainless steel back give it an air of utterfeminuity. Exquisite, perfectly matched expansion bracelet. Modern, domed crystal. Popular priced watch is guaranteed accurate.
30 4100-2360 . $39.75

Phyllis . 17 jewels Charming end design and side motif. Yellow rolled gold plate top, Stainless steel back Raised crystal Matching expansion bracelet Guaranteed accurate
30-4101-2680 . . . . . $45.00
Phyllis "W" . . *Same as above in white.*
30-4102-2680 . . . . . $45.00

Starlet . . . 17 jewels. Strikingly new! Yellow rolled gold plate top, stainless steel back. Modern, raised gable crystal. Matching, tel escopic expansion bracelet
30-4103-2870 . . . . . $55.00
Starlet "W"— *Same as above in white.*
30-4104 2870 . . . . $55.00

Rosetta . . . 17 jewels. As beautiful as its name implies. Elegant, 10K yellow gold filled case New, modern dial Matching 10K yellow gold filled expansion bracelet.
30-4105-3225 . . . . . $62.50
Rosetta "B" *Same as above in white gold filled.*
30-4106-3225 . . . $62.50

Citation Denise . . . 17 jewel movement. A new fashion note in precious lifetime quality 14K gold. Distinctively modern dome crystal. Gold numerals and hands. Beautiful, matching expansion bracelet of slim, sleek links to grace a lively wrist. Dependable, Citation quality movement
30-4107-3685 . . . . . $71.50
Citation Denise "A" *Same as above in smart 14K white gold*
30-4108-3685 . . . . . $71.50

Holmes . . 17 jewel movement Sculptured detailing adds elegance to its handsome yellow rolled gold plate top, stainless steel back. Matching expansion band of contemporary design Gift boxed and guaranteed accurate
30-4007-2680 . . . . . $45.00

Matthews . . . 17 jewel movement Modern as tomorrow' Yellow rolled gold plate top, stainless steel back with distinctive dome crystal. Perfectly matched expansion band. Complete with gift box and written guarantee.
30-4002-2870 . . . . . $55.00

Paramount "Z" . . . 17 jewels. A jet black dial distinguishes its handsome, yellow rolled gold plate top, stainless steel back. Raised crystal. Matching expansion band.
30-4003-2995 . . . . . $59.50
Paramount . . *White dial.*
30-4004-2995 . . . . . $59.50

Citation Walter . . . to be worn with pride 17 jewel movement. Sleek, modern designed rectangular case with curved sides in 10K yellow gold filled. 14K gold applied dial. Distinctive, raised crystal Matching expansion band. Citation quality movement is supremely accurate
[redacted] $79.50

BENRUS *Waterproof**

17 and 21 Jewels

Here are the world's finest waterproof watches. First in styling . . . waterproof quality . . . dependability and value!

*** Benrus Waterproof Watches are Guaranteed Waterproof**
They have been tested at the equivalent of 60 ft. of water. To retain their waterproof quality, crystal, crown and case must remain intact

Ocean Shark "21" . . . New star in the Benrus Waterproof collection! 21 jewel precision movement. Guaranteed waterproof! Easy-to-read sweep-second hand and luminous dial. Stainless steel case. Unbreakable crystal. Magnificently masculine, leather inlaid expansion band. "Thin as a coin" water proof case.
30-4006-3225..... $62.50

Ocean Mariner "21" . . . 21 jewel movement. A clear, easy-to-read luminous dial accentuates its yellow rolled gold plate top and stainless steel back. Guaranteed waterproof. Unbreakable crystal. Sweep-second hand. A magnificent example of fine watch craftsmanship. Matching expansion band
30-4007-3685 ..... $71.50

Ocean Rider . . 17 jewel movement A really rugged performer! Ideal for servicemen, sportsmen, fishermen. Guaranteed waterproof. Dust-proof, stainless steel case and matching expansion band. Combination unbreakable crystal over luminous dial. Easy-to-read sweep-second hand
30-4008-2735..... $49.50

Ocean Royal "R" 17 jewel movement. Handsome enough for all dress occasions . . rugged enough for all sports. Yellow rolled gold plate top, stainless steel back. Guaranteed waterproof Unique luminous dial Matching expansion band.
30-4009-3225..... $62.50
Ocean Royal . . . *White dial.*
30-4010-3225 ..... $62.50

17 Jewels • Self-Winding • Waterproof

Auto Prince . . 17 jewel movement. Automatic—winds by wrist movement. Water won't harm its shock protected, antimagnetic, guaranteed waterproof movement. Rust proof, stainless steel case Raised, easy-to-read numerals. Handsome, perfectly matched expansion band. Unbreakable crystal.
30-4011 3390..... $67.50
Auto Leader . . . *Same as above in yellow rolled gold plate top.*
30-4012-4145..... $75.00

Sport Timer . . . 17 jewel movement. Ideal for the outdoor man. Automatic winds by normal arm movement. Guaranteed waterproof Yellow rolled gold plate top Stainless steel back Matching expansion band Sweep-second hand. Unbreakable crystal. Distinctively styled, modern sunburst dial. Fully guaranteed, gift boxed.
30-4013-4145..... $75.00

Sport Chief . . . 17 jewels. A triumph of watchmaking skill! Precision self-winging movement. Guaranteed waterproof Yellow rolled gold plate top Rust-protected stainless steel back Easy to read, sweep-second hand Entirely masculine, leather inlaid expansion band. Luminous dial. Ruggedly handsome, accurate. Gift boxed.
30-4014-4290..... $79.50

Sport Master . . . 17 jewel movement. Acclaimed by doctors, airline pilots and sportsmen. Self-winding. Winds by normal wrist movement. Guaranteed waterproof 10K yellow gold filled case Easy to read sweep-second hand Rich, contrasting, leather box inlaid expansion band. Unbreakable crystal. In handsome gift box.
30-4015-5440..... $100.00

BENRUS

25 JEWEL WATCHES

Waterproof* Self-Winding Shock Resisting

Never before—a watch with all the great features of the Benrus 25-jewel watch! Not only does it have 25 jewels for longer life and split-second accuracy, but it winds itself every time you turn your wrist and is guaranteed waterproof, too! Here truly is a time engineer's dream come true . . . the newest, most modern watch in the world!

Sky Commander "25" . . . 25 working jewels. The sunburst dial sets off its smart simplicity. Superbself-winding movement. Sweep-second hand. Guaranteed waterproof, too. Yellow rolled gold plate top, stainless steel back. Matching expansion band The ultimate in super-jewelled accuracy
30-4017 4660.....$87.50

Sky Hawk "25" . . . 25 working jewels. You know how long this automatic will run when not being worn -the power reserve indicator shows you. Guaranteed waterproof Sweep-second hand. Yellow rolled gold plate top, stainless steel back, Rich leather inlaid expansion band. Always dependably accurate
30-4018-5770.....$110.00

Sky Major "25" . . . 25 working jewels. A masterpiece of watchmaking skill. Self winding. The mere movement of your arm keeps it fully wound. Guaranteed waterproof. 10K yellow gold filled case Modernistic, two-tone dial. Sweep-second hand Matching expansion band Handsome gift box.
30-4019-5960 .. ..$115.00

Sky Ace "25" . . . You name it this magnificent timepiece has it! 25 working jewels. You'll never have to wind this wonder just wear it! Guaranteed waterproof, too! Smart, dust-proof, stainless steel case, Easy-to-read sweep-second hand. Matching expansion band. Unbreakable crystal over luminous dial In presentation box.
30-4016-4145.. ..... $75.00

21 Jewels • Supremely Accurate

Citation Grenger "21" . . . You can't hide your success with this distinguished watch on your wrist. 21 jewel movement Strong, simple lines accentuate the richness of its lifetime quality 14K gold case. Citation dial. Handsome, perfectly matched expansion band Completely guaranteed and beautifully gift boxed Supremely accurate Citation quality movement
30-4020-5960.....$115.00

Spencer "21" . . . 21 jewel supremely accurate movement. A masculine favorite. And small wonder! For it has a modern, raised crystal over a smart, sunburst design dial Yellow rolled gold plate top. Dustproof, stainless steel back Matching expansion band. Watch of guaranteed accuracy.
30-4021-3340 .....$65.00

Wendell "21"...21 jewel movement. Modern, distinctively simple styling so popular today. Yellow rolled gold plate top. Dust-proof, stainless steel back. Waffle finish dial Rich, entirely masculine, leather inlaid expansion band. Complete with gift box, guaranteed accurate, super jeweled movement.
30-4022-3685.....$71.50

Wagner "21" . . . 21 jewel supremely accurate Benrus. A two tone full figured dial complements its rich 10K yellow gold filled rectangular case. Fits the wrist comfortably and smartly. Handsome, perfectly matched gold filled expansion band Extremely modern, raised crystal. Gift boxed.
30-4023-4385..... ... .$87.50

Embraceable Pat... Glamorous watch and bracelet combined 17 jewel movement. Polished and engraved case. Yellow rolled gold plate top. Rustproof stainless steel back. Darling, dome crystal.
30-4109-2870 ..... $55.00
Embraceable Pat "W"... *Same as above in white*
30-4110-2870 ..... $55.00

Embraceable Susan "21" ... Superb 21 jewel movement. Elegance and accuracy combine in this stunning watch and bracelet combination. Yellow, rolled gold plate top. Rustproof stainless steel back
30-4112-3685 ..... $71.50
Embraceable Susan "21" ... *Same as above in white.*
30-4111-3685 ..... $71.50

Embraceable Dream ... Circles the wrist with glamour in the most fitting way. Hidden hinges join the bracelet for custom fit on any size wrist. 17 jewel movement. Rich, 10K yellow gold filled case
30-4113-4145 ..... $75.00
Embraceable Dream "B"... *Same as above in white.*
30-4114-4145 ..... $75.00

Festival ..17 jewels The perfect companion for life's festive occasions . . . that precious look so prized by women who want the utmost in femininity. Its tiny case is surrounded by clusters of simulated light-blue sapphires. White piped, suede strap. A watch of guaranteed accuracy
30-4115-2680 ..... $45.00

BENRUS
Diamond Watches
Genuine, blazing, precious diamonds add glamour to the enchanting cases of these beautiful timepieces. Complimenting their surface beauty is the famous Benrus guaranteed accuracy.
$62.50 to $250.00
21 Jewels

Diamond Lilac .. Like twinkling stars two diamonds sparkle with fiery radiance to stress its tiny case of white rolled gold plate and stainless steel. Expansion bracelet. Dome crystal. 17 jewel movemen. insures accuracy at all times
30-4116-3225 ..... $62.50

Diamond Paree "21" 21 jewels Its intricately designed end pieces are set with two flashing diamonds. White rolled gold plate top. Stainless back. Dome crystal.
30-4117-4145 ..... $75.00
Diamond Paree 'I "21" *in yellow.*
30-4118-4145 ..... $75.00

Diamond Cheer Four sparkling, brilliant diamonds give it that precious look. Rich 14K white gold case. Divine, double snake bracelet. Fashionable dome crystal. 17 jewel dependable, quality movement guarantees accuracy
30-4119-6250 ..... $125.00

Royal Spark and how these six beautiful diamonds sparkle against the background of its rich 14K white gold case! 14K applied gold dial. Raised crystal. Double snake chain bracelet. 17 jewel movement. Guaranteed accuracy
30-4120-8250 ..... $165.00

Royal Glamour . . . If Diamonds are her best friend, give her this glamorous 10 diamond Benrus Exquisite, 14K white gold case and applied dial. Double snake bracelet, 17 jewel movement is always dependably accurate. In presentation box
30-4121-13240 ... $250.00

Miss Pamela "21" . . . 21 jewel movement. Sweetly simple case of yellow rolled gold plate top and stainless steel non-corrosive back. With raised crystal and beautiful matching expansion bracelet. Super jewelling guarantees supreme accuracy
30-4122-2995 ..... $59.50

Miss Ruth "21" . . 21 jewel movement. Youthful, exquisite styling at its finest. Yellow, rolled gold plate top. Stainless steel, non corrosive back. Modern, raised crystal Beautiful, matching expansion bracelet. A watch of guaranteed accuracy
30-4123-3390 ..... $67.50

Citation Lass "21" . . 21 jewel movement. High fashion at a moderate price. 14K yellow gold case of lifetime quality Matching modern yellow gold filled expansion bracelet Gift boxed.
30-4126-4785 ..... $92.50
Citation Lass A "21" . . *Same as above in white*
30 4127-4785 .. .. $92.50

Citation Lane "21" 21 jewel precision movement. Actually a tiny as a dime yet supremely accurate Lifetime 10K yellow gold filled case. Raised crystal Exquisite, matching expansion bracelet
30-4124-4145 ..... $75.00
Citation Lane B "21" ... *in white*
30-4125-4145 .... $75.00

Andy Gard

REMOTE CONTROL

ANDY GARD ELECTRIC MAGNETIC CRANE

Model #031 *List $12.00* (less batteries)

All remote controlled bucket loads and unloads automatically. Motor powered crane raises and lowers bucket—forward and reverse, steers left or right! Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch.

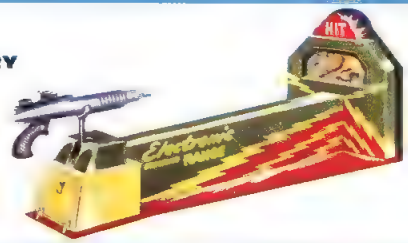
Size 7¼ x 4¼ x 17
Std Pack ½ doz. *Approx Wt* 23 lbs

ELECTRONIC SHOOTING GALLERY

Model #161 *List $8.00* (less batteries)

Uses the electric eye principle. Battery powered electric motor-driven revolving target. Litho metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill.

Size 22¾ x 9 x 11¾
Std Pack 1 each *Approx Wt* 4½ lbs



JAGUAR SPORTS CAR

Model #140 *List $4.00* (less batteries)

Remote controlled Jaguar—realistic model. Steers left, right, goes forward and reverse. All controlled from steering wheel control box. Powered by flashlight batteries and powerful electric motor. Has real lights. All beautiful, rugged plastic construction with metal base.

Size 8¾ x 3 x 2¾
Std Pack 1 dozen *Approx. Wt.*, 12 lbs

FIRE ENGINE

Model #051 *List $5.00* (less batteries)

Fire engine red with white accessories. Realistic flashing dome light and sounding siren. 18" extension ladder and removable auxiliaries. Forward and reverse action. Jack-knife action in reverse. Dual rubber wheels.

Size 16 x 3¾ x 3¾
Std Pack 1 doz. *Approx. Wt.*: 23 lbs

MICKEY MOUSE TOW TRUCK

Model #126 *List $5.00 (less batteries)*

A Disneyland remote control tow truck with steering. Travels forward and reverse—steers at your command from battery case control box. Flashing dome light. Chain and hook release manually controlled from control box. Lifts and tows many times its own weight. Realistic design Mickey Mouse and Pluto figures mounted on truck.

Size 8½ x 4 x 3¾
Std. Pack. 1 doz. *Approx. Wt. 15 lbs*

POWER DUMP TRUCK

Model #128 *List $4.00 (less batteries)*

Remote control true to life steering. Powered by flashlight batteries and powerful electric motor. Forward and reverse. Dumps with manually operated plunger from control box. Hauls many times its own weight. Rugged break resistant plastic construction. Metal base.

Size 8 x 3½ x 3½
Std. Pack. 1 doz. *Approx. Wt. 16 lbs*

TWO-IN-ONE KIT

Model #100 *List $3.00 (less batteries)*

Remote control assembly kit. Alternate assembly of the popular Gee-I-Jeep and Bell Truck. Powered by batteries.

Std. Pack. 1 doz.
Approx. Wt. 14 lbs.

DOLLY DELL IRONS

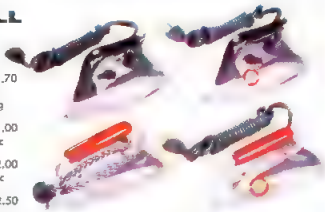
U.L. Approved

Model #10 List $ .70 Non-electric suction cup plug

Model #11 List 1.00 U.L. approved electric

Model #13 List 2.00 U.L. approved electric

Model #14 List 2.50 U.L. approved electric



ANDY GARD STEERING JEEP

Model #81-20
List $2.50 (less batteries)

Jeep that actually steers! Remote controlled from the steering wheel battery case.

Size 6¼ x 2½ x 3
Std. Pack. 1 doz.
Approx. Wt. 12 lbs.

ANDY GARD SERVICE TRUCK

Model #119-20 *List $2.50 (less batteries)*

Colorful service truck with remote controlled steering. Removable ladder, rubber wheels.

Size. 7 x 3 x 3
Std. Pack. 1 doz.
Approx. Wt. 11 lbs.

ANDY GARD LOCOMOTIVE

Model #83-20 *List $2.50 (less batteries)*

Remote control locomotive with full steering action! Steers left or right forward and reverse motion. Dime bank slot for thrifty children.

Size 7½ x 3 x 3⅜
Std. Pack. 1 doz. *Approx. Wt. 12 lbs*

GEE-I-JEEP

Model #81 List $2.00 (less batteries)

Jeep with rubber wheels. Forward and reverse with remote control.

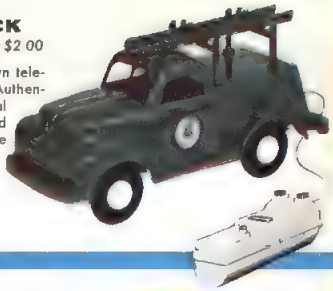
Size 6¾ x 2½ x 3
Std. Pack 2 doz.
Approx. Wt. 17 oz.

BELL TRUCK

Model #119 List $2.00 (less batteries)

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse by remote control.

Size 7 x 3 x 3
Std. Pack 2 doz.
Approx. Wt. 18 lbs.



BRINKS TRUCK

Model #82 List $2.00 (less batteries)

Authentic grey remote control Brinks truck. Slot for self contained dime bank. Forward and reverse at the touch of a button.

Size 6¾ x 3 x 3⅜
Std. Pack 2 doz.
Approx. Wt. 20 lbs.

DINKIE TRAIN

Model #83 List $2.00 (less batteries)

A delightful toy with remote control at the touch of a button. Forward and reverse. Dime bank

Size 7½ x 3 x 3⅜
Std. Pack 2 doz.
Approx. Wt. 20 lbs.

LIGHTNING BRAINY BUG

Model #160 List $5.00 (less batteries)

Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light.

Size 9½ x 14 x 5
Std. Pack 1 doz. Approx. Wt. 14 lbs.

ANDY GARD TRACTOR

Model #411 List $5.00 (less batteries)

Now—a remote control tractor that steers! Steering wheel controlled from the battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer.

Size. 11 x 4½ x 3¼
Std. Pack. 1 doz. Approx. Wt. 18 lbs.

ANDY GARD ARMORED TRUCK

Model #82-20 List $2.50 (less batteries)

Impressive gold body with rubber wheels. And it steers! Left, right in forward and reverse. All from the battery case control box. Self-contained dime bank slot teaches thrift to youngsters of all ages.

Size 6¾ x 3 x 3⅜
Std. Pack. 1 doz. Approx. Wt. 11 lbs.

FIRE CHIEF

Model #16 *List $3.00* (less batteries)

Remote control fire chief. Flashing red dome light and sounding siren. Forward and reverse by battery powered electric motor.

Size 9½ x 3¾ x 2½
Std Pack 1 doz
Approx. Wt. 14 lbs

MICKEY MOUSE ELECTRIC LADDER FIRE TRUCK

Model #421 *List $8.00* (less batteries)

A Disneyland remote control fire truck. Flashing red dome lights and siren. Striking white body with gold ladders and trim. Mickey Mouse and Pluto figures mounted on trailer Goes forward and reverse. Separate motor raises and lowers electric aerial extension ladders.

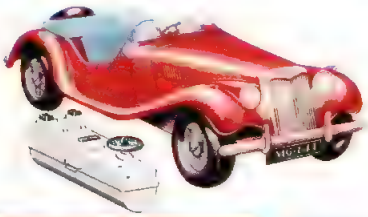
Size 16 x 3¾ x 3¾ *Approx. Wt 12½ lbs*
Std Pack ½ doz

MONKEY SEE MONKEY DO

Model #170 *List $2.00*

Simultaneously mimics child's every move on the separate keyboard. Eyes and hands move. Plays four key musical tunes. Attractive nursery colors. Educational. Manually operated.

Size 8½ x 4½ x 8½
Std Pack: 1 doz. *Approx. Wt. 17 lbs*



M G SPORTS CAR

Model #141 *List $4.00* (less batteries)

A model of the popular MG Sports Car steers left, right, forward or reverse. Glowing lights. Authentic steering wheel action from battery case control box. Proven electric motor. Brilliant colors.

Size 8¾ x 3½ x 2¾
Std Pack: 1 doz. *Approx. Wt.: 13 lbs*

Andy Gard

REMOTE CONTROL

- Nationally advertised—TV—Radio—Newspapers—Trade Papers.
- Window streamers, action point of sale displays, cooperative advertising.
- Glossies, mats, cuts and proofs for catalogs.

GENERAL MOLDS & PLASTICS CORP.
LEETSDALE PENNSYLVANIA

Sessions

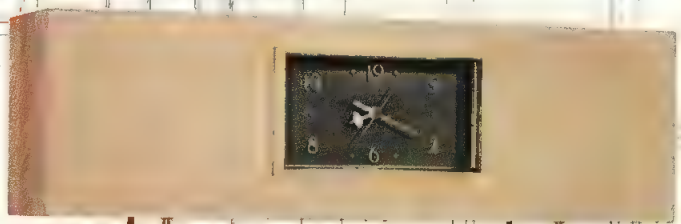
Aquarius — Lifelike angel fish swim realistically in beautiful underwater setting. Captivating! ON-OFF switch illuminates scene from below. Gleaming brass encircles 9" diameter dial. Butler finished metal base. Height 11".
24100C6S1497/1597 $24.95

Madison — Tambour design for the modern mantel in mahogany finish, silver dial and bezel. 16" long wooden base 6½" high. For home or office use.
24101C6S957/1021 $15.95

Constellation — Brilliant brass decorator clock for the contemporary home. Contrasting black dial and brass colored numbers make delightful conversation piece. 5" dial, 14" overall.
24102C6S777/829 $12.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only. All prices plus applicable taxes. Printed in U.S.A. Form CRC 656

Sessions

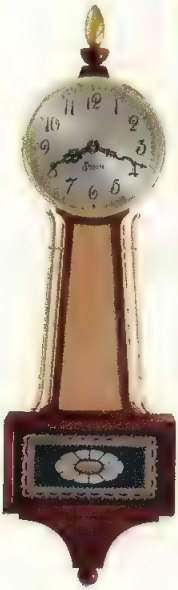


Bradford Chime Clock — Hand finished from a solid block of imported blond mahogany. Also available in dark mahogany or ebony finish. Traditional Westminster Melody Chimes every quarter hour. Full strike every hour. Slate-gray dial with solid brass bezel and legs. 17¼" x 6".

24105C6S4740 5056 Blond $79.00
24103C6S4740 5056 Mahog $79.00
24104C6S4740 5056 Ebony $79.00

Ebony Mahogany

Savannah — Delightful antebellum design, in excellent taste. Light mahogany finished wood case 23" high with brass side rails and pineapple finial of polished brass.
24106G6S1497/1597 $24.95



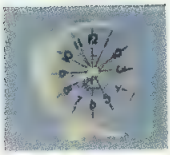
STYLING BY MAC TORNQUIST

Fairfield — Modern wrought iron woven into a delightful wall clock. Pale yellow dial, contrasting black hands and delicate Roman numerals. 12" diameter.
24107C6S595/637 $9.95

Pilgrim — Petite tambour clock, ideal for desk, table or mantel. Mahogany finished wood case, ivory metal dial, dark brown numerals, brass bezel. Small, smart and stylish. 4½" x 8½".
24108C6S545/573 $8.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only. All prices plus applicable taxes.

Sessions



Peek Alarm — Diminutive buzzer alarm clock at a budget price. Hooded Navy Blue dial contrasts with luminous hands and numbers for easy night-time reading. Pert and practical. 4" diameter.

24110C6S365/387 $5 95

Same model, non-luminous, with Bermuda blue dial and dark numbers and hands.

24109C6S314/331 $4.95

Bellaire Alarm — Popular ivory color plastic case in a swept-back design. Wide base prevents tipping. Pleasant, persistent buzzer alarm. Brown fabric effect dial, luminous hands and numbers. 4" high.

24112C6S426/445 $6.95

Same model, non-luminous, with light brown dial, dark hands and numbers.

24111C6S365, 387 $5.95

Interlude Alarm — Dark mahogany finished wood case alarm with matching wood grain dial. Brass feet, brass bezel. For beaside, office or den use. Luminous hands and numerals. 4⅝" x 5¼".

24114C6S637/669 $10.45

Same model, non-luminous, in blond mahogany.

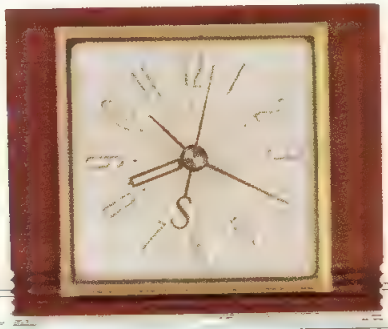
24113C6S576/605 $9.45

Bravo Alarm — Light mahogany wood case makes ideal desk alarm. Polished brass bezel surrounds off-white square dial, brass colored numbers and hands. 4" high. Buzzer alarm.

24115C6S484 509 $7.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only

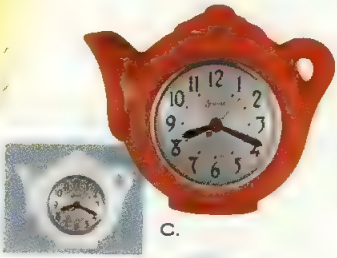
All prices plus applicable taxes.



Sessions

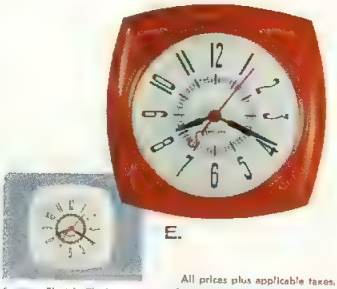
A.

B.



C.

D.



E.

A. Bazaar – Bold new kitchen clock with spun copper dial, looks at home in any setting. White plastic case, 7½" diameter.
24116C6S365/387 $5.95

B. Elegance – Gleaming bright full chrome case with white metal dial, charcoal numbers and hands. 7½" diameter.
24119C6S365/387 $5 95

C. Tea Party – The most popular kitchen clock in America. Choice of case colors. Silver color dial. 7" high.
24118C6S314/331 White case $4.95
24117C6S314/331 Same clock with red case $4.95

D. Preference – Highly readable wall clock in white plastic case with choice of dial colors, dark hands and numbers. 7½" diameter.
24123C6S314/331 White dial $4.95
24122C6S314/331 Same clock with red dial $4.95

E. Favor – Smart tapered plastic case with white dial and contrasting hands and numbers. Choice of case colors. 7¼" diameter.
24121C6S365 387 White case $5.95
24120C6S365/387 Same clock in red case $5.95

F. Saucer – America's lowest-priced quality kitchen clock. Thin, small, hugs the wall. 6½" diameter.
24125C6S293/315 White dial $4.50
24124C6S293/315 Same clock with red dial $4.50
24126C6S293/315 Same clock with bamboo yellow dial $4.50

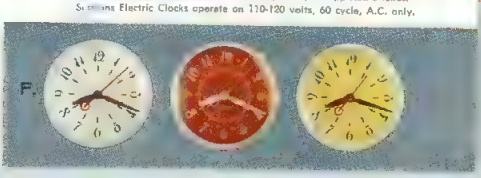
G. Chairman – Brown plastic square case with tapered corners. Large and legible. 12½" case.
24127C6S897/959 $14.95

H. Office Clock – Office wall clock with that built-in look. 13½" diameter white dial.
24128C6S957/1021 Bright chrome case $15.95
24129C6S777/829 White case $12.95
24130C6S777/829 Same clock with brown case $12 95
24131C6S777/829 Same clock with blue-gray case $12.95

All prices plus applicable taxes.
Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A.C. only.

G.

H.



F.

BENRUS

MEN'S and LADIES' WATCHES

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch, regardless of price, is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the watch of guaranteed accuracy is truly your best watch buy!

UNBREAKABLE MAINSPRING IN ALL BENRUS WATCHES

Wallace . . . 17 jewels. Distinctive, simple lines distinguish its modern case of yellow rolled gold plate top and stainless steel back. Matching expansion band. Gift box and guarantee included.
No. 7628. List $39.75.
Dealer's each **$23.60**

Daphne . . . 17 jewels. Dainty case of yellow rolled gold plate top and stainless steel back. Exquisite perfectly matched expansion bracelet. Domed crystal. Guaranteed accurate.
No. 7606. List $39.75.
Dealer's each **$23.60**

Phyllis . . . 17 jewels. Charming end design and side inset of yellow rolled gold plate top. Stainless steel back. Raised crystal. Matching expansion bracelet.
No. 7601. List $45.00.
Dealer's each **$26.80**
No. 7602. Same as above in white. List $45.00. Dlr's **$26.80**

Starlet . . . 17 jewels. Yellow rolled gold plate top, stainless steel back. Modern raised gadroon bezel. Matching engraved expansion bracelet.
No. 7603. List $52.50.
Dealer's each **$28.70**
No. 7604. Same as above in white. List $52.50. Dlr's each **$28.70**

Rosella . . . 17 jewels. Elegant 10K yellow gold filled case. Modern raised matching 10K yellow gold filled expansion bracelet.
No. 7605. List $52.50.
Dealer's each **$32.25**
No. 7606. Same as above in white gold filled. List $62.50.
Dealer's each **$32.25**

Citation Deluxe . . . 17 jewel movement. Ancora fashion model in rectangular 14K gold. Modern dome crystal. Gold-mercured hands. Matching expansion bracelet. Dependable Citation quality movement.
No. 7607. List $71.50.
Dealer's each **$36.85**
No. 7608. Same as above in white gold. List $71.50.
Dealer's each **$36.85**

Holmes . . . 17 jewel movement. Sculptured design adds elegance to handsome yellow rolled gold plate top. Stainless steel back. Matching expansion band and contemporary design watch head and guaranteed accurate.
No. 7629. List $45.00.
Dealer's each **$26.80**

Mathews . . . 17 jewel movement. Yellow rolled gold plate top, stainless steel back with dial-matched dome crystal. Perfectly matched expansion band. Complete with gift box and written guarantee.
No. 7630. List $55.00.
Dealer's each **$28.70**

Paramount "Z" . . . 17 jewels. A jet black dial distinguishes the handsome yellow rolled gold plate top. Stainless steel back. Raised crystal. Matching expansion band.
No. 7631. List $59.50.
Dealer's each **$29.95**
No. 7632. Same as above with white dial. List $59.50.
Dealer's each **$29.95**

Citation Waltz . . . Tiny model with 17 jewel movement. Sleek, modern design rectangular case with curved sides in 10K yellow gold filled. 14K gold applied dial. Mauser crystal. Matching expansion band. Citation quality movement.
No. 7633. List $79.50.
Dealer's each **$42.90**

BENRUS *Waterproof**

MEN'S WATCHES
17 and 21 Jewels

Here are the world's finest waterproof watches. First in styling... waterproof quality... dependability and value!

UNBREAKABLE MAINSPRING IN ALL BENRUS WATCHES

* Benrus Waterproof Watches are Guaranteed Waterproof
They have been tested at the equivalent of 60 ft. of water. To retain their waterproof quality crystal crown and case must remain intact

Ocean Shark "21" 21 jewel precision movement. Anti-magnetic steel waterproof case. Easy-to-read sweep second hand and luminous dial. Stainless steel case. Unbreakable crystal. Leather inlaid expansion band. Thin as a coin. Waterproof case. Magnificently magnificent.
No. 7634. List $62.50. Dealer's each **$32.25**

Ocean Mariner "21" 21 jewel movement. Easy to read luminous dial accentuates its yellow rolled gold plate top and stainless steel back. Guaranteed waterproof. Unbreakable crystal. Sweep-second hand. Matching expansion band.
No. 7635. List $71.50. Dealer's, each .. **$36.85**

Ocean Rider . . . 17 jewel movement. Ideal for servicemen, sportsmen, fishermen. Guaranteed waterproof. Dustproof stainless steel case matching expansion band. Unbreakable crystal, luminous dia. Easy-to-read sweep second hand.
No. 7636. List $49.50. Dlrs. each **$27.35**

Ocean Royal "B" . . . 17 jewel movement. Handsome enough for dress occasions rugged enough for sports. Yellow rolled gold plate top, stainless steel back. Waterproof. Luminous dial. Matching expansion band.
No. 7637. List $62.50. Dealer's, each .. **$32.25**
No. 7638. Same as above with White Dial. List $62.50. Dealer's each .. **$32.25**

17 Jewels • Self-Winding • Waterproof

Auto Prince . . . 17 jewel movement. Automatic—winds by wrist movement. Water won't harm it—shock protected anti-magnetic, guaranteed waterproof movement. Rust proof, stainless steel case. Raised easy-to-read numerals. Handsome, perfectly matched expansion band. Unbreakable crystal. Tops for dependability and value.
No. 7639. List $67.50. Dealer's, each .. **$33.90**

No. 7640. Auto Leader. Same as above in yellow rolled gold plate top. List $75.00. Dealer's, each **$41.45**

Sport Timer . . . 17 jewel movement. Ideal for the outdoor man. Automatic—winds by normal arm movement. Guaranteed waterproof. Yellow rolled gold plate top. Stainless steel back. Matching expansion band. Sweep-second hand. Unbreakable crystal. Distinctively modern sunburst dial. Fully guaranteed. Gift boxed.
No. 7641. List $75.00. Dlrs., each **$41.45**

Sport Chief . . . 17 jewels. A triumph of watchmaking skill. Precision self-winding movement. Guaranteed waterproof. Yellow rolled gold plate top. Rust-protected stainless steel back. Easy-to-read sweep-second hand. Entirely masculine leather inlaid expansion band. Luminous dial. Ruggedly handsome, accurate. Gift boxed.
No. 7642. List $79.50. Dlrs., each **$42.90**

Sport Master . . . 17 jewel movement. Acclaimed by doctors, airline pilots and sportsmen. Self-winding. Winds by normal wrist movement. Guaranteed waterproof. 10K yellow gold filled case. Easy to read sweep-second hand. Rich contrasting leather box inlaid expansion band. Unbreakable crystal. In handsome gift box.
No. 7643. List $100.00. Dealer's each .. **$54.40**

BENRUS

25 JEWEL MEN'S WATCHES

Waterproof* Self-Winding Shock Resisting

Never before a watch with all the great features of the Benrus 25-jewel watch! Not only does it have 25 jewels for longer life and split-second accuracy, but it winds itself every time you turn your wrist and is guaranteed waterproof, too! Here truly is a time engineer's dream come true . . . the newest, most modern watch in the world!

Sky Commander "25" 25 working jewels. Sunburst dial sets off its smart simplicity. Self winding movement. Sweep second hand. Guaranteed waterproof. Yellow rolled gold plate top, stainless steel back. Matching expansion band. Superjewelled movement.
No. 7644. List $87.50. Dlrs. each, **$45.40**

Sky Hawk "25" 25 working jewels. Power reserve indicator tells how long watch will run when not worn. Guaranteed waterproof. Sweep-second hand. Yellow rolled gold plate top, stainless steel back. Leather (black or cordovan) band.
No. 7645. List $110.00. Dlrs., each **$57.70**

Sky Major "25" 25 working jewels. Self winding 22K. The mere movement of the arm keeps it fully wound. Guaranteed waterproof case. Modernistic contoural sweep-second hand. Matching expansion band. Handsome gift box.
No. 7655. List $115.00. Dlrs., each **$59.60**

Sky Ace "25" 25 working jewels [illegible] dust proof. Guaranteed waterproof case. Easy-to-read sweep-second hand. Matching expansion band. Handsome gift box. A magnificent timepiece.
No. 7647. List $78.00. Dealer's, each **$41.45**

— 21 Jewels • Supremely Accurate —

Citation Granger "21" A distinguished watch with 21 jewel movement. Strong simple lines accentuate the richness of its lifetime quality 14K gold case. Citation dial. Handsome perfectly matched expansion band. Completely guaranteed and beautifully gift boxed. Supreme examples of Benrus quality, above all, 21 jewels assure longer life and split-second accuracy.
No. 7648. List $115.00. Dealer's each **$59.60**

Spencer "21" 21 jewel supremely accurate movement. It has a [illegible] raised crystal, very attractive sunburst design dial. Yellow rolled gold plate top. Dustproof stainless steel back. Matching expansion band. Watch of guaranteed accuracy. A masculine favorite.
No. 7649. List $65.00. Dlrs., each **$33.40**

Wendell "21" 21 jewel movement. Modern, distinctively simple styling, popular today. Yellow rolled gold plate top. Dustproof stainless steel back. Waffle finish dial. Richly masculine leather band and expansion band. Complete with gift box. Guaranteed accurate.
No. 7650. List $71.50. Dlrs. each **$36.85**

Wagner "21" 21 jewel [illegible] movement. Benrus' [illegible] 10K yellow gold filled rectangular case. Fits the wrist comfortably, securely and [illegible] Raised crystal. Gift boxed.
No. 7651. List $85.50. Dlrs. each **$43.85**

BENRUS LADIES' WATCHES

(A) Embraceable Pat Glamorous wrist and bracelet combination. Diamond-cut case. Yellow rolled gold plate top. Stainless steel back. Expansion bracelet.
No. 7609. List $35.00. Dealer's each **$28.70**

No. 7610. Same as above in White rolled gold plate. List $35.00. Dealer's each **$28.70**

(B) Embraceable Susan "21" Superb 21 jewel movement. Engine-turned bezel. Yellow rolled gold plate top. Stainless steel back. Expansion bracelet.
No. 7611. List $45.00. Dealer's each **$36.85**

No. 7612. Same as above in White rolled gold plate. List $45.00. Dealer's each **$36.85**

(C) Embraceable Dream Unique wrist watch and bracelet combination. Engine-turned bezel. Yellow rolled gold plate top. Stainless steel back. Rich link bracelet.
No. 7613. List $75.00. Dealer's each **$41.45**

No. 7614. Same as above in White rolled gold plate. List $75.00. Dealer's each **$41.45**

(D) Festival 17 jewels. Perfect combination of grace and beauty for occasions that prompt a lucky girl to give a man-sized watch. Engine-turned bezel. Expansion bracelet. Rich link bracelet. White piped ribbon.
No. 7615. List $150.00. Dealer's each **$26.80**

(E) Diamond Lilac Two rows of genuine diamonds set in case. Engine-turned bezel. Yellow rolled gold plate top. Stainless steel back. Expansion bracelet. Fine jewel movement.
No. 7616. List $62.50. Dealer's each **$32.25**

(F) Diamond Posse "21" 21 jewels. Case and sides set with 24 sparkling diamonds. White rolled gold plate top. Stainless steel back. Expansion bracelet.
No. 7617. List $85.00. Dealer's each **$41.45**

No. 7618. Same as above in yellow. List $85.00. Dealer's each **$41.45**

(G) Diamond Cheer Engine-turning effect on case. Diamond-cut bezel. Yellow rolled gold plate top. Stainless steel back. Expansion bracelet. Fine jewel movement. Adjustable to 6 positions.
No. 7619. List $125.00. Dealer's each **$62.50**

(H) Royal Spark Six beautiful diamonds sparkle on case and dial. Yellow rolled gold plate top. 14K gold filled bezel. Stainless steel back. Leather strap. Adjustable to 6 positions. Fine jewel movement.
No. 7528. List $165.00. Dealer's each **$82.50**

(I) Royal Glamour A perfect choice for the lady who likes the finer things. Exquisite case and dial. Fine jewel movement. Adjustable to 6 positions. Engine-turned case back.
No. 7621. List $250.00. Dealer's each **$132.40**

(J) Miss Pamela "21" 21 jewel movement. Case of yellow rolled gold plate over stainless steel. Engine-turned bezel and dial. Matching expansion bracelet. Exquisite ring and watch combination guarantee for a lifetime.
No. 7622. List $45.00. Dealer's each **$29.95**

(K) Miss Ruth "21" 21 jewel movement. Yellow rolled gold plate top. Stainless steel back. Diamond-cut case. Black dial with raised gold figures. Matching expansion bracelet. Exquisite ring and watch guarantee for a lifetime.
No. 7623. List $55.00. Dealer's each **$33.90**

(L) Citation Lass "21" 21 jewel movement. 14K yellow gold case. Engine-turned bezel. Matching expansion bracelet.
No. 7626. List $92.50. Dealer's each **$47.85**

No. 7627. Same as above in white. List $92.50. Dealer's each **$47.85**

(M) Citation Lane "21" 21 jewel precision movement. Engine-turned bezel. Yellow rolled gold plate case. Raised figures. Matching expansion bracelet.
No. 7624. List $75.00. Dealer's each **$41.45**

No. 7625. Same as above in white. List $75.00. Dealer's each **$41.45**

Genuine **25** and **21** JEWEL movements

are precision adjusted in U.S.A. to give years of dependable service

[A] ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot and numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7725 List 140.00. Dealer's each **59.98**

[B] ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this stunning watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7726 List 135.00. Dealer's each **59.68**

[C] ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7727 List 125.00. Dealer's each **55.57**

[D] ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7728 List 100.00. Dealer's each. **46.65**

Same as above, in 14 K WHITE Gold

No. 7729 List 100.00. Dealer's each **46.65**

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton 1-for-one guarantee

[E] ▶ SELF WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-enamel figures, sweep second hand, and Gold filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7730 List 95.00. Dealer's each **42.53**

Same as above, in 14 K YELLOW SOLID Gold non-waterproof case.

No. 7731 List 165.00. Dealer's each **68.60**

[F] ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7750 List 165.00. Dealer's each **71.98**

Same as above with YELLOW Gold-filled case

No. 7751 List 100.00. Dealer's each **46.65**

[G] ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7752 List 100.00. Dealer's each **46.65**

Same as above with raised figure dial and 8 diamonds

No. 7759 List 71.50. Dealer's each **30.18**

[H] ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.

ADVERTISED IN LIFE

No. 7760 List 350.00. Dealer's each **147.00**

Guaranteed waterproof as long as case, crown and crystal are intact

Genuine 25 and 21 JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Patented YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7761 List 71.50. Dealer's each **28.91**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7762 List 150.00. Dealer's each **67.23**
Same as above, with YELLOW waterproof** case, steel back
No. 7763 List 92.00. Dealer's each **39.10**

C ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers, all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7764 List 100.00. Dealer's each **43.90**
Same as above, with 14 K YELLOW Gold non-waterproof case
No. 7765 List 165.00. Dealer's each **68.60**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand, heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7766 List 71.50. Dealer's each **27.39**

E ▶ BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7767 List 75.00. Dealer's each **32.29**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7768 List 92.00. Dealer's each **39.10**

G ▶ CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7769 List 85.00. Dealer's each **35.87**
Same as above, with 14K WHITE SOLID GOLD case.
No. 7770 List 85.00. Dealer's each **35.87**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
No. 7771 List 71.50. Dealer's each **27.39**

Any defective or broken part will be replaced without charge for materials or labor as set forth in the express written guarantee

K ▸ DISCOVERY. New timepiece with easy-to-read dial! Unbelievably low in price 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7772 List 45.50
Dealer's each **22.49**

L ▸ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold-filled expansion bracelet. Case is steel backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7773 List 52.50
Dealer's each **24.70**

M ▸ CONCERTO.* 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7774 List 52.50
Dealer's each **23.96**

N ▸ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots and hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7776 List 85.00
Dealer's each **34.30**

O ▸ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7778 List 75.00
Dealer's each **33.61**

Same as above, with 10 K YELLOW rolled Gold plate, steel backed case.

No. 7780 List 75.50
Dealer's each **27.44**

P ▸ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filed expansion bracelet. Case has dia. of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7781 List 71.50
Dealer's each **27.39**

R ▸ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7782 List 71.50
Dealer's each **31.56**

S ▸ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7785 List 71.50. Dealer's each **31.56**

Same as above, with 10 K YELLOW rolled Gold plate, steel back case.

No. 7786 List 55.00. Dealer's each **25.30**

T ▸ "COMMANDER." Automatic SELF-WINDING 21 JEWEL movement in "WATERPROOF"** YELLOW case with steel back. Sweep second hand on radium dial. Gold-filled expansion band. Genuine 21 JEWEL dust protected, shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 7787 List 85.00
Dealer's each **36.50**

**Guaranteed waterproof as long as case, crown and crystal are intact

[A] ▶ THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-signature" dial, under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7789 List 75.00. Dealer's each. **32.93**

Same as above 14 K YELLOW SOLID GOLD case.

No. 7790 List 110.00 Dealer's each . **49.39**

[B] ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion ban Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7791 List 52.50. Dealer's each **23.96**

Same as above, with YELLOW case and Gold filled band.

No. 7792 List 55.00 Dealer's each **25.38**

[C] ▶ "TWENTIETH CENTURY" Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7793 List 55.00 Dealer's each **25.38**

[D] ▶ AUTOMATIC AND WATERPROOF** . this self winding watch is the sportsman's choice Designed to keep perfect time in any weather . . natural wrist movements keep it wound at all times All stainless steel case with radium hands and markers, sweep second hand Expansion band also of stainless stee. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7794 List 75.00 Dealer's each **32.93**

[E] ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No 7795 List 50 Dealer's each **30.53**

[F] ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel back, sweep second hand and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7796 List 92.00. Dealer's each **39.10**

[G] ▶ AUTOMATIC SELF WINDING watch Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand. Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7797 List 85.00. Dealer's each **34.30**

[H] ▶ BLACK MAGIC. AUTOMATIC SELF WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand. YELLOW case, steel back Black leather highlights gold filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7798 List 92.00. Dealer's each **36.95**

[K] ▶ WRIST ALARM YELLOW Gold-filled case with steel back is WATERPROOF** Sweep second hand, radium dots and hands Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7799 List 100.00. Dealer's each **41.11**

HONOR
Trade Mark

Rings of finest quality

an honor to give or receive

Make yours the most exciting gift of all . . . an exquisite "Honor" ring. "Honor" trade mark in your ring guarantees finest quality, perfect design and latest fashion. Look for it. Beautiful gift box with each ring. Sizes—How to order on 2nd man's ring page following

Brilliant Birthstone set with 2 white zircons or 2 genuine diamonds weighing .05 ct. each. Heavy solid 10K gold mounting. Select birthstone from chart below

32W908H1685 Zircon Retail $32.50
32W907H2308 10 dia. Retail $70.00

Unusual Navette shaped Birthstone with 2 gleaming diamonds adding splendor to this ring. Solid 10K gold mounting. Select birthstone from chart below

32W902H1984 02 dia. Retail $45.00
32W903H2425 .04 dia. Retail $55.00

Charming Birthstone style leader in a dainty, gracefully designed heavy solid 10K gold mounting that is sure to please her. An Honor Value Leader! Select birthstone from chart below.

32W904H779 Retail $17.50

Unique twin Birthstone with two beautifully cut, identical birthstones set in the prettiest mounting imaginable. For the discriminating admirer. Solid 10K gold mounting. Select birthstone from chart below

32W905H1465 Retail $32.50

Genuine Opal. Many brilliant colors flash through and across this fascinating jewel. Two brilliant cut genuine diamonds. Hand fashioned mounting in solid 10K gold.

32W906H3528 .01 dia. Retail $75.00
32W907H1205 No dia. Retail $50.00

ADVERTISED IN LIFE

Sleek, square cut Jet Black Onyx set with gleaming, brilliant diamond. Graceful, heavyweight solid 10K gold mounting

32W908H1690 .02 dia. Retail $36.00
32W909H1950 .05 dia. Retail $42.50
32W910H2945 08 dia. Retail $65.00

Outstanding Eastern Star ring. Has 5 lovely genuine diamonds surrounding synthetic stone-set Star. Smartly set in heavy solid 10K gold mounting. Truly an Honor to wear . . . an Honor to give

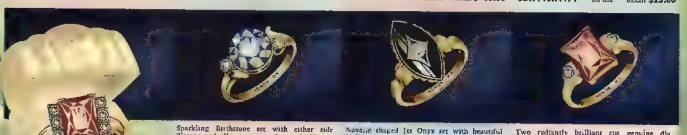
32W911H2352 Retail $50.00

White zircon or genuine diamond center stones. Slate choice: yellow or white 10K gold mounting. Choice of garnet, ruby, emerald, blue sapphire side stones.

32W912H4900 10 dia. Retail $110.00
32W913H2940 zircon Retail $ 65.00

Lustrous genuine cultured pearl ring set with 2 brilliant cut genuine diamonds. Fashioned in exquisite heavyweight solid 10K gold mounting

32W914H2277 05 dia. Retail $50.00
32W915H1171 no dia. Retail $25.00



Newest fashion feature! Six brilliant cut genuine diamonds set beside your birthstone. Heavy solid 10K gold mounting. Beauty, quality, style, at its finest. Select your own birthstone from chart at right.

32W922H1837 zircon Retail $40.00
32W923H3160 06 dia. Retail $67.50

All prices subject to federal excise tax where not for resale
All prices subject to change without notice.

Sparkling Birthstone set with either side Zircons or brilliant genuine diamonds. Heavy, solid 10K gold mounting. Select birthstone from chart below

32W916H1465 zircon Retail $32.50
32W917H2935 08 dia. Retail $65.00

Navette shaped Jet Onyx set with beautiful brilliant cut diamond. Graceful, heavy solid 10K gold mounting. Newest styling!

32W918M2107 .02 dia. Retail $45.00
32W919M2597 .05 dia. Retail $55.00
32W920M3234 08 dia. Retail $70.00

Two radiantly brilliant cut genuine diamonds set in dainty white gold reserves to flank your birthstone. Heavy solid 10K gold mounting. Select your birthstone from chart shown below

32W921H2058 04 dia. Retail $45.00

Large 1.00 Ct. Zircon engagement ring set with 2 side Zircons or genuine cut diamonds. Heavy solid 14K gold mounting. State yellow or white gold

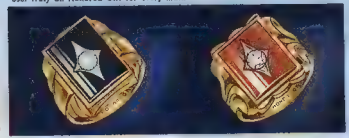
32W924M1739 zircon Retail $39.75
32W925H2597 04 dia. Retail $57.50

Wedding ring styled to match engagement ring at left. 3 radiant Zircons or 3 genuine cut diamonds set in graceful mounting. State yellow or white gold.

32W926M1421 zircon Retail $30.00
32W927H2597 06 dia. Retail $57.50

HONOR Trade Mark — an honor to give...

Rings that are proudly worn by real men who enjoy rugged, masculine achievements in every field. Honor rings are massive, bold and strong! Every one is made with an added weight of gold to stand the strain of energetic everyday use. Truly an Honored Gift for every man!



Genuine cut diamond set in gleaming Onyx. Heavy solid 10K gold mounting. A favorite in a massive man's ring.

32W928H2303	.02 dia.	Retail	**$50.00**
32W929H2597	.04 dia.	Retail	**$60.00**
32W930H3479	.05 dia.	Retail	**$80.00**

Flashing genuine diamond set in a smooth, brilliant synthetic ruby. Heavy solid 10K gold mounting.

32W931H2546	.02 dia.	Retail	**$55.00**
32W932H3136	.05 dia.	Retail	**$70.00**
32W933H3724	.08 dia.	Retail	**$80.00**

Bright 10K gold initial set in a polished jet black genuine onyx. Massive heavy weight solid 10K gold mounting gives this ring a massive, masculine appearance. A source of pride forever. State choice of initial.

32W934H1343 Retail **$35.00**

Ruby with brilliant genuine diamond. 10K gold initial. Solid 10K gold mounting. State choice of initial.

32W935H3234	.02 dia.	Retail	**$70.00**
32W936H3773	.05 dia.	Retail	**$80.00**
32W937H4410	.08 dia.	Retail	**$95.00**

Jet Onyx is set off by two gleaming genuine side diamonds. A handsome gold initial on the Onyx background. Heavyweight solid 10K gold mounting. State choice of initial.

32W938H3234 .05 dia. Retail **$70.00**

Genuine smooth Onyx set with a fine gleaming genuine diamond. Massive, heavyweight 10K solid gold mounting.

32W939H2597	.02 dia.	Retail	**$55.00**
32W940H2891	.04 dia.	Retail	**$65.00**
32W941H3773	.08 dia.	Retail	**$85.00**

Three genuine black Onyx in a unique step-down design. Center Onyx is set with your initial in gold. State your choice of initial. Heavyweight solid 10K gold mounting. A man's favorite!

32W942H2597 Retail **$60.00**

Your initial in gold and a brilliant genuine diamond set in jet black Onyx. Solid 10K gold mounting. State initial.

32W943H2352	.02 dia.	Retail	**$50.00**
32W944H3087	.05 dia.	Retail	**$67.50**
32W945H3773	.08 dia.	Retail	**$80.00**

Hand carved genuine Hematite in heavy solid 10K yellow gold mounting with white gold trim. ¼ ct. Xircon or genuine diamond.

32W946H3381	xircon	Retail	**$ 75.00**
32W947H4410	.05 dia.	Retail	**$ 95.00**
32W948H5537	10 dia.	Retail	**$120.00**

Hand carved genuine Tiger Eye set in heavy solid 10K gold mounting. Two brilliant cut, fiery side diamonds. Favorite man's ring is an ever popular style.

32W949H3234	.05 dia.	Retail	**$70.00**
32W950H1911	no dia.	Retail	**$42.50**

The Honor feature. Genuine jet black Onyx with gold initial. Heavy weight solid 10K gold mounting. White gold contrasting trim. Choice of a genuine ¼ ct. xircon or brilliant cut gleaming diamond. State initial desired. The popular favorite!

32W951H2681	xircon	Retail	**$ 60.00**
32W952H3675	.05 dia.	Retail	**$ 75.00**
32W953H4410	10 dia.	Retail	**$ 95.00**
32W954H10731	25 dia.	Retail	**$225.00**

Handsome Gift Box Included With Every Ring

All prices subject to change without notice. All prices subject to Federal Excise Tax where not for resale.

Warrior's Head hand carved in genuine Hematite. Set in a heavy weight solid 10K gold mounting. A real man's ring—rugged, masculine, handsome! An Honor favorite that's sure to please.

32W955H1715 Retail **$37.50**

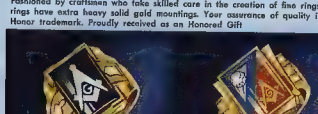
Birthstone with 3 brilliant genuine diamonds or 3 genuine xircons. Heavy solid 10K gold mounting. Choice of birthstone. Chart on preceding Ladies' ring page.

32W956H3430	.06 dia.	Retail	**$75.00**
32W957H2156	xircon	Retail	**$50.00**

an honor to receive

HONOR
Trade Mark

Fraternal, Lodge and Emblem Rings, Honor perfect in design and detail. Fashioned by craftsmen who take skilled care in the creation of fine rings. All rings have extra heavy solid gold mountings. Your assurance of quality is the Honor trademark. Proudly received as an Honored Gift



White gold Masonic emblem set in genuine black Onyx Heavy weight solid 10K yellow gold mounting. White gold Masonic side emblems A favorite ring in a handsome massive design

32W958H2205 Retail **$50.00**

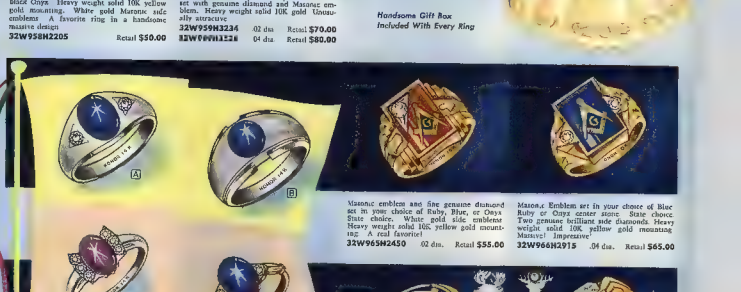
Combination Blue and Ruby center stone set with genuine diamond and Masonic emblem. Heavy weight solid 10K gold Unusually attractive

32W959H3234 .02 dia. Retail **$70.00**
32W959H1238 .04 dia. Retail **$80.00**

Genuine jet black Onyx set with a gold Masonic emblem and your choice of a genuine ½ ct. sircon or fine brilliant cut diamond. Heavy weight solid 10K gold mounting with white gold contrasting trim

32W961H2641 zircon Retail **$ 60.00**
32W962H3675 .05 dia. Retail **$ 75.00**
32W963H4410 .10 dia. Retail **$ 95.00**
32W964H10731 .25 dia. Retail **$225.00**

Handsome Gift Box Included With Every Ring



Masonic emblem and fine genuine diamond set in your choice of Ruby, Blue, or Onyx State choice. White gold side emblems Heavy weight solid 10K yellow gold mounting A real favorite!

32W965H2450 .02 dia. Retail **$55.00**

Masonic Emblem set in your choice of Blue Ruby or Onyx center stone State choice Two genuine brilliant side diamonds Heavy weight solid 10K yellow gold mounting Massive! Impressive!

32W966H2915 .04 dia. Retail **$65.00**

LINDE STARS

Man-made gems that rival nature's own for beauty, brilliance and color All the heavenly beauty of the stars have been captured in these gems. Available with Ruby or Blue Sapphire stones.

A Men's rings with glowing Linde Star in Ruby or Blue Sapphire State choice. Two genuine side diamonds. Heavy solid 14K yellow or white gold mounting State choice

32W977H10290 .10 dia.
Retail **$225.00**

B Men's ring with unusual cut-out design. Linde Star in Ruby or Blue Sapphire. State choice. Heavy weight 14K yellow or white gold mounting State choice

32W978H7056 Retail **$150.00**

C Lady's ring with lovely Linde Star in Ruby or Blue Sapphire State choice. Surrounded by six genuine diamonds. Heavy weight solid 14K white gold mounting

32W979H6615 .06 dia.
Retail **$140.00**

D Lady's ring with glowing Linde Star in Ruby or Blue Sapphire State choice. Two fine genuine side diamonds. Heavy solid 14K yellow or white gold mounting State choice

32W980H6615 .10 dia.
Retail **$140.00**

YOUR CHOICE OF FRATERNAL EMBLEMS

Solid 10K yellow gold Fraternal Rings set with diamond. Enameled side emblems State Fraternal Order desired

32W967H3528 .05 dia. Retail **$ 80.00**
32W968H4704 .10 dia. Retail **$110.00**
32W969H2205 no dia. Retail **$ 50.00**

Solid 10K yellow gold Fraternal Rings set with diamonds. White gold side emblems State Fraternal Order desired

32W970H5145 .05 dia. Retail **$110.00**
32W971H10290 .25 dia. Retail **$225.00**
32W972H2646 no dia. Retail **$ 60.00**

Sizes—How to order

Men's and teen age boys' rings—size 7 to 12; Ladies' and teen age girls' rings 4 to 8, Children's rings 1 to 3. If you know your ring size, state it in your order, or (2) cut cardboard five inches long in shape illustrated at right Place a ring that fits you comfortably over narrow end of cardboard do not force. Where ring stops, draw a line at both sides of ring Send cardboard with order

All prices subject to change without notice
All prices subject to Federal Excise Tax where not for resale.

Consonary Ring All heavy weight solid 10K yellow gold mounting with white gold eagles. Beautifully enameled side emblems An outstanding man's ring!

32W973H3920 .05 dia. Retail **$85.00**
32W974H2646 no dia. Retail **$60.00**

Consonary Ring. Extra heavy weight solid 10K yellow gold mounting with white gold eagles. Beautifully enameled side emblems. An ultra-handsome ring!

32W973H5145 .10 dia. Retail **$115.00**
32W976H10290 .25 dia. Retail **$225.00**

Teen Age

by HONOR

Trade Mark

ADVERTISED IN LIFE

Delight your teen with the happiest gift of all . . . a cherished reminder of the best days of their lives. Special rings designed by HONOR for this age group 10-20. Modern styling, coupled with durability that will stand up during these active years.

Genuine square-cut Black Onyx set with superb genuine diamond to make her dreams come true! The perfect gift for your favorite young miss. She'll thrill to its captivating, complement catching radiance. A sparkling reminder of her happiest days! Classic heavy solid 10K gold mounting.

32W981H1568 .01 dia. Retail **$35.00**

32W982H1960 .03 dia. Retail **$45.00**

2 round, flashing birthstones with 2 radiant genuine white zircons to add excitement. Twin beauty she'll be enchanted to receive, proud to wear. A treasured keepsake created to last for years of delightful wear. Gracefully mounted in heavy solid 10K yellow gold. Select birthstone from chart on preceding 1st ladies' page.

32W983H1223 Retail **$29.75**

Exquisite, square-cut birthstone sure to charm her. Brilliant stone alive with gleaming highlights. Surprise her with this dazzling beauty, she'll adore. It's lovely to look at, even lovelier to wear. Mounted in heavy solid 10K yellow gold, artistically crafted dainty design. State birthstone desired.

32W984H1731 Retail **$17.50**

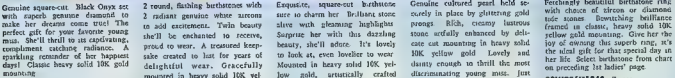
Genuine cultured pearl held securely in place by glistening gold prongs. Rich, creamy lustrous stone artfully enhanced by delicate cut mounting in heavy solid 10K yellow gold. Lovely and dainty enough to thrill the most discriminating young miss. Just the glamor gift she's always longed for.

32W985H980 Retail **$22.50**

Enchantingly beautiful birthstone ring with choice of zircon or diamond side stones. Bewitching brilliance framed in classic, heavy solid 10K yellow gold mounting. Give her the joy of owning this superb ring, it's the ideal gift for that special day in her life. Select birthstone from chart on preceding 1st ladies' page.

32W986H1249 Zircon Retail **$29.75**

32W987H2940 .08 dia. Retail **$65.00**



Sentimental, striking black onyx ring with handsome gold initial. So personal, so individual . . . just right for gifting. Make him the envy of all his classmates. Surprise him on his birthday, graduation or any special day you want him to remember. Heavy solid 10K yellow gold custom-ing. State initial desired when ordering.

32W988H1543 Retail **$35.00**

Beautiful Signet ring in gleaming combination of white and yellow 10K gold. Distinctive sunburst pattern surrounds his initial. It's just the gift he's been wanting, styled with heavy masculine lines and designed for years and years of superb wear. Heavy solid 10K yellow gold mounting. State initial.

32W989H1960 Retail **$45.00**

Genuine jet black Onyx ring with heavy raised solid 10K gold initial. Popular, square-cut classic style, he'll want to "show-off" as his prize possession. Always a favorite, designed for durable service during these, his active years. Sturdy design, mounted in heavy solid 10K yellow gold. State initial desired when ordering.

32W990H1421 Retail **$32.50**

Genuine Hand Carved Hematite with boldly carved Warrior's head. Styled distinctively masculine, it is bound to create a great gift success . . . winning honors for quality, fashion and value! Remember his birthday, graduation or any special occasion with this smart ring. Massive heavy solid 10K yellow gold mounting.

32W991H1421 Retail **$32.50**

Genuine, lustrous black Onyx ring with genuine diamond set in smart raised design. Massive man's styling, just like dad's. It's hard to match the pride and pleasure that come with owning this remarkable beauty. Give him long lasting remembrance! Heavy solid 10K yellow gold mounting.

32W992H1960 .02 dia. Retail **$45.00**

32W993H2450 .05 dia. Retail **$57.50**

CHILDREN 6-10

Sizes — How to order? See preceding page.

Dainty birthstone ring styled specially for that precious little girl in your life. Sturdy, long lasting design. Heavy solid 10K yellow gold mounting. State choice of birthstone desired from chart on 1st preceding ladies' page.

32W994H681 Retail **$15.00**

Exquisite twin birthstone ring designed just for her. She'll love its elegance, be so proud of its delicate lines. Finest quality, will last for years and years. Heavy, solid 10K yellow gold mounting. State birthstone.

32W995H882 Retail **$19.95**

Boy's onyx-ring with rich-gold initial. Styled just like dad's and guaranteed to make him "pleased as punch!" Sturdy, long-lasting beauty set with handsome heavy solid 10K yellow gold mounting. State initial desired.

32W996H1029 Retail **$22.50**

Boy's Genuine Hematite, with massive Warrior head carved-in to add a striking appearance. Sturdy, long-lasting beauty set with elegant heavy solid 10K yellow gold mounting. Ideal gift for him.

32W997H1029 Retail **$22.75**

All prices subject to federal excise tax where not for resale. All prices subject to change without notice.

GUARANTEE

Each MITCHELL Radio, Phonograph, Tape Recorder and Intercom is backed by the full Radio-Electronic-Television Manufacturers' Association (RETMA) Warranty against defects in material and workmanship, and is U. L. Approved.

MADE AND GUARANTEED BY THE MAKERS OF THE WORLD-FAMOUS
MITCHELL ROOM AIR CONDITIONERS
A favorite in LIFE

MITCHELL

Best Buys in Home Entertainment

MITCHELL Radios and Phonographs are famous for quality and value. Designed and built to the highest standards, each MITCHELL model gives you the most for your money: the fullest measure of enjoyment ...enduring beauty, full-range tone, complete dependability and utility to bring you endless listening pleasure. In every way, MITCHELL gives you more for your money.

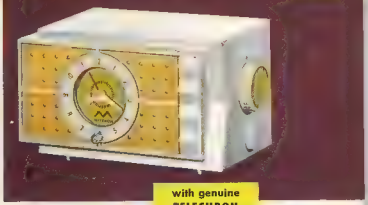
- Full Range Tone
- Beautiful Styling
- More For Your Money

MITCHELL CLOCK-RADIO VALUES

"Tone Alarm" Clock Radio

Today's top value in a sparkling radio that wakes you at the exact time you want, to the music of your favorite morning program. Genuine Telechron clock with sweep-second hand keeps flawless time, turns radio on automatically. Latest Superhet radio (4 tubes including rectifier) tunes full 540-1620 kc AM broadcast band. Features built-in "Air Magnet" antenna, easy-tune dial, Alnico PM dynamic speaker with full range tone. Beautifully styled in choice of Ebony, White or Maroon plastic. Size: 9" wide, 5⅜" high, 3⅛" deep. A delightful, dependable clock-radio at a truly low price. U.L. Approved. For 110-120 volt, 60 cycle A.C. only. Shpg. wt., 7 lbs.

Ebony Finish	*White Finish*	*Maroon Finish*
501N1401-P2096	501N1402-P2186	501N1403-P2186
3-LP2040	3-LP2126	3-LP2126
Retail $27.95	Retail $29.95	Retail $29.95



with genuine **TELECHRON** electric clock

"Deluxe Tone Alarm" Clock-Radio with "Siesta" Sleep Switch

A magnificent clock-radio with a wealth of utility, wonderful full range tone and powerful performance. Wakes you to gentle music; if you doze again, automatic buzzer alarm goes into action. Lulls you to sleep, just set the "Siesta" sleep switch and radio turns off automatically. Genuine Telechron clock has sweep-second hand. Appliance outlet is provided for turning on coffee makers, lamps or other appliances automatically at pre-set time. Powerful Superhet radio (5 tubes including rectifier) tunes 540 to 1620 kc AM broadcast band. With built-in "Air Magnet" antenna, easy-tuning dial, large Alnico PM dynamic speaker for full range tone. In luxuriously styled plastic cabinet, in Mahogany or White. Size: 10" wide, 6¼" high, 3¾" deep. U.L. Approved. For 110-120 volt, 60 cycle A.C. only. Shpg. wt., 7 lbs.

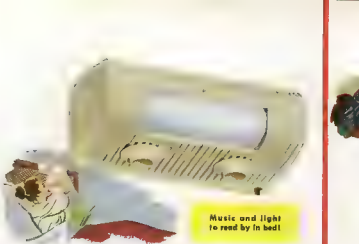
Mahogany Finish	*White Finish*
501N1404-P2803	501N1405-P2916
3-LP2727	3-LP2797
Retail $38.95	Retail $39.95

- wakes you to music or alarm
- turns on appliances • shuts off automatically

MITCHELL "Ultra Thin" 3-Way Portable

This slim portable beauty packs exceptional power and tone quality. Plays anywhere—from self-contained batteries or from AC or DC outlet. Lightweight and built to "take it." Features latest Superhet circuit tuning full 540-1620 kc AM broadcast band. Has built-in "Air Magnet" antenna; easy-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries (not supplied): two 1½ volt "A" and one 67½ volt "B" batteries. A rare beauty in its plastic and brass-highlighted carrying case; available in rich Maroon or Ivory. Size: only 9¼" wide, 6¼" high, just 2⅝" deep. U.L. Approved. Shpg. wt. (less batteries), 4 lbs.

Maroon Finish	*Ivory Finish*
501N1406-P2697	501N1407-P2697
3-LP2586	3-LP2586
Retail $36.95	Retail $36.95



MITCHELL'S Famous "Lullaby" Bed Lamp-Radio

There's no other radio like this! Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleam ng plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit (5 tubes including rectifier), with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band—540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed; additional brackets provided for wall mounting. Size: 12" wide, 4⅞" high, 6¼" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C Shpg. wt., 7 lbs.

Mahogany Finish	*Ivory Finish*
501N1261-P2332	501N1262-P2405
3-LP2237	3-LP2307
Retail $31.95	Retail $32.95

New MITCHELL Wire-Less Two-Way Intercom

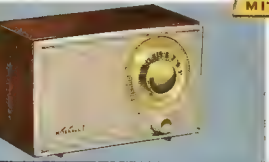
Plug in and talk . . . no wires required

MITCHELL's low-cost "magic plug-in" portable Intercom enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlets which are on the same main power transformer—transmits over your electric light lines. Have instant 2-way speech contact—lifelike, quiet, interference-free. Ideal for homes, to communicate between nursery, kitchen, garage, basement, etc. Indispensable for office, plant, or farm —saves time, steps, money. Each unit includes powerful new 5-tube circuit complete with Alnico PM speaker-microphone. In portable gray plastic cabinet, 9¼" wide, 6¼" high, 5¾" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to system as desired. For 110-120 volts, 50-60 cycle A.C., or D.C Shpg. wt., 2-unit system, 11 lbs.; single unit, 6 lbs.

Complete 2-Unit System	*Additional Single Unit*
501N1415-P5074	501N1416-P2551
3-LP4865	3-LP2447
Retail $69.50	Retail $34.95

MITCHELL

TABLE MODEL RADIO VALUES



The "Rondeau" Gem-Like Table Radio

Here's smart styling, rich full range tone, easy tuning and AC-DC versatility. Latest Superhet circuit (4 tubes including rectifier) tunes all AM broadcast programs, 540 to 1620 kc. Features built-in "Air Magnet" antenna; full-vision clear plastic dial, true-toned Alnico PM dynamic speaker. Durable plastic cabinet, distinctively color-styled. In choice of Ebony, White or Brown-Beige. Size: 8⅝" wide, 5¾" high, 4½" deep. U.L. Approved For 110-120 volt, 50-60 cycle A.C., or D C Shpg. wt., 4½ lbs.

Ebony Finish	*White Finish*	*Brown-Beige Finish*
501N1408-P1305	501N1409-P1421	501N1410-P1421
3-LP1271	3-LP1383	3-LP1383
Retail $16.95	Retail $18.95	Retail $18.95

The "Fiesta" Super Quality Table Radio

A MITCHELL masterpiece of radio styling with true tonal brilliance, plenty of power and outstanding utility. Advanced AC-DC Superhet circuit (5 tubes including rectifier) tunes the full 540 to 1620 kc AM broadcast band. Features built-in "Air Magnet" antenna; convenient side-tuning dial; Automatic Volume Control; full range Alnico PM dynamic speaker. Beautifully housed in a handsome plastic cabinet of pleasing modern design. Available in Mahogany or Gray. Size: 10" wide, 6¼" high, 5¾" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5 lbs.

Mahogany Finish	*Gray Finish*
501N1411-P1821	501N1412-P1967
3-LP1747	3-LP1887
Retail $24.95	Retail $26.95

The "Bel Aire" Console-Quality Table Radio

Here is streamlined styling and powerful performance with accent on tone quality. Features powerful AC-DC Superhet circuit (6 tubes including rectifier) for full AM broadcast band reception —540 to 1620 kc. Includes built-in "Air Magnet" antenna, big Alnico PM dynamic speaker for full-bodied lifelike tone, unique airplane-dial tuning; Automatic Volume Control. Luxury-styled durable plastic cabinet, with brass trim; available in choice of Mahogany or White. Size: 10½" wide, 6¼" high, 5¼" deep. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D.C. Shpg. wt., 6 lbs.

Mahogany Finish	*White Finish*
501N1288-P2405	501N1289-P2551
3-LP2307	3-LP2447
Retail $32.95	Retail $34.95

MITCHELL

Full Range Phonographs

MITCHELL offers you America's widest choice of quality phonographs—designed to bring you the finest tone possible for the price. You get the most for your money in a MITCHELL Phonograph.

GUARANTEE

MITCHELL Phonographs are guaranteed by [illegible] workmanship.

Low-Cost Table Phono with Automatic Changer

A best buy in an automatic changer phonograph complete with built-in amplifier designed for fine tonal performance. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading; plays all speeds (33⅓, 45 or 78 rpm) with single osmium-tipped needle. 10" and 12" records of same speed may be intermixed. Features gentle, smooth changer action. Plays up to 4 hours at a single loading. Shuts off changer and amplifier automatically after last record is played. Efficient amplifier has surprising output, ably handled by the built-in Alnico PM dynamic speaker. Beautiful table model cabinet, in embossed beige leatherette. 13½" wide, 12" deep, 9½" high. U.L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs.

501N1420-P3746
3-1P3646
Retail $49.95

Low Priced 3-Speed Portable Phonograph

Amazing value in a perfect gem of a portable phono, with exceptional tone and surprising volume. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds, accommodates 7", 10" or 12" records (includes built-in adapter for 45 rpm records). Features properly balanced pickup arm and cartridge complete with osmium-tipped needle; cartridge is spring-cushioned for extra safety. Quality built-in audio amplifier with Alnico PM dynamic speaker. The complete phonograph is self-contained in a compact carrying case in two-toned brown and beige. Size: 12" long, 9½" wide, 5" high. U.L. Approved. For 110-125 volt, 60 cycle A.C only. Shpg. wt., 9 lbs.

501N1417-P1721
3-1P1675
Retail $22.95

Special Value 3-Speed Portable Phonograph

There's a smartness and quality about this luggage-styled complete phonograph that sets it apart. Features latest 3-speed phono motor with selector of 33⅓, 45 or 78 rpm speeds; plays 7", 10", or 12" records (includes built-in adapter for 45 rpm records). With properly balanced pickup arm; spring-cushioned cartridge complete with osmium-tipped needle. Includes excellent audio amplifier with tone control and latest Alnico PM full range dynamic speaker. Complete in luxurious luggage-style case, in two-tone brown simulated leather with distinctive stitching. Size: 12½" long, 10¾" wide, 5¾" high. U.L. Approved. For 110-125 volt, 60 cycle A.C only. Shpg. wt., 11 lbs.

501N1418-P2113
3-1P2026
Retail $26.95

Deluxe 3-Speed Portable Phonograph

This luxuriously styled complete electric phonograph features outstanding full range tonal fidelity with exceptional power. New design 3-speed phono motor selects 33⅓, 45 or 78 rpm speeds, plays 7", 10" or 12" records. Has properly balanced tone arm, reversible cartridge with dual osmium-tipped needles; built-in 45 rpm record adapter. Quality audio amplifier with tone control develops plenty of power ably handled by a big Alnico PM dynamic speaker. Complete in deluxe portable case, with gold-embossed composition leather top insert and jewel-box latch. Size: 13½" wide, 10½" deep, 7" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs.

501N1419-P2551
3-1P2647
Retail $34.95

MITCHELL

Best Buys in Quality PHONOGRAPHS

3-Speed Portable Phonograph with Automatic Changer

This is value! A top quality complete portable phonograph with automatic changer unexcelled at the price for full range tone, audio power and looks. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading, plays all speeds (33⅓, 45 or 78 rpm) with single osmium-tipped needle. 10" and 12" records of same speed may be intermixed. Automatically shuts off changer and amplifier after last record is played. Smooth, gentle-action changing. Plays up to 4 hours at a single loading. Includes quality amplifier with tone control, latest Alnico PM dynamic speaker. Self-contained in a handsome carrying case in two-tone brown. Size: 14½" wide, 16" deep, 8" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 20 lbs.

501N1421-P4276
3-LP4197
Retail $59.95

Deluxe 3-Speed Portable Phono with Automatic Changer

There is a world of thrilling entertainment in this deluxe phonograph. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading, plays all speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Features dual sapphire needles in ceramic cartridge, gentle record-changing action. Plays up to 4 hours at a single loading. Shuts off changer and amplifier automatically after last record is played. Incorporates a powerful 3-tube amplifier developing abundant output and superb tone, ably handled with dimensional depth by the Alnico PM speaker. Has full-range tone control. Entirely self-contained in smart carrying case, covered in Fabrikoid brown native oak pattern. Size: 16" wide, 18" deep, 8½" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 25 lbs.

501N1422-P5471
3-LP5247
Retail $74.95

High Fidelity "Duorama" Phonograph

Here is exciting dual-speaker reproduction with full high fidelity response—unprecedented performance at MITCHELL'S amazing low price! Check these High Fidelity features: newest wide-range ceramic cartridge with two sapphire needles, special 4-tube push-pull output amplifier delivering full 7 watts power with negligible distortion. TWO extended-range Alnico V PM dynamic speakers housed in a special acoustical baffle, for "living presence" reproduction of the full musical range from bass to treble, tone control for desired emphasis with no loss of response, bass-compensated volume control. The deluxe automatic record changer plays twelve 10" or ten 12", 33⅓ or 78 rpm records, fourteen 7" 45 rpm records, provides intermix of any ten 12" or 10" records of same speed. Gives you up to 4 hours of continuous gentle-action automatic playing. Automatic shutoff switch turns both changer and amplifier off after last record is played. In beautiful table cabinet of heavy furniture wood construction, in choice of hand-rubbed Mahogany or Blonde finish. Size 16½" wide, 20" deep, 10¾" high. U.L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 33 lbs.

Mahogany Finish	*Blonde Finish*
501N1423-P8026	**501N1424-P8756**
3-LP7697	**3-LP8397**
Retail $109.95	**Retail $119.95**

MITCHELL High Fidelity 2-Speed Tape Recorder

NOW—High Fidelity recording and playback at an amazing low price! Records from microphone, AM or FM radio, TV set or phonograph. Plays back with superb fidelity. Has all the features found only in higher-priced recorders. 2-speed dual-track doubles recording time, accommodates up to 7" reels. On 7" reels, records 3 hours at 3.75" speed, 1 hour at 7½" speed (longer on new thin-base tape). Features include fast forward and rewind, special bias-erase circuit, high fidelity response, two inputs for microphone and radio-phono; full 3 watts output (amplifier may be used for P.A. or record playback), big 6" full range fidelity speaker in tuned acoustical slot baffle; neon recording level indicator, recording-time indicator; outputs for additional external speaker and amplifier. Complete in handsome luggage-style case in two-tone taupe and tan, size, 11½" x 14¾" x 8". With ceramic-type microphone, 5" reel of tape (600 ft.) and 5" take-up reel. For 110-120 volts, 60 cycle A.C. only. U.L. Approved. Shpg. wt., 25 lbs.

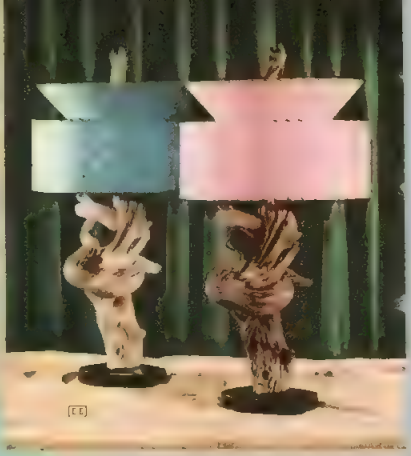
501N1425-P9796
3-LP9377
Retail $139.95 BC

New! Low Cost High Fidelity Recording for Home or Business

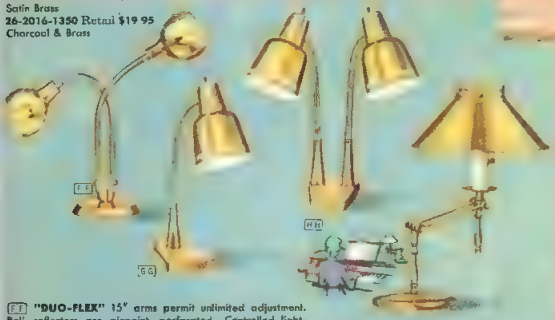
BB **"TELE-CLOCK"** Soft, indirect light Excellent for T.V. viewing, night light, etc. Guaranteed self-starting clock. (A. C. only) Ht. 12". Wt. 4 lbs. (Federal excise tax 3% not included).
26-2015-1350 Retail **$19.95**
Satin Brass
26-2016-1350 Retail **$19 95**
Charcoal & Brass

CC **"PLANT-A-LAMP"** 10" one piece "Can't Leak" spun bowl. Cast metal base; handy switch. Finish satin brass. Ht. 15". Wt. 6 lbs. (Plants not included)
26-2019-1165 Retail **$19.00**

DD **"SOFT-LITE"** Metal T.V lamp and for other indirect lighting needs. Easy reach switch. Ht. 10". Wt 2 lbs.
26-2017-660 Retail **$9.95**
Satin Brass
26-2018-660 Retail **$9.95**
Bronze



EE **"DRIFTWOOD"** An exact replica molded in durable Hydrocal. Toned to natural aged wood colorations. Inverted cone top of modern 17" translucent Fibreglas shade also provides indirect light (Choice of either Pink or Turquoise shade). Ht. 32½". Wt. 25 lbs.
26-1980-2195. Retail **$35 25**
Redwood, Pink shade
26-1981-2195 Retail **$35.25**
Saltwood, Turquoise shade



FF **"DUO-FLEX"** 15" arms permit unlimited adjustment. Ball reflectors are pinpoint perforated. Controlled lighting with variable switch. Weighted base. Width (illustrated) 22". Arms turn up to 24" for indirect lighting. Wt. 13 lbs.
26-2106-2290 . . . . . Retail **$37.00**

GG **"FRATERNITY"** Use on desk, phone or night stand. Deep 7" slotted reflector, 12" flexible arm. Handy switch on weighted base. Bright brass finish. (Matches "HH"). Ht. 19". Wt 5 lbs
26-2108-1150 Retail **$18.00**

HH **"TWIN-FLEX"** Ideal for 'His' and 'Her' use on night stand, and other practical, decorative uses. 12" flexible arms, with deep 7" slotted reflectors, each with individual switch. Bright brass finish. (Matches "GG"). Ht. 19". Wt. 6½ lbs.
26-2109-1690 . . . . . Retail **$26.50**

JJ **"CANTILEVER"** Adjustable "up" or "down", 12" metal shade tilts too! Piano lamp, and for desks or other uses. Bright brass finish. Width as shown 18", extended upright 23". Wt. 10 lbs.
26-1915-1925 . . . . . Retail **$31.00**

KK **"LILY"** Graceful! Adjustable swivel on each arm for any position. Spun metal holders specially designed for the translucent crystal shades. 3 way switch for choice of lighting. Bright brass and matte black finish. Ht. 23". Wt. 8 lbs.
26-1925-2765 . . . . . Retail **$44.95**

LL **"PLASTI-LITE"** Fluorescent bed lamp complete with plug-in ballast and 8 watt tube. Adjustable rubber covered clamps fit any headboard. (A.C. only). Width 13". Wt. 2½ lbs.
26-2000-875. . . . . . Retail **$14.25**

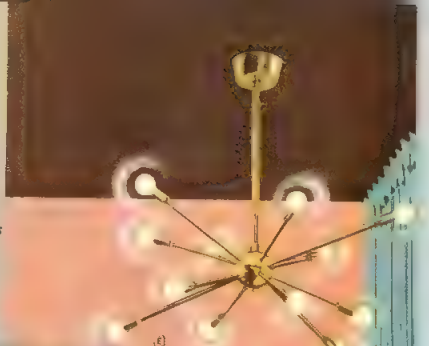
MM **"SPOTRAY"** Read in bed without disturbing others! Swivel light where desired! Felt-lined adjustable clamp. Bull's eye lens increases 25 watt bulb to 100 watt efficiency. Wt. 3 lbs.
26-2007-550 (Ivory) Retail **$7.95**
26-2009-550 (Bronze, Retail **$7.95**

NN **"TWO-SCONCE"** 'Any-position' swivels! Hang straight or horizontal as "His" and "Her" bed lamp, or other uses. 8" starlight brass shields. 3-way switch. (Matches "OO".) 17" long. Wt. 5 lbs.
26-1982-1795 Retail **$27.50**

OO **"SCONCE"** With single light brass shield, (Matches "NN"). 8" long. Wt. 2½ lbs.
26-1983-995 Retail **$15.95**

Lighting Originals... by STNOLA

Will harmonize smartly with any decorative plan. A magnificent selection for every lighting need, combining clever functional performance with styling as new as tomorrow. Lighting fixtures in the sparkling contemporary trend; lamps and wall lights which turn, swivel and adjust for dramatic and convenient lighting effects. Expertly constructed, durably finished for long years of satisfying service.



[D] **"SPARKLE-LITE" NEW!** Bright polished brass flush mounted ceiling fixture. 12 graceful rods dramatically beaming lights in all directions. Hanger included for easy installation. COMPLETE WITH BULBS. Width 22". Wt. 8 lbs.
26-2014-4015 ..... Retail **$69.95**

[E] **"CELESTIALIER" EXCITING!** Glittering brass drop ceiling fixture in a glorious sunburst effect 12 radiating arms tipped with balls of light. Hanger included for easy installation; choice of 2 lengths. COMPLETE WITH BULBS. Width 31". Wt. 9½ lbs.
26-2005-4750 (27" Drop).. ... Retail **$82.50**
26-2006-4750 (33" Drop) . Retail **$82.50**

[A] **"BAR-OF-LIGHT"** Hangs like a picture, plugs in like a lamp! Pierced 'any-position' reflectors. 3 way switch, polished brass finish. Ht. 27" Wt. 7½ lbs.
26-1975-2478 . . . . . Retail **$39.95**

[B] **"LITE-BEAM"** Swivels—then locks in any position. 6" pinpoint pierced reflectors, with diffuser for glare-free lighting. Polished brass finish. Ht. 12". Wt. 2½ lbs.
26-2013-975 .... . Retail **$15.95**

[C] **"DROP-LITE"** Used singly or in groups. 7½" starlight pierced reflector with glare-free diffuser. Choice of 2 lengths. Polished brass finish. Wt. 5 lbs.
26-2003-1575 (30" Drop) Retail **$25.00**
26-2004-1575 (38" Drop) Retail **$25.00**

[F] **"PULL DOWN-PUSH UP"** Ceiling fixture, reel for finger tip control. 15" starlight perforated metal reflector. 2 lights; pierced metal diffuser. Pulls down to 40". Polished brass and charcoal finish. Wt. 15 lbs.
26-1917-3115 Retail **$50.75**

[G] **"PULL-A-LITE"** Bright brass reel fixture. 5" etched glass spotlight lens. Wide-spread general illumination plus focused light. 17" metal reflector; lowers to 42". Wt. 8½ lbs.
26-1976-2575 Retail **$42.00**

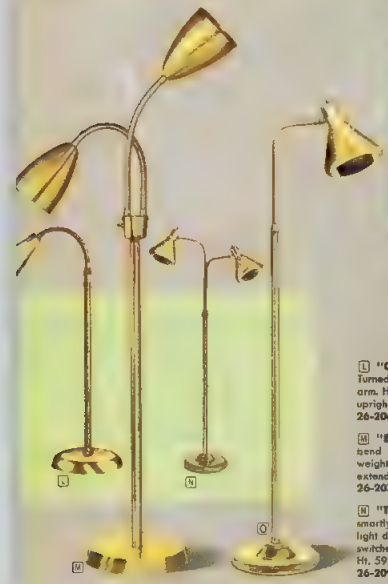
[H] **"PULL DOWN-PUSH UP"** Wall lamp. 15" reflector; pierced metal diffuser. 2 lights; cord switch. Lowers to 29". Hanger included. Bright brass and charcoal finish. Wt. 13 lbs.
26-1916-2855 ..... Retail **$46.50**

[I] **"UP'N-DOWNER"** Space-saver wall lamp. Lowers to 31". Pierced 14" reflector; Fibreglas diffuser. Switch for 2 light socket. Charcoal and brass finish. Wt. 14 lbs.
26-1942-2225 ... . Retail **$38.50**

Fashionable! Functional!

Lamps that turn and swivel . . . raise and lower. Focus light-beams for 'accent' lighting . . . highlight a setting, picture, or special object! Adjust to the desired position for reading or close work. Indirect lighting with the turn of a swivel. Combines utility with beauty . . . finished for long, pleasurable service.

(K) **"TRI-LITE"** 3 flexible-sectioned arms enable each 'any-position' swivel shade to adjust as desired. Use 11" metal shade as torchier, reading lamp, etc. 3 way switch; weighted base. Ebony and brass finish. Ht. upright 63". Wt. 27 lbs.
26-1918-4285 Retail **$70.25**



(L) **"CHAIRSIDE"** For close work or reading. Turned up, it's an indirect torchier! 12" flexible arm. Heavily weighted, satin brass finish. Ht. 48"; upright 60". Wt. 12 lbs.
26-2069-1645 . . . . . Retail **$27.00**

(M) **"EVERY-WHICH-WAY"** 15" flexible arms bend in all directions. 3 way switch. Heavy weighted base. Finished in satin brass. Ht. arms extended 65". Wt. 19 lbs.
26-2070-2460 . . . Retail **$39.95**

(N) **"TWIN-LITE"** Twin metal helmets, 9" deep, smartly slotted and pierced. Glare-proof metal light diffusers. Swivels to 'any-position'! Individual switches, weighted base. Polished brass finish. Ht. 59". Wt 19½ lbs. (Matches "O")
26-2095-3725 . . . . . Retail **$59.95**

(O) **"UNI-LITE"** Single light (Matches "N"). Ht. 56". Wt. 19 lbs.
26-2096-2615 . . . . . Retail **$42.50**

(P) **"TREE LAMP"** Slotted metal shades 7" deep, mounted on graceful metal "branch." 'Any-position' swivels; focus each light as desired! Bright brass and ebony finish with multicolored shades as shown. Ht. 65". Wt. 21 lbs.
26-2097-3035 . . . . . Retail **$48.50**

(R) **"VERSATILE"** Swivel the shade! Raise or lower the shaft! Swing the arm! 14" reflector, 3 way lighting. Raises to 51". Wt. 19 lbs.
26-3098-3310 . . . . . Retail **$49.95**
Ebony & Polished Brass.
26-2099-3310 . . . Retail **$49.95**
White & Polished Brass.

Ⓢ **"EILEEN"** An "important" lamp! Pure gold flecked ceramic, triple fired, set in hand-wrought mounting. 3 way lighting. Gold toned, translucent 16" Fibreglas shade; handlaced, washable. Ht. 28". Wt. 7½ lbs.
26-1977-1555 . . . . . Retail **$24.95**

Ⓣ **"CORONA"** Polished brass and ebony all-metal table lamp in the contemporary trend. 3 way lighting. 15" hand sewn shade of Celanese taffeta. Ht. 33". Wt. 9½ lbs.
26-1978-2145 . . . . Retail **$35.00**

New! Turns on and off at the touch of a finger!

Ⓤ **"TOUCHTRON"** The new electronic marvel by GENERAL ELECTRIC. Light your lamp by touch . . . simply touch the base with your finger. TOUCH—IT'S ON! TOUCH—IT'S OFF! The new G.E. wonder-device plus conventional 3 way lighting. Imported Bavarian base decorated with fired-on pure gold leaves on satiny Triplex frosted crystal. Hand sewn 18" shade of rich figured Metalassé taffeta. A conversation piece to delight! Ht. 32". Wt. 12 lbs.
26-1979-4530 . . . Retail **$65.00**

All lamps have U L (underwriters' Laboratories) approved components such as sockets, switches, cords and plugs

Ⓥ **"WESTCHESTER"** Petite club lounge lamp. Polished brass finish, 8" opal diffusing bowl. Mogul socket 100-200-300 watt lighting. 17" shade embossed basket weave design over vellum. Ht. 58". Wt. 26 lbs.
26-2072-2825 . . Retail **$45.75**

Ⓦ **"ESSEX"** 6 way floor lamp. Genuine 5" onyx insert. Cast metal base and ornaments. Finish rich gold effect. 19" shade stretched Celanese fabric, smart braid trim. Mogul socket 100-200-300 watt lighting; 10" opal diffusing bowl. Ht. 63". Wt. 24 lbs.
26-2074-2495 . . . . . Retail **$39.95**

Ⓧ **"STRATFORD"** Club lounge, combining bright brass with polished copper trim. 8" diffusing bowl; mogul socket 100-200-300 watt lighting. Double-decked 18" washable Fibreglas shade. Ht. 58". Wt. 21 lbs.
26-2077-2770 . . . . Retail **$44.95**

Ⓨ **"STARLIGHT"** Unusual 3 light torchier with 3 pierced reflectors for indirect light—bottom of each reflector fitted with etched crystal lens for direct lighting. 3 way switch. Finish bright brass and polished copper. Ht. 64". Wt. 24½ lbs.
26-1990-4065 . . . . . Retail **$66.50**

Ⓩ **"SHERATON"** Modern direct-indirect torchier. 15" starlight perforated metal reflector, 8" ribbed milk glass insert for direct lighting. Mogul socket 100-200-300 watt lighting. Finish satin brass. Ht. 65". Wt. 29 lbs.
26-2076-4130 . . . . Retail **$68.00**

Ⓐⓐ **"STUART"** All-metal torchier with rock crystal insert for soft glow and direct lighting. 13" spun metal reflector; mogul socket 100-200-300 watt lighting. Ht. 63". Wt. 24 lbs.
26-1991-3440 . . . . . Retail **$59.00**
Copper, Brass trim
26-1992-3440 . . . Retail **$59.00**
Brass, Copper trim

STRUCTO "Live-Action" TOYS

92 Structo Truck Assortment with Garage

Includes 3 die-cast metal trucks—No. 75 Dump, No. 76 Stake and No. 77 Log. Accurate scale models. Each toy has 6 rubber wheels. Packed in sturdy, colorful box that makes up into realistic garage. 6 sets to shipper. Weight per shipper, 28 lbs.

List $3.98

Two separately-baked Metallic coats of Polychromatic enamels on every Structo Toy.

THEY'RE "CHILD-CONDITIONED"

201 Structo Dump Truck

Sturdy, withstands rough handling. Realistic scale model. Body raises, unloads automatically. 6 rubber wheels. Individually cartoned, 6 to shipper. Weight per shipper, 30 lbs. L. 20", W. 6¼", H. 6¼".

List $2.98

106 Structo Steam Shovel

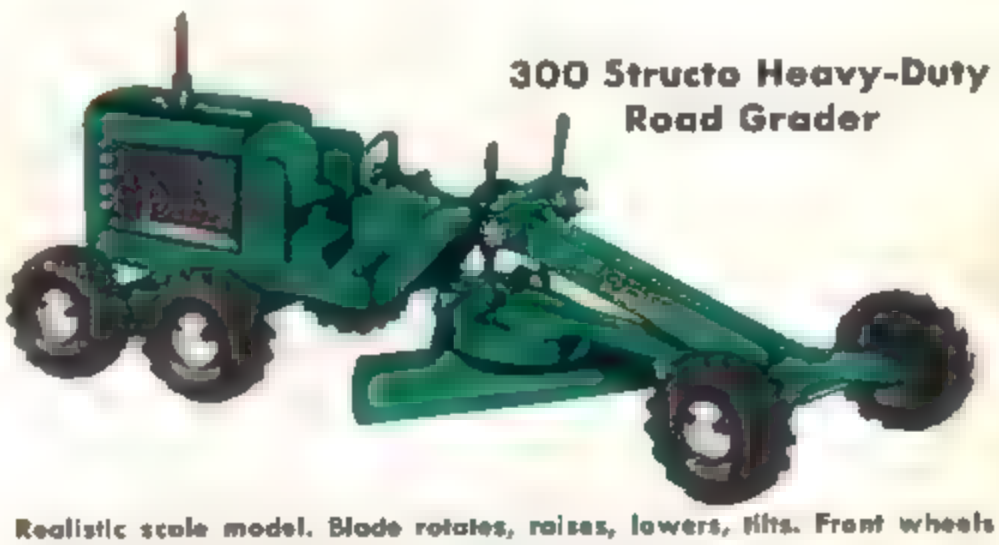
Heavy-gauge steel. Two hand wheels control raising and lowering of boom and automatic unloading of shovel. Cab revolves. Massive rubber wheels and tractor treads. Individually cartoned, 6 to shipper. Weight per shipper, 23 lbs. L. 26½", W. 7", H. 6¾".

List $3.98

175 Structo Auto Haulaway

Heavy gauge steel. Includes two die-cast metal automobiles. Ramp extends at rear for loading and unloading. 8 rubber wheels. Plated grill. Individually cartoned, 6 to shipper. Weight per shipper, 22 lbs. L. 28⅛", W. 4⅜", H. 6⅛".

List $2.98



300 Structo Heavy-Duty Road Grader

Realistic scale model. Blade rotates, raises, lowers, tilts. Front wheels steer. 6 heavy-duty rubber wheels. Life-like "Diesel" motor. Individually cartoned, 6 to shipper. Weight per shipper, 30 lbs. L. 18", W. 7", H. 7½".

List $2.98

155 Structo Semi-Trailer Freight Truck

Heavy gauge steel, reinforced for extra strength. Realistic floating tandem rear axle. Trailer is detachable. 8 rubber wheels. Plated grill. Individually boxed, 6 to shipper. Weight per shipper, 14 lbs. L. 17⅛", W. 4½", H. 4⅞".

List $1.98

330 Structo Scraper

Heavy-gauge steel. Screw adjustment raises, lowers scraper blade. Crank controls loading, dumping and spreading. Realistic "Diesel" motor. Large, husky rubber wheels. Individually cartoned, 6 to shipper. Weight per shipper, 37 lbs. L. 22", W. 7", H. 6⅝".

List $4.98

Sturdy STRUCTO Road Builders and Trucks Built to Last

311 Structo Rocker Dump

Wheel-operated winch raises and lowers body. Universal coupler connects rocker body to tractor. Realistic "Diesel" motor. Large solid rubber wheels. Tractor treads on tractor. Individually cartoned, 6 to shipper. Weight per shipper, 31 lbs. L. 20⅛", W. 6⅛", H. 6⅝".

List $3.98

260 Structo Hook and Ladder Truck

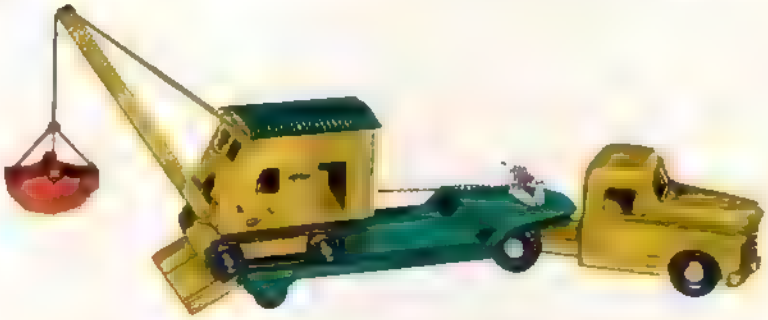
Ladder extends to 34". Swivels completely around. Raised, lowered and extended by control wheels. Swivel base. Movable tiller seat. Auxiliary ladder included. Sturdy steel and aluminum. Individually cartoned, 6 to shipper. Weight per shipper, 61 lbs. L. 33¼", W. 6¾", H. 7".

List $9.95

101 Structo Clam Bucket

Two cranks control bucket . . . raising and lowering . opening and closing. Cab revolves on base. Rubber wheels. Individually cartoned, 6 to shipper. Wt. per shipper, 22 lbs. L. 16¾", W. 7", H. 7¼".

List $2.98



404 Structo Clam Bucket and Machinery-Hauling Truck

Clam Bucket is crank-controlled. Cab revolves. Truck has loading ramp, fifth-wheel coupler, crank operated steel-chain winch. Two toys in one.

Clam Bucket: L. 16¾", W. 7⅛", H. 7½".
Machinery-Hauling Truck: L. 31⅞", W. 7⅜", H. 6¼".

Both toys packed as one unit in single carton, 6 to shipper. Weight per shipper, 55 lbs.

List $7.95

Two separately-baked Metallic coats of Polychromatic enamels on every Structo Toy.

272 Structo Mobile Steam Shovel Unit

Authentic heavy-duty shovel mounted on truck chassis. Cab revolves. Crank controls bucket in raising, lowering, automatic dumping. Rubber wheels and tractor treads. Individually cartoned, 6 to shipper. Weight per shipper, 38 lbs. L. 32⅜", W. 6¼", H. 8".

List $5.95

710 Structo Deluxe Moving Van

This massive van has one side door, 2 rear doors. Includes loading ramp and "play" cartons for load. 14 rubber tires and die-cast metal wheels. Retractable dolly wheels. Chrome-plated cab. Individually cartoned, 6 to shipper. Weight per shipper, 46 lbs. L. 30⅞", W. 5⅛", H. 8½".

List $6.95

250 Structo HYDRAULIC-LIFT Dump Truck

A phenomenal sales-getter. Body raises and dumps load automatically by means of a real HYDRAULIC cylinder. Spreads load evenly. Uses non-toxic, non-staining fluid. 10 rubber wheels. Individually cartoned, 6 to shipper. Weight per shipper, 41 lbs. L. 20⅞", W. 7⅛", H. 6⅛".

List $5.95

265 Structo HYDRAULICALLY-OPERATED Hook and Ladder Truck with Siren and Flashing Signal Light

Trip-lever-operated HYDRAULIC cylinder raises ladder to 60°. Ladder extends to 34" and swivels. Battery-operated flasher light. (Battery not included). Movement of truck flashes light. Handwheel operates siren. Includes auxiliary ladder. Individually cartoned, 6 to shipper. Wt. per shipper, 65 lbs. L. 33¼", W. 6¾", H. 7".

List $15.95

STRUCTO Trucks and Semi-Trailers Packed With Value

Two separately-baked Metallic coats of Polychromatic enamels on every Structo Toy.

271 Structo Ready-Mix Concrete Truck

Mixer geared to axle, rotates as truck moves and simulates mixing noise . . . has openings for loading and discharging contents. Mixer barrel raised by crank for unloading. Simulated water storage tank and motor. 10 wheels. Individually cartoned, 6 to shipper Weight per shipper, 56 lbs. L. 21⅜", W. 7⅜", H. 9¼".

List $7.95

712 Structo Deluxe Cattle Transport

Includes 10 die-cast metal animals, loading ramp. Trailer with gate and deck for cattle and smaller stock. Chrome-plated aluminum cab. 14 rubber tires and die-cast metal wheels. Floating tandems. Individually cartoned, 6 to shipper. Wt. per shipper, 50 lbs. L. 30⅞", W. 5⅞", H. 8½"

List $7.95

714 Structo Timber Toter

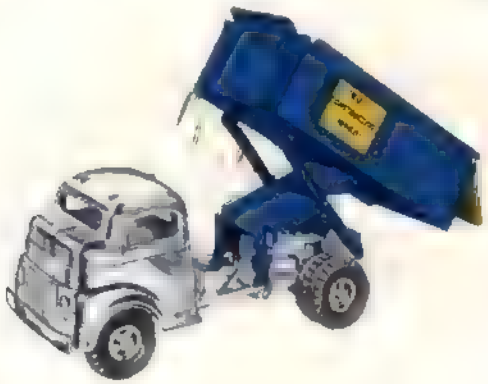
Sturdy die-cast metal trailer carries 6 large realistic wood logs. Chrome-plated cab. 14 rubber tires and die-cast metal wheels, floating tandem duals. Double chain locks. Individually cartoned, 6 to shipper. Weight per shipper, 31 lbs. L. 21", W. 5⅞", H. 6⅛".

List $4.95

706 Structo Deluxe Auto Transport

Actually 6 toys in 1. Chrome-plated aluminum cab. Trailer holds 4 die-cast metal automobiles in assorted colors. Loading ramp at rear. 10 rubber tires and die-cast metal wheels. Individually cartoned, 6 to shipper. Weight per shipper, 34 lbs. L. 27", W. 6", H. 6¼".

List $5.95



644 Structo Hi-Lift Dump Truck

Hi-Lift dump body raised by crank, chrome-plated cab, die-cast metal chassis. 6 rubber tires and die-cast metal wheels Individually cartoned, 6 to shipper. Wt. per shipper, 21 lbs. L. 12½", W. 5⅛", H. 5"

List $3.98

705 Structo Trailer Truck With Mechanical Lift Gate

Chrome-plated aluminum cab Lift Gate raises and lowers by crank for loading and unloading. Assorted "play" cartons for load. 14 rubber tires and die-cast metal wheels. Floating tandem duals. Individually cartoned, 6 to shipper. Wt. per shipper, 34 lbs. L. 24½", W. 6", H. 5⅜".

List $5.95

822 Structo Wrecker Truck (Wind-up)

Heavy steel body, enameled die-cast aluminum cab and chassis. Crank-operated winch, steel chain, also tow chain. 6 rubber wheels. Front wheels adjustable. Powerful Structo motor. Motor brake. Individually cartoned, 6 to shipper. Wt. per shipper, 21 lbs. L. 12½", W. 5⅝", H. 5⅜".

List $3.98

960 Structo Cattle Transport

Heavy steel. Rubber wheels with chrome-plated hub caps. Retractable rubber dolly wheels. Rear doors open. Floating tandems. Individually cartoned, 6 to shipper. Wt. per shipper, 33 lbs. L. 21⅛", W. 5⅛", H. 7⅛".

List $3.98

Realistic STRUCTO Scale Models...None Finer Anywhere

950 Structo Transport Truck

Twe rear doors. Chrome-plated hub caps and bumper. All-rubber wheels. Floating tandems. Assorted "play" cartons for load. Individually cartoned, 6 to shipper. Wt. per shipper, 36 lbs. L. 21⅛", W. 5⅛", H 7⅛".

List $3.98

912 Structo Gasoline Truck

Scale model. Rubber wheels. Chrome-plated hub caps and bumper Just like the big gasoline trucks on the highway. Individually cartoned, 6 to shipper. Wt. per shipper, 17 lbs. L. 13⅜", W. 5⅛", H. 4½".

List $1.98

(17-Piece Truck and Trailer Assortment)

910 Structo Wrecker Truck—(Fix-it)

Sturdy reinforced and welded steel. Crank-operated winch on boom. 6 removable rubber wheels plus two spares. 4-piece "Fix-it" tool kit. Individually cartoned, 6 to shipper. Weight per shipper, 15 lbs. L. 11¾", W. 5⅜", H. 6".

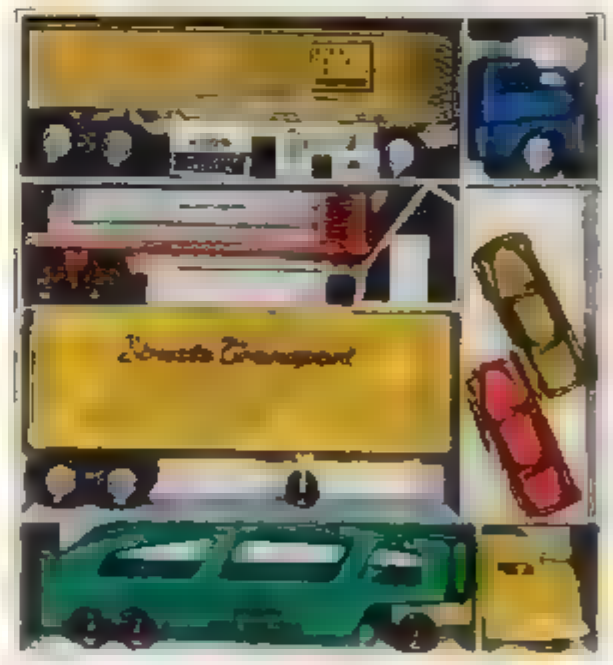
List $1.98

(32-Piece Truck and Trailer Assortment)

726 Structo "Big Job" Transcontinental Fleet

Includes 2 chrome-plated cabs, a No. 706 Deluxe Auto Transport Trailer, No. 712 Deluxe Cattle Transport Trailer, No. 714 Timber Toter Trailer, Deluxe Steel Cargo Trailer, assorted "play" cartons, 10 metal animals, 4 metal automobiles and 6 wood logs. 32-piece set in beautiful display carton. 3 to shipper. Wt. per shipper, 68 lbs.

List $19.95

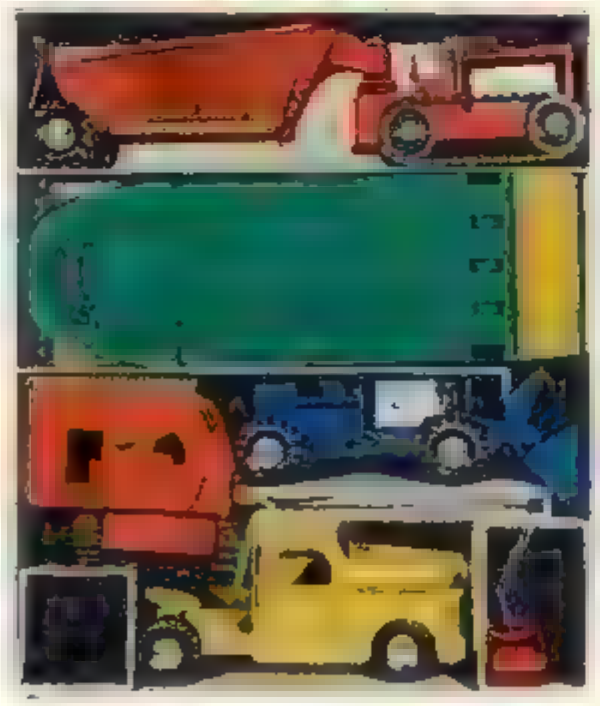


(17-Piece Truck and Trailer Assortment)

Two separately-baked Metallic coats of Polychromatic enamels on every Structo Toy.

925 Structo "Coast-to-Coast" Fleet

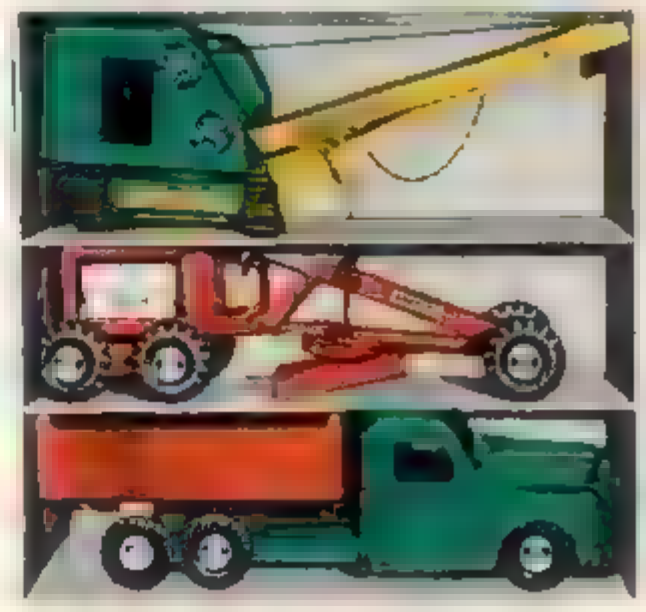
Trailer assortment consists of Lumber Trailer, No. 175 Auto Haulaway Trailer, No. 935 Freight-Hauling Trailer, and No. 950 Transport Trailer. Also includes 2 tractors and 2 die-cast metal automobiles. Assorted "play" cartons. Packed one 17-piece set in display carton. 3 to shipper. Wt. per shipper, 45 lbs. List $10.95



(11-Piece Road-Building Assortment)

327 Structo "Turnpike Builder"

An educational combination for the advanced road-builder. Includes one each No. 321 Earth Mover, No. 340 End Loader and No. 404 Combination Clam Bucket and Machinery-Hauling Trailer Truck. Packed one 5-piece set in eye-appealing display carton. 3 to shipper. Weight per shipper, 55 lbs. List $15.95

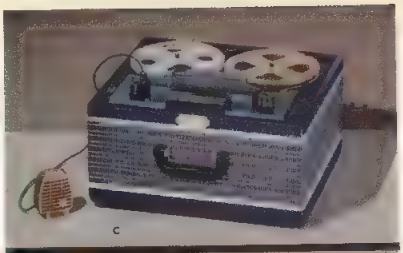


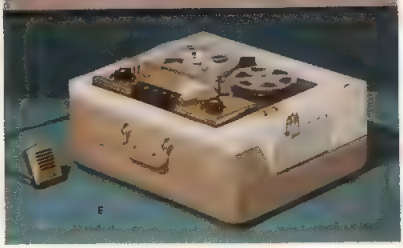
(3-Piece Road-Building Assortment)

326 Structo "Highway Builder"

A popular combination for the young engineer. Includes one each No. 106 Heavy-Duty Steam Shovel, No. 201 Dump Truck and No. 300 Road Grader. Packed one 3-piece set in attractive display carton. 3 to shipper. Weight per shipper, 42 lbs.

List $9.95





(A) ZENITH "BRYN MAWR" 17" TABLE TELEVISION. Colorful new Trend-Line styled all-metal cabinets with round corners. Cinebeam picture tube gives double picture power with whiter whites, blacker blacks. CineLens virtually eliminates reflections and emphasizes background detail without glare. Special "T" chassis was tested and proven in problem areas. Better reception of local or distant stations. "Picture-Lock" stabilizer circuit provides steadier pictures. Selective filter and amplified automatic gain control for constant picture intensity. Static-free Zenith FM Television sound with specially built Zenith Alnico-5 magnet type speaker. 110-125V 60 cyc. AC. Full-cut UHF-VHF antenna. Brass tubular stand (*not included*) with large casters makes moving set from room to room easy. Shipping weight 90 lbs.

26-2575-14300	Satin Silver, Blond pyroxylin	Retail	**169.96**
26-2576-13750	Solid Maroon	Retail	**159.95**
26-2577-13750	Blue and Silver	Retail	**159.95**
26-2578-1000	Brass Stand. Wt. 3 lbs.	Retail	**14.95**

(B) MAJESTIC-GRUNDIG HI-FIDELITY AM-FM-SHORTWAVE RADIO. New ultra-high fidelity with Stereophonic 3-D sound. Multiple speakers are scientifically installed, designed, matched and balanced to give you high, bass and middle sounds. 3 speakers, one 8"x12" and two 4"x6" are mounted in the front and sides of the genuine Walnut finish cabinet. 8 tube push pull amplifier delivers 5-watt power. Visual bass and treble controls give the right amount of "lows" and "highs" for your listening enjoyment. Ingenious musical scales indicate your settings. 4 bands AM, FM, Short Wave, Long Wave. Effortless station selection with motor operated tuner. Eagle-Eye tuning control is electronic with hairline accuracy. Tune station and relax . . . absolutely no drift on FM. Phono, tape, speaker connections for outside instruments. Rotary antenna control. 60 cycles, 110-125 volts, AC. 24"x15¼"x10½" Wt. 45 lbs.

26-2484-12150		Retail	**159.95**

(C) RCA "SENIOR" 2-SPEED TAPE RECORDER. Same construction as RCA tape recorder below but with 2-watt amplifier in range of 50 to 8,000 cycles. Two speakers, both 5". Operate from remote control with switch-cord (not furnished). One external speaker jack. Complete with mike, radio-phono-PA patch cord, 5" reel of RCA Sound Tape, 7" empty reel, basic remote control box, instructions. Wt. 32 lbs.

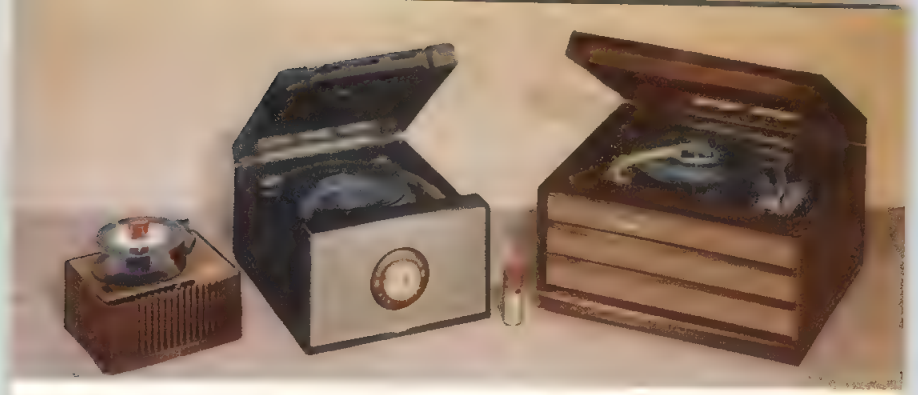
26-2622-16000		Retail	**199.95**

(D) RCA "EXECUTIVE" 2-SPEED TAPE RECORDER. Extended-range 3-speaker playback system built into the Gray carrying case. Push-pull amplifier produces 7 watts of high quality sound power in the range of 40 to 10,000 cycles. Makes an excellent public address system. Automatic push-button operation. 2 speed operation 3¾" per second and 7½" per second. Two 5" and one 4" loud speakers. Records from radio-phono-PA, from mike, from remote control with extension switch-cord. 2 external speaker jacks. Includes mike, radio-phono-PA patch cord, 7" reel of RCA sound tape, 7" empty reel, basic remote control box, remote control extension switch cord. 105-125 V, 60 cyc., AC. 10"x15¾"x14¾". Wt. 35 lbs.

26-2621-16350	Recorder	Retail	**229.95**
26-2623-160	RCA Sound Tape. 5" reel, 600 ft.	Retail	**1.98**
26-2624-265	RCA Sound Tape, 7" reel, 1200 ft.	Retail	**3.30**

(E) WILCOX-GAY "DELUXE" RECORDIO. Dual speaker, two-speed tape recorder with exclusive "Presto-Matic" push button keyboard that responds instantaneously to your fingers. 5 tube push-pull amplifier delivers 7 watts of power through two 5"x7" speakers. 3 extension speaker jacks. Full range variable tone control and volume controls. Push-button type record lock prevents accidental erasures. Frequency response 70 to 10,500 cycles. Signal to noise, 35 db. minimum. Visual tape index. Hi-Fi crystal mike included together with 5" reel of tape, 7" empty reel, built-in line cord, Radio-TV-Phono record cord. 115V, 60 cycles, AC. 10"x15⅞"x14¼" two-tone luggage case. Wt. 35 lbs.

26-2609-11997		Retail	**199.95**



RCA Victor Automatic Phonographs

RCA VICTOR 45 AUTOMATIC PHONOGRAPH. For full length programs of the world's best music or a party evening of gay popular records—this is a top choice table model phonograph that plays up to fourteen 45 RPM records at one flick of a control No other phonograph can match this in miniature size and wonder of musical sound. Less than 12 inches in any measure, yet a complete table phonograph with RCA's "Golden Throat" system ample volume for a large room Plays through RCA tubes plus rectifier Electro-dynamic speaker. Maroon plastic cabinet with gold color metal top measures 11 ⅞" wide, 8⅛" deep, 8⅝" high—less than a cubic foot in size. 110-115 volts 60 cycles, AC only Wt 12 lbs.

26-2343-2800 Retail **34.95**

RCA AUTOMATIC RADIO-3-SPEED PHONOGRAPH. Provides music, drama, news, plus all the pleasure of record reproduction regardless of speed or spindle hole size. Both records and radio play through the superb "Golden Throat" tone system to give full, rich sound 3-point personalized tone control to give individual selection of radio or record sound Plays up to fourteen 45 RPM 7" records automatically with new slip-on spindle, ten-12", twelve-10" records in 33⅓ or 78 RPM speeds Automatically shuts off after last record Light-weight pick-up has twin stylus flip-over needle. 5 RCA tubes including rectifier. Standard AM 540-1600 kc range. 115 volts, 60 cycles AC. Maroon plastic cabinet is clean, modern, with Brown and Gold grille, 8¾"x14⅛"x16¾"

26-2683-8000 Wt. 40 lbs Retail **99.95**

RCA ORTHOPHONIC HIGH FIDELITY RADIO PHONOGRAPH. Never before has life-like reproduction of sound been so brilliantly attained as in this new RCA-Victor combination radio and 3-speed phonograph. Superb "Golden Throat" system features a 4-watt amplifier with three tubes, (one dual purpose) plus rectifier The panoramic 3-speaker system has a "woofer" and two "tweeters". Range 70 to 20,000 cps. Three controls—base, volume and treble. Smooth operating 3-speed changer with 45 slip on spindle plays all sizes, all speed records with lightweight ceramic pick-up which has a twin manufactured sapphire stylus. 115 V., 60 cycles, AC 12 1 6" x 20" x 17 to 16" Wt 48 lbs

26-2684-10400 Mahogany finish. Retail **129 95**
26-2685-11200 Light Oak finish Retail **139.95**

WESTINGHOUSE "LIFE OF THE PARTY" PORTABLE RADIO-PHONOGRAPH. In luggage-style carrying case with comfortable carrying handle. Both radio and record-playing convenience in one neat and easy-to-store unit. Equipped with powerful five-tube AM radio plus a three-speed record player that mixes 10" and 12" phonograph records! Turntable stops automatically when last record has been played. The tone arm of the phonograph is equipped with a dual-needle cartridge which accomodates 33⅓, 45 and 78 rpm recordings. Oversize full-range speaker with sensitive tone control The carrying case is covered in tan leatherette for smart appearance. Overall dimensions of the case are 9¼" high, 15" wide, 19¼" deep

26-2696-7450 Wt 29 lbs. Retail **99.95**

PHONOLA HIGH FIDELITY AUTOMATIC PORTABLE PHONOGRAPH. Precision engineered for truly fine record reproduction. Extended frequency range and higher output give it concert-hall tone. 3-speed silent-working changer shuts off after last play. Equipped with 45 RPM adapter to let you play up to fourteen 45 RPM records at a single loading Plays 33⅓, 45, 78 RPM speeds and all size records automatically, safely and quietly. Lightweight ceramic pick-up has two long-life turn-over needles. Twin matching speakers give 28% more range of highs and lows. Boost type control for bass, treble or uncompensated tones. Hand crafted luggage type case, 15½"x18¼"x8½", covered in pigskin grain leatherette Operates on 110-125 volts, 60 cycles AC. Underwriter's Laboratories approved Wt 27 lbs

26-2687-6010 Retail **83.50**

ZENITH COBRA-MATIC AUTOMATIC PHONOGRAPH. Famous Zenith sleek-styled exclusive Cobra Matic with Stroboscope to let you choose 33⅓, 45, 78 or the new 16⅔ RPM speeds Powerful 2.5 watt amplifier gives clearer, cleaner tone without having to turn volume high, plays with the new Cobra pick-up element with big fidelity performance. Humidity-proofed ceramic cartridge has jewel-like needle for all speeds, faithfully carries tone through 4 tubes including rectifier amplifier into large special Zenith-built 5¼" speaker for concert-hall tone. Floating record changer is spring mounted, plays twelve 7", twelve 10" or ten 12" records automatically. Striking brushwood cabinet with Roman gold color grille is 10½" high 16¾" wide, 14" deep 110-120 volts, 60 cycles AC UL approved. Wt. 14 lbs

26-2347-6400 Retail **79.95**

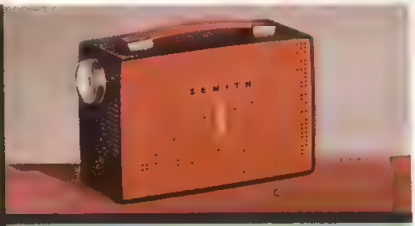
ZENITH FM-AM CLOCK RADIO With drift-free super sensitive FM, long-distance AM and dependable electric clock with luminescent hands Useful sleep switch turns off radio or any appliance plugged into set from 1 to 60 minutes after listener retires. Sleep-head buzzer sounds 10 minutes after radio turns on. Will handle appliances up to 1100 watts 8 tubes including rectifier. FM band 88 to 108 mc , AM range 540 to 1600 kc. 5½" speaker, built-in wavemagnetenna 117 volt-60 cycles, AC only 15¾" x 7¼" x 7⅛" Maroon plastic case. Shipping wt. 9 lbs.

26-2437-6150 . . . . . Retail **76.95**

WESTINGHOUSE "SUBURBANITE" CALENDAR CLOCK-RADIO. Custom deluxe "sleep time pal" tells day and date . . . sings you to sleep turns itself off automatically . . . turns on at a pre-set time to wake you Appliance outlet permits you to plug in coffee-maker, toaster or other small appliances, turns them on and off. 5 tubes, improved audio circuits, extended range speaker system, slide rule dial, gold color trim 9¾"x7¾"x5½" AC only Wt. 7 lbs

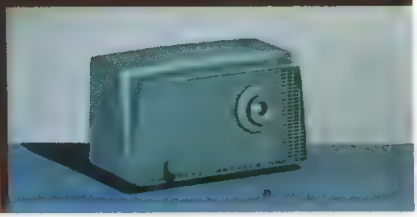
26-2469-3995 Ivory . . . . . Retail **54.95**
26-2470-3995 Black . . . . . Retail **54.95**
26-2471-3995 Gray . . . . . Retail **54.95**

A



C

B



D

(A) CAPEHART "HIGHLANDER" RADIO. A really different table radio styled to frame authentic tartan plaids. An eyecatcher and a conversation piece that makes a wonderful gift Designed to fit into any color scheme in any room in the home AM broadcast band of 540 to 1600 kc. Utilizes 5 tubes in the latest superheterodyne circuit Incorporates Automatic Volume Control which receives nearby or distant signals with same volume. 5" PM speaker, built-in ferrite antenna. Operates on 105-125 volts, AC or DC. 6⅝" high, 12¼" long, 6⅛" deep Shipping weight 7 lbs

26-2371-2625 White with Plaid Grille. . . . Retail **34.95**
26-2372-2250 Ebony with Plaid Grille . . Retail **29.95**
26-2374-2475 Gray-Blue with Plaid Grille . . Retail **32.95**

(B) ZENITH "BROADWAY" TABLE RADIO. Dramatically styled and fashioned in a new design that accents the brilliant "Roman Gold" grille Long distance AM reception 540 to 1600 kc with new super-power consoltone. 4" Alnico speaker in Zenith-built, assures rich bass and delicate treble with the companion 5 tubes (including rectifier) amplifier and built-in wavemagnet antenna. Finger beam Diahte points a finger of light on station, serves also as off-on indicator. Scientifically constructed case makes possible a greater volume potential of clearer tones. New carrying type handle lets you carry lightweight radio from room to room 5⅛" x 11⅜"x 5¾". 110-120 v AC-DC Shpg. wt. 6 lbs.

26-2393-2400 Maroon . . Retail **29.95**
26-2394-2560 Ivory . . . . Retail **31.95**

(C) ZENITH "SANTA MONICA" 3-WAY PORTABLE RADIO. Studied simplicity of brilliant grille to color-harmonized matching carrying handle plus Zenith radio engineering make this a distinctive modern portable 5 tubes including rectifier, built-in wavemagnetenna. Special Zenith-built power speaker brings in weak stations on Standard AM range 540 to 1600kc. Instantaneous operation eliminates warm-up period Patented battery saver switch automatically disconnects battery from circuit during AC or DC, eliminates unnecessary drain on battery pack. 110-120 V, 60 cycle AC or DC or Zenith batteries Reel-away power cord for plugging into wall socket, springs back into cabinet Black and Coral case 7⅞" x 11½" x 4¾

26-2540-3200 Wt 6 lbs. . . . . Retail **39.95**

ZENITH BATTERY PACK. Long-life battery for up to 100 hours of playing
26-2541-440 . . . . . Retail **5.50**

(D) WESTINGHOUSE TABLE MODEL RADIO. Perfect answer for that "extra" radio you've wanted . . at this price Engineered for superior tone, power and performance by world-famous Westinghouse High-gain antenna receives (a) and gives better reception in all areas Compact modern styling of gleaming durable styrene comes in colors that go with every room scheme 5 tubes including rectifier 105-120 volts 50 to 60 cycles, AC or DC UL approved Size 6" high, 10¾" wide, 5¼ deep Shpg. wt. 4½ lbs.

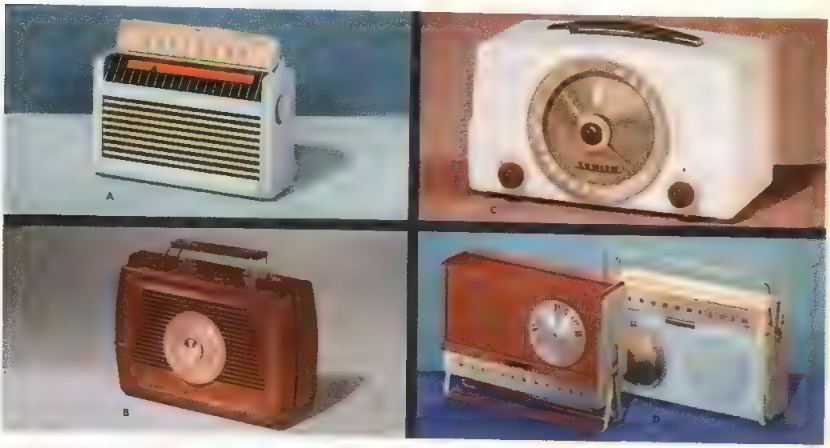
26-2419-1695 Green . . . . Retail **21.95**
26-2418-1595 Black. . . . . Retail **19.95**

THE ARVIN "SLEEPYTIMER". Will lull you to sleep, then turn itself off, or wake you to gentle music. It will even have your breakfast coffee ready! Luminous electric clock. 1100-watt electric outlet. Five tubes including rectifier Magnetenna and Velvet Voice Tone with Magna-Bass amplifier Heavy duty magnet type 5" Alnico speaker Automatic volume control Standard AM range 540 to 1600 kilocycles. Plastic cabinet measures 13¾" long, 6¾" high, 6¾" deep Operates on AC only UL approved. Shipping weight 10 lbs

26-2438-2797 Ivory . . . . . Retail **39.95**
26-2439-2797 Willow Green . . . . . Retail **39.95**

RCA "SLUMBER-KING" CLOCK-RADIO. With the exclusive RCA pre-set feature, you can go to sleep listening to a program of your choice, wake up to a different station on a different volume level. The "Rim-O-matic" selector changes stations, operates appliances up to 1100 watts automatically. Buzzer alarm sounds 7 minutes after radio goes on Phono jack for record player, luminous Westclox clock. Golden Throat 5 tube (including rectifier) system, electro-dynamic speaker, built-in antenna, automatic volume control 110-115 V , AC only. 8½"x10⅞"x7" Black-Gray cabinet

26-2445-4800 Wt. 9 lbs. . . . . Retail **59.95**



(A) RCA "PERSONAL" 3-WAY PORTABLE RADIO. Smooth modern lines highlight this compact high-fashion "Personal" portable . . for pleasure wherever you go! Even carrying handle fits neatly into a recess to preserve the silhouette Tune standard AM range 540 to 1600 kc. on smart new styled slide-rule dial that tilts back for easy-viewing Controls are conveniently placed at upper ends of the instrument. King-size station numerals. Gray is dominant with contrasting Black-and Gold striped grille Reception is clear and rich through famous "Golden Throat" system with its 5 tubes including rectifier, superhet circuit, electrodynamic speaker, built-in ferrite rod antenna. Operates on 15 volts, 60 cycle, AC DC or battery pack Uses 2 RCA "A" batteries 1, RCA "B" battery listed below. 6" high, 1 ⅛" wide, 3" deep Unbreakable "Impac" plastic. Shpg. wt. 5 lbs

26-2534-3750 . . . . . Retail **49.95**
26-2535-315 RCA "B" battery . . . . Retail **3.95**
26-2536-12 RCA "A" battery . . . . Retail **15c**

(B) CAPEHART "SKYLARK" 3 WAY PORTABLE RADIO. A colorful lightweight personal radio with 5 tubes including rectifier. 4 inch Alnico special permanent magnet speaker. Uses two "A" batteries and one "B" battery listed below 105-125 v. AC/DC 7-⅜"x10"x4". Wt. 5¼ lbs.

26-2500-2336 Burgundy . . . . . Retail **29.95**

BATTERIES FOR CAPEHART PORTABLE RADIO.
26-2524-21 "A" battery **30c** **26-2523-176** "B" Battery **2.50**

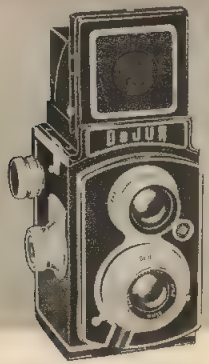
(C) ZENITH "SUPER SYMPHONY" FM-AM TABLE RADIO. Drift-free tuning is made possible with patented dial speaker and automatic frequency control . . locks station in place. Broad range tone control for sharp, clear treble and rich warm bass. Giant-size 7½" speaker combines dialing and speaker into a single unit 8 tubes including rectifier, plug-in phonograph jack, built-in wavemagnet and lightline antenna Maroon plastic cabinet with "Roman Gold" grille, carrying handle 15"x7¾"x 8⅞". 110 V 60 cycles, AC, DC

26-2488-6900 Wt. 7½ lbs. . . . . Retail **89.95**
26-2489-7050 Light Gray (as illus.). . . . . Retail **91 95**

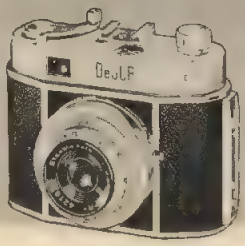
(D) WESTINGHOUSE MINIATURE PORTABLE. Outstanding performance despite its miniature size. Book-thin polystyrene case with brass tuning dial has sleek brass carrying handle that becomes stand up base Full AM band 540 to 1600 kc reaches out to get weak stations. 4 new subminiature Westinghouse tubes including rectifier play through miniaturized powerful Alnico speaker. New flat ferrocore antenna is high-gain signal type. Automatic battery conserver saves battery power. Uses one standard "A" and "B" battery as listed below 6-⅝"x4⅛"x 2⅛" U. L. approved. Specify color code letter when ordering. Tan **A**, Green **B**, Coral **C**.

826-2532-2395 Shipping wt. 4½ lbs. . . . . Retail **34.95**

BATTERIES FOR WESTINGHOUSE MINIATURE PORTABLE.
10-1315A-9⅜ "A" Battery **15c**
26-2530-158 "B" Battery . . . **2.25**



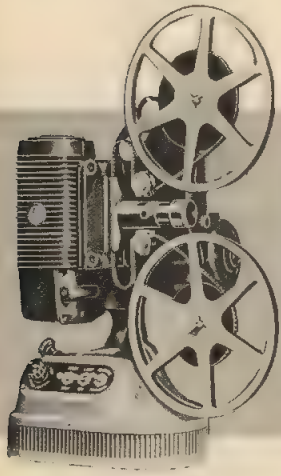
DeJUR



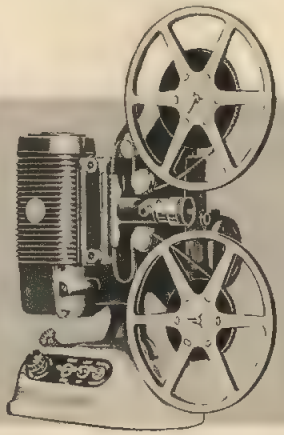
DeJur Twin Lens Reflex Camera & Case Wollensak f/3.2 full-vision ground-glass viewing lens and f, 3 5 taking lens. Wide focusing range from 3 ft. to inf. M-F-X sync for use with all type flashguns. Alphax shutter, speeds from 1/10 to 1 200 sec plus T & B Rapax shutter, speeds from 1 to 1 400 sec plus T & B Leatner case incl.
70-31-01 W6995 Alphax Shutter **$109.00**
70-31-02 W8995 Rapax Shutter **139.00**

DeJur 35mm Camera . The first miniature camera with interchangeable lens at this low price Made with custom precision f 2 8 45mm coated, color corrected lens with speeds from 1 25 to 1 200 sec. and B Internal flash synch Bui t-in self- timer.
70-31-18 W3185 Camera **$42.50**
70-31-19 W520 Eveready Case. ... **6.95**
70-31-20 W2210 85 mm f 5.6 Telepnoto Lens..... . **29.50**
70-31-21 W1875 38mm f/3 5 W A. **25.00**
70-31-22 W360 Comb Viewf nder **7.50**
70-31-23 W370 Lens Case **4.95**

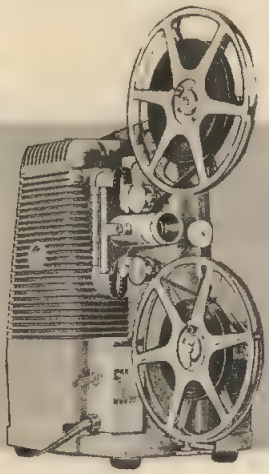
DeJur Electronic Flash . Flash attachment guarantees 2,500 to 3,000 flashes with one set of batter es Light output 45 watt-seconds with flash duration of 1 50 of a sec Adjustable for all type cameras with Compur or Pronitor shutters Leather carrying case; houses 2 dry batteries, Wt 4 lbs.
70-31-25 W2960 Flash . .. .Retail **$39.50**
70-31-28 W40 ASA Shutter Adapter **.50**
70-31-26 W310 Batter es Retail **3.60**



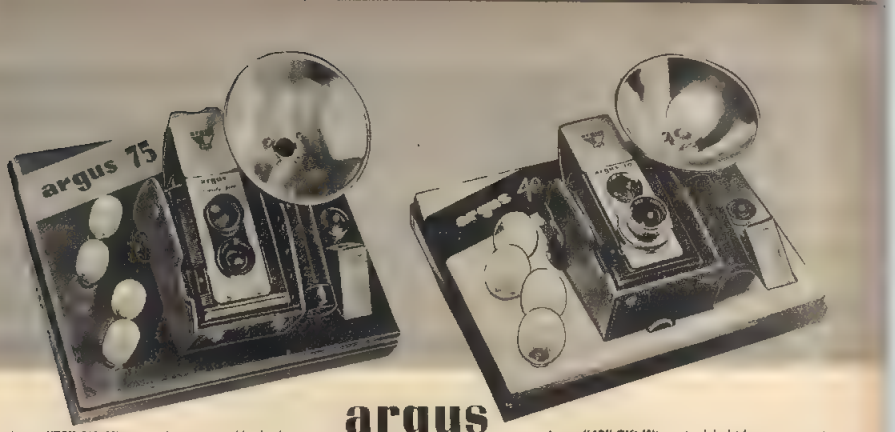
DeJur 8mm Movie Projector & Case . You will find th s projector ideal for use in large auditoriums because it can use a 1000-watt lamp to reach long-view screens. Comes with 750-watt lamp. Runs backward or forward and can stop on one frame Variable speed, rapid rewind, and easy threading make this projector tops Automatic cord reel, control in projector base Sturdy carrying case UL approved Capacity 400 ft reel
70-31-12 W13150 . .... . Retail **$177.50**



DeJur 8mm Movie Projector & Case . Gather around to view top-quality movies with this simple-to-operate projector. Easy to-clean swing-out gate Finger-tip controls Brilliant 750-watt projection Double claw guarantees smooth operation and film protection Comes with attractive case AC DC, 105 to 120 volt Has forward, reverse, rapid rewind, and single frame projection Capacity 400 ft reel. UL approved
70-31-11 W11795 . Retail **$159.50**



DeJur 8mm Movie Projector & Case . This s the new 500-watt projector with the simplified swing-out gate permitting easy threading and clean ng so essential to perfect project on Efficient blower-cooled, plus a ribbed lamphouse to dissipate the heat Simplified operation with only three adjustments· fram.ng, tilting, and focusing. The lens is coated and color corrected. Forward or rapid rewind UL approved
70-31-24 W5495 .... Retail **$69.95**



Argus "75" Gift Kit . . . to be treasured by both serious and occasional picture takers. The Argus "75" shows you the picture before you take it, and incorporates plug-in flash and double exposure prevention. Features Lumar lens with universal focus. Large, brilliant, reflex-type viewfinder. Instantaneous and time settings, body shutter release, built-in flash synchronization. Takes twelve 2¼ x 2¼ inch pictures on 620 roll film. Red indicator shows when film is wound. Optically ground & polished coated lens for greater sharpness in both black and white and color. A gift anyone would be proud to give, thrilled to receive. Kit includes flash attachment, flash bulbs, batteries, and film. The entire outfit is extremely easy to use, requiring no special skill for operation.

70-08-14 W1795 Retail **$22.50**

argus

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Argus "40" Gift Kit . . . to delight beginners and experts alike. A fully equipped Argus "40" with adjustable shutter speeds from 1/25 to 1/150 second; full-focusing hard-coated, color-corrected, f/4.5 lens, double exposure prevention. Simple to operate and fun to use. Takes 12 black & white or 8 color snapshots, 2¼ x 2¼ inches on 620 roll film. Molded case with metal hinged back. Attach plug-in flash unit for wonderful indoor shots. Set includes camera, flashgun, leather carrying case with shoulder strap, batteries, flash bulbs and a roll of film. Camera has large reflex-type finder that shows subject as it will appear in the finished picture. Red markings show correct setting for average pictures. Colormatic settings. Focuses from 3½ feet to infinity. Synchronized for flash!

70-08-13 W3825 . . Retail **$47.95**

Argus Super "75" Camera . . . incorporating the exclusive Argus Colormatic setting that takes the figuring out of flash photography, and double exposure prevention. Fitted with lumar f 8 precision ground lens, coated for sharper pictures in black and white or color. "Click stop" lens openings of f 8, f 11 and f/16. Large, brilliant, reflex-type viewfinder. Inst. and time settings, body shutter release, built-in flash synchronization. Lens focuses 3½ ft. to infinity. Takes 12 exposures, 2¼ x 2¼", on 620 roll film. With carrying strap.

70-08-06 W1795 ..... Retail **$22.50**
70-08-02 W298 Flashgun . Retail **3.60**
70-08-07 W249 Case ..... Retail **3.15**

Argus Super "75" Gift Kit . . . a complete outfit for taking photographs indoors or out. Super "75" camera with Colormatic setting that takes the complicated mathematics out of flash photography. An outstanding reflex camera that incorporates the time-tested features of the finest cameras with a value-packed f 8 precision ground coated lens. Popular "click-stop" lens openings of f/8, f-11 and f 16. Red indicator shows when film is wound, to prevent double exposure. Uses either black and white or color film, size 620. Extra wide angle focal length, no need for accessory lenses. Outfit includes camera, flash attachment, flash bulbs, batteries, film and handsome leather carrying case in gift box.

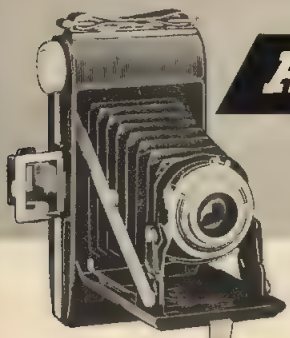
70-08-15 W2495 Retail **$31.50**

Argus "75" Camera . . . a reflex-type camera at a budget price. Large viewfinder shows you the picture, actual size, before you take it. Always in focus from 7½ feet to infinity. Optically ground and polished Lumar f/11 lens results in sharp reproductions in both black and white and color. Shutter has instantaneous and time settings. Built-in flash synchronization. Takes 12 2¼ x 2¼" pictures on 620 roll film. Base fitted with tripod socket. Noted for its particular ease of operation, it will appeal to beginner and advanced amateur alike.

70-08-04 W1198 ..... Retail **$14.95**
70-08-02 W298 Flashgun ...Retail **3.80**
70-08-05 W198 Case . . . . . Retail **2.50**

All Argus cameras are available only to retailers buying for resale, and located in towns of 5,000 population or less and outside of any metropolitan area. This merchandise is also not available in any city or town in which a regularly authorized Argus photographic dealer is located.

Ansco



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Ansco Commander F6.3 . Fully guaranteed camera of superior quality at a budget price. Equipped with a coated F6 3 lens, sw ng-out film carrier spools and fold ng carrying handle Shutter speeds of 1/25, 1/50 & 1/200 Synchronized for flash. Uses 2¼"x3¼" #120 b ack & wn te or color film

70-13-13 W2350	Camera	Retail	**$34.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-09 W397	Case	Retail	**4.95**

Ansco F4.5 Speedex Special "R" . . with built-in rangefinder, F4.5 Apotar hard-coated, color-corrected lens; 1 to 1/300 of a second shutter speeds, combined range & viewfinder Depth of field calculator Synchronized for flash and strobe lights. Double exposure eliminator. Uses 2¼"x2¼" #120 black & white or color rol -film

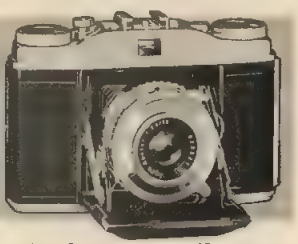
70-13-21 W4350	Camera	Retail	**$55.00**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-12 W555	Case	Retail	**6.95**

Ansco F2.8 Karomat . . for technically precise work. Hard-coated F2.8 Schneider lens, M-X Synchro-Compur shutter with speeds from 1 to 1/500 of a second; double exposure eliminator and finger-t p automatic film transport. Luxury leather finish. Uses 35mm black & white or color magazine

70-13-61 W8895	Camera	Retail	**$112.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-27 W998	Case	Retail	**12.50**

Ansco Super Regent LVS . . incorporating the sensationa new LVS shutter system. Diaphragm & shutter speeds cross-coupled Coated Solinar F3.5 4-element lens, high speed shutter, sharp focusing Lens-coupled rangef nder. Automatic film transport. Uses 35mm color or black & white magazine

70-13-60 W7075	Camera	Retail	**$89.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-23 W780	Case	Retail	**9.75**

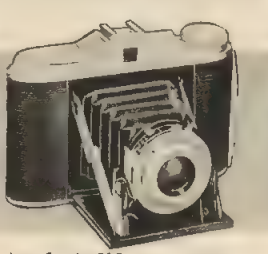


Ansco Regent . . . precision 35mm camera that assures top quality at moderate cost. Engineered for dependab e performance under adverse lighting conditions. M-X synchronized Pronto shutter with speeds from 1 to 1/300 of a second F3.5 Agfa Apotar lens Uses 35mm black & white or color.

70-13-19 W4350	Camera	Retail	**$54.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-20 W555	Case	Retail	**6.95**

Ansco 35mm Super Memar . superb miniature with fast F3.5 coated ens Split- mage rangefinder and full M-X-V-synchronized Prontor SVS shutter, speeds to 1/300 of a second With fast thumb-lever film transport, optica, eye-level finder & self-timer Uses 35mm magaz ne film

70-13-38 W3495	Camera	Retail	**$69.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-59 W555	Case	Retail	**6.95**



Ansco Speedex F4.5 . . smart styling combined w th an economical price F4.5 Agfa Agnar anastigmat lens fitted into a 1/200 of a second Vario X-synchronized flash shutter for photographs of uniformly sharp contrast. Takes 2¼"x2¼" #120 black and white or color roll-film

70-13-11 W2195	Camera	Retail	**$29.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-12 W555	Case	Retail	**6.95**

Ansco Speedex F4.5 Special . . Ansco's finest folding camera. Hard-coated F3.5 Agfa Solinar 4-element ens; 1 to 1/500 of a second shutter action, double exposure eliminator; ful y automat c film transport and measuring device Takes 12 2¼"x2¼" photos on #120 black & white or color film.

70-13-18 W3795	Camera	Retail	**$47.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-12 W555	Case	Retail	**6.95**

Ansco

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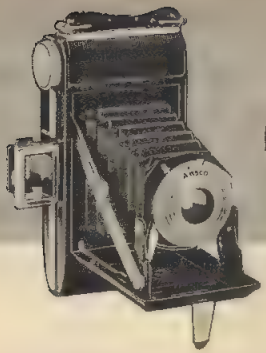
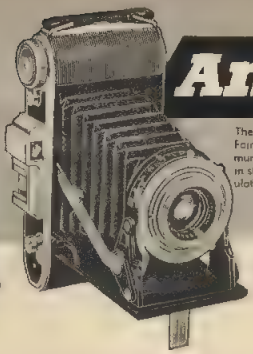


Ansco Viking Readyset . . economy model 2 position diaphragm control, 2-position focusing control, Agfa Isomar fixed-focus lens, Synchrof-ash shutter with instantaneous or bulb setting and "Lock-stand." Uses #120 black & white or Anscochrome film

70-13-07 W1497	Camera	Retail	**$18.95**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-09 W397	Case	Retail	**4.95**



Ansco Viking F4.5 Camera . . . full album-size pictures from 2¼x3¼" negatives. Versatile in operation with its sharp-cutting hard-coated Agnar F4.5 lens. 1/25 to 1/200 second plus bulb, Pronto X synchronized flash shutter. #120 black & white or color

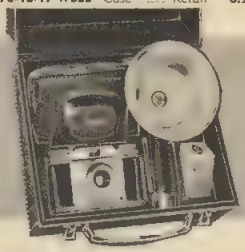
70-13-16 W3150	Camera	Retail	**$44.50**
70-13-35 W595	Flashgun	Retail	**7.95**
70-13-17 W555	Case	Retail	**6.95**

Anscoflex I . . Raymond Loewy designed Sliding lens-cover protects F11 2-element distortion-free lens & shutter. Finder-hood operates at a touch. Simple to operate. Synchronized for flash. Takes 12 exposures on #620 b ack & white or Anscochrome film

70-13-04 W1250	Camera	Retail	**$15.95**
70-13-05 W397	Flashgun	Retail	**4.95**
70-13-06 W280	Case . . .	Retail	**3.50**

Readyflash Outfit Series VI . . everything you need to take excellent pictures day or night. Simple to operate pre-focus camera, roll of #620 f lm, flashgun, 4 bulbs and durable Traveler shoulder strap bag. Takes 2¼"x3¼" black & white or Anscochrome

70-13-63 W814	Gift boxed	Retail	**$10.85**
70-13-29 W495	Camera only	Retail	**6.95**
70-13-30 W235	Flashgun	Retail	**2.95**

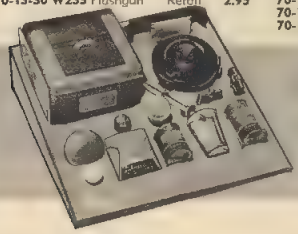


Ansco Memar Outfit Series VI . . 35mm camera with F3.5 coated lens, an eye-level viewer and self-timer. Synchronized for flash. Shutter speeds up to 1/200 of a second. With flashgun, roll of 35mm 20-exposure Anscochrome color film, carrying case and Traveler shoulder gadget bag

70-13-62 W4450	G ft boxed	Retail	**$56.25**
70-13-14 W3150	Camera .	Retail	**39.50**
70-13-35 W595	Flashgun . .	Retail	**7.95**
70-13-15 W555	Case	Retail	**6.95**

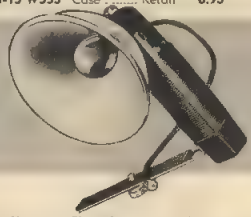
Anscoflex II Outfit Series VI . . complete Camera with built-in close-up lens, yellow f lter, 2 rolls of film, flashgun, 4 bulbs, carry ng case & shoulder gadget bag

70-13-64 W2095	G ft boxed	Retail	**$27.95**
70-13-50 W1420	Cam only	Retail	**18.95**
70-13-05 W397	Flashgun . .	Retail	**4.95**
70-13-06 W280	Case . . .	Retail	**3.50**



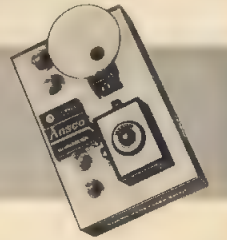
Ansco Home Developing Outfit . . everything needed for fine developing. Contact printer, self loading developing tank, 3 trays, thermometer, measure, cups, weights, printing paper, at size Normadol film developer and quart of acid fixer with hardener

70-13-28 W1195	. . . . .	Retail	**$14.95**



Ansco Universal Flash Gun . . evenly projects diffused beam of light into picture area. Fits all Ansco cameras and 3mm Continental or standard ASA bayonet-type shutter contacts. Uses either photof-ash batteries or battery-capacitor cartridge

70-13-35 W595	. . . . .	Retail	**$7.95**



Ansco Shur-Flash Outfit IV . . . simplified, yet dependable, synchronized-for-flash box camera with flash attachment, 4 bulbs & 3 rolls of #120 film. No focusing required—

70-13-34 W567	Gift Boxed	Retail	**$9.45**
70-13-32 W390	Camera only	Retail	**4.85**
70-13-33 W220	Flashgun . . .	Retail	**2.75**

Genuine **25** and **21** JEWEL movements
are precision adjusted in U.S.A. to give years of dependable service.

[A] ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C100X5998 ..... **Retail $140.00**

[B] ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C102X5968 ..... **Retail $135.00**

[C] ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C104X5557 ..... **Retail $125.00**

[D] ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C106X4665 ..... **Retail $100.00**
Same as above, in 14 K WHITE Gold.
C107X4665 ..... **Retail $100.00**

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

[E] ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C108X4253 ..... **Retail $95.00**
Same as above, in 14 K YELLOW SOLID Gold non-waterproof case
C109X6860 ..... **Retail $165.00**

[F] ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C110X7198 ..... **Retail $165.00**
Same as above, with YELLOW Gold-filled case.
C111X4665 ..... **Retail $100.00**

[G] ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch YELLOW case has steel back, sweep second hand and Gold filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C112X4665 ..... **Retail $100.00**
Same as above, with raised figure dial (no diamonds).
C113X3018 ..... **Retail $71.50**

[H] ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C114X14700 ..... **Retail $350.00**

*Guaranteed for Life**

GUARANTEED FOR LIFE

Mainspring Guaranteed Never to Break. *"Shock resistant" balance staff for added protection.*

**Guaranteed waterproof as long as case, crown and crystal are intact

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C120X2891.....**Retail $71.50**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C122X6723.....**Retail $150.00**
Same as above, with YELLOW waterproof** case, steel back.
C123X3910.....**Retail $92.00**

C ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF-WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C124X4390.....**Retail $100.00**
Same as above, with 14 K YELLOW Gold non-waterproof case
C125X6860.....**Retail $165.00**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand; heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C126X2739.....**Retail $71.50**

Genuine **25** and **21** JEWEL movements
are precision adjusted in U.S.A. to give years of dependable service

E ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C128X3229.....**Retail $75.00**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C130X3910.....**Retail $92.00**

G ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C132X3587.....**Retail $85.00**
Same as above, with 14K WHITE SOLID GOLD case.
C133X3587.....**Retail $85.00**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C134X2739.....**Retail $71.50**

Triple Selected Diamonds • *Gift Boxed* • *The Ultimate in Design and Artistry*

All watches are illustrated actual size

Diamonds slightly enlarged to show detail

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

K ▶ DISCOVERY New timepiece with easy-to-read dial! Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C140X2249 . . . . . Retail $49.50

L ▶ HELENA Charming case in 10 K YELLOW rolled Gold plate with Gold filled expansion bracelet Case is steel-backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C142X2470 . . . . . Retail $52.50

M ▶ "CONCERTO" 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C144X2396 . . . . . Retail $52.50

N ▶ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C146X3430 . . . . . Retail $85.00

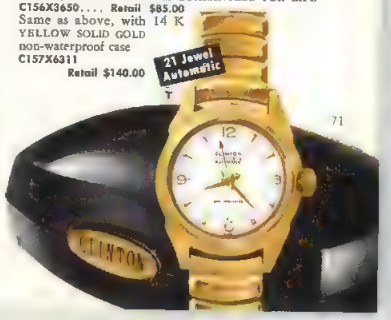
O ▶ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C148X3361 . . . . . Retail $75.00
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case
C149X2744 . . . . . Retail $59.50

P ▶ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C150X2739 . . . . . Retail $71.50

R ▶ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C152X3156 . . . . . Retail $71.50

S ▶ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C154X3156 . . . . . Retail $71.50
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
C155X2538 . . . . . Retail $55.00

T ▶ "COMMANDER." Automatic SELF-WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial. Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U. S. A. is GUARANTEED FOR LIFE *
C156X3650 . . . . Retail $85.00
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case
C157X6311 Retail $140.00



"Shock resistant" balance staff for added protection *Dust Protected*

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U. S. A.

**Guaranteed waterproof as long as case, crown and crystal are intact.

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C160X3293.....**Retail $75.00**
Same as above, 14 K YELLOW SOLID GOLD case.
C161X4939.....**Retail $110.00**

K ▶ WRIST ALARM keeps you on time for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF** Sweep second hand; radium dots-and-hands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.* **C176X4111**
Retail $100.00

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C162X2396.....**Retail $52.50**
Same as above, with YELLOW case and Gold-filled band
C163X2538.....**Retail $55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C164X2538.....**Retail $55.00**

D ▶ AUTOMATIC AND WATERPROOF** this self-winding watch is the sportsman's choice. Designed to keep perfect time in any weather . . . natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers; sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C166X3293.....**Retail $73.00**

Mainspring Guaranteed Never to Break.

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C168X3053.....**Retail $71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel back, sweep second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C170X3910.....**Retail $92.00**

G ▶ AUTOMATIC SELF-WINDING watch Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C172X3430.....**Retail $85.00**

H ▶ BLACK MAGIC. AUTOMATIC SELF-WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand YELLOW case, steel back. Black leather highlights gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C174X3695.....**Retail $92.00**

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Gift Boxed

Unless otherwise stated retail prices include federal excise tax Prices are subject to change without notice

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-53 X6120 ..... Retail **$140.00**

B ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-54 X6090 ..... Retail **$135.00**

C ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-89 X5670 ..... Retail **$125.00**

D ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion aware women. Gold filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-55 X4760 ..... Retail **$100.00**
Same as above, in 14 K WHITE Gold.
15-30-56 X4760 ..... Retail **$100.00**

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

E ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-57 X4340 ..... Retail **$95.00**
Same as above, in 14 K YELLOW SOLID Gold non waterproof case
15-30-58 X7000 ..... Retail **$165.00**

F ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-59 X7345 ..... Retail **$165.00**
Same as above, with YELLOW Gold-filled case.
15-30-60 X4760 ..... Retail **$100.00**

G ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-61 X4760 ..... Retail **$100.00**
Same as above, with raised figure dial (no diamonds).
15-30-62 X3080 ..... Retail **$71.50**

H ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-63 X15000 ..... Retail **$350.00**

*Guaranteed for Life** ADVERTISED IN LIFE

Mainspring Guaranteed Never to Break. *"Shock resistant" balance staff for added protection.*

**Guaranteed waterproof as long as case, crown and crystal are intact

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-64 X2950.....Retail **$71.50**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-65 X6860.....Retail **$150.00**
Same as above, with YELLOW waterproof** case, steel back
15-30-66 X3990.....Retail **$92.00**

C ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF-WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-67 X4480.....Retail **$100.00**
Same as above, with 14 K YELLOW Gold non-waterproof case
15-30-68 X7000.....Retail **$165.00**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand; heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-69 X2795.....Retail **$71.50**

E ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-70 X3295.....Retail **$75.00**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-71 X3990.....Retail **$92.00**

G ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-72 X3660.....Retail **$85.00**
Same as above, with 14K WHITE SOLID GOLD case.
15-30-73 X3660.....Retail **$85.00**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-74 X2795.....Retail **$71.50**

Triple Selected Diamonds • *Gift Boxed* • *The Ultimate in Design and Artistry*

All watches are illustrated actual size

Diamonds slightly enlarged to show detail.

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

K ▶ DISCOVERY New timepiece with easy-to read dial.' Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-20 X2295 ..... Retail **$49.50**

L ▶ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold filled expansion bracelet. Case is steel-backed Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-75 X2520 ..... .Retail **$52.50**

M ▶ "CONCERTO." 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
15-30-76 X2445 ...Retail **$52.50**

N ▶ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-30 X3500 .....Retail **$85.00**

O ▶ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-28 X3430 ..... Retail **$75 00**
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case
15-30-29 X2800 .....Retail **$71.50**

P ▶ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-77 X2795.....Retail **$71.50**

R ▶ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-78 X3220 Retail **$71 50**

S ▶ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
15-30-79 X3220..... Retail **$71.50**
Same as above, with 10 K YELLOW rolled Gold plate, steel back case
15-30-80 X2590 ..... . Retail **$55.00**

T ▶ "COMMANDER.' Automatic SELF-WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
15-30-81 X3725 Retail **$85 00**
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case.
15-30-82 X6440
Retail **$140.00**

"Shock resistant" balance staff for added protection *Dust Protected*

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U. S. A

* *Guaranteed waterproof as long as case, crown and crystal are intact

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-83 X3360 .....Retail **$75.00**
Same as above, 14 K YELLOW SOLID GOLD case
15-30-84 X5040 .....Retail **$110.00**

K ▶ WRIST ALARM keeps you on time for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF* * Sweep second hand, radium dots-and-hands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-46 X4195
Retail **$100.00**

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF* * watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-40 X2445 .....Retail **$52.50**
Same as above, with YELLOW case and Gold-filled band.
15-30-41 X2590.....Retail **$55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-85 X2590..... Retail **$55.00**

D ▶ AUTOMATIC AND WATERPROOF* * . this self winding watch is the sportsman's choice. Designed to keep perfect time in any weather . . . natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers, sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
15-30-32 X3360.....Retail **$75.00**

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-86 X3115.....Retail **$71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF* *! YELLOW Gold-filled case, steel-back, sweep second hand and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-87 X3990 .....Retail **$92.00**

G ▶ AUTOMATIC SELF-WINDING watch. Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand. Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-88 X3500 .....Retail **$85.00**

H ▶ BLACK MAGIC AUTOMATIC SELF-WINDING WATERPROOF* * watch. Black dial with raised Gold markers, sweep second hand. YELLOW case, steel back. Black leather highlights gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
15-30-49 X3770 . . . . . .Retail **$92.00**

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Mainspring Guaranteed Never to Break. *Gift Boxed*

Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

A ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE solid Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W100-5998 ..... **Retail $140.00**

B ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W102-5968 ..... **Retail $135.00**

C ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W104-5557 ..... **Retail $125.00**

D ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W106-4665 ..... **Retail $100.00**
Same as above, in 14 K WHITE Gold.
35W107-4665 ..... **Retail $100.00**

E ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W108-4253 ..... **Retail $95.00**
Same as above, in 14 K YELLOW SOLID Gold non-waterproof case
35W109-6860 ..... **Retail $165.00**

F ▶ THE DIPLOMAT 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W110-7198 ..... **Retail $165.00**
Same as above, with YELLOW Gold-filled case.
35W111-4665 ..... **Retail $100.00**

G ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W112-4665 ..... **Retail $100.00**
Same as above, with raised figure dial (no diamonds).
35W113-3018 ..... **Retail $71.50**

H ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W114-14700 ..... **Retail $350.00**

*Guaranteed for Life**

ADVERTISED IN LIFE

Mainspring Guaranteed Never to Break — *"Shock resistant" balance staff for added protection.*

**Guaranteed waterproof as long as case, crown and crystal are intact.

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W120-2891 ..... **Retail $71.50**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W122-6723 ..... **Retail $150.00**
Same as above, with YELLOW waterproof** case, steel back.
35W123-3910 ..... **Retail $92.00**

C ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF-WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W124-4390 ..... **Retail $100.00**
As above, with 14 K YELLOW SOLID GOLD non-waterproof case.
35W125-6860 ..... **Retail $165.00**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand; heavy rock crystal. Gold-filled expansion band blends perfectly with case design *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W126-2739 ..... **Retail $71.50**

E ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W128-3229 ..... **Retail $75.00**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W130-3910 ..... **Retail $92.00**

G ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W132-3587 ..... **Retail $85.00**
Same as above, with 14K WHITE SOLID GOLD case.
35W133-3587 ..... **Retail $85.00**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W134-2739 ..... **Retail $71.50**

Triple Selected Diamonds • *Gift Boxed* • *The Ultimate in Design and Artistry*
All watches are illustrated actual size
Diamonds slightly enlarged to show detail

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

K ▶ DISCOVERY. New timepiece with easy-to-read dial! Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W140-2249.....**Retail $49.50**

L ▶ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold-filled expansion bracelet. Case is steel-backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W142-2470.....**Retail $52.50**

M ▶ "CONCERTO." 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W144-2396.....**Retail $52.50**

N ▶ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W146-3430.....**Retail $85.00**

O ▶ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W148-3361.....**Retail $75.00**
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case.
35W149-2744.....**Retail $71.50**

P ▶ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W150-2739.....**Retail $71.50**

R ▶ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W152-3156.....**Retail $71.50**

S ▶ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
35W154-3156.....**Retail $71.50**
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
35W155-2538.....**Retail $55.00**

T ▶ "COMMANDER." Automatic SELF-WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial. Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
35W156-2650...**Retail $85.00**
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case
35W157-6311
Retail $140.00

"Shock resistant" balance staff for added protection. Dust Protected

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U. S. A.

**Guaranteed waterproof as long as case, crown and crystal are intact.

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "taper-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W160-3293 ..... **Retail $75.00**

Same as above, 14 K YELLOW SOLID GOLD case.

35W161-4939 ..... **Retail $110.00**

K ▶ WRIST ALARM keeps you on tune for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF**. Sweep second hand; radium dots-and-hands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W176-4111 **Retail $100.00**

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W162-2396 ..... **Retail $52.50**

Same as above, with YELLOW top case, steel back and Gold filled band

35W163-2538 ..... **Retail $55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W164-2538 ..... **Retail $55.00**

D ▶ AUTOMATIC AND WATERPROOF** . . . this self-winding watch is the sportsman's choice. Designed to keep perfect time in any weather . . . natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers; sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W166-3293 ..... **Retail $75.00**

Mainspring Guaranteed Never to Break.

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W168-3053 ..... **Retail $71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel-back, sweep second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W170-3910 ..... **Retail $92.00**

G ▶ AUTOMATIC SELF-WINDING watch. Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand. Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W172-3430 ..... **Retail $85.00**

H ▶ BLACK MAGIC AUTOMATIC SELF-WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand YELLOW case, steel back. Black leather highlights gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

35W174-3695 ..... **Retail $92.00**

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Gift Boxed

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Genuine **25** and **21** JEWEL *movements*
are precision adjusted in U.S.A. to give years of dependable service.

A ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10015998 . . . . . Retail $140.00

B ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10215968 . . . . . Retail $135.00

C ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10415557 . . . . . Retail $125.00

D ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precison adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10614665 . . . . . Retail $100.00
Same as above, in 14 K WHITE Gold
C10714665 . . . . . Retail $100.00

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton after-the-guarantee

E ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold and radium figures, sweep second hand, and Gold-filled expansion bracelet. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C10814253 . . . . . Retail $95.00
Same as above, in 14 K YELLOW SOLID Gold non-waterproof case.
C10914860 . . . . . Retail $165.00

F ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11017198 . . . . . Retail $165.00
Same as above, with YELLOW Gold-filled case.
C11114665 . . . . . Retail $100.00

G ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11214665 . . . . . Retail $100.00
Same as above, with raised figure dial (no diamonds)
C11213018 . . . . . Retail $71.50

H ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
C11414700. . . . . Retail $250.00

*Guaranteed for Life** — ADVERTISED IN LIFE

Mainspring Guaranteed Never to Break — *"Shock resistant" balance staff for added protection.*

**Guaranteed waterproof as long as case, crown and crystal are intact

A ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted to U.S.A. is GUARANTEED FOR LIFE.*

C13012891 ..... **Retail $71.50**

B ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12216723 ..... **Retail $150.00**

Same as above, with YELLOW waterproof** case, steel back.

C12312910 ..... **Retail $92.00**

C ▶ "MARINEE." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12414390 ..... **Retail $100.00**

As above, with 14 K YELLOW SOLID GOLD non-waterproof case

C12516860 ..... **Retail $165.00**

D ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand, heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12612739 ..... **Retail $71.50**

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

E ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C12812239 ..... **Retail $75.00**

F ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13013910 ..... **Retail $92.00**

G ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13213567 ..... **Retail $85.00**

Same as above, with 14K WHITE SOLID GOLD case.

C13313567 ..... **Retail $85.00**

H ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

C13412739 ..... **Retail $71.50**

Triple Selected Diamonds ▪ *Gift Boxed* ▪ *The Ultimate in Design and Artistry*

All watches are illustrated actual size

Diamonds slightly enlarged to show detail

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

K ▶ DISCOVERY. New timepiece with easy-to-read dial! Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
C140L2249 . . . . . Retail $49.50

L ▶ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold-filled expansion bracelet. Case is steel-backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C142L2670 . . . . . Retail $52.50

M ▶ "CONCERTO." 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C144L2396 . . . . . Retail $52.50

N ▶ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C146L3430 . . . . . Retail $85.00

O ▶ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C148L3361 . . . . . Retail $75.00
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case
C149L2744 . . . . . Retail $71.50

P ▶ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C150L2739 . . . . . Retail $71.50

R ▶ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C152L3156 . . . . . Retail $71.50

S ▶ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically-designed Gold-filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
C154L3156 . . . . . Retail $71.50
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
C158L2558 . . . . . Retail $55.00

T ▶ "COMMANDER." Automatic SELF-WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial. Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U.S.A. IS GUARANTEED FOR LIFE.*
C156L2650 . . . . . Retail $85.00
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case.
C157L6311
Retail $140.00

"Shock resistant" balance staff for added protection. Dust Protected

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U. S. A.

**Guaranteed waterproof as long as case, crown and crystal are intact

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16013293 . . . . . **Retail $75.00**

Same as above, 14 K YELLOW SOLID GOLD case

C16114939 . . . . . **Retail $110.00**

K ▶ WRIST ALARM keeps you on time for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF** Sweep second hand, radium dots-and-bands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.* (K)

C17661111

Retail $100.00

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16212996 . . . . . **Retail $52.50**

Same as above, with YELLOW top case, steel back and Gold-filled band.

C16312038 . . . . . **Retail $55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16412538 . . . . . **Retail $55.00**

D ▶ AUTOMATIC AND WATERPROOF** . . . this self-winding watch is the sportsman's choice. Designed to keep perfect time in any weather . . . natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers, sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16613293 . . . . . **Retail $75 00**

Mainspring Guaranteed Never to Break.

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C16813053 . . . . . **Retail $71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel-back, sweep second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17012910 . . . . . **Retail $92.00**

G ▶ AUTOMATIC SELF-WINDING watch Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand Expansion band is Gold-filled Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17213430 . . . . . **Retail $85.00**

H ▶ BLACK MAGIC AUTOMATIC SELF-WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand YELLOW case, steel back. Black leather highlighted gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

C17413695 . . . . . **Retail $92.00**

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Gift Boxed

Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice

25 Jewel and 21 Jewel watches

Ⓐ **"Musketeer"** is a dashing AUTOMATIC watch in yellow 14K SOLID GOLD boldly executed in an exciting case design! Rugged wearing features of self-winding watch include rock crystal, combination dial, sweep hand and Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7735. List $150.00 Dlr's. ea. **68.11**

Same as above, with Gold-filled case.
No. 7736. List $100.00 Dlr's. ea. **44.05**

Ⓑ **Assurance Marks The Man** who owns this precision AUTOMATIC WATER-RESISTANT winner! Yellow Gold-electroplated self-winding timepiece possesses durable stainless-backing, superb sweep second hand, jet black dial, curved unbreakable crystal and harmonizing Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7737. List $85.00. Dlr's, ea **34.25**

Same as above, with WHITE dial
No. 7787. List $85 00. Dlr's, ea **34.25**

Ⓒ **"Imperial."** Impressive dignity is keynote of this yellow Gold-electroplated case. Features include stainless-back, square shaped dial, sweep second hand and heavy rock crystal Gold-filled expansion band blends with case design. Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7765. List $71 50 Dlr's. ea **27.39**

Ⓓ **"Highlander"** is a 25 JEWEL self-winding movement which never runs down while you wear it! WATER-RESISTANT, too! 14K yellow SOLID GOLD case is fashioned with stainless-back, sweep second hand and curved crystal Contemporary styling displayed in Gold filled expansion band inset with leather Dust-protected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7762. List $140.00. Dlr's,ea **63.11**
No. 7763. Same as above, with yellow Gold-electroplated case. List $87.50 Dlr's, ea . **39.10**

Ⓔ **Reserve Power Indicator** on dial of AUTOMATIC, WATER-RESISTANT 25 JEWEL self-winding timepiece tells how much power is in reserve in mainspring for periods off wrist. Yellow Gold-electroplated case has stainless back, sweep hand, radium dial, curved crystal, Gold-filled expansion band. Dustprotected 25 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7730. List $95 00. Dlr's, ea **42.53**

Ⓕ **"The Mariner"** is a 21 JEWEL CALENDAR watch! This WATER-RESISTANT timepiece is SELF-WINDING with the motion of your wrist! Yellow Gold-electroplated case is stainless backed Dial has calendar window, sweep second hand, radium markers and curved crystal. Gold-filled expansion band Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7738. List $85.00. Dlr's,ea **39.10**

Ⓖ **"Hidden Treasure"** appropriately describes this AUTOMATIC, WATERPROOF** watch Mirror lapped all stainless steel case has intriguing hidden crown. Self winding feature, sweep second hand, curved crystal and companion all-stainless steel expansion band! Dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7739. List $85.00 Dlr's,ea **.36.51**

Ⓗ **"The Thin-Man"** is the thinnest watch you've ever seen! And this extra-thin watch is WATERPROOF**, too! Styling perfected in a yellow Gold-electroplated case with stainless-back, handsome dial, curved crystal, sweep hand and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7740. List $71.50. Dlr's, ea **31.26**

Ⓘ **An Alarm On Your Wrist!** You're on time all the time because of the WRIST ALARM feature of this WATERPROOF** watch. Yellow case is Gold-electroplated. Sweep hand, stainless-backing, curved crystal, radium dial and Gold-filled expansion band! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7799. List $79.50. Dlr's, ea **36.67**

17 Jewel LADIES WATCHES

Triple Selected Diamonds

(K) **"Action Pacer"** is our tiny WATERPROOF watch fashioned in a yellow Gold-electroplated case. Particular features include sweep second hand, curved unbreakable crystal, radium-detailed dial, stainless backing and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
No. 7741 List $59.50 Dlr's ea. **25.97**

(L) **Water-Resistant, Automatic** the perfect nurses watch. Yellow Gold electroplated case, sweep hand, stainless back, radium dial, curved crystal and Gold-filled expansion band with brown leather insets. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
No. 7776 List $85.00 Dlr's. ea. **36.50**
No. 7742. Same as above, with chrome top case, stainless band.
List $79.50 Dealer's, each. **34.25**

(M) **"Florence Nightingale."** A practical nurses watch in rich 14K YELLOW SOLID GOLD. Minute track and sweep second hand assure absolute accurate timing. Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
No. 7778 List $75.00 Dlr's. ea. **32.93**
No. 7780. Same as above, with 10K Yellow rolled Gold plate case; stainless-back
List $71.50. Dealer's, each. . **27.19**

The Ultimate in Design and Artistry.

(N) **"Suzanne"** is a shapely design in a yellow 10K rolled Gold plate, stainless-back case Raised figure dial, dome crystal and Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7743 List $49.50. Dlr's, ea **22.49**

(P) **"Priscilla"** is a new timepiece with easy-to-read dial, 10K yellow rolled Gold plate case, stainless back and gold filled expansion bracelet is styled with leather insets Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7764 List $49.50. Dlr's ea. **22.49**

(R) **14K Solid Gold** watch pleasing as a picture because of its beautiful dome crystal, combination dial and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
No. 7745. Yellow gold } List $67.50
No. 7746. White gold } Dlr's, ea **28.91**

(S) **"Petite Noire"** describes this Paris-inspired yellow 10K rolled Gold plate timepiece! Jet black dial features raised gilt numerals, black enamel insets in Gold-filled expansion band, stainless backing Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
No. 7747 List $55.00 Dlr's. ea. **25.38**

Mainspring Guaranteed Never to Break.

(T) **Two Brilliant Diamonds** in a watch of shimmering beauty. Filigree case created in white 10K rolled Gold plate Gold-filled diamond-cut expansion bracelet. Stainless back, dome crystal. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
No. 7781 List $67.50. Dlr's. ea **27.39**

(V) **"La Parisienne"** styled in 14K YELLOW SOLID GOLD Case has dome crystal combination dial and chic Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7748 List $67.50. Dlr's. ea. **28.70**
No. 7749. Same as above, with yellow 10K rolled Gold plate top, stainless-back case
List $49.50. Dlr's. ea..... **23.97**

17 Jewel MEN'S WATCHES

Ⓐ **Eagerly Awaited** and lastingly remembered is this new 14K yellow SOLID GOLD milestone in fine watchmaking! Design of Gold-filled expansion band ingeniously matches smart square-shaped case. Precision features include sweep second hand, modern combination dial and rock crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7753 List $115.00 Dlr's. ea. **51.45**
No. 7754. Same as above, with Gold-filled case
List $75.00. Dlr's ea **32.85**

Ⓑ **"Blackstone" is a Water-Resistant** watch which features a jet black dial and black leather-accented steel expansion band. This advance-designed handsome chrome top timepiece also has a vital sweep second hand, superb sculptured markers and sturdy stainless back! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7755 List $55.00. Dlr's. ea **24.01**

Ⓒ **"Century"** is a smart, contemporary timepiece for the man of the hour! Rectangular case of 10K yellow rolled Gold plate with unique masculine design has just what he wants: stainless back, large legible dial, heavy crystal and harmonizing Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7756 List $49.50 Dlr's. ea **22.49**

Ⓓ **Day and Date Calendar** watch for today's busy executive is AUTOMATIC, SELF-WINDING and WATERPROOF!** Yellow Gold-electroplated case fashioned with a sturdy stainless-back, sweep second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7796 List $92.00. Dlr's. ea. **39.10**

Ⓔ **"Black Magic"** describes this AUTOMATIC, SELF WINDING WATER-RESISTANT watch. Perfect "added touches" which he is sure to appreciate include black dial with raised Gold markers and sweep second hand. Yellow Gold-electroplated case has a stainless-back for added wearability. Black leather highlights Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7798 List $79.50. Dlr's. ea **34.25**

Ⓕ **People are Talking** about the expensive appearance of this AUTOMATIC, SELF-WINDING yellow 10K rolled Gold plate timepiece. Distinguished square-shaped watch is characterized by rock crystal, precision sweep second hand, elevated combination dial, stainless back. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.
No. 7797 List $85.00. Dlr's. ea **34.25**

Ⓖ **"Marco Polo"** is an adventurous AUTOMATIC, WATER RESISTANT watch styled in an all stainless steel case. Fashion is being captured with its black leather inset steel expansion band, rounded crystal and radium appointed dial. Sweep second hand is added feature! Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7767 List $67.50 Dlr's. ea. **28.91**

Ⓗ **"Black Gem"** is our luxurious AUTOMATIC self-winding watch in a yellow 10K rolled Gold plate case! Black elegance prevails in raised dial and in gleaming leather inserts of the Gold-filled expansion band. Domeshaped crystal, stainless-steel back and sweep second hand are precision made. Dustprotected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE.*
No. 7758 List $85.00 Dlr's. ea. **37.84**

Ⓙ **"Sea King"** is rugged enough for lifeguard's vigorous use! WATERPROOF** watch is designed with an all-stainless steel case. Dial features sweep hand and radium markers and hands under unbreakable curved crystal. Matching all-stainless steel band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7791 List $55.00. Dlr's. ea. **22.49**
No. 7792. With yellow Gold-electroplated case, stainless-back, Gold-filled expansion band
List $55.00. Dlr's. ea..... .....**24.26**

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

A ▸ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4567-5998 ..... **Retail $140.00**

B ▸ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4568-5968 ..... **Retail $135.00**

C ▸ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4569-5557 ..... **Retail $125.00**

D ▸ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4570-4665 ..... **Retail $100.00**
Same as above, in 14 K WHITE Gold.
30-4571-4665 ..... **Retail $100.00**

E ▸ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4515-4253 ..... **Retail $95.00**
Same as above, in 14 K YELLOW SOLID Gold non-waterproof case
30-4516-6860 ..... **Retail $165.00**

F ▸ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4517-7198 ..... **Retail $165.00**
Same as above, with YELLOW Gold-filled case.
30-4518-4665 ..... **Retail $100.00**

G ▸ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4519-4665 ..... **Retail $100.00**
Same as above, with raised figure dial (no diamonds).
30-4520-3018 ..... **Retail $71.50**

H ▸ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4572-14700 ..... **Retail $350.00**

*Guaranteed for Life** CLINTON LIFE

Mainspring Guaranteed Never to Break. *"Shock resistant" balance staff for added protection*

**Guaranteed waterproof as long as case, crown and crystal are intact

Genuine **25** and **21** JEWEL movements are precision adjusted in U.S.A. to give years of dependable service.

[A] ▶ "TOWN AND COUNTRY." Superb for sports and pretty enough for parties! Faceted YELLOW case has steel back, heavy rock crystal, smart dial. Black suede strap looks well with everything. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4573-2891 ..... **Retail $71.50**

[B] ▶ "HIGHLANDER." 25 JEWEL self-winding movement never runs down while you wear it! Water resistant, too! 14 K YELLOW SOLID GOLD case with steel back, sweep second hand and unbreakable crystal. Contemporary styling in Gold-filled expansion band inset with leather. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4521-6723 ..... **Retail $150.00**
Same as above, with YELLOW waterproof** case, steel back
30-4522-3910 ..... **Retail $92.00**

[C] ▶ "MARINER." 25 JEWEL CALENDAR watch that always shows the correct date is WATERPROOF** and is SELF-WINDING with the motion of your wrist! YELLOW case with steel back is boldly handsome in design. Dial has calendar window, sweep second hand and radium markers . . . all covered by unbreakable crystal. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4523-4390 ..... **Retail $100.00**
As above, with 14 K YELLOW SOLID GOLD non-waterproof case
30-4524-6860 ..... **Retail $165.00**

[D] ▶ "IMPERIAL." Impressive dignity is the keynote of this YELLOW case and steel back. Square dial has sweep second hand; heavy rock crystal. Gold-filled expansion band blends perfectly with case design. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4525-2739 ..... **Retail $71.50**

[E] ▶ "BLACK TREASURE." Here is a WATERPROOF** wonder with jet black dial and gleaming raised Gold markers. YELLOW case and steel back are a foil for the unusual expansion band. Insets of gleaming Black patent leather overlaid in Gold highlight the band. Unbreakable crystal. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4526-2229 ..... **Retail $75.00**

[F] ▶ FOUR DAZZLING DIAMONDS elegantly displayed in a sculptured watch of 10 K YELLOW rolled Gold plate. Delicate end pieces set off the precious jewels. Steel-back case has dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4574-3910 ..... **Retail $92.00**

[G] ▶ "CARLOTTA." Gleaming richness of precious 14 K YELLOW SOLID GOLD distinguishes this elegant watch. Fashionable little case and Gold-filled expansion bracelet form a flow of beauty 'round your wrist. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4575-3587 ..... **Retail $85.00**
Same as above, with 14K WHITE SOLID GOLD case.
30-4576-3587 ..... **Retail $85.00**

[H] ▶ "JAYNE." Trimly designed to take her through a busy day in style. Case of 10 K YELLOW rolled Gold plate has steel back. Dome crystal and Gold-filled expansion bracelet add to its functional beauty. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4577-2739 ..... **Retail $71.50**

Triple Selected Diamonds • Gift Boxed • The Ultimate in Design and Artistry

All watches are illustrated actual size

Diamonds slightly enlarged to show detail.

*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

K ▸ DISCOVERY. New timepiece with easy-to-read dial! Unbelievably low in price. 10 K YELLOW rolled Gold plate case with steel back. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4578-2249 . . . . . **Retail $49.50**

L ▸ HELENA. Charming case in 10 K YELLOW rolled Gold plate with Gold-filled expansion bracelet. Case is steel backed. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
30-4579-2470 . . . . . **Retail $52.50**

M ▸ "CONCERTO." 10 K YELLOW rolled Gold plate case and Gold-filled expansion bracelet. Steel back. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
30-4580-2396 . . . . . **Retail $52.50**

N ▸ NURSE'S AUTOMATIC WATERPROOF** watch. Won't run down as long as it's worn! YELLOW case with steel back. Radium dots-and-hands create easy-to-read dial. Precision sweep second hand and curved unbreakable crystal. Gold-filled expansion bracelet. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
30-4581-3430 . . . . . **Retail $85.00**

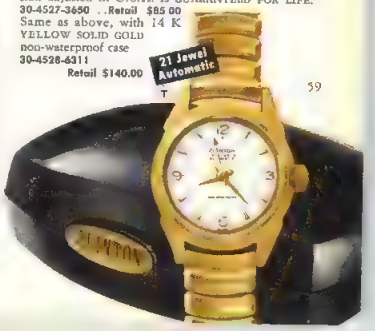
O ▸ FLORENCE NIGHTINGALE. For nurses or homemakers, a practical watch in rich 14 K YELLOW SOLID GOLD. Minute track and sweep second hand for absolutely accurate timing. Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
30-4582-3361 . . . . . **Retail $75.00**
Same as above, with 10 K YELLOW rolled Gold plate, steel-backed case
30-4583-2744 . . . . . **Retail $71.50**

P ▸ TWO BRILLIANT DIAMONDS in a watch designed to enthrall her with its shimmering beauty. Filigree case created in 10 K WHITE rolled Gold plate. Harmonizing Gold-filled expansion bracelet. Case has dial of classic simplicity, steel back and dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4584-2739 . . . . . **Retail $71.50**

R ▸ "SUSAN." If her taste is flawless, present her with this finely sculptured design in 14 K YELLOW SOLID GOLD. This watch has a lovely case and blending Gold-filled expansion bracelet. Dome crystal. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4585-3156 . . . . . **Retail $71.50**

S ▸ SABRINA. 14 K YELLOW SOLID GOLD case has high dome crystal. Expansion bracelet is a series of classically designed Gold filled links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE *
30-4586-3156 . . . . . **Retail $71.50**
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
30-4587-2558 . . . . . **Retail $55.00**

T ▸ "COMMANDER." Automatic SELF WINDING 21 JEWEL movement in WATERPROOF** YELLOW case with steel back. Sweep second hand on radium dial. Handsome Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected, shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*
30-4527-3650 . . **Retail $85.00**
Same as above, with 14 K YELLOW SOLID GOLD non-waterproof case
30-4528-6311
Retail $140.00



"Shock resistant" balance staff for added protection. Dust Protected

Retail prices include federal excise tax. Prices are subject to change without notice. Printed in U. S. A.

**Guaranteed waterproof as long as case, crown and crystal are intact

A ▶ "THE PACEMAKER." Impressive dignity in every sweeping line of this fine dress watch. Handsome YELLOW Gold-filled case with "time-at-a-glance" dial under heavy crystal. Modern Gold-filled expansion band blends with case design. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4529-3293 ..... **Retail $75.00**
Same as above, 14 K YELLOW SOLID GOLD case.
30-4530-4939 ..... **Retail $110.00**

K ▶ WRIST ALARM keeps you on time for appointments and reminds you to make calls. YELLOW Gold-filled case with steel back is WATERPROOF**. Sweep second hand; radium dots-and-bands under curved crystal. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4539-4111
Retail $100.00

B ▶ "SEA KING." Rugged enough for a lifeguard's use is this WATERPROOF** watch in an all-stainless steel case. Dial features sweep second hand (handy for athletes); radium markers and hands under unbreakable curved crystal. Matching all-steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4531-2396 ..... **Retail $52.50**
Same as above, with YELLOW top case, steel back and Gold-filled band.
30-4532-2538 ..... **Retail $55.00**

C ▶ "TWENTIETH CENTURY." Boldly styled for the man of the hour is this smart, modern watch. Rectangular case of 10 K YELLOW rolled Gold plate in unique design has steel back, large legible dial, heavy crystal and matching Gold-filled expansion band. Famous dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4533-2528 ..... **Retail $55.00**

D ▶ AUTOMATIC AND WATERPROOF** . . . this self-winding watch is the sportsman's choice. Designed to keep perfect time in any weather . . . natural wrist movements keep it wound at all times. All stainless steel case with radium hands and markers, sweep second hand. Expansion band also of stainless steel. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4534-3293 ..... **Retail $75.00**

E ▶ AUTOMATIC SELF-WINDING watch. Steel-backed YELLOW case has modern-as-tomorrow dial with sweep second hand and curved crystal. Gold-filled expansion band has extra wide links. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4535-3052 ..... **Retail $71.50**

F ▶ DAY AND DATE CALENDAR watch is AUTOMATIC, SELF-WINDING and WATERPROOF**! YELLOW Gold-filled case, steel back, sweep second hand and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4536-3910 ..... **Retail $92.00**

G ▶ AUTOMATIC SELF-WINDING watch. Wrist motion keeps it wound! 10 K YELLOW rolled Gold plate case, steel back, sweep second hand. Expansion band is Gold-filled. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4537-3430 ..... **Retail $85.00**

H ▶ BLACK MAGIC. AUTOMATIC SELF-WINDING WATERPROOF** watch. Black dial with raised Gold markers, sweep second hand. YELLOW case, steel back. Black leather highlights gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
30-4538-3695 ..... **Retail $92.00**

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Mainspring Guaranteed Never to Break. *Gift Boxed*

Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice.

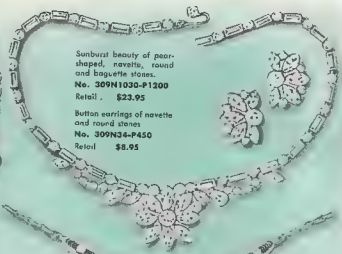
Heirloom treasure necklace of baguette and round stones Matching button earrings.
No. 309N58-P1350
Retail . . . $26.95 Set
Extraordinary Values in Finest Imported Hand-Set Rhinestones Rhodium Plated Guaranteed Quality and Service.
RHINESTONE JEWELRY FASHIONS
EXQUISITE
Courtly Jewels
DE LUXE
Elegantly swirling necklace of half-moon, round and baguette stones. Matching pendant earrings.
No. 309N59-P1017
Retail . . $32.95 Set
Round stones encircle navettes and baguettes. Matching earrings.
No. 309N56-P1000
Retail . . $19.95 Set
Fire of round stones enhance pear-shaped drop. Matching earrings
No 309N57-P1200
Retail . . . $23.95 Set
Navette and round stones sparkle on silvered links. Matching earrings.
No. 309N54-P750
Retail . . . $14.95 Set
Elegant round stones grace spiraled leaf. Matching earrings
No. 309N55-P850
Retail . . . $16.95 Set
Oval and round stones with filigree scrolls Matching earrings.
No. 309N52-P625
Retail . . $12.50 Set
Sunburst of round and oval stones with fleur d'lis. Matching earrings
No. 309N53-P675
Retail . . $13.50 Set
Round stones dramatize pear-shaped drop. Matching earrings.
No. 309N50-P375
Retail . . . $7.50 Set
Necklace of round and pear-shaped stones. Matching earrings.
No. 309N51-P500
Retail . . . $9.95 Set
All Jewelry Beautifully Gift Packaged

Courtly Jewels STERLING

RHINESTONE • FILIGREE FASHIONS

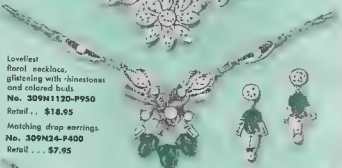
Exquisite necklace of diamond-cut, pear-shaped and baguette stones.
No 309N1033-P1750
Retail . . **$34.95**

Luxurious matching drop earrings.
No 309N37-P450
Retail **$8.95**



Sunburst beauty of pear-shaped, navette, round and baguette stones.
No. 309N1032-P1200
Retail . **$22.95**

Button earrings of navette and round stones
No. 309N34-P450
Retail **$8.95**



Loveliest floral necklace, glistening with rhinestones and colored buds.
No. 309N1120-P950
Retail . . **$18.95**

Matching drop earrings.
No. 309N24-P400
Retail . . . **$7.95**

Magic of half-moons, key-stones and baguettes.
No. 309N1032-P1500
Retail . . . **$29.95**

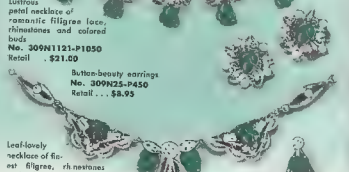
Matching pendant earrings
No. 309N36-P500
Retail . . **$9.95**

Fancy filigree lace encrusted with rhinestones and colored stones
No. 309N1122-P1250
Retail . **$24.95**

Dainty matching drop earrings
No. 309N26-P350
Retail . . **$6.95**

Graceful array of diamond-cut and baguette stones, shape elegant drop.
No. 309N1031-P1350
Retail . . **$26.95**

Exquisite matching drop earrings
No. 309N35-P325
Retail **$6.50**



Lustrous petal necklace of romantic filigree lace, rhinestones and colored buds
No. 309N1121-P1050
Retail . **$21.00**

Button-beauty earrings
No. 309N25-P450
Retail . . . **$8.95**

Leaf-lovely necklace of finest filigree, rhinestones and colored stones
No. 309N1123-P1400
Retail . . . **$27.95**

Matching drop earrings.
No. 309N27-P450
Retail . **$8.95**

All Jewelry Beautifully Gift Packaged

All Filigree Fashions Available in Simulated Sapphire, Ruby, or Emerald Colored Stones.

SILVER

RHINESTONE • FILIGREE BRACELETS

Courtly Jewels

Heirloom Sterling Silver and Exquisite Florentine Lace Rhinestone Jewelry Hand Set Rhodium Finished!

Blazing brilliance of key stones combined with round and baguette stones.
No. 309N1046-P1850
Retail **$36.95**

Massed fire of magnificent round and baguette stones.
No. 309N1045-P1617
Retail . . . **$32.95**

Elegant grouping of marquise, round and baguette stones
No. 309N1044-P1500
Retail . . . **$29.95**

Three-dimensional beauty in diamond-cut and baguette stones.
No 309N1043-P1400
Retail . . **$27.95**

Glittering threads of navette, round and baguette stones.
No. 309N1042-P1300
Retail . . **$25.95**

Exotic fury of octagon, square-cut and baguette stones.
No. 309N1041-P1150
Retail . . **$22.95**

Bracelet beauty of round and square-cut stones.
No. 309N1040-P950
Retail . . . **$18.95**

Fancy filigree leaves sparkle with rhinestones and simulated sapphires rubies or emeralds.
No. 309N1131-P1050
Retail . **$20.95**

Luxurious rhinestones and colored sapphire, ruby or emerald stones spice dainty filigree discs.
No. 309N1130-P800
Retail . . **$15.95**

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EXQUISITE DE LUXE

Courtly Jewels

PARIS-INSPIRED JEWELED FASHIONS IN GUARANTEED FINISH! HAND-SET SIMULATED STONES!

A jeweler's masterpiece in woven mesh sparkled with glittering colored stones. Matching drop earrings.
No. 309N64-P1125
Retail . . . $22.50 Set

All Jewelry Pictured Available in Either 24-Carat Gold-Finish with Simulated Jonquil-Topaz or Rhodium-Finish with Two Tone Simulated Sapphire

All Jewelry Beautifully Gift Packaged

Luxurious colored stones drape woven mesh necklace. Matching drop earrings
No. 309N62-P900
Retail . $17.95 Set

Elegant swirling mesh necklace trimmed with colored beaweled star. Matching button earrings.
No. 309N60-P500
Retail $9.95 Set

Magnificent wire-hinged bangle bracelet enhanced with fancy colored jewels.
No. 309N68-P625
Retail . . . $12.50 Each

Bangle bracelet set with assorted jewel colors
No. 309N67-P550
Retail . . . $10.95 Each

Mesh bracelet supreme . . . flashed with jewel colors. Safety chain
No. 309N66-P500
Retail . . . $9.95 Each

Gorgeous colored jeweled clusters on flexible link chains. Matching floral earrings
No. 309N65-P1250
Retail . $24.95 Set

Brightly colored pear-shaped stones swirl from lovely leaf cluster Matching drop earrings
No. 309N63-P1000
Retail . $19.95 Set

Flashing fire of colored stones suspend from flexible link chains. Matching earrings.
No. 309N61-P750
Retail . $14.95 Set

Heirloom treasure necklace
of baguette and round stones.
Matching button earrings.
No. 248J156-1323T
Retail . . . $26.95 Set
Extraordinary
Values in Finest
Imported Hand-Set
Rhinestones. Rhodium
Plated Guaranteed
Quality and Service
RHINESTONE
JEWELRY FASHIONS
EXQUISITE
Courtly Jewels
DE LUXE
Elegantly swirling necklace
of half-moon, round and baguette
stones. Matching pendant earrings.
No. 248J157-1585T
Retail . . . $32.95 Set.
Round
stones encircle
navettes and baguettes.
Matching earrings
No. 248J154-980T
Retail . $19.95 Set
Fire of
round stones enhance
pear-shaped drop.
Matching earrings.
No. 248J155-1176T
Retail . . . $23.95 Set
Navette
and round
stones sparkle
on silvered links.
Matching earrings.
No. 248J152-735T
Retail . . $14.95 Set
Elegant
round stones
grace spiraled leaf
Matching earrings
No. 248J153-833T
Retail . . . $16.95 Set
Oval and
round stones
with filigree scrolls.
Matching earrings.
No. 248J150-613T
Retail . . . $12.50 Set
Sunburst
of round and
oval stones
with fleur d'lis.
Matching earrings.
No. 248J151-661T
Retail . . . $13.50 Set
Round
stones dramatize
pear-shaped drop.
Matching earrings
No. 248J148-367T
Retail . . . $7.50 Set
Necklace of
round and
pear-shaped
stones. Matching earrings.
No. 248J149-490T
Retail . . . $9.95 Set
All Jewelry
Beautifully Gift Packaged

Courtly Jewels STERLING

RHINESTONE • FILIGREE FASHIONS

Exquisite necklace of diamond-cut, pear-shaped and baguette stones.
No. 211J281-1715T
Retail . . . **$34.95**

Luxurious matching drop earrings.
No. 237J101-441T
Retail . . **$8.95**

Sunburst beauty of pear-shaped, navette, round and baguette stones.
No. 211J278-1176T
Retail **$23.95**

Button earrings of navette and round stones
No. 237J98-441T
Retail **$8.95**

Loveliest floral necklace, glistening with rhinestones and colored buds
No. 211J282-931T
Retail . . **$18.95**

Matching drop earrings.
No. 237J102-392T
Retail . **$7.95**

Magic of half moons, key stones and baguettes
No. 211J280-1470T
Retail . . **$29.95**

Matching pendant earrings.
No. 237J100-490T
Retail . **$9.95**

Fancy filigree lace encrusted with rhinestones and colored stones.
No. 211J284-1225T
Retail . . . **$24.95**

Dainty matching drop ear rings.
No. 237J104-343T
Retail . . **$6.95**

Graceful array of diamond-cut and baguette stones, shape elegant drop.
No. 211J279-1323T
Retail . . . **$26.95**

Exquisite matching drop earrings.
No. 237J99-319T
Retail . . . **$6.50**

Lustrous petal necklace of romantic filigree lace, rhinestones and colored buds
No. 211J283-1029T
Retail . . **$21.00**

Button-beauty earrings
No. 237J103-441T
Retail . . . **$8.95**

Leaf-lovely necklace of finest filigree, rhinestones and colored stones.
No. 211J285-1372T
Retail . . . **$27.95**

Matching drop earrings.
No. 237J105-441T
Retail . **$8.95**

All Jewelry Beautifully Gift Packaged

All Filigree Fashions Available in Simulated Sapphire, Ruby, or Emerald Colored-Stones

SILVER

RHINESTONE • FILIGREE BRACELETS

Courtly Jewels

Heirloom Sterling Silver and Exquisite Florentine Lace Rhinestone Jewelry Hand Set Rhodium Finished!

Blazing brilliance of keystones combined with round and baguette stones.
No. 228J263-1813T
Retail . **$36.95**

Massed fire of magnificent round and baguette stones.
No. 228J262-1585T
Retail . . . **$32.95**

Elegant grouping of marquise, round and baguette stones
No. 228J261-1470T
Retail . . **$29.95**

Three-dimensional beauty in diamond-cut and baguette stones.
No. 228J260-1372T
Retail . . **$27.95**

Glittering threads of navette, round and baguette stones
No. 228J259-1274T
Retail . . . **$25.95**

Exotic fury of octagon, square-cut and baguette stones
No. 228J258-1127T
Retail . . . **$22.95**

Bracelet beauty of round and square-cut stones.
No. 228J257-931T
Retail . . . **$18.95**

Fancy filigree leaves sparkle with rhinestones and simulated sapphires, rubies, or emeralds.
No. 228J265-1029T
Retail . . . **$20.95**

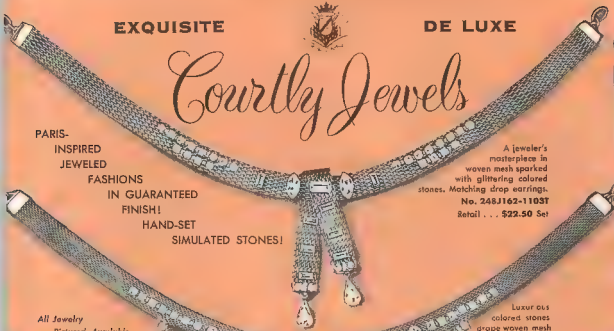
Luxurious rhinestones and colored sapphire, ruby or emerald stones spice dainty filigree discs
No. 228J264-784T
Retail . . **$15.95**

All Jewelry Beautifully Gift Packaged

EXQUISITE DE LUXE

Courtly Jewels

PARIS-
INSPIRED
JEWELED
FASHIONS
IN GUARANTEED
FINISH!
HAND-SET
SIMULATED STONES!



A jeweler's masterpiece in woven mesh sparked with glittering colored stones. Matching drop earrings.
No. 248J162-1103T
Retail . . . **$22.50** Set

All Jewelry Pictured Available in Either 24-Carat Gold-Finish with Simulated Jonquil/Topaz; or Rhodium-Finish with Two Tone Simulated Sapphire

All Jewelry Beautifully Gift Packaged

Luxurious colored stones drape woven mesh necklace. Matching drop earrings.
No. 248J160-882T
Retail . . . **$17.95** Set

Elegant swirling mesh necklace trimmed with colored bejeweled-star. Matching button earrings.
No. 248J158-490T
Retail . . **$9.95** Set

Magnificent wire-hinged bangle bracelet enhanced with fancy colored jewels.
No. 228J268-613T
Retail . . . **$12.50** Each

Bangle bracelet set with assorted jewel colors.
No. 228J267-539T
Retail . . **$10.95** Each

Mesh bracelet supreme . . . flashed with jewel colors. Safety chain.
No 228J266-490T
Retail . . **$9.95** Each

Gorgeous colored jeweled clusters on flexible link chains. Matching flora earrings
No. 248J163-1225T
Retail . . . **$24.95** Set

Brightly colored pear-shaped stones swirl from lovely leaf cluster. Matching drop earrings
No. 248J161-980T
Retail . . . **$19.95** Set

Flashing fire of colored stones suspend from flexible link chain. Matching earrings.
No. 248J159-735T
Retail . . **$14.95** Set

Heirloom treasure necklace of baguette and round stones. Matching button earrings
No. 35-20-51X1350
Retail . $26.95 Set
Extraordinary Values in Finest Imported Hand-Set Rhinestones Rhodium Plated Guaranteed Quality and Service.
RHINESTONE JEWELRY FASHIONS
EXQUISITE
Courtly Jewels
DE LUXE
Elegantly swirling necklace of half-moon, round and baguette stones. Matching pendant earrings.
No. 35-20-52X1617
Retail . . . $32.95 Set
Round stones encircle navettes and baguettes. Matching earrings
No. 35-20-49X1000
Retail . . . $19.95 Set
Fire of round stones enhance pear-shaped drop Matching earrings.
No. 35-20-50X1200
Retail . . . $23.95 Set
Navette and round stones sparkle on silvered links. Matching earrings.
No. 35-20-47X750
Retail . . . $14.95 Set
Elegant round stones grace spiraled leaf. Matching earrings.
No. 35-20-48X850
Retail . . . $16.95 Set
Oval and round stones with filigree scrolls. Matching earrings.
No. 35-20-45X625
Retail . . $12.50 Set
Sunburst of round and oval stones with fleur d'lis. Matching earrings
No. 35-20-46X675
Retail . . . $13.50 Set
Round stones dramatize pear-shaped drop Matching earrings.
No. 35-20-43X375
Retail . . . $7.50 Set
Necklace of round and pear-shaped stones. Matching earrings
No. 35-20-44X500
Retail . . . $9.95 Set
All Jewelry Beautifully Gift Packaged

EXQUISITE DE LUXE

Courtly Jewels

PARIS-
INSPIRED
JEWELED
FASHIONS
IN GUARANTEED
FINISH!
HAND-SET
SIMULATED STONES!

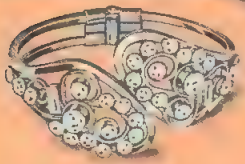
A jeweler's masterpiece in woven mesh sparked with glittering colored stones. Matching drop earrings.
No. 35-20-82X1125
Retail . . **$22.50** Set

All Jewelry Pictured Available in Either 24-Carat Gold-Finish with Simulated Jonquil/Topaz; or Rhodium-Finish with Two-Tone Simulated Sapphire

All Jewelry Beautifully Gift Packaged

Luxurious colored stones drape woven mesh necklace. Matching drop earrings.
No. 35-20-80X900
Retail . . **$17.95** Set

Elegant swirling mesh necklace trimmed with colored bejeweled-star. Matching button earrings.
No. 35-20-78X500
Retail . . **$9.95** Set



Magnificent wire-hinged bangle bracelet enhanced with fancy colored jewels.
No. 35-20-86X625
Retail . . . **$12.50** Each

Bangle bracelet set with assorted jewel colors
No. 35-20-85X550
Retail . . . **$10.95** Each

Mesh bracelet supreme . . . flashed with jewel colors. Safety chain.
No. 35-20-84X500
Retail . . . **$9.95** Each

Gorgeous colored jeweled clusters on flexible link chains Matching floral earrings
No. 35-20-83X1250
Retail . . **$24.95** Set

Brightly colored pear shaped stones swirl from lovely leaf cluster Matching drop earrings.
No. 35-20-81X1000
Retail . . . **$19.95** Set

Flashing fire of colored stones suspend from flexible link chain Matching earrings.
No. 35-20-79X750
Retail . **$14.95** Set

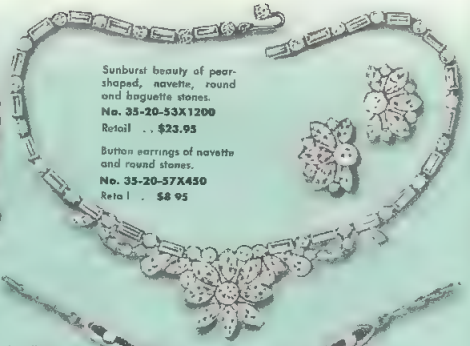
Courtly Jewels

STERLING

RHINESTONE • FILIGREE FASHIONS

Exquisite necklace of diamond-cut, pear-shaped and baguette stones.
No. 35-20-56X1750
Retail . . . **$34.95**

Luxurious matching drop earrings.
No. 35-20-60X450
Retail **$8.95**



Sunburst beauty of pear-shaped, navette, round and baguette stones.
No. 35-20-53X1200
Retail . . **$23.95**

Button earrings of navette and round stones.
No. 35-20-57X450
Retail . **$8.95**

Loveliest floral necklace, glistening with rhinestones and colored buds.
No. 35-20-61X950
Retail . **$18.95**

Matching drop earrings.
No. 35-20-65X400
Retail . **$7.95**

Magic of half-moons, keystones and baguettes.
No. 35-20-55X1500
Retail . . **$29.95**

Matching pendant earrings
No. 35-20-59X500
Retail **$9.95**

Fancy filigree lace encrusted with rhinestones and colored stones.
No. 35-20-63X1250
Retail . **$24.95**

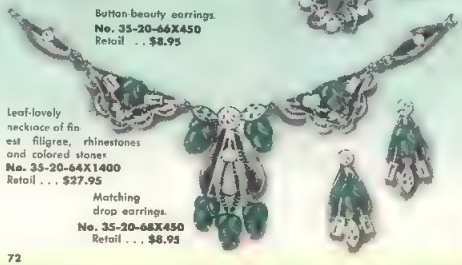
Dainty matching drop earrings
No. 35-20-67X350
Retail **$6.95**

Graceful array of diamond-cut and baguette stones, shape elegant drop.
No. 35-20-54X1350
Retail . . **$26.95**

Exquisite matching drop earrings.
No. 35-20-58X325
Retail . . . **$6.50**

Lustrous petal necklace of romantic filigree lace, rhinestones and colored buds.
No. 35-20-62X1050
Retail . . **$21 00**

Button-beauty earrings.
No. 35-20-66X450
Retail . . **$8.95**



Leaf-lovely necklace of finest filigree, rhinestones and colored stones
No. 35-20-64X1400
Retail . . . **$27.95**

Matching drop earrings.
No. 35-20-68X450
Retail . . . **$8.95**

All Jewelry Beautifully Gift Packaged

All Filigree Fashions Available in Simulated Sapphire, Ruby, or Emerald Colored-Stones.

SILVER

RHINESTONE • FILIGREE BRACELETS

Courtly Jewels

Heirloom Sterling Silver and Exquisite Florentine Lace Rhinestone Jewelry Hand Set Rhodium Finished!

Blazing brilliance of keystones combined with round and baguette stones

No. 35-20-75X1850
Retail . . **$36.95**

Massed fire of magnificent round and baguette stones.

No. 35-20-74X1617
Retail **$32.95**

Elegant grouping of marquise, round and baguette stones

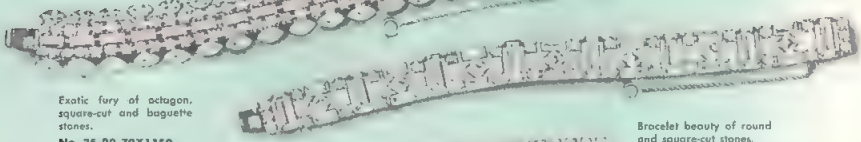
No. 35-20-73X1500
Retail . . . **$29.95**

Three-dimensional beauty in diamond-cut and baguette stones

No. 35-20-72X1400
Retail . . . **$27 95**

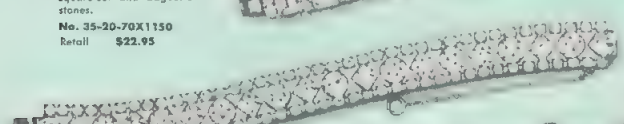
Glittering threads of navette, round and baguette stones.

No. 35-20-71X1300
Retail **$25.95**



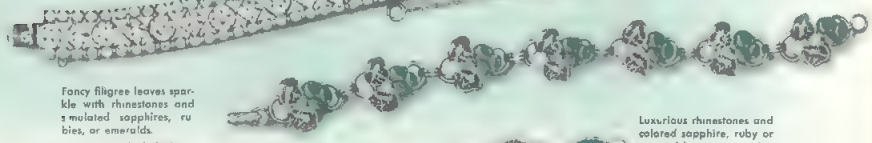
Exotic fury of octagon, square-cut and baguette stones.

No. 35-20-70X1150
Retail **$22.95**



Bracelet beauty of round and square-cut stones.

No. 35-20-69X950
Retail . . . **$18.95**



Fancy filigree leaves sparkle with rhinestones and simulated sapphires, rubies, or emeralds.

No. 35-20-77X1050
Retail . . . **$20.95**

Luxurious rhinestones and colored sapphire, ruby or emerald stones spice dainty filigree discs.

No. 35-20-76X800
Retail . **$15.95**

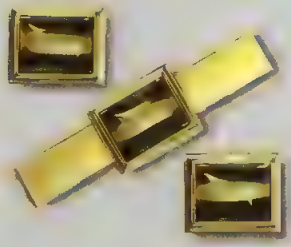
All Jewelry Beautifully Gift Packaged

VAN GUARD JEWELRY IN ALL PRICE RANGES IS FASHIONED BY EXPERT CRAFTSMEN TO MEET OUR HIGH STANDARDS OF QUALITY AND EXCELLENCE

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.

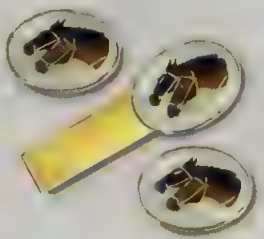
20-25-49 X325 Set 6.50
A sparkling rhinestone in a gleaming white setting, against a radiant sunburst background

20-25-50 X325 Set 6.50
A real hole in one! This eye-catching, hand painted crystal on mother of pearl background, combined with sporty tie slide.



20-25-51 X425 Set 8.50
Unusual! Square-cut simulated brown cat-eyes of rare quality in handsome masculine bezels.

20-25-52 X375 Set 7.50
Any fisherman would enjoy these striking hand painted crystals, against a mother of pearl background



20-25-53 X375 Set 7.50
A sure Win ner! These life-like, hand painted horse heads on mother of pearl background, are set in simple but elegant mountings.

20-25-54 X325 Set 6.50
This manly, fiery combination is unusually well set off by a simulated round ruby cabochon.

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FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.

10 KT. GOLD

All cuff links have positive snap bar action as illustrated

All 1/20 12K G.F. tie slides have safety spring grip action

10 KT. GOLD

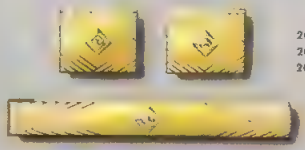
20-25-01 X2550	Set	51 00
20-25-02 X1500	Link only	30.00
20-25-03 X1050	Tie Slide only	21 00

Striking custom hand-engraved pattern, combining brightly polished signet with lustrous satin background in heavy 10K gold.

10 KT. GOLD

20-25-04 X4050	Set	81 00
20-25-05 X2100	Link only	42.00
20-25-06 X1950	Tie Slide only	39.00

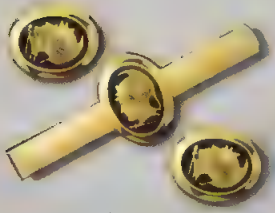
Exceptionally fine two point diamond, set in lustrous black genuine onyx encased in precious 10K gold setting.



10 KT. GOLD

20-25-07 X4275	Set	85 50
20-25-08 X2700	Link only	54 00
20-25-09 X1575	Tie Slide only	31 50

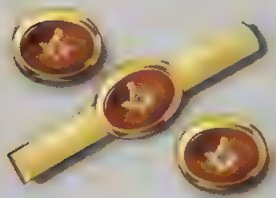
Heavy 10K gold — bold engine turned pattern, highlighted by brilliant two point diamonds.



1/20 12K G.F.

20-25-10 X1175	Set	23.50
20-25-11 X625	Link only	12.50
25-25-12 X550	Tie Slide only	11.00

Genuine onyx stones with richly hand-carved warrior head, inlaid with 22K gold — custom tailored settings.



1/20 12K G.F.

20-25-19 X800	Set	16.00
20-25-20 X450	Link only	9.00
20-25-21 X350	Tie Slide only	7.00

Rich, simulated ruby stones form a background for beautifully enameled and richly colored emblems. Available in Masonic, Shrine, 32nd Degree, Elk, Eagle, and K. of C.

ALL MERCHANDISE SHOWN ACTUAL SIZE

1/20 12K G.F.

20-25-13 X800	Set	16.00
20-25-14 X450	Link only	9.00
20-25-15 X350	Tie Slide only	7.00

Authentic, genuine hand-tied trout flies, exact in every detail — available in red, yellow, blue or green, on pearl background.

1/20 12K G.F.

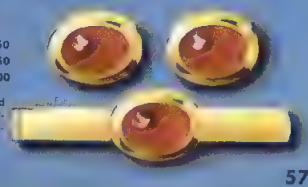
20-25-16 X700	Set	14.00
20-25-17 X400	Link only	8.00
20-25-18 X300	Tie Slide only	6.00

Brilliant, fiery, extra quality rhinestones in handsome tailored settings, available in simulated ruby, sapphire or onyx.

1/20 12K G.F.

20-25-22 X625	Set	12.50
20-25-23 X325	Link only	6.50
20-25-24 X300	Tie Slide only	6.00

Lustrous simulated pigeon blood ruby cabochons, brilliantly polished concave settings. Also available in capri blue.

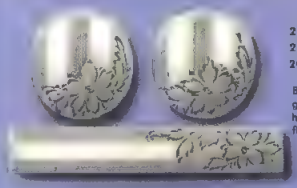


VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.

All cuff links have positive snap-bar action as illustrated. All Sterling Silver tie slides have safety spring grip action



STERLING SILVER

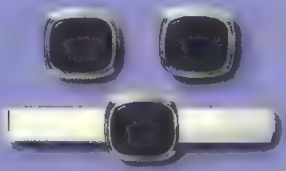
20-25-25 X800 Set 16.00
20-25-26 X500 Link only 10.00
20-25-27 X300 Tie Slide only 6.00

Beautifully combined hand engraving and engine turning on highly polished and richly satin finished sterling silver.

STERLING SILVER

20-25-28 X800 Set 16 00
20-25-29 X450 Link only 9.00
20-25-30 X350 Tie Slide only 7.00

Highly polished buff top genuine onyx stones form a contrast with gleaming sterling silver settings.

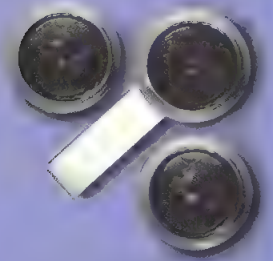


ALL MERCHANDISE SHOWN ACTUAL SIZE • ALL STERLING SILVER PROTECTED BY RHODIUM FINISH
ALL ENGRAVING AND ENGINE TURNING IS DONE BY HAND

STERLING SILVER

20-25-31 X850 Set 17 00
20-25-32 X550 Link only 11.00
20-25-33 X300 Tie Slide only 6 00

Massive beauty of extra weight sterling silver with handsomely engraved and engine turned pattern.



STERLING SILVER

20-25-43 X675 Set 13.50
20-25 44 X375 Link only 7.50
20-25-45 X300 Tie Slide only 6 00

Unusually fine simulated hematite with unicorn motif. These charcoal gray stones are complimented by brightly polished sterling silver.

STERLING SILVER

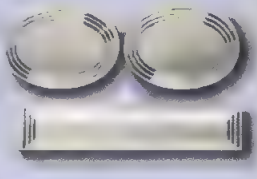
20-25-34 X775 Set 15.50
20-25-35 X500 Link only 10.00
20-25-36 X275 Tie Slide only 5.50

Extra heavy sterling links and shortie slide, expertly hand-engraved, combining a gleaming polished signet against a satin finished background.

STERLING SILVER

20-25-37 X825 Set 16.50
20-25-38 X550 Link only 11.00
20-25-39 X275 Tie Slide only 5.50

Bold, extra weight sterling silver in pattern of rich simplicity, combining satin finished background and deeply hand engine turned border.



STERLING SILVER

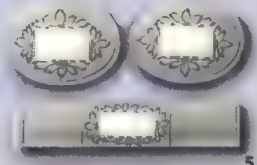
20-25-40 X850 Set 17.00
20-25-41 X550 Link only 11.00
20-25-42 X300 Tie Slide only 6 00

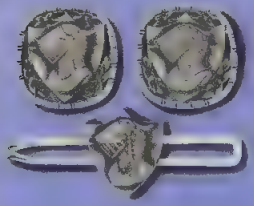
Treasured sterling silver, extra heavy links, with brilliantly polished signet in contrast to rich satin finished background and hand-engraving.

STERLING SILVER

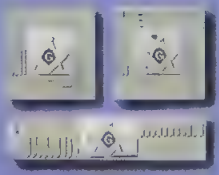
20-25-46 X775 Set 15.50
20-25-47 X500 Link only 10.00
20-25-48 X275 Tie Slide only 5 50

Magnificently hand-engraved pattern with mirror finished signets, against a satin finished background in sterling silver.





20-25-55 X300 Set 6.00
For your Knight in Shining Armor! Oxidized Warrior helmets, against a bold open work background.



20-25-56 X375 Set 7.50
This modern conservative set of rich classic design is accentuated by a richly enameled Masonic emblem.

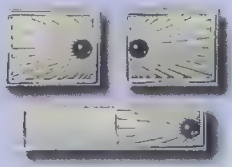
20-25-60 X375 Set 7.50
What every man needs! A smart Tuxedo Set. Available in smoked or white mother of pearl.

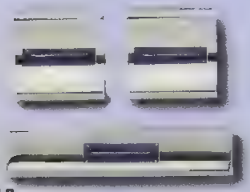
VAN GUARD
FIRST WITH THE FINEST

ALL MERCHANDISE SHOWN ACTUAL SIZE AND PROTECTED BY RHODIUM FINISH

20-25-57 X250 Set 5.00
This neo-classic set of rich, deep cut design, is highlighted by a jet cabachon stone

20-25-58 X300 Set 6.00
Truly elegant! A beautiful, simulated sapphire cabachon, against a stunning sunburst background.





20-25-59 X375 Set 7.50
This ultra modern design of great reflection, is enhanced by a beautiful, simulated cabachon sapphire.

20-25-61 X500 Set 10.00
This simple masculine combination of cuff links, tie slide and key chain should meet the demands of any well dressed man.

again this year

DOEPKE

CREATES

THE NEWEST IDEAS IN FUN!

Come see us at the Toy Fair . . . you'll see the brightest, happiest, newest ideas in fun!

This year Doepke has created a whole new group of toys, as fresh in concept as the sensational Yardbird, built in the Model tradition of fine craftsmanship, and destined for spectacular success.

We're raising the curtain on these dramatic new playthings at the Fair, because we know you'll want to see them "live." In the months ahead you can expect to see them come alive in your store, too. They'll make the kids whoop with delight — they'll make fond parents reach happily for their pocketbooks. They'll make big sales . . . big volume sales . . . and big profits.

If you don't do another thing at the Fair, do stop in at

ROOMS 611-612, NEW YORKER OR ROOMS 510-512, 200 5th AVE.

The sensation of last year's Fair was the unique, incomparable Yardbird, and it rolled straight from the Fair into the hearts of America's youngsters. The following pages tell you all about this year's improved Yardbird and the marvelous new equipment that helps make it more of a show-stopper than ever. Now you can sell an entire railway system, and it will haul profits to you in carload lots! You'll also find a page about the famous Model Sports Car Kits and the Model Fire Department. These masterpieces in miniature are American classics, and perennial best sellers whenever and wherever the occasion calls for the very finest of toys.

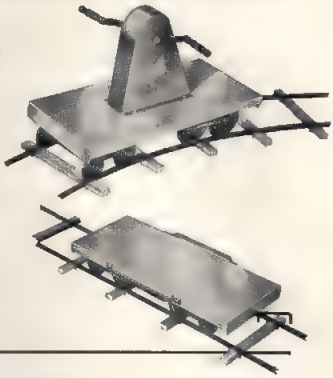
THEY'RE PERENNIAL HIGH PROFIT MAKERS, TOO, FOR EVERY DEALER WHO SHOWS THEM

BEGINNING OF A RAILWAY EMPIRE!

HANDCAR No. 2033

An extra handcar on the track means twice as much fun! The Yardbird responds to a touch from tiny tots, yet it's tough and husky, to take rough and tumble handling. Color, two-tone blue, with red wheels. 27¾" long, 11⅛" wide. Pack: KD, 1 carton, 30" x 11½" x 7½". Weight, 27 lbs.

Retail, $22.95. West, $24.95.*



FLATCAR No. 2025

Couple on one or two flatcars, and really make up a train! Same rugged construction as handcar, they haul a big payload of freight or passengers. Color, blue with red wheels. 27¾" long, 12½" wide. Pack: KD, 1 carton, 30" x 11½" x 7½". Weight, 22 lbs.

Retail, $15.95. West, $16.95.*

FLATCAR SIDES No. 2036

Sturdy hardwood sides that fit onto Flatcar, converting it to a hard-working, freight-hauling gondola car. Easily lifted off when the dispatcher schedules a passenger run. Bright red and natural wood finish. 28" x 12½" x 4". Pack: 1 carton, 4" x 2" x 29½". Weight, 2½ lbs.

Retail, $4.95. West, $5.95.*

EXTRA TRACK

8 SECTIONS No. 2029

Track is shipped knocked down, with complete instructions. May be assembled as either straight or curved sections, each approximately 5 feet long. Each section makes one fixed 45° curve—one-eighth of a circle. Set contains 8 pieces long rail, 64" - 8 pieces short rail, 57¾"; 48 hardwood ties, 96 clips, 32 nuts and 32 bolts. This material may be used to construct any one of the following standard combinations of sections:

a. 8 curved sections (makes 40" circle 12" in diameter).
b. 8 straight sections (4 each 64" long and 4 each 57¾" long).
c. 4 curved sections and 2 straight 64" long and 2 straight 57¾" long
d. 2 curved sections and 3 straight 64" long and 3 straight 57¾" long

Straight sections are made by matching equal sections of rail. Curved sections are made by using a long and a short rail.

Packed: KD, 1 carton, 3¾" x 3¾" x 64½". Weight, 52 lbs.

Retail, $18.95. West, $20.95.*

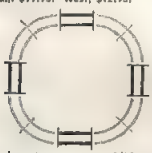
4 SECTIONS No. 2030

Same as above, but contains material for 4 sections, to make the following combinations:

a. 4 curved sections.
b. 4 straight sections (2 each 64" long and 2 each 57¾" long).
c. 2 curved sections and 1 straight 64" long and 1 straight 57¾" long.

Pack: KD, 1 carton, 3¾" x 2" x 64½". Weight, 26 lbs.

Retail, $11.95. West, $12.95.*



This layout uses one additional 4 section package of track. Switches may be added for spurs or sidings.

SWITCHES

RIGHT HAND No. 2031

LEFT HAND No. 2032

Switches open up a whole new territory. Spur tracks, branch lines, sidings make the Yardbird more real and more fun. Total assembled length, 90". Pack: KD, 1 carton, 15⅜" x 11¾" x 64". Weight, 28 lbs.

Retail, $14.95. West, $15.95.*

CROSSING No. 2034

For the center of a Figure 8, or crossovers on other track layouts. They fit in any section of straight or curved track. Total assembled length, 14½" x 29½". Pack: KD, 1 carton, 17" x 13" x 1". Weight, 10 lbs.

Retail, $9.95. West, $10.95 *

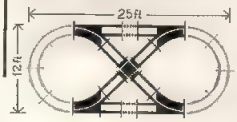
FILLER-TRACK SET No. 2035

Used only when 4 switches are used with standard Figure 8 to form an oval around a Figure 8—see illus below. Contains 4 rails, 36¾" long, 6 hardwood ties and 12 clips. Pack: KD, 1 carton, 11½" x 2⅜" x 37". Weight, 8 lbs.

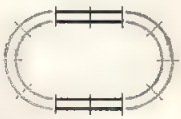
Retail, $4.95. West, $5.95.*

THERE'S NO END TO THE VARIETY — OR THE FUN!

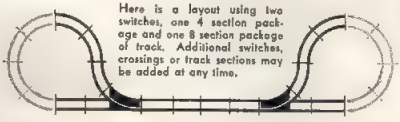
Track layouts like these are easy with the extra Yardbird equipment. The sections shown in gray represent the original track supplied in the basic Yardbird equipment.



This example uses four switches, one crossing, one 8 section package of track and one filler rail set, shown as dotted lines.



Here is a layout using two switches, one 4 section package and one 8 section package of track. Additional switches, crossings or track sections may be added at any time.



Another variation with one 4 section package of track. Additional track may be added in much the same manner as electric train layouts are expanded.

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC.
ROSSMOYNE, OHIO

DOEPKE Model TOYS

EVERY YARDBIRD YOU SELL IS THE

The wonderful Yardbird Railway doesn't end with that first 40 feet of track — and neither do your sales. Every boy and girl who owns one will want to keep adding more rolling stock, new track, extra switches and crossings — there's no limit to how big a Yardbird Railway System can become. Track can be laid to fit almost any level area. It will circle around trees and flower beds, make a siding at the back porch, run a spur line through the hedge to the yard next door.

Shown on these pages is the all-new, extra Yardbird equipment, and a few of the possible track layouts. Every time you sell a Yardbird, show your customers all the extras, and watch them come back for more. The Yardbird is easy to sell in the first place — and one sale leads to another!

Glossies and mats, with descriptive copy, are available on the Yardbird, Super-Yardbird Streamliner and extra equipment shown here. Order direct from the factory.

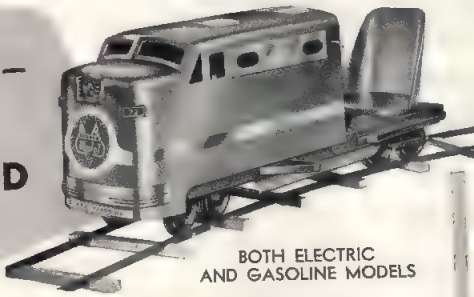
A bright and lively 8 page folder tells (and sells!) the Yardbird story to your customers. We'll send you 500 of these sales-making folders with your order for 5 or more Yardbirds.

Note on freight rates: It's a good idea to check the minimum freight rate in your city, and make sure your order weighs at least that much. For example, if your minimum weight is 100 lbs., and you order only the Yardbird, weighing 79 lbs., you're paying for 21 pounds of freight you aren't getting. It's good business to make each order large enough to cover the minimum rate. Every additional unit beyond the minimum reduces the per-unit rate.

*Prices marked "West" on Yardbird and equipment include 11 Western States, Tex., Okla., La., and Ark.

THE DREAM-COME-TRUE

SUPER-YARDBIRD STREAMLINER



BOTH ELECTRIC AND GASOLINE MODELS

To a youngster's bright imagination this isn't just a toy — it's the real thing! For this mighty locomotive is powered with a real engine — gasoline or electric. When its lucky young owner sends it thundering around the track ahead of a train of cars he (or she — the girls are just as crazy about the Yardbird as the boys) is an engineer for real — and the proudest kid in town! The Super-Yardbird easily pulls two cars loaded with freight or passengers. It has plenty of speed for thrills and excitement, but a governor holds it down to a safe pace.

Both models are built on heavy-gauge steel frames, with reinforced steel and fiberglas bodies, both have horn and headlight. V-belt drive through gear box to rear wheels. Color, red and silver, black wheels. 45" long, 20" wide, 19" high. Gasoline engine is 2 h.p., 4 cycle with recoil starter. Engine and driving mechanism are entirely enclosed. Engines are used nationally for power mowers, etc., carry a full warranty, parts and service are obtained everywhere. Electric motor is powered by 12 amp., 6-volt automobile storage battery (not included). Battery recharger is included, is completely safe, simple enough for any child to operate.

Super-Yardbird Streamliner, gasoline power, No. 2028. Packed: KD, 1 carton. Weight, 89 lbs. Retail, $225.00. West, $230.00.*

Super-Yardbird Streamliner, electric power, No. 2027. Pack: Completely assembled, 1 carton. Weight, 89 lbs. Retail, $225.00. West, $230.00.*

ALL ABOAR-R-R-R-RD FOR PROFITS!

on the sensational *NEW, IMPROVED*

YARDBIRD

Here's the big-enough-to-ride railroad that steals the show in any display — and steals the heart of every boy and girl who sees it! Designed for children from 3 years up, the all-metal, chain-driven handcar responds to a touch from the littlest railroader in the crew, yet it's rugged enough for Dad to ride. The Yardbird fits any level space, indoors or out, that's at least 12 feet square. Kids are wild about the Yardbird because it's more fun than anything in the world. Parents are just as tickled at the way a Yardbird builds muscles, the wonderful way it keeps youngsters happy hour after hour, while it keeps them safely at home. Dealers are happier than anybody at the way the fast-moving Yardbird sells and sells and sells!

YARDBIRD. No 2024, includes: Handcar, 27¾" long, 11½" wde. Track, 40', assembles into 8 5-ft. sections making 12' diameter circle. Pack: 2 cartons, K.D. 1, 30" x 11⅛" x 7½". 1, 4½" x 31½" x 65". Assembly instructions included. Total weight, 79 lbs. Retail, $39.95. West, $44.95.*

Train leaving on this track for Top Profits!

The incomparable Yardbird is the only completely new plaything in years — just let the kids see it and they want it! Show it off . . . it's a wonderful traffic stopper, a powerful magnet that pulls parents and kids straight to your store. Give the Yardbird just a little promotion — it will give you lots and lots of sales in return!

YARDBIRD RAILWAY SYSTEM TIME TABLE

TIME: 1956	DESTINATION: GREATER SALES
TODAY.....	Plan now for layaway sales in advance of the booming Spring and Summer seasons.
EASTER.....	Free kiddie rides in your Toy Department as a crowd puller and traffic stopper. You don't need an elaborate track set-up — a few straight sections take only a little room but do a big selling job! Terrific window display with Easter bunny Engineer and passengers!
SPRING AND SUMMER	It's Yardbird weather, and time to push better toys for more fun outdoors. Make the most of it with striking displays, mailing pieces and personal follow-up.
BACK TO SCHOOL	Another occasion to bring the youngsters in for a free Yardbird ride — an excellent opportunity to build additional sales for accessories. Not too early to plant a Christmas wish.
FALL AND HOLIDAY.....	Don't forget, the versatile Yardbird moves indoors for the winter, wherever there's a space at least 12 square. And of course a Yardbird is the most wonderful Christmas gift in all the world. Push layaway sales for new owners, extra equipment for the lucky kids who already have a Yardbird.
ANYTIME	Yardbird sales aren't limited to families — they're going great guns with amusement parks, Kiddielands, Drive-ins, Shopping Centers, Resort Areas, Motels, Municipal Parks, Picnic Grounds.

TOY SINKS
WOLVERINE

Lithographed and embossed in pink on heavy gauge metal. Swivel type faucet actually starts and stops running water from reservoir in rear.

Plastic basin has adjustable stopper. Hinged door opens.

Blue finish.

Each

No. 1918-197—11½x10¾x7 in.; wt. each 3 lbs. $2.50

Three in a carton.

TOY REFRIGERATORS
WOLVERINE

New modern two door type. Shelves on lower door on which are miniature bottles Both doors are attractive on inside and have snap lock handles. Adjustable revolving shelf.

Comes with ice cube tray, imitation ice cubes and an assortment of imitation foods and packages.

Each

No. 1943-187—17x9¾x6½ in. $2.50

Six in a carton.

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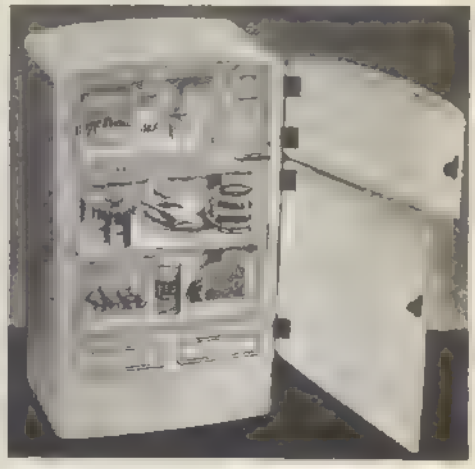
WOLVERINE



Perfect replica of newest refrigerator.

Made of heavy gauge metal, lithographed. Two doors open, one to freezer compartment, the other into refrigerator

Complete with two plastic ice-cube trays and miniature packages of well known products. Six colorful cut-outs of food items.

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Twelve in a carton.

HUTCH CABINETS
WOLVERINE

Lithographed knotty pine design all steel cabinet

Top drawer can be drawn open; two bottom doors swing open.

Complete with all-steel dish set

Each

No. 1975-190—20½ in. high, 17 in. wide, 6¾ in. deep $6.30

Three in a carton.

TOY KITCHEN CABINETS
WOLVERINE

Sturdily built. All metal, lithographed in red and white. Four doors swing open

Complete with miniature packages of famous grocery products, six plastic utensils, rolling pin and bread board.

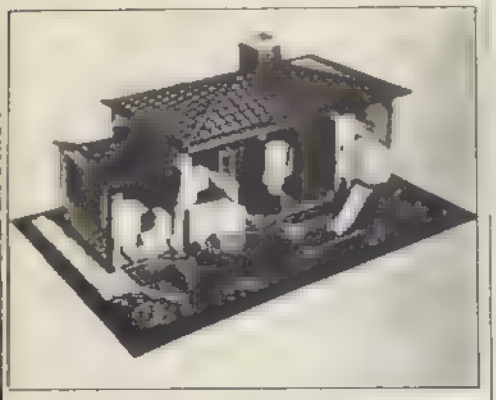
Each

No. 1921-179—11x15¾x6½ in.; wt. each 4½ lbs. $3.00

Eight in a carton.

DOLL HOUSES

RANCH TYPE



Four room, ranch type doll house, consisting of a kitchen, bedroom, living room, bathroom and landscaped patio, swimming pool and water slide, nineteen pieces of large plastic furniture.

Lithographed inside and out.

	Each
No. 601-67—25 in. long, 16¼ in. wide, 10½ in. high	$5.30

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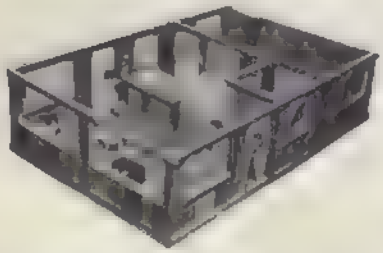


Made of western wood. Removable roof. Partially assembled.

Floor area	16 x 25¾ inches
Roof Area	22 x 30 inches
Wall height	6¾ inches

	Each
No. 635-A1	$8.00

Six in a carton.

Floor area	23 x 32 inches
Roof area	28 x 36¾ inches
Wall height	8¾ inches

	Each
No. 636-B1	$12.00

Six in a carton.

Floor area	23 x 41 inches
Roof area	28 x 45 inches
Wall height	10¾ inches

	Each
No. 692-C1	$16.00

Three in a carton.

DOLL HOUSE FURNITURE

RENWAL

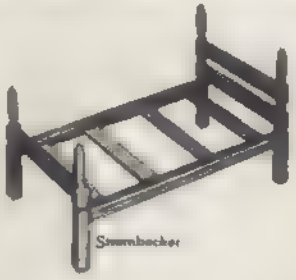
Decorated plastic furniture—sealed for doll house use

Packed 2 each of the following sets: living room, dining room, bedroom, bathroom, kitchen and nursery

	Per set
No. 606-1020	$1.00

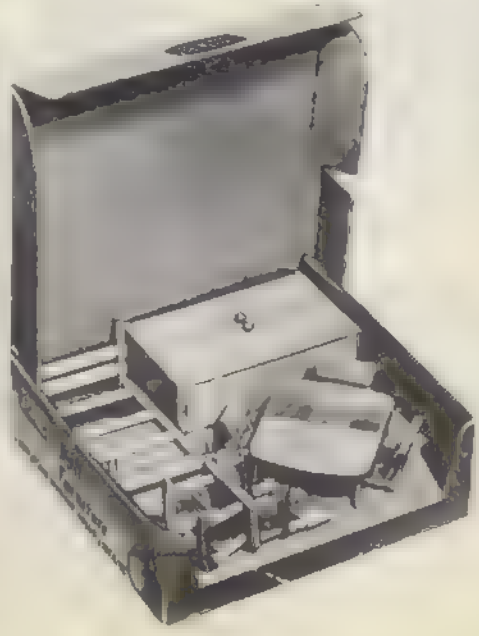
Twenty-four sets assorted in a carton.

STROMBECKER HARDWOOD



	Each
No. 105-142B	$1.80

Six in a carton.



Set of 7

A 7-piece set consisting of 4-poster bed, table with 2 chairs, rocker, wardrobe and 1 extra chair. Scaled for 8 in. dolls. Made of hardwood.

	Each
No. 104-7Z	$10.00

Three in a carton.

DOLL HOUSE FURNITURE

STROMBECKER HARDWOOD

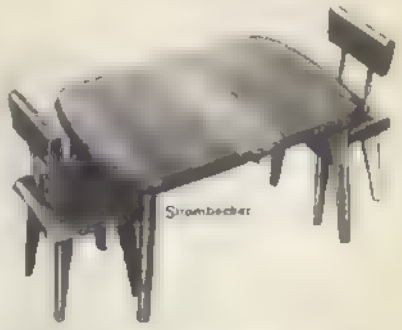


Table and Chairs

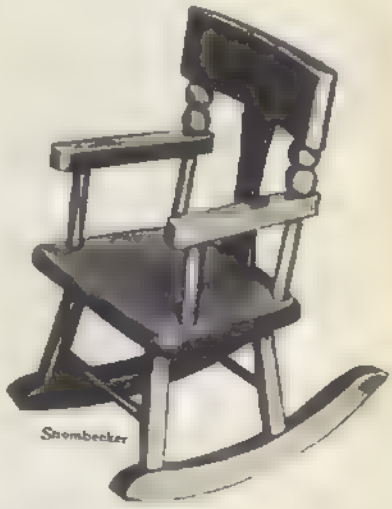
	Per set
No. 107-144	$2.90

Six in a carton.

Extra Chair

	Each
No. 108-145	$0.60

Thirty-six in a carton.



Rocker

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Wardrobe

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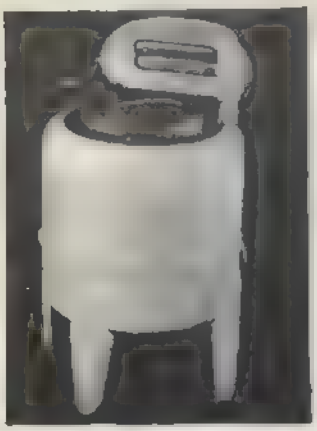
TOY WASHING MACHINES
WOLVERINE



Streamlined reproduction of the latest agitator-style washing machine. By operating the handle the agitator is set in motion, swirling the clothes through the soapy water

Realistic action can be observed through transparent plastic top. Sturdy wringer made of heavy gauge steel and hard rubber rollers adjusts to three positions.

Pink finish.

	Each
No. 1916-81—12 in. high, 7 in. diameter; wt. each 3¼ lbs.	$2.59

Twelve in a carton

TOY IRONING TABLES
WOLVERINE

Folding

Sturdily constructed of heavy gauge steel. White enamel top; strong folding legs finished in red enamel

	Each
No. 1913-15—15 in. high, 20¼x5⅝ in ironing surface	$1.29

Twelve in a carton

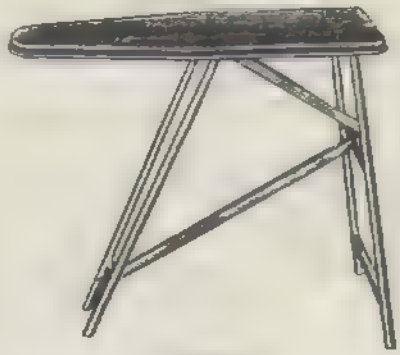
Ironing Table Pad and Cover Set; Fits Any Ironing Table

Made of good quality cotton material

	Each
No. 1925-20	$0.79

Twenty-four in a carton

TOY IRONING TABLES
WOLVERINE



Folding

Made of heavy gauge steel. Solid steel legs. Folds easily. Locking device holds board open. Baked enamel finish.

	Each
No. 617-17—26½ in. long, 22¼ in. high, 8¼ in. wide; wt. per carton 30 lbs.	$2.29

Six in a carton.

Adjustable

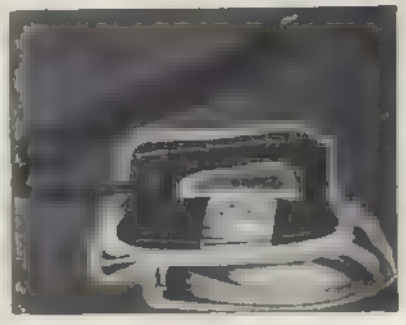
Lightweight steel construction; adjusts from 20-22½ in. high. Non-skid rubber feet, easy to open and close, won't sag or warp.

Pink finish.

	Each
No. 697-19—8x30 in. top	$3.25

Six in a carton.

TOY IRONS
WOLVERINE



Electric

All parts Underwriters' Approved, UL tag attached.

Aluminum base with streamlined hood of highly polished aluminum plate. Black bakelite handle.

	Each
No. 1914-304—6¼ in. long	$2.69

Twelve in a carton.

TOY IRONS
WOLVERINE

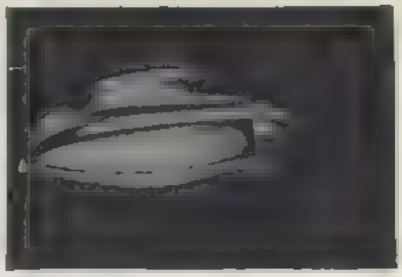
Electric

All parts Underwriters' Approved, UL tag attached.

All metal; low heat. Red enameled with black enameled wood handle.

	Each
No. 1915-302—5¼ in. long	$1.10

Twelve in a carton.

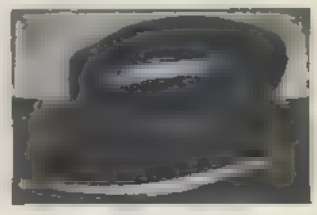


Non-Electric

Large chromium polished steel hood with streamlined bakelite handle. Heavy cord with rubber suction cup adds to play value.

	Each
No. 1924-301—6¼ in. long	$0.89

Twenty-four in a carton.



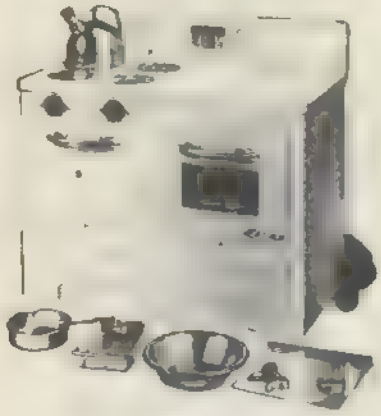
Non-Electric

Streamlined, with back rest. Red enameled with black enameled wood handle.

	Each
No. 1923-300—5¼ in. long	$0.29

Twenty-four in a carton.

TOY RANGES



Electric

Electrically welded, heavy steel construction. Peach baked enamel finish. Polished chrome handles, red plastic play switches.

Separate porcelain elements for burner and oven. Safety tested. Four red burners with chrome burner plate. Clear glass oven window.

Four quick heat burners with elements mounted beneath oven.

Complete with seven practical cooking utensils including whistling tea kettle and cook book.

Cord set attached. Listed by Underwriters' Laboratories.

Each

No. 654-226—12½x11x7 in. wt. each 10½ lbs. $7.98

Four in a carton.

METAL WARE

Electric

Size 12½ x 11-7/8 x 7 in. Fiber glass insulated oven with heat control.

Color, white with copper-tone back panel and handles.

Each

No. 655-232 ..... $10.00

Four in a carton.

TOY RANGES

WOLVERINE

A new model push-button range with doors that swing open. Complete with real aluminum whistling tea kettle, latest type aluminum pot with cover, saucepan, egg-whip, mixing spoon and cake turner.

Blue finish.

Each

No. 1920-196—15¼x14x7¼ in. $5.29

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New, heavy gauge metal stove. Modern design lithographed and embossed in realistic colors. Hinged door opens into heating compartment. Four plastic push buttons actually operate.

Includes the following plastic accessories—two pots, two covers, frying pan and spatula.

Each

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Each

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TOY RANGES

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Authentic reproduction of the old time toy range. Made from the original patterns.

Finished in black with polished decorations on the oven door.

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No. 149-20—9 in. high, 10¼ in. long, 5 in. wide; wt. per carton 25 lbs. $3.75

QUEEN

Each

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WOLVERINE

BARBECUE GRILL, #160, metal replica of an outdoor barbecue. Rotating spit has plastic turkey on it. Three plastic utensils come with it.

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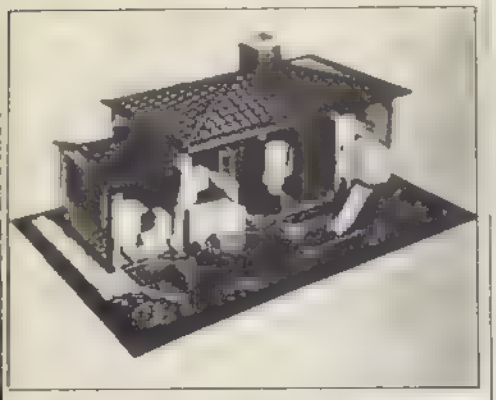
It has been designed for you and its advantages become more evident with use.

DOLL HOUSES

RANCH TYPE



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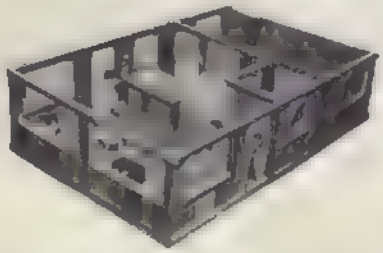

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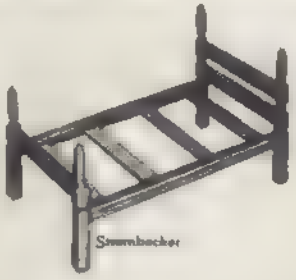

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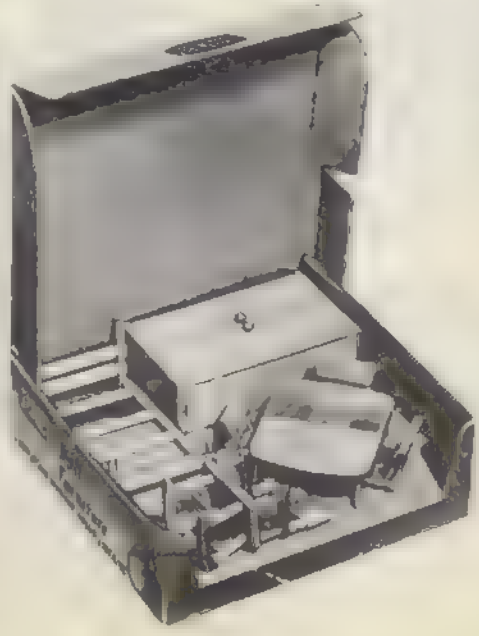

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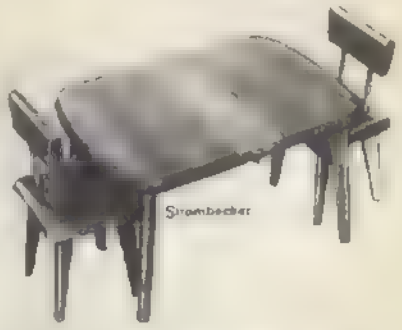

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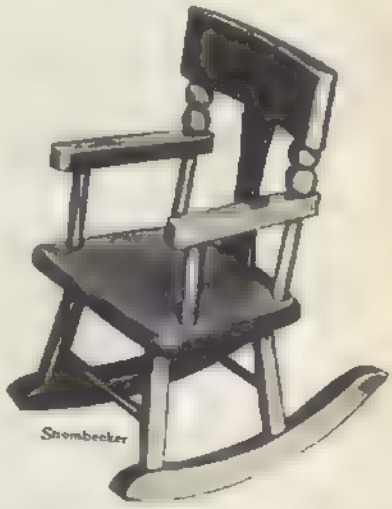

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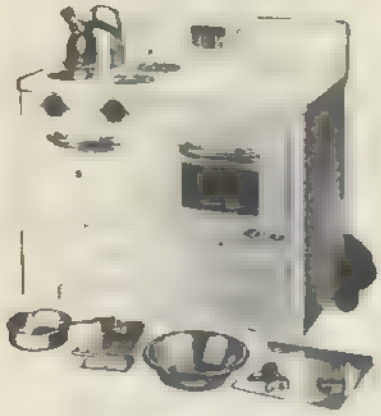

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Comes with ice cube tray, imitation ice cubes and an assortment of imitation foods and packages.

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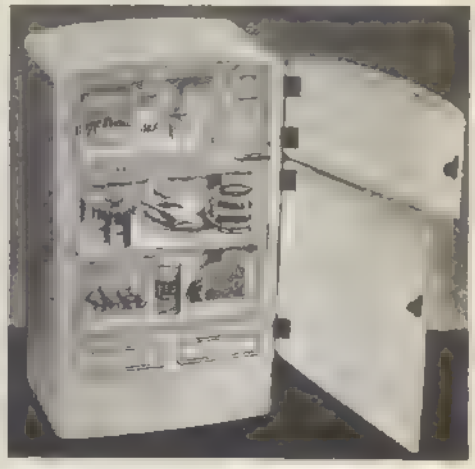

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Made of heavy gauge metal, lithographed. Two doors open, one to freezer compartment, the other into refrigerator

Complete with two plastic ice-cube trays and miniature packages of well known products. Six colorful cut-outs of food items.

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Lithographed knotty pine design all steel cabinet

Top drawer can be drawn open; two bottom doors swing open.

Complete with all-steel dish set

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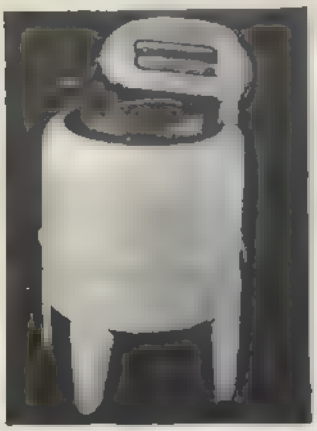


Streamlined reproduction of the latest agitator-style washing machine. By operating the handle the agitator is set in motion, swirling the clothes through the soapy water

Realistic action can be observed through transparent plastic top. Sturdy wringer made of heavy gauge steel and hard rubber rollers adjusts to three positions.

Pink finish.

	Each
No. 1916-81—12 in. high, 7 in. diameter; wt. each 3¼ lbs.	$2.59

Twelve in a carton

TOY IRONING TABLES
WOLVERINE

Folding

Sturdily constructed of heavy gauge steel. White enamel top; strong folding legs finished in red enamel

	Each
No. 1913-15—15 in. high, 20¼x5⅝ in ironing surface	$1.29

Twelve in a carton

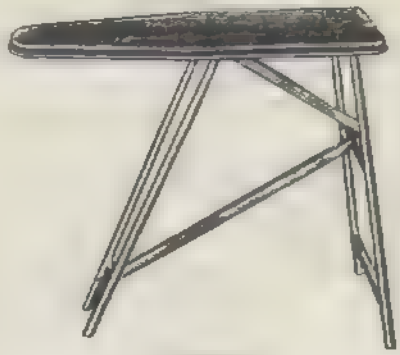
Ironing Table Pad and Cover Set; Fits Any Ironing Table

Made of good quality cotton material

	Each
No. 1925-20	$0.79

Twenty-four in a carton

TOY IRONING TABLES
WOLVERINE



Folding

Made of heavy gauge steel. Solid steel legs. Folds easily. Locking device holds board open. Baked enamel finish.

	Each
No. 617-17—26½ in. long, 22¼ in. high, 8¼ in. wide; wt. per carton 30 lbs.	$2.29

Six in a carton.

Adjustable

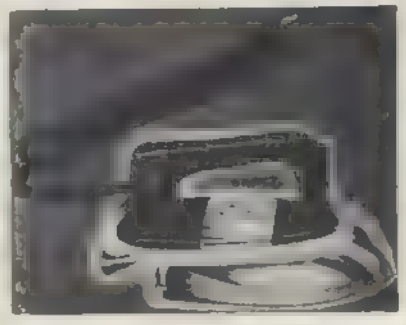
Lightweight steel construction; adjusts from 20-22½ in. high. Non-skid rubber feet, easy to open and close, won't sag or warp.

Pink finish.

	Each
No. 697-19—8x30 in. top	$3.25

Six in a carton.

TOY IRONS
WOLVERINE



Electric

All parts Underwriters' Approved, UL tag attached.

Aluminum base with streamlined hood of highly polished aluminum plate. Black bakelite handle.

	Each
No. 1914-304—6¼ in. long	$2.69

Twelve in a carton.

TOY IRONS
WOLVERINE

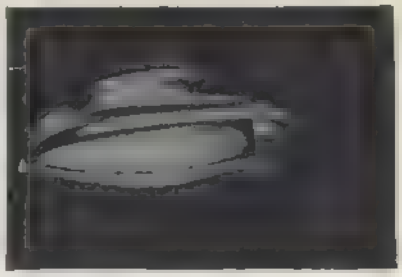
Electric

All parts Underwriters' Approved, UL tag attached.

All metal; low heat. Red enameled with black enameled wood handle.

	Each
No. 1915-302—5¼ in. long	$1.10

Twelve in a carton.

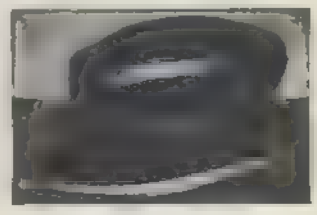


Non-Electric

Large chromium polished steel hood with streamlined bakelite handle. Heavy cord with rubber suction cup adds to play value.

	Each
No. 1924-301—6¼ in. long	$0.89

Twenty-four in a carton.



Non-Electric

Streamlined, with back rest. Red enameled with black enameled wood handle.

	Each
No. 1923-300—5¼ in. long	$0.29

Twenty-four in a carton.

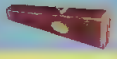
EMENEE
MUSICAL TOYS

GENE AUTRY COWBOY GUITAR

with Emenee Automatic Guitar Player

Full size, nearly 3 feet long. Body handsomely sculptured with decorative, inlaid-type Western motifs. Rich, professional tone. Gear action metal tuning pegs. Complete with silk shoulder cord, felt pick and music book. Luggage type case.

No. 601-½ doz. pack 24½ lbs.
Retail, ea. **$10 00**



ARTHUR GODFREY UKE PLAYER *PLUS* FLAMINGO (SELF-TUNER) UKE

Professional size ukulele with 4 built-in reed pitch pipes for easy tuning. Magnificent tone. Screw type tuning pegs. Complete with felt pick and song book. Luggage type case.

No. 101 1 doz. pack-19 lbs.
Retail, ea. **$5 00**

JIMMY DURANTE "HOT-CHA-CHA" UKE

Full professional size. Fine tonal quality. Beautiful finish in 2-tone design. Nylon strings. Friction tuning pegs. Felt pick and song book. Attractively boxed.

No. 110-1 doz. pack-16 lbs.
Retail, ea. **$2.00**

"HOWDY DOODY" UKE

Jumbo Junior size in color plastic with Howdy Doody design. Fine tone. Nylon strings. Friction tuning pegs. Song book and pick. Individual carry case.

No. 103-2 doz. pack-16½ lbs
Retail, ea. **$1 00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVE., NEW YORK 10, N. Y.

World's largest manufacturer of musical toys

PRINTED IN U. S. A.

GOLDEN TRUMPET

Over 13" long Heavy gold finish on beautifully engraved break-resistant plastic. Hand tuned reeds. Sanitary, sealed mouthpiece Trumpet mute, music book with dozens of easy-to-play songs, marches, bugle calls. Luggage type case.

No. 531-1 doz. pack-17 lbs.

Retail, ea. **$4.00**

EBONY AND SILVER CLARINET

Over 17" long. Break resistant plastic. Has 14 tuned reeds (full scale), including two triple reed harmony chords. Sanitary, sealed mouthpiece. Adjustable strap. Music book and holder. Luggage type case.

No 521-1 doz. pack 19 lbs.

Retail, ea. **$4.00**

SILVER SAXOPHONE

Over 17" long Heavy silver and gold finish on elaborately engraved break-resistant plastic. Sanitary, sealed mouthpiece. 14 tuned reeds (full scale) including two triple-reed harmony chords Adjustable strap; music book; luggage type case.

No. 541-½ doz. pack-14 lbs.

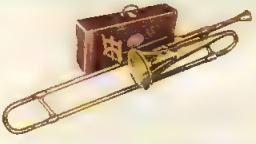
Retail, ea. **$6.00**

GOLDEN S-L-I-D-E TROMBONE

Over 27" long. Dial automatically indicates notes played as slide is operated. Sanitary, sealed mouthpiece. Gold finish on engraved, break-resistant plastic, solid brass metal tubing for slide. 8 tuned reeds (full scale) Music book and stand. Luggage type case.

No. 551-½ doz. pack-17 lbs.

Retail, ea. **$7.00**



GOLDEN TUBA

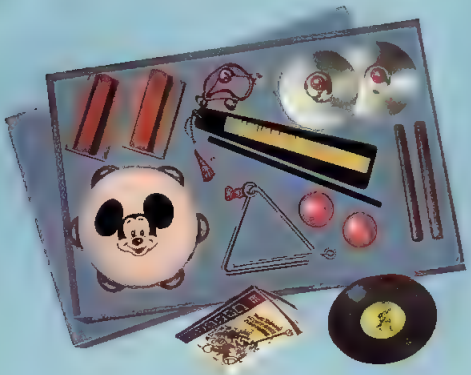
Nearly 3 feet high, with bell over 3 feet in circumference and 4 feet of wrap-around body. Gold finish on engraved break-resistant plastic. 8 tuned reeds; adjustable swivel mouthpiece. Music book and stand. Luggage type case.

No 1561-¼ doz. pack-21 lbs.

Retail, ea. **$10.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVE., NEW YORK 10, N. Y.

World's largest manufacturer of musical toys



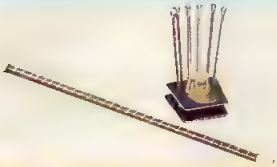
EMENEE

Walt Disney's

MICKEY MOUSE RHYTHM BAND

The most popular rhythm playing instruments, including tambourine, cymbals, triangle, sandpaper blocks, wrist bells, maraca balls, ratchet board, and rhythm sticks. Complete with song book and instructive accompanying record.

No. 733-1 doz. pack-24 lbs.
Retail, ea. **$5.00**



GOLDEN BATON LINE

Truly balanced for smooth performance. Made of steel with vari-colored metal-tone finishes Regulation size.

No. 744 Packed 2 doz., assorted colors-12 lbs. Attractive display stands.
Retail, ea. **$1.00**

PINKY LEE XYLOPHONE

Console type stand. Precision-tuned, varicolored, metal tone bars. Plays full scale melody. Two balanced hammers Music lyre stand Color music book for pre-school musicians, teaches to play by color.

No. 800-In individual display box, 1 doz. pack, 15 lbs.
Retail, ea. **$3.00**

GOLDEN GLOCKENSPIEL

Beautiful marching band instrument over 25" long, 11" wide. Gold finished frame with full-scale, perfectly tuned, highly polished metal tone bars. Has legs for use as xylophone. Music book and holder, luggage type case.

No. 571-1 doz. pack-26 lbs.
Retail, ea. **$4.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVE., NEW YORK 10, N. Y.
World's largest manufacturer of musical toys

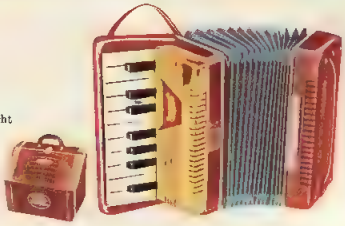
EMENEE
MUSICAL TOYS

GOLDEN BANJO

with Emenee Automatic Banjo Player

Authentic banjo, with Emenee's famous gold finish and engraving. 8 adjustable lugs to regulate tension of genuine calf drum skin. True banjo tonal quality. Screw type, adjustable tuning pegs Over 22" long. Complete with song and instruction book. Luggage style case.

No. 130-½ doz. pack-18 lbs.
Retail, ea. **$7.00**



GOLDEN PIANO ACCORDION

One foot high, e-x-t-e-n-d-s to nearly two feet. Professional-like full scale piano keyboard for right hand, bass notes and chords for left hand to play harmony and rhythm. 52 tuned reeds Gold finish trim and fittings. Adjustable shoulder harness, music book; luggage type case

No 405-½ doz. pack-19½ lbs.
Retail, ea. **$8.00**

KEYBOARD ACCORDION

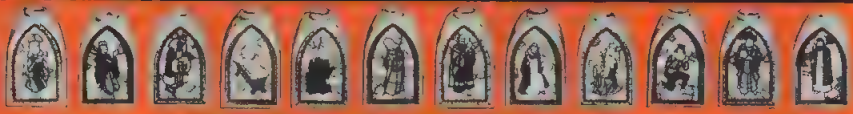
Full scale keyboard has 13 white and black keys that play sharps and flats Contains 26 tuned reeds for wide tonal range. Easy action bellows. Music book. Luggage style case

No 403-1 doz. pack-20 lbs.
Retail, ea. **$4.00**

EMENEE INDUSTRIES, INC., 200 FIFTH AVE., NEW YORK 10, N. Y.

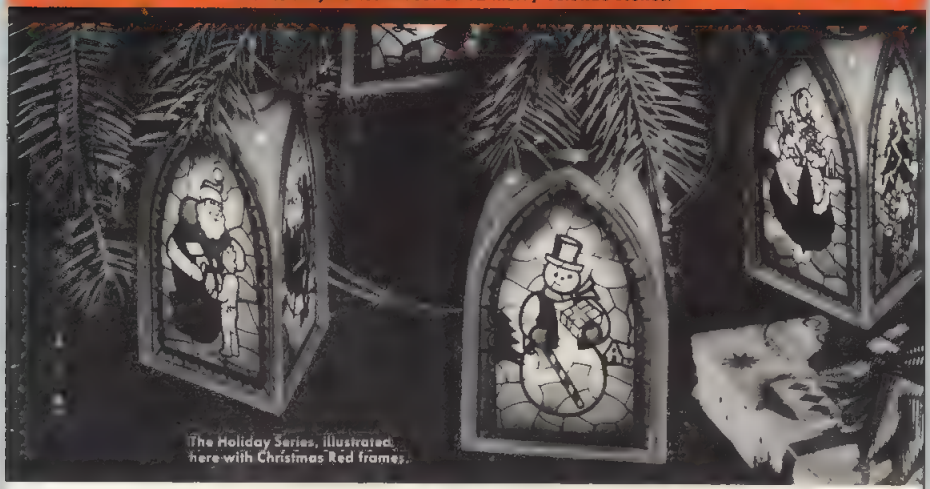
World's largest manufacturer of musical toys

The Biblical Series, illustrated here with Silver frames.



The Biblical Series—12 richly-colored scenes from the Bible.

The Holiday Series A set of 12 merry Yuletide scenes.



The Holiday Series, illustrated here with Christmas Red frames.

Please address all inquiries to
THE FAUST CORPORATION, 7 W. 24TH ST., NEW YORK 10, N. Y.

A NEW SOURCE OF HOLIDAY PROFITS!

CATHEDRAL LIGHTS

Stained-glass window effect in 12 beautiful colors

FOR CHRISTMAS TREE LIGHTS!

CathedralLights—the first really new Christmas decoration in years! Bright, colorful, decorative. Each CathedralLight has three scenes that reflect the true spirit of Christmas . . . give new meaning to every tree!

CathedralLights fit quickly and easily over any standard indoor tree light, transforming it into a glowing, 3-sided window with stained-glass effect!

CathedralLights mean EXTRA profits!

CathedralLights are a plus volume profit-maker. They replace absolutely nothing in the Christmas decoration market, but provide a completely new source of seasonal revenue from impulse buyers and planned shoppers alike!

CathedralLights have a sturdy, heat-resistant polystyrene frame in shiny Silver or bright Christmas Red. Each CathedralLight contains a triptych of three individual scenes. Four separate triptych CathedralLights make a complete set of twelve different scenes.

Attractive counter and window display material is available on request.

Choose from two separate Christmas themes!

1. **Biblical**—Richly illustrated scenes from the Bible: The Infant Jesus, the Manger, Three Wise Men, Three Shepherds, etc. Twelve scenes in all.

2. **Holiday**—Santa and his Helpers, Sleigh Ride, Christmas Dolls, Snow Scenes, Singing Carollers, etc. Twelve scenes in all.

- **Display CathedralLights prominently on your counter . . . and with every sale of tree lights, you can make an extra sale of CathedralLights!**
- **Designed to sell on sight . . . they appeal to people of all ages.**
- **And . . . to add to this, a coordinated campaign of national publicity and advertising in magazines, newspapers, television and radio will stimulate extra demand for you! So place your order NOW for your stock of CathedralLights and prepare for the biggest Holiday Season you've ever had!**

CathedralLights are budget-priced!

All CathedralLights available as listed below in either the Biblical or the Holiday series. All prices are FOB New York, N.Y.

CathedralLights (3½" high)

Red Frames (In display carton of 24).....Retail Each, Only **29¢**

Boxed Sets of 12 (Available either in a single theme or an assortment):

Red Frames.....Retail Per Set **$3.39**

Silver Frames.....Retail Per Set **$4.69**

Boxed Sets of 4 (One complete series):

Silver Frames.....Retail Per Set **$1.69**

Extra-Large CathedralLights (5" high)

Set of 4, Silver Frames.....Retail Per Set **$1.98**

Please address all inquiries to

THE FAUST CORPORATION, 7 W. 24TH ST., NEW YORK 10, N. Y.

the
FAUST
corporation
presents

CATHEDRAL LIGHTS

CATHEDRAL LIGHTS

created by the Faust Corporation
7 West 24th St., New York 10, N. Y.

The Biblical Series, illustrated here with Silver frames.

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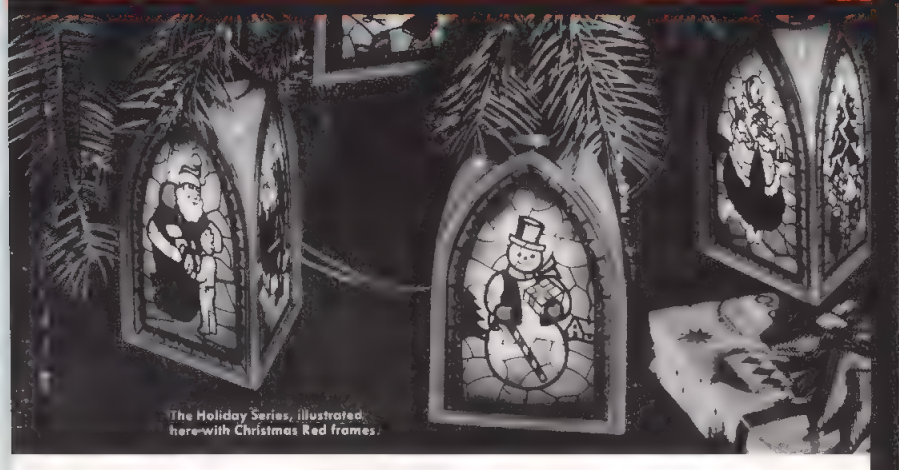

The Holiday Series, illustrated here with Christmas Red frames.

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- **Designed to sell on sight . . . they appeal to people of all ages.**
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Boxed Sets of 12 (Available either in a single theme or an assortment):
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Silver Frames.....Retail Per Set **$4.69**
Boxed Sets of 4 (One complete series):
Silver Frames.....Retail Per Set **$1.69**

Extra-Large CathedralLights (5" high)
Set of 4, Silver Frames.....Retail Per Set **$1.98**

Please address all inquiries to
THE FAUST CORPORATION, 7 W. 24TH ST., NEW YORK 10, N. Y.

STRAIGHT TRACK

Two "T"-type running rails, for true-to-life operation! Sections are made of heavy gauge steel and measure 10 in. Fully insulated. Packed 144 individual boxes per carton, shipping weight 18 lbs.

700 . . . . . List $0.30

STRAIGHT TRACK HALF SECTION
(Not Illustrated)

Each section measures 5 inches long. Fully insulated. Packed 48 individual boxes per carton, shipping weight, 3 lbs.

701 . . . . . List $0.30

CURVED TRACK

Two rail sections, fully insulated. Real railroad "T"-rail construction. 10 inches long. Packed 48 individual, boxes per carton, shipping weight 6 lbs.

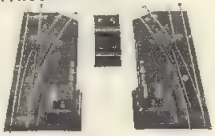
702 . . . . . List $0.30

CURVED TRACK HALF SECTION
(Not Illustrated)

Measures 5 inches long. Fully insulated. Packed 48 individual boxes per carton, shipping weight, 3 lbs.

703 . . . . . List $0.30

REMOTE CONTROL SWITCHES



Positive action electric switches with red and green position lights. Remote control box has two switch control levers. Lights remain illuminated even when train is not running. Packed 3 individual boxes per carton, shipping weight 10 lbs.

720 . . . . . List $17.95

LEFT HAND SINGLE SWITCH

Similar to No. 720 but single. Packed 6 individual boxes per carton, shipping weight 11 lbs.

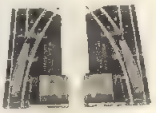
678 . . . . . List $9.95

RIGHT HAND SINGLE SWITCH

Same as No. 678 only right hand. Packed 6 individual boxes per carton, shipping weight 11 lbs.

679 . . . . . List $9.95

MANUAL PAIR SWITCHES



Similar in construction to electric switches except that operation is by hand. Control lever alters position of swivel rail. Not illuminated. Packed 6 individual boxes per carton, shipping weight 16 lbs.

722 . . . . . List $9.95

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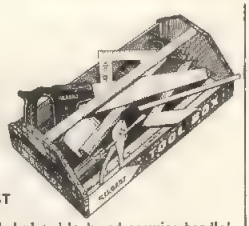
DEALER DISCOUNTS

All "lightface" prices shown in this catalog are the manufacturer's suggested retail price and are for your information only. Where **"Blackface"** prices are shown such as on Wheel Goods, Lionel Trains, etc., the dealer discount is 50% off the price indicated.

Our dealer net prices are consistent with those normally found in the Toy Industry. For an exact quotation, please contact our office or your MAYFAIR MERCHANDISE COMPANY salesman.

GILBERT TOOL SETS



NO. L–4 TOOL CHEST

Steel chest with nickel plated lock and carrying handle! Set includes Hammer, Saw, Pliers, Magnetized Screwdriver, Plane, steel Tri-Square, steel Triangle, Sandpaper, Pencil and Ruler. Packed 6 individual boxes per carton, shipping weight 26 lbs.

L–4 . . . . . List $3.95

NO. L–5 TOOL CHEST

Set includes saw, hammer, brace and bit, set of 3 magnetized screwdrivers, pliers, plane, steel tri-angle, steel tri-square, pencial and ruler, sandpaper. Steel chest

L–5 . . . . . List $4.95

NO. L–6 TOOL CHEST

Has ample selection of tools for building scores of things from a playhouse to chairs and table. Outfit contains saw, hammer, wooden mallet, plane, set of 3 magnetized screwdrivers, pliers, assortment of wood screws, tacks and brads packed in handy compratmented case, steel triangle and steel tri-square, sandpaper and new dial-an-angle Level. Steel chest. Packed 6 individual boxes per carton, shipping weight 41 lbs.

L–6 . . . . . List $6.95

AMERICAN FLYER TRAIN SETS

5640TBH

5655RH

5660TW

YARD KING SET

5635 . . . . . List $44.95

SANTA FE SPEEDSTER
El Capitan

5640TBH . . . . . List $47.50

SILVER FLASH
DIESEL FREIGHT SET

5645TRH . . . . . List $49.95

TRAIL BLAZER FREIGHT SET

5650TBW . . . . . List $57.50

SUNSHINE SPECIAL GP-7
TWIN UNIT DIESEL FREIGHT SET

5655RH . . . . . List $57.50

PACEMAKER FREIGHT SET

5660TW . . . . . List $67.50

5605T

5615T

BALDWIN DIESEL
"YARD GOAT" SET

5605T . . . . . List $22.50

CRUSADER FREIGHT SET

5610T . . . . . List $24.95

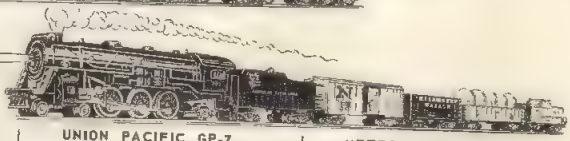
BLACK DIAMOND FREIGHT SET

5615T . . . . . List $29.95

AMERICAN FLYER TRAIN SETS

5625T

5630TBW



MOUNTAINEER FREIGHT SET

5620T . . . . . List $34.95

UNION PACIFIC GP-7 DIESEL FREIGHT SET

5625T . . . . . List $39.95

METEOR FREIGHT SET

5630TBW . . . . . List $42.50

5665W

5670TRH

5680RH

CHALLENGER FREIGHT SET

5665W $67.50

NEW HAVEN STREAMLINER PASSENGER SET

5670TRH . . . . . List $75.00

NEW HAVEN R.R. "HOT SHOT" FREIGHT SET

5675TRH . . . . . List $75.00

NORTHERN PACIFIC "VISTA DOME LIMITED" PASSENGER SETS

5685RH . . . . . List $79.50

SANTA FE DELUXE "CHIEF" PASSENGER SET

5683RH . . . . . List $79.50

SANTA FE "CHIEF" FREIGHT SET

5680RH . . . . . List $79.50

TRANSFORMERS

Equipped with built-in circuit breakers which shut off power if a short or an over-load occurs. Safe, simple operation.

NO. 4B TRANSFORMER WITH CIRCUIT BREAKER

100 watts, 110-115 volts, 60 cycles, A.C. Operates train set plus quantity of automatic and remote control accessories. Thermostatic circuit breaker protects transformer from burn-outs. Three binding posts for simplified wiring. High impact case. Transformer meets UL and CSA standards. Individually boxed, shipping weight 5 lbs.

4B . . . . . List $11.95

NO. 16B POWER CONTROLLER

A real model railroad power controller. 175-watt single. Full control of direction. Built-in circuit breaker shuts off current if transformer is overloaded. Packed 1 individual box per carton, shipping weight 8 lbs.

16B . . . . . List $23.50

DUAL TRAIN POWER CONTROLLER

For more elaborate train layouts. Output 175 watts, 110-115 volts, 60 cycle, A.C. Dual power controller with double circuit breakers to cut power if overload or short develops. Giant capacity runs two trains at different speeds on separate loops of track or four trains (two running at same speed) on four separate layouts. Full directional control; green "power on" light, two red warning lights indicate short circuit. Features real railroad "Dead Man's Control," train halts when throttle is released. High impact material case. Individually boxed shipping weight 12 lbs.

18B . . . . . List $29.95

Output 300 watts, 110-115 volts, 60 cycles, A.C. Runs two trains at different speeds on separate loops of track or four trains (two running at same speed) on four separate layout. Full directional control. Two panel meters indicate voltage. Green "power on" light and two red lights to indicate short circuits. "Dead Man's Control" throttles. Two circuit breakers — one for each controller. Case of high impact material. Individually boxed, shipping weight 14 lbs.

30B . . . . . List $37.50

★ GILBERT MICROSCOPES

NO. S–25

4 stop precision turrets. 60, 150, 200, 325, 450 and 750 powers with new Power Projector. Automatic "parfocalized" focusing. Ramsden eyepiece. "Click-stop" turret with automatic power positioning. New Power Projector doubles turret power. Laboratory table type focus. Heavy base; finger-tip focus control. Includes dissecting equipment, forceps, dropper, specimen, extra slides, etc. Luggage case. Packed 6 individual boxes per carton, shipping weight 14 lbs.

S-25 . . . . . List $14.95

NO. S–7

Big 8½ inch Microscope with 3 turrets. Magnifies 60, 200 and 325 times actual size. Automatic "parfocalized" focusing. Polished optical lens; Ramsden eyepiece. Selectime 3 stop turret; "click-stop" assures automatic positioning. Die cast base; includes specimen slide and 2 clear glass slides. Packed 6 individual boxes per carton, shipping weight 10 lbs.

S–7 . . . . . List $ 6.95

NO. S–16

Professional-type 'scope with 4 stop turrets. Has 60, 150, 200 and 325 Powers! Automatic focusing with "parfocalizing". New "click-stop" automatically positions turret correctly. Polished lens; Ramsden eye piece. Finger tip control, tilt mirror. Die-cast stabilized base. Easy-glide focus; positive action. Includes specimen slide plus 2 extra clear slides and dissecting equipment. Case. Packed 6 individual boxes per carton, shipping weight 13 lbs.

S–16 . . . . . List $10.95

POWER PROJECTOR

Increases many times the value and usefulness of any Microscope with which it is used! When used as replacement for eyepiece of any Gilbert 'scope, Power Projector more than doubles viewing power. Thus, in 4 turret Microscope, it provides equivalent of 6 turrets. Not only greatly increases variety of powers possible to obtain, but also eliminates need to change eyepiece when turrets are revolved. Easy to use; fits Microscope tube when eyepiece is removed. Packed 12 individual boxes per carton, shipping weight 1 lb.

S–750 . . . . . List $2.50

GILBERT

No. 1032 PUZZLE SET

You'll laugh as you watch your friends try to solve these puzzles because it's a cinch when you know how. Illustrated booklet provides solutions. Set measures 18 in. long x 10 in. wide x 1/2 in. high. Packed 12 individual boxes per carton. Shipping weight, 16 lbs.

1032 . . . . . List $2.00

GILBERT MICROSCOPE SETS

Truly fine microscopes designed for junior scientific study. Parafocalized–keeps field in view when turret changes. Turrets click into place automatically when changing from one power to another.

NO. 5 MICROSCOPE SET

Accurately ground, optical lens microscope magnifies 60 times the actual size and Polaroid device brings out wonderland of colors. Dissecting equipment, assortment of slides, specimens, etc., included. Microscope has adjustable focusing knob. 80-page illustrated book. 18 inches long x 10 inches wide x 3 inches high. Packed 6 individual boxes per carton. Shipping weight, 13 lbs.

5 . . . . . List $5.50

NO. 10 MICROSCOPE SET

4 stop Turret Microscope with optically-ground lens. Magnifies 60, 150, 200 and 325 times actual size. Ramsden-type lens. Automatic "parfocalized" focusing – no need to refocus when changing from one power to another! Turrets feature "click-stop" automatic power positioning! Safe, Pyrex test tube. Includes Polaroid attachment. Set contains forceps, chemicals, stains, slides, hand lens, dropper and other equipment. Packed 6 individual boxes per carton, shipping weight 23 lbs.

10 . . . . . List $10.95

NO. 17 MICROSCOPE SET

Precision 4 stop Turret Microscope with selective stops. Has 60, 150; 200, 325, 450 and 750 Powers! New Power Projector increased magnification. Automatic "Parfocalized" focusing – no need to re-focus when changing from one power to another. Great new feature – contains real Shrimp Eggs all ready to hatch! Microscope has professional-type Ramsden Eye Lens. Contains top and substage lamp to illuminate specimens electrically! Polaroid Junior for viewing objects in magnificent color! Safe Pyrex test tubes. Set includes dissecting equipment, chemicals, stains, hand lens, slides, specimens, mixing tray, dropper, etc. Two fully illustrated instruction books. Packed 3 individual boxes per carton, shipping weight 19 lbs.

17 . . . . . List $16.95

NO. 22 MICROSCOPE SET

New Mirror-Flector microscope with professional features. 4-Turrets with "click-stop" positioning. Range of powers from 60, 150, 200, 325 and 450 to 750. Table focus Set contains real shrimp eggs. "Parfocalized" focusing. Ramsden-type lens. Extra power projector eyepiece. Top and sub-stage lamps for illuminating specimens. Pyrex test tubes. Polaroid attachment. Set has dissecting equipment, slides, chemicals, stains, mixing tray, hand lens, dropper, etc. 2 manuals. Steel cabinet. Packed 3 individual boxes per carton, shipping weight 24 lbs.

22 . . . . . List $21.50

GRUEN

SINCE 1874 THE PRECISION WATCH

AUTOWIND® WATCHES
49.75 to 92.50

As you turn this page you wind your watch automatically. The natural movements of your wrist keep it wound

All Gruen watches are electronically tested and certified for Precision® performance only after passing rigorous tests for accuracy and dependability. Autowind® watches have guaranteed unbreakable mainsprings; shock-resistant, non-magnetic, dust resistant. Each bears a written guarantee for performance and accuracy.

E AUTOWIND LEADER . . . named for its distinguished look. Luminous dial dramatically points the hour. Water and shock resistant. Anti-magnetic. Precision® movement. Stainless steel case.
15-6208 A3430 With Gray Leather Strap. 17 jewels. **$49.75**
15-6216 A3650 With Matching Expansion Band. 17 jewels. **55.00**

F AUTOWIND FATHOM . . . finest contemporary design in polished stainless steel with matching expansion band. Winds as you wear it. Full sweep second hand. 17 jewel shock resistant automatic Precision® movement. Unbreakable crystal. Water resistant.
15-6224 A4500 17 jewels **$71.50**

G AUTOWIND SEAFORTH . . . designed for the active man. Trim, handsome in a 10K yellow GF case with matching expansion band. Water resistant, shock protected, anti-magnetic Precision® movement.
15-6240 A4500 White Luminous Dial. 17 jewels. **$71.50**
15-6257 A4500 Black Luminous Dial. 17 jewels. **71.50**

H AUTOWIND VOYAGER . . . styled to a man's taste. Built with Gruen's Precision® accuracy. Water and shock resistant; anti-magnetic. 10K yellow GF case; expansion band. Luminous dial with underscored hour markers, sweep second hand. Unbreakable crystal.
15-6265 A4500 17 jewels **$71.50**

K AUTOWIND FORDHAM . . . tailored magnificently from the shaped 10K yellow GF case to the raised links of the expansion band. Water-resistant. Precision® movement is shock protected, anti-magnetic. Winds automatically with wrist movement.
15-6273 A5500 17 jewels **$89.50**

L AUTOWIND LAKEVIEW . . . handsome dress watch, dependable timekeeper. Precision® movement is shock protected, anti magnetic. Water resistant 10K YGF case. Expansion band with leather inserts.
15-6281 A4950 Black Dial. 17 jewels. **$79.50**
15-6307 A4950 White Dial. 17 jewels. **79.50**

M AUTOWIND TECHNICIAN . . . masterpiece of coordinated design. The sleek roundness of the case accented by a wide flat band and unusual hour markers . . . stressed again in the contour link expansion band. Anti-magnetic, shock protected. 10K YGF.
15-6315 A5750 17 jewel. Precision®. **$92.50**

RETAIL PRICES on this page include 10% Federal Excise Tax

*Sir Lawrence—Aristocratic design watch. 10K yellow gold-filled, matching expansion band 2-tone dial. Dust-protected 17 Jewels plus 4 additional "Resevoil" jewels.
15-20-58 X3630
Retail.....$79.50
As above in solid 14K gold.
15-20-59 X5390
Retail.....$125.00

*Exeter—Thin style watch of 10K rolled gold plate with stainless back. Combination expansion band is gold-filled. 2-tone mat-finished dial with skip figures. 21 Jewels.
15-20-57 X4295
Retail.....$99.50

*Bantly—Square design with black dial, gold figures. 10K yellow rolled gold plate case, stainless back. Matching gold-filled expansion band. 17 Jewels plus 4 "Resevoil" jewels.
15-20-60 X2715
Retail.....$65.00
As above in solid 14K gold.
15-20-61 X6500
Retail.....$150.00

*Princess Roberta—Dainty sculptured case of 10K yellow rolled gold plate. Matching expansion band is gold-filled. Full gold-figure dial. Shock-resistant 21 Jewel movement.
15-20-56 X3825
Retail.....$95.00

ADVERTISED IN LIFE

Hallmark

Quality Crafted Watches
INCABLOC Shock Resistance
Unbreakable Mainsprings

Lifetime Guarantee

Hallmark Lifetime Guarantee Policy includes All Bracelets.

on any defective or broken part. No charge for material or labor, as specified on Hallmark's guarantee certificate.

*Celeste—14K solid white gold dust protected case with a matching gold filled Queen' expansion bracelet. Leg u e silver color sk p figure d al and high domed crysta Shock-resistant 17 Jewel movement with 4 added Resevoil Jewels.
15-20-62 X3655
Retail.....$79.50

*Marianne—Stunningly styled with a black dial and gold numbers. Dust-protected case is 10K yellow rolled gold plate. Matching gold-filled "Queen" expansion brace et 17 Jewel movement
15-20-63 X2365
Retail..... $49.75

Suggested Retail Prices include Federal Excise Tax

RESEVOIL

Resevoil—a new, thoroughly tested invention adds years to the trouble-free service of your watch. It consists of 4 extra ruby oil-reserve jewels that keep delicate moving parts well lubricated for a longer time. Resevoil also helps protect the watch movement from dust and lint. The 4 Resevoil jewels are in addition to the regular 17 friction-bearing jewels of a Hallmark 17 Jewel movement. They are another quality feature that gives extra value to a Hallmark watch.

INCABLOC protects the balance staff from breakage. Guaranteed unbreakable.

Unbreakable Mainsprings The power-house of your watch. Guaranteed never to break for any reason.

RESEVOIL protects the lubrication system of your watch with 4 extra or additional ruby jewels

2 Diamonds

★**Duchess of York** Two genuine diamonds in a solid 14K yellow gold case. Matching 10K gold filled expansion band. 17 Jwl. movement.
15-20-21 X4535
Retail..... .. **$115.00**
As above with 14K white gold case.
15-20-22 X4535
Retail..... . **$115.00**

AS SEEN IN LIFE

Hallmark

- **INCABLOC Shock-Resistant**
- **Unbreakable Mainsprings**
- **Dust Protected Cases**

46 Diamonds

★**Royal Laurel** An inspiration of brilliant diamonds and **14K white gold**. Artfully crafted link bracelet and dust protected case. Safety clasp and guard chain. 21 Jewel shock-resistant movement. Give wrist size when ordering.
15-20-44 X32835
Retail **$700.00**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

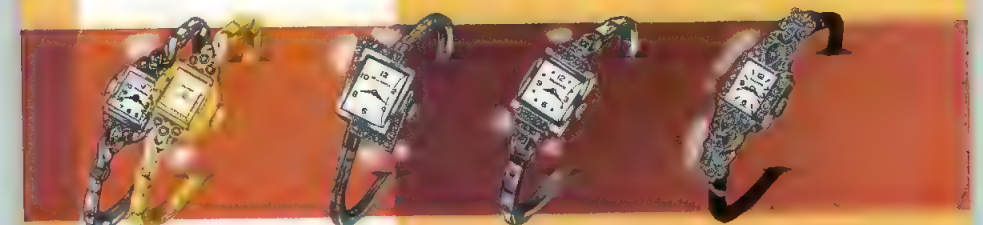
Hallmark Lifetime Guarantee Policy includes All Bracelets

★**Lady Garland**—A watch for the fashion-smart lady. 10K yellow rolled gold plate case with matching gold-filled "Queen" expansion bracelet. Has non-corrosive back. Dust-protected. Gold-colored skip figures and hands, high domed crystal. 17 Jewels.
15-20-13 X2495. .....Retail **$59.50**
As above in 10K white rolled gold plate
15-20-65 X2495.. ... Retail **$59.50**

★**Lady Devonshire**—Hallmark's famous bangle watch embraces the wrist with beauty. Dust-protected case is 10K yellow rolled gold plate with stainless back. Matching 10K gold filled bracelet. Textured dial, dainty skip figures. 17 Jewel movement.
15-20-19 X2765...... Retail **$65.00**
As above in 10K white rolled gold plate.
15-20-20 X2765. .... Retail **$65.00**

★**Lady Haywood** Solid 14K white gold case with matching 10K gold filled expansion band. Very legible full-figure dial, high domed crystal make this watch easy to read. Superbly dainty styling. Dust protected case. Hallmark 17 Jewel movement.
15-20-23 X3495.. .Retail **$79.50**
As above with 14K yellow gold case.
15-20-24 X3495. .. Retail **$79.50**

★**Lady Butler**—Something truly unusual in fine watch styling. Richly designed case of **solid 14K yellow gold** with curved, free-swinging end pieces. Matching 10K gold-filled expansion band. Modern gold colored skip figures. 17 Jewel movement.
15-20-29 X4530 .....Retail **$115.00**
As above with 14K white gold case
15-20-30 X4530. ... Retail **$115.00**



6 Diamonds

★**Duchess of Essex**—Six sparkling diamonds set in **14K yellow gold**. Delightful new styling. Matching 10K gold-filled expansion bracelet. Gold-colored full-figure dial. 17 Jewel Shock-resist movement.
15-20-66 X5910.....Retail **$150.00**
As above with 14K white gold case.
15-20-67 X5910.....Retail **$150.00**

14 Diamonds

★**Duchess of Kent** Here's a watch of strikingly modern styling set with 14 fiery diamonds. The trim dust-protected case and bracelet both are **solid 14K white gold**. The fascinating dial has an unusual radial texture that changes with the light. Figures and hands are silver colored. Has high domed crystal, 17 Jewel movement.
15-20-09 X19115.....Retail **$400.00**

18 Diamonds

★**Duchess of Avon**—18 genuine diamonds flash on a **solid 14K white gold case** to give this watch an aura of true aristocratic styling. Matching 10K gold filled expansion "Queen" bracelet. Easily legible dial has black skip figures and hands on a white background, high domed crystal. 17 Jewel Hallmark Shock-resist movement.
15-20-68 X8160.....Retail **$200.00**

32 Diamonds

★**Duchess of Kimberly**—Dramatically luxurious watch design! 32 brilliant diamonds sparkle in this richly styled dust protected case of **solid 14K white gold**. It has free swinging ends for added comfort. Black silk cord with safety clasp and guard chain. Black skip figures and hands, high dome crystal. 17 Jewel movement.
15-20-08 X19600.... Retail **$425.00**

Watches illustrated are ⅔ actual size.

Suggested Retail Prices include Federal Excise Tax

INCABLOC Shock Resistance • Unbreakable Mainsprings

*Berton—Solid 14K gold watch, designed for nurses, laboratory technicians, women in radio and television. Has red sweep second hand for precise timing and a clearly legible gold-figure dial. Wide, flexible expansion bracelet is 10K gold filled. Dust protected. 17 Jewels.

15-20-11 X3780 ..... Retail **$85.00**

Same as above in 14K white gold, matching gold-filled expansion band

15-20-12 X3780..... Retail **$85.00**

*Kim—"Gold as" sports watch. 10K yellow rolled gold plate case, matching gold filled expansion band. Dust protected, shock-resistant. Black dial, gold numerals. 17 Jewels.

15-20-69 X3745. Ret **$65.00**

*Watchmates. Matching styles for him and her. Solid 14K yellow gold cases, deluxe suede straps. Textured faces, skip figures. Dust-protected. 17 Jewel movements.

Hers (May be ordered separately)

15-20-70 X4580... Retail **$115.00**

His (May be ordered separately.)

15-20-71 X5580.... Retail **$135.00**

The Hallmark "Rainbow"

... with 3 Costume-Matching Bands

Our exclusive watch with three interchangeable leather bands. Milady picks band to match her costume, watch case slides easily on or off. Case is 10K yellow gold-filled. All three genuine leather bands, in red, brown alligator and black suede, included with watch. 17 Jewels plus 4 Resevoil jewels.

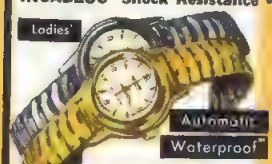
15-20-72 X3220..... Retail **$71.50**

As above with 10K white gold filled case, same 3 bands.

15-20-73 X3220 . . . Retail **$71.50**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.



Elston—Ladies' all-purpose watch that can be worn for every occasion. Waterproof and dust protected for sports wear. Self-winding 17 Jewel automatic movement. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion band. Radium and gold figures, hands.

15-20-74 X4595. Ret **$115.00**

As above, in stainless steel:

15-20-31 X4220 Retail **$85.00**

Mallory—Automatic waterproof watch for men with sophisticated design. 10K yellow gold-filled dust protected case, matching gold filled expansion band. New textured dial has gold radium faceted skip figures and hands. Red sweep second hand. Shock-resistant 17 Jewel movement.

15-20-75 X4485. Ret. **$110.00**

As above in solid 14K yellow gold:

15-20-76 X6495. Ret **$150.00**

Wilson—Hidden, recessed crown gives sleek, streamlined effect. Has stainless steel dust-protected case and expansion band. Automatic waterproof 17 Jewel movement. Dust protected. Black dial with radium dots and hands, smart silver stick numbers, sweep second hand.

15-20-77 X3925. Retail **$89.50**

As above with white dial:

15-20-78 X3925. Retail **$89.50**

*20th Century—Alarm watch with the clear, attention getting ring. Arouses you from sleep, reminds of appointments. Masculine styled case in color of natural yellow gold. Matching 10K gold filled expansion band. Radium and gold color numerals and hands. 17 Jewel movement.

15-20-79 X3995. Retail **$95.00**

*As long as case, crown and crystal are intact

Hallmark LIFE 21 JEWEL WATCHES

*Pres. Arthur. Authentically styled 21 Jewel watch for men of importance. Dust protected case of 10K yellow rolled gold plate, matching gold-filled expansion band. Mat-finished dial, sweep second hand.

15-20-80 X3995 Retail **$95.00**

*Eugenia—21 Jewel ladies' watch with truly chic styling. Solid 14K white gold case with matching gold filled Queen expansion band. Mat-finished dial, black figures. Dust-protected and Shock-resistant movement.

15-20-81 X4295. Ret **$100.00**

As above with 14K yellow gold case.

15-20-82 X4295. Ret. **$100.00**

Watches illustrated are ¾ actual size

Suggested Retail Prices include Federal Excise Tax.

Lifetime Guarantee

...at any authorized Hallmark dealer, as specified in Hallmark's guarantee certificate.

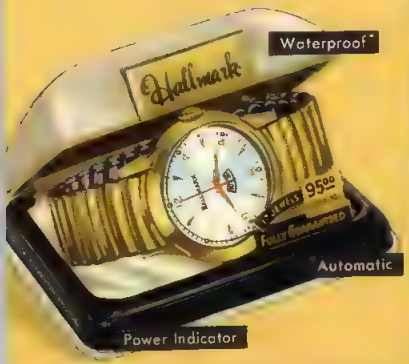
Hallmark Lifetime Guarantee Policy Includes All Bracelets

Hallmark

Time for a Lifetime

ADVERTISED IN LIFE

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases



Dale—Distinctively styled man's watch with deluxe features. Waterproof automatic 17 Jewel movement has indicator to show how much longer watch will run on stored-up power. Avoids running down. Two-tone dial with gold-radium skip figures and hands. 10K yellow rolled gold plate case with matching gold filled expansion band.

15-20-83 X3975.....Retail **$95.00**

*Cosmopolitan—Exciting continental styling in a wafer thin watch. The new, all new dial is radially textured to reflect differently in varying lights. Faceted white skip figures and hands. Red tipped sweep second hand. Modern multi-beveled case of 10K white gold-filled. Dust protected. Genuine alligator strap. Shock-resistant 17 Jewel Hallmark movement.

15-20-84 X3275.....Retail **$79.50**

As above with solid 14K white gold case.

15-20-85 X5100.....Retail **$125.00**

As above with 10K yellow gold filled case.

15-20-86 X3275.....Retail **$79.50**

As above with solid 14K yellow gold case.

15-20-87 X5100.....Retail **$125.00**

*Bancroft—Automatic 17 Jewel watch of distinguished styling. Has 2 tone dial with modern gold color skip figures and hands. Sweep second hand. 10K yellow gold filled case is dust-protected has non-corrosive back. Matching expansion band. Shock-resistant movement.

15-20-88 X3995..Retail **$95.00**

*Carson—Styled for age as beauty. Dust protected case is beveled and beaded to give it a decorative effect. It is 10K yellow rolled gold plate with a non-corrosive back. The matching gold-filled expansion band has a pleasing diamond design. Shock resistant 17 Jewel movement.

15-20-89 X2520..Retail **$59.50**

*Dafoe—Handsome, masculine design with a new flair. Angled case of 10K yellow rolled gold plate and matching gold-filled expansion band with stainless steel back. Two-tone mat finished dial, skip figures. Dust-protected. 17 Jewel Hallmark Shock-resistant movement.

15-20-90 X2660..Retail **$65.00**

Elliot—Something new and unusual. Automatic, water-resistant, dust-protected as well as Shock resistant. Black dial with gold skip numerals and hands. Case a bright as natural yellow gold. Combination 10K gold filled bracelet has inserts of genuine black leather. 17 Jewels.

15-20-91 X3380..Retail **$85.00**

Fulton—Practical for the active man. Stainless, thin waterproof watch has 2 tone textured dial, radium dots and hands. Skip figures, sweep second hand. Combination expansion band with gray leather inserts. 17 Jewels. Shock resistant.

15-20-92 X2765.....
Retail.....**$65.00**

Gladstone—Ever popular square design case in stainless steel. Black dial with silver stick figures. Sweep second hand. Stainless expansion band with et black inserts in each segment make a modern effect. 17 Jewels. Shock-resist Waterproof*

15-20-51 X3190.....
Retail.....**$71.50**

Houston—A waterproof dress watch with a dust-protected chrome steel case. Matching expansion band. Mat finished dial has new gold colored skip figures, radium dots and hands. Red sweep second hand. 17 Jewel Shock-resistant movement.

15-20-93 X2295.....
Retail.....**$49.50**

*As long as case crown and crystal are intact.

Suggested Retail Prices exclude Federal Excise Tax.

21 Jewels

***Princess Roberta**—Dainty sculptured case of 10K yellow rolled gold plate. Matching expansion band is gold-filled. Full gold-figure dial. Shock-resistant **21 Jewel movement.**
30-4820-3748. Retail **95.00**

***Exeter**—Thin style watch of 10K rolled gold plate with stainless back. Combination expansion band is gold filled. 2-tone mat-finished dial with skip figures. **21 Jewels**
30-4764-4209 Retail **99.50**

RESEVOIL

***Sir Lawrence**—Aristocratic design watch. 10K yellow gold filled matching expansion band 2-tone dial. Dust-protected **17 Jewels plus 4 additional "Resevoil" jewels.**
30-4765 3459 Retail **79.50**
As above in solid 14K gold.
30-4766-5282 Retail **125.00**

***Bently** Square design with black dial, gold figures. 10K yellow rolled gold plate case, stainless back. Matching gold-filled expansion band. **17 Jewels plus 4 "Resevoil" jewels.**
30-4767-2661. Retail **69.00**
As above in solid 14K gold.
30-4768-6370 Retail **150.00**

***Celeste**—**14K solid white gold dust-protected case with** a matching gold-filled "Queen" expansion bracelet. Lug-bale silver color skip figure dial and high domed crystal. Shock-resistant **17 Jewel movement with 4 added Resevoil Jewels**
30-4821-3582 Retail **79.50**

21 Jewels

. . . provide the delicate watch movement with the greatest protection against friction, assuring you of trouble-free service and precise accuracy. Hallmark 21 Jewel watches rank with the finest, most luxurious made anywhere in the world.

Resevoil

. . . an exclusive patented, tested device, adds 4 extra oil-reserve jewels to the regular 17 Jewel movement. It protects the movement from wear and reduces maintenance costs. Resevoil enables your watch to give 21 Jewel performance.

ADVERTISED IN LIFE

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

Hallmark Lifetime Guarantee Policy Includes All Bracelets

Hallmark

Quality Crafted Watches
INCABLOC Shock Resistance
Unbreakable Mainsprings

***Marianne** Stunningly styled with a black dial and gold numbers. Dust-protected case is 10K yellow rolled gold plate. Matching gold filled "Queen" expansion bracelet **17 Jewel movement**
30-4822-2318. Retail **49.75**

INCABLOC
protects the balance staff from breakage Guaranteed unbreakable.

Unbreakable Mainsprings
The power-house of your watch. Guaranteed never to break

RESEVOIL
protects the lubrication system of your watch with 4 extra or additional ruby jewels

LIFE

Hallmark

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases

21 Jewels

2 Diamonds

★**Duchess of York**—Two genuine diamonds in a **solid 14K yellow gold case.** Matching 10K gold-filled expansion band. 17 Jwl. movement.
30-4824-4444....Retail 115.00
As above with 14K white gold case.
30-4825-4444.. Retail 118.00

46 Diamonds

★**Royal Laurel** An inspiration of brilliant diamonds and **14K white gold.** Artfully crafted link bracelet and dust protected case. Safety clasp and guard chain. 21 Jewel shock-resistant movement. Give wrist size when ordering.
30-4823-32178. Retail 700.00

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

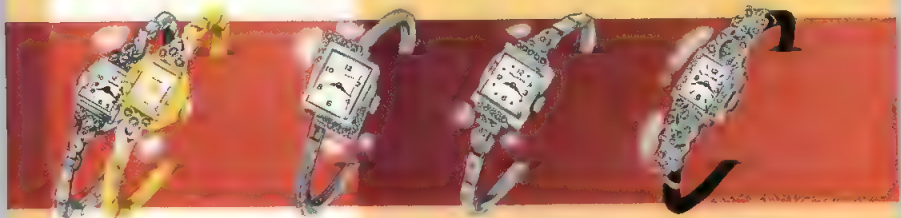
Hallmark Lifetime Guarantee Policy includes All Bracelets

★**Lady Garland**—A watch for the fashion-smart lady. 10K yellow rolled gold plate case with matching gold-filled "Queen" expansion bracelet. Has non-corrosive back. Dust-protected. Gold-colored skip figures and hands, high domed crystal. 17 Jewels.
30-4826-3445 .....Retail 59.50
As above in 10K white rolled gold plate.
30-4827-2445... .....Retail 59.50

★**Lady Devonshire**—Hallmark's famous bangle watch **embraces the wrist** with beauty. Dust-protected case is 10K yellow rolled gold plate with stainless back. Matching 10K gold filled bracelet. Textured dial, dainty skip figures. 17 Jewel movement.
30-4828-2710.....Retail 65.00
As above in 10K white rolled gold plate.
30-4829-2710.....Retail 65.00

★**Lady Haywood** Solid 14K white gold case with matching 10K gold filled expansion band. Very legible full-figure dial, high domed crystal make this watch easy to read. Superbly dainty styling. Dust-protected case. Has smart 17 Jewel movement.
30-4830-3425.....Retail 79.50
As above with 14K yellow gold case.
30-4831-3425 .....Retail

★**Lady Butler** Something truly unusual in fine watch styling. Richly designed case of **solid 14K yellow gold** with curved, free-swinging end-pieces. Matching 10K gold filled expansion band. Modern gold-colored skip figures. 17 Jewel movement.
30-4832-4439.....Retail 115.00
As above with 14K white gold case.
30-4833-4439 . .....Retail 115.00



6 Diamonds

★**Duchess of Essex**—Six sparkling diamonds set in **14K yellow gold.** Delightful new styling. Matching 10K gold-filled expansion bracelet. Gold-colored full-figure dial. 17 Jewel Shock-resist movement.
30-4834-3792.....Retail 150.00
As above with 14K white gold case.
30-4835-3792.....Retail 150.00

14 Diamonds

★**Duchess of Kent**—Here's a watch of striking y modern styling set with 14 flery diamonds. The trim dust-protected case and bracelet both are **solid 14K white gold.** The fascinating dial has an unusual radiant feature that changes with the light. Figures and hands are silver colored. Has high domed crystal, 17 Jewel movement.
30-4836-18733 .....Retail 400.00

18 Diamonds

★**Duchess of Avon**—18 genuine diamonds flash in a **solid 14K white gold case** to give this watch an aura of true aristocratic styling. Matching 10K gold filled expansion "Queen" bracelet. Easily legible dial has black skip figures and hands on a white background, high domed crystal. 17 Jewel Hallmark Shock-resist movement.
30-4837-7997 .....Retail 200.00

32 Diamonds

★**Duchess of Kimberly** Dramatically luxurious watch design! 32 brilliant diamonds sparkle in this richly styled dust-protected case of **solid 14K white gold.** It has free-swinging ends for added comfort. Black silk cord with safety clasp and guard chain. Black skip figures and hands, high dome crystal, 17 Jewel movement.
30-4838-19208 . . . Retail 425.00

Watches illustrated are 2/3 of their size.

Suggested Retail Prices include Federal Excise Tax

Nurses' Watch

***Barton—Solid 14K gold watch,** designed for nurses, laboratory technicians, women in radio and television. Has red sweep-second hand for precise timing and a clearly legible gold-figure dial. Wide, flexible expansion bracelet is 10K gold filled. Dust-protected. 17 Jewels.
30-4839-3704 . . . . . .Retail **85.00**
Same as above in 14K white gold, matching gold filled expansion band
30-4840-3704. . . . . .Retail **85.00**

***Kim—Ladies sports watch.** 10K yellow rolled gold plate case; matching gold-filled expansion band. Dust-protected, shock-resistant. Black dial, gold numerals. 17 Jewels.
30-4841-3690
Retail

***Watchmates** Matching styles for him and her **Solid 14K yellow gold cases,** deluxe suede straps. Textured faces, skip figures. Dust-protected. 17 Jewel movements.
Hers (May be ordered separately.)
30-4842-4488.. . . . . .Retail **115.00**
His (May be ordered separately.)
30-4769-5468.. . . . . Retail **135.00**

The Hallmark "Rainbow"
. . . with 3 Costume-Matching Bands

Our exclusive watch with three interchangeable leather bands. Muudy picks band to match her costume, watch case slides easily on or off. Case is 10K yellow gold-filled. All three genuine leather bands, in red, brown alligator and black suede, included with watch. **17 Jewels plus 4 Resevoil jewels**
30-4843-3156 - . . . . . .Retail **71.50**
As above with 10K white gold filled case, same 3 bands.
30-4844-3156 . . . . . .Retail **71.50**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

INCABLOC Shock Resistance • Unbreakable Mainsprings

Ladies'

Elston—Ladies' all-purpose watch** that can be worn for every occasion. **Waterproof and dust-protected for sports wear. Self-winding 17 Jewel automatic movement. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion band. Radium and gold figures, hands.
30-4845-4303.. . Retail **115.00**
As above in stainless steel
30-4846-4136.. . . . . Retail **85.00**

Mallory—Automatic waterproof watch for men with sophisticated design. 10K yellow gold filled dust-protected case, matching gold filled expansion band. New textured dial has gold-radium faceted skip figures and hands. Red sweep second hand. Shock-resistant 17 Jewel movement.
30-4770-4393. . . . .Retail **110.00**
As above in solid 14K yellow gold.
30-4771-5365.. . . . .Retail **150.00**

Wilson—Hidden, recessed crown** gives sleek, streamlined effect. Has stainless steel dust-protected case and expansion band. **Automatic waterproof 17 Jewel movement. Dust-protected. Black dial with radium dots and hands; smart silver stick numbers, sweep second hand.
30-4772-3846.. . . . . Retail **89.50**
As above with white dial.
30-4773-3846.. . . . . Retail **89.50**

***20th Century—Alarm watch** with the clear, attention-getting ring. Arouses you from sleep, reminds of appointments. Masculine styled case in color of natural yellow gold. Matching 10K gold-filled expansion band. Radium and gold color numerals and hands. 17 Jewel movement
30-4774-3913. . Retail **95.00**

**As long as case, crown and crystal are intact*

Hallmark
ADVERTISED IN LIFE
21 JEWEL WATCHES

***Pres. Arthur—** Authentically styled **21 Jewel watch** for men of importance. Dust-protected case of 10K yellow rolled gold plate, matching gold-filled expansion band. Mat-finished dial, sweep second hand.
30-4775-3913 . . . .Retail **95.00**

***Eugenie—21 Jewel ladies' watch** with truly chic styling. **Solid 14K white gold** case with matching gold-filled Queen expansion band. Mat-finished dial, black figures. Dust-protected and Shock resistant movement
30-4847-4209.. . . . .Retail **100.00**
As above with 14K yellow gold case.
30-4848-4209.. . . . .Retail **100.00**

Watches illustrated are ¾ actual size

Suggested Retail Prices include Federal Excise Tax

Lifetime Guarantee

on any defective or broken part. No charge for materials or labor, as specified in Hallmark's guarantee certificate.

Hallmark Lifetime Guarantee Policy Includes All Bracelets

Hallmark

Time for a Lifetime

ADVERTISED IN LIFE

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases

Dale—Distinctively styled man's watch with deluxe features. Waterproof automatic 17 Jewel movement has indicator to show how much longer watch will run on stored-up power. Avoids running down. Two-tone dial with gold-radium skip figures and hands. 10K yellow rolled gold plate case with matching gold filled expansion band.
30-4776-3895.. - - - - - - ... .Retail 95.00

*Cosmopolitan—Exciting continental styling in a **water thin watch.** The new, all new dial is radially textured to reflect differently in varying lights. Facetted white skip figures and hands. Red tipped sweep second hand. Modern multi-bevelled case is 10K white gold-filled. Dust-protected. Genuine alligator strap. Shock-resistant 17 Jewel Hallmark movement.
30-4777-3209 - - - - - -

*Sir Lawrence—Aristocratic design watch. 10K yellow gold-filled, matching expansion band. 2-tone dial. Dust-protected. 17 Jewels plus 4 additional "Resevoil" jewels.

2202X3459 .... List **$79.50**
As above in solid 14K gold.
2203X5282 ..... **$125.00**

*Exeter—Thin style watch of 10K rolled gold plate with stainless back. Comb nation expansion band is gold-filled. 2-tone mat-finished dial with skip figures. 21 Jewels.

2201X4209 .... List **$99.50**

*Princess Roberta—Dainty sculptured case of 10K yellow rolled gold plate. Matching expansion band is gold-filled. Full gold-figure dial. Shock-resistant 21 Jewel movement.

2200X3748 ... List **$95.00**

*Bently—Square design with black dial, gold figures. 10K yellow rolled gold plate case, stainless back. Matching gold-filled expansion band. 17 Jewels plus 4 "Resevoil" jewels.

2204X2661.... List **$65.00**
As above in solid 14K gold.
2203X6370... List **$150.00**

21 Jewels

17+4 Jewels "RESEVOIL"

AS SEEN IN LIFE

Hallmark

Quality Crafted Watches
INCABLOC Shock Resistance
Unbreakable Mainsprings

Lifetime Guarantee

Hallmark Lifetime Guarantee Policy Includes All Bracelets

on any defective or broken part. No charge for material or labor as specified on Hallmark's guarantee certificate.

*Celeste—14K solid white gold dust protected case with a matching gold-filled "Queen" expansion bracelet. Legible silver color skip figure dial and high domed crystal. Shock-resistant 17 Jewel movement with 4 added Resevoil Jewels.

2206X3582.... List **$79.50**

RESEVOIL

Resevoil—a new, thoroughly tested invention adds years to the trouble-free service of your watch. It consists of 4 extra ruby oil-reserve jewels that keep delicate moving parts well lubricated for a longer time. Resevoil also helps protect the watch movement from dust and lint. The 4 Resevoil jewels are in addition to the regular 17 friction-bearing jewels of a Hallmark 17 Jewel movement. They are another quality feature that gives extra value to a Hallmark watch.

INCABLOC protects the balance staff from breakage. Guaranteed unbreakable.

Unbreakable Mainsprings The power-house of your watch. Guaranteed never to break for any reason.

RESEVOIL protects the lubrication system of your watch with 4 extra or additional ruby jewels

*Marianne—Stunningly styled with a black dial and gold numbers. Dust protected case is 10K yellow rolled gold plate. Matching gold-filled "Queen" expansion bracelet 17 Jewel movement.

2207X2318 .... List **$49.75**

Suggested Retail Prices in crude Federal Excise Tax.

ADVERTISED IN LIFE

Hallmark

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases

21 Jewels

2 Diamonds

***Duchess of York**—Two genuine diamonds in a solid 14K yellow gold case. Matching 10K gold filled expansion band. 17 Jwl. movement.

2209X4444 ..... List **$115.00**

As above with 14K white gold case.

2210X4444 ..... List **$115.00**

46 Diamonds

***Royal Laurel**—An inspiration of brilliant diamonds and 14K white gold. Artfully crafted link bracelet and dust protected case. Safety clasp and guard chain. 9 Jewel shock-resistant movement. Give wrist size when ordering.

2208X32178 ..... List **$700.00**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

Hallmark Lifetime Guarantee Policy Includes All Bracelets

***Lady Garland**—A watch for the fashion-smart lady. 10K yellow rolled gold plate case with matching gold-filled "Queen" expansion bracelet. Has non-corrosive back. Dust-protected. Gold-colored skip figures and hands, high domed crystal. 17 Jewels.

2211X2448 ..... List **$59.50**

As above in 10K white rolled gold plate.

2212X2445 ..... List **$59.50**

***Lady Devonshire**—Hallmark's famous bangle watch embraces the wrist with beauty. Dust-protected case is 10K yellow rolled gold plate with stainless back. Matching 10K gold filled bracelet. Textured dial, dainty skip figures. 17 Jewel movement.

2213X2710 ..... List **$65.00**

As above in 10K white rolled gold plate.

2214X2710 ..... List **$65.00**

***Lady Heywood**—Solid 14K white gold case with matching 10K gold-filled expansion band. Very legible full-figure dial, high domed crystal make this watch easy to read. Superbly dainty styling. Dust-protected case. Hallmark 17 Jewel movement.

2215X3425 ..... List **$79.50**

As above with 14K yellow gold case.

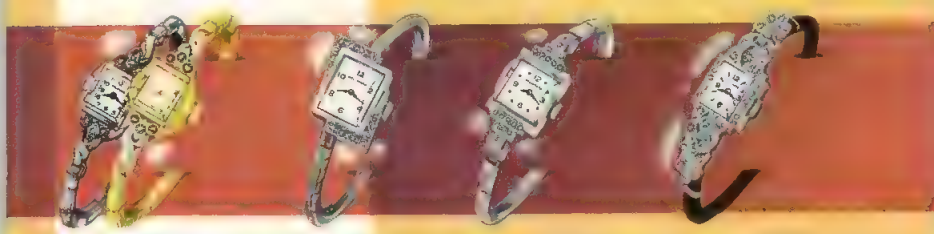
2216X3425 ..... List **$79.50**

***Lady Butler**—Something truly unusual in fine watch styling. Richly designed case of solid 14K yellow gold with curved, free-swinging end-pieces. Matching 10K gold-filled expansion band. Modern gold-colored skip figures. 17 Jewel movement.

2217X4439 ..... List **$115.00**

As above with 14K white gold case.

2218X4439 ..... List **$115.00**



6 Diamonds

***Duchess of Essex**—Six sparkling diamonds set in 14K yellow gold. Delightful new styling. Matching 10K gold-filled expansion bracelet. Gold-colored full-figure dial. 17 Jewel Shock-resist movement.

2219X5792 ..... List **$150.00**

As above with 14K white gold case.

2220X5792 ..... List **$150.00**

14 Diamonds

***Duchess of Kent**—Here's a watch of strikingly modern styling set with 14 fiery diamonds. The trim dust-protected case and bracelet both are solid 14K white gold. The fascinating dial has an unusual radial texture that changes with the light. Figures and hands are silver colored. Has high domed crystal, 17 Jewel movement.

2221X18733 ..... List **$400.00**

18 Diamonds

***Duchess of Avon**—18 genuine diamonds flash on a solid 14K white gold case to give this watch an aura of true aristocratic styling. Matching 10K gold filled expansion "Queen" bracelet. Easily legible dial has black skip figures and hands on a white background, high domed crystal. 17 Jewel Hallmark Shock-resist movement.

2222X7997 ..... List **$200.00**

32 Diamonds

***Duchess of Kimberly**—Dramatically luxurious watch design! 32 brilliant diamonds sparkle in this richly styled dust-protected case of solid 14K white gold. It has free-swinging ends for added comfort. Black silk cord with safety clasp and guard chain. Black skip figures and hands. High dome crystal. 17 Jewel movement.

2223X19208 ..... List **$425.00**

Watches illustrated are 9/6 actual size.

Suggested Retail Prices include Federal Excise Tax.

Nurses' Watch

***Benton**—Solid 14K gold watch, designed for nurses, laboratory technicians, women in radio and television. Has red sweep-second hand for precise timing and a clearly legible gold-figure dial. Wide, flexible expansion bracelet is 10K gold filled. Dust-protected. 17 Jewels.

2224X3704 ..... List **$85.00**

Same as above in 14K white gold, matching gold filled expansion band.

2225X3704 ..... List **$85.00**

***Kim**—Ladies' sports watch. 10K yellow rolled gold plate case, matching gold-filled expansion band. Dust-protected, shock-resistant. Black dial, gold numerals. 17 Jewels.

2226X2690 List **$65.00**

***Watchmates**—Matching styles for him and her. Solid 14K yellow gold cases, deluxe suede straps. Textured faces, stop figures. Dust-protected. 17 Jewel movements.

Hers (May be ordered separately.)

2227X4488 ..... List **$115.00**

His (May be ordered separately.)

2228X5468 ..... List **$135.00**

The Hallmark "Rainbow"

... with 3 Costume-Matching Bands

Our exclusive watch with three interchangeable leather bands. Milady picks band to match her costume; watch case slides easily on or off. Case is 10K yellow gold-filled. All three genuine leather bands, in red, brown alligator and black suede, included with watch. 17 Jewels plus 4 Resevoil jewels.

2229X3156 ..... List **$71.50**

As above with 10K white gold filled case, same 3 bands.

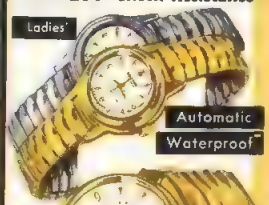
2230X3156 ..... List **$71.50**

Lifetime Guarantee

on any defective or broken part. No charge for material or labor, as specified on Hallmark's guarantee certificate.

INCABLOC Shock Resistance • Unbreakable Mainsprings

Ladies'



***Elston**—Ladies' all-purpose watch that can be worn for every occasion. Waterproof* and dust-protected for sports wear. Self-winding 17 Jewel automatic movement. 10K yellow rolled gold plate case, non-corrosive back. Matching gold-filled expansion band. Radium and gold figures, hands.

2231X4503 ..... List **$115.00**

As above, in stainless steel.

2232X4136 ..... List **$85.00**

***Mallory**—Automatic waterproof* watch for men with sophisticated design. 10K yellow gold-filled dust-protected case, matching gold-filled expansion band. New textured dial has gold-radium faceted skip figures and hands. Red sweep second hand. Shock-resistant 17 Jewel movement.

2233X4395 ..... List **$110.00**

As above in solid 14K yellow gold.

2234X6365 ..... List **$150.00**

***Wilson**—Hidden, recessed crown gives sleek, streamlined effect. Has stainless steel dust-protected case and expansion band. Automatic waterproof* 17 Jewel movement. Dust-protected. Black dial with radium dots and hands; smart silver stick numbers, sweep second hand.

2235X3846 ..... List **$89.50**

As above with white dial.

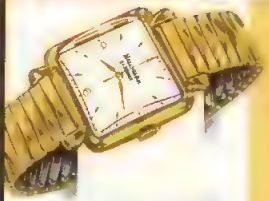
2236X3846 ..... List **$89.50**

***20th Century**—Alarm watch with the clear, attention-getting ring. Arouses you from sleep, reminds of appointments. Masculine styled case in color of natural yellow gold. Matching 10K gold-filled expansion band. Radium and gold color numerals and hands. 17 Jewel movement.

2237X3915 ..... List **$95.00**

*As long as case, crown and crystal are intact

Hallmark LIFE 21 JEWEL WATCHES



***Pres. Arthur**—Authentically styled 21 Jewel watch for men of importance. Dust-protected case of 10K yellow rolled gold plate, matching gold-filled expansion band. Matt-finished dial, sweep second hand.

2238X3915 ..... List **$95.00**

***Eugenia**—21 Jewel ladies' watch with truly chic styling. Solid 14K white gold case with matching gold-filled "Queen" expansion band. Mat-finished dial, black figures. Dust-protected and Shock-resistant movement.

2239X4209 ..... List **$100.00**

As above with 14K yellow gold case.

2240X4209 ..... List **$100.00**

Watches illustrated are ⅞ actual size.

Suggested Retail Prices include Federal Excise Tax

Lifetime Guarantee

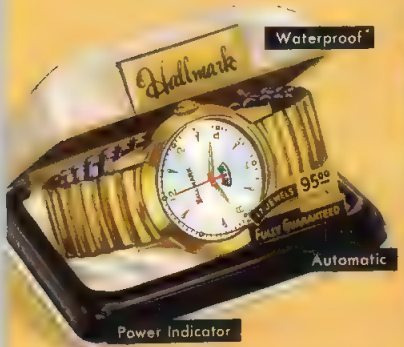
on any defective or broken part. No charge for material or labor, as specified in Hallmark's guarantee certificate.

Hallmark Lifetime Guarantee Policy Includes All Bracelets

Hallmark

Time for a Lifetime

- INCABLOC Shock-Resistant
- Unbreakable Mainsprings
- Dust Protected Cases



★**Dale**—Distinctively styled man's watch with deluxe features. Waterproof* automatic 17 Jewel movement has indicator to show how much longer watch will run on stored-up power. Avoids running down. Two-tone dial with gold-radium skip figures and hands. 10K yellow rolled gold plate case with matching gold-filled expansion band.

2241X3895 ..... List **$95.00**

★**Cosmopolitan**—Exciting continental styling in a wafer thin watch. The new, all new dial is radially textured to reflect differently in varying lights. Faceted white skip figures and hands. Red tipped sweep second hand. Modern matt-bevelled case is 10K white gold-filled. Dust-protected. Genuine alligator strap. Shock-resistant 17 Jewel Hallmark movement.

2242X3209 ..... List **$79.50**

As above with solid 14K white gold case.

2243X4998 ..... List **$125.00**

As above with 10K yellow gold filled case.

2244X3209 ..... List **$79.50**

As above with solid 14K yellow gold case.

2245X4998 ..... List **$125.00**

★**Bancroft**—**Automatic** 17 Jewel watch of distinguished styling. Has 2-tone dial with modern gold-color skip figures and hands. Sweep second hand. 10K yellow gold-filled case is dust-protected, has non-corrosive back. Matching expansion band. Shock-resistant movement

2246X3915 ..... List **$95.00**

★**Carson**—Styled for ageless beauty. Dust-protected case is bevelled and beaded to give it a decorative effect. It is 10K yellow rolled gold plate with a non-corrosive back. The matching gold-filled expansion band has a pleasing diamond design. Shock-resistant 17 Jewel movement.

2247X2470 ..... List **$59.50**

★**Datos**—Handsome, masculine design with a new flair. Angled case of 10K yellow rolled gold plate and matching gold-filled expansion band with stainless steel back. Two-tone matt-finished dial, skip figures. Dust-protected 17 Jewel Hallmark Shock resistant movement

2248X2607 ..... List **$65.00**

★**Elliot**—Something new and unusual. Automatic, **water-resistant***, dust-protected as well as Shock-resistant. Black dial with gold skip-numerals and hands. Case is bright as natural yellow gold. Combination 10K gold filled bracelet has inserts of genuine black leather. 17 Jewels

2249X3312 ..... List **$85.00**

★**Fulton**—Practical for the active man. Stainless, thin **waterproof*** watch has 2-tone textured dial, radium dots and hands. Skip figures, sweep second hand. Combination expansion band with gray leather inserts. 17 Jewels. Shock-resistant.

2250X2710 .. List **$65.00**

★**Gladstone**—Ever popular square design case in stainless steel. Black dial with silver stick figures. Sweep second hand. Stainless expansion band with jet black inserts in each segment make a modern effect. 17 Jewels. Shock-resist. **Waterproof***.

2251X3126 .. List **$71.50**

★**Houston**—**A waterproof*** dress watch with a dust-protected chrome steel case. Matching expansion band. Matt-finished dial has new gold-colored skip figures, radium dots and hands. Red sweep second hand 17 Jewel Shock-resistant movement.

2252X2249 .. List **$49.50**

*As long as case, crown and crystal are intact

Suggested Retail Prices include Federal Excise Tax.

The World Famous

HAMPDEN

Distinguished Name on Fine Watches Since 1876

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

(Diamonds greatly enlarged to show detail)

Shock-Protected by exclusive Incabloc
Dust-Protected throughout • Anti-Magnetic

Lifetime Guarantee* with each watch
Permaflex Hairspring assures accuracy
Presentation Gift Box with each watch

[A] A fabulous achievement of regal styling, crowned with **52 DIAMONDS**, fifty of which are embodied in the petite circular **14K WHITE SOLID GOLD** case, and eight set in the built-on **14K WHITE SOLID GOLD** bracelet, with safety chain. High crystal, raised figure dial. **Guaranteed For Life*** Hampden **21 Jewel** movement. Give wrist size when ordering.
4WS600-27440 **Retail $650.00**

[B] Dramatic design in a **14K Yellow Solid Gold** dust-protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy-to-read raised figure dial. **21 Jewel** Hampden shock-protected movement. **Guaranteed For Life*.**
4WS601-4479 **Retail $115.00**

[C] Same styling as No. 5601 but with **14K WHITE SOLID GOLD CASE** and back dial
4WS602-4479 **Retail $115.00**

[D] **Self-Winding Automatic** in mirror-polished dust-protected case. 10K yellow gold filled top with non-corrosive steel back. **Waterproof Sweep Second hand.** Luminous raised figure dial, unbreakable crystal. Expansion bracelet. Famous **21 Jewel** Hampden movement, **Guaranteed For Life***
4WS603-4988 **Retail $135.00**

Automatic as above in **14K YELLOW SOLID GOLD** mirror-polished case
4WS604-7732 **Retail $185.00**

GUARANTEED FOR LIFE*

GENUINE MATCHED DIAMONDS. The diamonds featured in all Hampden diamond watches are of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched.

[E] **2 DIAMONDS** set in **14K WHITE SOLID GOLD**, dust-protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock-protected movement, **Guaranteed For Life.***
4WS605-5552 **Retail $150.00**

[F] **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case, fully dust-protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
4WS606-7815 **Retail $185.00**

[G] A gleaming masterpiece in an elegant 10K yellow gold filled case, mirror-polished and dust-protected. Perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial. **Guaranteed For Life*** accurate 17 Jewel Hampden shock-protected movement
4WS607-3552 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE**
4WS608-5664 **Retail $150.00**

[H] **Automatic . . . Waterproof . . .** with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome new styled case color of natural gold and non-corrosive steel back, fully dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** luminous raised figure dial, unbreakable crystal. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life*.**
4WS609-3807 **Retail $85.00**

*All movement parts, including mainspring and balance staff, are *Guaranteed for Life* against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee

Petite **14K WHITE SOLID GOLD** mirror-polished dust-protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. 17 Jewel shock-protected movement, **Guaranteed For Life***.
4WS610-3983
Retail $100.00

10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust protected case 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial. 17 Jewel Hampden quality movement, **Guaranteed For Life***.
4WS611-7889
Retail $185.00

2 DIAMONDS set in a **14K YELLOW SOLID GOLD** case. Expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden movement. **Guaranteed For Life***
4WS612-4253
Retail $100.00

As above, **2 diamonds**, yellow gold plate, steel back.
4WS613-3363
Retail $77.50

24 DIAMONDS set in a **14K WHITE SOLID GOLD** case with flexible end pieces. Matching expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***, famous for accuracy.
4WS614-5884T
Retail $375.00

Elegant **14K YELLOW SOLID GOLD** case, with flexible end pieces. Raised crystal, raised figure dial. Silk cord attachment. 17 Jewel movement, **Guaranteed For Life***.
4WS615-4322
Retail $100.00

As above, **14K WHITE SOLID GOLD** mirror-polished case
4WS616-4322
Retail $100.00

Ultra-smart mirror-polished **14K YELLOW SOLID GOLD** case, dust-protected. Matching 10K yellow gold filled expansion bracelet. High raised crystal, neat raised figure dial. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***
4WS617-3636
Retail $85.00

HAMPDEN

ADVERTISED IN LIFE DECEMBER, 1938

*All movement parts, including mainspring and balance staff, are **Guaranteed for Life** against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

A masterpiece in **14K YELLOW SOLID GOLD** mirror-polished, dust-protected case 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement, **Guaranteed For Life***
4WS618-5380
Retail $150.00

As above, in 10K yellow gold filled case
4WS619-3621
Retail $85.00

Masculine rugged design in a **Waterproof** all stainless steel watch with handsome matching expansion bracelet of latest design. Fully dust-protected. Unbreakable crystal, **Sweep Second Hand**, luminous radium figures and hands. Dependable Hampden 17 Jewel shock-protected movement, **Guaranteed For Life*** for faithful service
4WS620-2572
Retail $67.50

Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, luminous raised figure dial and hands. **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
4WS621-3631
Retail $85.00

As above, in **14K YELLOW SOLID GOLD**
4WS622-6635
Retail $165.00

For dignity and quality nothing can equal this handsomely styled 10K yellow gold filled case, with non-corrosive back. Dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected, **Guaranteed For Life*** Hampden movement.
4WS623-3283
Retail $77.50

Shock-Protected by exclusive Incabloc • Dust-Protected throughout • Anti-Magnetic • Lifetime Guarantee* accompanies each watch
Permaflex Hairspring assures accuracy • Presentation Gift Box with each watch

A Distinctive **WATERPROOF** in 10K yellow rolled gold plate case, with steel back. **Sweep Second Hand,** radium dial and hands. Unbreakable crystal. Expansion bracelet. **21 Jewel** movement, **Guaranteed For Life***
4WS624-3430 **Retail $77.50**

B Ultra modern styling in a 10K white or yellow rolled gold plate case with steel back. Dome crystal, raised figure dial. Matching expansion bracelet. Famous **21 Jewel** shock-protected movement, **Guaranteed For Life***.
4WS625-3347 (White) 4WS626-3347 (Yellow)
Retail $77.50

C Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case 10K gold filled expansion circlet. **Sweep Second Hand.** High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***.
4WS627-3807 **Retail $85.00**
As above, in 10K yellow gold filled case
4WS628-3067 **Retail $71.50**

D Charming 10K yellow rolled gold plate case, non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial **Guaranteed For Life*** 17 Jewel Hampden movement
4WS629-2661
Retail $67.50

Self-winding Automatic . . . with **Calendar.** Dial window shows day of the month **Waterproof.** Stainless steel case, expansion bracelet, leather inset. **Sweep Second Hand,** luminous dial and hands. 17 Jewel **Guaranteed For Life*** Hampden movement.
4WS632-4161 **Retail $100.00**
As above, non-waterproof, 10K yellow gold filled case, expansion bracelet
4WS633-5111 **Retail $135.00**

Lovely creation in a mirror polished 10K yellow gold filled case 10K gold filled expansion bracelet. Modern dome crystal, raised figure dial 17 Jewel Hampden movement, **Guaranteed For Life***.
4WS630-3072 **Retail $71.50**
As above, in a stunning **14K YELLOW SOLID GOLD** mirror-polished case
4WS631-3821 **Retail $85.00**

For men of distinction—a new modern style in a 10K yellow gold filled mirror-polished case, fully dust-protected. Fitted with a perfectly matched 10K gold filled expansion bracelet. Distinctive raised figure two-tone dial of enduring beauty, with high crystal. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden, nationally known for accuracy.
4WS634-3435
Retail $77.50

There's aristocratic styling in this popular 10K yellow rolled gold plate case with non-corrosive steel back, dust-protected. Handsome matching 10K gold filled expansion bracelet. Easy to read raised figure dial. High raised unbreakable crystal. 17 Jewel Hampden movement. **Guaranteed For Life***, faithfully yours for dependable and accurate timekeeping through the years.
4WS635-2533
Retail $57.50

Automatic, with **Power Reserve Indicator. Waterproof,** all stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dia. and hands, unbreakable crystal. Indicator shows how long watch will run on stored-up power. Nationally famous Hampden 17 Jewel shock-protected movement. **Guaranteed For Life***.
4WS636-3814
Retail $100.00

Self-Winding Automatic in 10K yellow gold filled case, dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel famous for quality Hampden movement.
4WS637-4528
Retail $135.00
Automatic as above, **14K YELLOW SOLID GOLD CASE**
4WS638-6350
Retail $166.00

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Price subject to change without notice.

HAMPDEN

Distinguished Name on Fine Watches Since 1875

GUARANTEED FOR LIFE

A Smart, tailored design in a mirror-polished 10K gold filled dust-protected case. Gleaming 10K gold filled expansion bracelet **Sweep Second Hand,** raised figure dial and high raised crystal 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4WS639-3347 **Retail $77.50**

As above, in attractive mirror-polished **14K YELLOW SOLID GOLD** case
4WS640-3998 **Retail $100.00**

B Uniquely beautiful feminine **14K YELLOW SOLID GOLD** mirror-polished case, dust-protected. Lovely matched 10K gold filled expansion bracelet. High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock protected movement.
4WS641-3156 **Retail $71.50**

C Petite 10K white rolled gold plate case, steel back, fully dust-protected. Dainty 10K gold filled expansion bracelet High dome crystal, raised figure dial. 17 Jewel Hampden movement **Guaranteed For Life***.
4WS642-2607 **Retail $57.50**

As above, in 10K yellow rolled gold plate, stainless steel back
4WS643-2607 **Retail $57.50**

D **Ladies Waterproof** . . . in a charming very thin all stainless steel case, fully dust-protected. Stainless steel expansion bracelet. Unbreakable crystal, **Sweep Second Hand,** raised figure luminous dial. Accurate 17 Jewel shock-protected movement by Hampden, **Guaranteed For Life***.
4WS644-3244 **Retail $77.50**

E Charming design in a mirror-polished 10K yellow rolled gold plate case, fully dust-protected, with stainless steel back 10K gold filled expansion bracelet. **Sweep Second Hand,** raised figure dial and high raised crystal. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.
4WS645-2715 **Retail $57.50**

- Genuine Incab or Shock-Protected
- Dust-Protected throughout
- Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Lifetime Guarantee with each watch
- Beautiful Gift Box

F **Waterproof** in masculine styled case with yellow gold color top and non-corrosive steel back 10K gold filled expansion bracelet Unbreakable crystal, raised figure radium dial and hands **Sweep Second Hand.** Black dial **Guaranteed For Life*** 17 Jewel Hampden movement.
4WS646-2092 **Retail $47.50**

As above in chrome top, steel back. Stainless steel expansion bracelet.
4WS647-1989 **Retail $42.50**

G Distinctive 10K yellow gold plate case, with non-corrosive steel back, fully dust-protected Handsome matched 10K gold filled expansion bracelet. High dome crystal, raised figure dial. Accurate 17 Jewel Hampden shock-protected movement **Guaranteed For Life***
4WS648-2670 **Retail $57.50**

H **Waterproof** mirror-polished faceted case in the color of natural gold with non-corrosive steel back. Distinctive high crystal and raised figure luminous dial and hands. **Sweep Second Hand.** 10K yellow gold filled expansion bracelet. Famous for accuracy **21 JEWEL** Hampden shock-protected movement **Guaranteed For Life***
4WS649-2950 **Retail $71.50**

J **Self-winding Automatic** In a smartly styled 10K yellow rolled gold plate case, dust-protected. Non-corrosive steel back. Dome crystal and raised figures. Midnight black dial. **Sweep Second Hand.** Distinctive 10K yellow gold filled expansion bracelet. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.
4WS650-3714 **Retail $85.00**

*All movement parts, including mainspring and balance staff, are *Guaranteed for Life* against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

Petite **14K WHITE SOLID GOLD** mirror-polished dust-protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. 17 Jewel shock-protected movement, **Guaranteed For Life***.
6510W3992
Retail $100.00

10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust-protected case. 10K white gold filled expansion bracelet. Lustrous high contoured crystal, raised figure dial. 17 Jewel Hampden quality movement, **Guaranteed For Life***.
6511W7889
Retail $185.00

2 DIAMONDS set in a **14K YELLOW SOLID GOLD** case. Expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden movement **Guaranteed For Life***.
6512W4253
Retail $100.00
As above, **2 diamonds**, yellow gold plate, steel back.
6513W3361
Retail $77.50

24 DIAMONDS set in a **14K WHITE SOLID GOLD** case with flexible end pieces. Matching expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***, famous for accuracy.
6514W14847
Retail $375.00

Elegant **14K YELLOW SOLID GOLD** case, with flexible end pieces. Raised crystal, raised figure dial. Silk cord attachment. 17 Jewel movement, **Guaranteed For Life***.
6515W4322
Retail $100.00
As above, **14K WHITE SOLID GOLD** mirror-polished case.
6516W4322
Retail $100.00

Ultra-smart mirror-polished **14K YELLOW SOLID GOLD** case, dust-protected. Matching 10K yellow gold filled expansion bracelet. High raised crystal, neat raised figure dial. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***.
6517W3636
[illegible]

HAMPDEN

ADVERTISED IN [illegible] DECEMBER, 1935

*A movement parts, including mainspring and balance staff, are Guaranteed for Life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

A masterpiece in **14K YELLOW SOLID GOLD** mirror-polished, dust-protected case. 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. Accurate 17 Jewel Hampden movement, **Guaranteed For Life***.
6518W5380
Retail $150.00
As above, in 10K yellow gold filled case.
6519W3621
[illegible]

Masculine rugged design in a **Waterproof** all stainless steel watch with hand some matching expansion bracelet of latest design. Fully dust-protected. Unbreakable crystal, **Sweep Second Hand**, luminous radium figures and hands. Dependable Hampden 17 Jewel shock-protected movement, **Guaranteed For Life*** for faithful service.
6520W2572
Retail $57.50

Self-winding Automatic Waterproof, in 10K yellow rolled gold plate case, non-corrosive stee. back. 10K gold filled expansion bracelet. Unbreakable crystal, luminous raised figure dial and hands. **Sweep Second Hand.** 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
6521W3631
Retail $85.00
As above, in **14K YELLOW SOLID GOLD.**
6522W6615
Retail $185.00

For dignity and quality nothing can equal this handsomely styled 10K yellow gold filled case, with non-corrosive back. Dust protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** high dome crystal, raised figure dial. 17 Jewel shock-protected, **Guaranteed For Life*** Hampden movement.
6523W3293
Retail $77.50

Shock-Protected by exclusive Incabloc • Dust-Protected throughout • Anti-Magnetic • Lifetime Guarantee* accompanies each watch
Permaflex Hairspring assures accuracy • Presentation Gift Box with each watch

The World Famous

HAMPDEN

Distinguished Names on Fine Watches Since 1888

GUARANTEED FOR LIFE*

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond set watches are guaranteed against accidental loss of diamonds from the setings for one year from date of purchase. Any diamonds so lost will be replaced free

Diamonds slightly enlarged to show detail

Shock-Protected by exclusive Incabloc
Dust-Protected throughout • Anti-Magnetic

Lifetime Guarantee* with each watch
Permaflex Hairspring assures accuracy
Presentation Gift Box with each watch

A A fabulous achievement of regal styling, crowned with **58 DIAMONDS**, fifty of which are embodied in the prince circular **14K WHITE SOLID GOLD** case, and eight set in the built-on **14K WHITE SOLID GOLD** bracelet, with safety chain. High crystal, raised figure dial **Guaranteed For Life*** Hampden **21 Jewel** movement. Give wrist size when ordering.
6500W27440 **Retail $650.00**

B Dramatic design in a **14K Yellow Solid Gold** dust-protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy-to-read raised figure dial. **21 Jewel** Hampden shock protected movement **Guaranteed For Life***.
6501W4479 **Retail $115.00**

C Same styling as No. 5601 but with **14K WHITE SOLID GOLD CASE** and black dial.
6502W4479 **Retail $115.00**

D **Self-Winding Automatic** in mirror polished dust protected case 10K yellow gold filled top with non-corrosive steel back. **Waterproof Sweep Second hand.** Luminous raised figure dial, unbreakable crystal. Expansion bracelet. Famous **21 Jewel** Hampden movement, **Guaranteed For Life***.
6503W4988 **Retail $135.00**

Automatic as above in **14K YELLOW SOLID GOLD** mirror-polished case.
6504W7732 **Retail $185.00**

GUARANTEED FOR LIFE*

GENUINE MATCHED DIAMONDS: The diamonds featured in all Hampden diamond watches are of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched.

E **2 DIAMONDS** set in **14K WHITE SOLID GOLD**, dust-protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal raised figure dia. Renowned 17 Jewel Hampden shock protected movement, **Guaranteed For Life***.
6505W5552 **Retail $150.00**

F **6 DIAMONDS** exquisitely set in **14K WHITE SOLID GOLD** case, fully dust protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous 17 Jewel **Guaranteed For Life*** Hampden shock-protected movement.
6506W7815 **Retail $185.00**

G A gleaming masterpiece in an elegant 10K yellow gold filled case, mirror-polished and dust-protected. Perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial. **Guaranteed For Life*** accurate 17 Jewel Hampden shock protected movement.
6507W3552 **Retail $85.00**

As above, in **14K YELLOW SOLID GOLD CASE**
6508W5664 **Retail $130.00**

H **Automatic . . . Waterproof . . .** with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome new styled case color of natural gold and non-corrosive steel back, fully dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand,** luminous raised figure dial, unbreakable crystal. 17 Jewel Hampden shock-protected movement, **Guaranteed For Life***.
6509W3807 **Retail $85.00**

***All movement parts, including mainspring and balance staff, are Guaranteed for life against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.**

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CONSTANT SERVICE FOR MORE THAN 50 YEARS

HAMPDEN

Distinguished Name in Fine Watches Since 1878

A Distinctive **WATERPROOF** in 10K yellow rolled gold plate case, with steel back. **Sweep Second Hand,** radium dial and hands. Unbreakable crystal. Expansion bracelet. **21 Jewel** movement, **Guaranteed For Life***
6526W3430
Retail $77.50

B Ultra-modern styling in a 10K white or yellow rolled gold plate case with steel back. Dome crystal, raised figure dial. Matching expansion bracelet. Famous **21 Jewel** shock-protected movement, **Guaranteed For Life***
6525W3347 (White) 6526W3347 (Yellow) Ret. $77.50

C Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion circlet. **Sweep Second Hand.** High raised crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***
6527W2867 Retail $85.00
As above, in 10K yellow gold filled case.
6528W3067 Retail $72.50

D Charming 10K yellow rolled gold plate case, non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden movement.
6525W2661 Retail $67.50

Self-winding Automatic with **Calendar.** Dial window shows day of the month. **Waterproof** stainless steel case, expansion bracelet, leather inset. **Sweep Second Hand,** luminous dial and hands. 17 Jewel **Guaranteed For Life*** Hampden movement.
6532W4101 Retail $100.00
As above, non-waterproof, 10K yellow gold filled case, expansion bracelet.
6533W5113 Retail $135.00

ADVERTISED IN LIFE DECEMBER, 1955

Lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled expansion bracelet. Modern dome crystal, raised figure dial. 17 Jewel Hampden movement, **Guaranteed For Life***.
6530W3072 Retail $72.50
As above, in a stunning **14K YELLOW SOLID GOLD** mirror-polished case.
Retail $85.00

For men of distinction—a new modern style in a 10K yellow gold filled mirror-polished case, fully dust-protected. Fitted with a perfectly matched 10K gold filled expansion bracelet. Distinctive raised figure two-tone dial of striking beauty, with high crystal. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden, nationally known for accuracy.
6534W1431 Retail $77.50

There's aristocratic styling in this popular 10K yellow rolled gold plate case with non-corrosive steel back, dust-protected. Handsome matching 10K gold filled expansion bracelet. Easy-to-read raised figure dial. High raised unbreakable crystal. 17 Jewel Hampden movement. **Guaranteed For Life***, faithfully yours for dependable and accurate timekeeping through the years.
6536W2653 Retail $57.50

Automatic, with **Power Reserve Indicator. Waterproof,** all stainless steel fully dust-protected case. Beautifully matched expansion bracelet. **Sweep Second Hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on stored up power. Nationally famous Hampden 17 Jewel shock-protected movement. **Guaranteed For Life***.
6536W3510 Retail $100.00

Self-Winding Automatic in 10K yellow gold filled case, dust-protected. Matching 10K gold filled expansion bracelet. **Sweep Second Hand.** High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel famous for quality Hampden movement.
5637W4620
6537W4528
Retail $115.00
Automatic as above, **14K YELLOW SOLID GOLD CASE.**
6538W6350 Retail $183.00

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Price subject to change without notice.

HAMPDEN

Distinguished Name on The Watches Since 1888

[A] Smart, tailored design in a mirror polished 10K gold filled dust protected case. Gleaming 10K gold filled expansion bracelet. **Sweep Second Hand,** raised figure dial and high raised crystal. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***

6539W3347 — **Retail $77.50**

As above, in attractive mirror-polished **14K YELLOW SOLID GOLD** case.

6540W3998 — **Retail $100.00**

[B] Uniquely beautiful feminine **14K YELLOW SOLID GOLD** mirror-polished case, dust-protected. Lovely matched 10K gold filled expansion bracelet. High raised crystal, raised figure dial. **Guaranteed For Life*** 17 Jewel Hampden shock-protected movement

6541W3156 — **Retail $71.50**

[C] Petite 10K white rolled gold plate case, steel back, fully dust-protected. Dainty 10K gold filled expansion bracelet. High dome crystal, raised figure dial. 17 Jewel Hampden movement **Guaranteed For Life***.

6542W2507 — **Retail $57.50**

As above, in 10K yellow rolled gold plate, stainless steel back.

6543W2607 — **Retail $57.50**

[D] **Ladies Waterproof** . . . in a charming very thin all stainless steel case, fully dust-protected. Stainless steel expansion bracelet. Unbreakable crystal, **Sweep Second Hand,** raised figure luminous dial. Accurate 17 Jewel shock-protected movement by Hampden, **Guaranteed For Life***

6544W3244 — **Retail $77.50**

[E] Charming design in a mirror-polished 10K yellow rolled gold plate case, fully dust-protected, with stainless steel back. 10K gold filled expansion bracelet. **Sweep Second Hand,** raised figure dial and high raised crystal. 17 Jewel Hampden shock-protected movement **Guaranteed For Life***.

6545W2715 — **Retail $57.50**

- Genuine Incabloc Shock-Protected
- Dust Protected throughout
- Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Lifetime Guarantee* with each watch
- Beautiful Gift Box

[F] **Waterproof** in masculine styled case with yellow gold color top and non-corrosive steel back. 10K gold filled expansion bracelet. Unbreakable crystal, raised figure radium dial and hands **Sweep Second Hand.** Black dial **Guaranteed For Life*** 17 Jewel Hampden movement.

6546W2092 — **Retail $47.50**

As above in chrome top, steel back. Stainless steel expansion bracelet.

6547W1989 — **Retail $42.50**

[G] Distinctive 10K yellow gold plate case, with non-corrosive steel back, fully dust protected. Handsome matched 10K gold filled expansion bracelet. High dome crystal, raised figure dial. Accurate 17 Jewel Hampden shock-protected movement **Guaranteed For Life***

6548W2670 — **Retail $57.50**

[H] **Waterproof** mirror-polished faceted case in the color of natural gold with non-corrosive steel back. Distinctive high crystal and raised figure luminous dial and hands **Sweep Second Hand.** 10K yellow gold filled expansion bracelet. Famous for accuracy **21 JEWEL** Hampden shock-protected movement **Guaranteed For Life***

6549W2950 — **Retail $71.50**

[J] **Self-winding Automatic** in a smartly styled 10K yellow rolled gold plate case, dust-protected. Non-corrosive stee. back. Dome crystal and raised figures. Midnight black dial. **Sweep Second Hand.** Distinctive 10K yellow gold filled expansion bracelet. **Guaranteed For Life*** 17 Jewel shock-protected movement by Hampden.

6550W3714 — **Retail $85.00**

*All movement parts, including mainspring and balance staff, are *Guaranteed for Life* against breakage. Defective or broken parts will be replaced without charge for material or labor, as clearly stated in the Hampden Guarantee.

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Helbros

of international renown... with Lifetime Jewels

Guaranteed timepieces of unfailing accuracy ... engineered to LAST A LIFETIME

A

Modern . . . Smart . . . Efficient

B **SOUND OFF** An [illegible] watch that gets up at set time to wake you [illegible] Chrome [illegible] stainless steel case. Waterproof* and dust protected [illegible] jewels [illegible] Radium [illegible] Sweep second hand. Matching expansion bracelet
2J10X3847 Retail $79.50

SENTINEL Same as above in yellow rolled gold plate steel case
2J11X4385 Retail $87.50

Invincible Waterproof Watches

BALBOA Smart very thin masculine design. Case is [illegible] with stainless steel back. 17 shock resistant jewels. Waterproof* anti magnetic. Radium hands and dial. Sweep second hand. Combination leather and expansion bracelet
2J12X3150 Retail $65.00

CHAMPLAIN. As above in chrome top steel back case
2J13X2602 Retail $49.75

COMMANDER Very thin 21 jewel Waterproof* shock and dust protected and magnetic. Yellow RGP case stainless steel back. Radium hands. Dial Sweep second. Expansion bracelet
2J14X3288 Retail $67.50

ENSIGN Chrome [illegible] case. Stainless steel back. Very [illegible] Shock [illegible] protected. Sweep second hand. Waterproof* Expansion band
2J15X2190 Retail $39.75

CORSAIR As above, yellow RGP steel back
2J16X2876 Retail $59.75

ENSIGN B Same as [illegible] but with [illegible]
2J17X2190 Retail $39.75

CORSAIR B As above yellow RGP steel back
2J18X2876 Retail $59.75

*Waterproof when opened and closed by a competent watchmaker

Self-Winding Automatic

APOLLO Indicator of [illegible] reserve power. Self winding 17 jewel, waterproof* [illegible] movement. Convenient Yellow rolled gold plate case. Stainless steel back. Radium hands and dial. For easy time telling in the dark. Sweep second hand. Anti magnetic. Expansion bracelet
2J19X4523 Retail $92.50

F

G

H

J

Self-Winding Automatic

GALAHAD Winds itself automatically. Smart expansion bracelet matches chrome top stainless steel back case. Waterproof*, shock, dust protected, anti magnetic movement of 17 lifetime jewel bearings. Unbreakable mainspring. Radium hands and dial. Full sweep second hand
2J20X3288 Retail $67.50

BRIGADE. As above in yellow RGP steel back
2J21X3847 Retail $79.50

VALIANT Self winding 21 jewel movement. Smart yellow rolled gold plate case has stainless steel back. Radium hands and dial for easy night time telling. Waterproof*, shock and dust protected, anti magnetic. Full sweep second hand. Rugged, expansion bracelet
2J22X4523 Retail $92.50

LANCELOT. Winds itself as you wear it. Waterproof* 17 lifetime jewels encased in yellow rolled gold plate. Stainless steel back. Shock and dust protected. Anti magnetic. Radium hands and dial. Sweep second hand. Handsome combination leather expansion bracelet
2J23X4111 Retail $85.00

[A] **ROXANNE.** Gleaming luxury in a fabulously lovely 17 jewel watch! Smart streamlined expansion bracelet complements the delightfully fashioned 14K yellow gold case. Chic numeral and marker dial. A lasting beauty!
2J26X3562 Retail **$71.50**

ROXANNE W. Same as above in 14K white gold
2J27X3562 Retail **$71.50**

[H] **MADAME** Fashion wise styling in a sleekly sculptured watch of shining pure 14K yellow gold. Distinctive dial with gracefully slim hands and Trefon shaped hour markers. 17 jewel movement. Expansion bracelet
2J24X3288 Retail **$67.50**

MADAME W. Same as above in 14K white gold
2J25X3288 Retail **$67.50**

[C] **LOUISA** The clean modern lines of this gold filled bracelet make the perfect setting for a charmingly feminine thoroughly dependable 17 jewel watch. Yellow rolled gold plate case with stainless steel back. Smart numeral and marker dial
2J28X3013 Retail **$62.50**

Helbros

the prestige watch with unbreakable mainspring and Lifetime Jewels

[D] **CARNIVAL.** Gay sophistication! Excitingly different expansion bracelet sets a stunning stage for a tiny precision watch. Trim case is fashioned of yellow rolled gold plate with stainless steel back. Numeral and marker dial. 21 lifetime jewel movement for unfailing accuracy
2J29X3288 Retail **$67.50**

CARNIVAL W. As above in white rolled gold plate steel back
2J30X3288 Retail **$67.50**

[E] **HOLIDAY** Sleek simplicity is the keynote of distinction in this smart watch. Yellow rolled gold plate case is cut in clean easy lines provides a dramatic background for the modern numeral and marker dial. Steel back. Accurate sweep second hand. Thoroughly dependable 21 jewel movement. Handsome expansion bracelet. An ideal gift for any man to keep him fashionably on time
2J31X3425. Retail **$69.75**

the gift of a lifetime... for a lifetime of service

Carefully crafted by expert watchmakers who point with pride to the precision production inherent in every watch which bears the honored and famous HELBROS *name . . . Up-to-the-minute styling . . . timed and tested for complete accuracy . . . guaranteed to give you a lifetime of true time*

[F] **ESQUIRE.** A timepiece you'd be proud to own. Simple masculine design is evident in the trim yellow gold filled case with raised numeral and marker dial. Handsome combination gold mesh expansion bracelet. 17 jewels
2J33X3974. Retail **$82.50**

[G] **ASTOR** Aristocratic wafer thin case in luxurious 14K yellow gold conceals the sure time worthiness of a dependable, split second accurate 17 jewel movement. Numeral and marker dial. Attractive expansion bracelet
2J34X5483 Retail **$110.00**

[H] **SARATOGA** A beauty in style and accuracy! Golden hands and ultra modern raised gold markers on dial accent the distinctive yellow rolled gold plate case with stainless steel back. 17 jewels. Rugged expansion bracelet
2J32X3425 Retail **$69.75**

A RHAPSODY. Delicate feminine beauty is woven into a lovely 14K yellow gold case and enhanced by the glittering enchantment of 2 flashing diamonds. 17 jewel precision movement. Stunning expansion bracelet.
2J39X5091 Retail **$100.00**

RHAPSODY W Same as above in 14K white gold.
2J40X5091 Retail **$100.00**

B ALLURA. 3 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate with stainless steel back. Dependable movement whispers smoothly on 17 lifetime jewel bearings. Smart expansion bracelet.
2J37X3700 Retail **$75.00**

ALLURA W Same as above white RGP case. Stee. back.
2J38X3700 Retail **$75.00**

C SPLENDOR Beautifully designed to grace a lovely wrist 2 blazing diamonds set off the smartly sculptured case of yellow rolled gold plate with steel back. Accurate 17 jewel movement. Extremely attractive expansion bracelet.
2J35X3288 Retail **$67.50**

SPLENDOR W Same as above in white RGP. Steel back.
2J36X3288 Retail **$67.50**

D DESIREE. The sheer loveliness of this luxurious time piece is crowned by the magnificent brilliant diamonds in a 14K yellow gold case. Delicate numeral and marker dial. Dependable 17 jewel movement. Expansion bracelet.
2J41X6306 Retail **$137.50**

DESIREE W. Same as above in 14K white gold.
2J42X6306 Retail **$137.50**

E EXOTIC Breathtakingly beautiful! 40 magnificent diamonds emblazon a gracefully tapered case of gleaming 14K white gold. Superbly fashioned single strand bracelet completes the picture. Safety chain. Precision crafted 17 jewel movement.
2J43X9261 Retail **$195.00**

Helbros

Fleetwing Diamonds

on the outside . . .

Lifetime Jewels

on the inside

Glorious gems of time . . . the ultimate in watchmaking art . . . Precious perfectly matched diamonds accent the superb styling of the cases . . . Excellence of design complements carefully engineered craftsmanship of tested time-true movements . . .

Lifetime Mainsprings . . .

and cushioned balance staffs . . . that add up to a lifetime of accuracy.

F ESSEX. The dazzling splendor of 11 diamonds distinguish the handsome dial of this spectacular watch! Trim yellow gold filled case contains a dependable 17 jewel movement. Handsomely crafted. Expansion bracelet.
2J44X6311 Retail **$137.50**

G HEIRESS The exquisitely executed yellow rolled gold plate case accepts its perfect complement—a dazzling diamonds! Steel back. Modern numeral and marker dial. Smart expansion bracelet. 21 jewel movement assures you of lasting accuracy. A lifetime of beauty and precision.
2J45X4111 Retail **$85.00**

HEIRESS W. Same as above in white R G P case. Steel back.
2J46X4111 Retail **$85.00**

H CHARISSE Simple elegance! The clean tailored lines of the 14K yellow gold case follow in flowing streams into a trim expansion bracelet. Fashionable numeral and marker dial. Superbly accurate 21 jewel movement. A real gem.
2J47X4111 Retail **$85.00**

CHARISSE W Same as above in 14K white gold case.
2J48X4111 Retail **$85.00**

[A] **DARLINE** Time expansion band highlights artistry in engine case of yellow rolled gold plate with steel back. Delightfully different numeral and marker dial. 17 jewel movement delivers split second accuracy.
2J49X2465 Retail **$45.00**

[B] **BLOSSOM** You'll be fashionably on time with this lovely watch. A steel back step-out is a lustrous case of yellow rolled gold plate. Dainty numeral and marker dial. Smart expansion bracelet. Precision 17 jewel movement.
2J50X2602 Retail **$49.75**

BLOSSOM W Same as above in white RGP case. Steel back.
2J51X2602 Retail **$49.75**

[C] **JANE.** Tailored of yellow rolled gold plate with steel back, true exquisitely styled case brings out the beauty of this numeral marker dial. 17 jewels. Expansion bracelet.
2J52X2602 Retail **$49.75**

JANE W Same as above in white RGP case. Steel back.
2J53X2602 Retail **$49.75**

[D] **ALICE** The beauty of this enchanting watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. 17 jewels. Expansion bracelet.
2J54X3150 Retail **$65.00**

ALICE W Same as above in white rolled gold plate case.
2J55X3150 Retail **$65.00**

[E] **QUINCY.** A timepiece you'll be more than proud to own! A fine gunshot finish highlights the clean-lined simplicity of attractively identical hour markers and slender hands. Case of yellow rolled gold plate with steel back. Accurate 17 jewel movement. Expansion bracelet.
2J58X2876 Retail **$59.75**

Helbros

peerless ***quality and beauty***
at economy prices

Superbly crafted by the master designers of the industry . . . meticulously engineered and assembled by skilled artisans who take pride in their half-century of experience at fine watchmaking . . . Nationally advertised . . . VALUE PACKED . . . exceptionally accurate timepieces that could be made only by HELBROS.

- *Helbros Famous Guarantee*
- *17 Lifetime Jewels*
- *Unbreakable Mainspring*
- *Dust and Shock Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

*Waterproof when opened and closed by a competent watchmaker

[F] **DORIAN.** Precision and beauty at a moderate price. Attractively styled case of yellow rolled gold plate with steel back. Dependable 17 jewels. Expansion bracelet.
2J57X2602 Retail **$49.75**

[G] **HOLMES.** Handsome watch sports a trimly reinforced yellow rolled gold plate case with steel back. Modern numeral and marker dial and rugged expansion bracelet. Sturdy and reliable 17 jewel movement. Lifetime mainspring.
2J56X2465 Retail **$45.00**

Helbros Quality at Budget Prices

[H] **HALSEY.** Futuristic yellow top-per case with steel back houses a 17 jewel waterproof* shock-resistant and magnetic movement. Sweep second hand. Raised hour markers. Sturdy and handsome expansion bracelet.
2J59X2328 Retail **$42.50**

DEWEY. As above in chrome top with steel back case.
2J60X2053 Retail **$33.75**

[I] **VIOLET** 17 fine jewels serve as bearings to insure the last ing time-keeping of the precision-engineered movement. Smartly styled yellow rolled gold plate case with steel back. Expansion bracelet.
2J61X2328 Retail **$42.50**

[J] **FRANKLIN** Symmetrically styled timepiece is as accurate as it is elegant. Brass-less steel backs a firmly tailored case of lustrous yellow rolled gold plate. Expansion bracelet. True time telling 17 jewel movement.
2J62X2328 Retail **$42.50**

Helbros

of international renown... with Lifetime

Guaranteed timepieces of unfailing accuracy engineered to LAST A LIFETIME

A

Modern . . . Smart . . . Efficient

SOUND-OFF ... 15-06-55 X3925 Retail $79.50

SENTINEL ... 15-06-56 X4475 Retail $87.50

Invincible Waterproof Watches

BALBOA ... 15-06-57 X3215 Retail $65.00

CHAMPLAIN ... 15-06-58 X2655 Retail $49.75

COMMANDER ... 15-06-59 X3355 Retail $67.50

ENSIGN. ... 15-06-60 X2235 Retail $39.75

CORSAIR ... 15-06-61 X2935 Retail $59.75

ENSIGN B ... 15-06-62 X2235 Retail $39.75

CORSAIR B ... 15-06-63 X2935 Retail $59.75

*Waterproof when properly closed by a competent watchmaker

Self-Winding Automatic

APOLLO ... 15-06-01 X4615 Retail $92.50

Self-Winding Automatic

GALAHAD ... 15-06-64 X3355 Retail $67.50

BRIGADE ... 15-06-65 X3925 Retail $79.50

VALIANT ... 15-06-66 X4615 Retail $92.50

LANCELOT ... 15-06-67 X4195 Retail $85.00

F G H J

A ROXANNE Creamy-rich luxury in a fabulously lovely 17 jewel watch! Smart streamlined expansion bracelet completes the feminine fashioned 14K yellow gold case. Contrasting dial and marker dial. A lasting beauty!
15-06-34 X3635 Retail **$71.50**

ROXANNE W Same as above in 14K white gold
15-06-35 X3635 Retail **$71.50**

B MADAME Distinctive wrist styling in a sleekly sculptured watch of shining pure 14K yellow gold. Distinctive dial with graceful slim hands and Trevior shaped hour markers. 17 jewel movement. Expansion bracelet
15-06-32 X3355 Retail **$67.50**

MADAME W Same as above in 14K white gold
15-06-33 X3355 Retail **$67.50**

C LOUISA. The clean modern lines of this gold filled bracelet make the perfect setting for this charmingly feminine 17 jewel watch. Yellow rolled gold plate case with stainless steel back. Smart numeral and marker dial
15-06-36 X3075 Retail **$62.50**

Helbros

the prestige watch with unbreakable mainspring and Lifetime Jewels

D CARNIVAL Gay sophistication. Exceedingly different expansion bracelet sets a stunning stage for this prestige watch. Trim case is fashioned of yellow rolled gold plate with stainless steel back. Numeral and marker dial. 21 lifetime jewel movement for unfailing accuracy
15-06-68 X3355 Retail **$67.50**

CARNIVAL W As above in white rolled gold plate, steel back
15-06-69 X3355 Retail **$67.50**

E HOLIDAY Sleek simplicity as the keynote of distinction in this smart watch. Yellow rolled gold plate case is cut in clean, easy lines... provides a dramatic background for the modern numeral and marker dial. Steel back. Accurate sweep second hand. Thoroughly dependable 17 jewel movement. Handsome expansion bracelet. An ideal gift for any man... to keep him fashionably on time
15-06-70 X3495 Retail **$69.75**

the gift of a lifetime... for a lifetime of service

Carefully crafted by expert watchmakers who point with pride to the precision production inherent in every watch which bears the honored and famous HELBROS *name... Up-to-the-minute styling... timed and tested for complete accuracy... guaranteed to give you a lifetime of true time.*

F ESQUIRE. A timepiece you'll be proud to own. Simple masculine design as evidenced in the rich yellow gold filled case, with raised numerals and marker dial. Has some contrasting gold mesh expansion bracelet. 17 jewels
15-06-72 X4055 Retail **$82.50**

G ASTOR An attractive water-thin case of luxurious 14K yellow gold is an ideal setting for a dependable, sixty second accurate, 17 jewel movement. Numeral and marker dial. Attractive expansion bracelet
15-06-73 X5595 Retail **$110.00**

H SARATOGA A beauty in style and accuracy! Golden hands and ultra modern raised gold markers on dial accent the distinctive yellow rolled gold plate case with stainless steel back. 17 jewels. Rugged expansion bracelet
15-06-71 X3495 Retail **$69.75**

A RHAPSODY Delicate romance beauty is woven into a lovely 14K yellow gold case and enhanced by the glittering enticement of 2 flashing diamonds. 17 jewel precision movement. Stunning expansion bracelet.
15-06-83 X5195 Retail **$100.00**

RHAPSODY W Same as above in 14K white gold
15-06-84 X5195 Retail **$100.00**

B ALLURA A scintillating 17 jewel movement in a gold filled slender case. Fully warranted. Matching stainless steel back. Deep luster movement absorbs impact of daily wear. Jewel bearings. Smart expansion bracelet.
15-06-81 X3775 Retail **$75.00**

ALLURA W Same as above white R.G.P. case. Steel back
15-06-82 X3775 Retail **$75.00**

C SPLENDOR Beautifully designed to grace the wrist. 2 dazzling diamonds set in the smart white gold case. Rose gold filled bezel and engine turned back. 17 jewel movement. Extremely attractive expansion bracelet.
15-06-74 X3355 Retail **$67.50**

SPLENDOR W Same as above in white R.G.P. case
15-06-80 X3355 Retail **$67.50**

D DESIREE The sheer loveliness of this lovely ensemble is reflected in the magic of diamonds. Watch is in 14K yellow gold case. Delicate numeral and marker dial. Dependable 17 jewel movement. Expansion bracelet.
15-06-85 X6435 Retail **$137.50**

DESIREE W Same as above in 14K white gold
15-06-86 X6435 Retail **$137.50**

E EXOTIC. Breathtaking beautiful! 40 magnificent diamonds emblazon a gracefully tapered case of gleaming 14K white gold. Sparkling fashioned single strand bracelet completes the picture. Sotex dial. Precision crafted 17 jewel movement.
15-06-87 X9450 Retail **$195.00**

Helbros

on the outside . . .

Lifetime Jewels

on the inside

Glorious gems of time . . the ultimate in watchmaking art . . . Precious perfectly matched diamonds accent the superb styling of the cases . . . Excellence of design complements carefully engineered craftsmanship of tested time-true movements .

Lifetime Mainsprings . . .

and cushioned balance staffs . that add up to a lifetime of accuracy.

F ESSEX. The dazzling splendor of 11 diamonds lights up this handsome dial of this spectacular watch. Trim yellow gold filled case contains dependable 17 jewel movement. Handsomely crafted Expansion bracelet.
15-06-21 X6440 Retail **$137.50**

G HEIRESS The exquisitely executed scroll work of gold plate case accents its perfect symmetry. Sparkling diamonds. Steel back. Modern numeral and marker dial. Smart expansion bracelet. Jewel movement assures years of lasting accuracy. A treasure of beauty and fine value.
15-06-88 X4195 Retail **$85.00**

HEIRESS W Same as above in white R.G.P. case. Steel back
15-06-89 X4195 Retail **$85.00**

H CHARISSE Simple elegance. The classic floral design of the 14K rose gold case is enhanced with matching stems and trefoils. Ribbon of Essex native numeral and marker dial. Superb accurate 17 jewel movement. Arte Legend.
15-06-90 X4195 Retail **$85.00**

CHARISSE W Same as above in 14K white gold case
15-06-91 X4195 Retail **$85.00**

A DARLINE [illegible] **15-06-92 X2515** Retail $45.00

B BLOSSOM [illegible] **15-06-93 X2655** Retail $49.75

BLOSSOM W [illegible] **15-06-94 X2655** Retail $49.75

JANE [illegible] **15-06-43 X2655** Retail $49.75

JANE W [illegible] **15-06-44 X2655** Retail $49.75

C ALICE [illegible] **15-06-47 X3215** Retail $65.00

ALICE W [illegible] **15-06-48 X3215** Retail $65.00

QUINCY. [illegible] **15-06-53 X2935** Retail $59.75

Helbros

peerless ***quality and beauty at economy prices***

Superbly crafted by the master designers of the industry . . . meticulously engineered and assembled by skilled artisans who take pride in their half-century of experience at fine watchmaking . . . Nationally advertised VALUE PACKED *exceptionally accurate timepieces that could be made only by* HELBROS.

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- *Dust and Shock Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

*Waterproof when opened and closed by engagement watchmaker

E DORIAN. Precision and beauty at a considerate price. Attractively styled case of yellow rolled gold plate with steel back. Dependable 17 jewels. Expansion bracelet
15-06-96 X2655 Retail $49.75

F HOLMES. Handsome watch sports a finely tailored yellow rolled gold plate case with steel back, modern numeral and marker dial and rugged expansion bracelet. Stainless steel reliable 17 jewel movement. Lifetime mainspring
15-06-95 X2515 . Retail $45.00

Helbros Quality at Budget Prices

H HALSEY. Futuristic yellow topped case with steel back houses a 17 jewel, waterproof* shock dust protected, anti magnetic movement, sweep second hand. Radium hands and dial. Stainless steel link expansion bracelet
15-06-97 X2375 Retail $42.50

DEWEY. As above in chrome top with steel back case
15-06-98 X2095 Retail $33.75

J VIOLET. 17 Lifetime jewels serve as bearings to insure the lasting time true accuracy of the precision engineered movement. Smartly styled yellow rolled gold plate case with steel back. Expansion bracelet
15-06-99 X2375 Retail $42.50

K FRANKLIN. Symmetrically styled timepiece as accurate as it is elegant. Stainless steel backs a finely tailored case of luxurious yellow rolled gold plate. Expansion bracelet. True time telling 17 jewel movement
15-06-51 X2375 . . . Retail $42.50

HORSMAN DOLLS

"BABY BUTTERCUP" IN QUILTED ROBE

No.	Size	Dozen
T29	15"	$96.00

All Vinyl baby in fine quality quilted Dacron bunting robe with long front zipper. Matching baby bonnet. Sleeping eyes and coo voice. Each in box.

"TYNIE BABY" IN BLANKET

No.	Size	Dozen
T23	15"	$64.00

All Vinyl new born baby in cotton flannel blanket with wide ribbon bow. Sleeping glassine eyes and coo voice. Each in box.

"RUTHIE" DRINKS & WETS

No.	Size	Dozen
DW2	16"	$96.00

Soft Vinyl plastic with swivel head and jointed arms and legs. Large sleeping eyes with lashes. She wears lace-trimmed percale sunsuit, matching bonnet, sandals and holds nursing bottle. Each in box.

"CRY BABY"

No.	Size	Each
CB2	15"	$12.00

All Vinyl doll jointed at shoulders and hips. Glassine eyes with lashes. Doll drinks, wets and cries real tears. Dressed in cotton knit shirt and panty. Packed in large display box with baby dress, bonnet, sun suit, diaper, bottle, clothes pins, soap, sponge, booties, safety pins and wash cloth.

HORSMAN DOLLS

"BABY PRECIOUS"

NO.	SIZE	EACH
332	17"	$ 8.00
435	19"	10.50

All Vinyl baby with rooted curly bob hair. Dresses of sheer nylons and assorted cotton, lace trimmed with matching bonnets, knit panties, Vinyl shoes and rayon socks. Turning head with sleeping eyes and coo voice. Each in box.

" BABY PRECIOUS"

NO.	SIZE	DOZEN
131	13"	$ 64.00
236	15"	80.00

All Vinyl babies with rooted curly bob hair. Attractive printed dresses, knit panties, Vinyl shoes and Rayon socks. Turning head with sleeping eyes and coo voice. Each in box.

" BABY BUTTERCUP"

NO.	SIZE	DOZEN
212	15"	$ 64.00

All Vinyl baby with molded baby hair. Lace trimmed baby dresses with matching bonnets, knit panties, Vinyl shoes and rayon socks. Turning head with sleeping eyes and coo voice. Each in box.

"LOVE-ME BABY"

NO.	SIZE	EACH
351	17"	$ 8.00

All Vinyl with rooted pony-tail hair-do. Beautiful lace trimmed dresses of assorted cottons and sheer nylons, knit panties, Vinyl shoes and rayon socks. Turning head with sleeping eyes and coo voice. Each in box.

HORSMAN DOLLS

"POLLY" NEGRO DOLL

NO.	SIZE	DOZEN
N 1	13"	$ 48.00

Carefully detailed and painted features with molded pig tail style hair. Turning head with coo voice. Super-Flex legs permit sitting and kneeling. Red and white percale dress, socks and plastic shoes. Each in box.

"PETE" NEGRO DOLL

NO.	SIZE	DOZEN
N 2	13"	$48.00

Carefully detailed and painted features with molded hair. Turning head with coo voice. Super-Flex legs permit sitting and kneeling. Red and white percale pants and shirt, socks and plastic shoes. Each in box.

"TV TOTS"

NO.	SIZE	PAIR
BS 20	15" and 11"	$ 13.50

All Vinyl 15" Boy doll with 11" sister, both seated on removable bench inside package designed as TV set with transparent screen. Both have rooted curly hair, glassine eyes and coo voice. Boy dressed in long trousers with matching shirt. Girl dressed in cotton skirt with matching blouse. Pair in box.

TOWN & COUNTRY DOLL

No.	Size	Each
G990	20"	$13.00

All plastic walking doll with soft Vinyl head and moving eyes. Rooted washable and curlable Saran hair. Jointed knees and ankles which permit doll to assume both high heel and low heel positions. Pleated dress with contrasting blouse, ruffled petticoat, panties and stockings with I. Miller high heel shoes. Carries shoebox containing pair of I. Miller low heel shoes. Each in box.

VALENTINE DOLLS

WALKING BRIDE

No.	Size	Each
G3765	18"	$8.00
G9875	30"	21.00

All plastic doll with soft life-like Vinyl head and moving eyes. Rooted Saran hair, both washable and curlable. Dressed in flowing bridal gown of embossed satin, net and lace. Net veil, flowered tiara, pearl necklace and bouquet. Each in box.

BALLERINA

No.	Size	Each
5B29	20"	$10.50

Unbreakable plastic body with Vinyl head and arms. Rooted Saran hair. Jointed ankles and knees. Dances on toes or walks normally. Long ballerina hose and dancing slippers. Each in box.

BRIDE IN SUITCASE

No.	Size	Each
901	14"	$10.50

All plastic walking doll with soft life like Vinyl head and moving eyes. Washable and curlable rooted Saran hair. Dressed in bridal gown of embossed satin and net, veil and bouquet. Trousseau consists of street dress, nightgown, housecoat, sun dress, stole and hat. Each in suitcase.

BALLERINA SHOWCASE

No.	Size	Each
981	20"	$15.50

Unbreakable plastic body with Vinyl head and arms. Rooted Saran hair. Jointed ankles and knees. Body jointed at waist. Long ballerina hose and dancing slippers. Additional costumes include change of tutu, practice tights, leotard, housecoat, pants and slippers. Each in Ballerina display case.

DOLLS

HORSMAN

"Baby Precious" Rooted Hair, Super-Flex Legs

All vinyl construction; rooted hair with curly-bob hair style; knit panties; vinyl shoes, rayon socks, coo voice; turning head, sleeping eyes with lashes.

With Bonnet

Elaborate dresses of sheer ninon and assorted cottons. Matching bonnets.

Nos.	252-021	253-131	254-236
Height, in.	11	13	15
No. in carton	12	12	6
Each	$3.15	4.29	5.29

With Pinafore and Bonnet

Smart pinafores, matching bonnets.

No.	255-V23/2
Height, in.	23
No. in carton	3
Each	$10.50

"Love Me" Rooted Hair, Super Flex Legs

Vinyl construction, coo voice, turning head; sleeping eyes, lashes.

With Nylon Dresses

Each

No. 261-453S—19 in. tall; 6 in ctn. ..$8.49

With Lace Trimmed Dresses

Each

No. 260-351—17 in. tall, 6 in ctn. ...$6.29

With Pinafores

Nos.	259-252
Height, in.	15
No. in carton	6
Each	[illegible]

DOLLS

HORSMAN

"Baby Precious" with Coat and Hat

Vinyl construction; rooted hair; super-flex legs; coo voice, turning head; ninon dress, rayon acetate coat, matching hat.

Nos.	263-224	264-424
Height, in.	15	19
No. in carton	6	6
Each	$6.29	8.49

"Draft Dodger" Super-Flex Arms and Legs, Rooted Hair

Sits alone, kneels, crosses legs, exercises, holds a toy, assumes any position.

All vinyl construction; rooted curly bob miracle hair; coo voice; turning head; sleeping eyes and lashes; knitted panties; red and white striped four-piece set; tasselled stocking cap.

Each

No. 245-T25—15 in. tall $5.19

Six in a carton.

DOLLS

HORSMAN

Super-Flex Legs, Molded Hair

Vinyl construction; sleeping glass eyes with lashes; turning head; realistic molded hair.

Boy Model

Contrasting shirt and pants; vinyl shoes, rayon socks.

Each

No. 250-118—13 in. tall; 12 in ctn. ..$3.19

Girl Model

Cotton print dress, knit panties, vinyl shoes, rayon socks.

Each

No. 251-111—13 in. tall, 12 in carton$3.19

"Baby Buttercup" Super-Flex Legs

All vinyl construction; cotton print dress and bonnet; molded baby hair; coo voice, turning head; sleeping eyes with lashes; knit panties, vinyl shoes, rayon socks.

Each

No. 256-212—15 in. tall; 6 in carton .$4.29

DOLLS
HORSMAN

"Love-Me-Baby", with Wardrobe, Rooted Hair

All vinyl construction doll with long rooted pony tail hair; super-flex exclusive legs; dressed in two-piece tweedy-look suit and felt crown hat.

Sturdy suitcase with snap lock, plastic carrying handle and wire clothes hangers.

Case contains dress with pinafore, rayon hat and coat, swim suit, pajamas, knit panties, panties, undergarment, vinyl shoes, rayon socks, plastic curlers, comb, brush, mirror, soap and sewing

	Each
No. 241-S15—13 in. doll, 16x12x6 in. suitcase	$10.49

Three in a carton

DOLLS
HORSMAN

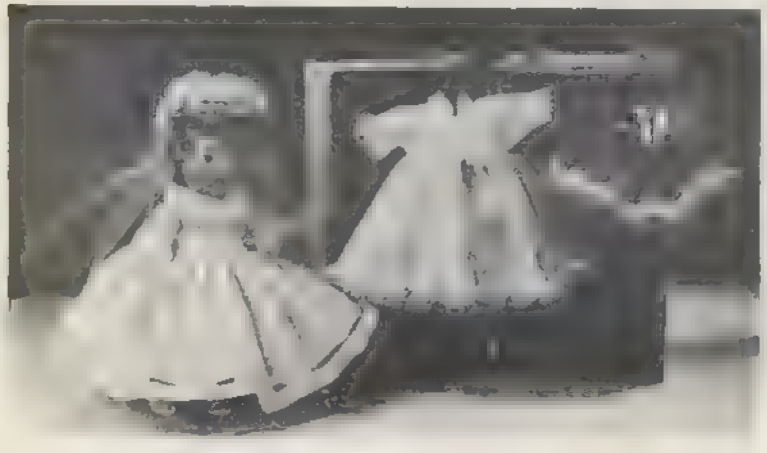
"Tynie Baby" in Blanket, Molded Hair

All vinyl construction; captivating newborn face, color, glassine sleeping eyes and lashes, turning head

Flannel blanket with contrasting trim; satin bow

	Each
No. 257-T23—15 in. tall	$4.29

Six in a carton.



Bride and Trunk

Set consists of 8 in. all vinyl bride doll with 3 extra outfits on hangers. Furnished in fiber board trunk.

	Per set
No. 295-SM8	$5.00

Twelve in a carton.

Horsman Bride Only

	Each
No. 2991-M88	$3.00

Twelve in a carton.

Ruthie in Sun Suit

A 13 in. hollow vinyl doll. Molded hair, sleeping eyes with lashes.

	Each
No. 242-DWI	$5.20

Twelve in a carton.

DOLLS

HORSMAN

Lifesaver

An 11 inch all vinyl doll with pastel colored rooted hair and pastel dress to match.

	Each
No. 258-LS5	$5.20

Six in a carton.

Peggy Petite

Eight inch vinyl doll with sleeping eyes, rooted hair. Flexible arms and legs.

	Each
No. 2991I-M80	$2.00

Twelve in a carton.

DOLLS

HORSMAN

Peggy Petite in Assorted Costumes

Eight inch vinyl doll with sleeping eyes, rooted hair. Flexible arms and legs. In assorted costumes as pictured above.

	Each
No. 296-M95	$3.00

Twelve in a carton.

Mardi Gras

A 20 in. all vinyl, jointed arms and legs swivel head, sleeping eyes, rooted hair. Dressed in elaborate lace dress.

	Each
No. 262-2049	$13.30

Three in a carton.

PARIS

Paris Jaci Wardrobe Set

Jaci and her wardrobe: 3 pc. all nylon lingerie set, nylon hose, shoes, ballerina outfit with hose and ballet slippers, 2 pc. pajamas, housecoat, bedroom slippers, 2 pc. skirt & sweater set with shoes, socks, sunglasses, plaid taffeta coat and matching Scotch cap.

	Per set
No. 476-1100M	$10.00

Twelve in a carton.

Paris Jaci Undressed

	Each
No. 477-11V5	$3.00

Twelve in a carton.

Assorted Costumes for Jaci

	Each		Each		Each
No. 478-100	$1.00	No. 479-143	$1.50	No. 480-198	$2.00

Six in a carton.

DOLLS
PARIS

A life size 36 in. walking doll with rooted hair, sleepy eyes, flexible arms and legs.

	Each
No. 483-36B76	$20.00

Twelve in a carton.

"Naida" Fully Jointed Walking Ballerina

Plastic body, arms and legs are fully jointed at ankles and knees. Head turns from side to side as she walks and dances. Vinyl head with moving eyes and rooted wig.

Nylon tulle skirt, pink bodice, trimmed with flowers.

Satin panties, ballerina stockings and toe dancing shoes.

	Each
No. 482-20/10—17 in. tall	$7.98
No. 481-20/11X—Same as above; except with change of clothing	$9.98

Twelve in a carton.

DOLLS
VIRGA

Assorted Playmates

Eight inch walking dolls with removable clothes, Dynel hair that can be shampooed, set and combed.

Dolls come in large variety of costumes.

	Each
No. 230-P801-24	$2.00

Twelve in a carton.

Lollypops

Same doll as above except color of hair matches color of costume.

	Each
No. 240	$2.00

Twelve in a carton.

DOLLS
VIRGA

Assorted Candy N' Spice

Deluxe costume. Each doll packed in beautiful display box.

	Each
No. 237-P851-862	$3.00

Twelve in a carton.

Bon Voyage

One 8" dressed doll set in a traveling trunk. Trunk has Kromekote finish and is available in 2 colors: Red or Blue, both with a printed design to simulate overseas stickers. The 8" doll set in this traveling trunk is dressed in a cotton dress with ruffled straps and felt bonnet. Additional clothes included on opposite side, consist of pajama set and felt jacket on clothes hangers.

	Each
No. 2991	$3.00

Twelve in a box.

(B) Cindy Strutter in Jumper Dress

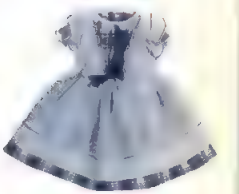
(C) Cindy Strutter in Suit

(D) Draft Dodger

(E) Pram Doll

(F) Love Me Baby

(G) Walking Bride Doll

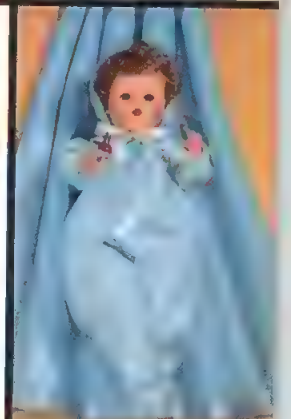


(A) Baby Doll with Wardrobe

Here's one of the biggest doll values we have ever offered. Be sure to check the many outstanding features.

(H) Tynie Baby with Pillow

(J) Perma Nurser Bottle Baby



(K) Snuggle Softee

HORSMAN DOLLS

(A) BABY PRECIOUS WITH COAT

(B) BABY PRECIOUS WITH BONNET

(C) BABY ROSEBUD

(D) BABY BUTTERCUP

HORSMAN

(E) LOVE ME BABY WITH WARDROBE

EFFANBEE

(F) DY-DEE WARDROBE DOLL

EFFANBEE DOLLS

(G) HONEY WALKER FORMAL

(H) HONEY WALKER

(J) CUDDLE-UP BABY

(K) DY-DEE DOLL

CONTINENTAL 1956 CATALOG
CONTINENTAL 1956 CATALOG
SALES MANAGER
Looking for something unusual in GIFTS • PRIZES • PREMIUMS?
We'll bet you'll find lots of VALUES you never dreamed we had!

HORSMAN DOLLS

These famous almost-like-real dolls make wonderful playmates because of exclusive features such as "Super Flex" joints, which enable dolls to assume dozens of natural positions, realistic Vinyl plastic "Fairy Skin" and washable, rooted "Miracle" hair.

(A) BABY DOLL WITH WARDROBE. So much doll and such a big value for the price. She's almost as much fun as having a real live playmate. Her "best friend" will love to comb, set and curl her pony tail, and there is a comb, brush, mirror and curlers to help with the primping. Baby Doll turns her head, closes her eyes when she sleeps, and "coos" when hugged.

Her glamorous wardrobe includes a dress of floral print nylon, an extra dress of lace-trimmed taffeta plaid with ninon pinafore, two slips, Vinyl shoes, cotton panties, rayon stockings and a locket. Her Vinyl "Fairy Skin" is washable without injury to its realistic detailing

21-7172-699 (Each) 21" Tall. Wt. 5 lbs.
21-7172-645 (3 or more) Retail **11.95**

(B) CINDY STRUTTER IN JUMPER DRESS AND HAT. This saucy miss will walk and dance with her mistress and even do the splits without the aid of mechanical parts. She wears a red jumper with lace-trimmed white blouse effect—all of nylon to wash and dry in a wink. Her felt flower trimmed bonnet ties with silk ribbons and she wears a flower corsage at the neck. Curly-bobbed Saran locks are permanently rooted.

21-7157-629 (Each) 20" Tall. 4 lbs.
21-7157-590 (3 or more) . . Retail **8.95**

21-7158-855 (Each) 26" Tall. 5 lbs.
21-7158-790 (3 or more) Retail **11.95**

(C) CINDY STRUTTER IN TWO-PIECE SUIT. Her smart outfit will draw whispers of admiration from other dolls and their Mamas. She's dressed in a 2-piece, tweedy looking suit topped by a matching beret, accented with white collar, jaunty black velvet tie, rayon stockings and plastic shoes. Washable cuddly Vinyl body, curly-bobbed hair to comb and shampoo

21-7154-429 (Each) 16" Tall. 3 lbs
21-7154-395 (3 or more) .Retail **5.95**
21-7155-572 (Each) 20" Tall. 4 lbs.
21-7155-526 (3 or more) . . Retail **7.95**
21-7156-699 (Each) 24" Tall. 4¾ lbs.
21-7156-645 (3 or more) . Retail **9.95**

(D) DRAFT DODGER. Lovable, curly-headed doll, zipped into a draft-proof red and white stripped four-piece sleeper with matching booties and stocking cap. She "coos", turns head, closes eyes.

21-7168-350 (Each) 15" Tall. 2 lbs.
21-7168-330 (3 or more) . .Retail **4.95**

(E) PRAM DOLL. Ready for an outing, she's bundled up in a flannel suit and matching bonnet. Has her own teddy bear to take along. "Coos", closes eyes.

21-7165-429 (Each) 17" Tall. 2 lbs.
21-7165-395 (3 or more) . .Retail **5.95**
21-7166-573 (Each) 21" Tall 3 lbs.
21-7166-526 (3 or more) Retail **7.95**

(F) LOVE ME BABY. The saucy pony-tail is rooted in and made to style and restyle, wash and comb, so there is no end to her personalities. Dressed in a fitting accompaniment to her crowning glory, she wears a lace-trimmed, pastel-colored nylon taffeta party dress, knit panties, Vinyl shoes and rayon socks. Her skin is like-real tinted Vinyl plastic with every curve and dimple of a real baby. She "coos" when squeezed, has sleeping eyes, lashes and turning head.

21-6800-429 (Each) 15" Tall. 2 lbs
21-6800-395 (3 or more) .Retail **5.95**

21-6801-572 (Each) 19" Tall. 3 lbs.
21-6801-526 (3 or more) Retail **7.95**

(G) CINDY WALKING BRIDE. Escort her down the aisle by the hand she'll walk with all the natural poise of a young bride—and she can dance at her wedding too. Breath-takingly beautiful in a traditional gown of satin and lace bouffant over a stiff crinoline. Illusion veil, lace-trimmed panties, stockings and white plastic shoes. Bridal bouquet of Lshes-of-the-Valley. Permanently rooted natural-looking Saran hair. Cuddly soft and washable Vinyl plastic body.

21-7153-699 (Each) 18" Tall. 3½ lbs.
21-7153-645 (3 or more) . .Retail **9.95**

(H) TYNIE BABY WITH PILLOW. What rea fun for some make-believe mother—a newborn baby that goes to sleep when she is rocked her pretty glassine eyes closing slowly with each rocking motion. She "coos" when squeezed, turns her head, and has a soft washable Vinyl body, dimpled and tinted like a real baby. Snuggly cotton flannel blanket with contrasting trim buttons to the plump, lace-trimmed satin pillow. An ideal toy for a child who is just starting to play with dolls

21-7167-350 (Each) 17" Tall. 3 lbs.
21-7167-330 (3 or more) . .Retail **4.95**

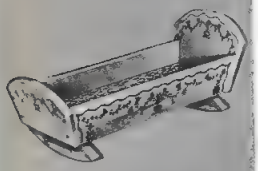
(J) PERMA NURSER BOTTLE BABY WITH WARDROBE. Playtime mothers will have a busy day with this cuddly bundle of joy She wants to be rocked to sleep, fed, bathed, dressed, and have her diapers changed. She drinks water from the bottle, wets safely. Best of all, she has a wonderful wardrobe including a dress of sheer ninon and matching bonnet, booties, sun suit, knit panties, diapers and pins, a wash cloth, sponge, and cake of soap for her bath, clothes pins to hang her clothes up to dry, and an unbreakable bottle. Vinyl body, wake and sleep eyes.

21-7171-573 (Each) 16" Tall 3 lbs.
21-7171-526 (3 or more) . . .Retail **7.95**

(K) SNUGGLE SOFTEE. No tot can resist this captivatingly cute drinking and wetting doll that manages to look so much like a real baby. She wears button-front, flannel bunting with brownie cap and knit panties. Vinyl plastic body can take falls and enthusiastic squeezes, cleans easily with a damp cloth. Curly-bobbed hair is rooted in—resists playful tugs. Has turning head and sleeping eyes. Includes unbreakable bottle to feed the baby and a fluffy baby blanket, 36"x36", bound with ribbon on all sides. A wonderful companion at nap-time.

21-7170-855 (Each) 21" Tall. 4½ lbs.
21-7170-785 (3 or more) Retail **11.95**

S'PRISE TOY COSMETIC KIT. Every young lady will be thrilled to have her own toiletries Pretty gift box contains a nosegay Forget-Me-Not Cologne, Blue Bell Lotion, Pink Cloud Talcum, and Lanolized make believe) lipstick
21-6862-200 Each Wt 1½ lbs.
21-6862-182 6 or more) **3.25**



MUSICAL CRADLE. Just the place where dolls should "nap ' Swiss music box plays "Rock A Bye-Baby" as cradle sways Beautiful natural finish with 4-color Dutch design Cradle bottom padded, covered with chintz cloth 26" long.
21-6415-625 Each Wt 7½ lbs.
21-6415-567 3 or more) **8.95**

DOLL WARDROBE. Teaches "little mothers" to be neat at a tender age Spacious enough to hold doll's wardrobe, 19" high 14" wide, 6½" deep Made of maple-finished pine with hardboard back Complete with six plastic coat hangers
21-6861-565 (Each) Wt 10 lbs
21-6861-520 (6 or more **8.50**

HORSMAN DOLLS

(A) BABY PRECIOUS WITH HAT AND COAT. Dressed in Sunday best to be loved all week long. Besides her adorable expression, she wears a lovely rayon acetate coat in heather mixture with bonnet to match, white ninon dress, panties, socks, shoes. Exclusive "Super- Flex" legs enable doll to sit alone, kneel, cross legs. She also has a coo voice, Vinyl skin, turning head, open and close eyes, curly-bobbed Saran tresses lock-stitched in.
21-7159-429 (Each) 15" Tall. Wt. 5 lbs.
21-7159-395 (3 or more) . . . . . Retail **5.95**
21-7160-572 (Each) 19" Tall Wt. 7 lbs.
21-7160-526 (3 or more) . . Retail **7.95**

(B) BABY PRECIOUS WITH BONNET. A picture-pretty face peers from beneath a story book bonnet trimmed with lace and bow. Sweetly dressed in sheer ninon, panties, shoes and socks. Exclusive "Super-Flex" legs enable her to assume and hold dozens of natural positions. She has soft-to-the touch tinted Vinyl skin, coo voice, turnable head, real-lash sleeping eyes, and permanently imbedded curly bob Saran hair which is combable and washable
21-7150-290 (Each) 13" Tall Wt. 2 lbs.
21-7150-265 (3 or more) . . . .Retail **3.95**
21-7151-429 (Each) 17" Tall Wt. 6 lbs.
21-7151-395 (3 or more) .Retail **5.95**

(C) BABY ROSEBUD. Give your littlest one soft, squeezable Rosebud to cuddle and rock to sleep This adorable doll is as lasting as she is lovable, being all plastic construction with no breakable parts and molded pony tail hair do She says "coo" when squeezed, closes her long-lashed eyes when cradled, and has position-holding, "Super-Flex" legs. Her pretty dress is a cotton print She wears panties, shoes, socks, and hair bow too.
21-7161-350 (Each) 19" Tall. Wt. 6¾ lbs.
21-7161-330 (3 or more) . . Retail **4.95**
21-7162-573 (Each) 23" Tall. Wt. 10 lbs.
21-7162-526 (3 or more). . . . Retail **7.95**

(D) BABY BUTTERCUP. She's a look-alike to any one of America's youngest set and completely adorable. Fine lace-trimmed baby dress and matching bonnet to be "oohed" and "aahed" over, knit panties, Vinyl shoes, rayon socks. Natural-like "Super-Flex" legs bend for sitting, taking steps, kneeling . . . positions are held without assistance. She sleeps soundly with closed eyes but coos when squeezed. Vinyl body, turning head, molded baby hair.
21-7163-290 (Each) 15" Tall. Wt. 4½ lbs.
21-7163-265 (3 or more) . . . . . Retail **3.95**
21-7164-429 (Each) 19" Tall. Wt. 7 lbs.
21-7164-395 (3 or more). . . . . .Retail **5.95**

Horsman Wardrobe Doll

(E) LOVE-ME BABY WITH WARDROBE AND SUIT-CASE. Impatient to start the journey, she's dressed in a tweedy-looking suit and hat with felt crown Like-real plastic body with "Super-Flex" legs that hold any position child puts them in. Sleeping eyes, a sweet "coo" voice and washable rooted pony tail wig. Suitcase is packed with dress with pinafore, rayon hat and coat, swim suit, pajamas, panties, undergarment, wire hangers, shoes and socks. Soap, washing-sponge, comb, brush, mirror and curlers for complete beauty treatment. Everything fits into a 16"x12"x6" suitcase with carrying handle and snap lock.
21-7169-699 (Each) 13" Tall. Wt. 3¾ lbs.
21-7169-658 (3 or more) . . Retail **9.95**

Effanbee Wardrobe Doll

(F) DY-DEE WARDROBE DOLL. An angelic face topped with a Tousle Wig that can be brushed, combed and washed. She'll drink from a bottle, spoon, or straw, wet, blow bubbles, weep tears and blow her nose. She's got an all-over natural rubber body with air and water tight joints Includes carrying case and wardrobe of shirt and diaper, party dress, sunsuit and matching bonnet, shoes, socks, bib, wash cloth, soap, rubber sponge, powder puffs, facial tissues, bottle, spoon, straw, cry-pacifier, bubble bath, powder and Q-tips
21-7173-975 (Each) 11" Tall Wt. 5 lbs.
21-7173-900 (3 or more) . Retail **13.95**
21-7174-1370 (Each) 15" Tall. Wt. 7 lbs.
21-7174-1260 (3 or more). . . Retail **18.95**

EFFANBEE DOLLS

(G) HONEY WALKER FORMAL. She's a walking dream in her billowy party dress and every inch—19 to be exact—a lady Her Saran wig can be brushed, combed and curled with curlers provided. Bouffant skirt of sheer multi-colored flocked nylon and velvet bodice. Underneath an underskirt of taffeta over crisp crinoline petticoat, lace-trimmed rayon panties, long sheer nylon stockings and silver slippers. Little straw bonnet has flower trim and velvet ribbons. Famous fool-proof walking mechanism go-to-sleep eyes.
21-7178-1225 (Each) 19" Tall. Wt. 4 lbs.
21-7178-1125 (3 or more). . . . .Retail **17.50**

(H) HONEY WALKER DOLL. Sweet as honey, dressed in up-to-the minute little girl fashion, and just about the same age as her mistress . . makes it so easy to pretend. Just take her hand, and Honey will walk, turning her head from side to side. Broadcloth jumper over checked cotton blouse and underskirt with matching sailor hat that ties under her pretty chin. Every little girl will love to wash, comb and set Honey's Saran hair in pigtails or just like her own hair style. Honey is hard Vinyl plastic, has jointed arms and legs, go-to-sleep eyes.
21-7177-975 (Each) 19" Tall. Wt. 4 lbs.
21-7177-900 (3 or more). . . . Retail **13.95**

(J) CUDDLE-UP BABY. This as-real-as real baby has a soft, cuddly body made of washable, Vinyl coated fabric. She's dressed in a fleecy-warm snow suit with matching hat and a cute little creeper underneath. Because she's just finished cutting her two front teeth, her extended first finger is usually seen in her mouth She cuddles her own little plush-toy pet.
21-6808-818 (Each) 20" Tall. Wt. 1¾ lbs.
21-6808-760 (3 or more). . . . . Retail **10.95**
21-6809-1029 (Each) 23" Tall. Wt. 2½ lbs.
21-6809-947 (3 or more) . . . .Retail **13.95**
21-6810-1322 (Each) 27" Tall. Wt. 5 lbs.
21-6810-1227 (3 or more). . . . Retail **19.00**

(K) DY-DEE DOLL. The famous little tyke that has won the hearts of thousands of little girls. She's all washable, she drinks and wets . . . and her eyes can stay open when she reclines or can close when she's upright. Dressed in shirt, diaper and booties and wrapped in a wooly blanket robe with satin binding. She comes with her very own feeding bottle and spoon, rattle, bubble pipe, cry pacifier, straw, Q-tips and facial tissues.
21-7175-785 (Each) 11" Tall Wt 3 lbs.
21-7175-720 (3 or more) . . Retail **10.95**
21-7176-1195 (Each) 15" Tall. Wt. 4 lbs.
21-7176-1105 (3 or more) . . . Retail **16.95**

Wanted by millions!

IDEAL

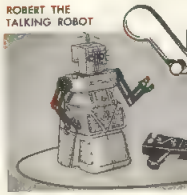
The people's choice!

BETSY WETSY DOLL

TURBO JET CAR

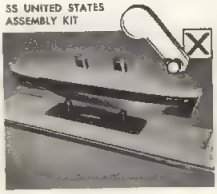
TOW TRUCK WITH CAR

ROBERT THE TALKING ROBOT



BETTY CROCKER JUNIOR BAKING KIT

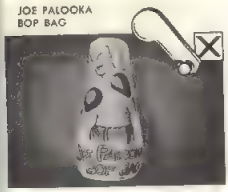
SS UNITED STATES ASSEMBLY KIT



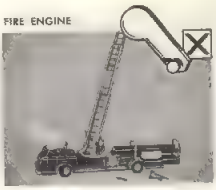
MAGIC LIPS DOLL

DRAGNET TALKING POLICE CAR

JOE PALOOKA BOP BAG

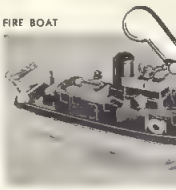


FIRE ENGINE

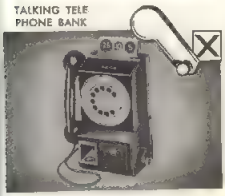


BABY BIG EYES DOLL

FIRE BOAT



TALKING TELE PHONE BANK



POSIE DOLL

J. FRED MUGGS TV CHIMPANZEE

it's a wonderful toy... it's

IDEAL

IDEAL TOY CORPORATION 200 Fifth Avenue, New York 10, N. Y.

What is the vote for '56?

The vote is for

IDEAL

the people's choice!

Here's the three-plank platform

...THE TOP HITS OF

...THE TOP AD

...EXCITING NEW TOYS

Built up by the most talked-of advertising program in the toy industry!

Remember the Thanksgiving Day Parade on coast-to-coast TV? Remember Winky-Dink? Remember the Romper Room? For the first time ever, toys hit big-time TV in a big-time way... with an impact that made cash registers go crazy throughout the entire country!

that gets the votes:

CHRISTMAS '55... BETTER IN '56

PROGRAM OF '56

IDEAL—DESIGNED TO CLICK IN '56

Forging ahead with even bigger plans in '56!

So big... so secret... we can't tell you the details yet... but it's going to be even bigger than '55... network TV to reach the children... national magazines to reach the parents! Watch for Ideal's big announcement!

it's a wonderful toy... it's IDEAL

that gets the votes!

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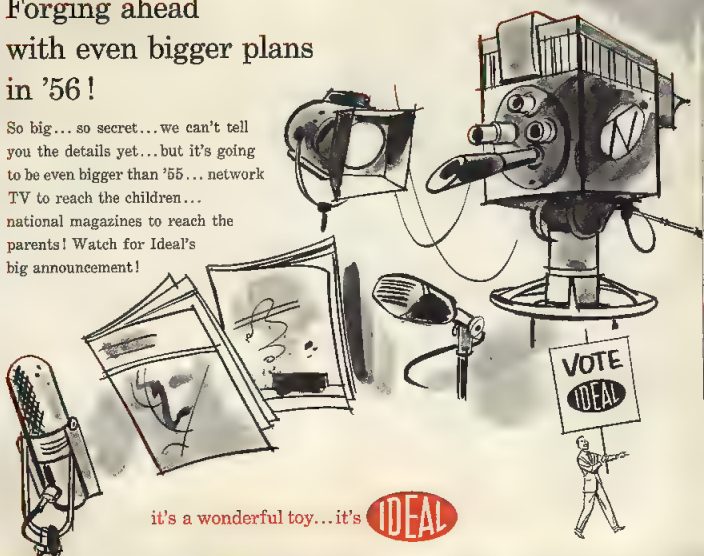

it's a wonderful toy... it's IDEAL

It's a fiberglas pool... it's IDEAL

200 Fifth Ave., New York 10, N.Y.

Here's the three-plank platform

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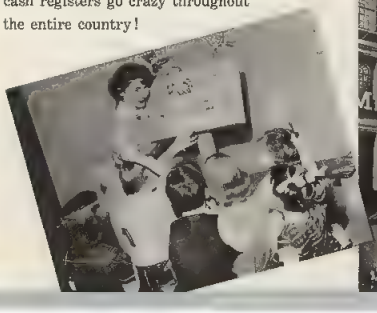

What is the vote for '56?

The vote is for

IDEAL

the people's choice!

Wanted by millions!

the Outstanding line for '56

See it all at the
Hotel McAlpin
Rooms 506-508-510

Bigger, better — more complete than ever! That's the American "Teach 'N Fun" line for '56! You must see this tremendously exciting array of merchandise to appreciate it! The line is packed with sales potential unlike anything on the market today. Pre-school toys, woodworking kits, woodburning sets, woodworking and metal tapping sets, topped off with EXCLUSIVE *Disneyland and Mickey Mouse Club* creations! If you cannot make the show send for the new BIG catalog that's bulging with merchandise your customers want — merchandise you can sell — profitably, AND QUICKLY!

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AMERICAN TOY AND FURNITURE COMPANY
6130 N. CLARK STREET • CHICAGO 26, ILLINOIS

PAYLOADER®

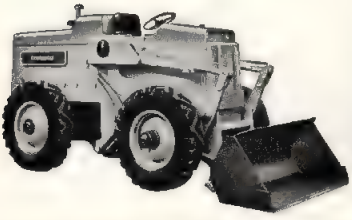
"PAYLOADER" is the trademark name for the entire line of unit-design tractor-shovels made by the pioneer and leader in the manufacture of unit-design tractor-shovels.

The "PAYLOADER" line is also the complete line of tractor-shovels. They are available in six sizes to meet every need—from 18 cu.ft. to 2½ cu.yd. bucket capacity. There are models with 4-wheel drive, rear-wheel drive and front-wheel drive. . . . there's a choice of gasoline or diesel power on most models. When you want the best in tractor-shovels and the best in tractor-shovel service, go to tractor-shovel headquarters—your "PAYLOADER" Distributor.

166 1-66

PAYLOADER® TRACTOR-SHOVELS

model HU



Four-wheel Drive

Rear-wheel Power-steer

Torque-converter Drive

4-speed Full-reversing Transmission

Gas. or Diesel Power

Hough pioneered the first 4-wheel drive tractor-shovel in 1948, and is proud to present this model HU, the smallest of a great new series of four-wheel drive "PAYLOADER" Models. It features the all-new Hough bucket action that provides 40 degrees of bucket tip-back at ground level, tremendous pry-out bucket-loading action and greatly increased safety, balance and stability characteristics.

SPECIFICATIONS

Bucket Capacity	1½ cu. yd.
Bucket Width	78"
Lifting Capacity at 0-mph	8,000 Lbs.
Carry Capacity at 4-mph	4,000 Lbs.
Maximum Dumping Height	7'10"
Engine hp., Stripped, Diesel	84
Gasoline	84
(No. Speeds)—Range, mph,	
Forward	(4)0-18
Reverse	(4)0-29
Weight, approx. lbs., Diesel	13,340
Gasoline	13,000

model HH

Four-wheel Drive

Rear-wheel Power-steer

Torque-converter Drive

4-speed Full-reversing Transmission

Gas. or Diesel Power

A new "PAYLOADER" with many improvements that give greater yardage output, greater usefulness, greater safety and easier operation. Has the all-new Hough bucket action with 40-degree tip-back at ground level and tremendous pry-out bucket-loading action. Like the smaller model HU, this model HH, though new, is thoroughly proven by months of proving ground testing and operation.

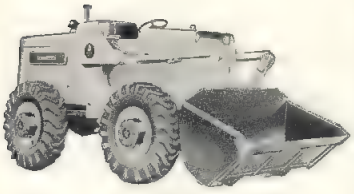
SPECIFICATIONS

Bucket Capacity	1¾ cu. yd.
Bucket Width	84"
Lifting Capacity at 0-mph	11,000 Lbs.
Carry Capacity at 4-mph	5,500 Lbs.
Maximum Dumping Height	8'10"
Engine hp., Stripped, Diesel	92
Gasoline	100
(No. Speeds)—Range, mph,	
Forward	(4)0-20
Reverse	(4)0-31
Weight, approx. lbs., Diesel	15,800
Gasoline	15,400

166-2-56

PAYLOADER® TRACTOR-SHOVELS

model HO



Four-wheel Drive
Complete Power-shift Transmission
Planetary Final Drives
Torque-proportioning Differential
Rear-wheel Power-steer
4-wheel Power Brakes

The model HO is the largest of the great new four-wheel drive "PAYLOADER" models. It has all the new advanced features built into the Models HU and HH **plus** a complete power-shift transmission—the finest, fastest transmission ever put into a tractor-shovel. The foot clutch is eliminated. All shifts can be made at full throttle, without stopping. Torque converter multiplies engine torque up to 350%.

SPECIFICATIONS

Bucket Capacity	2¼ cu. yd.
Bucket Width	90"
Lifting Capacity, 0-mph	15,000 Lbs.
Carry Capacity, 4-mph	7,500 Lbs.
Maximum Dumping Height	9'10"
Engine hp., Stripped Diesel	126
Gasoline	125
(No. Speeds)—Range, mph,	
Forward	(3) 0-24
Reverse	(3) 0-24
Weight, approx. lbs., Diesel	22 750
Gasoline	22,250

model HF

Rear-wheel Drive
Front-wheel Steer
4-speed Full-reversing Transmission
Torque-Converter Drive†

This is one of the most popular sizes of "PAYLOADER" tractor shovels, for city use. Its rear-wheel drive enables it to dig and grade as well as load trucks, carry and stockpile. Gets to the job fast at speeds up to 19.5 mph—has four reverse speeds up to 28 mph, plus torque-converter. The same basic machine is available with extra high lift and called the model HFH. It can dump over truck and bin edges 11½ ft. high.

SPECIFICATIONS

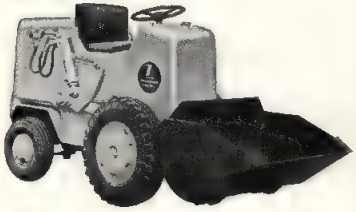
Bucket Capacity	1 cu. yd.
Bucket Width	60"
Lifting Capacity, lbs., at 0-mph	6,500
Carry Capacity, lbs., at 4-mph	3,000
†Maximum Dumping Height	7'11"
Engine hp., Stripped, Gasoline	66.5
(No. Speeds)—Range, mph,	
Forward	(4) 0-19.5
Reverse	(4) 0-28.7
Weight, approx. Gas, lbs.	10,750

† Also available as the model HFH with 10½' dumping height

166-3-56

PAYLOADER® TRACTOR-SHOVELS

model HA



Front-wheel Drive
Rear-wheel Steering
Full-reversing Transmission
Gas. or Diesel Power
Torque Converter

This front-wheel driven "PAY-LOADER" is an improved version of the model that has been proven and endorsed by thousands of owners in all kinds of industries. It is fast, maneuverable and versatile for handling loose materials indoors and outdoors — can go in and out of boxcars to load or unload them.

SPECIFICATIONS

Bucket Capacity	18 cu. ft.
Bucket Width	48"
Lifting Capacity, lbs., at 0-mph	3,000
Carry Capacity, lbs , at 4-mph	2,000
Maximum Dumping Height	5'2½"
Engine, hp., Stripped, Diesel	38
Engine, hp., Stripped, Gasoline	33
(No. Speeds)—Range, mph,	
Forward	(2)0- 6.3
Reverse	(2)0 10.
Weight, approx. lbs., Diesel	5,285
Gas	5,050

model HAH

Front-wheel Drive
Rear-wheel Power-steer
4-speed Full-reversing Transmission
Highly Maneuverable
Torque Converter

This machine is especially designed for stockpile work, with rear-wheel power-steer for fast maneuverability, and a high lift to load trucks and elevated hoppers . . . has compact, rugged construction to meet the demands of the most rigorous bulk-material handling work . . . can work indoors, or outdoors on unpaved ground.

SPECIFICATIONS

Bucket Capacity	1 cu. yd.
Bucket Width	66"
Lifting Capacity, lbs., at 0-mph	4,000
Carry Capacity, lbs., at 4-mph	3,000
Maximum Dumping Height	7'9"
Engine hp., Stripped, Gasoline	51
(No. Speeds)—Range, mph,	
Forward	(4)0-17 7
Reverse	(4)0-29.8
Weight, approx. lbs., Gas.	9,560

PAYLOADER® Attachments for tractor-shovels

A variety of attachments are available for "PAYLOADER" tractor-shovels which greatly extend their usefulness:

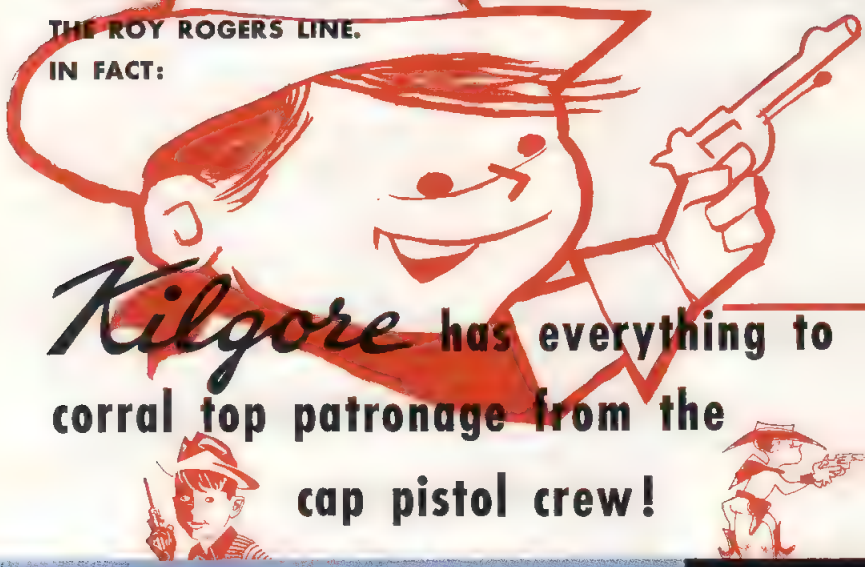
Hydraulic Back-Hoe	**"V" Snow Plow**	**Backfill Blade**	**Bucket Teeth**	**Log Grab**
Crane Hook	**Rotary Snow Plow**	**Pick-Up Street Sweeper**	**Scarifier**	**Winch**
Lift Hook	**Blade Snow Plow**	**Snow Bucket**	**Operator Cab**	**4-in-1 Attachment**

166-4-56

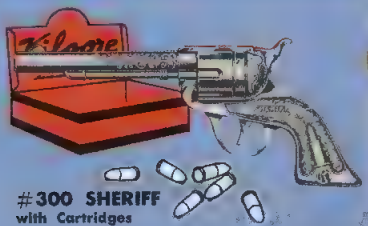
THE NEW Kilgore RAINBOW LINE OF TOY CAP PISTOLS
No 407 Buck Single Shot
No 42 Ranger 50-Shot Repeater
No 9 Pal Single Shot
No. 40 Kit Carson 50-Shot Repeater
KILGORE
DEPUTY
BE FIRST WITH KILGORE TO CASH IN ON
color
Famous toy pistols in sparkling SUPRA-GLEAM silver, steel-gray, red, blue and brass — plus multi-colored pistol grips for the last word in childhood thrills! Every toy pistol in the best-selling Kilgore Rainbow Line has the new SUPRA-GLEAM finish in glistening silver or glowing color.

KILGORE HAS NEW EXCLUSIVE SUPRA-GLEAM FINISH • • • • • KILGORE HAS THE RAINBOW LINE • • KILGORE HAS CARDED GUNS • KILGORE HAS EYE 'N BUY ASSORTMENTS • KILGORE HAS A COMPLETE LINE OF CAPS • • • • • KILGORE HAS NEW ECONOMY WESTERN 50-SHOT REPEATER • KILGORE HAS GUN RACK SETS • • KILGORE HAS NEW HOLSTER SETS • • KILGORE HAS NEW WESTERN GUN WITH CARTRIDGES • KILGORE HAS THE ROY ROGERS LINE.

IN FACT:



Kilgore has everything to corral top patronage from the cap pistol crew!



#300 SHERIFF
with Cartridges

All-new 50-shot repeater with six removable silver-metallic cartridges. Revolving cylinder takes cartridges just like real six-shooters. Exceptional play value. Attractively packaged in colorful self-display carton. Available July, 1956

#46 DEPUTY

50-shot repeater with handsome silver SUPRA-GLEAM finish with blue grip, brass with black grip or blue with silver grip. Outstanding, new economy pistol with many top value features.

LET KILGORE'S NEW RAINBOW LINE INCREASE YOUR PISTOL SALES

#42 RANGER
50-shot repeater

KILGORE'S NEW

Supra-Gleam

FINISH Will put a gleam in the eyes of pistol-hungry small fry. Kilgore's exclusive SUPRA-GLEAM is a mirror-bright, glistening finish unmatched for brilliance and beauty. New, brighter Supra-Gleam retains its original luster permanently. Cash in on this Kilgore first . . . the industry's leading pistol line now available in amazing Supra-Gleam or color finishes.

Eye 'n Buy

merchandising assortments

#2045

Take dead aim on toy sales with this all-in-one pistol display . . . Card mounting cuts down handling losses, rack sets up sales with easy-to-see, up-front displays. #2045 contains 6 Rangers, 6 Big Horns, 6 Bucks and 6 Hawkeyes.

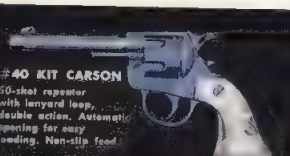
Roy Rogers

ROY ROGERS GUNS

Only Kilgore pistols have Roy Rogers Double-R-Bar endorsement. Kilgore quality plus Roy's drawing power make these pistols surefire sellers. Nos. 44, 55, and 66 are authentic Western-styled 50-shot repeaters. No. 77, a big, realistic six-shooter.

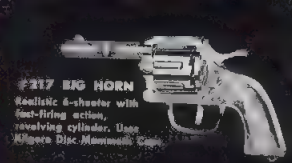
#407 BUCK
Large, Western-style single-shot pistol. Uses Kilgore single-shot caps.

#9 PAL
Single-shot Western. Easy trigger action. Top for first-pistol sales.



#40 KIT CARSON
50-shot repeater with lanyard loop, double action. Automatic opening for easy loading. Non-slip feed.

#4 HAWKEYE
Pocket-size, automatic-type, 50-shot repeater, with durable metal grips. Uses Kilgore repeating



#217 BIG HORN
Realistic 6-shooter with fast-firing action, revolving cylinder. Uses Kilgore Disc Mammoth Caps.

SEE COMPLETE CAP LINE and GUN RACK SET ON NEXT PAGE

NEW

RANGER PISTOL RACK SET

Every kid will want one of these Western-style gun-rack and pistol sets to hang on his wall. It's fun, easy to put together. Assembly has excellent play value. Natural-looking pelt laces into frame, two pistol pockets attached to pelt. Comes unassembled in attractive box with two top-notch Kilgore Ranger pistols.

THE COMPLETE LINE OF TOY CAPS

Sell the best in paper caps . . . Kilgore's. Every cap is precisely made for best fit and performance. Caps for all types of toy gu and cap firing toys.

No. 2502 BANG ROLL CAPS
10-roll, foil-covered, economy package.

No. 2510 BANG ROLL CAPS
50 rolls in foil package. Optional hang-up tab for better display.

No. 1505 PERFORATED ROLL CAPS
25 rolls of the preferred 50-shot repeater cap in handsome sure-sell foil package.

No. 1514 ROUND SINGLE SHOT CAPS
New Round cap in slide-cover metal box. No less than 100 caps per box. For all break-apart-cartridge guns, rockets and other cap-firing toys.

No. 2504 BANG ROLL CAPS
20 rolls in new flashy foil package.

No. 250 BANG ROLL CAPS
A cap of Kilgore quality (non-perforated). 5 rolls, 250 shots in box illustrated.

No. 150 PERFORATED ROLL CAPS
A Kilgore first, perforated for better feeding action. More sure shots per roll, 5 rolls, 50 shots per roll.

No. 108 DISC MAMMOTH CAPS
For Kilgore revolving-cylinder six-shooter. Six shots per disc, 18 discs per box.

No. 75 SINGLE SHOT CAPS
The finest cap for single-shot cap pistols. 72 shots per box in conveniently scored sheet.

This "K" Means O.K.

Kilgore INC. WESTERVILLE, OHIO

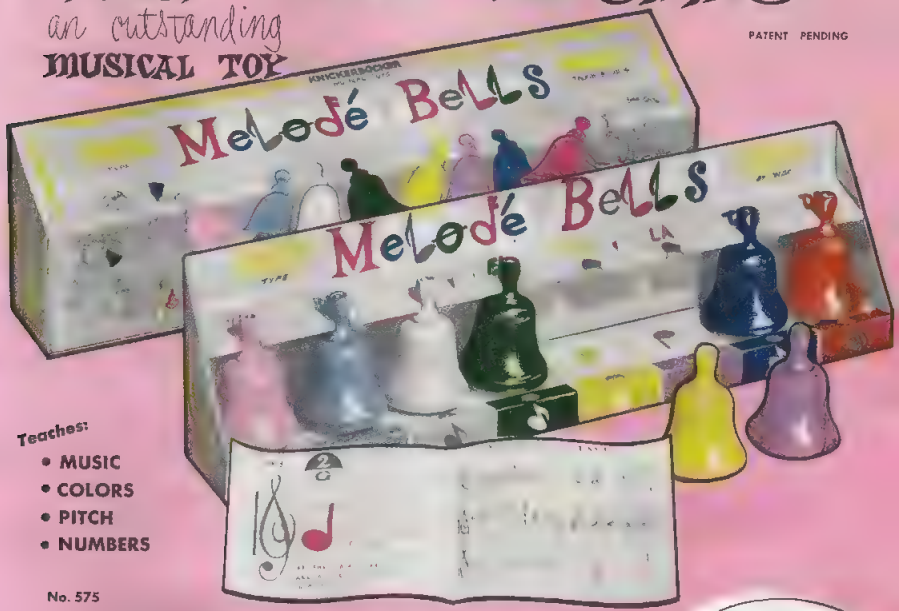
NATIONALLY ADVERTISED ON TV!

Knickerbocker's sensational

melodé bells

an outstanding
MUSICAL TOY

PATENT PENDING



Teaches:

- MUSIC
- COLORS
- PITCH
- NUMBERS

No. 575

Children and grown-ups alike can now play and enjoy Knickerbocker's Melodé Bells as featured by Swiss bell ringers and concert players. The full diatonic scale of precision-tuned bells are musically appealing when played alone or with accompaniment. The brilliantly colored 3⅜" bells of durable high-impact styrene are packaged in an eye-appealing display box which serves as a music stand for the many musical selections included in book form.

$4.98
SUGGESTED RETAIL PRICE

KNICKERBOCKER
NO. HOLLYWOOD, CALIFORNIA

SHOWROOMS
1107 Broadway — New York City
FIFTH FLOOR

TOYS TOYS

WALT DISNEY'S

MICKEY MOUSE MOUSEKETEER BANK

NO. 222

PACKAGED IN ATTRACTIVE FULL COLOR DISPLAY BOX

$1.00
SUGGESTED RETAIL

TOUGH, DURABLE HI-IMPACT PLASTIC

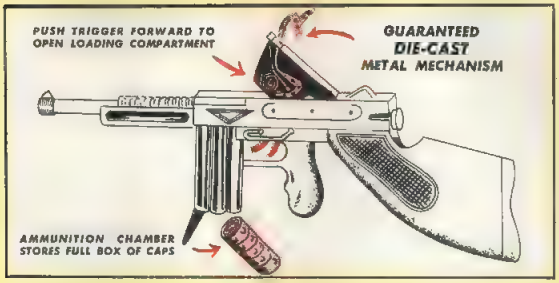
★★★★★
HANDSOMELY DECORATED IN 5 VIVID COLORS

SHOWROOMS
1107 Broadway — New York City
FIFTH FLOOR

TOYS TOYS

SUB-MACHINE CAP GUN

$1.98


PUSH TRIGGER FORWARD TO OPEN LOADING COMPARTMENT
GUARANTEED DIE-CAST METAL MECHANISM
AMMUNITION CHAMBER STORES FULL BOX OF CAPS

HI-IMPACT PLASTIC

NO. 653 SUB-MACHINE CAP GUN
Among this gun's many fine features are, the die-cast mechanism for foolproof shooting, and the storage compartment in the handle. Beautifully designed in black with metallic trim. Measures 20½" x 7". Individually packaged.

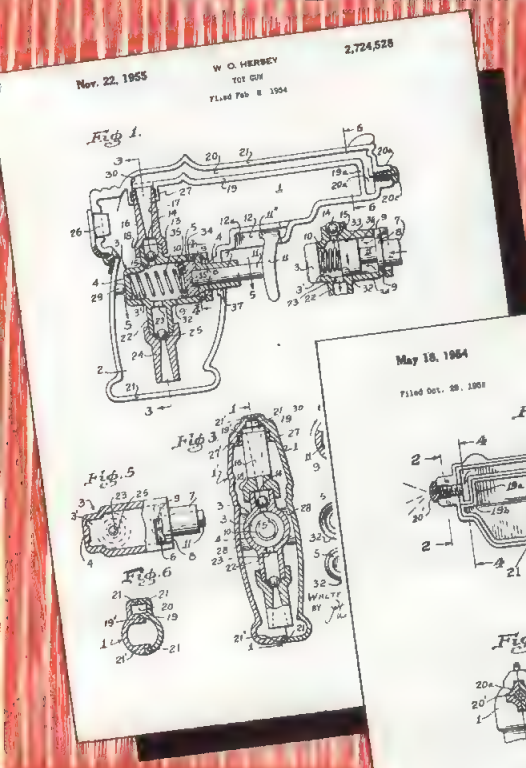
Leaders on the Toy Shelves of America

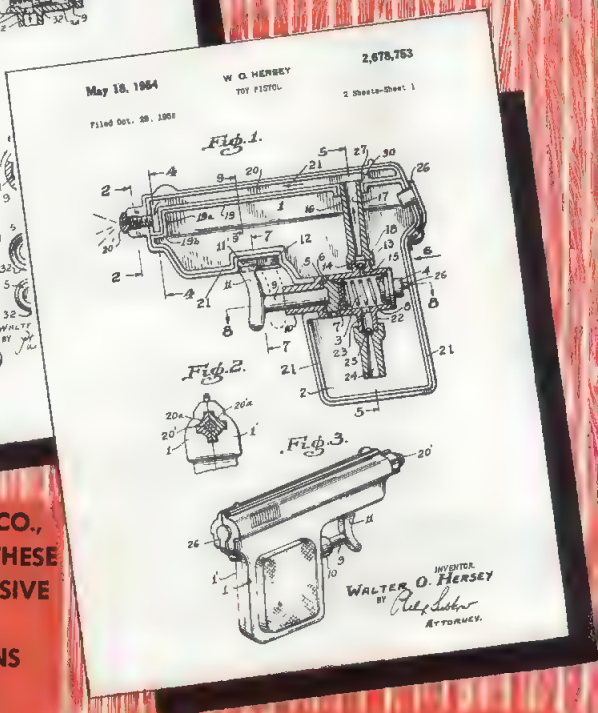
SHOWROOMS
1107 Broadway – New York City
FIFTH FLOOR

NOTICE!

KNICKERBOCKER

ANNOUNCES THE ISSUE OF U. S. LETTERS PATENT NO'S. 2,678,753 ON MAY 18, 1954, 2,724,528 ON NOV. 22, 1955





KNICKERBOCKER PLASTIC CO., INC., AS THE OWNER OF THESE PATENTS, HAS THE EXCLUSIVE RIGHT TO MAKE, USE AND SELL THE WATER GUNS COVERED BY THE CLAIMS OF THE PATENTS.

SHOWROOMS
1107 Broadway — New York City
FIFTH FLOOR

TRADEMARK REG

the LINDBERG line

ESTABLISHED SINCE 1933

Gift Sets FOR VOLUME SALES

GB100 • AIRPLANE GIFT SET

A beautiful combination of three fast selling items. They are individually boxed, combined together in a colorful package with terrific sales appeal. Over 100 parts.

Retail $2.98

GB101 • LAND AND SEA GIFT PACKAGE

Presents beautifully packaged our brand new Boeing B-17G with our fast selling Aircraft Carrier Wasp. Both items are highly detailed totalling some 256 parts. It's a beauty.

Retail $4.49

GB406-9 • WORLD WAR II FIGHTERS

A combination of four World War II Fighters. The P47D, Super Marine, Spitfire, P-51D Mustang, ME 109F Messerschmitt. A real fine gift pack including the cement. 97 parts. **Retail $1.29**

GB39 • SPORT PLANES

This gift set is made up of two American sport planes. In gleaming yellow plastic, the famous Piper Cub Special. In brilliant red plastic, the Stinson Station Wagon. This easily put together kit of two planes with 39 parts. **Retails for 79¢**

AUTHENTIC PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS INC., SKOKIE, ILL.

TRADEMARK REG.

the LINDBERG line

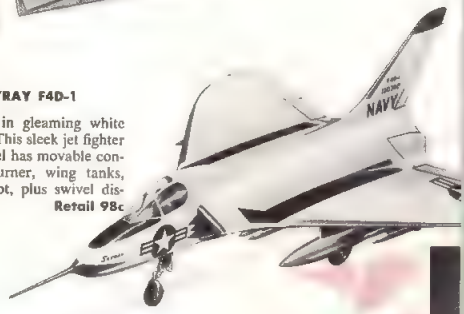
ESTABLISHED SINCE 1933

NEW! Authentic Models

400-5 • MIDGET SPORT PLANES

For the beginner, beautifully packaged are Mooney Mite, Midget Mustang, Pete, Knight Twister, Swee Pea, Monocope. This group sold as a set, but individually packed.

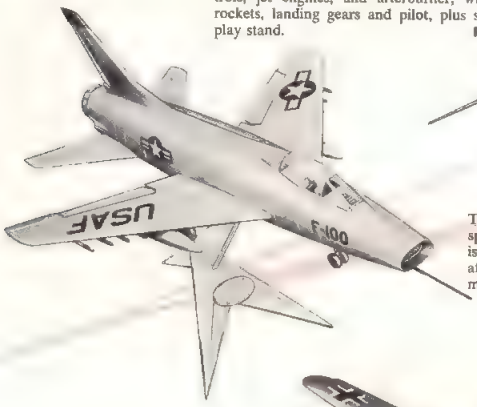
These authentic models retail at 29c ea.



523 • DOUGLAS SKYRAY F4D-1

This beautiful model molded in gleaming white plastic with superb packaging. This sleek jet fighter is used by the Navy. The model has movable controls, jet engines, and afterburner, wing tanks, rockets, landing gears and pilot, plus swivel display stand.

Retail 98c



528 • F-100 SUPER SABRE

The airforce new F-100 Super Sabre capable of speeds over a thousand miles an hour. This model is a masterpiece in detail with jet engine and afterburner, movable controls with a brand new modernistic swivel display stand. **Retail 98c**

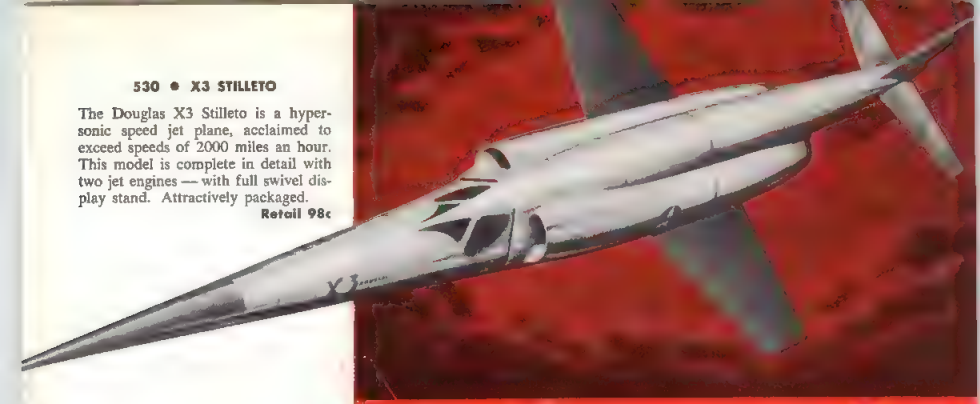
524 • STUKA JU-87B

The famous German World War II Dive Bomber, Stuka JU-87B. A real prize collectors item molded in the original olive green with pilot, gunner, machine gun, seats, floating ailerons, bombs, etc.

Retail 98c

AUTHENTIC PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS INC., SKOKIE, ILL.



530 • X3 STILLETO

The Douglas X3 Stilleto is a hypersonic speed jet plane, acclaimed to exceed speeds of 2000 miles an hour. This model is complete in detail with two jet engines — with full swivel display stand. Attractively packaged.
Retail 98c

525 • BOEING B-17G

This beautiful and famous World War II Bomber with approximately 20" wing span is a masterpiece of detail. Complete with movable controls, retractable landing gears, inner fusilage bulk heads, flight platforms, complete crew, movable turrets and guns, plus a full swivel display stand. **Retail $2.49**

535 • CURTISS GOSHAWK

A sleek looking bi-plane of yesteryear. One of the earlier planes used on aircraft carriers. Superb in detail with a wing span of 8", length of approxi- [illegible] 6" · 48 pieces · Retail 59c

529 • JET SKYHAWK

This plane has the appearance of a fighter but actually is a bomber. Capable of crossing United States non-stop. Histories deadliest plane pound for pound. Called "Heinemann's Hot Rod" after the designer. This model includes jet motor and movable controls.
Retail 79c

TRADEMARK REG.

the LINDBERG line

ESTABLISHED SINCE 1933

Increase Sales
WITH QUALITY MODELS

V806 • CHRIS CRAFT COBRA

Chris Craft Cobra without motor as well as No. V-806M which includes motor. 21" assembled plastic hull complete with simulated wood finish so no painting will be required. Approximately 24 simple parts to assemble. Very colorfully packaged. Minutes away from actual operation.

Retail price without motor is $3.98; with motor $5.98

FLASH RACING HYDROPLANE
V801 without motor • V801M with motor

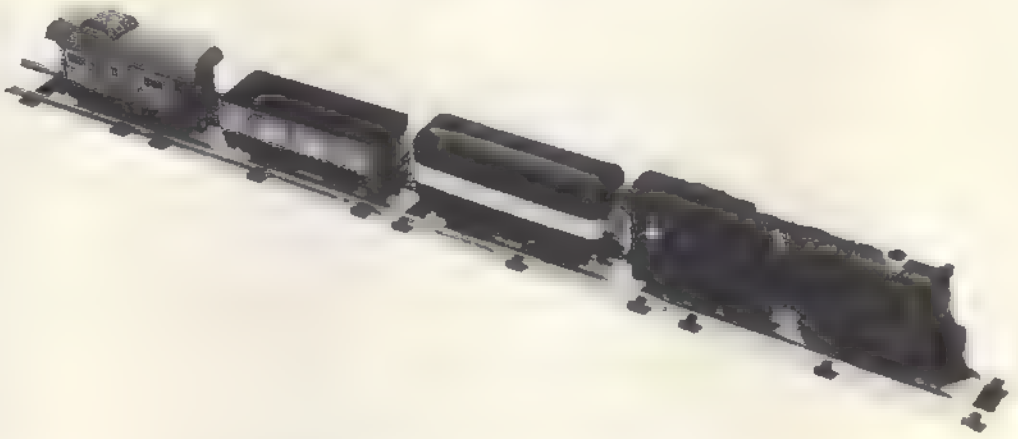
The hull is completely assembled and painted in vivid red with a few simple parts for assembly. Minutes away from actual operation.

Retail price without motor $2.98; with electric motor $5.98

AUTHENTIC PLASTIC CONSTRUCTION KITS

LINDBERG PRODUCTS INC., SKOKIE, ILL.

TRAINS



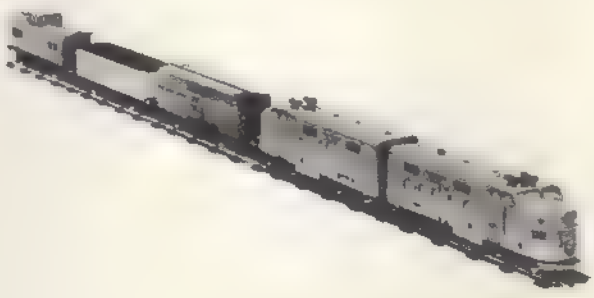
No. 518 FOUR UNIT MECHANICAL FREIGHT SET

Four unit mechanical freight set, constructed of steel, appropriately colored and designed. Powered by long running clockspring motor. Equipped with a governor and brake. Supplied with eight sections of track.

Track Measures 27" x 27". Circumference of track—84" circle.
Train measures 28¾" long overall.

PACKED: Each set in a box

No. 518 ---------- $4.00 Each



NO. 793 FIVE UNIT MECHANICAL FREIGHT SET

This streamline set consists of: 1 twin Diesel type locomotive, 1 tank car, 1 gondola car, 1 caboose, 12 sections curved track, 4 sections of curved track and 1 cross-over. Train measures 35" long. Each set in box.

No. 793 ---------- $6.50 Each

ELECTRIC TRAINS

No. 4210 $13.50 Each

No. 4210 5-UNIT R.C. ELECTRIC FREIGHT SET

Steam type plastic electric loco with oilless bronze bearings, headlights and piston rod action. Set consists of lithographed steel tender, box car, gondola, caboose, with steam type electric loco, 8 sections elec. curved track, one underwriters approved transformer, one track connector.

Circumference of track is 84" circle.

Track measures 27" circle.

Train measures 35¾" long overall.

PACKED: Each set in folding box.

No. 55925 7-UNIT ELEC. WORK TRAIN W/SMOKING CHUG-CHUG LOCO

New, life-like steam-type electric loco which emits real smoke as it chugs along.

A 75-watt Underwriters' Approved Transformer controls the train in forward or reverse motion.

Train measures 62¾" long.

Track measures 34" x 68".

Circumference of track—174½" oval.

PACKED: Each set in a corrugated shipping carton

No. 55925 $36.00 Each

TRAINS

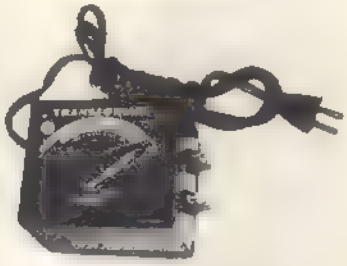
No. 5850 REMOTE CONTROLLED FREIGHT TRAIN SET

No. 5850 $13.50 Each

Set consists of: 1 Electric steam-type locomotive, 1 Tender, 1 Box Car, 1 Gondola Car, 1 Caboose, 4 Sections of straight track, 8 Sections of curved track, 1 UL approved transformer. Train measures 35" long overall. Each set in box.

MARX TRAIN ACCESSORIES

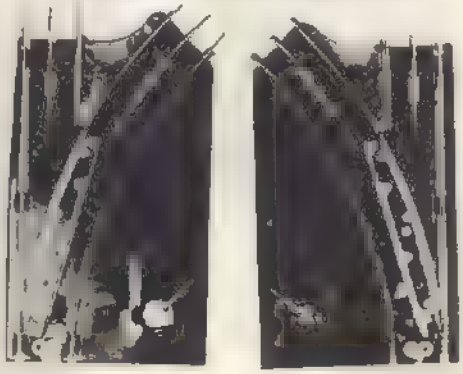
TRANSFORMER



No. 1249 $9.60 Each

Black enamel with nickel plate handle. Equipped with thermal cut out circuit breaker; red reset button; 2 sets of binding posts. Rated at 45 watts, 60 cycles, 110-120 volts, AC. 6 ft. cord, 1 track connector. UL approved. Size: 3⅝ x 3½ x 4½".

MARX MANUAL SWITCHES



No. 390 COLLAPSIBLE METAL TUNNEL

No. 390 $1.50 Each

Attractively designed metal tunnel with lithographed landscape design. Cleverly arranged so that tunnel can be split in two parts. Measures 10-3/4" long, 9" wide, 7" high. Each in box.

No. 610 $9.60 Pair

1 Left and 1 Right Hand Electric switch (Manually operated). Dull black enamel finish.

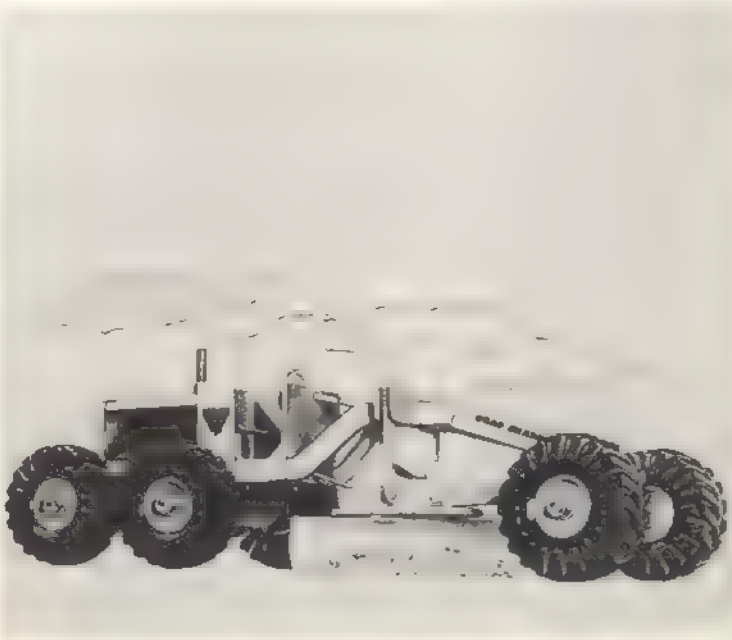
NY-LINT

No. 1300
TOURNAROCKER

A faithful scale model of the real "Tournarocker" designed and manufactured by R. G. LeTourneau, Inc., of Peoria, Illinois. Ny-Lint model is approved and authorized by LeTourneau. Has exact reproduction of distinctive action of original, including hoist on big rear-dump hopper, and two-way pivot on connecting pin. An amazingly strong and flexible toy for real hauling and dumping, just like the big machines that are used for heavy road-building work. Tournarocker is 18" long, 5-1/2" wide, 6-1/2" high, made of heavy gauge steel. Comes individually packed in corrugated cartons, 6 units to a standard shipping carton; weight of shipping carton 29-1/2 lbs.

No. 1300 $7.50 Each

rugged
maneuverable

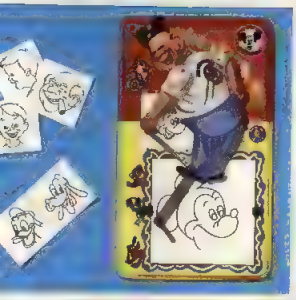


durable
fully adjustable

No. 1400
ROADGRADER

Do real scraping and grading with this *working* scale model. A very strong toy that has fascinating motions. Front wheels steerable and all axles individually pivoted to follow irregularities of the grade just like the real machines you see on the highways and in the fields. Scraper blade has positive three-way adjustment — can be raised or lowered, tilted any way, and swung either left or right. A wonderful toy that should sell on sight. Dimensions, 18" long, 8" wide, 9-1/4" high. All-steel, heavy duty construction. Individually packed in corrugated cartons, 6 cartons to a standard shipping carton; weight of shipping carton 35-1/2 lbs.

No. 1400 $9.00 Each



#534 List $2

MOUSEKARTOONER®

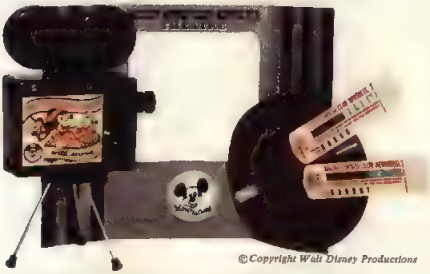
The MOUSEKARTOONER is a cartooning toy. Children simply trace the lines of any Disney character, any cartoon or picture and its copy appears double the size like magic. All metal base with full-color reproduction of Big Mouseketeer Roy Williams cartooning . . . just like he does it on the show. With drawing pad, pencil and full packet of Disney characters. Individually packed in two-color box. *$2.00*
Size: 15" x 9" x 1". Std. Pack: 1 doz. Approx Wt: 12 lbs.*

FALL '56

MATTEL, INC. TOYMAKERS

©Copyright Walt Disney Productions

A MICKEY MOUSE CLUB THEATER "at home"



©Copyright Walt Disney Productions

MICKEY MOUSE CLUB NEWSREEL with sound* *Stock #533 List $3 (batteries not included)*

Just insert a film slide into this battery-operated "tuff-to-break" projector and see Walt Disney films . . . on a 12 x 9 screen, at home. Projector has focusing lens, metal tripod, with polyethylene tips, push-button film advance. Two 10-frame film slides come with a non-breakable 78 RPM record with vocal and musical descriptions. Colorfully packaged toy includes projector, screen, slides and record.
Size: Projector 9¼ x 5½ x 4. Std. Pack: 6/12 doz. Wt: 4 lbs

MICKEY MOUSE CLUB NEWSREEL RECORD-FILM DOUBLE FEATURE *Stock #541*

List $.50 (1 record and 2 ten-picture film slides packed in envelope)

24 assorted records and 48 film slides packed in attractive point-of-sale display box. Assorted Disney subjects. cartoons, adventures, newsreels.
Std. pack 6 doz. records. (3 displays per carton) Wt: 6 lbs.

MICKEY MOUSE CLUB NEWSREEL INTRODUCTORY DEAL

Stock #542
Retail Value $30.00

Consists of: 1 ea. #541 Record Library (24 assorted records, 48 film slides). 6 ea. #533 Newsreel (includes toy, screen, record and film slides). 1 ea. large point-of-sale display. Order by the Deal' Std. Pack: 1 ea. Wt: 6 lbs.

©Copyright Walt Disney Productions

Mattel patented musical unit

MOUSEGETAR—IN TWO SIZES! YOU'LL SEE JIMMIE DODD PLAY IT ON THE MICKEY MOUSE CLUB TV SHOW!

Stock #532 **MOUSEGETAR JR.***

Turn the crank of this Mattel music box, and play the official "Mouseketeer" song! Bright four-color decoration of Mickey and his friends on the face of the toy. Sturdy "tuff-to-break" construction. Nylon strumming strings, black-and-white neck cord. Individually packaged in colorful chipboard box.
List $1.80 Size: 14" x 5" x 1½". Std. Pack: 2 dozen
Stock #532 Approx. Wt.: 12 pounds

MOUSEGETAR® *Stock #531*

Just like Jimmie Dodd's – plays real music! Seniormouse size, with nylon strings, tuning keys, carrying cord. Sturdy "tuff-to-break" construction. Bright red with Mickey Mouse Face. Jimmie's own instruction book teaches MICKEY MOUSE CLUB songs easily. Individually packaged in carrying case.
Size: 23" long x 8⅛" wide x 2½" deep. Std. Pack: 6/12 doz.
Approx. Wt.: 10 pounds; Stock #531 List $4

er Mickey Mouse Club TV toy

MATTEL, INC. TOYMAKERS

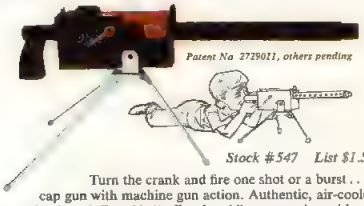
REMEMBER THE BURP GUN!*

Patent No. 2729011, others pending

NEW! BURP GUN! *Stock #536 List $3*

New, improved only fully automatic cap gun made. Safe! 1-50 shots at trigger touch. Noisy fire bursts and smoking barrel. Easy to load-fire. Use perforated roll caps only. All metal working parts; rust resistant plated grip. Individually packaged in self-display box. Size 13" x 6¼" x 2". Std. Pack: 6/12 doz. Wt: 9 lbs.

MATTEL-O-MATIC MACHINE GUN*



Patent No. 2729011, others pending

Stock #547 List $1.50

Turn the crank and fire one shot or a burst . . . a cap gun with machine gun action. Authentic, air-cooled smoking barrel. Durable "tuff-to-break" construction with all-metal safety polyethylene tipped tripod for gun to swing full circle. Strong, durable all metal operating mechanism. Use perforated caps only
Individually packaged in colorful box. Size: 17" long x 8" high (mounted) x 2½" wide. Std. Pack: 2 doz., Wt. 18 lbs.

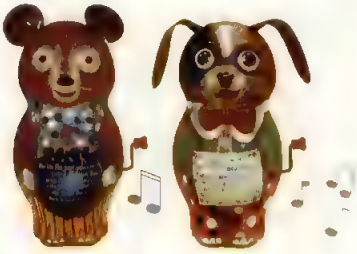
THE "LITTLE BURP" GUN

Stock #546 List $1

Patent No. 2729011, others pending

Turn the crank for a smoking
Mattel-O-Matic machine gun burst or squeeze the trigger to clip off a single shot on this new kid-sized replica of the famous Mattel Burp Gun. "Tuff-to-break" construction, wire stock, all metal firing and loading mechanism. Use perforated roll caps only. Easy to load-fire.
Size: 16" x 5½" x 2½"
Std. Pack: 1 doz. Wt. 6½ lbs.

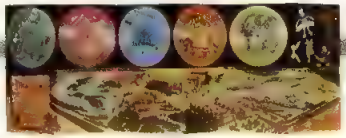
Mattel patented musical unit



MUSICAL ANIMALS

Stock #549 List $1

Turn the crank and these gayly litho'ed, all-metal musical animals play a song. Little Brown Bear plays "Little Brown Jug" and "Where, Oh Where Has My Little Dog Gone" is Lil' Dog Gone's Tune. Display included.
Size. 8¾" x 4½" x 2¾".
Std. Pack: 1 doz. (6 of ea. in carton). Wt: 5 lbs.



DISNEYLAND MUSICAL MAP*

Stock #529 List $1

Five new process, non-breakable, 78 RPM records plus full-color pictures of scenes and characters from Disneyland and Mickey Mouse Club TV show. An official Disney toy.
One dozen maps in attractive point-of-sale display pack.
Size: 14¼" x 42¾"; accordion folds in litho'ed cover 14¼" x 7⅛"
Std. Pack: 4 doz. (4 display packs per shipping carton).
Wt: 16½ lbs.

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MICKEY MOUSE CLUB MUSICAL MAP* *Stock #537 List $1*

*Another Mickey Mouse Club TV toy

Mattel patented musical unit

Stock #540
List $3

MATTEL MUSIC BOX CAROUSEL

A colorful metal carousel; prancing bobbing horses revolve around a candy-striped pole. Plays a merry-go-round tune with a turn of the crank. Comes with four polyethylene cowboys and Indians to ride horses; circus pennant flag tops multi-colored carousel. Individually packaged in colorful box.
Size: 9½" x 10¼".
Std. Pack: 6/12 doz. Wt: 11 lbs.

Mattel patented musical unit

MATTEL, INC. TOYMAKERS

DICKORY DOCK MUSICAL CLOCK

Stock #539 *List $3*

Turn the crank of this Mattel music toy and play "Hickory Dickory Dock." Then the mouse "runs" up the clock, the hands whirl and a bell rings. Real action and gaiety . . educational too. Teaches youngsters to tell time. Four-color litho'ed all metal clock on strong base. Individually packaged in colorful box. Cutest new-fashion grandfather clock around.
Size: 15" x 6¼" x 4½" (base)
Std. Pack: 6/12 doz. Wt: 11 lbs

JACK IN THE MUSIC BOX

Stock #507 *List $2*
America's *best loved* musical surprise action toy.
All metal Litho'd decoration.
Play-proof mechanism.
Size: 5¾" x 5¾" x 6¾".
Std. Pack: 1 doz.
Approx. Wt.: 15 pounds.

Mattel patented musical unit

BONNEVILLE SALT FLATS SPECIAL

Stock #510 *List $2*

World's fastest professional racing car. Mobilgas Flying Horse insignia All metal. Crashproof. Safety bumpers. POWERFUL THUNDERBIRD friction motor. Cosmic "flashcolors." Custom-designed package.
Size: 12" x 5½" x 2¾". Std. Pack: 1 doz.
Approx. Wt: 15½ lbs.

COWBOY GE-TAR

Stock #421 *List $1.50*
Assorted color combinations, assorted musical tunes, strumming strings.

Mattel patented musical unit

Size: 14" x 5" x 1½"
Std. Pack: 2 doz. asst colors & tunes
Approx. Wt.: 11 pounds.

MANDOLIN MUSIC BOX

Mattel patented musical unit

Stock #515 *List $1.20*
All metal "tuff-to-break" construction Patented music box plays assorted songs. Gay four color litho on metal. Strumming nylon strings.
Size: 11¼" long
#515 Std. Pack: 2 doz. Wt.: 10 lbs.

MUSIC MAKER BOOKS*

Stock #490 List $1

Each book plays its own story in music with a turn of the crank. Filled with full color illustrations and rhymes. One dozen in each display pack consisting of 10 assorted titles.

Size: 6¾" x 5" x 1"
Std. Pack: 3 display packs
Approx. Wt.: 13½ pounds

Mattel patented musical unit

MERRY MUSIC BOX

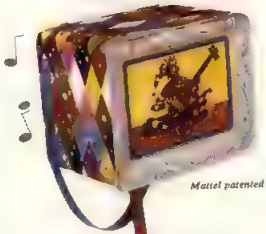
Stock #501 List $1

Plays assorted tunes. All metal 'breakpruf' construction. Over-shoulder carrying cord.

Std. Pack: 6-12 doz.
Approx. Wt.: 4 pounds

Mattel patented musical unit

MATTEL CARNIVAL HURDY-GURDY



Mattel patented musical unit

Stock #508 List $3

Largest and loudest music box in the world of toys. All metal 'Breakpruf.' Vinyl shoulder strap. 24" organ grinder's stick. Individually boxed in corrugated carrying case.

Size: 27" x 10" x 7"
Std. Pack: 6/12 doz.
Approx. Wt.: 14½ pounds

MATTEL MUSICAL TRUCK

Stock #504 List $3

Rolls along – plays a song – or not (that's the mystery). Reinforced steel chassis. Rubber wheels, movable sun canopy. Rear door storage. Individually boxed.

Mattel patented musical unit

Size: 11" x 4½" x 4¾"
Std. Pack: 6/12 doz. Approx. Wt. 7½ lbs.

ROYAL KNIGHT JEWELED SWORD, SHIELD, SCABBARD

Stock #517 List $2

Safe! Durable! Beautiful! 18" hi-impact flexible blade with 'can't-hurt-sta-on' rubber tip. Red, white or black Medieval hilt topped by King-sized jewel. All metal shield and scabbard and vinyl belt-hanging strap. *Size: 18" long (sword), 12" dia. (shield) Std. Pack: 6/12 doz. (assorted colors). Approx. Wt.: 8 pounds*

MATTEL DRIVING SCHOOL *Stock #518 List $5*

Educational – Fun! Endorsed by safe driving authorities. Children drive, park, gas and garage their cars. Learn traffic rules, take driving tests, win driver's license. Metal construction plus 3 cars controlled by authentic steering wheel. School has gas station, tunnel, streets, garage. Size: 19" x 12" x 6". Std. Pack: 4/12 doz. Approx. Wt: 15 lbs.

MATTEL INC.
5432 W. 102nd St., Los Angeles 45

PATENT NOS 2,504,666, 2,630,655 AND 2,649,652 OTHERS PENDING PATENTED IN CANADA 1953 LITHO IN U.S.A.

GUARANTEE

Each MITCHELL Radio, Phonograph, Tape Recorder and Intercom is backed by the full Radio-Electronic-Television Manufacturers' Association (RETMA) Warranty against defects in material and workmanship, and is U. L. Approved.

MADE AND GUARANTEED BY THE MAKERS OF THE WORLD-FAMOUS
MITCHELL ROOM AIR CONDITIONERS
Advertised in LIFE

MITCHELL

Best Buys in Home Entertainment

MITCHELL Radios and Phonographs are famous for quality and value. Designed and built to the highest standards, each MITCHELL model gives you the most for your money the fullest measure of enjoyment …enduring beauty, full-range tone, complete dependability and utility to bring you endless listening pleasure. In every way, MITCHELL gives you more for your money.

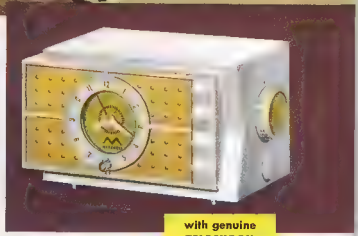
- **Full Range Tone**
- **Beautiful Styling**
- **More For Your Money**

MITCHELL CLOCK-RADIO VALUES

"Tone Alarm" Clock Radio

Today's top value in a sparkling radio that wakes you at the exact time you want, to the music of your favorite morning program. Genuine Telechron clock with sweep-second hand keeps flawless time, turns radio on automatically. Latest Superhet radio (4 tubes including rectifier) tunes full 540-1620 kc AM broadcast band. Features built-in "Air Magnet" antenna, easy-tune dial, Alnico PM dynamic speaker with full range tone. Beautifully styled in choice of Ebony, White or Maroon plastic. Size: 9" wide, 5⅜" high, 5¼" deep. A delightful, dependable clock-radio at a truly low price. U.L. Approved. For 110-120 volt, 60 cycle A.C. only. Shpg. wt., 7 lbs.

45E1-3X2040/2096. *Ebony.* Retail $27.95
45E2-3X2126/2186. *White.* Retail $29.95
45E3-3X2126/2186. *Maroon.* Retail $29.95



with genuine TELECHRON electric clock

"Deluxe Tone Alarm" Clock-Radio with "Siesta" Sleep Switch

A magnificent clock-radio with a wealth of utility, wonderful full range tone and powerful performance. Wakes you to gentle music, if you doze again, automatic buzzer alarm goes into action. Lulls you to sleep, just set the "Siesta" sleep switch and radio turns off automatically. Genuine Telechron clock has sweep-second hand. Appliance outlet is provided for turning on coffee makers, lamps or other appliances automatically at pre-set time. Powerful Superhet radio (5 tubes including rectifier) tunes 540 to 1620 kc AM broadcast band. With built-in "Air Magnet" antenna, easy-tuning dial, large Alnico PM dynamic speaker for full range tone. In luxuriously styled plastic cabinet, in Mahogany or White. Size: 10" wide, 6⅛" high, 5¼" deep. U.L. Approved. For 110-120 volt, 60 cycle A.C. only. Shpg. wt., 7 lbs.

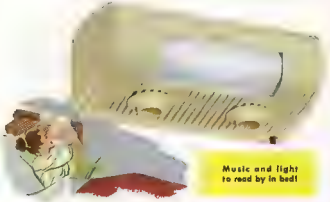
45E4-3X2727/2843. *Mahogany.* Retail $38.95
45E5-3X2797/2916. *White.* Retail $39.95

- **wakes you to music or alarm**
- **turns on appliances**
- **shuts off automatically**

MITCHELL "Ultra Thin" 3-Way Portable

This slim portable beauty packs exceptional power and tone quality. Plays anywhere—from self-contained batteries or from AC or DC outlet. Lightweight and built to "take it." Features latest Superhet circuit tuning full 540-1620 kc AM broadcast band. Has built-in "Air Magnet" antenna; easy-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries (not supplied) two 1½ volt "A" and one 67½ volt "B" batteries. A rare beauty in its plastic and brass-highlighted carrying case; available in rich Maroon or Ivory. Size: only 9¼" wide, 6¼" high—just 2⅝" deep U.L. Approved Shpg. wt. (less batteries), 4 lbs.

45E6-3X2586/2697. *Maroon.* Retail $36.95
45E7-3X2586/2697. *Ivory.* Retail $36.95
Battery Pack for above
45E28-193 Retail $2.80



MITCHELL'S Famous "Lullaby" Bed Lamp-Radio

There's no other radio like this! Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit (5 tubes including rectifier), with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band— 540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed, additional brackets provided for wall mounting. Size- 12" wide, 4⅛" high, 6⅛" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 7 lbs

45E8-3X2237/2332. *Mahogany* **Retail $31.95**
45E9-3X2307/2405. *Ivory.* **Retail $32 95**

New MITCHELL Wire-Less Two-Way Intercom

Plug in and talk . . . no wires required

MITCHELL'S low-cost "magic plug-in" portable Intercom enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlets which are on the same main power transformer—transmits over your electric light lines. Have instant 2-way speech contact—lifelike, quiet, interference-free. Ideal for homes, to communicate between nursery, kitchen, garage, basement, etc. Indispensable for office, plant, or farm saves time, steps, money. Each unit includes powerful new 3-tube circuit complete with Alnico PM speaker-microphone. In portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅛" deep. Costs less than 25-watt bulb to operate. U L. Approved. Additional units may be added to system as desired. For 110-120 volts, 50-60 cycle A.C., or D C Shpg. wt , 2-unit system, 11 lbs ; single unit, 6 lbs.

45E10-3X4865/5074. *Complete 2-Unit System.* **Retail $69.50**
45E11-3X2447/2551. *Additional Single Unit.* **Retail $34.95**

MITCHELL

TABLE MODEL RADIO VALUES

The "Rondeau" Gem-Like Table Radio

Here's smart styling, rich full range tone, easy tuning and AC-DC versatility. Latest Superhet circuit (4 tubes including rectifier) tunes all AM broadcast programs, 540 to 1620 kc. Features built-in "Air Magnet" antenna, full-vision clear plastic dial; true-toned Alnico PM dynamic speaker. Durable plastic cabinet, distinctively color-styled. In choice of Ebony, White or Brown-Beige. Size: 8⅜" wide, 5⅜" high, 4¼" deep. U.L. Approved For 110-120 volt, 50-60 cycle A.C., or D C. Shpg. wt., 4½ lbs.

45E12-3X1271/1305. *Ebony.* **Retail $16.95**
45E13-3X1383/1421. *White.* **Retail $18.95**
45E14-3X1383/1421. *Brown-Beige.* **Retail $18.95**

The "Fiesta" Super Quality Table Radio

A MITCHELL masterpiece of radio styling with true tonal brilliance, plenty of power and outstanding utility. Advanced AC-DC Superhet circuit (5 tubes including rectifier) tunes the full 540 to 1620 kc AM broadcast band. Features built-in "Air Magnet" antenna; convenient side-tuning dial, Automatic Volume Control; full range Alnico PM dynamic speaker. Beautifully housed in a handsome plastic cabinet of pleasing modern design. Available in Mahogany or Gray. Size- 10" wide, 6⅛" high, 5⅜" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5 lbs.

45E15-3X1747/1821. *Mahogany.* **Retail $24.95**
45E16-3X1887/1967. *Gray.* **Retail $26.95**

The "Bel Aire" Console-Quality Table Radio

Here is streamlined styling and powerful performance with accent on tone quality. Features powerful AC-DC Superhet circuit (6 tubes including rectifier) for full AM broadcast band reception - 540 to 1620 kc. Includes built-in "Air Magnet" antenna; big Alnico PM dynamic speaker for full-bodied lifelike tone; unique airplane-dial tuning; Automatic Volume Control. Luxury-styled durable plastic cabinet, with brass trim; available in choice of Mahogany or White. Size- 10½" wide, 6⅛" high, 5⅜" deep. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D.C. Shpg. wt., 6 lbs.

45E17-3X2307/2405. *Mahogany.* **Retail $32.95**
45E18-3X2447/2551. *White.* **Retail $34.95**

MITCHELL

Full Range Phonographs

MITCHELL offers you America's widest choice of quality phonographs—designed to bring you the finest tone possible for the price. You get the most for your money in a MITCHELL Phonograph.

GUARANTEE

[illegible]

workmanship.

Low-Cost Table Phono with Automatic Changer

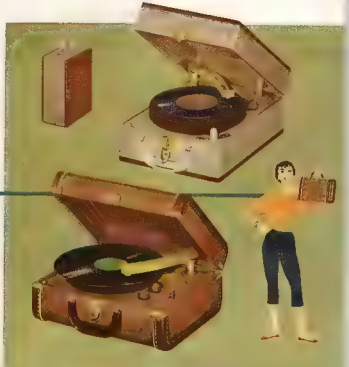
A best buy in an automatic changer phonograph complete with built-in amplifier designed for fine tonal performance. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading; plays all speeds (33⅓, 45 or 78 rpm) with single osmium-tipped needle. 10" and 12" records of same speed may be intermixed. Features gentle, smooth changer action. Plays up to 4 hours at a single loading. Shuts off changer and amplifier automatically after last record is played. Efficient amplifier has surprising output, ably handled by the built-in Alnico PM dynamic speaker. Beautiful table model cabinet, in embossed beige leatherette. 13½" wide, 12" deep, 9½" high. U.L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs

45E23-3X3646/3746. Retail $49.95

Low Priced 3-Speed Portable Phonograph

Amazing value in a perfect gem of a portable phono, with exceptional tone and surprising volume. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds; accommodates 7", 10" or 12" records (includes built-in adapter for 45 rpm records). Features properly balanced pickup arm and cartridge complete with osmium-tipped needle; cartridge is spring-cushioned for extra safety. Quality built-in audio amplifier with Alnico PM dynamic speaker. The complete phonograph is self-contained in a compact carrying case in two-toned brown and beige. Size: 12" long, 9½" wide, 5" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 9 lbs

45E19-3X1675/1721. Retail $22.95



Special Value 3-Speed Portable Phonograph

There's a smartness and quality about this luggage-styled complete phonograph that sets it apart. Features latest 3-speed phono motor with selection of 33⅓, 45 or 78 rpm speeds; plays 7", 10", or 12" records (includes built in adapter for 45 rpm records). With properly balanced pickup arm, spring-cushioned cartridge complete with osmium-tipped needle. Includes excellent audio amplifier with tone control and latest Alnico PM full range dynamic speaker. Complete in luxurious luggage-style case, in two-tone brown simulated leather with distinctive stitching. Size: 12½" long, 10¾" wide, 5¼" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 11 lbs.

45E20-3X2026/2113. Retail $28.95

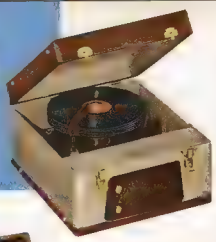
Deluxe 3-Speed Portable Phonograph

This luxuriously styled complete electric phonograph features outstanding full range tonal fidelity with exceptional power. New design 3-speed phono motor selects 33⅓, 45 or 78 rpm speeds; plays 7", 10" or 12" records. Has properly balanced tone arm, reversible cartridge with dual osmium-tipped needles; built-in 45 rpm record adapter. Quality audio amplifier with tone control develops plenty of power ably handled by a big Alnico PM dynamic speaker. Complete in deluxe portable case, with gold-embossed composition leather top insert and jewel-box latch. Size: 12½" wide, 10½" deep, 7" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs

45E21-3X2447/2551. Retail $34.95

MITCHELL

Best Buys in Quality PHONOGRAPHS



3-Speed Portable Phonograph with Automatic Changer

This is value! A top quality complete portable phonograph with automatic changer unexcelled at the price for full range tone, audio power and looks. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading, plays all speeds (33⅓, 45 or 78 rpm) with single osmium-tipped needle; 10" and 12" records of same speed may be intermixed. Automatically shuts off changer and amplifier after last record is played. Smooth, gentle-action changing. Plays up to 4 hours at a single loading. Includes quality amplifier with tone control; latest Alnico PM dynamic speaker. Self-contained in a handsome carrying case in two-tone brown. Size: 14½" wide, 16" deep, 8" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 20 lbs.

45E23-3X4197/4376. Retail $59.95

Deluxe 3-Speed Portable Phono with Automatic Changer

There is a world of thrilling entertainment in this deluxe phonograph. Plays up to ten 12" records, twelve 10" records or fourteen 7" records at a single loading; plays all speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Features dual sapphire needles in ceramic cartridge, gentle record-changing action. Plays up to 4 hours at a single loading. Shuts off changer and amplifier automatically after last record is played. Incorporates a powerful 3-tube amplifier developing abundant output and superb tone, ably handled with dimensional depth by the Alnico PM speaker. Has full range tone control. Entirely self-contained in smart carrying case, covered in Fabrikoid brown native oak pattern. Size: 16" wide, 18" deep, 8½" high. U.L. Approved. For 110-125 volt, 60 cycle A.C. only. Shpg. wt., 25 lbs.

45E24-3X5247/5471. Retail $74.95

High Fidelity "Duorama" Phonograph

Here is exciting dual-speaker reproduction with full high fidelity response—unprecedented performance at MITCHELL's amazing low price! Check these High Fidelity features: newest wide-range ceramic cartridge with two sapphire needles; special 4-tube push-pull output amplifier delivering full 3 watts power with negligible distortion. TWO extended-range Alnico V PM dynamic speakers housed in a special acoustical baffle, for "living presence" reproduction of the full musical range from bass to treble; tone control for desired emphasis with no loss of response, bass-compensated volume control. The deluxe automatic record changer plays twelve 10" or ten 12", 33⅓ or 78 rpm records; fourteen 7" 45 rpm records; provides intermix of any ten 12" or 10" records of same speed. Gives you up to 4 hours of continuous gentle-action automatic playing. Automatic shutoff switch turns both changer and amplifier off after last record is played. In beautiful table cabinet of heavy furniture wood construction, in choice of hand-rubbed Mahogany or Blonde finish. Size: 16½" wide, 20" deep, 10½" high. U.L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 33 lbs.

45E25-3X7697/8026. *Mahogany.* Retail $109.95
45E26-3X8397/8756. *Blonde.* Retail $119.95

MITCHELL High Fidelity 2-Speed Tape Recorder

NOW—High Fidelity recording and playback at an amazing low price! Records from microphone, AM or FM radio, TV set or phonograph. Plays back with superb fidelity. Has all the features found only in higher-priced recorders. 2-speed dual-track—doubles recording time; accommodates up to 7" reels. On 7" reels, records 2 hours at 3.75" speed, 1 hour at 7½" speed (longer on new thin-base tape). Features include: fast forward and rewind; special bias-erase circuit; high fidelity response; two inputs—for microphone and radio-phono; full 3 watts output (amplifier may be used for P.A. or record playback); big 6" full range fidelity speaker in tuned acoustical slot baffle; neon recording level indicator; recording-time indicator; outputs for additional external speaker and amplifier. Complete in handsome luggage-style case in two-tone beige and tan; size, 11½" x 14¼" x 8". With ceramic-type microphone, 5" reel of tape (600 ft.) and 5" take-up reel. For 110-120 volts, 60 cycle A.C. only. U.L. Approved. Shpg. wt., 25 lbs.

45E27-3X9377/9796. Retail $139.95

Now! Low Cost High Fidelity Recording for Home or Business

JH

Mr. Wiggle's
HIGH-RIDIN' TOY LINE
IS JUST RARIN' TO GO!
NOW 4 STARS
IN THIS
FAST-MOVING LINE!
WILKENING MANUFACTURING COMPANY
Consumer Products Division
2000 South 71st St., Philadelphia 42, Pa.
Copyright 1956 by Wilkening Manufacturing Co

NEW! Mr. Wiggle's COWBOY

HAS THE THRILLING ACTION OF A REAL BRONC BUSTER!

MR. WIGGLE'S COWBOY—and his balky mustang—make up the fastest-moving pull toy since the West was Wild and Wooly! No other toy has this action . . . the Cowboy swings and sways realistically in the saddle as his colorful pony twists and turns! Exciting *and* amusing, it's made from high-impact plastic and finest quality MR. WIGGLE springs.

No. 300
Retails at **$3.00**

Mr. Wiggle's Cowboy: #300/6 —Individually packed in 3-color display box. ½ doz. to carton.

Reliable Deliveries From A Manufacturer You Can Depend On

WILKENING MANUFACTURING COMPANY

Mr. Wiggle's *Cata-puller!*

THE PULL TOY WITH THE FASCINATING ACTION!

...AMERICA'S HOTTEST SELLER IN '55!

No. 250 Retails at **$2.00**

Mr. Wiggle's Cata-Puller: #250/12; individually packed in 3-color display box; 4¼" x 3¾" x 12¼". 1 doz. to carton, weight 13 lbs. per carton.

Mr. Wiggle's FIRE ENGINE

THE PULL TOY WITH 4-ALARM ACTION!

No. 200 Retails at **$2.00**

Mr. Wiggle's Fire Engine: #200/12; individually packaged in 3-color display box; 9¼" long; 4½" wide; 4⅝" high; 1 doz. to carton, weight 12 lbs. per carton.

Mr. Wiggle! (HIMSELF)

***The Walking Spring Toy with* PERSONALITY!**

He walks down stairs . . . squirms and wiggles . . . acts alive!

Head and feet cutouts from the box make MR. WIGGLE a real person!

No. 100

Retails at **$1.00**

Mr. Wiggle: #100/24; individually packaged in 3-color display box; 3⅛" x 3⅛" x 2½"; 2 doz. to carton, weight 15 lbs. per carton.

The BIG, BIG, BIGGEST Promotion in Spring Toy History To Boost Your Sales of Mr. Wiggle's Toys!

A FULL SCHEDULE OF COMMERCIAL TV IN KEY MARKETS COAST TO COAST:

Not only pre-Christmas—but throughout the year—with added programs during your key selling season!

ADVERTISED IN LIFE

ADVERTISING IN 3 IMPORTANT MAGAZINES TO REACH PARENTS DURING THE CHRISTMAS SELLING SEASON!

LIFE: With its tremendous impact, circulation and merchandising advantages—plus tie-in TV promotion!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

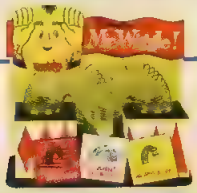
LOOK: With a circulation in excess of 4,000,000—and with more editorial features on children than any other mass circulation weekly!

PARENTS': With the backing of the famous *Parents'* seal on the boxes of all Mr. Wiggle toys . . . on all Mr. Wiggle displays and in all Mr. Wiggle advertising!

COLORFUL MR. WIGGLE WINDOW STREAMERS PULL CUSTOMERS INTO YOUR STORE!

NEWSMATS AND GLOSSY PHOTOS OF THE ENTIRE MR. WIGGLE LINE!

Clear, sharp illustrations . . . tested copy that sells! Ideal for newspaper reproduction.



GET THE MOTION DISPLAY THAT ACTUALLY SHOWS MR. WIGGLE'S STAIR-WALKING ACTION!

COAST TO COAST REPRESENTATION AND WAREHOUSING FOR PROMPT SERVICE AND SURE DELIVERY

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Hobbs Sales Co.
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Hanson Sales
523 Bryn Mawr, N.W.
Atlanta, Georgia

Albert Burgin
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WILKENING MANUFACTURING CO. • Consumer Products Division

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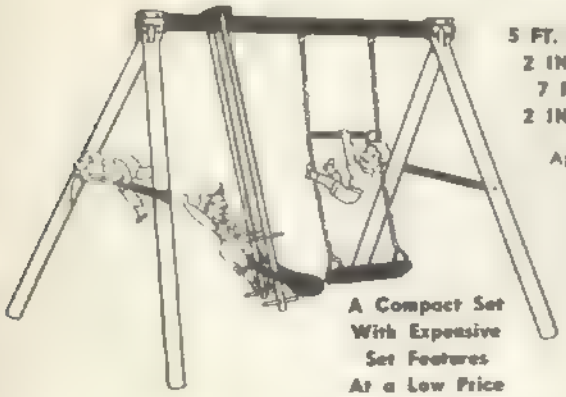
Ⓟ OUTDOOR GYM OUTFITS

TURCO STURDY LINE



5 FT. HEAD BAR
2 IN. TUBING
7 FT. LEGS
2 IN. TUBING

Approx. Wt.
60 Lbs.

A Compact Set
With Expensive
Set Features
At a Low Price

No. 1195 — 6 Play

Per outfit
No. 1195 ..... $19.70

SOME OF THE FEATURES THAT MAKE TURCO OUTFITS THE SALES APPEAL LINE

Ball bearings and eyebolts. Smooth rolling and efficient performance

"D" tube rails on deluxe slides with galvanized steel sheets inserted for safety and strength

The newest styling in Three-Way Corner Seats. Massive, Strong and Beautiful.

That all-metal Baked Enamel Red Seat that has become a nation-wide trade mark of all "Sturdy-Line" Swings.

Specially developed and exclusive "clamped-in" brass bearings in "Air-Flite" swing.

Extra strong galvanized chain for extra strength and extra safety.

TESTED TO 1000 POUNDS

DECORATIVE SANTA CLAUS

NOMA

Full color vinylite plastic walking Santa with toy pack.

15 watt standard base lamp lights up entire figure.

For indoor or outdoor use.

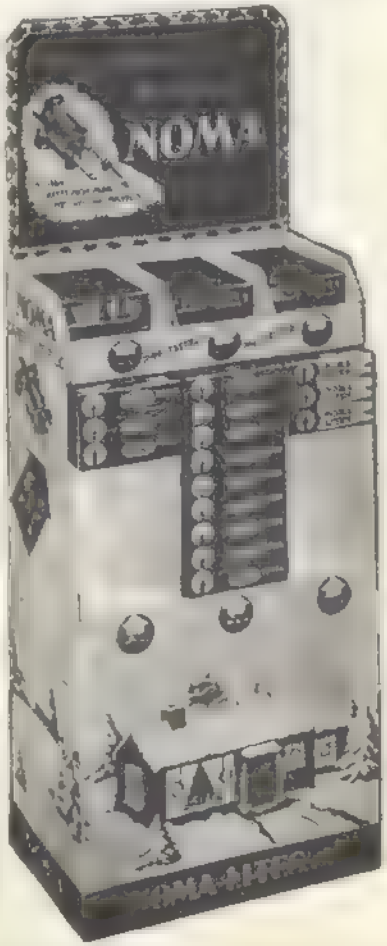
Complete with 4 ft. lead cord with add-on plug

Each
No. 1641-94—26 in. high $5.00

One in a carton.

CHRISTMAS TREE LIGHTING OUTFIT ASSORTMENTS

NOMA SAMPLER MERCHANDISER



Perfect self-service package. Beautiful, full color, illuminated display makes colorful, effective, space-saving floor merchandiser. Ideal for window or in-store use. Extra large storage space holds additional sets

Contents of Assortment

8 -No. 3010SF 7-lite Indoor sets.

3—No. 3005SF 7-lite outdoor sets

3 -No. 110 8-lite series sets.

100—No. C7½ multiple lamps

40 -No. C9½ multiple lamps.

100 -No. C6 series lamps.

Per assortment
No. 1605-754 ..... $73.85

One in a carton

NOTE—Goods Marked Ⓟ Not Carried in Stock, but Shipped Direct from Factory

CHRISTMAS TREE LIGHTING OUTFITS

NOMA

Outdoor, Twenty-five Light, Red Cap Multiple

Plastic coated wire; spring contacts keep lamps tight. Rubber washers keep out moisture. Safety-fuse plug with add-on connection

Per outfit

*No. 1601-3025SF Complete with twenty-five No. C9½, 120 volt intermediate base lamps $13.40

Twelve in a standard package.

Outdoor, Fifteen Light Red Cap, Multiple

Straight line construction. Inside coated intermediate base lamps. Rubber washers keep out moisture. Spring contacts. Add-on connector. Weatherproof wire and safety fuse plug.

Per outfit

*No. 1612-3215SF—Complete with fifteen No. C9½, 120 volt intermediate base lamps; wt. per standard package 26 lbs. $8.10

Twelve in a standard package.

Outdoor, Seven Light Red Cap, Multiple

Straight line construction. Inside coated intermediate base lamps. Rubber washers keep out moisture. Spring contacts. Add-on connector. Weatherproof wire and safety fuse plug.

Per outfit

*No. 1611-3005SF—Complete with seven No. C9½, 120 volt intermediate base lamps; wt. per standard package 20 lbs. $3.90

Twenty-four in a standard package.

Indoor, Fifteen Light, Multiple

Tri-plug and add-on connector for attaching additional sets. Berry bead fasteners for attaching lamps in upright position on tree branches. Lamps burn independently. Washers keep lamps tight in sockets.

Per outfit

*No. 1610-3415SF—Complete with fifteen C7½, 120 volt candelabra base lamps; wt. per standard package 34 lbs. $6.20

Twenty-four in a standard package.

CHRISTMAS TREE LIGHTING OUTFITS

NOMA

Indoor, Seven Light, Multiple

Tri-plug and add-on connectors for attaching additional sets. Berry bead fastens lamp upright to tree branches. Lamps burn independently. Washers keep lamps tight in sockets. With safety fuse plug.

Per outfit

*No. 1608-3010SF—Complete with seven C7½, 120 volt candelabra base lamps; wt. per standard package 19 lbs. . $3.00

Twenty-four in a standard package.

Indoor, Eight Light, Series

Tri-plug connection with open outlet for attaching additional sets. No. C6 cone shaped lamps in assorted colors. Berry bead fasteners.

Per outfit

*No. 1606-118—Complete with eight No. C6, 15 volt, miniature base lamps; wt. per standard package 26 lbs. $1.55

Fifty in a standard package.

Indoor, Eight Light Bubble-Lite, Series

Colorful glass candles alive with bubbling action. Special clips make it easy to fasten to branches of tree in upright position. May be used in conjunction with any type of lighting outfit. Lamp is 5 in. tall. Tri-plug connector attached.

Per outfit

*No. 1613-508—Complete with eight No. 420, 15 volt miniature base lamps; wt. per standard package 20 lbs. $3.10

Twenty in a standard package.

NOMA SAFETY FUSES

For Use in Safety Fuse Plugs

5 amp., 125 volts. ¼ x 1 in.

Per box

No. 1602-404—Four in a box $0.30

Fifty boxes in a standard package

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

CHRISTMAS TREE LIGHTING OUTFITS

NOMA

Indoor, Twenty-five Light, Multiple

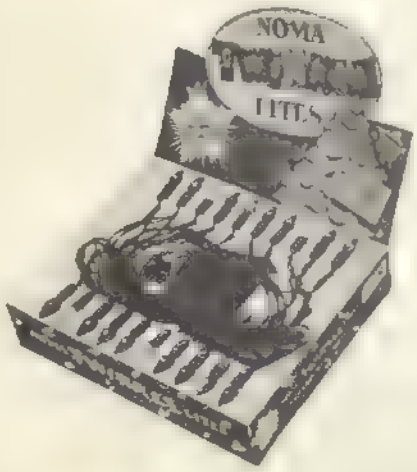
New type straightline safety socket makes tree trimming easier, safer. Fibre washers keep lamps tight in socket. Safety fuse plug and add-on connector.

Per outfit

No. 1600-3425SF—Complete with 25 No. C7½ candelabra base lamps. $10.30

Twelve in a standard package

NOMA TWINKLE



20 Light Multiple Twinkle Lite Set. Equipped with transformer—120V primary input, 6 to 8 volt secondary output. Independently burning D25 miniature base lamps in assorted colors flash "on and off" independently. Plastic coated wire. Clips attached to sockets make tree trimming easier. Two extra fuses for transformer. Five extra replacement lamps. 6' lead cord with add-on plug.

Per set

No. 1607-3120 ..... $13.00

Six in a carton.

ILLUMINATED ANGELS

NOMA

Angel-Lite with Star Wand

One No. 47½ candelabra base multiple type lamp illuminates translucent plastic star-studded dress, wand and amber halo. Molded silver wings. With 4 ft. lead cord with add-on plug.

Each

*No. 1631-701—8¾ in. high; wt. per carton 22 lbs. $1.90

Twenty-four in a carton

DECORATIVE WREATHS

NOMA

One Lamp, Lantern

Red cellophane wreath, simulated old English bronze plastic lantern with installed candle lamp.

Four foot lead cord and add-on plug.

Each

*No. 1636-1121—12 in. diameter; with No. 553, 120 volt, candelabra base Candle-Lite lamp; wt per carton 24 lbs $1.90

Twenty-four in a carton

One Lamp, Red Cellophane

Crisp shirred cellophane on sturdy wire frame. Flame resistant.

Silver leaves and poinsettia decoration, 3½ in. red candle.

Decorative Halo on lamp.

With 4 ft. lead cord and add-on plug.

Each

*No. 1622-1115—12 in. diameter; with No. C7½, 120 volt, candelabra base lamp; wt. per carton 32 lbs. $1.20

Thirty six in a carton.

NOTE—Goods Marked * Subject to Federal Excise Tax

DECORATIVE STARS

NOMA COLOR POINT

One Lamp, "Neon Effect"

Edges of plastic points give off bright red "neon effect" glow when illuminated.

Complete with 2½ ft. lead cord and add-on plug.

Each

*No. 1629-126—9½ in. high; with No. C7½, 120 volt, candelabra base lamp; wt. per carton 21 lbs. $1.90

Twenty-four in a carton

NOMA ALL METAL

One Lamp

Light radiates from outer edge and from red plastic bead in center

With 2½ ft. lead cord and add-on plug

Each

*No. 1628-69—8 in. high; with No. C7½, 120 volt, candelabra base lamp; wt. per carton 18 lbs. $1.40

Twenty-four in a carton.

PLEASE KEEP THIS CATALOG HANDY

YOU WILL FIND this catalog very simply compiled in order that you may more conveniently select those items best adapted to your needs. It is placed with you to be used as a SILENT ASSISTANT and we hope it will prove an actual help in your business. It cannot properly serve its purpose unless it is kept convenient and within reach at all times for quick reference.

CHRISTMAS TREE LAMPS

NOMA

No. 1614-C6

No. 1615-C7½

No. 1616-C9½

*No. 1614-C6—15 volt, miniature base, series type; wt. per carton 13 lbs. $0.085

Ten in a box, 100 boxes in a carton.

*No. 1615-C7½—120 volt, candelabra base, multiple type; wt. per carton 11 lbs. ..... .166

Ten in a box, 50 boxes in a carton.

*No. 1616-C9½—120 volt, intermediate base, multiple type; wt. per carton 21 lbs. ..... .21

Ten in a box, 50 boxes in a carton.

Bubble Light

Series type. Complete with metal clip for fastening lamp in upright position on tree. Sturdy glass candle-tube and flame resistant plastic housing. In assorted colors.

Each

*No. 1618-126—15 volt, miniature base type; wt. per carton 16 lbs. $0.30

Ten in a box, 20 boxes in a carton.

CHRISTMAS TREE STANDS

HAMILTON-MONROE

Beaded and channeled legs form a strong, sturdy foundation.

The 8 in. cone-shaped pan has a spike in the bottom to hold the tree firmly.

Collar has an opening of 3¼ in. for the tree; three bright finished set screws adjust easily to hold tree in position

Bright green enamel legs, baked red enamel collar and pan.

Each

No. 1632-3197—17 in. leg span; wt. per carton 20 lbs. $0.98

Twelve in a carton.

NOTE—Goods Marked * Subject to Federal Excise Tax

PITMAN CRANE . . . Model 80

THE LOW COST ANSWER FOR LIFTING JOBS UP TO FOUR TONS!

A high degree of mobility, precision operation, quick set-up time on the job, complete dependability . . . in the Pitman Crane, Model 80, all of these features are yours in a low-cost crane that can be mounted on one of your present trucks.

Look at these advantages available in the new economical Pitman Crane, Model 80:

Mobility . . .

The Model 80 can be mounted on over-the-road trucks, new or used, giving you the highest degree of mobility possible in a truck crane.

Boom Lengths up to 59′ . . .

Standard boom is 25′. Easily added 5′ and 11′4″ inserts give you boom lengths up to 59′.

Versatile, Special-Built Loadline Winch . . .

Operates either power-up and power-down or as friction (free-spooling) type winch. Operator can let load down under full power, or can slip it down as fast as desired with foot brake.

Boom Folds Like Carpenter's Rule . . .

The 25′ and 37′ booms are hinged on the side; can be quickly folded and unfolded. Model 80 can be setup for work or readied for road travel in five minutes.

The precision control, flexibility and low initial cost of the Model 80 make it ideal for contractors engaged in line construction for electrical utilities, steel erectors, general riggers . . . in fact anyone who needs an economical, versatile and dependable tool for general crane service.

The Model 80 can be mounted on an over-the-road truck, new or used. Truck should have curb weight of at least 6,000 lbs. (Curb weight is total weight of truck, as delivered, less any bed or body.)

CAPACITIES

25′ Boom or 30′ Boom		37′ Boom		48′ Boom		59′ Boom	
Radius	Weight	Radius	Weight	Radius	Weight	Radius	Weight
8′	8000	8′	6000	10′	3000	12′-30′	1000
12′	5000	14′	4000	18′	2000		
20′	3000	18′	3000	30′	1000		
25′	2000	35′	1000	45′	500		

* NOTE: 59′ boom not recommended for over 1000 lbs. Also recommended that 59′ boom not be used at radius beyond 30′.

1027-1-55

PITMAN GIRAFFE

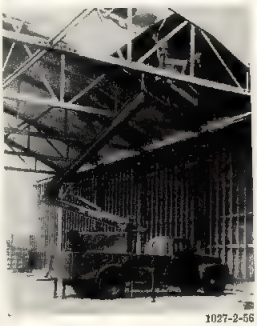
OFFERS YOU A NEW WAY TO DO OVERHEAD JOBS AT ONLY A FRACTION OF YOUR PRESENT COST

Yes, here is a piece of equipment that enables you to throw out all the old ideas about how to do overhead jobs. The Pitman Giraffe offers you an entirely new way; a way that is much quicker, much safer and much cheaper.

Just check this amazing combination of features Giraffe offers for overhead jobs:

- Lifts workmen, tools, materials up to 40 feet
- Handles up to 450 lbs., any boom position, with no outriggers
- Handles up to 1000 lbs., any boom position, with outriggers
- Continuous 360° rotation in either direction
- Insulated platform and many other safety features
- Foot controls on platform; leaves operator's hands free for work at all times
- Can be installed on your truck in just a few hours
- Has independent power source that can also be used to power compressor or generator

If overhead jobs are a problem in your work you can't afford not to investigate the new Pitman Giraffe. Construction and maintenance of street lights, telephone and power lines overhead piping installation and maintenance, roofing and other overhead construction jobs, sandblasting and painting . . . these are just a few of the dozens of aerial jobs Giraffe enables you to do much more quickly, more easily and more safely.

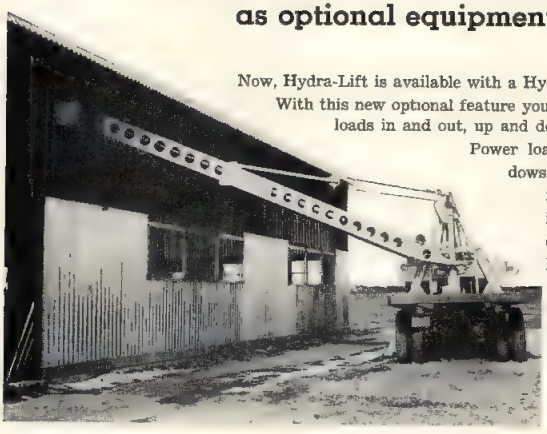


1027-2-56

Pitman HYDRA-LIFT, MODEL 60

6500 Lbs. Capacity Truck-Crane

Now available with hydraulic telescopic boom as optional equipment



Now, Hydra-Lift is available with a Hydraulic Telescopic Boom. With this new optional feature you can power full-capacity loads in and out, up and down, from 17 to 27 feet. Power loads through doors, windows and other narrow openings, between wires, piping, beams and other overhead obstructions. Not just an easy way to lengthen the boom . . . it's an entirely new and different way to handle a load.

All These Advantages Are Yours In Low-Cost Hydra-Lift

Requires Only 40" Behind Truck Cab

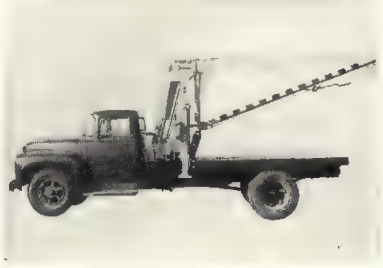
Can Load and Unload It's Own Truck Bed

Installs on any Truck 2 Tons or Larger

Hydraulic Outriggers Standard Equipment

Fully-Hydraulic Boom Swing and Hoist

Controls Inside Truck Outside or Both



Compactness and Clean Lines

. . . characterize the new Model 60 Hydra-Lift, shown above with its standard tubular boom. Standard boom telescopes manually from 12 to 17 to 22 feet.

1027-3-56

FOR LIFTING JOBS UP TO 6500 LBS., HYDRA-LIFT WINS ON ALL COUNTS!

Far more versatile than "A" frame equipment
Much faster, much easier than hand labor
Far more economical than heavy-duty crane

Handling and setting poles is just one of many jobs the Hydra-Lift does faster and cheaper for electrical contractors and utility companies.

SPECIFICATIONS

Telescopec Boom (optional) Telescopes hydraulically from 17' to 27'. Telescopic action accomplished by action of 2" rods which extend from each end of Pitman floating-type, "duplex" cylinder. Tubular Boom (standard) Telescopes manually from 12 to 17 to 22 feet. Cold drawn seamless, mechanical tubing. Outer tube 5 O.D. x ⅜". Inside tube 4⅛" O.D x ½" wall.

Weights

Standard Model 60, less boom	4200 lbs.
Tubular boom	675 lbs.
Hydraulic telescopic boom	1325 lbs.

Speeds

Hoist line	55' min. maximum
Boom topping 0° to 70°	30 sec up 25 sec down
Swing (180°)	15 sec.
Hydraulic boom telescopes out	27 sec.
Hydraulic boom telescopes in	23 sec.

Winch—Rated for working load of ½" cable. 6" dia. barrel x 10" long, 11" flange dia., 150' of ½" cable capacity. Oil cooled. Brake is disc-type, cam-accuated, fully-automatic and adjustable, directly connected to worm shaft.

MAXIMUM CAPACITIES

Standard Boom: 12' Boom—6500 Lbs. at 6' Radius
17' Boom 5300 Lbs. at 8' Radius
22' Boom—4000 Lbs. at 10' Radius

Telescopic Boom: Fully Retracted to 17'—5200 Lbs. at 7' Radius
Fully Extended to 27'—3500 Lbs. at 11' Radius

(Each radius figure above is minimum working radius for boom length shown. Capacity decreases as radius increases.)

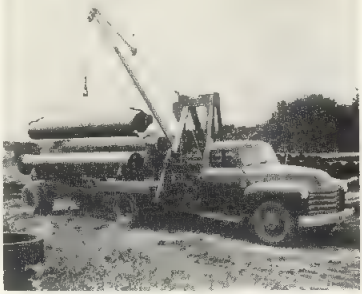
Truck Requirements

Curb Weight—Truck should have curb weight (actual weight, as delivered, less bed or body) of at least 6,000 lbs

C.A. Distance—84" minimum for single-axle truck, 90" to 110" recommended

Tires & Springs—8 25 x 20 minimum tire size. Heavy duty front & rear springs recommended.

Frame—Must be fishplated with 3/8" or 5/16" steel plate. spring hanger to spring hanger. Factory reinforced, double frame not satisfactory.



One truck with Hydra-Lift loads pipe, transports it to the job, unloads it, places it in the ditch . . . far less equipment, far less time, far less money!

1027-4-56

The most beautiful and complete **radio** *line...*

Arvin

Velvet-voice Radios

Arvin *Starlighter* MODEL 957T

Jewel-like beauty in the new panoramic clock face, clearly styled for exceptional legibility. Five tubes including rectifier. Air loop antenna. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. 1100-watt appliance outlet on back. Size 12⅛″ long, 6⅞″ high, and 5¼″ deep. Shipping weight 10 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood and Flame. 957T-45E102—6X2717/2797 ***Retail* $39.95**

Arvin clock radios

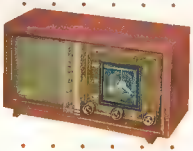
LULL YOU TO SLEEP THEN WAKEN YOU WITH GENTLE MUSIC

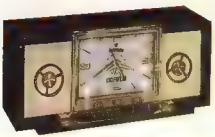
Arvin *Moderne* MODEL 848T AND 849T

The Arvin "Moderne" is a beautiful, dependable clock-radio at an economical price. Planetary drive radio tuning dial for greater selectivity. Four tubes including rectifier. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. Size 4⅞″ high, 9⅜″ wide, and 5¼″ deep. Shipping weight 5 lbs. UL approved. **Colors:** Model 848T Rosewood; Model 849T Ivory, Bitter Green and Sandalwood. 848T-45E98—6X1846/1896 ***Retail* $24.95**
849T-45E99—6X2012/2068 ***Retail* $27.95**

Arvin *Futura* MODEL 858T AND 859T

Refreshing new styling in clock-radio design combines dignity and outstanding beauty. Five tubes including rectifier. Telechron clock timer. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. 660-watt appliance outlet. Size 5¾″ high, 11¼″ wide, and 4¾″ deep. Shipping weight 8 lbs. UL approved. **Colors:** Model 858T Rosewood; Model 859T Ivory, Willow Green, Sandalwood and Coral. 858T-45E100—6X2216/2276 ***Retail* $29.95**
859T-45E101—6X2372/2438 ***Retail* $32.95**





Arvin *Nocturne* MODEL 857T WITH AUTOMATIC TIMER
958T WITH CALENDAR-CLOCK TIMER

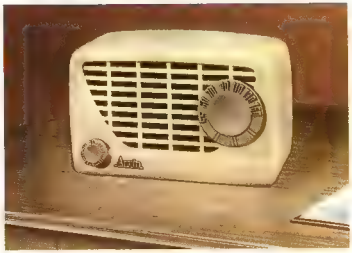
This most useful of radios is now more versatile than ever with addition of a calendar that tells the day and date. Telechron time-keeper. Phonojack equipped. Five tubes including rectifier. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. Size 6″ high, 13″ wide, and 5¼″ deep. Shipping weight 11 lbs. UL approved. **Colors:** Ivory, Willow Green, Ebony and Sandalwood.
857T-45E103—6X3057/3197 ***Retail* $44.95**
958T-45E104—6X3247/3347 ***Retail* $49.95**

Arvin radios

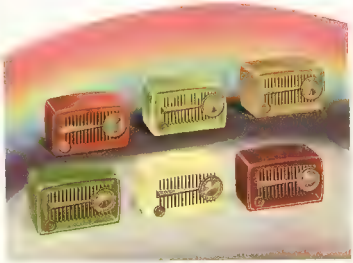
America's most Beautiful and Complete Radio Line

Arvin *Favorite* MODEL 842T

Arvin's famous 4-tuber in a shatterproof cabinet now reasserts its leadership as America's favorite personal radio in a striking ivory color accented with beige knobs. Compact and portable for vacations or week-end trips. Fits in anywhere around the house. Power supply 110-120 volts. AC/DC circuit. Size 5¼" high, 8¼" wide, and 3⅜" deep. Shipping weight 4 lbs. UL approved. **Colors:** Ivory only. 45E90—6X1095/1127 ***Retail* $12.95**



Arvin's *Famous* Rainbow



Arvin *Rainbow* MODEL 840T

A color for every room. A gift that will not be forgotten. Arvin's famous non-breakable cabinet—the set that has made four million friends. Four tubes including rectifier. New improved Alnico "V" PM speaker. Power supply 110-120 volts. AC/DC circuit. Size 5¼" high, 8¼" wide, and 3⅜" deep. Shipping weight 4 lbs. UL approved. **Colors:** Bitter Green, Coral, Ivory, Citron, Cherry and Sandalwood. 45E91—6X1228/1260 ***Retail* $15.95**

COLORS AS SHOWN ON RIGHT

There's an **Arvin** radio for every occasion . . . . .

Arvin *Modernaire* MODEL 950T AND 951T

Good looks and top performance at low cost. All-new printed wiring AC/DC superheterodyne circuit. 110-120 volts. Five tubes including rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings. Size 5 15/16" high, 10 1/8" wide, and 5 1/16" deep. Shipping weight 5 lbs. UL approved. **Colors:** Model 950T Rosewood; Model 951T Ivory, Cherry, Citron, Bitter Green, Coral and Sandalwood.

950T-45E92—6X1382/1418 ***Retail* $17.95**
951T-45E93—6X1476/1516 ***Retail* $19.95**

Arvin *Cosmopolitan* MODEL 851T AND 855T

Personal radio at its delightful best. Planetary drive for pin point tuning. Five tubes including rectifier. Dial light. Power supply 110-120 volts. AC/DC circuit. Alnico "V" PM speaker. Size 5 3/4" high, 11 1/2" wide, and 4 1/2" deep. Shipping weight 7 lbs. 4 oz. UL approved. **Colors:** Model 851T Rosewood, Model 855T Ivory, Willow Green and Sandalwood.

851T-45E94—6X1872/1921 ***Retail* $24.95**
855T-45E95—6X2013/2068 ***Retail* $27.95**

Arvin *Prelude* MODEL 760T

For the finest in distant reception, you can't beat the Arvin "Prelude." Six tubes including rectifier. Equipped with dial light. New improved type Alnico "V" PM speaker. Full range tone control. Power supply 110-120 volts. AC/DC circuit. Size 7 5/8" high, 14 1/8" wide, and 7" deep. Shipping weight 10 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood and Rosewood.

760T-45E105—6X2514/2586 ***Retail* $36.95**

Arvin *Polonaise* MODEL 780TFM

FM and AM reception at their best through this ultra-powerful 8-tube, straight AC receiver Equipped with dial light. Alnico "V" PM speaker. 110-120 volts. FM 88 to 108 Mc. Size 7 5/8" high, 14 3/8" wide, and 7" deep. Shipping weight 12 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood, and Rosewood. 780TFM-45E106—6X4417/4547 ***Retail* $64.95**

Arvin *Duophonic* MODEL 956T

Distinctive modern design. Full range tone control and treble-bass indicator. Two co-ordinated panoramic 5" Alnico "V" PM speakers. Phonojack. Power supply 110-120 volts. AC/DC superheterodyne circuit. Five tubes including rectifier. Conelrad (Civil Defense) markings. Size 6 3/8" high, 5 1/4" deep, and 13 3/8" wide. Shipping weight 11 1/2 lbs UL approved. **Colors:** Model 956T Turquoise Blue, Sandalwood, Ivory and Coral.

956T-45E97—6X2241/2307 ***Retail* $32.95**

. . . Every style . . . Every color . . . Every price

Arvin portable radios *in new modern colors*

Arvin *Airway* MODEL 952P AND 954P

Here's a friendly new traveling companion. It's designed for going places, indoors or out. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings—640 Kc and 1240 Kc. Size 10⅛″ long, 7¾″ high, and 3⅜″ deep Shipping weight 6½ lbs. UL approved. **Colors:** Model 952P Maroon; Model 954P Matador Red, Aqua and Cinnamon.

952P-45E109—6X2096/2156 ***Retail* $29.95***
954P-45E110—6X2241/2307 ***Retail* $32.95***

Arvin *Vacationer* MODEL 852P

For genuine pride of ownership. Take it anywhere. Play it anywhere. A luggage type portable of top quality. This 3-way Arvin portable draws admiring glances anywhere it's carried Operates on batteries or AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Size 11⅛″ long, 8½″ high, and 3¾″ deep. Shipping weight 7⅞ lbs. UL approved. **Colors:** Dark Brown Alligator, British Tan, Scotch Plaid.

852P-45E108—6X2922/3017 ***Retail* $47.95***

* Prices do not include batteries
Prices subject to change without notice

Arvin *Sportable* MODEL 854P

Sportsmen! Here it is! Especially for you! Makes any sporting event more enjoyable. You'll be the envy of your friends. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Supersensitive Arvin Magnetenna. Size 10″ long, 7¼″ high, and 5⅝″ deep. Shipping weight 6¼ lbs. UL approved. **Colors:** Matador Red, Aqua and Cinnamon.

854P-45E107—6X2467/2547 ***Retail* $39.95***

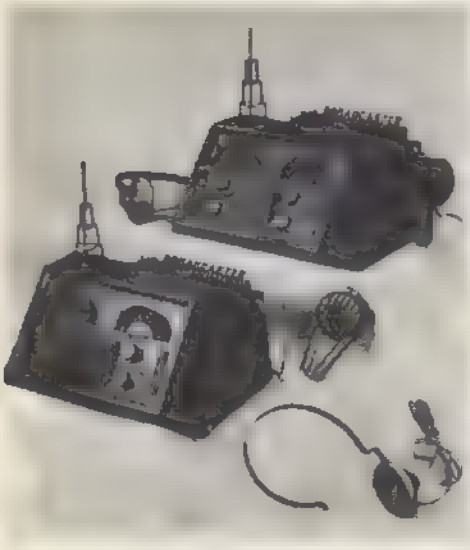
TRANSISTOR RADIO
REMCO

Newest electronic wonder . . . This transistor powered set makes radio tubes obsolete. Includes: Beautiful pre-assembled plastic cabinet . . . sensitive station tuner . . . regulation head phone . . . battery . . diode detector and transistor amplifier. All other parts included.

	Each
No. 768-107	$7.00

Six in a carton.

BROADCASTING SYSTEM
DELL

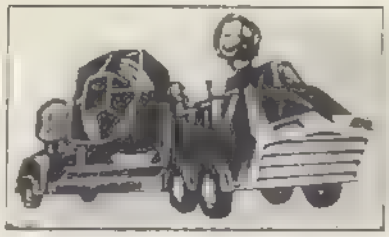


NO. 500 AMATEUR BROADCAST RADIO STATIONS let youngsters of 6 to 14 learn to send and receive Morse code. 2 stations. 2 earphones and headbands, 2 real carbon hand microphones, 2 code sending keys.

	Each
No. 181-500	$8.00

Six in a carton.

MOBILE LOUDSPEAKER
REMCO



With Signal System

Big 2 foot trailer type 6-wheel mobile unit. Has powerful microphone that transmits booming voice over amplified loudspeaker. Long beam searchlight is controlled from cab trailer.

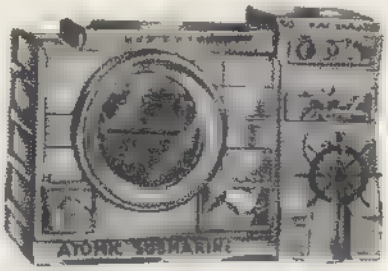
Electronic switches operate amplified signal system and revolving searchlight from cab panel. Loud deep-toned buzzer signal system can be amplified through loudspeaker.

Ready to operate, complete with 4 batteries and wire.

	Each
No. 789-104—24 in. long	$9.95

Four in a carton.

ATOMIC SUBMARINE
MARX



This electronic navigator steers, dives, surfaces, buzzes like a sonar submarine—Lights flash.

	Each
No. 535-571	$7.00

Twelve in a carton.

ELECTRONIC CANNON
REMCO

Giant electronic cannon...launches flying rocket plane.

Moving airplane targets appear on TV screen.

Large radar warning antenna rotates automatically and picks up beep signals.

Complete electronic communication center with regulation microphone and head set.. permits aircraft spotter to talk with radar operator.

Telegraph key for code.

	Each
No. 755—189	$8.00

Six in a carton.

HOLSTER SETS
WYANDOTTE

Double Set

Natural top grain leather holster set embossed and decorated with polished studs, red jewels and leather leg ties. 1¾ in. wide belt is embossed in Western design with polished double prong buckle.

Complete with two No. 50 repeating smoker 9½ in. Red Ranger cap guns with leather thongs

Per set
No. 1121-5014 ... $1.98

Six sets in a carton

Double Set

Top grain natural leather embossed with Western designs. 1 in. top grain natural leather belt with bullets and leg ties

Complete with No. 63 7¾ in. cap pistols.

Per set
No. 1136-6368 .....$1.98

Six sets in a carton.

Single Set

Genuine natural leather, holster embossed with Western motif and with leather leg ties. ¾ in. cowhide belt with bright plated buckle

Complete with one No. 63 7[illegible] in. die cast cap gun

Per set
No. 1135-6369 .. .. .. $0.98

Twenty four sets in a carton

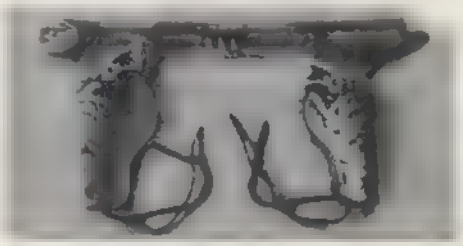
HOLSTER SETS
KEYSTON

Double Set

Bright rope edge nickel spots with domed concha and golden steerhead overlay. Buttets and nickel buckle set. Reversible design black leather belt with white trim. Lasso 'Em Bill guns fit perfectly in 11½ in. holsters.

Per set
No. 1128-5290 .....$0.98

Six sets in a carton.



Top grain russet and black inlay combination. Eye appealing Western Acorn design on selected top grain. Adjustable belt. Silvery bullets and Western styled buckle. 8½" embossed holster. Leather leg ties. Hubley Western gun.

Per set
No. 1153-2038 ..... $5.00

Six sets in a carton.

Double Set

All black California "tuff wear" leather with flashy Silverado all metal embossed holster fronts. Bright nickel ornaments, white bullets, white plastic welting on adjustable belt. Complete with two Hubley Texan Jr. guns in 10 in. holsters.

Per set
No. 1124-X2050 .....$4.98

Six sets in a carton.

HOLSTER SETS
KEYSTON

Double Set

Reversible style holster of oxblood cow hide with russet and white felt trim. Nickel ornaments and shiny rope edge spots. White bullets. Complete with two Hubley Sure Shot pistols in 11 in. holsters.

Per set
No. 1126-5242 ....$3.98

Six sets in a carton.

Double Set

A smart red and white combination of select leathers. Snow white belt has red plastic welting and red bullets. White leather 9 in. holsters with red sueded cow hide overlay; flat top nickel spots. Complete with Hubley Rodeo guns with black and white steerhead grips.

Per set
No. 1133-5232 ....$2.98

Twelve in a carton.

Double Set

Brown cowhide with white leather trim Nickel domed spots and western style buckle on white cross strap. White plastic welting on belt; red bullets. Complete with two Hubley Sure Shot repeating guns in quick draw holsters.

Per set
No. 1142-2038 .....$2.98

Twelve in a standard package.

Single Set

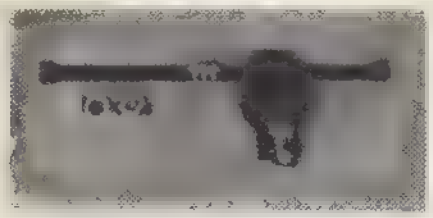
Selected redwood and russet leather. Jr. Marshal ornament with shiny domed spots on holster front. Western horsehead nickel ornament on sliding hanger. White wood bullets. Complete with Hubley Western gun in 10½ in. holster.

Per set
No. 1125-X5120 .... $1.98

Twelve sets in a carton

HOLSTER SETS

KEYSTON

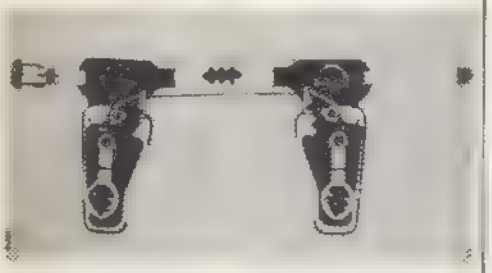


Suntan and russet leather. Bright metal ornaments and Western buckle. White bullets. 8½" holster with leather fringe, with Nichols Stallion "32" gun.

Per set
No. 1160-1032 ..... $3.00

Twelve sets in a carton.

CARNELL



Completely felt lined with 2 Stallion "32" Cap Pistols. Black and white.

Per set
No. 1129-3900 ..... $7.00

Six in a carton.

HALCO ARMY SET

Natural top grain cowhide leather with Army theme embossing & buckle. Complete with Army Pistol.

Per set
No. 1163-679 ..... $3.00

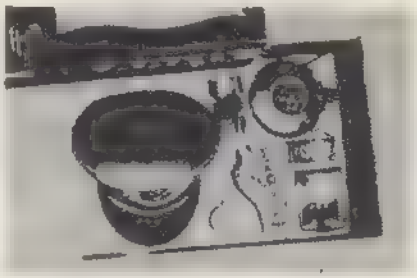
HALCO AIR FORCE
Same as above with Air Force theme.

Per set
No. 1164-689 ..... $3.00

Twenty-four sets in a carton.

HOLSTER SETS

HALCO ARMY OUTFIT



A complete play outfit for junior G. I.'s. Top-grain cowhide U.S. Army holster with Eagle design on buckle; Dick repeating pistol; compass; binoculars with carrying strap; Army identification case; plastic canteen with Army hat that is adjustable to size.

Per set
No. 1165-4708 ..... $5.00

Six sets in a carton.

DAISY DESERT PATROL

Single Set with Canteen

Belt, holster, canteen straps and pistol holder straps of smooth luggage-tan leather. 1¾ in. belt with 2-prong buckle. Six p'ated bullets in keeper. Complete with Hubley automatic pistol and 1 pt. canteen.

Per set
No. 1131-2516 ..... $3.00

Twelve sets in a carton.

COWBOY CHAP AND VEST SETS

KEYSTON

A combination of red suedine, buck and white leather. White plastic fringe and nickel lucky horse shoe ornaments. Big snow white jewel in Wagon Wheel ornament.

Available in sizes 2 to 10.

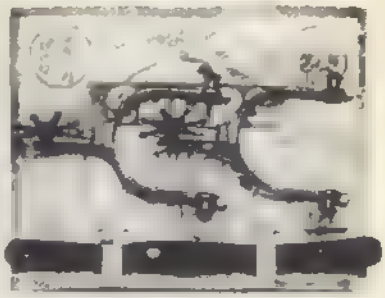
Specify.

Each
No. 1152-3058 ..... $4.98

Six in a carton.

SPUR SETS

PONY BOY



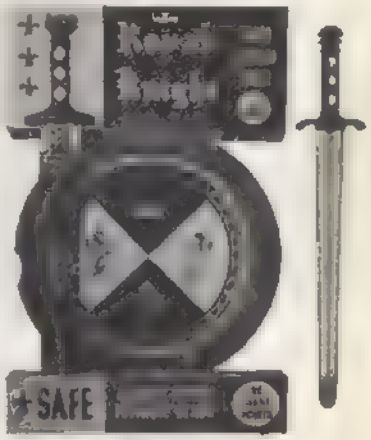
Die-cast nickel plated spurs; genuine leather straps.

Per set
No. 1132-77 ..... $0.98

Twenty-four sets in a carton.

SWORD AND SHIELD SETS

ROYAL KNIGHT



Sword, Shield and Scabbard

18 inch hi-impact flexible blade with "can't-hurt-sta-on" rubber tip. Red, white or black medieval hilt topped by king-sized jewel. All metal shield and scabbard and vinyl belt-hanging strap.

Per set
No. 1238-517—18 in. sword, 12 in. diam. shield $1.98

Six sets in a carton.

MIRRO GLADIATOR

Sword, Scabbard, Shield and Helmet

Authentic reproductions of Knight's helmet and shield. Made of bright, durable aluminum. Realistic flexible plastic sword, with blunt tip, in an attractive sheath. Helmet has adjustable straps for adjusting to head size.

Per set
No. 1900-4144M $6.29

Three sets in a carton.

ROYALTY SETS

IDEAL "BE A KING"

Includes gold plated crown faced with colorful simulated jewels. Flexible plastic sword and scabbard with tassle that can be suspended from belt. Sword and scabbard are metalized in gleaming gold. Also includes regal amulet with ribbon to be worn around neck, kingly cloak and gold plated ring, adjustable to any finger.

Per set
No. 2055-3100 ..... $7.00

Two in a carton.

IDEAL "BE A QUEEN"

Crown and scepter, adjustable ring, cloak, amulet with ribbon to be hung around neck, belt with "jewelled" buckle.

Per set
No. 2056-3101 ..... $7.00

Two in a carton.

DRAGNET POLICE SETS

CARNELL

A larger official Dragnet set, consisting of leather holster, 6 silver plated bullets, Dragnet identity card and Badge 714 in carrying case, handcuffs, whistle, pencil holder, and 50 shot automatic type pistol.

Per set
No. 1130-WDR22 ..... $3.98

Twelve sets in a carton.

SPARKLER

CHEIN

Each
No. 1998-95 ..... $0.25

Thirty-six in a carton.

BURP GUNS

MATTEL

BURP GUN, #536, fully automatic cap gun, features new, improved mechanisms. Fires one to 50 shots at trigger touch. All-metal working parts; rust-resistant plated grip.

Each
No. 1243-536 ..... $3.00

Six in a carton.

Turn crank for smoking machine gun burst or squeeze trigger for single shots. Size: 16 x 5½ x 2½ in.

Each
No. 1244-546 ..... $1.20

Twelve in a carton.

Caps for Burp Guns

Per gross
No. 1245-150—Perforated $8.10

5 dozen in a package.

CAP PISTOL

Cowboy

Bright nickel finish with simulated cameo handles and red star. Revolving cylinder which swings open on side for loading. Shoots standard roll caps.

Each
No. 1108-275—Length 12 in. $2.00

Twelve in a carton.

Miniature
REVERE WARE
COPPER-CLAD STAINLESS STEEL
UTENSILS DESIGNED FOR CHILDREN
Looks just like
Mom's Revere Ware!

"Miniature Kitchen Jewels!"

These sparklingly beautiful Copper-Clad Stainless Steel Miniature Revere Ware Sets, since their recent introduction, have already proved to have wide-eyed sales attraction to children! Designed as toys, they are nonetheless perfect reproductions of the Revere Ware that, for years, has been so successfully retailed to millions of families throughout the nation.

The Miniature Revere Ware line consists of seven pieces. Each is reproduced in detail—from the Copper on the bottom of the Stainless Steel Utensils, to the Bakelite knobs and handles with rings for hanging. All metal parts are securely welded so that these little utensils may even be heated on children's play-stoves. The trigger-controlled Whistling Tea Kettle actually whistles when the water boils!

New for 1956! Miniature Revere Ware may now be obtained in open stock. The 5 open stock items, with catalog numbers, are illustrated on the back of these pages.

Nationally Advertised! In 1956, Miniature Revere Ware will be advertised in leading consumer magazines that will be read by more than 35,000,000 people! This pre-selling to millions of your customers will mean increased sales—*and increased profits*—for you!

CATALOG NO. 593—3-Piece Set
Covered Sauce Pan—1½" Deep
Open Skillet
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
6 sets per master carton.

CATALOG NO. 595—5-Piece Set
Covered Sauce Pan—1" Deep
Covered Sauce Pan—2" Deep
Open Skillet
Covered Sauce Pot—Metal side handles
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
4 sets per master carton.

JUST LIKE *REAL* REVERE WARE . . . *Look for the* TRADE MARK *on the bottom of each utensil*

CATALOG NO. 597—7-Piece Set

Covered Sauce Pan—1" Deep
Covered Sauce Pan—1½" Deep
Covered Sauce Pan—2" Deep
Open Skillet
Covered Sauce Pot—Metal side handles
Coffee Pot with Cover
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
3 sets per master carton.

Miniature Revere Ware Cartons can be used as play-stoves. Printed on the bottom of each carton is a replica of a stove along with a separate "control" panel that is packed in the carton. Simply by turning the carton bottom side up and inserting the "control" panel in slots provided, a complete play-stove is assembled.

PRICED AND PACKAGED TO SELL IN:

TOY STORES
TOY DEPARTMENTS
HOUSEWARES DEPARTMENTS
GOURMET SHOPS
NOVELTY SHOPS
HARDWARE STORES

COPPER CLAD STAINLESS STEEL
1801
REVERE WARE

Pictured on the right are the five miniature Revere Ware Open Stock items with listings below. They are shown in contrast with a regular-size Revere Ware Percolator and Sauce Pan.

MINIATURE REVERE WARE MAY BE HAD IN THE FOLLOWING OPEN STOCK ITEMS:

Catalog No. 582, 2 in. Sauce Pan

Catalog No. 584, Coffee Pot

Catalog No. 585, Tea Kettle

Catalog No. 583, Open Skillet

Catalog No. 586, Sauce Pot

Cool Bakelite Knob
Smart close fitting covers
Sturdy ever-bright stainless steel body
Copper-clad bottoms
All parts welded. No rivets to loosen or leak
Cool black bakelite handles
Convenient hanging ring

ACTUAL SIZE OF UTENSIL

Miniature Revere Ware Sets and open stock items will be displayed March 5th through March 14th at the *American Toy Fair!* You are invited to see them at our Room No. 1041, at the Hotel New Yorker!

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division

Rome, New York • Clinton, Illinois • Riverside, California

Ⓐ **30-HOUR 7-JEWEL TRAVEL ALARM CLOCK.** A handsomely fashioned, seasoned traveler! Precision movement. Protected by hard-wearing genuine leather case. Smart dial design with raised gilt figures, luminous hands and dots. 3¼x2⅝x1⅛". Color choice of pig, brown, or red.
1483N610 Retail **$9.95**

Ⓑ **30-HOUR "WORLD-TIME" TRAVEL ALARM.** Time at a glance anywhere in the world! Dramatic new styling . . . dependable, accurate jeweled movement. Dial has raised gilt figures, hour dots and hands glow in the dark. Genuine leather case. 3½x3⅛x1⅛". Color choice of pig, brown, or blue.
1319N871 Retail **$13.95**

Ⓒ **8-DAY 7-JEWEL TRAVEL ALARM CLOCK.** A smart traveling companion of exceptional value! Single key winds both time and alarm for a full week of reliable timekeeping. Handsome genuine leather case. Raised gilt figures; luminous hands, hour dots. 3⅛x2⅝x1¼". Color choice of pig, blue, or brown.
1486N997 Retail **$15.93**

Ⓓ Ⓔ Ⓕ **30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK.** Truly regal in its styling, this superb timepiece is obtainable in three finishes. Dial has raised gilt numerals, luminous hour dots and hands. Protective slide closing to 3¾x2⅝x1⅛" (size of cigarette pack). Open: 5½x2⅝x1⅛". In gleaming gold-like gilt finish.
Ⓓ **1320N1338** Retail **$21.50**
In genuine leather. Choice of: pig, red, or blue.
Ⓔ **1489N1248** Retail **$19.95**
In tortoise enamel finish. Choice of: brown or green.
Ⓕ **1490N1338** Retail **$21.50**

Ⓖ **30-HOUR HAT-BOX DESIGN TRAVEL ALARM CLOCK.** Novel, sophisticated case styling complements the smooth genuine leather case. Jeweled, precision movement, raised gilt numerals combined with luminous hands and hour dots. 3¼x3x1½". Choice of red, green, blue, tan.
1521N790 Retail **$12.95**

30-HOUR 7-JEWEL "CUTIE" ALARM. High fashion glamour in a radiantly lovely clock fit for a princess! Raised gilt numerals, luminous hands and hour dots. Open: 3½x1⅝x2½". In gold-like gilt finish.
1374N1185 Retail **$18.95**
In tortoise enamel finish. Color choice of green, brown, or jet black.
1496N1248 Retail **$19.95**

Ⓚ **30-HOUR MUSICAL ALARM.** Parisian decor in beautiful plastic! Gilt figures; luminous musical notes, clef-design hands. 4½ x 3⅜ x 1½". Ivory, gold, or pink.
1322N677 Retail **$10.95**

Prices subject to 10% Federal Excise Tax

NATIONALLY ADVERTISED

Prices subject to 10% Federal Excise Tax

L M **8-DAY 7-JEWEL "TWIN FACE" CLOCK.** Fashion-smart with double dials. Ideal for wall or desk use. Gilt case; raised gilt figures with tear-drop luminous hour indicators, hands. Swivel top. 7x4¾x2".

L **1530N3450** (with wall bracket) Retail **$55.00**

M **1531N3125** bracket not incl. Retail **$49.95**

N **8-DAY 4-JEWEL WALL CLOCK.** Charming and distinguished in antique bronze finish, artistic gilt hands, and rich dial design. Gilt Roman numerals. Complete with wall hook. Easy to wind. 12⅝" overall; 6⅛" dial diameter; 2¼" depth.

1532N1875 Retail **$29.95**

P **8-DAY 7-JEWEL DESK CALENDAR ALARM CLOCK.** Changes the day, date, and month automatically with positive "touch-action." A handsome accessory to dress up the desk. Smartly fashioned in gilt that gleams like precious metal. Dependably accurate 8-day movement. 3¾x4¼", height 2⅝"

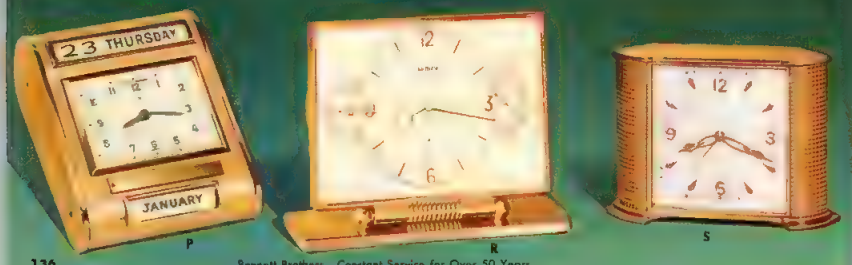
1533N2060 Retail **$32.95**

R **8-DAY 7-JEWEL "THREESOME" DESK CLOCK.** Thermometer, barometer, and clock . . . fashioned in one smartly functional, attractive creation! In glistening gilt. Raised gilt figures and hour indicators; gilt color hands. Accurate performance for 192 hours with one winding. 6¼" base, 4½" height; 1¼" depth.

1534N2965 Retail **$47.50**

S **8-DAY 7-JEWEL DESK/BOUDOIR ALARM.** Casually elegant yet smartly sophisticated—on the desk, in the bedroom, or on the TV console. Precise, timeworthy movement. Raised gilt figures and hour indicators; luminous hands and hour dots. 6½x4¼x1⅜".

1538N1770 Retail **$28.50**



P R S

T V W **8-DAY 7-JEWEL WALL CLOCKS.** Lovely . . . choice of decorators! Three dazzling models in bright gilt with variant case designs. Raised gilt figures and hour indicators. Gilt colored hands. Pull-cord for easy on the wall winding. Overall diameter 15"; dial diameter 7"; depth 1⅞".

T **1535N2500** Retail **$39.95**
V **1536N1500** Retail **$39.95**
W **1537N2500** Retail **$39.95**

Prices subject to 10% Federal Excise Tax

Z **8-DAY 7-JEWEL DESK/BOUDOIR ALARM CLOCK.** For gracious, modern decor and for trustworthy time . . . this creation in a transparent case! Ideal for TV console. Attractive gilt base. Raised gilt figures and hour indicators. Luminous hands and dots. 7⅜x6⅛x1½"; base 5½x2½"
1539N2180 Retail **$35.00**

X **30-HOUR 7-JEWEL BOUDOIR ALARM.** A scintillating, sparkling creation! Blazing with white baguettes and round-cut colored stones—a jeweled fantasy! Gilt figures with luminous figures, hands and hour dots. Available in rose, aqua, or crystal. 2⅞x3x1½"
1326N1248 Retail **$19.95**

V **8-DAY 7-JEWEL BOUDOIR ALARM.** As enchanting as a dream and desirably feminine! She will love it! Exquisitely fashioned in gold-like gilt. Accurate as it is lovely. Hour dots, slender hands are luminous tipped. Raised gilt figures, hour indicators; bell top. 4½x3¼x1¾"
1494N1720 Retail **$27.50**

30-HOUR DESK/TRAVEL ALARM. A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3½x1½". **1523N430** Retail **$6.95**

30-HOUR DESK/TRAVEL ALARM. Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Choice of colors: brown, blue, or brown alligator grain. 3⅞x3⅞x1⅜". **1524N430** Retail **$6.95**

8-DAY TRAVEL ALARM. More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM; genuine Texol covering. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3⅝x3⅝x1¾". **1525N749** Retail **$11.95**

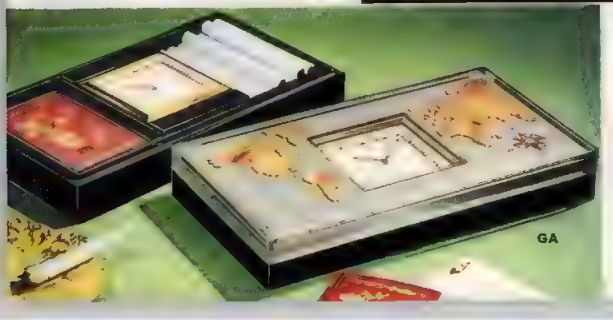
attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!

30-HOUR DESK CALENDAR ALARM. Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4⅝x4⅝"; overall height 4⅝" **1526N935** Retail **$14.95**

30-HOUR ALARM CLOCK CIGARETTE BOX. Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; black base. Two compartments for cigarettes or cards. Time-tested clock has raised gilt figures, indicators; luminous hour dots, hands. 8x4¼x1½" **1529N795** Retail **$12.95**



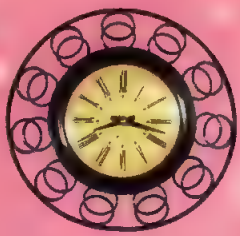
8-DAY DESK/BOUDOIR ALARM. A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3⅛x1½" **1527N871** Retail **$13.95**

8-DAY DESK/BOUDOIR ALARM. A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½". **1528N997** Retail **$15.95**

Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit

Night and Day

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only



New Fairfield. Up-to-the-minute decorator clock in modern wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter.

1503N573—1 to 5 — Retail
1503/6N545 —6 or more — $8.95

New Constellation. A new Sessions decorator design for today's better living. Bright brass surrounds a 5" black dial. Diam. 14" over-all

1565N701 — 1 to 5 — Retail
1565/6N657 — 6 or more — $10.95

New Madison. Contemporary tambour design for the mantel. In light mahogany-finished wood, 16" long, 6½" high with 5" spun metal dial, and raised numerals. Silver color bezel. The hands and decorations are delightfully new.

1566N957—1 to 5
1566/6N897—6 or more — Retail $14.95

Sessions
127 Years of Clock Craftsmanship

Pilot Wheel. Authentic nautical styling. 4" metal dial has a compass motif set in natural wood case. Realistic pilot wheel has brass spokes. 7" high, 6" wide.
1107N829—1 to 5 Retail
1107/N777 - 6 or more $12.95

STYLING BY MAC TORNQUIST

Living Room and Den

New Savannah. The popular banjo style in a fresh new version. Light mahogany finished wood case is 23" high, 7" wide. 5" metal dial has black numerals. Side rails and pineapple finial in polished brass.
1567N1469 1 to 5 Retail
1567/6N1377—6 or more $22.95

New Celestial. Halo of lustrous white plastic surrounds jet black dial for desk or wall. Brass stand removes for hanging. 9" diam. White numerals, hands. Brass bezel.
1568N573—1 to 5 Retail
1568/6N545 -6 or more $8.95

Westminster Chime. Traditional 4-note Westminster melody chimes out every quarter-hour, strikes hour in full 4-note chords. Lovely tambour-style mahogany case with burl walnut overlay. 19" long, 6" high, with a 5" dial.
1239N2697 Retail $44.95

New Peek Alarm. Sessions new buzzer alarm at a miraculously low price. Dramatic hooded dial in Bermuda blue with contrasting numerals and hands. Day-Glo red alarm indicator, yellow sweep second hand. 4" diameter.
1569N265 1 to 5
1569/6N257 6 or more Retail **$3.95**
Same as above, but with Navy blue dial background, luminous numerals and hands.
1570N331—1 to 5
1570/6N314—6 or more Retail **$4.95**

New Classic. Smart mahogany finished desk alarm with gleaming brass trim. For bedroom, den or office. Ideal gift. Buzzer alarm. 4½" high, 6" wide.
1571N637—1 to 5 Retail
1571/6N595—6 or more **$9.95**

Bedroom and Boudoir

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

Corsage Alarm. Dainty boudoir alarm. Easy to read dial set in quilted background in delicate pastel ivory-yellow. Floral garland surrounds dial in Wedgwood effect. Buzzer alarm. 6" wide, 4" high.
1499N509 1 to 5
1499/6N484—6 or more Retail **$7.95**

Bellaire Alarm. Handsome swept-back ivory plastic case. Open face metal dial has fabric effect. 4" high, 4½" wide. Pleasant Buzzer Alarm.
1572N331 1 to 5 Retail
1572/6N314 6 or more **$4.95**
Same as clock above but with luminous numbers and hands.
1423N387—1 to 5 Retail
1423/6N365—6 or more **$5.95**

New Bravo Alarm. New wood desk alarm with light mahogany-finish case. Polished brass bezel surrounds off-white dial, contrasting numbers and hands. 5" wide, 4" high. Buzzer alarm.
1573N445 1 to 5
1573/6N426 6 or mo Retail **$6.95**

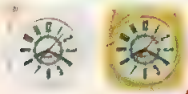
Sessions
127 years of Clock Craftsmanship

New Elegance. Gleaming chrome case, 7½" diameter, with colorful round 5½" dial in white or spun aluminum with charcoal numerals and hands. *Specify color choice.*

1305N387 1 to 5 Retail
1305/6N365 6 or more $5.95

New Preference. Bold, readable kitchen timepiece. 5½" metal dial in spun copper, also white or red. White plastic case. 7⅛" diameter. *Specify color choice.*

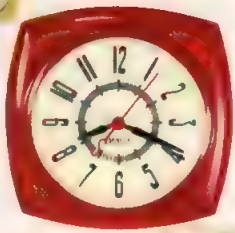
1306N331—1 to 5
1306/6N314 6 or more Retail $4.95



Favor. Eye-pleasing tapered case in white, red or yellow plastic. 7¾" in diameter. Circular white dial with contrasting numbers and hands. *Specify color choice.*

1501N331—1 to 5 Retail
1501/6N314 6 or more $4.95

Kitchen...



Tea Party. Perennial favorite in America's happiest kitchens. 8½" wide, 7" high with 4" metal dial. The plastic case comes in red, yellow or white. *Specify color choice.*

1427N331—1 to 5
1427/6N314 6 or more Retail $4.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

New Saucer. America's lowest-priced quality kitchen clock. Thin, wall-hugging white case, choice of dial colors: white, red, or bamboo yellow. Contrasting numerals and hands. Day-Glo sweep second hand. 6½" diam. *Specify color choice.*

1574N265 1 to 5 Retail
1574/6N257 6 or more $3.95

and Office

Chairman. Square case with tapered corners in brown plastic. Legible numerals and hands in brown. 12½" case.

1575N829—1 to 5 Retail
1575/6N777—6 or more $12.95

Office. A big 13½" white dial in a chrome case.

1576N957 1 to 5 Retail
1576/6N897—6 or more $14.95
Also available in colored case. White, blue gray, or brown. *Specify color.*
1577N701 1 to 5 Retail
1577/6N657 6 or more $10.95

Order Christmas Stocks Early

Sessions
127 years of Clock Craftsmanship

Night and Day

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

New Madison. Contemporary tambour design for the mantel. In light mahogany-finished wood, 16" long, 6½" high with 5" spun metal dial, and raised numerals. Silver color bezel. The hands and decorations are delightfully new.

521C49-6X897/957 (Shipping Weight 5 lbs.) Retail $14.95

New Fairfield. Up-to-the-minute decorator clock in modern wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter.

521C46-6X545/573 (Shpg Wt. 3 lbs.) Retail $8.95

New Constellation. A new Sessions decorator design for today's better living. Bright brass surrounds a 5" black dial. Diam. 14" over-all.

521C48-6X657/701 (Shpg Wt. 3 lbs.) Retail $10.95

Sessions

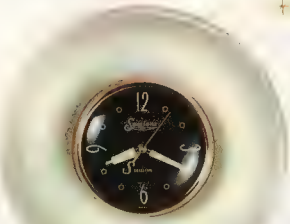
125 years of Clock Craftsmanship

Pilot Wheel. Authentic nautical styling. 4" metal dial has a compass motif set in natural wood case. Realistic pilot wheel has brass spokes. 7" high, 6" wide.

521C52-6X777/829 (Shpg. Wt. 2½ lbs.) Retail $12.95

STYLING BY MAC TORNQUIST

Living Room and Den

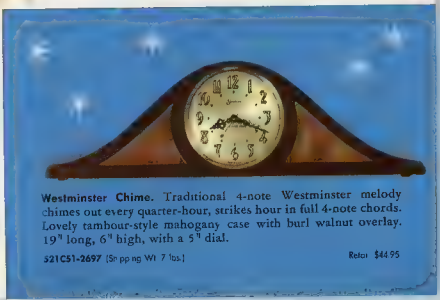


New Savannah. The popular banjo style in a fresh new version. Light mahogany finished wood case is 23" high, 7" wide. 5" metal dial has black numerals. Side rails and pineapple finial in polished brass.

521C50-6X1377/1469 (Shpg Wt 4 lbs.) Retail $22.95

New Celestial. Halo of lustrous white plastic surrounds jet black dial for desk or wall. Brass stand removes for hanging. 9" diam. White numerals, hands. Brass bezel.

521C40-6X545/573 Shp. Wt 2½ lbs. Rel $8.95



Westminster Chime. Traditional 4-note Westminster melody chimes out every quarter-hour, strikes hour in full 4-note chords. Lovely tambour-style mahogany case with burl walnut overlay. 19" long, 6" high, with a 5" dial.

521C51-2697 (Shpg Wt 7 lbs.) Retail $44.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only.

New Peek Alarm. Sessions new buzzer alarm at a miraculously low price. Dramatic hooded dial in Bermuda blue with contrasting numerals and hands. Day-Glo red alarm indicator, yellow sweep second hand. 4" diameter.

521C6-6X257/265 (Shipping Weight 2 lbs.) Retail $3.95

Same as above, but with Navy blue dial background, luminous numerals and hands.

521C7-6X314/331 (Shipping Weight 2 lbs.) Retail $4.95

New Classic. Smart mahogany finished desk alarm with gleaming brass trim. For bedroom, den or office. Ideal gift. Buzzer alarm. 4½" high, 6" wide.

521C15-6X595/637 (Shpg. Wt 2.6 lbs.) Retail $9.95

Bedroom and Boudoir

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

Corsage Alarm. Dainty boudoir alarm. Easy to read dial set in quilted background in delicate pastel ivory-yellow. Floral garland surrounds dial in Wedgwood effect. Buzzer alarm. 6" wide, 4" high.

521C16-6X484/509 (Shipping Weight 2 lbs.) Retail $7.95

Bellaire Alarm. Handsome swept-back ivory plastic case. Open face metal dial has fabric effect. 4" high, 4½" wide. Pleasant Buzzer Alarm.

521C8-6X314/331 (Shpg. Wt. 2 lbs.) Retail $4.95

Same as clock above but with luminous numbers and hands.

521C9-6X365/387 (Shpg. Wt. 2 lbs.) Retail $5.95

New Bravo Alarm. New wood desk alarm with light mahogany-finish case. Polished brass bezel surrounds off-white dial, contrasting numbers and hands. 5" wide, 4" high. Buzzer alarm

521C14-6X426/445 Reta $6.95
(Shipping Weight 2½ lbs.)

Sessions

127 years of Clock Craftsmanship

New Elegance. Gleaming chrome case, 7½" diameter, with colorful round 5½" dial in white or spun aluminum with charcoal numerals and hands. *Specify color choice.*

521C36-6X365/387 (Shpg. Wt. 2½ lbs.) Retail $5.95

New Preference. Bold, readable kitchen timepiece. 5½" metal dial in spun copper, also white or red. White plastic case. 7½" diameter. *Specify color choice.*

521C26-6X314/331 (Shpg. Wt. 2 lbs.) Retail $4.95

Kitchen...

Favor. Eye-pleasing tapered case in white, red or yellow plastic. 7¼" in diameter. Circular white dial with contrasting numbers and hands. *Specify color choice.*

521C27-6X314/331 Retail $4.95 (Shpg. Wt. 2 lbs.)

Tea Party. Perennial favorite in America's happiest kitchens. 8½" wide, 7" high with 4" metal dial. The plastic case comes in red, yellow or white. *Specify color choice.*

521C25-6X314/331 (Shpg. Wt. 2 lbs.) Retail $4.95

New Saucer. America's lowest-priced quality kitchen clock. Thin, wall-hugging white case, choice of dial colors: white, red, or bamboo yellow. Contrasting numerals and hands. Day-Glo sweep second hand. 6½" diam. *Specify color choice.*

521C21-6X257/265 Retail $3.95 (Shpg. Wt. 1½ lbs.)

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

and Office

Chairman. Square case with tapered corners in brown plastic. Legible numerals and hands in brown. 1 2½" case.

521C13-6X777/829 Retail $12.95 (Shpg. Wt. 6 lbs.)

Office. A big 13½" white dial in a chrome case.

521C30-6X897/957 Retail $14.95 (Shpg. Wt. 5 lbs.)

Also available in colored case. White, blue gray, or brown. *Specify color.*

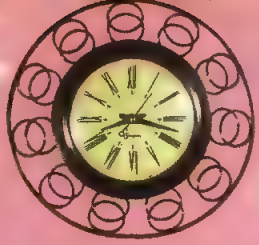
521C29-6X657/701 Retail $10.95 (Shpg. Wt. 5 lbs.)

Sessions

127 years of Clock Craftsmanship

Night and Day

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only



New Fairfield. Up-to-the-minute decorator clock in modern wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter.

51-22-49 X573 Retail **$8.95**
51-22-49 X545 (6 or more) Retail **$8.95**

New Constellation. A new Sessions decorator design for today's better living. Bright brass surrounds a 5" black dial. Diam. 14" over-all.

51-22-50 X709 Retail **$10.95**
51-22-50 X665 (6 or more) Retail **$10.95**

New Madison. Contemporary tambour design for the mantel. In light mahogany-finished wood, 16" long, 6½" high with 5" spun metal dial, and raised numerals. Silver color bezel. The hands and decorations are delightfully new.

51-22-51 X957 Retail **$14.95**
51-22-51 X897 (6 or more) Retail **$14.95**

Sessions
127 years of Clock Craftsmanship

Pilot Wheel. Authentic nautical styling. 4" metal dial has a compass motif set in natural wood case. Realistic pilot wheel has brass spokes. 7" high, 6" wide.

51-22-52 X829 Retail **$12.95**
51-22-52 X777 (6 or more) Retail **$12.95**

STYLING BY MAC TORNQUIST

Living Room and Den

New Savannah. The popular banjo style in a fresh new version. Light mahogany finished wood case is 23" high, 7" wide. 5" metal dial has black numerals. Side rails and pineapple finial in polished brass.

51-22-53 X1469 Retail **$22.95**
51-22-53 X1377 (6 or more) Retail **$22.95**

New Celestial. Halo of lustrous white plastic surrounds jet black dial for desk or wall. Brass stand removes for hanging. 9" diam. White numerals, hands. Brass bezel.

51-22-30 X573 Retail **$8.95**
51-22-30 X545 (6 or more) Retail **$8 95**

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

Westminster Chime. Traditional 4-note Westminster melody chimes out every quarter hour, strikes hour in full 4-note chords. Lovely tambour-style mahogany case with burl walnut overlay. 19" long, 6¹ high, with a 5" dial.

51-22-54 X2697 Retail **$44.95**

New Peek Alarm. Sessions new buzzer alarm at a miraculously low price. Dramatic hooded dial in Bermuda blue with contrasting numerals and hands. Day-Glo red alarm indicator, yellow sweep second hand. 4" diameter.

51-22-55 X265 Retail **$3.95**
51-22-55 X257 (6 or more) Retail **$3.95**

Same as above, but with Navy blue dial background, luminous numerals and hands.

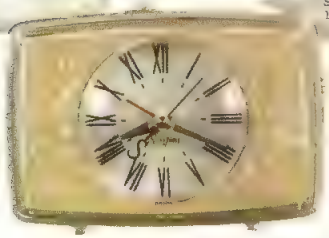
51-22-56 X331 Retail **$4.95**
51-22-56 X314 (6 or more) Retail **$4.95**

New Classic. Smart mahogany finished desk alarm with gleaming brass trim. For bedroom, den or office. Ideal gift. Buzzer alarm. 4½" high, 6" wide

51-22-35 X637 Retail **$9.95**
51-22-35 X595 (6 or more) Retail **$9.95**

Bedroom and Boudoir

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only



Corsage Alarm. Dainty boudoir alarm. Easy to read dial set in quilted background in delicate pastel ivory-yellow. Floral garland surrounds dial in Wedgwood effect. Buzzer alarm. 6" wide, 4" high.

51-22-10 X509 Retail **$7.95**
51-22-10 X484 (6 or more) Retail **$7.95**

Bellaire Alarm. Handsome swept-back ivory plastic case. Open face metal dial has fabric effect. 4" high, 4½" wide. Pleasant Buzzer Alarm.

51-22-57 X331 Retail **$4.95**
51-22-57 X314 (6 or more) Retail **$4.95**

Same as clock above but with luminous numbers and hands.

51-22-11 X387 Retail **$5.95**
51-22-11 X365 (6 or more) Retail **$5.95**

New Bravo Alarm. New wood desk alarm with light mahogany-finish case. Polished brass bezel surrounds off-white dial, contrasting numbers and hands. 5" wide, 4" high. Buzzer alarm.

51-22-58 X445 Retail **$6.95**
51-22-58 X426 (6 or more) Ret **$6.95**

Sessions
127 Years of Clock Craftsmanship

New Elegance. Gleaming chrome case, 7½" diameter, with colorful round 5½" dial in white or spun aluminum with charcoal numerals and hands. *Specify color choice.*

51-22-59 X387	White Dial	Retail	$5.95
51-22-59 X365	(6 or more)	Retail	$5.95
51-22-60 X387	Aluminum Dial	Retail	$5.95
51-22-60 X365	(6 or more)	Retail	$5.95

New Preference. Bold, readable kitchen timepiece. 5½" metal dial in spun copper, also white or red. White plastic case. 7½" diameter. *Specify color choice.*

51-22-64 X331	Copper	Retail	$4.95
51-22-65 X331	White	Retail	$4.95
51-22-66 X331	Red	Retail	$4.95

Favor. Eye-pleasing tapered case in white, red or yellow plastic, 7¼" in diameter. Circular white dial with contrasting numbers and hands. *Specify color choice.*

51-22-61 X331	White	Ret	$4.95
51-22-61 X314	(6 or more)	Ret	$4.95
51-22-62 X331	Red	Ret	$4.95
51-22-62 X314	(6 or more)	Ret	$4.95
51-22-63 X331	Yellow	Ret	$4.95
51-22-63 X314	6 or more	Ret	$4.95

Kitchen...

Tea Party. Perennial favorite in America's happiest kitchens. 8½" wide, 7" high with 4" metal dial. The plastic case comes in red, yellow or white. *Specify color choice.*

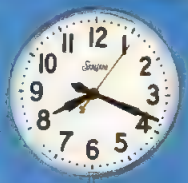
51-22-17 X331	Red	Retail	$4.95
51-22-17 X314	(6 or more) Red	Retail	$4.95
51-22-19 X331	White	Retail	$4.95
51-22-19 X314	(6 or more) White	Retail	$4.95

Sessions Electric Clocks operate on 110-120 volts, 60 cycle, A. C. only

New Saucer. America's lowest-priced quality kitchen clock. Thin, wall-hugging white case, choice of dial colors: white, red, or bamboo yellow. Contrasting numerals and hands. Day-Glo sweep second hand. 6½" diam. *Specify color choice.*

51-22-67 X265	Red	Retail	$3.95
51-22-67 X257	(6 or more)	Retail	$3.95
51-22-68 X265	Yellow	Retail	$3.95
51-22-68 X257	(6 or more)	Retail	$3.95

and Office



Chairman. Square case with tapered corners in brown plastic. Legible numerals and hands in brown. 12½" case.

51-22-43 X829		Retail	$12.95
51-22-43 X777	(6 or more)	Ret	$12.95

Office. A big 13½" white dial in a chrome case.

51-22-69 X957		Retail	$14.95
51-22-69 X897	(6 or more)	Retail	$14.95

Also available in colored case. White, blue gray, or brown. *Specify color.*

51-22-70 X701	White	Retail	$10.95
51-22-71 X701	Blue-Gray	Retail	$10.95
51-22-72 X701	Brown	Retail	$10.95

Sessions
127 years of Clock Craftsmanship

Here they are for '56

See the complete line of famous action-toys with original SLINKY motion!

You all know how **SLINKY**® toys took the market by storm in 1955. Most everyone sold out—all too soon! Now, we have increased our production facilities to meet the ever increasing demand. Turn the pages ahead to see important and truly sensational additions to the **SLINKY** line for this year!

We're buying still more TV spots and supplying you with more and more dramatic displays and sales-aids.

Remember, famous **SLINKY** action-toys carry the Parents' Magazine seal of approval and are advertised in Parents' Magazine.

Now—let's look at what's new for '56!

REMEMBER over 10 million original **SLINKYS** have been sold already!"

Here's the sensational $2 SLINKY® line—

It's the newest, most exciting action-toy of all—shown here for the first time anywhere!

SLINKY® BUCKO

- Ride 'em cowboy! You'll have to see Bucko in action to really appreciate the sales appeal this remarkable pull-toy is bound to register!
- Eccentric wheels make the rider buck and twist as toy is pulled or pushed. Lots of exciting action.
- Now in quantity production—and ready for immediate delivery! 1 doz. per carton, 13 lbs. (approx.)

CATALOGUE NO. 300 — $2 retail

PATENT PENDING

and these companion big volume $2 sellers to complete the line—

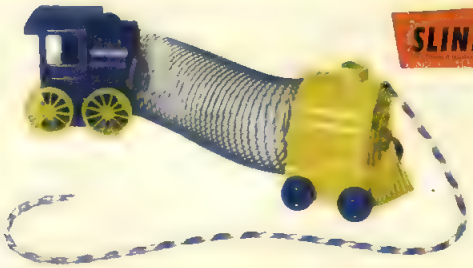
SLINKY® DOG

- Rear end falls behind, then catches up. High impact plastic with famous Slinky spring. 1 doz. per carton, 15 lbs.

CATALOGUE NO. 225 — $2 retail

PATENT PENDING

SLINKY® TRAIN



- This is the original action pull-toy! Now in new exciting colors for '56 and a smiling face. A big favorite! 1 doz. per carton, 11 lbs.

CATALOGUE NO. 200 — $2 retail

PATENT PENDING

Don't fail to stock the complete SLINKY line for '56.

Now going strong in a great big way—NEW and already a favorite—

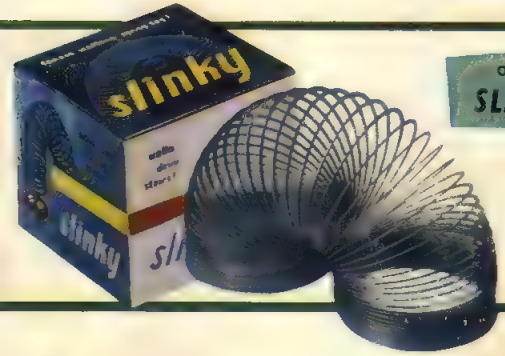
SLINKY® WORM

'Her name is Susie'

She slithers, slinks and buzzes and does all kinds of tricks! 4 doz. per carton, 16 lbs.

CATALOGUE NO. 250 **$1 retail**

Copyright 1956 by James Industries Paoli, Pa



ORIGINAL SLINKY®

More popular every year—

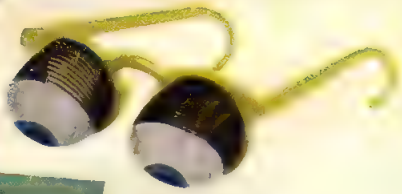
"The walking spring"

- Over 10 million sold! It's the fascinating spring toy that walks down stairs! New mirror finish makes it really sparkle. Ask about motorized displays.
- Brand new, full color package for '56 designed to create big, extra sales. 4 doz. per carton, 30 lbs.

PATENT NO. 2415012

CATALOGUE NO. 100 **Still only $1 retail**

NEW! SLINKY® EYES

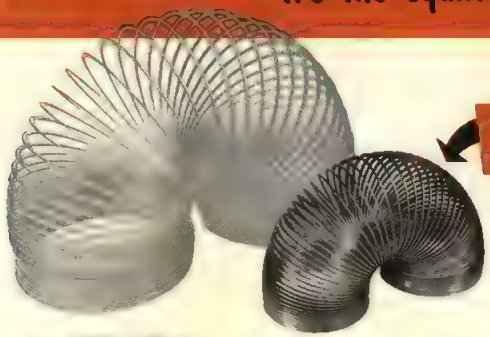


A brand new novelty item—bound to create a sensation with young and old alike! Eyes mounted on springs—pop out when head moves and then retract. Set of lenses included converts to regular sun glasses. 4 doz. per carton, 11 lbs. (approx.)

CATALOGUE NO. 275 **69¢ retail**

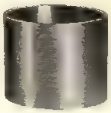
NEW and EXCITING!

It's the squirmy-est of 'em all!



SLINKY® Junior

Original Slinky
3"
diameter



Slinky Junior
1¾"
diameter

● You've been asking for it—here it is! The most dynamic spring on the market—dances, jumps, coils, walks down a slope! A delight for youngsters of every age.

● Packaged in colorful boxes with a counter-display, also ideal for rack jobbing. 4 doz. per carton. 8 lbs. (approx.)

CATALOGUE NO. 125 **39¢ retail**

● "We moved into this new, modern plant in January of 1955 –just 10 years after starting in business. New production facilities have been installed for making all members of the growing Slinky family of action toys—plus our expanded production of industrial springs. We pledge ourselves to continue to make only the highest quality products."

JAMES INDUSTRIES, INC.
PAOLI, PA.

Our new plant in Paoli, Pa.

Copyright 1955

LIBERAL FREIGHT TERMS

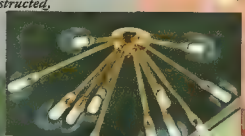
REGIONAL REPRESENTATIVES . . . JAMES INDUSTRIES, Inc.

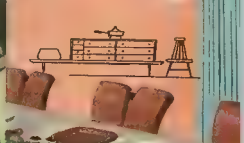
Midwest Territory	*Central Atlantic*	*Mountain States*	*N. Y. & New England*	*South*	*South*	*Pacific States*
Walter & Arthur Kranzien	Edward Harrigan	Alan Wells	Murray Gilbert	Ray D. Martineau	Carson Y. Conder	Ward Francis Co.
209 S. State Street	Box 486	158 Social Hall Ave	200 Fifth Ave.	6859 Ryance Road	111 S. Clarkson St	1533 Wilshire Blvd.
Chicago 4, Ill.	Paoli, Pa.	Salt Lake City 1, Utah	New York 10, N. Y.	Jacksonville 11, Fla.	Charlotte, N. C.	Los Angeles 17, Cal.

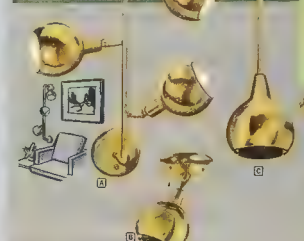
VISIT US AT THE TOY FAIR • McALPIN HOTEL, ROOMS 1042-44

Lighting Originals... by STNOLA

Will harmonize smartly with any decorative plan. A magnificent selection for every lighting need, combining clever functional performance with styling as new as tomorrow. Lighting fixtures in the sparkling contemporary trend; lamps and wall lights which turn, swivel and adjust for dramatic and convenient lighting effects. Expertly constructed, durably finished for long years of satisfying service.







[A] **"BAR-OF-LIGHT"** Hangs like a picture, plugs in like a lamp! Pierced 'any-position' reflectors. 3 way switch, polished brass finish Ht. 27". Wt. 7½ lbs.
D25E660-2475 Retail **$39.95**

[B] **"LITE-BEAM"** Swivels—then locks in any position. 6' pinpoint pierced reflector , with diffuser for glare-free lighting. Polished brass finish. Ht 12". Wt. 2½ lbs.
D25E661-975 Retail **$15.95**

[C] **"DROP-LITE"** Used singly or in groups. 7½" starlight pierced reflector with glare-free diffuser. Choice of 2 lengths. Polished brass finish. Wt. 5 lbs.
D25E662-1575 (30" drop) Retail **$25.00**
D25E663-1575 (36" drop) Retail **$25.00**

[D] **"SPARKLE-LITE" NEW!** Bright polished brass flush mounted ceiling fixture. 12 graceful rods dramatically beaming lights in all directions. Hanger included for easy installation. COMPLETE WITH BULBS. Width 22". Wt. 8 lbs.
D25E664-4015 Retail **$69.95**

[E] **"CILESTIALIER" EXCITING!** Glistening brass drop ceiling fixture in a glorious sunburst effect. 12 radiating arms tipped with balls of light. Hanger included for easy installation; choice of 2 lengths. COMPLETE WITH BULBS. Width 31". Wt. 9½ lbs.
D25E665-4750 (27" Drop) Retail **$82.50**
D25E666-4750 (33" Drop) Retail **$82.50**

[F] **"PULL DOWN-PUSH UP"** Ceiling fixture, reel for finger tip control 15" starlight perforated metal reflector. 2 lights; pierced metal diffuser. Pulls down to 40". Polished brass and charcoal finish. Wt. 15 lbs.
D25E667-3175 Retail **$50.75**

[G] **"PULL-A-LITE"** Bright brass reel fixture. 5" etched glass spotlight lens. Wide-spread general illumination plus focused light. 17" metal reflector; lowers to 42". Wt. 8½ lbs.
D25E668-2575 Retail **$42.00**

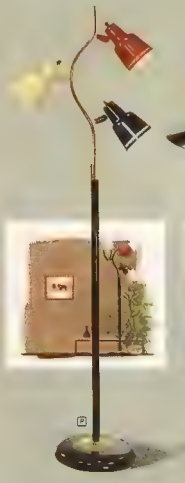
[H] **"PULL DOWN-PUSH UP"** Wall lamp. 15" reflector, pierced metal diffuser. 2 lights; cord switch. Lowers to 29". Hanger included. Bright brass and charcoal finish. Wt. 13 lbs.
D25E669-2855 Retail **$46.50**

[J] **"UP'N-DOWNER"** Space-saver wall lamp. Lowers to 31". Pierced 14" reflector; Fibreglas diffuser. Switch for 2 light socket. Charcoal and brass finish. Wt. 14 lbs.
D25E670-2225 Retail **$38.50**

Fashionable! Functional!

Lamps that turn and swivel . . . raise and lower. Focus light-beams for 'accent' lighting . . . highlight a setting, picture, or special object! Adjust to the desired position for reading or close work. Indirect lighting with the turn of a swivel. Combines utility with beauty . . . finished for long, pleasurable service.

K **"TRI-LITE"** 3 flexible-sectioned arms enable each 'any-position' swivel shade to adjust as desired. Use 11" metal shade as torchier, reading lamp, etc. 3 way switch; weighted base. Ebony and brass finish. Ht. upright 63". Wt. 27 lbs.
D25E671-2188
Retail **$70.25**



P **"CHAIRSIDE"** For close work or reading. Turned up, it's an indirect torchier! 12" flexible arm. Heavily weighted; satin brass finish. Ht. 48", upright 60". Wt. 12 lbs.
D25E672-1645
Retail **$27.00**

N **"EVERY-WHICH-WAY"** 15" flexible arms bend in all directions. 3 way switch. Heavy weighted base. Finished in satin brass. Ht. arms extended 65". Wt. 19 lbs.
D25E673-2460
Retail **$39.95**

O **"TWIN-LITE"** Twin metal helmets, 9" deep, smartly slotted and pierced. Glare-proof metal light diffusers. Swivels to 'any-position'! Individual switches; weighted base. Polished brass finish. Ht. 59". Wt. 19½ lbs. (Matches "O")
D25E674-3725
Retail **$59.95**

Q **"UNI-LITE"** Single light (Matches "N"). Ht. 56". Wt. 19 lbs.
D25E675-2615
Retail **$42.50**

R **"TREE LAMP"** Slotted metal shades 7" deep, mounted on graceful metal "branch." 'Any-position' swivels; focus each light as desired! Bright brass and ebony finish with multicolored shades as shown. Ht. 65". Wt. 21 lbs.
D25E676-3035
Retail **$48.50**

S **"VERSATILE"** Swivel the shade! Raise or lower the shaft! Swing the arm! 14" reflector, 3 way lighting. Raises to 51". Wt. 19 lbs.
D25E677-3310
Ebony & Polished Brass.
D25E678-3310
White & Polished Brass.
Retail **$49.95**

S

T

S **"EILEEN"** An "important" lamp! Pure gold flecked ceramic, triple fired, set in hand-wrought mounting. 3 way lighting. Gold toned, translucent 16" Fibreglas shade; handlaced, washable. Ht. 28". Wt. 7½ lbs.
D25E679-1555 Retail $24.95

T **"CORONA"** Polished brass and ebony all-metal table lamp in the contemporary trend. 3 way lighting. 15" hand sewn shade of Celanese taffeta. Ht. 33". Wt. 9½ lbs.
D25E680-2145 Retail $35.00

New! Turns on and off at the touch of a finger!

U **"TOUCHTRON"** The new electronic marvel by GENERAL ELECTRIC. Light your lamp by touch . . . simply touch the base with your finger. TOUCH —IT'S ON! TOUCH—IT'S OFF! The new G.E. wonder-device plus conventional 3 way lighting. Imported Bavarian base decorated with fired-on pure gold leaves on satiny Triplex frosted crystal. Hand sewn 18" shade of rich figured Metalassé taffeta. A conversation piece to delight! Ht. 32". Wt. 12 lbs.
D25E681-4530 Retail $65.00

All lamps have U. L. (Underwriters' Laboratories) approved components such as sockets, switches, cords and plugs

V **"WESTCHESTER"** Petite club lounge lamp. Polished brass finish, 8" opal diffusing bowl. Mogul socket 100-200-300 watt lighting. 17" shade embossed basket weave design over vellum. Ht. 58". Wt. 26 lbs.
D25E682-2825 Retail $45.75

W **"ESSEX"** 6 way floor lamp. Genuine 5" onyx insert. Cast metal base and ornaments. Finish rich gold effect. 19" shade stretched Celanese fabric, smart braid trim. Mogul socket 100-200-300 watt lighting; 10" opal diffusing bowl. Ht. 63". Wt. 24 lbs.
D25E683-2495 Retail $39.95

X **"STRATFORD"** Club lounge, combining bright brass with polished copper trim. 8" diffusing bowl, mogul socket 100-200-300 watt lighting. Double-decked 18" washable Fibreglas shade. Ht. 58". Wt. 21 lbs.
D25E684-2770 Retail $44.95

Y **"STARLIGHT"** Unusual 3 light torchier with 3 pierced reflectors for indirect light—bottom of each reflector fitted with etched crystal lens for direct lighting. 3 way switch. Finish bright brass and polished copper. Ht. 64". Wt. 24½ lbs.
D25E685-4065 Retail $66.50

Z **"SHERATON"** Modern direct-indirect torchier. 15" starlight perforated metal reflector; 8" ribbed milk glass insert for direct lighting. Mogul socket 100-200-300 watt lighting. Finish satin brass. Ht. 65". Wt. 29 lbs.
D25E686-4150 Retail $68.00

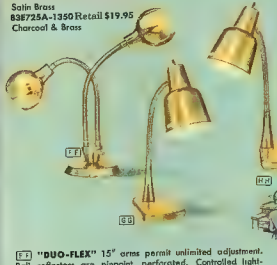
AA **"STUART"** All-metal torchier with rock crystal insert for soft glow and direct lighting. 13" spun metal reflector; mogul socket 100-200-300 watt lighting. Ht. 65". Wt. 24 lbs.
D25E687-3440 Retail $59.00
Copper, Brass trim
D25E688-3440 Retail $59.00
Brass, Copper trim

BB **"TELE-CLOCK"** Soft, indirect light. Excellent for T.V. viewing, night light, etc. Guaranteed self-starting clock. (A.C. only) Ht. 12". Wt. 4 lbs. (Federal excise tax 3% not included).
83E725-1350 Retail **$19.95**
Satin Brass
83E725A-1350 Retail **$19.95**
Charcoal & Brass

CC **"PLANT-A-LAMP"** 10" one piece "Can't Leak" spun bowl. Cast metal base; handy switch. Finish satin brass. Ht. 13". Wt. 6 lbs. (Plants not included)
83E726-1165 Retail **$19.00**

DD **"SOFT-LITE"** Metal T.V. lamp and for other indirect lighting needs. Easy reach switch. Ht. 10". Wt. 2 lbs.
83E727-660 Retail **$9.95**
Satin Brass
83E727A-660 Retail **$9.95**
Bronze

EE **"DRIFTWOOD"** An exact replica molded in durable Hydrocol. Toned to natural aged wood colorations. Inverted cone top of modern 17" translucent Fibreglas shade also provides indirect light. (Choice of either Pink or Turquoise shade). Ht. 32½". Wt. 25 lbs.
D25E689-2195 Retail **$35.25**
Redwood, Pink shade
D25E690-3195 Retail **$35.25**
Softwood, Turquoise shade



FF **"DUO-FLEX"** 15" arms permit unlimited adjustment. Ball reflectors are pinpoint perforated. Controlled lighting with variable switch. Weighted base. Width (illustrated) 22" Arms turn up to 24" for indirect lighting. Wt. 13 lbs.
D25E691-2290 Retail **$37.00**

GG **"FRATERNITY"** Use on desk, phone or night stand. Deep 7" slotted reflector, 12" flexible arm. Handy switch on weighted base. Bright brass finish. (Matches "HH"). Ht. 19". Wt. 5 lbs.
83E730-1150 Retail **$18.00**

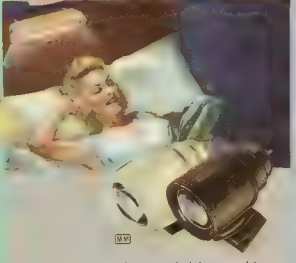
HH **"TWIN-FLEX"** Ideal for "His" and "Her" use on night stand, and other practical, decorative uses. 12" flexible arms, with deep 7" slotted reflectors, each with individual switch. Bright brass finish (Matches "GG"). Ht. 19". Wt. 6½ lbs.
D25E692-1690 Retail **$26.50**

II **"CANTILEVER"** Adjustable "up" or "down", 12" metal shade tilts tool Piano lamp, and for desks or other uses. Bright brass finish. Width as shown 18", extended upright 23". Wt. 10 lbs.
D25E693-1925 Retail **$31.00**

KK **"LILY"** Graceful! Adjustable swivel on each arm for any position. Spun metal holders specially designed for the translucent crystal shades 3 way switch for choice of lighting. Bright brass and matte black finish. Ht. 23". Wt. 8 lbs.
D25E694-2765 Retail **$44.95**

NN **"TWO-SCONCE"** 'Any-position' swivels! Hang straight or horizontal as "His" and "Her" bed lamp, or other uses. 8" starlight brass shields. 3-way switch. (Matches "OO"). 17" long. Wt. 5 lbs.
D25E695-1795 Retail **$27.50**

OO **"SCONCE"** With single light brass shield, (Matches "NN"). 8" long. Wt. 2½ lbs.
83E737-995 Retail **$15.95**



MM **"SPOTRAY"** Read in bed without disturbing others! Swivel light where desired! Felt-lined adjustable clamp. Bull's eye lens increases 25 watt bulb to 100 watt efficiency. Wt. 3 lbs.
83E735-550 (Ivory) Retail **$7.95**
83E735A-550 (Bronze) Retail **$7.95**

LL **"PLASTI-LITE"** Fluorescent bed lamp complete with plug-in ballast and 8 watt tube. Adjustable rubber covered clamps fit any headboard. (A.C. only). Width 13"
Wt. 2½ lbs.
83E734-875 Retail **$14.25**

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Hagns

SUN RUBBER

10049
"Gerber Baby" Jointed Doll

NO. 10049 18" 10.00 Ea.

The Sun-Dee "Gerber Baby" is an 18" soft, cuddly, life-like doll. Molded all-vinyl with simulated hair, sleeping eyes, jointed arms and legs and movable head. Complete with accessories and wardrobe of printed flannel jacket with pink lace trim, knitted panties and bootees—all the things a real baby needs. In colorful two-piece display box, packed ¼ dozen to carton. Weight 12 pounds.

10047 "Bannister Baby" Jointed Doll

NO. 10047 18" 12.50 Ea.

Bottle Baby is dressed just like a real baby . . . has a wardrobe that would make any doll jealous. Attractively packed in cardboard carrying case which has room for the nursing bottle and bubble pipe, too. Packed ¼ dozen per carton. Weight: 12 lbs.

10028 "Baby Bannister" Bottle Baby Jointed Doll

NO. 10028 12" 7.50 Ea.

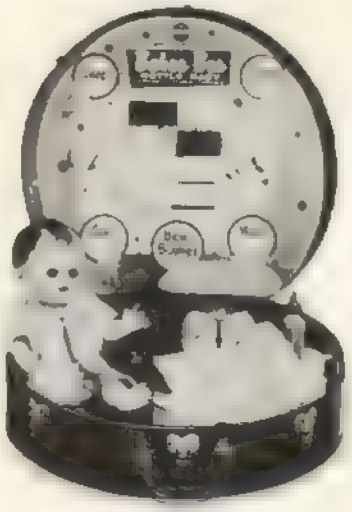
A petite 12" copy of famous Bannister Baby. Soft, cuddly, tubbable doll with simulated hair, and big, long-lashed sleeping eyes. Has her own wardrobe consisting of hooded robe with ribbon tie, dress, bootees, and panties. She drinks, wets, sleeps, blows bubbles, and coos with every squeeze. Complete in decorative corrugated carrying case with nursing bottle and bubble pipe.
Packed ¼ dozen per carton. Weight 6¼ pounds.

10046
"Betty Bows" Bottle Baby Jointed Doll

No. 10046 12" $60.00 Doz.

Another lovely SUN personality doll
Wears a perky sun-tint ribbon in her hair
An all-vinyl head of flesh-like softness
Molded rubber body, free-moving jointed arms and legs Drinks, wets, blows bubbles, cries with every squeeze.
Flirting long-lashed plastic sleeping eyes
Gaily dressed in play garment. Has her own Sun nursing bottle and bubble pipe
In attractive window package
½ dozen per carton. Wt 9½ lbs.

SUN RUBBER



10635
"Babee-Bee" Carrying Case Set

No. 10635 14" $14.00 Ea.

Equipped for full doll play the minute she arrives is Babee-Bee in her NEW layette set... This wonderful outfit includes the 14-inch drink-wet, jointed doll with voice, vinyl head and long-lashed sleeping eyes. She wears fancy Baby Coat garment. Layette includes a wrinkle-free dress and slip, bootees, bib, weighing scales, Kleenex, soap, Q-tips, nursing bottle and bubble pipe . . . SUN'S famous, sturdy, oval carrying case will also be proudly carried by little journeyers.
Shipped ¼ dozen to carton. Weight 14 lbs.

14071
"Rompy and Pal" Set

No. 14071 8" $32.00 Doz.

Rompy and his Pal. Rompy and his playful pal, the NEW SUN Pony, packaged together in a new, attractive window box.
Packed ½ doz. per carton. Wt. 10½ lbs.

IDEAL STUFFED TOYS

INFANT GIRL WITH CHIMES

No. 7335 9½" $48.00 Doz.

Soft stuffed girl doll with contrasting color plush. Ribbon bow. Vinyl face with painted features. Tinkling chime. Each in box.

J. FRED MUGGS

No. 7813 15" $6.70 Each

Television's lovable chimp. Molded Vinyl face with painted features. Made of long plush, dressed in assorted costumes. Molded Vinyl hands. Each in box.

IDEAL STUFFED ANIMALS

INFANT BEAR

No. 7197 13" $32.40 Doz.

A soft infant toy that can be washed in washing machine. Contrasting colored plush with Vinyl face and painted features. Ribbon bow. Each in box.

MUSICAL CUDDLY BEAR

No. 7223 13" $6.70 Each

Two tone rayon plush cuddly bear with Swiss music box. Vinyl nose and mouth. Ribbon bow. Safety lock-in eyes. Each in box.

BALLOON PANTS BEAR

No. 7042 14½" $32.40 Doz.

Plush head, paws and ears. Cloth vest and feet. Ribbon bow. Safety lock-in eyes. Each in box.

CUDDLY BEAR

No. 7249 15" $48.00 Doz.

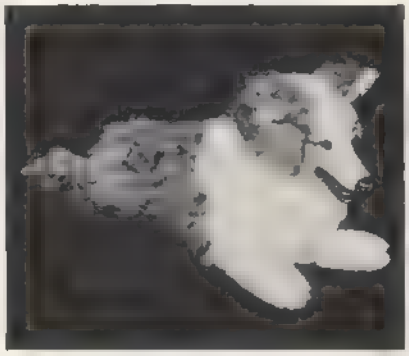
Two tone rayon plush cuddly bear with Vinyl nose and mouth. Ribbon bow. Safety lock-in eyes. Each in box.

IDEAL STUFFED ANIMALS

RUNNING ANIMAL ASSORTMENT

No. 7180 9½" $32.40 Doz.

Assorted bear, cat and dog. Soft stuffed with contrasting color plush. Plastic nose, felt tongue, ribbon bow and safety lock-in eyes. One dozen in carton.



LADDIE BOY COLLIE

No. 7434 15" $9.30 Each

Made of smooth synthetic fur with beautifully molded nose and mouth. Each in box.

LADDIE BOY COLLIE

No. 7433 13" $6.70 Each

Made of smooth synthetic fur with beautifully molded Vinyl nose and mouth. Each in box.

LADY COLLIE

No. 7435 16" $17.30 Each

Two-tone long plush with molded Vinyl nose and mouth, glassene eyes. Each in box.

ULYSSE NARDIN

SINCE 1846

PRESENTING FOR THE FIRST TIME .....

..... A LINE OF SUPERB NEW WATCHES

EACH ONE ACTUALLY LOOKS AS THIN AS A COIN!

NAPOLEON

THIN-AS-A-COIN, this exceptionally flat, handsomely styled stainless steel case, diamond lapped to a platinum like finish, top-grade alligator strap, world famous **ULYSSE NARDIN** 17 jewel temperature adjusted movement, shock protected, unbreakable mainspring

5456W5815 retail $135.00

SOVEREIGN

THIN-AS-A-COIN, conceived with meticulous care, exceptionally flat gold-filled case diamond lapped to a mirror-like finish dial made with raised faceted facets of 14 Kt solid gold. Finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5851W7350 retail $160.00

GUILDER

THIN-AS-A-COIN, the ultimate in grace and beauty is combined in this slender creation, solid 14 Kt gold case diamond lapped to a mirror-like finish, dial made with raised numbers and sticks of 14 Kt solid gold. Finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5854W10290 retail $210.00

SOVEREIGN

THIN-AS-A-COIN, a masterpiece of engineering skill has finally created a watch as thin-as-a-coin, diamond lapped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5852W11025
Solid 14 Kt gold case retail $225.00

5853W12405
Solid 18 Kt gold case retail $255.00

D.CAT

THIN-AS-A-COIN, outstanding for its simplicity, exceptionally thin solid 14 Kt gold case diamond lapped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold, finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 jewel temperature adjusted movement, shock-protected, unbreakable mainspring

5855W9702 retail $150.00

LEADING RESEARCH ORGANIZATION RATES ULYSSE NARDIN AS ONE OF THE TOP QUALITY WATCHES IN THE WORLD — HERE'S WHY

BECAUSE in competition ULYSSE NARDIN S. A. has won over 3500 prizes which far outnumber the amount received by any other watch company in the world.

BECAUSE more ULYSSE NARDIN chronometers have been and are now being used by more Admiralties and Shipyards than any other chronometer in the world.

BECAUSE every ULYSSE NARDIN watch must pass numerous rigorous tests before leaving the factory.

BECAUSE every ULYSSE NARDIN movement is individualy numbered and registered, and is adjusted to temperature to insure a greater degree of accuracy and reliability.

BECAUSE every ULYSSE NARDIN watch combines strength and precision with beauty of form.

NEW YORK BENNETT BROS., INC – CHICAGO

ULYSSE NARDIN

5 Grand Prizes

RALPH

RANDOLPH

RAYMOND

ROBERT

ULTRA-THIN, exclusive and most elegant, solid 14 Kt gold case, soft suede strap with solid 14 Kt gold buckle, dial made with raised faceted numbers and tryions of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

Black Dial — retail $177.00
5557W3379
White Dial — retail $171.00

ULTRA-THIN, outstanding for its simplicity, finest quality case top-grade alligator strap, dial made with raised numbers and markers of solid 14 Kt gold world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5658W3035
Solid 14 Kt gold case — retail $165.00
5659W3536
With gold-filled case — retail $114.00

ULTRA-THIN, simple, futuristic design, diamond shaped to a mirror-like finish, top grade lizard strap, dial made with raised sticks of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5660W7791
Solid 14 Kt gold case — retail $159.00
5661W5145
With gold-filled case — retail $105.00

SWEEP SECOND everlastingly popular style, dial made with raised numbers and sticks of solid 14 Kt gold, top grade alligator strap, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring

5662W5615
Solid 14 Kt gold case — retail $135.00
5663W4665
With gold-filled case — retail $ 95.00

RUSSELL

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES
NATIONALLY ADVERTISED
ADD 10% EXCISE TAX IF NOT FOR RESALE

Watches shown slightly reduced in size.

RICHARD REGINA

An outstanding pair for those who want the very best, in a handsome y styled case of solid 14 Kt gold with a matching dia made with raised 14 Kt raised sticks, soft suede strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring

5664W9255
Men's watch — retail $195.00
5665W7350
Ladies' watch — retail $150.00

NEAT AND DISTINCTIVE, smart, gold filled case with matching gold-filled expansion bracelet, dial made with raised numbers and tryions of solid 14 Kt gold world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring

5666W4385
White dial — retail $89.50
5667W4385
Black dial — retail $89.50

ULTRA-THIN, masculine, rugged design, stainless-steel case with matching expansion bracelet, dial made with raised numbers and tryions world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement shock-protected, unbreakable mainspring.

5668W3695
White dia — retail $79.50
5669W3695
Black dial — retail $79.50

ROY ROGER

WATER-RESISTANT, uniquely styled case, smart blending of radium luminous markers on raised figures of solid 14 Kt gold matching expansion brace et world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5670W4900
Gold-fi ed case — retail $100.00
5671W4385
Stain ess-steel case — retail $ 89.50

ULTRA-THIN, attractive style of antique design, exceptionally flat case, finest grade padded leather strap, dial made with raised numbers and sticks of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring

5672W3350
Solid 14 Kt gold case — retail $150.00
5673W3145
With gold-filled case — retail $105.00

BEHIND EVERY ULYSSE NARDIN WATCH IS THIS WORLD-WIDE GUARANTEE

Every ULYSSE NARDIN watch must pass through numerous tests before it leaves the factory. THEREFORE, ULYSSE NARDIN unhesitantly guarantees your watch against any manufacturing defects or adjustments for a period of one year.

A certificate of Origin is issued with every ULYSSE NARDIN watch bearing the registered number of your individual movement, which is your guarantee of high precision and dependability. This guarantee is recognized throughout the world and will be honored by the ULYSSE NARDIN agent wherever you are

ULYSSE NARDIN

14K Gold Models

SEBASTIAN

AUTOMATIC, handsomely styled water-resistant case, dial made with raised numbers and sticks of 14 Kt solid gold, top-grade lizard strap, self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5674W7361
Solid 14 Kt gold case retail $189.00
5675W5360
With gold-filled case retail $120.00

SYLVESTER

AUTOMATIC, modern styled diamond shaped case, fine quality expansion bracelet with alligator inserts, dial made with raised numbers and sticks of 14 Kt solid gold, self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected unbreakable mainspring.

5677W6615
Solid 14 Kt gold case retail $195.00
5677W6613
With gold-filled case retail $135.00

SILAS

AUTOMATIC uniquely styled, water-resistant case, smart blend ng of 14 Kt solid gold raised faceted sticks and tryions on dial, finest grade alligator strap self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement shock-protected, unbreakable mainspr ng.

5678W9555
Solid 14 Kt gold case retail $195.00
5679W6321
With gold-filled case retail $129.00

SIEGFRIED

AUTOMATIC, neat and distinctive water-resistant case, top-grade alligator strap smartly designed dial made with raised faceted tryions of 14 Kt solid gold, self winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5680W8575 Solid 14 Kt gold case retail $175.00
5681W7291 Solid 14 Kt gold case retail $169.00
stainless steel back

SCOTT SABRINA

AUTOMATIC, classic simplicity makes this an outstanding pair, dials made with raised sticks of 14 Kt solid finest grade lizard straps, with self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5682W8673 Men's solid 14 Kt gold case retail $177.00
5683W5733 Men's with gold-filled case retail $117.00
5684W7286 Ladies' solid 14 Kt gold case retail $150.00
5685W5860 Ladies' with gold-filled case retail $120.00

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES

NATIONALLY ADVERTISED

ADD 10% EXCISE TAX IF NOT FOR RESALE

Watches shown slightly reduced in size.

SPENCER

AUTOMATIC, ultra-thin, solid 14 Kt gold case, dial engraved to a mirror-like finish, padded suede strap with 14 Kt solid gold buckle, dial made with raised faceted tryions of 14 Kt solid gold self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement shock-protected, unbreakable mainspring.

5686W9555 With black dial retail $195.00
5687W8555 With white dial retail $195.00

STEPHEN

AUTOMATIC, water-resistant case with matching gold-filled expansion bracelet, dial made with raised numbers and tryions of 14 Kt solid gold self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

5688W9559
With gold-filled case retail $114.00
5689W5292 Gold-filled case retail $108.00
stainless steel back

SEAFARER

SIDNEY

AUTOMATIC, water-resistant, stainless-steel case, masculine rugged design, world famous self-winding ULYSSE NARDIN 17 Jewel temperature adjusted movement shock-protected, unbreakable mainspring.

5690W5586
As pictured, with expansion bracelet retail $114.00
5691W5292 With top-grade lizard strap retail $108.00

AUTOMATIC, calendar watch, dial window shows day of the month, fully automatic self winding ULYSSE NARDIN 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring,dial made with raised faceted sticks of 14 Kt solid gold, soft handsome doskin strap, water-resistant case.

5692W9702
With 14 Kt gold case
stainless steel back
retail $198.00

5692W7277
With stainless-steel case
retail $148.50

ULYSSE NARDIN

SINCE 1846

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES

NATIONALLY ADVERTISED

ADD 10% EXCISE TAX IF NOT FOR RESALE

Diamonds slightly enlarged to show details.
Watches shown slightly reduced in size.

CARMEN

Smartly tailored design in a highly polished dust-protected solid 14 Kt gold case, dial made with raised numbers and tryants of 14 Kt solid gold, matching expansion brace el, wor d famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, unbreakable mainspring.

6694W8880
Yellow gold — retail $120.00

6695W8880
White gold — retail $120.00

CLAUDIA

Simple and graceful is this creation in a mirror-like finished dust protected case, dial made with raised figures of 14 Kt solid gold, matching expans on bracelet, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement unbreakable mainspring

5696W5733
Solid 14 Kt gold case — retail $117.00

5697W4909
With gold-f lled case — retail $100.00

KATHLEEN

Captivating charm in a dainty watch with solid 14 Kt gold dust protected case, matching expansion bracelet, dial made with raised figures of 14 Kt solid gold world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, unbreakable mainspring

5658W6125
Yellow gold — retail $125.00

5659W6125
White gold — retail $125.00

CYNTHIA

A masterpiece of elegant design, solid 14 Kt gold dust protected case, dial made with raised faceted triplets, and numbers of 14 Kt solid gold, matching expans on bracelet, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement unbreakable mainspring.

5730W6321
Yellow gold — retail $125.00

5731W6321
White gold — retail $125.00

CLARISE

"Exquisite" is the only word that can be used in describing this masterpiece solid 14 Kt gold dust protected case with flexible end pieces diamond capped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold finest quality suede cord, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement unbreakable mainspring.

5706W6782 Yellow gold — retail $138.00
5707W6782 White gold — retail $138.00

CELESTE

Many reflective surfaces make this a watch of extreme beauty, solid 14 Kt gold dust protected case, dial made with raised figures of 14 Kt solid gold matching expansion bracelet, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement unbreakable mainspring

5702W6125
Yellow gold — retail $125.00

5703W6125
White gold — retail $125.00

CAROL

Fabulously elegant creation in a solid 14 Kt gold dust protected case with flexible end pieces, lapped to a mirror-like finish, dial made with raised numbers and sticks of 14 Kt solid gold, finest quality suede cord, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, unbreakable mainspring.

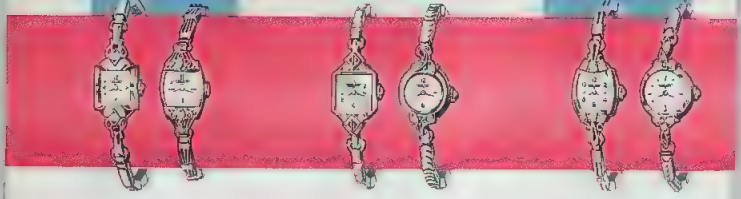
5708W6615 Ye low gold — retail $135.00
5709W6615 White gold — retail $135.00

CORINNA

This gracious styling will delight the discriminating lady solid 14 Kt gold dust-protected case matching expansion bracelet, dial made with raised numbers and dots of 14 Kt solid gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement unbreakable mainspring.

5704W6321
Yellow gold — retail $129.00

5705W6321
White gold — retail $129.00



GAIL

GERALDINE

Exquisite solid 14 Kt gold dust protected cases, each one set with TWO BRILLIANT CUT DIAMONDS. Dials made with raised figures of 14 Kt solid gold, matching expansion bracelets, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movements, unbreakable mainsprings.

5710W6065 Gail — retail $165.00
5711W6575 Geraldine — retail $175.00

GRACE

GLORIA

Dainty and petite, a product of master craftsmen, each one set with FOUR BRILLIANT CUT DIAMONDS, set in alluring solid 14 Kt gold dust protected cases, with matching expans on bracelets, dials made with raised figures of 14 Kt solid gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, unbreakable mainsprings.

5712W1020 Grace — retail $210.00
5713W1025 Gloria — retail $325.00

GLADYS

GINGER

The apex of fashion is this outstanding pair, each one set with SIX BRILLIANT FULL CUT DIAMONDS, set in 14 Kt solid gold dust protected case, with matching expansion bracelets dials made with raised figures of 14 Kt solid gold, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement. unbreakable mainsprings.

5714W12250 Gladys — retail $250.00
5715W12565 Ginger — retail $265.00

ULYSSE NARDIN

SINCE 1846

PRESENTING FOR THE FIRST TIME .....

..... A LINE OF SUPERB NEW WATCHES

EACH ONE ACTUALLY LOOKS AS THIN AS A COIN!

NAPOLEON

THIN-AS-A-COIN, this exceptionally flat, handsomely styled stainless steel case, diamond lapped to a platinum-like finish, top-grade alligator strap, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

37W5550-6815 retail $135.00

FLORIN

THIN-AS-A-COIN, conceived with meticulous care, exceptionally flat gold-filled case diamond lapped to a mirror-like finish, dial made with raised faceted trylons of 14 Kt solid gold, finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

37W5851-7350 retail $150.00

GUILDER

THIN-AS-A-COIN, the ultimate in grace and beauty is combined in this slender creation, solid 14 Kt gold case diamond lapped to a mirror-like finish, dial made with raised numbers and sticks of 14 Kt solid gold, finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

37W5654-10250 retail $216.00

SOVERIGN

THIN-AS-A-COIN, a masterpiece of engineering skill has finally created a watch as thin-as-a-coin, diamond lapped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold, finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

37W5652-11025
Solid 14 Kt gold case retail $225.00

37W5663-12405
Solid 18 Kt gold case retail $255.00

DUCAT

THIN-AS-A-COIN, outstanding for its simplicity, exceptionally thin solid 14 Kt gold case diamond lapped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold, finest quality padded alligator strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 Jewel temperature adjusted movement, shock-protected, unbreakable mainspring.

37W5855-9702 retail $198.00

LEADING RESEARCH ORGANIZATION RATES ULYSSE NARDIN AS ONE OF THE TOP QUALITY WATCHES IN THE WORLD — HERE'S WHY

BECAUSE in competition ULYSSE NARDIN S. A. has won over 3500 prizes which far outnumber the amount received by any other watch company in the world

BECAUSE more ULYSSE NARDIN chronometers have been and are now being used by more Admiralties and Shipyards than any other chronometer in the world

BECAUSE every ULYSSE NARDIN watch must pass numerous rigorous tests before leaving the factory

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BECAUSE every ULYSSE NARDIN watch combines strength and precision with beauty of form.

HAGNS

ULYSSE NARDIN

...ONE OF THE WATCHES THAT SET THE WORLD FORWARD IN THE WORLD

8 Grand Prizes

ULTRA-THIN, exclusive and most elegant, solid 14 Kt gold case, soft suede strap with solid 14 Kt gold buckle, dial made with raised faceted numbers and trylons of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted** movement, **shock-protected, unbreakable mainspring.**

37W5656 8379
Black Dial — retail $171.00
37W5657 8379
White Dial — retail $171.00

ULTRA-THIN, outstanding for its simplicity, finest quality case, top-grade alligator strap, dial made with raised numbers and markers of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted** movement, **shock-protected, unbreakable mainspring.**

37W5658 8085
Solid 14 Kt gold case — retail $165.00
37W5659 5585
With gold-filled case — retail $114.00

ULTRA-THIN, simple, futuristic design, diamond shaped to a mirror-like finish, top grade lizard strap, dial made with raised sticks of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring.**

37W5660 7791
Solid 14 Kt gold case — retail $159.00
37W5661 5145
With gold-filled case — retail $105.00

SWEEP SECOND, everlastingly popular style, dial made with raised numbers and sticks of solid 14 Kt gold, top grade alligator strap, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring.**

37W5662 6515 Solid 14 Kt gold case — retail $135.00
37W5663 4555 With gold-filled case — retail $ 85.00

NEAT AND DISTINCTIVE, smart, gold-filled case with matching gold-filled expansion bracelet, dial made with raised numbers and trylons of solid 14 Kt gold, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring**

37W5666 4385
White dial — retail $89.50
37W5667 4385
Black dial — retail $89.50

ULTRA-THIN, masculine, rugged design, stainless-steel case with match ng expansion bracelet, dial made with raised numbers and trylons, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring.**

37W5668 3955
White dial — retail $79.50
37W5669 3895
Black dial — retail $79.50

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES
NATIONALLY ADVERTISED
ADD 10% EXCITE TAX IF NOT FOR RESALE

Watches shown slightly reduced in size.

WATER-RESISTANT, uniquely styled case, smart blending of radium luminous markers on raised figures of solid 14 Kt gold matching expansion bracelet, world famous **ULYSSE NARDIN** 17 Jewel **temperature adjusted movement, shock-protected, unbreakable mainspring.**

37W5670 4968
Solid 14 Kt gold case — retail $180.00
37W5671 4385
Stainless-steel case — retail $ 88.50

ULTRA-THIN, attractive style of un que design, exceptionally flat case, finest grade padded leather strap, dial made with raised numbers and sticks of solid 14 Kt gold word famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring.**

37W5672 7358
Solid 14 Kt gold case — retail $150.00
37W5673 5145
With gold-filled case — retail $103.00

An outstanding pair for those who want the very best, in a handsomely styled case of solid 14 Kt gold, with a matching dial made with solid 14 Kt raised sticks, soft suede strap with 14 Kt solid gold buckle, world famous **ULYSSE NARDIN** 17 jewel **temperature adjusted movement, shock-protected, unbreakable mainspring**

37W5664 9555
Men's watch — retail $195.00
37W5665 7350
Ladies' watch — retail $158.00

BEHIND EVERY ULYSSE NARDIN WATCH IS THIS WORLD-WIDE GUARANTEE

Every ULYSSE NARDIN watch must pass through numerous tests before it leaves the factory. THEREFORE, ULYSSE NARDIN unhesitantly guarantees your watch against any manufacturing defects or adjustments for a period of one year.
A certificate of Origin is issued with every ULYSSE NARDIN watch bearing the registered number of your individual movement, which is your guarantee of high precision and dependability. This guarantee is recognized throughout the world and will be honored by the ULYSSE NARDIN agent wherever you are.

10 Gold Medals

ULYSSE NARDIN

WINNER OF MORE MODERN ITALIAN STYLE WATCH COMPETITIONS THAN ANY OTHER

SEBASTIAN

AUTOMATIC, handsomely styled waterresistant case, dial made with raised numbers and sticks of 14 Kt solid gold, top grade lizard strap, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5674-9061
Solid 14 Kt gold case — retail $198.00

37W5675-5580
With gold-filled case — retail $120.00

SYLVESTER

AUTOMATIC, modern styled diamond capped case, fine quality expansion bracelet with alligator inserts, dial made with raised numbers and sticks of 14 Kt solid gold, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring

37W5676-9555
Solid 14 Kt gold case — retail $195.00

37W5677-5515
With gold-filled case — retail $135.00

SILAS

AUTOMATIC, uniquely styled, waterresistant case, smart banding of 14 Kt solid gold raised faceted sticks and tryions on dial, finest grade alligator strap, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5678 3555
Solid 14 Kt gold case — retail $165.00

37W5679-9321
With gold-filled case — retail $129.00

SIEGFRIED

AUTOMATIC, neat and distinctive water-resistant case, top-grade alligator strap, smartly designed dial made with raised faceted tryions of 14 Kt solid gold, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5680 9575 Solid 14 Kt gold case — retail $175.00

37W5681-7791 Solid 14 Kt gold case stainless steel back — retail $159.00

SCOTT SABRINA

AUTOMATIC, classic simplicity makes this an outstanding pair, dials made with raised sticks of 14 Kt solid gold, finest grade lizard straps, with **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5682 8673 Men's solid 14 Kt gold case — retail $177.00

37W5683-8733 Men's with gold-filled case — retail $117.00

37W5684 7358 Ladies' solid 14 Kt gold case — retail $150.00

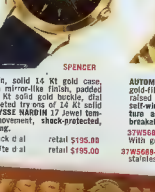
37W5685-5880 Ladies' with gold-filled case — retail $120.00

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES

NATIONALLY ADVERTISED

ADD 10% EXCISE TAX IF NOT FOR RESALE

Watches shown slightly reduced in size.

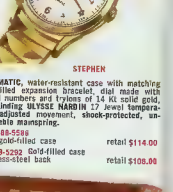


SPENCER

AUTOMATIC, ultra-thin, solid 14 Kt gold case, diamond lapped to a mirror-like finish, padded suede strap with 14 Kt solid gold buckle, dial made with raised faceted tryons of 14 Kt solid gold, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5686-9555 With black dial — retail $135.00

37W5687 9555 With white dial — retail $195.00

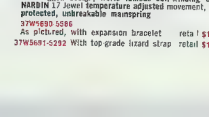


STEPHEN

AUTOMATIC, water-resistant case with matching gold-filled expansion bracelet, dial made with raised numbers and tryions of 14 Kt solid gold, **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring.

37W5688-5569
With gold-filled case — retail $114.00

37W5689-5292 Gold-filled case stainless steel back — retail $108.00



SIDNEY

AUTOMATIC, water-resistant, stainless-steel case, masculine rugged design, world famous **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring

37W5690-5586
As pictured, with expansion bracelet — retail $114.00

37W5691-5292 With top grade lizard strap — retail $108.00

SEAFARER

AUTOMATIC, calendar watch, dial window shows day of the month, fully automatic **self-winding ULYSSE NARDIN** 17 Jewel **temperature adjusted** movement, **shock-protected, unbreakable** mainspring, dial made with raised faceted sticks of 14 Kt solid gold, soft handsome doeskin strap, water-resistant case

37W5692 5702
With 14 Kt gold case stainless-steel back — retail $198.00

37W5693 7277
With stainless steel case — retail $148.50

ULYSSE NARDIN

SINCE 1846

ALL WATCHES SHIPPED IN BEAUTIFUL PRESENTATION BOXES

NATIONALLY ADVERTISED

ADD 10% EXCISE TAX IF NOT FOR RESALE

Diamonds slightly enlarged to show details. Watches shown slightly reduced in size.

BEATRIX

Smartly tailored design in a highly polished dust-protected solid 14 Kt gold case, dial made with raised numbers and trylons of 14 Kt solid gold, matching expansion bracelet, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5694-5880
Yellow gold — retail $120.00

37W5695-5880
White gold — retail $120.00

CLAUDIA

Simple and graceful is this creation in a mirror-like finished dust protected case, dial made with raised figures of 14 Kt solid gold, matching expansion bracelet, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5866 5733
Solid 14 Kt gold case retail $117.00

37W5697 4900
With gold-filled case retail $100.00

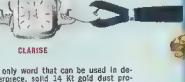
KATHLEEN

Captivating charm in a dainty watch with solid 14 Kt gold dust protected case, matching expansion bracelet, dial made with raised figures of 14 Kt solid gold, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5698 6125
Yellow gold — retail $125.00

37W5699 6125
White gold — retail $125.00

CLARISE



"Exquisite" is the only word that can be used in describing this masterpiece, solid 14 Kt gold dust protected case with flexible end pieces diamond lapped to a mirror-like finish, dial made with raised sticks of 14 Kt solid gold, finest quality suede cord, world famous ULYSSE NARDIN 17 jewel temperature adjusted movement unbreakable mainspring.

37W5706-6762 Yellow gold — retail $138.00

37W5707-6762 White gold — retail $138.00

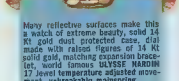
CYNTHIA

A masterpiece of elegant design, solid 14 Kt gold dust protected case, dial made with 12 set faceted trylons and numbers of 14 Kt solid gold, matching expansion bracelet, world famous ULYSSE NARDIN 17 jewel temperature adjusted movement, unbreakable mainspring.

37W5720 6321
Yellow gold — retail $129.00

37W5701-6321
White gold — retail $129.00

CELESTE

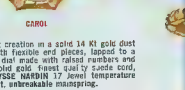


Many reflective surfaces make this a watch of extreme beauty, solid 14 Kt gold dust protected case, dial made with raised figures of 14 Kt solid gold, matching expansion bracelet, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5702 6125
Yellow gold — retail $125.00

37W5703 6125
White gold — retail $125.00

CAROL

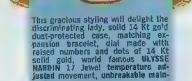


Fabulous y elegant creation in a solid 14 Kt gold dust protected case with flexible end pieces, lapped to a mirror-like finish, dial made with raised numbers and sticks of 14 Kt solid gold, finest quality suede cord, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5708-6615 Yellow gold — retail $135.00

37W5709-6615 White gold — retail $135.00

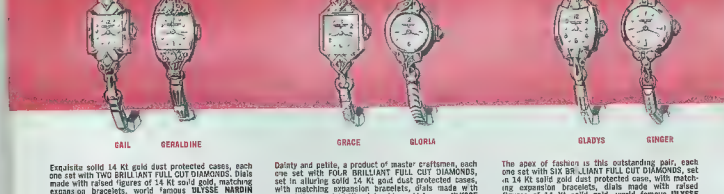
CORINNA



This gracious styling will delight the discriminating lady, solid 14 Kt gold dust-protected case, matching expansion bracelet, dial made with raised numbers and dots of 14 Kt solid gold, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainspring.

37W5704-6321
Yellow gold — retail $129.00

37W5705-6321
White gold — retail $129.00



GAIL

GERALDINE

Exquisite solid 14 Kt gold dust protected cases, each one set with TWO BRILLIANT FULL CUT DIAMONDS. Dials made with raised figures of 14 Kt solid gold, matching expansion bracelets, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movements, unbreakable mainsprings.

37W5710 8085 Gail — retail $165.00

37W5711-8575 Geraldine — retail $175.00

GRACE

GLORIA

Dainty and petite, a product of master craftsmen, each one set with FOUR BRILLIANT FULL CUT DIAMONDS, set in alluring solid 14 Kt gold dust protected cases, with matching expansion bracelets, dials made with raised figures of 14 Kt solid gold, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainsprings

37W5712-10290 Grace — retail $210.00

37W5713-11025 Gloria — retail $225.00

GLADYS

GINGER

The apex of fashion is this outstanding pair, each one set with SIX BRILLIANT FULL CUT DIAMONDS, set in 14 Kt solid gold dust protected case, with matching expansion bracelets, dials made with raised figures of 14 Kt solid gold, world famous ULYSSE NARDIN 17 Jewel temperature adjusted movement, unbreakable mainsprings.

37W5714-12250 Gladys — retail $250.00

37W5715-12985 Ginger — retail $265.00

HERE'S WHAT'S BEHIND *Vanity Fair* FOR 1956

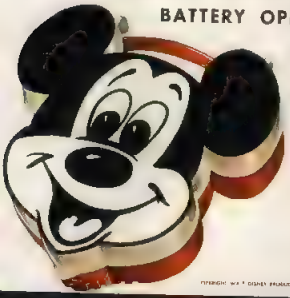
V-F Vanity Fair Electronics Corporation

The World's Finest Fully Automatic . . . "Play Anywhere" Children's Volume Control Phonographs!

Battery Operated . . . Absolutely Portable
Absolutely Safe for Children to Play!
Ends Hazards of Wires and Plugs!

NEW! OFFICIAL MICKEY MOUSE CLUB

BATTERY OPERATED PORTABLE PHONOGRAPH
No. B20



Fully Automatic . . . yet plays anywhere! Safe, long-lasting battery-operated motor automatically starts and stops! Sturdy Carrying Case in form of America's most famous cartoon character! Exclusive Vani-Tone Volume Control—Needle Cup with sliding door—Official Mickey Mouse emblem. Includes batteries.

B20/6: Size: 10½"x10½"x 3½". Individually packed in air-cushion carton, 6 per master carton. Shipping weight 23 lbs

Featuring Exclusive Vani-Tone Volume Control!

The Only Phonographs Officially Licensed By The Famous Mickey Mouse Clubhouse TV Show!

NEW! Popular-Priced Traffic Builder!

BATTERY OPERATED ACOUSTIC PHONOGRAPH
No. B10

Competitively priced for top volume, it's fully automatic . . . yet plays anywhere!

Safe, long-lasting battery operated motor starts and stops automatically! High impact case and one-piece acoustic arm in vivid colors.

Size: 10" x 8½" x 3". Individually packed in air-cushion carton, 12 per master carton. Shipping weight 36 lbs.

Features Exclusive Vani-Tone Volume Control!

ADULT Phonographs Designed For CHILDREN

VANITY FAIR ELECTRONICS CORPORATION

50 South 4th Street Brooklyn 11, N.Y.

Vanity Fair ACOUSTIC PHONOGRAPHS with Exclusive VANI-TONE Volume Control!

Table Model ACOUSTIC PHONOGRAPH

No. 700

High-impact case, heavy duty constant speed electric AC motor. Blue or red Cabinet with contrasting Turntable. Unconditional Registered Lifetime Guarantee. Includes package of needles. U/L and C.S.A. approved.

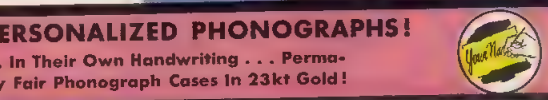
Size: 14" x 10" x 5½". Individually packed in air-cushion carton, 6 to master carton. Shipping weight 27 lbs.

No. 7007—Same as 700 with Gold metallized Cabinet and Arm and black Turntable.

Featuring Exclusive Vani-Tone Volume Control!

Exclusively from VF! PERSONALIZED PHONOGRAPHS!

Your Customers' names . . . In Their Own Handwriting . . . Permanently Embossed on Vanity Fair Phonograph Cases In 23kt Gold!



Featuring Exclusive Vani-Tone Volume Control!

The Industry's Most Popular Children's Phonograph of 1955— Sure To Be Bigger Than Ever in 1956!

Portable ACOUSTIC PHONOGRAPH

No. 600

Featuring exclusive long-lasting Rigid-Lite Carrying Case in Red and Gray or Blue and Gray washable leatherette. One-piece Acoustic Arm . . . heavy duty AC electric motor. Registered Lifetime Guarantee. Includes package of needles. U/L and C.S.A. approved.

No. 6006—Same as above with specially processed Arm metallized in striking Gold and matching Black and Gold case. (Not illustrated)

Size: 12½" x 10¼" x 6". Individually packed in air-cushion carton, 6 per master carton. Shipping weight 41 lbs.

Table Model ACOUSTIC PHONOGRAPH

No. 500

Play-proof metal cabinet with new duo-directional sound chamber system. Red or Royal Blue cabinet with contrasting turntable. Heavy duty, constant speed AC electric motor. Includes package of needles. Registered Lifetime Guarantee. U/L and C.S.A. approved.

Size: 12¼" x 9¾" x 7". Individually packed in air-cushion carton, 6 to master carton. Shipping weight 35 lbs.

Features Exclusive Vani-Tone Volume Control!

OFFICIAL Mickey Mouse ACOUSTIC PORTABLE PHONOGRAPH

No. 502

Sturdy Rigid-Lite Carrying Case in Red and White Peppermint Stripes . . . Heavy duty AC electric motor, U/L and C.S.A. approved . . . Registered Lifetime Guarantee. Includes package of needles.

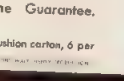
Size: 12½" x 10¼" x 6", individually packed in air-cushion carton, 6 per master carton. Shipping weight 41 lbs.

Features Exclusive Vani-Tone Volume Control!

VANI-TONE

Turn Knob Clockwise To Reduce Volume
Turn Knob Counter-Clockwise To Increase Volume

The Only Acoustical Phonographs With True Volume Control!



VOLUME-BUILDING COMBINATION!

No. 900

- No. 600 Portable Acoustic Phonograph with Exclusive Vani-Tone Volume Control!
- Lightweight, Wrought Iron Stand with Record Rack!
- 6 Famous Children's Records!
- Year's Supply of Needles! (10 packages)
- U/L and C.S.A. approved.

DELUXE COMBINATION

No. 9009

The same as Model # 900, using Model # 6006 portable acoustic phonograph, plus matching Black and Gold Carrying Case.

Featuring Exclusive Vani-Tone Volume Control!

EXCLUSIVE RIGID-LITE CARRYING CASES

Lifetime Guarantee

Over-all size: 14" x 12" x 27", including phonograph and wrought iron stand (K. D.). Entire package individually boxed in air-cushion carton. Shipping weight 16 lbs.

PROMOTIONAL Portable 3 Speed Amplified Phonograph

No. 101

Heavy duty 3 speed electric motor...volume control, retractable (moisture proof) crystal pickup, deluxe speaker. Sturdy Rigid-Lite Carrying Case in 2-tone leatherette combinations of Red, Blue or Green with contrasting trim. Permanent needle, Registered Guarantee. Available U/L approved.

Size: 12¼" x 9½" x 5". Individually packed in air-cushion carton, 6 per master carton. Shipping weight 49 lbs.

DELUXE Portable 3 Speed Amplified Phonograph

No. 51

Sturdy case covered in 2-tone leatherette in Red and Gray or Blue and Gray . . . volume control, retractable crystal pickup, heavy duty 3 speed motor, Hi-Fidelity type speaker. Permanent needle and 90-day Registered Guarantee. Available U/L approved.

Size: 12½" x 10½" x 5¼". Individually packed in air-cushion carton, 6 per master carton. Shipping weight 51 lbs.

HERE'S THE NEWS...
About *Vanity Fair's* BIG Promotion for '56!

HOW VANITY FAIR REACHES YOUR CUSTOMERS!

In Parents' Magazine!

VANITY FAIR backs you up with advertising in *Parents'* . . . uses the powerful *Parents' Magazine* Seal to win customers for you!

Vanity Fair's new 1956 line will be seen and featured on major *network* TV shows during the fall and winter season . . . and full commercial schedules in key markets will add further pre-Xmas impact!

In LIFE Magazine!

Vanity Fair's sensational new Mickey Mouse unit will be advertised to millions of consumers in LIFE magazine; and will be featured in tie-in publicity in magazines, in newspapers, and on TV!

HOW VANITY FAIR HELPS YOU!

A Space-Saving Store Display!

Builds traffic by displaying 6 different VANITY FAIR units . . . yet occupies only 3 square feet of floor space!

New Gift-Display Packaging!

Colorful, high-visibility packaging — that doubles as hard-hitting counter displays and attractive gift packaging — will sell the exciting story of VANITY FAIR'S new line to consumers all over the country!

Newsmats of Entire Line...

plus . . . Feature Articles in Leading Newspapers and Magazines From Coast to Coast!

Address inquiries for promotional material to:

VANITY FAIR ELECTRONICS CORPORATION

50 South 4th Street • Brooklyn 11, New York

NEW – DIFFERENT – EXCITING – GLAMOROUS – VERSATILE – FASCINATING

Presenting

OUR STAR OF STARS ☆ ☆ ☆

Doreena Ballerina

THE TOE DANCING DOLL

This 20" package of joy is the greatest thrill ever for your little princess' heart

Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp individually imbedded like real hair! in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and-lead her she takes short dancing steps, and her head turns from side to side when she dances.

But that's not all! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. She wears an authentic tutu costume of lame and net and full length S-T-R-E-T-C-H Nylon hose. Her shoes are by Capezio, "The Dancer's Cobbler since 1887." They are exact replicas of Capezio's professional dance shoes and Capezio's name is imprinted on each shoe.

Last, but not least, by lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Included with each doll is a special stand designed to hold her in many different ballet positions.

No. 4R1-865 Doll and Stand . . . . **Retail $12.95**

No. 4R6-670 Same as above with standard doll stand. Doll does not bend at knee or ankle **Retail $9.95**

Becomes Regular Walking Doll

Does a Split

Bends and Swivels Ankles and Knees

SPECIAL STAND

Kicks Out with Knee Bent or Straight

36 PIECE DOLL, WARDROBE and STAGE SET

Doreena Ballet Tour

Lovely Doreena has now come of age -thoroughly trained in all ballet positions including bending knees and flexing ankles —she is making her first performance tour. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for
Swan Lake
Beau Danube
The Nutcracker and, Oh yes! A leotard for practice, too.

Going to and from the theatre—she must wear street clothes so she has regular walking shoes and short socks—a lovely street dress and a dressy little coat and hat.
When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Nanon night gown. An extra pair of dance shoes and dance hose are also included -Not to mention hangers for her things—and curlers to change her hair style from time to time
Since she sometimes performs at parties and teas, she has her own stage which travels with her—and her wardrobe hangs in the two sections that fit right into the compact set
There never before was a doll like this one
For complete description of Doll—See Doreena above

No. 4R2-2000 Doll, Wardrobe and Stage . . . **Retail $29.95**

Mona Lisa Dolls

VALENTINE DOLLS INC
FOR QUALITY, BEAUTY and PLAY

Holiday

19" To t Rooted Hair Walking Doll Fully jointed even at her knees She sits—She stands –She kneels Lead her by the hand and she walks and turns her head from side to side Unbreakable plastic body and legs. Soft lifelike vinyl face and hands Sleeping eyes. Dressed in beautiful taffeta party dress and real Boucle (lace) sailor hat Included in her wardrobe are shoes and stockings, printed pique(cy street dress, pedal pusher shorts with attached matching shirt, adorable sun-back dress with separate fringed sash, a bathrobe complete with tasseled sash She has sunglasses, roller skates bedroom slippers and pocketbook She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real Endless hours of play

No. 488-1070 Retail $15.95

Weep 'n' Sleep

WEEPS REAL TEARS, DRINKS, WETS, SITS, SLEEPS, CRIES, BATHES

This lit le tot is almost as much trouble as a real baby She'll drink from her own bottle and wet her little dudy—but, no fear, there's an extra dry one to change Squeeze her gently and she'll cry actual tears and make herself heard, too

She's 16½" tall and is all washable lifelike vinyl. Has fully jointed arms and legs

Complete Layette includes 2 diapers, bottle, pacifier Organdy dress, Knit bootees, soap, cleansing tissues and powder puffs.

No 483-530 . . . . . Retail $7.95

Royal Wedding

The Princess of the doll world—in her shimmering Brocade and Satin Gown. Unusual, new neckline and standing collar to show off her pearls Long nylon tulle veil worn over her face She'll coyly lift it for her groom's long awaited kiss. Sh—sh—she's wearing lovely, full length stockings and a blue garter, too.

The Princess herself she's 25" tall and she walks. Her pert head is soft vinyl and her radiant saran hair is rooted (actually imbedded) in her scalp She stands alone, sits, and sleeps like an angel

Best Friend

29" Life size Walker—you almost expect her to breathe She kneels, sits in lifelike positions because she has knee, hip, and shoulder joints Her "Best Friend" walks. Her thick glossy saran hair is rooted right into her scalp—permanently It can be curled, waved, washed and set. She wears a gorgeous organdy party dress and matching bonnet trimmed with fine lace Her vinyl head is caressable as real skin Body and legs and arms are unbreakable plastic

No. 485-1335 . . . . . Retail $19.95
No 489-1100—Same as above—Taffeta Dress—does not kneel. . . Retail $17.95

No 487-1200 . . . . . Retail $17.95

Darling Baby

She's little sister size, 19", with real as life glossy rooted saran hair to wash, comb, brush, wave, and set Huggable, soft all skin body—so much fun to sponge clean. Soft, lifelike vinyl head—big go-to-sleep eyes. Sweet coo voice Gorgeous chromspun taffeta party dress with real lace bonnet

No. 481-400. . . . . Retail $5.95
No. 484-335—Same as above in 16-inch . . . . . Retail $4.95
No 4R10-600—Same as above in 22-inch—extra matching taffeta coat with lace trim . . . . . Retail $8.95

Mona Lisa Dolls

BY VOGUE DOLL INC
FOR QUALITY, BEAUTY and PLAY

Cuddle Love

Wears size 1 Baby Clothes

The whole world loves this baby She s a big 26 inches—Life Size—and dressed in her new polished cotton "washbreaker" snowsuit—with a full length zipper which goes right to the bottom of her leg Notice the knit cuffs to keep baby snug and warm. She s made of cuddly washable latex, and her jointed, pudgy arms are vinyl—with one little hand all curled up ready to suck her thumb Baby head with sleeping eyes is vinyl, too. Complete with plastic rattle.

No. 4R15-670 . . . . . Retail $9 95

Bendee Walker

Does almost everything any kit a girl can do She's smoothly jointed at the knees, hips, and shoulders She can kneel for prayers, sit correctly on a chair, bend her knees Her body and legs are unbreakable plastic. Her chubby face is soft lifelike vinyl, and her saran hair is rooted. Arms are soft, natural feeling vinyl She dresses exact, too, and walks when you lead her She cries when put down

No. 4R12-735—20" . . . Ret. $10 95
No. 4R13-1000—23" . Ret. $14.95

Honey Lee

This little ponytail darling is as durable and lovable as she s cute She s all soft lifelike vinyl from her head to her toes and her ponytail is rooted in her head (imbedded like real hair) It can be combed curled, washed and waved endlessly, without damage to the hair or the doll. She has big, blue, go-to-sleep eyes and a coo type voice She's 17½ inches tall and she's dressed in lovely printed broadcloth that has whippy organdy sleeves. A perfect playtime companion.

No 4R16-465 . . . . . Retail $6.95

Betty Bendee

24-inch all Vinyl Doll all Nylon Dress

Betty is 100% lifelike soft vinyl Every crease in baby s skin—body, toes, elbows, fingers, appears as natural as life. She coos gently when squeezed Her full locks and curls are saran—and permanently rooted in her soft head Her eyes close to sleep Special construction makes it possible to bend her body and legs in hundreds of different positions, and remain that way until you change them All Nylon Dress with nylon embroidery and lace Matching Bouce (lace) Bonnet

No. 4R14-800 . . . . . Retail $11.95

Our First Dancing Lesson

CHILD S COSTUME & RECORD

For Dancing—Parties—Plays—or just pretend—her own dancing costume. **Not for dolly**—but for little girls from size 3 to 12. Dancing Record plus nine piece costume including taffeta and nylon net Tu-Tu skirt, separate Bra top. 2 plastic beauty combs, adjustable taffeta slippers, sparkling silvered hair hats, flowered neckband, and silvered bracelet strap with attached hanky.

"Our First Dancing Lesson" Record—approved and used by New York City public schools. 10"—78 R.P.M. (Standard Speed). Every part adjustable for sizes from 3 to 12 Elastic guaranteed not to bind. Available in Blue or Pink.

No. 5R5-335 . . . Retail $4.95

"STYLE IT YOURSELF"

Dressmaker Doll

Enough materials and trimmings for at least two additional outfits Everything necessary to bring out the budding genius of your little dressmaker. A perfect use for Mother s left-over fabrics. The young designer becomes Mother s companion during her sewing hour *Mother also will have lots of fun and find this useful, too.* Make yours the best dressed doll

No. 5R4-800 . . . . . Retail $11.95

- 18-inch Walking Doll with vinyl arms, vinyl head, rooted saran hair, dressed as shown
- Vinyl Dressmaker Model of above doll
- Patterns for long and short sleeves
- Taffeta Dress Material
- Organdy Dress Material
- Printed Cotton Dress Material
- Curlers + Instruction Book of
- Tape Measure + Needles
- Pins + Pin Cushion
- Thimble + Threads
- Need e Threader
- Rick Rack + Lace
- Soutache
- Ribbons
- Elastic
- Snaps
- Buttons

Grown-up styles to delight the youngsters—combining durability, bright patterns, fine luggage construction.

MODEL'S HAT BOX SET

Designed for that little darling who wants "grown-up" luggage—who wants to act and look like a model. Matched ensemble includes 11" diameter Hat Box, 12" wood frame Vanity, both with smart protective bindings, brass plated snap catches, white handles. Beautiful washable covering that resembles natural rawhide.

No. 5R7-515—2-piece Set.....Retail **$7.49**

KIDDIES' ENSEMBLE

Every little girl wants a bright "Red Star" luggage-type set to carry doll clothes, toys, and for dolly's overnight trip. Attractive 8" Hat Box with white plastic binding and 11" wood frame Vanity. Both have snap catches, smart white plastic handles, floral lining.

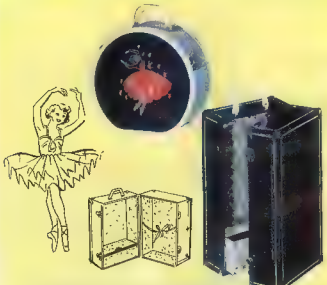
No. 5R6-290—2-piece Set.....Retail **$4.29**

3-PIECE BON VOYAGE SET

(Doll and Doll Clothes not included)

Think of the year-around fun "little mother" will enjoy with this color-fully travel-designed Bon Voyage outfit. Beautiful 8" Hat Box, 11"-Fitted Hat Box, 16 x 8½ x 7¼ wood frame Doll Trunk. This complete ensemble includes small case for dolly's clothes; larger case with comb, hair brush, mirror for "beauty shop" treatment; sturdy wardrobe with large drawer, 2 hangers, tie tapes to keep doll secure, lock with key. All pieces have white plastic handles, shiny hardware.

No. 5R9-750—3-piece Set.....Retail **$10.98**



BALLERINA-TRUNK COMBINATION

Gayly decorated dancing girl enhances big 12" Blue Model's Hat Box, and perfectly matches metal-covered doll Wardrobe. Both pieces have brass plated hardware, white handles, are washable, plastic coated to resist stains. Full wood-frame Trunk, 16 x 8½ x 7¼, has smooth two-tone binding, heavy reinforced corners, inside drawer, 2 hangers, tie tapes.

No. 5R8-675—2-piece Set.....Retail **$9.98**

BRILLIANT RED DOLL TRUNK

Extra large Wardrobe, 20 x 10¼ x 9½. Same as above trunk, except in red with white trim. Additional center lock with key.

No. 5R10-675—Trunk only.....Retail **$9.98**

America's *First* Watchmaker
Since 1850

WALTHAM

21 Jewel Watches

Fully Guaranteed

Shock-Protected by INCABLOC*

Guarantee
All Waltham Watches are made by expert craftsmen and are guaranteed free of original defects of manufacture or material on leaving the factory.

American Premier Series

B Bunker Hill . . . 21 Jewels . . . Waterproof* watch as dependable as the Minute Men! Dust-protected yellow rolled gold plate case, matching expansion band. Easy-to read dial. Shock-protected with famous Incabloc
14161J3719 . . . . . Retail **$85.00**

A Betsy Ross . . . 21 Jewels . . . Charmingly styled with a delightful end-piece motif. Dust-protected case is of yellow rolled gold plate. Matching expansion bracelet. High domed crystal, legible dial. Shock-protected.
14160J3327 . . . . . Retail **$75.00**

C Barbara Fritchie . . . Stunning watch of solid 14K yellow gold. Matching expansion bracelet. 17 Jewels. Shock-protected.
14164J3033 . . . Retail **$71.50**

As above, in 14K white gold
14165J3033 . . . . Retail **$71.50**

D Martha Washington . . . Gracious as our first First Lady! Skillfully carved dust-protected case of yellow rolled gold plate with matching expansion bracelet. Domed crystal. 17 Jewel shock-protected movement.
14162J2445 . . . . . Retail **$55.00**

E Priscilla Alden . . . Dainty as can be! Cushion shaped case of yellow rolled gold plate with matching expansion bracelet. Non-corrosive back, very legible modern dial. 17 Jewel shock-protected movement.
14163J2607 . . . . . Retail **$62.50**

F Cumberland . . . Elegant in a most masculine manner. 17 Jewel shock-protected movement in a handsome dust-protected case of yellow rolled gold plate. Matching expansion band. Easy-to-read dial, domed crystal.
14166J2298 . . . . . Retail **$52.50**

G Jean LaFitte . . . Handsome black dial, expansion band set with leather squares. 17 Jewels. Shock-resistant. Rolled gold plate
14167J2597 . . . . . Retail **$62.50**

As above, with white dial
14168J2597 . . . . . Retail **$62.50**

Princeton . . Genuine "Ivy League" styling for the most discriminating man! 17 Jewel shock-resistant movement. Dust-protected case of yellow rolled gold plate. Non-corrosive back. Matching expansion band.
14169J2519 . . . . . Retail **$59.50**

*INCABLOC prevents breakage of the balance staff of the watch. Tiny resilient springs absorb the jars and jolts the movement undergoes, thereby eliminating a major source of costly repair work.

Retail prices include Federal Excise Tax. *As long as case, crown and crystal remain intact. Each watch gift boxed.

WALTHAM

...WALTHAM...

A

A Stephen Decatur . . . 21 Jewels . . . Waterproof* with an accurate American-made shock-protected movement. Chrome steel dust-protected case and combination expansion band.
14170J3474. . . . . . Retail **$79.50**

B John Hancock . . Stately masculine styling. Yellow gold-filled case, matching expansion band. 17 Jewels. Shock and dust protected
14171J3391 . . . . . Retail **$79.50**

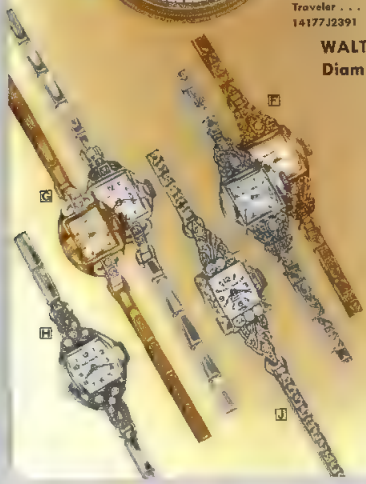
As above, in solid 14K yellow gold
14172J5189 . . . . . Retail **$115.00**

Transportation and Railroad Watches

Transit . . . Heavy duty 17 Jewel watch for drivers, mechanics, farmers, etc. Shock-resistant. Yellow rolled gold plate case
14176J2675 . . . . . Retail **$65.00**

Traveler . . . As above, chrome steel case
14177J2391 Retail **$55.00**

WALTHAM "OPERA" SERIES Diamond Watches



F

G

H

J

F Aida . . . 2 diamonds. White rolled gold plate case. 17 Jewels.
14178J2935 . . . Retail **$71.50**

As above, with yellow rolled gold plate case. 2 diamonds.
14179J2935 . . . Retail **$71.50**

G Tosca . . . Solid 14K yellow gold set with 4 diamonds. 17 Jewels.
14180J4895 . Retail **$115.00**

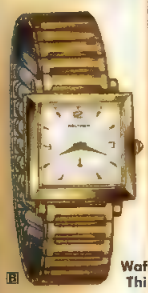
As above, with white 14K gold and 4 fiery diamonds.
14181J4895 . . Retail **$115.00**

H La Boheme . . . Opulently set with 8 brilliant diamonds. Dust-protected case is 14K white gold 17 Jewel shock-resistant movement. Expansion bracelet
14182J6125 . . . . Retail **$150.00**

J Marguerite . . . Queen of them all! No less than 20 blazing diamonds set in a stunning case of solid 14K white gold. Expansion bracelet. 17 Jewels. Shock resist.
14183J9751 Retail **$225.00**

Each watch gift boxed *As long as case crown and crystal remain intact.

Executive Presentation Series



B

Wafer Thin

C

D

C Patrick Henry . . . Truly exciting design. Modern dial, yellow gold-filled case, expansion band. 17 Jewels. Shock-resistant
14173J3391 . . . . . Retail **$79.50**

As above, in solid 14K yellow gold.
14174J4738 . . . . . Retail **$100.00**

D Lord Oglethorpe . . . Styled for the man headed upward! Smoothly designed case is yellow gold-filled. Matching expansion band. Dust-protected. 17 Jewels. Shock-resistant.
14175J3704. . . . . . Retail **$85.00**

21 Jewel Movement

Solid 14K Gold Case

Youthful in spirit, graceful in style this delightful watch combines glamour with practical design. Ultra-dependable American-made 21 Jewel movement is shock-resistant. Dust-protected case is 14K yellow gold matching expansion bracelet. High domed crystal.
14184J4601 . . . . . Retail **$97.50**

As above, with solid 14K white gold case.
14185J4601 . . . . . Retail **$97.50**

Retail prices include Federal Excise Tax

...WALTHAM.....WALTHAM....

Deluxe Waterproof Collection*

Bostonian . . . Frankly, this watch is for the man with a flair for living. Self-winding with a 17 Jewel shock-resistant movement, it is styled in a sensationally attractive case of 10K yellow rolled gold plate. Non-corrosive back. Matching expansion band. Definitely modern dial with sweep second hand. Dust-protected.
14189J3523 . . . . . Retail **$85.00**

Farragut . . . Definitely modern with a nicely nautical style. This self-winding dress watch is waterproof* and dust-protected so that it can be worn anywhere, at any time. The smart case is yellow gold filled and has a non-corrosive back. Matching expansion bracelet. 17 Jewels.
14188J3915 . . . . . Retail **$90.00**

John Paul Jones . . . Self-winding and waterproof* watch with magnificent style, hemi-recessed crown in the steel dust-protected case. Steel expansion band. Superbly textured 2-tone dial has glowing radium dots and hands. 17 Jewel shock-resistant movement designed for accuracy
14187J3317 . . . . . Retail **$79.50**

Yorktown... Crowning achievement in the watchmaker's craft. Self-winding, shock-resistant movement has 25 working jewels for split second accuracy. Yellow rolled gold plate case is waterproof* and dust-protected. Masculine styled combination expansion band for comfort.
14186J4954 . . . Retail **$110.00**

Ladies' Self-Winding Watches

Olympiana . . . petite styling for a wonderfully sturdy watch. Self-winding and waterproof*. Dust-protected case is yellow gold filled. Combination expansion bracelet is set with genuine leather 17 Jewel shock-resistant movement
14190J4483 Retail **$95.00**

Molly Pitcher . . . Amazingly dainty watch with a sturdy self-winding, shock-resistant 17 Jewel movement. White gold-filled case, matching expansion band.
14191J3817 . Retail **$90.00**

Asabove. Yellow gold-filled.
14192J3817 Retail **$90.00**

Oliver Perry . . . The watch that's built for hard wear! All steel waterproof* dust-protected case with matching expansion band. Dependable, shock-resistant 17 Jewel movement. Glowing radium dots and hands can be read in the dark.
14194J2621 . Retail **$62.50**

Admiral Dewey . . . Waterproof* shock-resistant watch that goes anywhere! Gleaming chrome steel case is dust-protected. Matching steel expansion band. Extra legible dial has glowing radium dots and hands. Sturdy 17 Jewel movement.
14195J2327 Retail **$55.00**

Capt. Kidd . . . Swashbuckling self-winding waterproof* watch. Yellow rolled gold plate case, combination expansion band set with genuine leather 17 Jewels. Shock resistant Jet black dial with radium hands can be read in the dark.
14193J3601 Retail **$85.00**

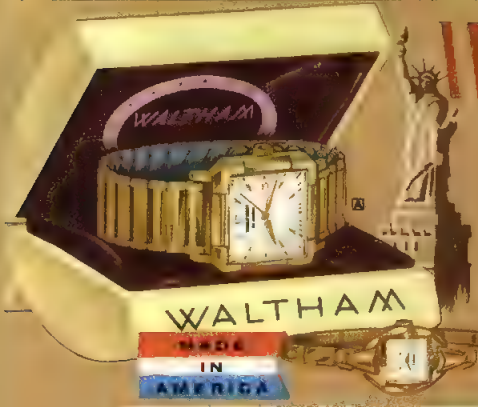
Retail prices include Federal Excise Tax

*As long as case, crown and crystal remain intact

Each watch gift boxed

WALTHAM

21 JEWEL WATCHES



A Paul Revere . . . 21 Jewels . . A handsome dress watch styled for the successful man. Beautiful 2-tone textured dial is easy-to-read. Sturdy American-made movement is shock-resistant to give long, trouble-free service. Dust-protected case is yellow rolled gold plate. Matching expansion bracelet.

1419713719 . . . . . Retail $85.00

B Evangeline . . . 21 Jewels . . Beautifully styled in timeless fashion. Split second accuracy is assured by its American-made shock-resistant movement. Dust-protected case is yellow rolled gold plate, with non-corrosive back. Matching "Queen" expansion band. Ultra-legible dial, high domed crystal.

1419613327 . . . . . Retail $75.00

For Women at Work

Designed for nurses, laboratory technicians, career women in radio and TV as well as for housewives.

A watch with simple elegant styling that has all the features working women want. Exceptionally easy-to-read dial with raised figures and a high dome crystal. Sweep second hand for precision timing. Dust-protected case of yellow rolled gold plate with non-corrosive back. Matching expansion bracelet. Shock-resistant 17 Jewel movement.

14198J2685 Retail $65.00

29.95 RETAIL to 49.50 RETAIL Prudential Series

C Rachel . . . 17 Jewel shock-resistant watch. Yellow rolled gold case, non-corrosive back. Matching expansion bracelet. Dust protected.

14203J2249 . . . . . Retail $49.50

As above. 7 Jewels. Black cord bracelet

14204J1749 . . . . . Retail $34.95

D Corinne . . . Round case of yellow rolled gold plate, non-corrosive back. Matching expansion bracelet. 17 Jewels. Shock resistant

14205J2190 . . . . . Retail $47.50

As above. 7 Jewels. Black cord bracelet.

14206J1651 . . . . . Retail $32.50

E Clay . . . Waterproof* watch. 17 Jewels. Shock-resistant. Chrome steel case, steel expansion band. Radium figure dial and hands

14207J1935 . . . . . Retail $39.95

As above. 7 Jewels. Gray leather strap.

14208J1499 . . . . . Retail $29.95

F Webster . . . 17 Jewel Dress watch with superb styling. Yellow rolled gold plate case, matching expansion band. Shock-resistant

14209J2136 . . . . . Retail $45.00

As above. 7 Jewels. Brown leather strap.

14210J1597 Retail $32.50

Waltham's Famous Bracelet-Watches

G Jenny Lind . . . Beauty that's often imitated but never duplicated! Exquisite bracelet watch with 17 Jewel shock-resistant movement. Yellow gold colored case, gold-filled bracelet with safety chain. Domed crystal

14199J2685 . . . . . Retail $65.00

As above. White case and gold-filled bangle.

14200J2685 . . . . . Retail $65.00

H Sarah Siddons . . . Chic modern styling in a neat watch-bracelet. Caresses the wrist with loveliness. White gold colored case and matching gold-filled bracelet. 17 Jewel shock-resistant movement. Domed crystal, raised figure dial. Dust-protected case.

14201J2915 . . . . . Retail $71.50

As above. Yellow case, gold filled bangle.

14202J2915 . . . . . Retail $71.50

Each watch gift boxed *As long as case, crown and crystal remain intact Retail prices include Federal Excise Tax

INTERNATIONALLY RENOWNED

HELBROS . . . *recognized the world over for prestige watches . . . of unmatched beauty . . . supreme* LIFETIME *accuracy.*

Helbros

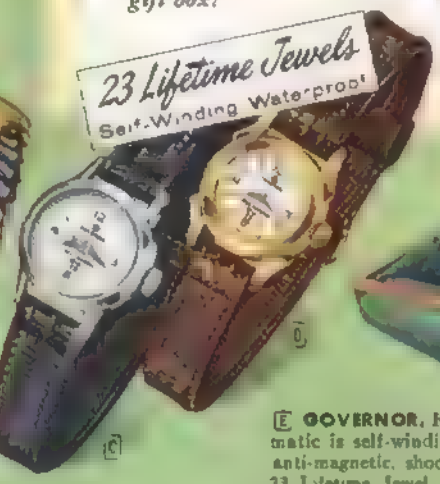
DISTINCTIVE LEADER

Master of watchmaking art . . . distinguished design . . . guaranteed precision movements.

Helbros

23 LIFETIME JEWELS
Engineered for a lifetime!

Electronically timed and tested by master craftsmen . . .
Lifetime Jewel movements, guaranteed Unbreakable Mainsprings!
HELBROS—*the watch of a lifetime . . . each in a beautiful gift box!*



A ENVOY. Self-winding! Waterproof* shock/dust resistant, anti-magnetic. 23 Lifetime Jewels. Radium hands, dial; sweep second hand. Streamlined stainless steel case and expansion bracelet.
71809H3995 . . . . . Retail **$85.00**

B EMBASSY. 23 jewels' Self-winding, waterproof*, shock/dust protected, anti-magnetic. 10K yellow rolled gold plate case, stainless steel back. Radium hands and dial. Sweep second. Expansion band.
71800H4475 . . . . . Retail **$92.50**

C EMPRESS. For active women! 23 jewels. Self-winding. Waterproof*. Anti-magnetic, shock/dust resistant. Luminous hands, dial. Chrome top case, stainless steel back. Leather strap.
86388H4760 . . . . . Retail **$95.00**

D ELITE. Winds itself! Mirror-polished yellow top case, stainless steel back. Radium hands, dial. Waterproof*, anti-magnetic, dust/shock protected. 23 Lifetime Jewel movement. Leather strap.
86380H5035 . . . . . Retail **$100.00**

E GOVERNOR. Handsome automatic is self-winding, waterproof*, anti-magnetic, shock/dust resistant! 23 Lifetime Jewel movement. Sleek 10K yellow rolled gold plate case, stainless steel back. Luminous hands, hour dots. Sweep second hand. Combination leather expansion bracelet.
71830H4760 . . . . . Retail **$95.00**

*Waterproof when opened and closed by a competent watchmaker.

As advertised in LIFE and Saturday Evening Post . . TV and Radio

F WINSLOW. Distinguished dress watch! Features 21 Lifetime Jewel movement. Smart 10K yellow rolled gold plate case, stainless steel back. Sweep second hand. Numeral and marker dial. Comfortable matching expansion bracelet.
55420H3495 . . . . . Retail **$69.75**

G SAILOR. Waterproof*! 21 jewels. Chrome top case, stainless steel back. Sweep second. Luminous hands, dial. Combination leather expansion band.
35188H2935 . . . . . Retail **$59.75**

H ATLANTIS. Trim 10K yellow RGP case, stainless steel back. Luminous hands, dial. Sweep second. 21 jewels. Waterproof*. Combination leather expansion band.
35990H3355 . . . . . Retail **$67.50**

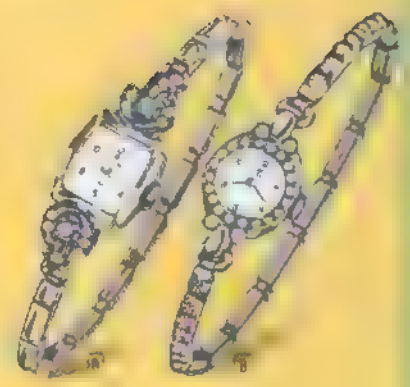
J HEATHER. Delicate beauty . . precision timekeeping! 21 Lifetime Jewel movement. Tiny 10K rolled gold plate case, stainless steel back. Chic numeral and marker dial. Matching expansion bracelet. A treasured gift!
24620H3355 . . Retail **$67.50**
HEATHER W. With white RGP case.
24620WH3355 . . . . Retail **$67.50**

K VERONICA. Exciting elegance in 2 flashing diamonds set in a distinctively fashioned 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. Accurate 21 jewel movement. Numeral and marker dial.
24216H3775 . . . Retail **$75.00**
VERONICA W. With white RGP case.
24216WH3775 . . . . Retail **$75.00**

L FIESTA. Gay sophistication! Smart sculptured 14K gold case sets a stunning background for a delightful numeral and marker dial . . . sleek expansion bracelet. Supremely accurate 21-jewel movement.
24354H4195 . . . . . Retail **$85.00**
FIESTA W. With 14K white gold case.
24354WH4195 . . . . Retail **$85.00**

M CLEOPATRA. Feminine loveliness! 6 fiery diamonds exquisitely held in dainty hearts crown the beautiful 10K yellow rolled gold plate case, stainless steel back. Expansion bracelet. 21 Lifetime Jewel movement.
24566H4475 . . . . . Retail **$89.50**
CLEOPATRA W. With white RGP case.
24566WH4475 . . . . Retail **$89.50**

Helbros



The perfect gift for any woman . . . the gift of a lifetime . . . a world renowned HELBROS *watch!*

Magnificent timepieces meticulously crafted by the masters of watchmaking art . . . internationally acclaimed for their supreme accuracy and unexcelled beauty. Expertly engineered to assure a lifetime of split-second service . . . precision mechanisms . . . guaranteed Unbreakable Mainsprings . . . 17 Lifetime Jewel movements.

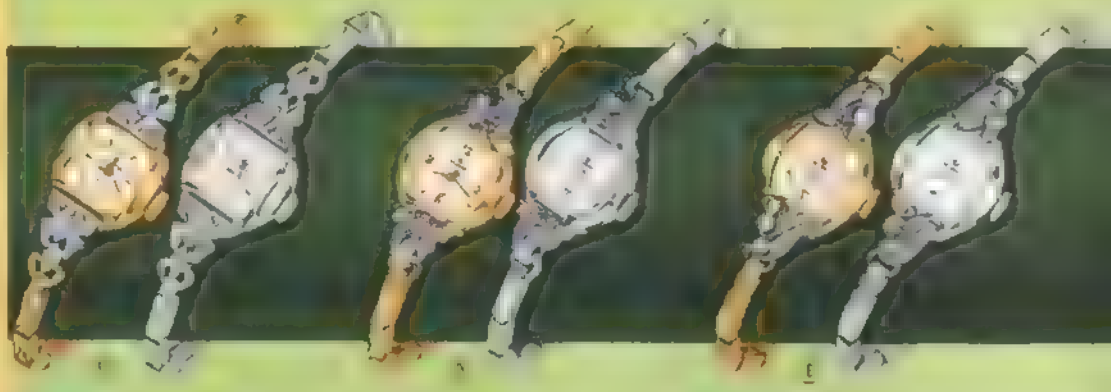
Choose from this fabulous array of HELBROS *watches . . . either a dazzling timepiece set with precious, sparkling diamonds . . . or a gleaming gem of time executed in luxurious gold . . . all are in lovely gift boxes . . . each is a prized possession . . . an exquisite remembrance that will live a lifetime.*

Diamonds aglitter and aglow

A LAMOUR. Lovingly conceived with 12 sparkling diamonds dotting the dainty end pieces of the beautiful 14K white gold case. Slim matching expansion bracelet. Time worthy 17-jewel lifetime movement.
30377H8825 Retail **$175.00**

B PRINCESS. Crowning achievement in elegance! Dazzling with 24 diamonds encrusted in a 14K white gold case magnificence enhanced by a stunning matching expansion bracelet. Numeral and marker dial. 17-jewel movement.
31037H9450 . . Retail **$195.00**

BRILLIANT 17-JEWEL DIAMOND WATCHES



G ANDREA. Delightful! Lovely 10K yellow rolled gold plate case, stainless steel back . . exciting end pieces aglow with 2 exquisite diamonds. Trim numeral and marker dial. 17 jewels. Matching expansion bracelet.
22666H3075 . . . Retail **$62.50**
ANDREA W. In 10K white RGP.
22666WH3075 . . . Retail **$62.50**

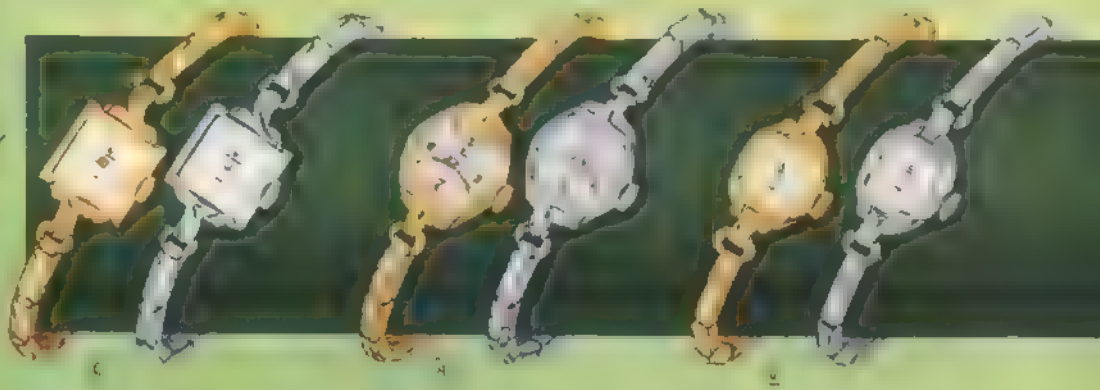
D ENCHANT. Exquisite floral sprays . . . touched with 4 twinkling diamonds . . bloom into a lovely 10K yellow rolled gold plate case, stainless steel back. 17-jewel movement. Matching expansion bracelet.
22466H3635 . . . Retail **$72.50**
ENCHANT W. In 10K white RGP.
22466WH3635 . . . Retail **$72.50**

E DACHE. Graceful, delicate scroll end pieces illuminated with 6 flashing diamonds . . . superb beauty culminating in a luxurious 14K yellow gold case. Precision 17-jewel movement. Matching expansion bracelet.
22367H6725..... Retail **$137.50**
DACHE W. In 14K white gold case.
22367WH6725 . . . Retail **$137.50**

Golden Gems

F VENUS. Stunning simplicity! Striking costume watch and bracelet combination . . smartly styled yellow top case, with stainless steel back. Chic numeral and marker dial. Snug-fitting bracelet. Always accurate 17-jewel movement.
22970H2795 . . Retail **$59.75**
VENUS W. As above in white.
22970WH2795 . . . Retail **$59.75**

GLAMOROUS GOLD 17-JEWEL WATCHES



C CECILE Complete elegance. Trim, deftly designed 10K yellow rolled gold plate case, stainless steel back. Neat numeral and marker dial. Dependable 17-jewel movement. Matching expansion bracelet.
30340H3215 Retail **$65.00**
CECILE W. In 10K white RGP.
30340WH3215..... Retail **$65.00**

H DINAH. Simple elegance! The clean tailored lines of the 14K yellow gold case follow rhythmically into a matching expansion bracelet. Textured dial with numerals and markers. 17 Lifetime Jewel movement.
22354H3355 Retail **$71.50**
DINAH W. In 14K white gold case.
22354WH3355 . . Retail **$71.50**

J CLAUDINE. For a lovely lady. Captivating timepiece of classic beauty fashioned in 14K yellow gold . . harmonizing expansion bracelet. Attractive numeral and marker dial. 17 Lifetime Jewel movement.
31454H3635 Retail **$72.50**
CLAUDINE W. In 14K white gold.
31454WH3635 . . . Retail **$72.50**

AS ADVERTISED IN

LIFE The Saturday Evening POST

TELEVISION • RADIO

Helbros

PRESTIGE WATCHES FOR MEN

Designed for men who demand a distinguished watch . . . handsomely styled for business or dress . . . yet sturdy enough to remain time-perfect for rugged sport wear.

The answer is HELBROS' *Master-crafted, precision engineered timepieces guaranteed to give a lifetime of accuracy. 17-jewel movements . . anti-magnetic, shock and dust protected . . Unbreakable Mainsprings are guaranteed for life! And they are* WATERPROOF!*

Nationally advertised . . world famous HELBROS . . *first in accuracy, beauty . the treasured gift of a lifetime! When it is a* HELBROS *he knows he is wearing the finest watch money can buy!*

*Waterproof when opened and closed by a competent watchmaker

A SOUND OFF. Modern wrist alarm reminds you of appointments . shock/dust protected, anti-magnetic, waterproof* Chrome top case, stainless steel back. Luminous hands, dial Sweep second hand Clear sounding alarm. Combination leather expansion bracelet. 17 jewels
79088H3925 . . . . . .Retail **$79.50**

B SENTINEL. Same as above, in 10K yellow rolled gold plate
79080H4475 Retail **$89.50**

17-JEWEL SELF-WINDING WATCHES

C STAUNTON. Self-winding automatic has indicator to show **reserve power!** 17 jewels. Anti-magnetic shock/dust protected. Waterproof* case in 10K yellow rolled gold plate, stainless steel back. Luminous hands, dial. Sweep second. Combination gold mesh expansion band.
69970H4615 Retail **$92.50**

D ARCHER W. Winds itself as you wear it! Waterproof* shock/dust protected, anti-magnetic. 17 jewels Chrome top, stainless steel back case. Luminous hands, dial. Sweep second hand Matching expansion bracelet.
69718H3355 Retail **$67.50**
ARCHER. With yellow top case.
69713H3635 Retail **$72.50**

E KNIGHT B. Black dial, 10K yellow RGP case, stainless steel back Luminous hands, dial Sweep second Self-winding' Waterproof*, shock/dust protected, anti-magnetic. 17 jewels Gold mesh expansion band
69820H4195 Retail **$83.00**
KNIGHT. As above with white dial
69820H4195 Retail **$85.00**

HERS AND HIS

Special watch values for men and women. Smart, rugged timepieces with 7-jewel movements . . . water and shock resistant, anti magnetic. Trim chrome top cases, stainless steel backs . . both have a second hand! All this at an amazing low price!

J LASSIE. For her! With luminous hands . . . neat leather strap
11088H1250. . . . . . .Retail **$24.75**

K LAD. For him! Radium dot dial Matching expansion bracelet
42088H1250. . . . . Retail **$24.75**

17-JEWEL WATERPROOF* WATCHES

F EXCELSIOR. Really rugged! Waterproof* shock/dust protected anti-magnetic. Handsome yellow top case has stainless steel back. Luminous hands, dial Sweep second hand. 17 jewels Expansion bracelet
34083H2375 . . . . .Retail **$49.75**
EXCELSIOR W. With chrome top case
34088H2095 . . . .Retail **$39.75**

G CAMBRIDGE W. Distinctive! Sturdy! Smart stainless steel case. Luminous hour & dial. Sweep second Waterproof* anti-magnetic, shock dust protected Combination leather expansion bracelet 17 jewels
34699H2655 . . . . Retail **$55.00**
CAMBRIDGE. In 10K yellow RGP
34690H3075 . . . . . .Retail **$62.50**

H HATTERUS. A dress or sport beauty! Thin-as-a-coin yellow top case, stainless steel back Skip-figure dial with luminous hands and hour dots . . sweep second hand. 17-jewel movement is shock/dust protected anti-magnetic Waterproof* Combination leather expansion band
34770H3355 . . . .Retail **$67.50**

AS ADVERTISED IN

LIFE The Saturday Evening POST

TELEVISION • RADIO

Helbros

Watches of superb beauty and quality at popular prices! Designed by master craftsmen ... smartly styled cases ... supremely accurate Lifetime Jewel movements ... Unbreakable Mainsprings. Fully guaranteed. Beautifully gift-boxed!

AS ADVERTISED IN LIFE The Saturday Evening POST TELEVISION • RADIO

A MIRANDA. Delightfully different! Fashionable combination red leather and expansion bracelet complements the smart 10K yellow rolled gold plate case, stainless steel back. Accurate 17-jewel movement.
22600H2795 ... ..Retail **$57.50**
MIRANDA W. In 10K white RGP
22600WH2795 ... Retail **$57.50**

Gleaming dress watches for ladies and gentlemen ... budget-priced ... yet bearing the marks of the masters ... up-to-the-minute styling ... Unbreakable Mainsprings ... lifetime accuracy! Dependable 7-jewel movements. Gift-boxed. Outstanding values ... a joy to own or to give!

B CANDIE. Glamorous timepiece has richly carved 10K yellow rolled gold plate case, stainless steel back. Numeral and marker dial. 17 Lifetime Jewels. Expansion bracelet
22520H2195.....Retail **$47.50**

CANDIE W. In 10K white RGP.
22520WH2195. ...Retail **$47.50**

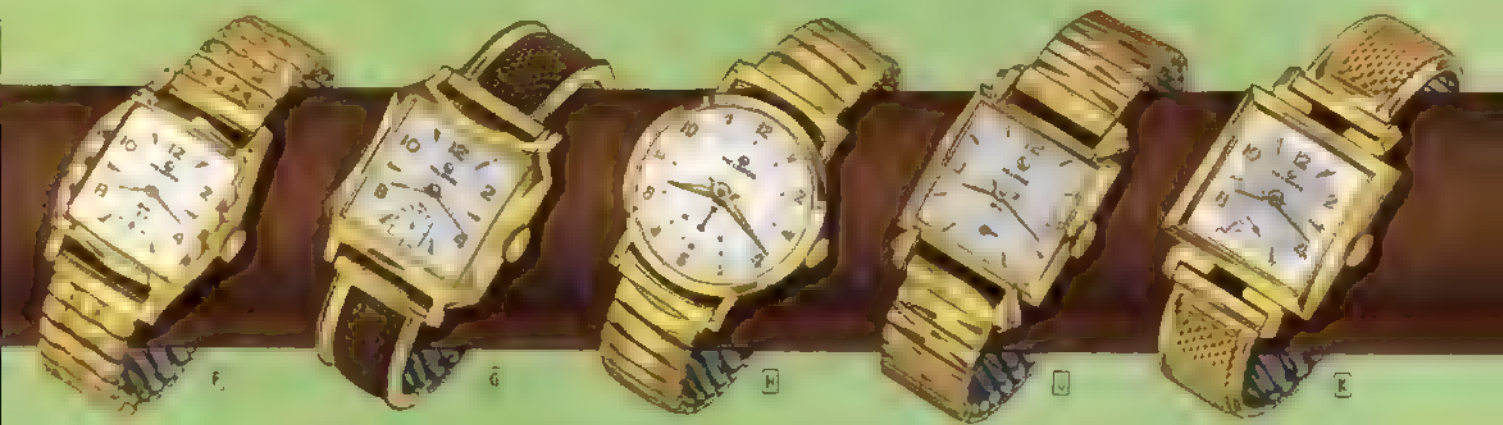
C SEVILLE. Dapper 7-jewel dress watch is an outstanding value—in price, appearance, accurate time keeping! Handsome yellow top case has stainless steel back. Modern skip-figure dial. Second hand. Matching expansion bracelet
42970H1450 . ... Retail **$29.75**

D SUPERB. Fashion-right for any woman ... price-perfect for any purse! Lovely 7-jewel dress watch features a gleaming yellow top case with stainless steel back. Trim numeral and marker dial. Matching expansion bracelet
21360H1450. ..... Retail **$29.75**

E THERESA. Exciting elegance! Lustrous 10K yellow rolled gold plate case, stainless steel back ... sleek matching expansion bracelet. 17-jewel precision movement
22350H2515. ..... Retail **$52.50**

THERESA W. In 10K white RGP.
22350WH2515 .... Retail **$52.50**

SPECIALLY PRICED 7-JEWEL WATCHES FOR MEN AND WOMEN



HANDSOME 17-JEWEL WATCHES FOR MEN

F RALEIGH. Skillfully sculptured stainless steel back yellow top case matching expansion bracelet. Numeral and marker dial. Second hand. 17 jewel movement
41610H2195 Ret **$47.50**

G SUTTON. Impressive! Handsome 10K yellow rolled gold plate case stainless steel back. Second hand. Combination leather expansion bracelet. 17 Lifetime Jewel movement
46220H2515 Ret **$52.50**

H SAVOY. Ultra thin! Distinctive 10K yellow rolled gold plate case stainless steel back. 17 jewel movement. Second hand. Skip-figure dial. Comfortable matching expansion bracelet.
46020H2795 Ret. **$57.50**

J DEWITT. To wear with pride. Gleaming 10K yellow rolled gold plate case, stainless steel back matching expansion bracelet. Stylized dial, second hand. 17 Lifetime Jewel movement
51540H2935 Ret. **$59.75**

K CHELSEA. A design masterpiece with 17 jewel accuracy. Glowing yellow gold-filled case distinguished combination gold mesh-expansion bracelet. Trim skip-figure dial
51412H4055 Ret. **$82.50**

Ⓐ 6.95

Ⓑ 1.98

Ⓒ 1.79

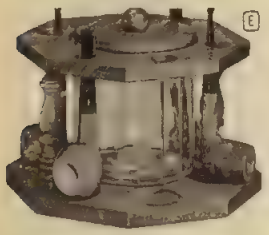
Ⓓ 1.98

Ⓐ OUR BEST 8-HOLE Pipe Rack with new metal humidor. Hand rubbed, polished Walnut; felt base. Antique bronze. Clay moistener 7½-in.
54 J 2554 (3 lbs. 13 oz.) 6.95

Ⓑ 3-PC. ASH TRAY-Lighter set with "stay-in-place" bean bag bottoms. 2 aluminum trays, safety snuff out; with automatic action lighter.
54 J 2500. (3 lbs.) 3-pc. 1.98

Ⓒ "TV GLOW" ASH Tray with Bean Bag "safety base"—rests firmly without tipping. Glows in dark. Crystal center. Snuff out holders.
54 J 2520. (2 lbs.) 2 for 1.79

Ⓓ "BRONCO" ASH TRAY. Life-like western saddle horse on all metal tray. Antique bronze finish, non-scratch felt base. Holds 3 cigarettes. 5-in.
54 J 2557. (1 lb. 4 oz.)... 1.98



Ⓔ

Ⓔ 6-HOLE PIPE RACK with glass humidor holds ½ lb. of tobacco. Octagonal shape, finished in solid Walnut; felt base. Lid has sponge moistener. 7-in.
54 J 2562 (3 lbs. 4 oz.) 3.79

Ⓖ

Ⓖ "CADDY TYPE" 6-PIPE RACK. Clay type moistener in lid; cedar lined. 10x5x6-in. (2 lbs. 6 oz.)
54 J 2559 Genuine Blond Sycamore 4.95
54 J 2560 Genuine Brown Walnut 4.95

Ⓗ

Ⓗ ECONOMY 8-HOLE PIPE RACK. Finely rubbed, finished Walnut rack; special low price. Glass humidor has Walnut lid; rubber sponge moistener. 7-in.
54 J 2561 (1 lb. 5 oz.) 2.49

To Please a Man "Make it Swank" for His Choice

Distinctively styled Tie bars with Alligator Grip back . . . Prices include Federal Excise Tax where applicable

1 "MALIBU" deluxe set. White Mother-of-Pearl center; 22K Yellow gold plate trim
54 J 2201 (5 oz.) . . Set 6.60

2 "ROD AND REEL." Sport design; Mother-of-Pearl center 22K Yel. gold plate trim.
54 J 2202. (5 oz.) . . .Set 6.60

3 MASONIC EMBLEM of 22K Yellow gold plate on beautiful simulated Ruby center.
54 J 2203. (5 oz.) . . Set 5.50

4 "BALI-BALI." Deep smoky Mother-of-Pearl center on 22K White gold plate.
54 J 2205 (5 oz.) . . .Set 5.50

5 "BOMBAY PEARL." Natural simulated pearl, in a 22K Yel gold plate "swirl."
54 J 2200 (5 oz.) . . Set 5.50

6 "ALLEGRO." Smart geometric design in two tone 22K gold plate metal.
54 J 2213 (5 oz.) . Set 5.50

7 "INDIGO." "Textured" design on 22K White gold plate metal. Blue stone.
54 J 2214 (5 oz.) . Set 5.50

8 RED GARNET stone set in modern swirl design 22K Yellow gold plate.
54 J 2215 (5 oz.) . . .Set 5.50

9 "METAL CAGE" holds gun metal simulated pearl. 22K White gold plate.
54 J 2246. (5 oz.) . Set 5.50

10 "LUCKY HORSESHOES" with hand cut rhinestones. Antique White gold plate
54 J 2216. (5 oz.) Set 3.85

11 BASKET WEAVE setting sets off "Topaz" stone. Yellow gold plate.
54 J 2224 (5 oz.) Set 3.85

12 "MAGIC CIRCLE" round set Mother-of-Pearl center Yel gold plate trim.
54 J 2225 (5 oz.) . . .Set 3.85

13 HAND CUT Rhinestone center glows in setting of Yellow gold plate.
54 J 2230. (5 oz.). . .Set 2.75

14 "FLEUR DE-LIS" in White gold plate sparks suave set Rhodium finish.
54 J 2231. (5 oz.). . . .Set 2.75

15 "SUNBURST." Yellow gold plate. Border edged for sunburst effect.
54 J 2232. (5 oz.). . . .Set 2.75

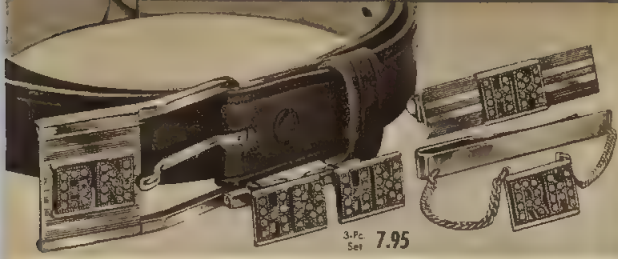
16 MONOGRAMMED CUFF Links and tie bar by Swank, personalized with 1 initial. Yellow gold initial and trim on Black enamel. State 1 initial.
54 J 2240M. Shpg. wt. 5 oz. 3.85
MATCHING TIE CHAIN. (3 oz.)
54 J 2241M. State 1 initial 1.65
MATCHING BOLO TIE. Sporty Black braided rayon. (3 oz.)
54 J 2242M. State 1 initial 1.65
MATCHING BELT. Brown or Black Morocco leather. Sizes 30 to 42. State size, 1 initial, color.
54 J 2243M (5 oz.)..... 3.85

17 "JEWELED GOLD" cuff links. Deep Red Garnet gleams on Yellow gold plate.
54 J 2244 (5 oz.) . 1.65

18 "TEXTURED GOLD" sets off Topaz colored stone. Yellow gold plate.
54 J 2245 (5 oz.).. .....2.75

Budget Power protects peace of mind with Prudential Insurance

See Page 287 for Spiegel Budget Power...a wonderful way to buy



3-Pc. Set 7.95

2-Pc. Set 2.95

MONOGRAMMED BELT, CUFF LINKS AND TIE BAR FOR HIM!

Brilliant "Ice Initial" by Allen Dazzling facet, hand-cut Austrian rhinestones set in silvery rhodium metal initials. Yellow gold plate frame and trim. Brown cowhide belt. Set includes cuff links, tie bar and belt. Belt sizes 28 to 42. State waist size and 2 initials for personalizing.

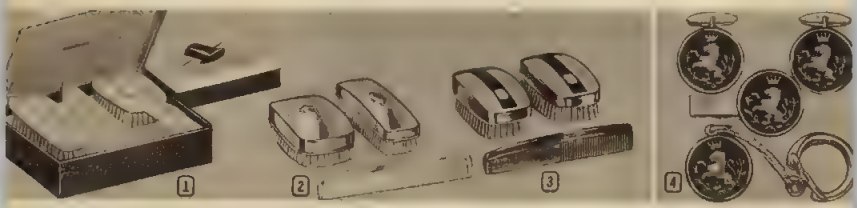
54 J 2207 Shpg. wt. 10 oz. 3-pc. set 7.95
54 J 2209 Cuff Links and Tie Bar. (5 oz.). 4.95
54 J 22.0 Cuff Links only. (4 oz.) 2.95
54 J 2211 Tie Chain only. (6 oz.) 2.45
54 J 2212 Belt only. State size. (8 oz.) 3.95

"CAVALIER" INITIALS

Personalize His Alligator grip tie bar, oval cuff links. Smart, modern initial in White rhodium finish, set off against jet Black enamel background. All initials except I, O, Q, U, V, X, Y, Z.

54 J 2296 State 1 initial. (5 oz.) 2.95

Prices on this page include Federal Excise Tax where applicable



1

2

3

4

1 3-PC. TOPPER BRUSH Set. Smartly styled . . . for your man! Hair brush and clothes brush both have nylon bristles set in White plastic. 7½-in. comb. Handsome gift box has top hat design. Shipping weight 1 lb. 3 oz.
54 J 2045 . . . . . 3.49

2 3-PC. GOLD TONE Brush Set. Smartly styled in handsome, highly polished gold tone metal backs. Hair brush and clothes brush have nylon bristles 6½-in. matching amber color plastic comb. (1 lb. 3 oz.).
54 J 2044 . . . . . 2.49

3 3-PC. METAL BACKED Brush Set. Modern styling—low priced! Two hair brushes with aluminum backs trimmed in smart Black enamel; durable nylon bristles, 6½-in. plastic comb. (1 lb. 3 oz.).
54 J 2049. . . . . 1.98

4 KEY CHAIN JEWELRY Set. Cuff links, alligator grip tie bar and key chain . . . strikingly designed for the man on your list. English coat-of-arms design in baked enamel; Yellow gold plate trim.
54 J 2297 (6 oz.) 2.95

Accessories by Squire . . . For Him (SHOWN ON FACING PAGE)

Designers' originals by Squire for the man in your life—All jewelry prices include Federal Excise Tax

1 ULTRA-THIN "PRESIDENT" by Bulova. 17-jewels. Modern, water-thin round case of 10K yellow rolled gold plate, both top and back. Shock-proof movement with unbreakable mainspring for accurate, reliable timekeeping. Handsome gold dial sets off black markers and hands . . . for the man of taste. Gold filled, mesh-type bracelet with secure catch back closing sweeps smoothly into head of watch.
V54 J 890 Postpaid. 75.00

2 STERLING SILVER SET. Hand engraved floral design for the smart dresser. Tie bar and swivel back cuff links have rectangular design in 2-tone sterling silver. Comes in handsome, velvet-lined case.
54 J 2253. (5 oz.) 7.95

3 MOTHER-of-Pearl 22K gold. State White with Yellow trim or Smoked with White trim.
54 J 2267 (6 oz.). 4.95

4 MASONIC. 22K yellow gold plate. State Mother-of-Pearl or Imitation Red Ruby.
54 J 2268. (5 oz.) 4.95

5 FISH FLY SET. Hand tied flies in glass sphere; 22K gold plate trim.
54 J 2271. (5 oz.) 3.95

6 PEARL AND GOLD Set. Attractive mother-of-pearl framed in Yellow gold.
54 J 2272 (5 oz.) 3.95

7 LEATHER INLAID. Genuine alligator centers; Yellow gold trim.
54 J 2288 (5 oz.) 3.95

8 JET BLACK ONYX. Gold trim. Knight's head design on Black onyx stone.
54 J 2289. (5 oz.) 3.95

9 RHINESTONE ONYX. Black onyx set with Austrian rhinestone, gold trim.
54 J 2254. (5 oz.) 2.95

10 GOLDEN SPHERE. Semi-sphere design in White or Yellow gold. State color.
54 J 2292. (5 oz.). 2.95

11 SQUARE CENTER. State Red stone, Yellow gold trim or Blue stone, White gold.
54 J 2293 (5 oz.). 2.95

12 CROSS WEAVE. Square woven design in Yellow gold; Black background.
54 J 2294. (5 oz.) 1.95

13 RHINESTONE CENTER. Red or White stone in Yellow gold. State color.
54 J 2295 (5 oz.) 1.95

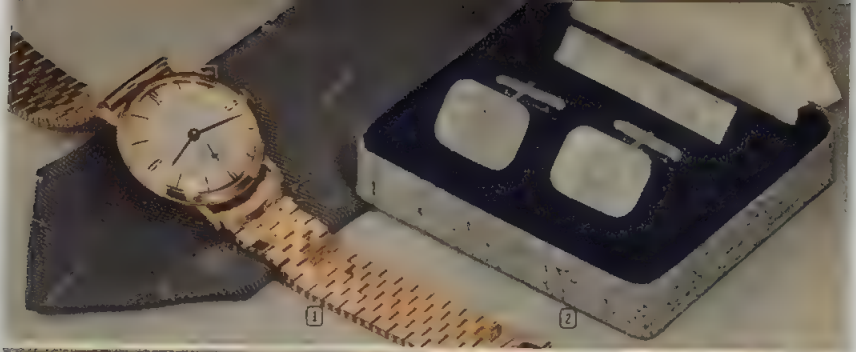
14 4-PC. Set. 2 hair brushes, 1 clothes brush, comb. Plastic; nylon bristles.
54 J 2047. (2 lbs. 8 oz.). 3.95

15 ECONOMY JEWEL Box. Leatherette exterior; corduroy interior. Metal frame. Tie-bar holder. 6x4x1½-in. State Black or Suntan.
54 J 2222. (2 lbs. 2 oz.) . 1.95

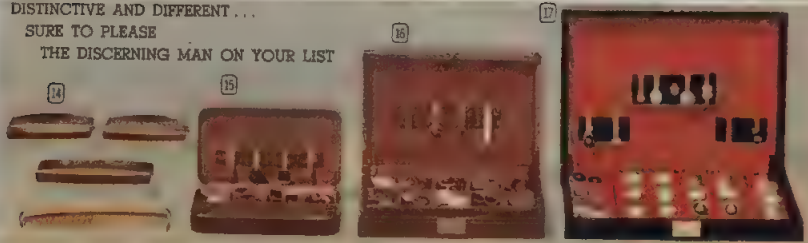
16 DELUXE LEATHERETTE Case. Gold tooled. corduroy lined sections. Tie-bar holder. Brass plated lock. 7½x5½x2-in. State Black or Suntan.
54 J 2218. (1 lb. 10 oz.) 3.95

17 OUR BEST! Men's Jewel Box. Calfskin leatherette exterior; corduroy interior. Tie-bar holders. 10x7x3-in. State Black or Suntan.
54 J 2219 (2 lbs. 4 oz.) 4.95

Budget Power... like having an extra month's pay at Christmas



DISTINCTIVE AND DIFFERENT . . .
SURE TO PLEASE
THE DISCERNING MAN ON YOUR LIST



See Page 287 for Spiegel Budget Power...a wonderful way to buy

[3] 22 inch "Rosie" **4.98**

[4] 16-inch "Buttons" **1.98**

[5] 16 inch "Bobbie" **2.98**

"Party Friends"... So Full of Fun

[1] "MARY LYNNE" has extra long rooted hair, such fun to wash and style it! All skin-like vinyl plastic, sleeps, coos. Wears embossed cotton dress, nylon puff sleeves; half slip, panties, socks and shoes. (4 lbs.).
R35 JP 3568. 21 in. tall... ... ..4.98

[2] 24 IN. SANDRA poses any way legs have flexible wire cores, arms jointed at shoulders. All vinyl plastic, wash and style long rooted hair. Closes eyes, coos. Wears White ninon and taffeta dress. Pink slip, socks, shoes.
R35 JP 3788 24 in. tall. (6 lbs.). . 6.98

[3] ROSIE wears her hair in a long long pony tail ... wash it, comb it, set it it's rooted in. Lashed eyes move in lifelike vinyl plastic head—squeeze her latex body, she coos. Wears a Blue and White embossed cotton dress, crinoline petticoat, panties, socks, shoes.
R35 JP 3567 22 in. tall. (5 lbs.). . 4.98

[4] BUTTONS will coo her way into your heart when you squeeze her cuddly latex body. Vinyl plastic head feels like real baby skin. Has a molded pony tail hair-do with a perky Yellow bow; wears a Yellow cotton dress; panties, socks and shoes (1 lb. 12 oz.).
35 J 3565 16 inches tall.....1.98

[5] BOBBIE ...wash and comb her curly bob—it's rooted in lifelike vinyl plastic head. Squeeze her cuddly latex body, she coos. Lay her down, her long-lashed eyes close in sleep. Bobbie wears a Pink striped cotton dress, matching bonnet; panties, socks, shoes.
Shpg. wt. 1 lb 12 oz.
35 J 3566. 16 inches tall.....2.98

[6] BABETTE'S Superflex legs assume any position; rooted Baby bob hair can be washed, combed. Famous Horsman quality, made of skin-like vinyl plastic. Go-to-sleep eyes, coo voice. Wears Pink cotton coat, and bonnet, Red and White checked cotton dress; panties, socks, and shoes.
35 J 3736. 18 in. tall (2 lbs.)..... 4.98

[7] DAISY has a long rooted pony tail that Mommy can wash, comb, and set in many styles Her body is cuddly latex, her head is skin-like vinyl plastic with go-to-sleep eyes, coo voice Daisy's dress is yellow ninon print. Also wears a cotton pelt-coat, panties, socks, shoes
Shpg. wt. 4 lbs.
R35 JP 3969. 18 in tall 3.98

[8] MERRY ANN has 2 extra dresses. Superflex legs assume most any position, rooted hair can be combed, styled. All lifelike vinyl plastic; sleeping eyes. coo voice. Wears Red rayon dress; panties, socks, shoes; has embossed cotton dress with White apron, Yellow ninon party dress. A Horsman doll.
35 J 3733 15 in tall (2 lbs.)... ..5.98

15 inch "Kay" **3.98**

MEET KAY—SHE'S A REAL POSER!

Sits, kneels, lies as naturally as life 'cause she has the famous Horsman Superflex legs. Wash, comb, set her hair; it's rooted in All skin like vinyl plastic; lashed eyes move. Coo voice. Wears a Red cotton dress; panties, socks, shoes.
35 J 3734. 15 inches tall. (2 lbs.).... .... .3.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

[1] 29-Inch Melodie **28.95** 3 records included

[2] 24-Inch Carrie **7.98**

[3] 16 inch "Cindy" **4.98**

Little Sisters . . . Full O' Fun and Ready to Play with You!

Three eager playmates . . . talkative Melodie, cute Carrie and Cindy Strutter . . . each friendly 'n fun, and anxious to make someone's Christmas complete.

[1] HI - I'M MELODIE — folks say I'm a chatterbox! I can count, spell ask questions, and sing seven songs. There's a song book so you can sing along with me! I kneel when I pray (my legs are painted at the knees). I'm real grown up—29 inches tall and my body's sturdy plastic. My molded skin like vinyl head has rooted hair you'll love to wash and style so many ways. I'm all dressed up in an organdy party frock and big straw bonnet, with slip, panties, shoes and socks.
R35 JP 3789 3 records, batteries incl (6 lbs.) 28.95

[2] CARRIE is all dressed up and ready to travel! Vinyl plastic, with wire core legs, arms jointed at shoulders poses as natural as life! Rooted bob so long and glamorous you can wash 'n wave it different ways. Glassene eyes, lashes. Travel outfit (tweedy cotton coat with ermine like collar, matching hat; runon dress, slip, panties, shoes and socks. Carrie's the perfect Christmas gift!
R35 JP 3787 24 inches Tall (5 lbs.) 7.98

[3] CINDY STRUTTER is her name — see how she walks when her playmate guides her. Horsman's doll, has long rooted pony tail to wash, wave. All skin like vinyl, jointed at shoulders. Glassene eyes and lashes, coo voice. Wears Red and White cotton dress with heart shaped buttons, crinoline, panties, socks, shoes.

R35 JP 3742 16 Inch (3 lbs.)	4.98
R35 JP 3743 20 Inch (4 lbs.)	6.98
R35 JP 3744 24 Inch (5 lbs.)	7.98

Budget Power... like having an extra month's pay at Christmas

I'M BETTY LOU . . . AND FULL OF FUN

I'm Betty Lou and real as life 'cause I can walk sit even kneel, because my knees are jointed I'll just love to have my new playmate wash, brush and set my long gleaming hair (it's rooted in) My body is of durable plastic, my head is skin-like vinyl My eyes have long lashes and close when I sleep. I cry sometimes I'll arrive dressed just like my big sister in bright plaid rayon dress with organdy apron and pinafore top, petticoat, panties, socks, shoes.
R35 JP 3794 23 inch tall Doll. (5 lbs.) 7.98

I'M MARGIE . . . AND TALL AS A 5 YEAR OLD

I'm Margie, and big enough to be a real playmate I can walk sit naturally and kneel which makes me so much more fun My long hair is rooted in wash it brush it, style it any way you like My body is durable plastic my head and arms are life like vinyl My eyes have long lashes, close to sleep. I'm dressed for the trip to my new playmate's house in plaid rayon dress with organdy apron, pinafore party top, panties, socks and shoes.
R35 JP 3749 36 inch tall Doll (8 lbs.). Mailable . 17.95

See Page 287 for Spiegel Budget Power...a wonderful way to buy

PLAYMATES FROM THE LAND OF MAKE BELIEVE

[1] DISNEY'S MOUSEKETEER doll—Walt Disney's cheerful pet has merry plastic face, gay yellow yarn pony tail, and a cotton filled body. Official Mouseketeer Emblem on shirt. Mailable. (3 lbs.)
35 J 3505. 23-in. 5.69

[2] "BENDEE" assumes any position, (has wire frame in a soft washable latex body). Vinyl plastic head button eyes. Coo voice. "Bendee" is zipped into a snug hooded suit that's washable (1 lb. 6 oz.)
35 J 3615. 14-in. . . 1.98

[3] RAGGEDY ANN comes straight from story book land into your tot's heart! Shoe-button eyes on her merry face, "carrot top" yarn hair. She's cotton filled cloth, dressed in washable quality percale.
35 J 3510. 15-in. (1 lb.) . 2.89

[4] "DRAFT DODGER" is snug in red and white flannel suit, booties and tassled cap. Horsman's lovable all vinyl plastic doll has "Super-Flex" arms legs that assume lifelike positions. Coo voice
35 J 3740. 15 in (2 lbs.) 3.98

[5] WINKEN, BLINKEN 'N NOD . . . each with his own sleepy look! Nap or day-time buddies. Set of 3 dolls have soft latex bodies, vinyl plastic heads; Blue, Pink and Yellow flannel nighties. (2 lbs.)
35 J 3745. 10-in Set 3.79

[6] THE SQUEEZEM KIDS, cute molded vinyl pair, squeek when squeezed. "Miss Copy Cat" has yellow hair looks in the mirror as she applies lip stick. "Run away" has a "pet" in his sack (1 lb. 8 oz.)
35 J 3784. Ea 11-in tall. Set 2.98

Tiny Travellers . . . Outfitted and All Ready to Go

[7] HI-HEEL TRUDY has a trunk full of lovely outfits! She's so sophisticated . . . wears high or low heels; she's jointed at the knees and ankles. So much fun to wash and restyle her long, shiny rooted Saran bob! Glassene eyes, flirty lashes; durable plastic body, vinyl arms. Trudy has a real suitcase that can be used by a certain little girl, too. Sturdy wood frame is covered with washable vinyl plastic, closes with 2 clasps, lock and key; inside—a hanger bar for dolly's clothes. Measures 7x13x21-in. high. Included: taffeta and net gown, "ermine" stole, pleated skirt, blouse, school dress, coat, crinoline half-slip, panties, pj.'s, housecoat, bonnet, rain cape and boots, high heels, low heel shoes, nylon hose, 1 Miller shoe box, 10 hangers, curlers, comb, brush, mirror.
35 JP 3727. 20-in. tall. Mailable. (9 lbs.) 18.95

[8] WALKING BRIDE has her own trousseau! Saran hair rooted in vinyl plastic head . . . wash, set with 3 curlers, comb, brush, mirror (incl.) Moving glassene eyes with long lashes, durable plastic body. Wears rayon satin gown, veil, half-slip, panties, shoes, socks; carries bouquet. Incl.; velvet coat, straw hat, taffeta dress, cotton dress, sunsuit, nightie, housecoat, compact, "lipstick", shoes, socks, hankie, purse . . . wedding "trousseau." 12x6x-18-in. high fiberboard trunk has hanger for clothes, drawer for accessories. Mailable.
35 JP 3570. 18-in. tall (6 lbs.). 12.95

[9] WINNIE owns trunk, wardrobe. All vinyl plastic Horsman doll has Superflex legs—holds any position. Wash, comb, wave her rooted hair, (3 curlers, comb, brush, mirror, soap, sponge, incl.). Lashed glassene eyes, coo voice. Wears felt hat, 2-pc. lace collared cotton outfit, panties, socks, shoes. Incl. Blue taffeta coat and bonnet set, party dress, swim suit, flannel pajamas, extra panties, shoes. 12x6x16-in. high fiberboard trunk with hanger and drawer to hold dolly's clothes. A little girl's dream come true on Christmas morning! Mailable.
35 JP 3738. 14-in tall (5 lbs.). 7.98

Budget Power can make it the best Christmas ever at your house

Beautiful Pla-Mates "Walk", Sit, Kneel

We Walk

We Sit

We Kneel

THEY ASSUME ADORABLY LIFE-LIKE POSES

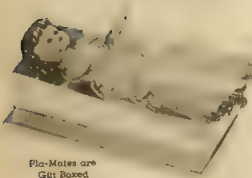
- Pla-Mates, Wards finest girl dolls, come to you with many delightful "extra" features
- Pla-Mates wear clothing of beautiful fabrics, exquisitely styled and carefully made
- Pla-Mates' radiantly lovely "rooted" Saran hair can be combed and set—won't pull out
- Pla-Mates have pretty faces, soft vinyl heads, plastic bodies, glassene sleeping eyes, lashes
- Pla-Mates are fully jointed, bend their knees to "kneel," they stand alone, "sit" in a chair
- Pla-Mates "walk" when guided, turn their pretty heads from side to side with every step
- Pla-Mates' walking mechanism is the finest made—guaranteed against mechanical defects

A PLA-MATE "WALKING" BRIDE. Her shimmering white satin gown is trimmed with lace and net ruffles. Lace-edged veil is held in place with lilies-of-the-valley. She "walks" when guided, sits, kneels, stands alone. All plastic doll, fully jointed, with "rooted" hair, life like vinyl head, big go-to-sleep eyes, thick lashes. (Other Pla-Mate features above). She wears a ruffled nylon tier petticoat, lace-edged panties, socks, white slippers. Carries a small white vinyl "Bible" with satin streamers.

48 T 3898 L—Abt. 36 in. tall. Ship. wt. 7 lbs. 24.95
48T3897 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 4 oz. 17.95
48 T 3896 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 14.45
48 T 3895 L Abt. 17 in. tall. Ship. wt. 2 lbs. 9.95

B PLA-MATE TOE-DANCING BALLERINA. Nelda, this lovely, life-like Ballerina will bring much joy with her dancing ways. Fully jointed, even at knees and ankles, she can "walk" naturally, or dance along on her toes when you guide her. Her glistening "rooted" hair hangs in a thick pony tail—you can pile it high on her head or arrange it in any style—it will always look beautiful. Plastic body, soft vinyl head and arms, sleeping eyes, lashes (see other Pla-Mate features, see top of page). Her ballet skirt is sprinkled with silver, satin bodice has metallic trim. She wears panty briefs, ballet hose, dainty ballet slippers. Also has regular walking slippers and a pattern for dresses.

48 T 3807 L—Abt. 20 in. tall. Wt. 2 lbs. 7.89



Pla-Mates are Gift Boxed

C "WALKING" PLA-MATE IN RED JUMPER DRESS. Like a real little girl, she can "walk," stand, sit, kneel to say her prayers. Her "rooted" Saran hair is extra thick and lovely, can be combed and set in many styles. She wears a cotton jumper with floral embroidery trim and permanently pleated swirl skirt, over her pique blouse with puffed sleeves. Taffeta petticoat, lace-edged panties, slippers, socks. Her straw hat matches her dress. Fully jointed plastic body, vinyl head, glassene sleeping eyes, lashes (for other features, see top of page).

48T3855 L—Abt. 30 in. tall. Ship. wt. 6 lbs. 4 oz. 15.95
48T3854 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 8 oz. 13.95
48 T 3853 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 10.95
48 T 3852 L—Abt. 17 in. tall. Ship. wt. 2 lbs. 7.95

D COTILLION "WALKING" PLA-MATE. A real beauty in her glamorous evening dress, long tulle mitts, and rhinestone earrings. Chromespun taffeta dress with tiny ribbons and flowers on nylon tulle overskirt, nylon ruffles edge the brocaded bodice and peplum. Crinoline petticoat, lace-edged panties, slippers, socks. All plastic doll with soft vinyl head, deliciously tinted features, luxuriant "rooted" hair, glassene go-to-sleep eyes, lashes. Fully jointed, she stands alone, kneels, sits and "walks" when you guide her (other Pla-Mate features listed above).

48T3859 L—Abt. 30 in. tall. Ship. wt. 6 lbs. 8 oz. 19.95
48T3858 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 4 oz. 17.95
48 T 3857 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 14.45
48 T 3856 L—Abt. 17 in. tall. Ship. wt. 2 lbs. 9.95

"MIMI" . . . OUR NEW PLA-MATE "WALKS" AND MODELS IN HIGH HEELED SHOES

E "MIMI" WITH MODEL'S HAT BOX. She's a darling in her pretty polka dot dress, long nylon stockings and high heeled shoes. She's fully jointed, even at her ankles and knees, can assume hundreds of life-like poses. She "walks" when you guide her, turning her pretty head from side to side as she steps. Her long pony tail can be combed and set—won't ever pull out. Plastic body, vinyl head and arms, sleeping glassene eyes, lashes (other Pla-Mate features at top of page). Dress is polished cotton with velvet trim. She wears a panty girdle, ruffled taffeta petticoat with navy binding, carries a model's hat box with extra pair of flat heeled slippers and socks for an afternoon stroll. (For Mimi with Wardrobe see (F) described at right).

48 T 3801 L—Abt. 20 in. tall. Wt. 2 lbs. 8 oz. 11.95

F "MIMI" WITH FASHION-CRAFTED WARDROBE. Lovely Mimi, just as she is described in (E), plus a fascinating wardrobe of clothes, designed especially for this fashion-model doll.

SKI OUTFIT. Twill ski pants with multi striped fleece jacket, matching hat. Ski shoes mounted on skis, ski poles, white mittens, sun glasses.

LOUNGING OUTFIT. Black nylon negligee, lace-trimmed. Also 2-pc. flower printed "shortie" pajamas, and a pair of "mules."

GRAY ORLON FLEECE "FUR" JACKET. It's bewitching on Mimi, will keep her warm all winter.

BALLERINA OUTFIT. Nylon tulle ballet costume, sewed-in panties, ballet hose, vinyl ballet slippers. Extra nylon hose incl. Ship. wt. 2 lbs. 8 oz.

48 T 3802 L—20-inch "Mimi" with Wardrobe. 17.95

WATCH FOR THE "EXTRAS" IN WARDS DOLLS

OVER 100 DOLLS FROM WHICH TO CHOOSE! Exquisite girl dolls, enchanting miniatures, cuddly babies to bring Christmas joy and happiness. Wards dolls are priced to fit every budget, and were selected to bring you extra quality, extra features in every price range.

EXTRA VALUE IN BABY DOLLS. The lovable babies on Pages 166–167 were made especially for Wards and are value-packed for their size and quality. They have extra thick luxuriant curly hair, "rooted" with a special lock stitch so it can't come out—stays beautiful for the life of the doll. Like all of Wards babies, their soft, cuddly bodies have vinyl skin won't crack or deteriorate—last twice as long as dolls with other types of "skin." Notice our "Little Charmer" on Pages 166–167, priced amazingly low for a doll that cries real tears. See the "Pout Baby" on the same page. An Extra Value also, is "Linda" with complete layette (D) on Page 172.

EXTRA FEATURES IN WARDS "PLA-MATE" DOLLS. Pla-Mates, shown opposite, are our finest "girl" dolls. They have unbreakable plastic bodies, delicately tinted soft vinyl heads. Extra at Wards is the thick, luxuriant "rooted" hair on these dolls, and the exquisitely fashioned clothing. Extra also at Wards is Pla-Mate's "walking" device—the finest quality made—guaranteed against mechanical defects. Pla-Mates are shown on these two pages, also (C) on Page 167. Pla-Mates on Pages 160–161 are Gift Boxed.

EXTRA SELECTION OF MINIATURE DOLLS. See Pages 162–163 for the largest collection we've ever offered. Extra at Wards are the adorable "Miss America" miniatures. Like our finest big dolls, these dainty little dolls are fully jointed, walk when guided, bend their knees to assume a hundred life-like poses. Also for the first time we offer all vinyl "Jaci" miniatures; and there are tiny "Ninettes" with a large assortment of clothing.

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ONLY AT WARDS

BY MAIL 2.89 ea.

- They "walk" when guided, sit, kneel
- Hard plastic bodies, soft vinyl heads
- Cute rooted ponytail hair to comb and set

1 2 3 "MISS AMERICA" DOLLS. Adorable 11-inch dolls, fully jointed at neck, arms, hips, knees, they assume enchanting poses. Walk when guided, turn their heads from side to side as they walk. Wear panties, slippers, socks. "Miss America" streamer. For clothing see (4) to (15) at right. Ship. wt. ea. 1 lb.

(1) 48 W 3917 -With Honey Blonde Hair. . 2.89
(2) 48 W 3916 With Chestnut Hair 2.89
(3) 48 T 3905—With Platinum Blonde Hair 2.89

NEW "JACI" MINIATURES

16 17 11 IN. ALL VINYL "JACI" DOLLS. Fully jointed. Movable arms, legs, heads. Sleeping eyes, lashes. Rooted ponytail hair. Lace-edged panties. Order clothes below. Wt. ea. 1 lb.

(16) 48 T 3929 White Jaci. Light hair..... 2.65
(17) 48 T 3930—Colored Jaci. Black hair . 2.65

18 14-PC. BRIDAL TROUSSEAU FOR JACI. Bride: gown, bouquet, veil, panties; plaid coat and hat; skirt, sweater and panties. Three pairs of shoes and socks. Fits any 11-inch doll.

48 T 4170—Clothing only. Ship. wt. 4 oz....2.79

48 T 4169—3-Pc. Jaci Outfit for 11-in. doll. Two-pc. dimity "shortie" pajamas, "quilted" robe, shoes, socks. Ship. wt 4 oz.. .....1.69

19 "JACI" BRIDE WITH TROUSSEAU IN TRUNK. 11-in all vinyl doll, fully jointed, sleeping eyes, lashes. "Rooted" saran hair. Wears bridal gown, veil, flowers, panties, slippers, socks. Outfit includes sweater and skirt, 2-pc. pajamas, robe, dress with matching panties, raincape with hood. Accessories: sun glasses, roller skating shoes, slippers, handbag, hair ribbon, comb and mirror set. Ship. wt. 2 lbs. 8 oz.

48 T 3943 Jaci with Trousseau in Trunk . 8.95

4-PIECE FURNITURE SET

34 Scaled to fit miniature dolls. Sturdy hardboard and wood construction with washable pink and blue finish. Fits both 8-in. and 11-in. miniature dolls. Bed 12 in. long; wardrobe 10 in. high; baby tender and chair included.

48 T 4522—Ship wt. 4 lbs. 6 oz. 4-Pc. Set 4.95

"Miss America" Miniatures

READY-TO-DRESS DOLLS AND 12 ENCHANTING OUTFITS

4 TO 15 12 LOVELY OUTFITS FOR "MISS AMERICA" DOLLS. Delightfully styled, nicely made clothing only—modeled on Miss America doll in frame on opposite page. (14) is copy of the Coronation Robe worn by winners of Miss America Contest. Clothing fits (1), (2), (3) at left, or any 11-in. doll.

(4) School Dress Outfit. Lace trimmed taffeta dress with black sash. Hair ribbon
48 W 4141—Outfit only. Wt. 4 oz. 89c

(5) Red Pajama Outfit. Two-piece cotton pajamas, applique trim. Elastic at waist
48 W 4140—Outfit only. Ship. wt. 4 oz. . . 89c

(6) Farmerette Costume. Denim overalls with pockets. Cotton shirt, slippers. Big straw hat. Ear of corn included.
48 T 4181—Outfit only Ship. wt. 4 oz... . 1 89

(7) Lounging Outfit. Sheer nylon negligee and nightgown, lace trimmed. Pom-pom slippers. Also sun glasses, comb, brush, mirror.
48 W 4150—Outfit only. Ship. wt. 4 oz..... 2.25

(8) Pinafore Outfit. Taffeta dress with pinafore, straw hat, purse, socks, slippers
48 T 4183—Outfit only. Ship. wt. 4 oz.... . 2.25

(9) Bridal Outfit. Fluffy white gown with net ruffles, over crinoline skirt. Circular lace-trimmed veil. Slippers, pearls, earrings
48 W 4158 Outfit only. Ship wt. 4 oz.... .3.59

(10) Dainty Ninon Dress Outfit. Lace-trimmed dress and slip. Black sash. Perky hairbow
48 T 4180—Outfit only. Ship. wt. 4 oz. ... 89c

(11) Cowgirl Outfit Fringed skirt; Western style shirt Gun, holster, boots. Felt sombrero.
48 T 4185—Outfit only. Ship. wt. 4 oz. 2.79

(12) Ice Skating Costume Adorable outfit of soft velvet, white fur trim Matching skating hat. Skirt lined in satin. Shoe skates.
48 T 4186 Outfit only Ship. wt. 4 oz.....2.79

(13) Majorette Outfit. Satin dress with silver braid. Hat with feather. Boots and baton.
48 T 4184—Outfit only. Ship. wt. 4 oz... . 2.79

(14) Coronation Outfit for Miss America. Reproduction of outfit worn by Miss America. Long red velvet cape, white fur trim. White embossed dress. "Silver" crown, sceptre, earrings, slippers.
48 T 4187—Outfit only. Ship wt. 4 oz. 7.45

(15) Nurse's Outfit. Taffeta cap and dress, nurse's cape, shoulder bag, stockings, shoes.
48 T 4182—Outfit only. Ship. wt. 4 oz.. ... 1 89

NINETTE 8-INCH WALKING MINIATURES

20 TO 30 8-IN. DRESSED TODDLERS, EXTRA OUTFITS. Dolls "walk" when guided, turn heads from side to side. Hard plastic; jointed heads, arms, legs. Sleeping eyes, lashes; saran hair.

(20) Ninette in Garden Party Outfit, with big straw hat. Wears socks, slippers, panties
48 T 3928—8-in. doll. Ship. wt. 8 oz... . . .1.75

(21) Ninette in Ski Clothes. Ready for outdoors in duvetyn ski pants, felt jacket, matching hat. Ski shoes on skis, carries ski poles.
48 T 3926—8-in. doll. Ship. wt. 8 oz..... 2.25

(22) Ninette in Lounging Clothes. Wears sheer ninon nightie and robe trimmed with black lace. Black slippers. Mirror and comb included
48 T 3927—8-in. doll. Ship. wt. 8 oz. 1.98

(23) Ninette in Western Outfit Wears suede-cloth jacket and fringed skirt, blouse, scarf, gun and holster. Cowgirl hat and boots
48 W 3914 -8-in. doll. Ship. wt. 8 oz.....2.25

(24) Ninette in Spring Outfit. Wears dainty cotton print dress with velvet belt, big straw hat with strecmer Panties, socks, slippers.
48 W 3915 8-in. doll. Ship. wt. 8 oz..... 1 75

(25) 48 W 4146—Bridal Outfit Only. For 8-in. doll. Lace-trimmed nylon dress, veil, flowers. Panties, slip, socks, slippers. Wt. 4 oz.. 1.69

(26) 48 T 4162 –Majorette Outfit Only. For 8-inch doll. Duvetyn dress, gold trim. Gold trimmed hat, boots, baton. Wt. 4 oz. 87c

(27) 48 T 4163 –Gardener's Outfit Only. Cotton blouse, denim dungarees, straw hat. Slippers, rake, shovel. For 8-in. doll. Wt. 4 oz. . .87c

(28) 48 T 4155—Pajama Outfit Only For 8-in. doll. 2-pc taffeta pajamas, flowered top, belt Eye glasses, slippers. Wt. 4 oz..... ...87c

(29) 48 T 4164 Sunday Coat Outfit Only. For 8-in. doll Duvetyn coat with snaps, straw hat with ribbon. Shoes, socks. Ship. wt. 4 oz. 87c

(30) 48 T 4166—Ice Skater's Outfit Only. For 8-in. doll Blouse, skating skirt Shortie pants. Hat with pom-pom. Shoe skates. Wt. 4 oz. 1.45

31 32 33 MINIATURE GIFT DOLLS AND DOLL TO DRESS. Plastic; movable heads, arms. Sleeping eyes. Dainty clothing. Girls have mohair wigs. Boys have painted hair. 7½ in. tall (bride 8 in.).

(31) 48 T 3894—Pinocchio and Blue Fairy in Gift Box. Ship. wt. 12 oz..... . . . . 1.69
(32) 48 T 3892—Bride and Groom in Gift Box. Ship. wt. 12 oz. 1.69
(33) 48 W 3890 7½-in. Doll to Dress. Ship. wt. each 3 oz.. . Ea. 45c. . 3 for 1.19

35 MAPLE DOLL BED AND VANITY SET. 4-poster bed, 12½ in. long, with mattress, pillow, spread, dust ruffle. Vanity, 6½ in. high, tilting mirror, skirt; bench. Wt 1 lb. 8 oz.
48 T 4521—For 8 to 11-in. dolls 5.39

36 4-PC. VANITY AND CHAIR SET. Plastic. Vanity 10½ in long, mirror, bench. 2 chairs
48 T 4111—For 8 to 11-in dolls. Wt 14 oz. 1.85

37 38 MINIATURE DOLL TRUNKS. Red pyroxylin covering over wood frame; printed lining. Wood drawer, tie ribbon, hanger, plastic handle. Sturdy latches.

(37) 48 T 4423—10 x 8 x 8 in. For 8-in. doll and clothing. 1 latch. Ship. wt. 2 lbs.. . . . 2.69
(38) 48 T 4486—14 x 7½ x 7½ in. For 11-in. doll and clothing. Has 2 latches, 4 travel stickers. Ship. wt. 3 lbs.. . . . . 3 59

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ONLY AT WARDS

BY MAIL 2.89 ea.

- They "walk" when guided, sit, kneel
- Hard plastic bodies, soft vinyl heads
- Cute rooted ponytail hair to comb and set

1 2 3 "MISS AMERICA" DOLLS. Adorable 11-inch dolls, fully jointed at neck, arms, hips, knees, they assume enchanting poses. Walk when guided, turn their heads from side to side as they walk. Wear panties, slippers, socks. "Miss America" streamer. For clothing see (4) to (15) at right. Ship. wt. ea. 1 lb.

(1) 48 W 3917 -With Honey Blonde Hair. . 2.89
(2) 48 W 3916 With Chestnut Hair 2.89
(3) 48 T 3905—With Platinum Blonde Hair 2.89

NEW "JACI" MINIATURES

16 17 11 IN. ALL VINYL "JACI" DOLLS. Fully jointed. Movable arms, legs, heads. Sleeping eyes, lashes. Rooted ponytail hair. Lace-edged panties. Order clothes below. Wt. ea. 1 lb.

(16) 48 T 3929 White Jaci. Light hair..... 2.65
(17) 48 T 3930—Colored Jaci. Black hair . 2.65

18 14-PC. BRIDAL TROUSSEAU FOR JACI. Bride: gown, bouquet, veil, panties; plaid coat and hat; skirt, sweater and panties. Three pairs of shoes and socks. Fits any 11-inch doll.

48 T 4170—Clothing only. Ship. wt. 4 oz....2.79

48 T 4169—3-Pc. Jaci Outfit for 11-in. doll. Two-pc. dimity "shortie" pajamas, "quilted" robe, shoes, socks. Ship. wt 4 oz.. .....1.69

19 "JACI" BRIDE WITH TROUSSEAU IN TRUNK. 11-in all vinyl doll, fully jointed, sleeping eyes, lashes. "Rooted" saran hair. Wears bridal gown, veil, flowers, panties, slippers, socks. Outfit includes sweater and skirt, 2-pc. pajamas, robe, dress with matching panties, raincape with hood. Accessories: sun glasses, roller skating shoes, slippers, handbag, hair ribbon, comb and mirror set. Ship. wt. 2 lbs. 8 oz.

48 T 3943 Jaci with Trousseau in Trunk . 8.95

4-PIECE FURNITURE SET

34 Scaled to fit miniature dolls. Sturdy hardboard and wood construction with washable pink and blue finish. Fits both 8-in. and 11-in. miniature dolls. Bed 12 in. long; wardrobe 10 in. high; baby tender and chair included.

48 T 4522—Ship wt. 4 lbs. 6 oz. 4-Pc. Set 4.95

"Miss America" Miniatures

READY-TO-DRESS DOLLS AND 12 ENCHANTING OUTFITS

4 TO 15 12 LOVELY OUTFITS FOR "MISS AMERICA" DOLLS. Delightfully styled, nicely made clothing only—modeled on Miss America doll in frame on opposite page. (14) is copy of the Coronation Robe worn by winners of Miss America Contest. Clothing fits (1), (2), (3) at left, or any 11-in. doll.

(4) School Dress Outfit. Lace trimmed taffeta dress with black sash. Hair ribbon
48 W 4141—Outfit only. Wt. 4 oz. 89c

(5) Red Pajama Outfit. Two-piece cotton pajamas, applique trim. Elastic at waist
48 W 4140—Outfit only. Ship. wt. 4 oz. . . 89c

(6) Farmerette Costume. Denim overalls with pockets. Cotton shirt, slippers. Big straw hat. Ear of corn included.
48 T 4181—Outfit only Ship. wt. 4 oz... . 1 89

(7) Lounging Outfit. Sheer nylon negligee and nightgown, lace trimmed. Pom-pom slippers. Also sun glasses, comb, brush, mirror.
48 W 4150—Outfit only. Ship. wt. 4 oz..... 2.25

(8) Pinafore Outfit. Taffeta dress with pinafore, straw hat, purse, socks, slippers
48 T 4183—Outfit only. Ship. wt. 4 oz.... . 2.25

(9) Bridal Outfit. Fluffy white gown with net ruffles, over crinoline skirt. Circular lace-trimmed veil. Slippers, pearls, earrings
48 W 4158 Outfit only. Ship wt. 4 oz.... .3.59

(10) Dainty Ninon Dress Outfit. Lace-trimmed dress and slip. Black sash. Perky hairbow
48 T 4180—Outfit only. Ship. wt. 4 oz. ... 89c

(11) Cowgirl Outfit Fringed skirt; Western style shirt Gun, holster, boots. Felt sombrero.
48 T 4185—Outfit only. Ship. wt. 4 oz. 2.79

(12) Ice Skating Costume Adorable outfit of soft velvet, white fur trim Matching skating hat. Skirt lined in satin. Shoe skates.
48 T 4186 Outfit only Ship. wt. 4 oz.....2.79

(13) Majorette Outfit. Satin dress with silver braid. Hat with feather. Boots and baton.
48 T 4184—Outfit only. Ship. wt. 4 oz... . 2.79

(14) Coronation Outfit for Miss America. Reproduction of outfit worn by Miss America. Long red velvet cape, white fur trim. White embossed dress. "Silver" crown, sceptre, earrings, slippers.
48 T 4187—Outfit only. Ship wt. 4 oz. 7.45

(15) Nurse's Outfit. Taffeta cap and dress, nurse's cape, shoulder bag, stockings, shoes.
48 T 4182—Outfit only. Ship. wt. 4 oz.. ... 1 89

NINETTE 8-INCH WALKING MINIATURES

20 TO 30 8-IN. DRESSED TODDLERS, EXTRA OUTFITS. Dolls "walk" when guided, turn heads from side to side. Hard plastic; jointed heads, arms, legs. Sleeping eyes, lashes; saran hair.

(20) Ninette in Garden Party Outfit, with big straw hat. Wears socks, slippers, panties
48 T 3928—8-in. doll. Ship. wt. 8 oz... . . .1.75

(21) Ninette in Ski Clothes. Ready for outdoors in duvetyn ski pants, felt jacket, matching hat. Ski shoes on skis, carries ski poles.
48 T 3926—8-in. doll. Ship. wt. 8 oz..... 2.25

(22) Ninette in Lounging Clothes. Wears sheer ninon nightie and robe trimmed with black lace. Black slippers. Mirror and comb included
48 T 3927—8-in. doll. Ship. wt. 8 oz. 1.98

(23) Ninette in Western Outfit Wears suede-cloth jacket and fringed skirt, blouse, scarf, gun and holster. Cowgirl hat and boots
48 W 3914 -8-in. doll. Ship. wt. 8 oz.....2.25

(24) Ninette in Spring Outfit. Wears dainty cotton print dress with velvet belt, big straw hat with strecmer Panties, socks, slippers.
48 W 3915 8-in. doll. Ship. wt. 8 oz..... 1 75

(25) 48 W 4146—Bridal Outfit Only. For 8-in. doll. Lace-trimmed nylon dress, veil, flowers. Panties, slip, socks, slippers. Wt. 4 oz.. 1.69

(26) 48 T 4162 –Majorette Outfit Only. For 8-inch doll. Duvetyn dress, gold trim. Gold trimmed hat, boots, baton. Wt. 4 oz. 87c

(27) 48 T 4163 –Gardener's Outfit Only. Cotton blouse, denim dungarees, straw hat. Slippers, rake, shovel. For 8-in. doll. Wt. 4 oz. . .87c

(28) 48 T 4155—Pajama Outfit Only For 8-in. doll. 2-pc taffeta pajamas, flowered top, belt Eye glasses, slippers. Wt. 4 oz..... ...87c

(29) 48 T 4164 Sunday Coat Outfit Only. For 8-in. doll Duvetyn coat with snaps, straw hat with ribbon. Shoes, socks. Ship. wt. 4 oz. 87c

(30) 48 T 4166—Ice Skater's Outfit Only. For 8-in. doll Blouse, skating skirt Shortie pants. Hat with pom-pom. Shoe skates. Wt. 4 oz. 1.45

31 32 33 MINIATURE GIFT DOLLS AND DOLL TO DRESS. Plastic; movable heads, arms. Sleeping eyes. Dainty clothing. Girls have mohair wigs. Boys have painted hair. 7½ in. tall (bride 8 in.).

(31) 48 T 3894—Pinocchio and Blue Fairy in Gift Box. Ship. wt. 12 oz..... . . . . 1.69
(32) 48 T 3892—Bride and Groom in Gift Box. Ship. wt. 12 oz. 1.69
(33) 48 W 3890 7½-in. Doll to Dress. Ship. wt. each 3 oz.. . Ea. 45c. . 3 for 1.19

35 MAPLE DOLL BED AND VANITY SET. 4-poster bed, 12½ in. long, with mattress, pillow, spread, dust ruffle. Vanity, 6½ in. high, tilting mirror, skirt; bench. Wt 1 lb. 8 oz.
48 T 4521—For 8 to 11-in. dolls 5.39

36 4-PC. VANITY AND CHAIR SET. Plastic. Vanity 10½ in long, mirror, bench. 2 chairs
48 T 4111—For 8 to 11-in dolls. Wt 14 oz. 1.85

37 38 MINIATURE DOLL TRUNKS. Red pyroxylin covering over wood frame; printed lining. Wood drawer, tie ribbon, hanger, plastic handle. Sturdy latches.

(37) 48 T 4423—10 x 8 x 8 in. For 8-in. doll and clothing. 1 latch. Ship. wt. 2 lbs.. . . . 2.69
(38) 48 T 4486—14 x 7½ x 7½ in. For 11-in. doll and clothing. Has 2 latches, 4 travel stickers. Ship. wt. 3 lbs.. . . . . 3 59

Beautiful Pla-Mates "Walk", Sit, Kneel

We Walk

We Sit

We Kneel

THEY ASSUME ADORABLY LIFE-LIKE POSES

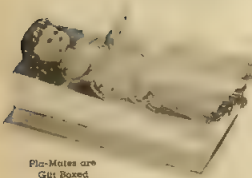
- Pla-Mates, Wards finest girl dolls, come to you with many delightful "extra" features
- Pla-Mates wear clothing of beautiful fabrics, exquisitely styled and carefully made
- Pla-Mates' radiantly lovely "rooted" Saran hair can be combed and set—won't pull out
- Pla-Mates have pretty faces, soft vinyl heads, plastic bodies, glassene sleeping eyes, lashes
- Pla-Mates are fully jointed, bend their knees to "kneel," they stand alone, "sit" in a chair
- Pla-Mates "walk" when guided, turn their pretty heads from side to side with every step
- Pla-Mates' walking mechanism is the finest made—guaranteed against mechanical defects

A PLA-MATE "WALKING" BRIDE. Her shimmering white satin gown is trimmed with lace and net ruffles. Lace-edged veil is held in place with lilies-of-the-valley. She "walks" when guided, sits, kneels, stands alone. All plastic doll, fully jointed, with "rooted" hair, life like vinyl head, big go-to-sleep eyes, thick lashes. (Other Pla-Mate features above). She wears a ruffled nylon tier petticoat, lace-edged panties, socks, white slippers. Carries a small white vinyl "Bible" with satin streamers.

48 T 3898 L—Abt. 36 in. tall. Ship. wt. 7 lbs. 24.95
48T3897 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 4 oz. 17.95
48 T 3896 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 14.45
48 T 3895 L Abt. 17 in. tall. Ship. wt. 2 lbs. 9.95

B PLA-MATE TOE-DANCING BALLERINA. Nelda, this lovely, life-like Ballerina will bring much joy with her dancing ways. Fully jointed, even at knees and ankles, she can "walk" naturally, or dance along on her toes when you guide her. Her glistening "rooted" hair hangs in a thick pony tail—you can pile it high on her head or arrange it in any style—it will always look beautiful. Plastic body, soft vinyl head and arms, sleeping eyes, lashes (see other Pla-Mate features, see top of page). Her ballet skirt is sprinkled with silver, satin bodice has metallic trim. She wears panty briefs, ballet hose, dainty ballet slippers. Also has regular walking slippers and a pattern for dresses.

48 T 3807 L—Abt. 20 in. tall. Wt. 2 lbs. 7.89



Pla-Mates are Gift Boxed

C "WALKING" PLA-MATE IN RED JUMPER DRESS. Like a real little girl, she can "walk," stand, sit, kneel to say her prayers. Her "rooted" Saran hair is extra thick and lovely, can be combed and set in many styles. She wears a cotton jumper with floral embroidery trim and permanently pleated swirl skirt, over her pique blouse with puffed sleeves. Taffeta petticoat, lace-edged panties, slippers, socks. Her straw hat matches her dress. Fully jointed plastic body, vinyl head, glassene sleeping eyes, lashes (for other features, see top of page).

48T3855 L—Abt. 30 in. tall. Ship. wt. 6 lbs. 4 oz. 15.95
48T3854 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 8 oz. 13.95
48 T 3853 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 10.95
48 T 3852 L—Abt. 17 in. tall. Ship. wt. 2 lbs. 7.95

D COTILLION "WALKING" PLA-MATE. A real beauty in her glamorous evening dress, long tulle mitts, and rhinestone earrings. Chromespun taffeta dress with tiny ribbons and flowers on nylon tulle overskirt, nylon ruffles edge the brocaded bodice and peplum. Crinoline petticoat, lace-edged panties, slippers, socks. All plastic doll with soft vinyl head, deliciously tinted features, luxuriant "rooted" hair, glassene go-to-sleep eyes, lashes. Fully jointed, she stands alone, kneels, sits and "walks" when you guide her (other Pla-Mate features listed above).

48T3859 L—Abt. 30 in. tall. Ship. wt. 6 lbs. 8 oz. 19.95
48T3858 L—Abt. 25 in. tall. Ship. wt. 4 lbs. 4 oz. 17.95
48 T 3857 L—Abt. 22 in. tall. Ship. wt. 3 lbs. 14.45
48 T 3856 L—Abt. 17 in. tall. Ship. wt. 2 lbs. 9.95

"MIMI" . . . OUR NEW PLA-MATE "WALKS" AND MODELS IN HIGH HEELED SHOES

E "MIMI" WITH MODEL'S HAT BOX. She's a darling in her pretty polka dot dress, long nylon stockings and high heeled shoes. She's fully jointed, even at her ankles and knees, can assume hundreds of life-like poses. She "walks" when you guide her, turning her pretty head from side to side as she steps. Her long pony tail can be combed and set—won't ever pull out. Plastic body, vinyl head and arms, sleeping glassene eyes, lashes (other Pla-Mate features at top of page). Dress is polished cotton with velvet trim. She wears a panty girdle, ruffled taffeta petticoat with navy binding, carries a model's hat box with extra pair of flat heeled slippers and socks for an afternoon stroll. (For Mimi with Wardrobe see (F) described at right).

48 T 3801 L—Abt. 20 in. tall. Wt. 2 lbs. 8 oz. 11.95

F "MIMI" WITH FASHION-CRAFTED WARDROBE. Lovely Mimi, just as she is described in (E), plus a fascinating wardrobe of clothes, designed especially for this fashion-model doll.

SKI OUTFIT. Twill ski pants with multi striped fleece jacket, matching hat. Ski shoes mounted on skis, ski poles, white mittens, sun glasses.

LOUNGING OUTFIT. Black nylon negligee, lace-trimmed. Also 2-pc. flower printed "shortie" pajamas, and a pair of "mules."

GRAY ORLON FLEECE "FUR" JACKET. It's bewitching on Mimi, will keep her warm all winter.

BALLERINA OUTFIT. Nylon tulle ballet costume, sewed-in panties, ballet hose, vinyl ballet slippers. Extra nylon hose incl. Ship. wt. 2 lbs. 8 oz.

48 T 3802 L—20-inch "Mimi" with Wardrobe. 17.95

WATCH FOR THE "EXTRAS" IN WARDS DOLLS

OVER 100 DOLLS FROM WHICH TO CHOOSE! Exquisite girl dolls, enchanting miniatures, cuddly babies to bring Christmas joy and happiness. Wards dolls are priced to fit every budget, and were selected to bring you extra quality, extra features in every price range.

EXTRA VALUE IN BABY DOLLS. The lovable babies on Pages 166–167 were made especially for Wards and are value-packed for their size and quality. They have extra thick luxuriant curly hair, "rooted" with a special lock stitch so it can't come out—stays beautiful for the life of the doll. Like all of Wards babies, their soft, cuddly bodies have vinyl skin won't crack or deteriorate—last twice as long as dolls with other types of "skin." Notice our "Little Charmer" on Pages 166–167, priced amazingly low for a doll that cries real tears. See the "Pout Baby" on the same page. An Extra Value also, is "Linda" with complete layette (D) on Page 172.

EXTRA FEATURES IN WARDS "PLA-MATE" DOLLS. Pla-Mates, shown opposite, are our finest "girl" dolls. They have unbreakable plastic bodies, delicately tinted soft vinyl heads. Extra at Wards is the thick, luxuriant "rooted" hair on these dolls, and the exquisitely fashioned clothing. Extra also at Wards is Pla-Mate's "walking" device—the finest quality made—guaranteed against mechanical defects. Pla-Mates are shown on these two pages, also (C) on Page 167. Pla-Mates on Pages 160–161 are Gift Boxed.

EXTRA SELECTION OF MINIATURE DOLLS. See Pages 162–163 for the largest collection we've ever offered. Extra at Wards are the adorable "Miss America" miniatures. Like our finest big dolls, these dainty little dolls are fully jointed, walk when guided, bend their knees to assume a hundred life-like poses. Also for the first time we offer all vinyl "Jaci" miniatures; and there are tiny "Ninettes" with a large assortment of clothing.

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Cuddly-Soft Vinyl Babies

WITH LUXURIANT "ROOTED" HAIR

MADE ESPECIALLY FOR WARDS. Their "rooted" hair is extra thick and luxuriant, firmly lock-stitched so it can't come out; can be combed and set, stays beautiful no matter how much it is played with. The 21-in. "Pout" Baby and Sweater Baby have molded, tinted hair. All have vinyl heads and bodies, life-like and durable.

A WARD EXTRA! DRINKS, WETS, CRIES REAL TEARS 8.79 16 in.

(A) LITTLE CHARMER. She'll steal your heart away as she drinks from her bottle, wets her diaper . . . and cries real tears when you squeeze her. Life-like soft vinyl head with luxuriant, long rooted saran ponytail hair to comb and set. Glassene sleeping eyes with lashes. All vinyl body with turning head, jointed arms and legs. She wears an adorable flocked nylon dress with separate lace-edged pinafore and flower-trimmed ribbon bow. Lace-edged petticoat, taffeta panties over her diaper. Socks and vinyl shoes. Has bottle for "feeding" when she cries.

48 T 4072 16 in tall Wt. 2 lbs $ 8.79 48 T 4073 L—20 in. tall. Same as (A) but
48 T 4071—13½ in. Wt. 1 lb. 3 oz. . 6.85 does not cry tears. Wt. 3 lbs. 8 oz. $10.95

ADORABLE NEW "POUT" BABY IN BUNTING 8.95 22 in

(B) WEE MOTHERS CAN'T RESIST CUDDLING HER! She snuggles with her teddy bear in her soft chunchilla cloth bunting. She has a life-like soft vinyl head with irresistable "pout" expression, and lovely curly rooted hair. Cotton stuffed vinyl body, swing legs. "Coo" voice. Glassene sleeping eyes, thick lashes. Dresses in 4 piece shirt and diaper. Bunting is made with inside jacket and snuggle hood.

48 T 4240 L About 22 in. tall, with rooted hair. Ship wt 3 lbs. 4 oz. $8.95
48 T 4239 L—About 21 in. tall, like (B) but with molded hair. Wt. 3 lbs. 4 oz. 7.95

PLA-MATE "WALKING" DOLL WITH PONYTAIL HAIR 16.95 35 in

(C) SHE WALKS, STANDS, SITS, KNEELS like Pla-Mates on Pages 160-161. Knees are jointed so she can assume life-like positions. She "walks" when you guide her, turning her head from side to side. Beautifully modeled soft vinyl head with big glassene sleeping eyes, lashes. Lovely long saran hair is permanently rooted, can be combed and set in many ways. Fully jointed hard plastic body is practically unbreakable. Dainty glazed cotton polka dot dress, lace trimmed organdy pinafore. Lace-trimmed taffeta petticoat and panties, shoes and socks.

48 T 4044 L Abt. 35-in. "life-size" Pla-Mate (vinyl arms) Ship. wt. 7 lbs. $16.95
48 T 4043 L—Abt 25-in. Pla-Mate with bending knees. Ship. wt. 4 lbs. 3 oz. . 9.95
48 T 4042 L—Abt 25-in. walking doll like Pla-Mates above but knees are not jointed; does not kneel or bend her knees. Shipping weight 4 lbs. 3 oz. $7.95

THREE EXQUISITE BABY DOLLS 3.85 TO 11.95

(D) BABY WITH MUFF. Cuddly all vinyl body with flexible wired legs that assume adorable poses. Vinyl head, rooted hair; sleeping eyes, lashes. "Coo" voice. Pebble cotton coat, bonnet, brushed wool trim. Taffeta dress, panties, socks, shoes.

48T4257 L—Abt. 26 in. Wt. 4 lbs. 8 oz. $8.95 48T4255—Abt 16 in. Wt. 2 lbs. 4 oz. $4.95
48T4256 L—Abt. 20 in. Wt 3 lbs. 4 oz. 7.75 48 T 4254—Abt 12 in. Wt. 1 lb. 8 oz. 3.85

(E) LOVELY PATSY in embroidered nylon dress and bonnet. Curly rooted Saran hair, soft vinyl head. Vinyl body has wired legs—can assume life-like poses. Sleeping eyes, lashes. Taffeta slip, lace-trimmed taffeta panties, socks, shoes.

48 T 4038 L—Abt. 20 in. tall. With "coo" voice. Ship. wt. 3 lbs. 8 oz. . . $11.45

(F) BABY WITH PONYTAIL HAIR-DO. "Coos" when you squeeze her soft vinyl body. Legs wired—she can sit up, assume cute baby poses. Her long ponytail hair is rooted in her soft vinyl head. Sleeping eyes lashes. She wears a piqué dress with rooster appliqué, cotton panties, socks, shoes. (Jointed arms on 2 largest sizes).

48T4054 L Abt. 26 in. Wt. 4 lbs 8 oz. $11.95 48T4052 L Abt 18 in. Wt. 2 lbs. 8 oz. $5.75
48T4053 L—Abt 23 in. Wt. 3 lbs. 8 oz. 8.95 48T4051—Abt. 15 in. Wt 2 lbs. 4 oz. 4.59

DOLL WITH OUTFIT IN CASE . . ONLY 7.45

(G) BIG VALUE DOLL TO DELIGHT LITTLE "MOTHERS." They can change her clothes, fix her hair, take her on "trips." Life-like vinyl turning head, sleeping eyes, lashes. Her long ponytail hair is firmly rooted, won't pull out. Soft vinyl body, movable arms and legs. "Coo" voice. Wears 2-pc. cotton tweed suit, felt hat, panties, shoes, socks. Wardrobe includes linen coat, hat, rayon nightie, rayon robe, taffeta sunsuit, socks, slippers, purse, brush, comb and mirror. Fiberboard case, 15¾x12 in., has handle, snap lock. Priced low for extra val.!

48 T 4238 L—Abt. 18½ in tall. Ship. wt. 4 lbs. 8 oz. $7.45

BABY IN SWEATER OUTFIT 2.95 12 in.

(H) BEAUTIFULLY DETAILED TURNING HEAD is flexible vinyl that feels like actual flesh. Molded, tinted hair. Sweet baby features. Big glassene sleeping eyes, lashes. Cotton stuffed vinyl body with flexible legs. "Coos" when squeezed. Fluffy nylon dress attached slip, panties, soft knitted cotton sweater and hood, socks, shoes.

48 T 4037 L—About 24 in. tall. Ship. wt. 3 lbs. 8 oz. $7.45
48 T 4035 L About 20 in tall. Ship. wt 3 lbs. 4 oz. . 5.89
48 T 4035—About 16 in. tall. Ship. wt. 2 lbs. 4 oz. 4.79
48 T 4034—About 12 in. tall. Ship. wt. 1 lb. 8 oz. . . . 2.95

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Horsman "Baby Skin" Dolls

(A) to (G) HORSMAN DOLLS, OUTSTANDING FOR BEAUTY, DURABILITY, REALISM. Cuddly vinyl bodies, look and feel like baby skin. Soft vinyl heads with silky rooted hair that can be combed and set. Sleeping eyes, lashes. Sweet baby features. Dimpled hands and feet.

(A) HORSMAN'S IRRESISTIBLE PINAFORE BABY. Her long rooted ponytail can be combed and set . . curlers for her hair included. Nylon dress and pinafore over taffeta half slip. Socks, vinyl shoes. All soft vinyl; sleeping eyes, lashes. Wired legs bend. Coo voice.
48 T 4293 L—Abt. 19 in. Wt. 3 lbs. 8 oz. 6.98

(B) HORSMAN'S WINSOME COLORED BABY. Pretty features with glistening black rooted ponytail hair to comb and style. Soft vinyl head, vinyl body, wired legs can be bent and posed. Coo voice. Sleeping eyes, lashes. Wears dainty flocked organdy dress with button fastenings; socks, shoes, panties.
48 T 4292 L Abt 19 in Wt 3 lbs 8 oz 5.98

(C) HORSMAN'S BABY IN LACE FRILLED BONNET. Tiniest "mothers" can dress her and another luxuriant ponytail hair. Soft vinyl head. Jointed vinyl body; sleeping eyes, lashes. She wears a flowered nylon dress with panties half-slip, bonnet, socks, shoes.
48 T 4 94 Ab 18 in tall. Wt 3 lbs 6.95

(D) HORSMAN'S BABY IN ORGANDY. Life-like soft vinyl head; rooted ponytail hair can be combed and set. Coo voice; sleeping eyes, lashes. Vinyl body with wired legs that assume baby poses. Organdy dress with taffeta bodice, daintily lace trimmed. Attached taffeta half-slip, socks, shoes.
48 T 4291L - Abt 17 in tall Wt. 3 lbs. 5.95

WINSOME VINYL DOLLS TO CHARM YOUNG "MOTHERS" 1.98 TO 8.95

(E) SNOW SUIT BABY WITH RATTLE. Eager wide-awake eyes beg ' Mommy" to take her out in her flannel snowsuit with separate net-trimmed hood. "Coos" when hugged. All vinyl with molded hair, stationary eyes.
48 T 4295—Abt. 14 in. Wt. 1 lb. 4 oz . . 1.98

(F) BIG, CUDDLY "GO-TO SLEEP" BABY. She'll be the pride and joy of her little mother. Perky bow tops her molded hair. Soft vinyl head and body chubby wired legs that bend in adorable poses. Coos when Sleeping eyes, lashes. Lace trimmed pinafore dress, panties attached. Shoes, socks.
48 T 4264 L—Abt. 24 in. Wt. 3 lbs. 12 oz. 4.98

(G) LITTLE BOY IN BLUE. A doll to please boys or girls. His blue cap matches gabardine trousers. Button-up shirt, socks, saddle shoes. All vinyl with lively bending legs, sleeping eyes and "coo" voice.
48T4297L Abt. 18 in. tall. Wt. 1 lb. 12 oz.3.98
48T4296- Abt. 15½ in. tall. Wt. 1 lb. 8 oz.2.98

(H) HONEY SWEET. Adorable all vinyl baby with beautiful long rooted ponytail hair, big sleeping eyes, lashes. Wired bending legs. Sheer ninon dress, full taffeta slip and panties. Shoes, socks. 'Coo ' voice.
48 T 4263—Abt. 16 in. tall. Wt. 1 lb. 3.98

(J) BABY IN SWEETHEART HAT. Soft rooted curls; sleeping eyes, lashes. All soft vinyl, with wired legs that bend. "Coo" voice. Checked rayon and ninon dress; lace-trimmed panty slip. Socks, shoes.
48 T 4262 Abt 16 in. Wt 1 lb. 14 oz. 3.98

(K) SNOW SUIT BABY. Zipped flannel snowsuit, pixie hood. Rooted poodle-cut hair. All vinyl, sleeping eyes, lashes. "Coo ' voice.
48 T 4285—Abt. 14 in. Wt. 1 lb. 14 oz 2.98

(L) LOVELY ' CHRISTENING BABY" ON PILLOW. She wears a beautiful long christening dress of lace-trimmed ninon with matching bonnet. Cotton slip, diaper, booties. All vinyl with turning head, molded hair; sleeping eyes, lashes. "Coo" voice. She's held to net-ruffled taffeta pillow with big bow.
48 T 4312 L—Abt. 20 in. Wt. 3 lbs. 4 oz. .7.69
48 T 4311—Abt. 16 in. Wt. 2 lbs. 4 oz. 4.95
48 T 4310—Abt. 12 in. Wt. 1 lb. 8 oz .3.79

(M) "KISS ME" BABY. Squeeze her tummy—she actually puckers up her lips for a kiss, and "coos" enchantingly. She wears a lace-trimmed nylon dress, taffeta slip, socks, shoes, panties. All soft vinyl with silky rooted hair, sleeping eyes, lashes.
48 T 4290 L—Abt. 23 in. Wt. 3 lbs. 10 oz. 8.95

(N) WELSH WINKIE" FOLDING DOLL STROLLER. Polka dot fabric stroller, like baby's own. Canopy, padded backrest adjustable (see sketches). Body extends to 18 in., seat 9½x10 in. Steel frame, wire footrest, shopping basket. Tray, beads, strap. 4-in. wheels, rubber tires.
48 T 5743 M-Tubular steel handle ad.. to 28 in from floor Folds flat. Ship. wt. 9 lbs. *Mail* 14.95

(P) DE LUXE FOLDING STROLLER. Quilted vinyl canopy, detachable shopping bag. Steel frame. Dolls up to 25" high brake. Chromed side rails. Pusher 29½ in. from floor. Rod with beads 8 in. wheels rubber tires.
48 T 5752 M—Ship. wt. 6 lbs. 8 oz. *Mail.* 6.89

(R) CANDY STRIPE FOLDING STROLLER. Fabric seat, canopy. Removable shopping bag. Enameled aluminum frame, chromed pusher, 24 in. from floor. Footrest. Seat 9½x8 in. 5½ in. wire wheels rubber tires.
48 T 5749 M—Ship wt. 5 lbs. *Mailable* .4.95

(S) TINY TOT DE . . . . . enameled metal seat 9½ in. wide . . . high to handle. Metal wire . . . . . Tires.
48 T 5753 L—Ship. wt. 3 lbs. *Mailable* 1.79

(U) . . . . . PLAID PLASTIC FABRIC STRO. . . Plaid plastic folding hood. Channeled steel frame, double wall metal sides. Tubular steel pusher 24 in. from floor. Length 27 in., width 12 in. 5-in. wheels, rubber tires. Easily converted . . tiny "Moms" can change it from carriage to stroller in seconds.
48 T 570 L—Ship. wt. 7 lbs. 8 oz.. . . . . 4.88

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Horsman "Baby Skin" Dolls

(A) to (G) HORSMAN DOLLS, OUTSTANDING FOR BEAUTY, DURABILITY, REALISM. Cuddly vinyl bodies, look and feel like baby skin. Soft vinyl heads with silky rooted hair that can be combed and set. Sleeping eyes, lashes. Sweet baby features. Dimpled hands and feet.

(A) HORSMAN'S IRRESISTIBLE PINAFORE BABY. Her long rooted ponytail can be combed and set . . curlers for her hair included. Nylon dress and pinafore over taffeta half slip. Socks, vinyl shoes. All soft vinyl; sleeping eyes, lashes. Wired legs bend. Coo voice.
48 T 4293 L—Abt. 19 in. Wt. 3 lbs. 8 oz. 6.98

(B) HORSMAN'S WINSOME COLORED BABY. Pretty features with glistening black rooted ponytail hair to comb and style. Soft vinyl head, vinyl body, wired legs can be bent and posed. Coo voice. Sleeping eyes, lashes. Wears dainty flocked organdy dress with button fastenings; socks, shoes, panties.
48 T 4292 L Abt 19 in Wt 3 lbs 8 oz 5.98

(C) HORSMAN'S BABY IN LACE FRILLED BONNET. Tiniest "mothers" can dress her and another luxuriant ponytail hair. Soft vinyl head. Jointed vinyl body; sleeping eyes, lashes. She wears a flowered nylon dress with panties half-slip, bonnet, socks, shoes.
48 T 4 94 Ab 18 in tall. Wt 3 lbs 6.95

(D) HORSMAN'S BABY IN ORGANDY. Life-like soft vinyl head; rooted ponytail hair can be combed and set. Coo voice; sleeping eyes, lashes. Vinyl body with wired legs that assume baby poses. Organdy dress with taffeta bodice, daintily lace trimmed. Attached taffeta half-slip, socks, shoes.
48 T 4291L - Abt 17 in tall Wt. 3 lbs. 5.95

WINSOME VINYL DOLLS TO CHARM YOUNG "MOTHERS" 1.98 TO 8.95

(E) SNOW SUIT BABY WITH RATTLE. Eager wide-awake eyes beg ' Mommy" to take her out in her flannel snowsuit with separate net-trimmed hood. "Coos" when hugged. All vinyl with molded hair, stationary eyes.
48 T 4295—Abt. 14 in. Wt. 1 lb. 4 oz . . 1.98

(F) BIG, CUDDLY "GO-TO SLEEP" BABY. She'll be the pride and joy of her little mother. Perky bow tops her molded hair. Soft vinyl head and body chubby wired legs that bend in adorable poses. Coos when Sleeping eyes, lashes. Lace trimmed pinafore dress, panties attached. Shoes, socks.
48 T 4264 L—Abt. 24 in. Wt. 3 lbs. 12 oz. 4.98

(G) LITTLE BOY IN BLUE. A doll to please boys or girls. His blue cap matches gabardine trousers. Button-up shirt, socks, saddle shoes. All vinyl with lively bending legs, sleeping eyes and "coo" voice.
48T4297L Abt. 18 in. tall. Wt. 1 lb. 12 oz.3.98
48T4296- Abt. 15½ in. tall. Wt. 1 lb. 8 oz.2.98

(H) HONEY SWEET. Adorable all vinyl baby with beautiful long rooted ponytail hair, big sleeping eyes, lashes. Wired bending legs. Sheer ninon dress, full taffeta slip and panties. Shoes, socks. 'Coo ' voice.
48 T 4263—Abt. 16 in. tall. Wt. 1 lb. 3.98

(J) BABY IN SWEETHEART HAT. Soft rooted curls; sleeping eyes, lashes. All soft vinyl, with wired legs that bend. "Coo" voice. Checked rayon and ninon dress; lace-trimmed panty slip. Socks, shoes.
48 T 4262 Abt 16 in. Wt 1 lb. 14 oz. 3.98

(K) SNOW SUIT BABY. Zipped flannel snowsuit, pixie hood. Rooted poodle-cut hair. All vinyl, sleeping eyes, lashes. "Coo ' voice.
48 T 4285—Abt. 14 in. Wt. 1 lb. 14 oz 2.98

(L) LOVELY ' CHRISTENING BABY" ON PILLOW. She wears a beautiful long christening dress of lace-trimmed ninon with matching bonnet. Cotton slip, diaper, booties. All vinyl with turning head, molded hair; sleeping eyes, lashes. "Coo" voice. She's held to net-ruffled taffeta pillow with big bow.
48 T 4312 L—Abt. 20 in. Wt. 3 lbs. 4 oz. .7.69
48 T 4311—Abt. 16 in. Wt. 2 lbs. 4 oz. 4.95
48 T 4310—Abt. 12 in. Wt. 1 lb. 8 oz .3.79

(M) "KISS ME" BABY. Squeeze her tummy—she actually puckers up her lips for a kiss, and "coos" enchantingly. She wears a lace-trimmed nylon dress, taffeta slip, socks, shoes, panties. All soft vinyl with silky rooted hair, sleeping eyes, lashes.
48 T 4290 L—Abt. 23 in. Wt. 3 lbs. 10 oz. 8.95

(N) WELSH WINKIE" FOLDING DOLL STROLLER. Polka dot fabric stroller, like baby's own. Canopy, padded backrest adjustable (see sketches). Body extends to 18 in., seat 9½x10 in. Steel frame, wire footrest, shopping basket. Tray, beads, strap. 4-in. wheels, rubber tires.
48 T 5743 M-Tubular steel handle ad.. to 28 in from floor Folds flat. Ship. wt. 9 lbs. *Mail* 14.95

(P) DE LUXE FOLDING STROLLER. Quilted vinyl canopy, detachable shopping bag. Steel frame. Dolls up to 25" high brake. Chromed side rails. Pusher 29½ in. from floor. Rod with beads 8 in. wheels rubber tires.
48 T 5752 M—Ship. wt. 6 lbs. 8 oz. *Mail.* 6.89

(R) CANDY STRIPE FOLDING STROLLER. Fabric seat, canopy. Removable shopping bag. Enameled aluminum frame, chromed pusher, 24 in. from floor. Footrest. Seat 9½x8 in. 5½ in. wire wheels rubber tires.
48 T 5749 M—Ship wt. 5 lbs. *Mailable* .4.95

(S) TINY TOT DE . . . . . enameled metal seat 9½ in. wide . . . high to handle. Metal wire . . . . . Tires.
48 T 5753 L—Ship. wt. 3 lbs. *Mailable* 1.79

(U) . . . . . PLAID PLASTIC FABRIC STRO. . . Plaid plastic folding hood. Channeled steel frame, double wall metal sides. Tubular steel pusher 24 in. from floor. Length 27 in., width 12 in. 5-in. wheels, rubber tires. Easily converted . . tiny "Moms" can change it from carriage to stroller in seconds.
48 T 570 L—Ship. wt. 7 lbs. 8 oz.. . . . . 4.88

Cuddly-Soft Vinyl Babies

WITH LUXURIANT "ROOTED" HAIR

MADE ESPECIALLY FOR WARDS. Their "rooted" hair is extra thick and luxuriant, firmly lock-stitched so it can't come out; can be combed and set, stays beautiful no matter how much it is played with. The 21-in. "Pout" Baby and Sweater Baby have molded, tinted hair. All have vinyl heads and bodies, life-like and durable.

A WARD EXTRA! DRINKS, WETS, CRIES REAL TEARS 8.79 16 in.

(A) LITTLE CHARMER. She'll steal your heart away as she drinks from her bottle, wets her diaper . . . and cries real tears when you squeeze her. Life-like soft vinyl head with luxuriant, long rooted saran ponytail hair to comb and set. Glassene sleeping eyes with lashes. All vinyl body with turning head, jointed arms and legs. She wears an adorable flocked nylon dress with separate lace-edged pinafore and flower-trimmed ribbon bow. Lace-edged petticoat, taffeta panties over her diaper. Socks and vinyl shoes. Has bottle for "feeding" when she cries.

48 T 4072 16 in tall Wt. 2 lbs $ 8.79 48 T 4073 L—20 in. tall. Same as (A) but
48 T 4071—13½ in. Wt. 1 lb. 3 oz. . 6.85 does not cry tears. Wt. 3 lbs. 8 oz. $10.95

ADORABLE NEW "POUT" BABY IN BUNTING 8.95 22 in

(B) WEE MOTHERS CAN'T RESIST CUDDLING HER! She snuggles with her teddy bear in her soft chunchilla cloth bunting. She has a life-like soft vinyl head with irresistable "pout" expression, and lovely curly rooted hair. Cotton stuffed vinyl body, swing legs. "Coo" voice. Glassene sleeping eyes, thick lashes. Dresses in 4 piece shirt and diaper. Bunting is made with inside jacket and snuggle hood.

48 T 4240 L About 22 in. tall, with rooted hair. Ship wt 3 lbs. 4 oz. $8.95
48 T 4239 L—About 21 in. tall, like (B) but with molded hair. Wt. 3 lbs. 4 oz. 7.95

PLA-MATE "WALKING" DOLL WITH PONYTAIL HAIR 16.95 35 in

(C) SHE WALKS, STANDS, SITS, KNEELS like Pla-Mates on Pages 160-161. Knees are jointed so she can assume life-like positions. She "walks" when you guide her, turning her head from side to side. Beautifully modeled soft vinyl head with big glassene sleeping eyes, lashes. Lovely long saran hair is permanently rooted, can be combed and set in many ways. Fully jointed hard plastic body is practically unbreakable. Dainty glazed cotton polka dot dress, lace trimmed organdy pinafore. Lace-trimmed taffeta petticoat and panties, shoes and socks.

48 T 4044 L Abt. 35-in. "life-size" Pla-Mate (vinyl arms) Ship. wt. 7 lbs. $16.95
48 T 4043 L—Abt 25-in. Pla-Mate with bending knees. Ship. wt. 4 lbs. 3 oz. . 9.95
48 T 4042 L—Abt 25-in. walking doll like Pla-Mates above but knees are not jointed; does not kneel or bend her knees. Shipping weight 4 lbs. 3 oz. $7.95

THREE EXQUISITE BABY DOLLS 3.85 TO 11.95

(D) BABY WITH MUFF. Cuddly all vinyl body with flexible wired legs that assume adorable poses. Vinyl head, rooted hair; sleeping eyes, lashes. "Coo" voice. Pebble cotton coat, bonnet, brushed wool trim. Taffeta dress, panties, socks, shoes.

48T4257 L—Abt. 26 in. Wt. 4 lbs. 8 oz. $8.95 48T4255—Abt 16 in. Wt. 2 lbs. 4 oz. $4.95
48T4256 L—Abt. 20 in. Wt 3 lbs. 4 oz. 7.75 48 T 4254—Abt 12 in. Wt. 1 lb. 8 oz. 3.85

(E) LOVELY PATSY in embroidered nylon dress and bonnet. Curly rooted Saran hair, soft vinyl head. Vinyl body has wired legs—can assume life-like poses. Sleeping eyes, lashes. Taffeta slip, lace-trimmed taffeta panties, socks, shoes.

48 T 4038 L—Abt. 20 in. tall. With "coo" voice. Ship. wt. 3 lbs. 8 oz. . . $11.45

(F) BABY WITH PONYTAIL HAIR-DO. "Coos" when you squeeze her soft vinyl body. Legs wired—she can sit up, assume cute baby poses. Her long ponytail hair is rooted in her soft vinyl head. Sleeping eyes lashes. She wears a piqué dress with rooster appliqué, cotton panties, socks, shoes. (Jointed arms on 2 largest sizes).

48T4054 L Abt. 26 in. Wt. 4 lbs 8 oz. $11.95 48T4052 L Abt 18 in. Wt. 2 lbs. 8 oz. $5.75
48T4053 L—Abt 23 in. Wt. 3 lbs. 8 oz. 8.95 48T4051—Abt. 15 in. Wt 2 lbs. 4 oz. 4.59

DOLL WITH OUTFIT IN CASE . . ONLY 7.45

(G) BIG VALUE DOLL TO DELIGHT LITTLE "MOTHERS." They can change her clothes, fix her hair, take her on "trips." Life-like vinyl turning head, sleeping eyes, lashes. Her long ponytail hair is firmly rooted, won't pull out. Soft vinyl body, movable arms and legs. "Coo" voice. Wears 2-pc. cotton tweed suit, felt hat, panties, shoes, socks. Wardrobe includes linen coat, hat, rayon nightie, rayon robe, taffeta sunsuit, socks, slippers, purse, brush, comb and mirror. Fiberboard case, 15¾x12 in., has handle, snap lock. Priced low for extra val.'

48 T 4238 L—Abt. 18½ in tall. Ship. wt. 4 lbs. 8 oz. $7.45

BABY IN SWEATER OUTFIT 2.95 12 in.

(H) BEAUTIFULLY DETAILED TURNING HEAD is flexible vinyl that feels like actual flesh. Molded, tinted hair. Sweet baby features. Big glassene sleeping eyes, lashes. Cotton stuffed vinyl body with flexible legs. "Coos" when squeezed. Fluffy nylon dress attached slip, panties, soft knitted cotton sweater and hood, socks, shoes.

48 T 4037 L—About 24 in. tall. Ship. wt. 3 lbs. 8 oz. $7.45
48 T 4035 L About 20 in tall. Ship. wt 3 lbs. 4 oz. . 5.89
48 T 4035—About 16 in. tall. Ship. wt. 2 lbs. 4 oz. 4.79
48 T 4034—About 12 in. tall. Ship. wt. 1 lb. 8 oz. . . . 2.95

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MOTOR BOATING presents 1956

★ OUTBOARD ★ ★ MOTORS ★

EVINRUDE

Designed to fulfill optimum requirements for power and style, the 30 hp electric-starting Lark is the aristocrat of Evinrude's 1956 line of outboard motors. Mechanically, the Lark is identical to the Big Twin and produces speeds up to 30 mph. It is finished with bright red and chrome trim, two shades of gray and chrome inscriptions on white. A chrome door-type hood encloses waterproofed control knobs

The 30 hp electric-starting and standard Big Twins provide speeds up to 30 mph at 4500-5000 rpm for large outboard runabouts, cruisers, off-shore fishing craft, and water-skiing. The Big Twins represent a sensible quantity of power for heavy duty outboard motor applications.

With the incorporation of the Cruis-Throttle which allows a 20% fuel saving and the special stall-preventing low speed throttle adjustment, the Big Twins are most economical.

All 30 hp units are fitted with a special manual lock which holds the motor in a fixed position during deceleration. The lock releases automatically if an underwater obstacle is struck.

The electric-starting Big Twin now includes a lighter and more compact starter motor and is also equipped with a standard manual standby starter cord.

The starter panel carries weather-proof buttons for both the starter and the electrically-operated choke used for "cold" starts. Starting panel, switches and junction box have been weather-proofed and treated to resist salt water corrosion.

Suitable for use with a large range of boats, the new electric-starting and the standard model 15 hp Fastwins deliver speeds from one to 25 mph at 4000-5000 rpm depending on boat weight and design. Its ability to throttle down to minimum trolling speeds has made the Fastwin an ideal model for off-shore fishing.

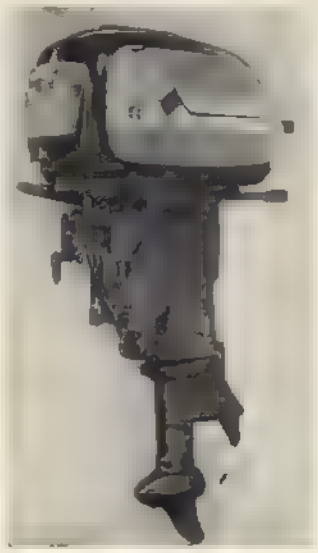
Evinrudes new 10 hp Sportwin provides speeds from a crawling troll to 20 mph. Like the Fastwin, the Sportwin is excellent in twin installations for offshore fishing. Sportwin has a lock which holds the motor rigid when the starter cord is pulled This locking device, the Trim Lok, also holds the motor in place when in reverse gear and during sudden deceleration.

The 7.5 hp Fleetwin is ideal for light boats whose structure demand even, continuous, power. Fleetwin starting, benefiting from the Eas-O-Matic flywheel, takes the chore out of starter-cord pulling. Weighing only 56 pounds, the Fleetwin can be easily carried from car to boat.

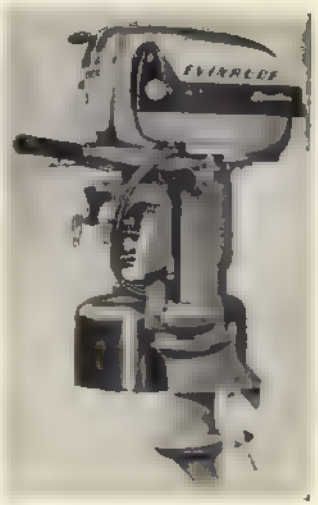
Smallest of the motors to be engineered with Evinrude's Aquasonic—soundproofing on water—principles, the 5.5 hp Fisherman bids fair to be the inshore angler's pet motor. It boasts four hours of continuous high-speed operation on a single tank full of gasoline and weighs only 51 pounds.

The 3 hp 32-pound Lightwin stows easily in any automobile luggage compartment. As a result, it has become especially popular with traveling hunters, fishermen and vacationers. Evinrude's Fisherman's Drive allows the motor to pass through thick marsh grass and weeds and over rocks, sand, mud, etc.

Roto-Matic speed control, a rotating grip mounted at the end of the steering handle which permits steering and speed control in a single combined operation, has been included in all 1956 models except the Lightwin and electric-starting Lark. For the latter, it is optional.



Evinrude's 30 hp electric-starting Lark is a deluxe model sporting a custom-built look.



The new Evinrude 10 hp Sportwin provides speeds from a crawling troll up to 20 mph.

Remote controls are available for all 1956 Evinrudes except the 3 hp Lightwin. Evinrude Simplex controls permit motor operation from any position in the boat.

Six-gallon Cruis-A-Day gas tanks are standard on all 30, 15 and 10 hp models. The four-gallon Junior Cruis-A-Day tank is used with both the 7.5 hp Fleetwin and the 5.5 hp Fisherman

All Evinrudes have aluminum alloy cylinders with hard iron sleeves cast integrally Pistons are also of aluminum alloy. Propeller and drive shafts are stainless steel. Gears are case-hardened nickel steel, and corrosion-resistant alloy is used for gear housings.

All except the 3 hp Lightwin feature Auto-Lift hoods allowing easy access to the engine.

A five-inch longer lower unit is available for all models.

JOHNSON MOTORS

Keeping pace with the trend toward larger boats and an increased interest in outboards for multiple uses, Johnson Motors announces a big 30 hp engine in three models and two new motors in the 15 and 7½ hp category, swelling the line to six motors, and a number of mechanical improvements in all models.

Results of fall production has proven the Johnson 30 to be a real "load" motor offering excellent performance for outboard cruisers, and the large runabout-type boats now coming to the forefront in popularity. These same field results give evidence that the performance difference between the new 30 and last year's 25 is even greater than the 5 hp differential might indicate

Still more recently offered to the consumer public is the new Johnson Javelin, a customized electric-starting 30 which has been called the last word in functional design. Created by Brooks Stevens, renowned sports car designer, the Javelin is symbolic of the current outboard trend toward styling and eye appeal.

VISIONEERING

A new, 214 hp, 6-cylinder marine engine, developed as a seagoing companion to the White Motor truck engine, is now being produced by Visioneering Company, Inc., of Sarasota, Florida. The Sea Mustang has been completely engineered for marine use and promises a more satin-smooth drive and exceptional economy.

Among the many features are: forced feed line lubrication, oversize heat exchanger as standard equipment on the salt water model, sodium-filled valves, hydraulic valve lifters, and a seven-main-bearing crankshaft which delivers torque to the clutch and reduction gear through the flywheel, instead of the timing gear. The Sea Mustang engine and service parts will be distributed by White Motor dealers throughout the country.

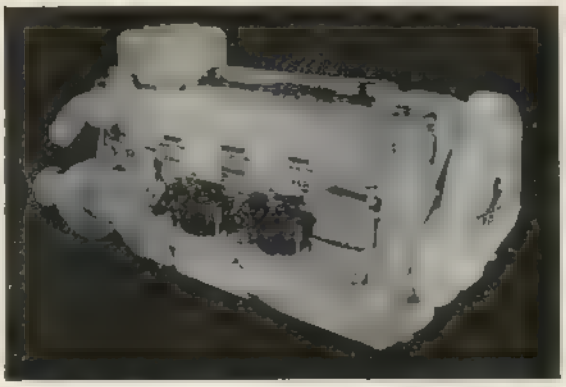
FAGEOL INBOARD

Ten major improvements in the 1956 model Fageol "44" inboard marine engine (formerly the Aerojet) are announced by Fageol Products Company, Kent, Ohio.

These include: New fluted-top aluminum camshaft cover which gives better cooling, quieter operation and improves appearance. Better shift operation accomplished by new type shift springs and improved spring rod action. A stronger stainless steel control cable is now supplied with bronze pulleys to prevent corrosion. Cutless rubber trunion bearings are used as support for the propeller shaft. Propeller driveshaft design has been improved by use of solid ends. New hook-type key permits faster driveshaft replacement.

Vee-drive pulleys are now "hard-coated" for increased wear and resistance to corrosion. Rudder arm is of improved design and stronger construction. Vee-drive rocker arm castings are now made of bronze. This prevents corrosion and seizure. Exhaust pipe is raised above water line. A stuffing box is now offered as optional equipment—in addition to the standard log shaft seal.

This new 214 hp 6-cylinder marine engine is introduced by Visioneering Company, Inc., of Sarasota, Florida. Known as the Sea Mustang, it has been developed as a marine version of the White motor truck engine. Service will be available through the widespread White Motor organization throughout the entire country.



The improved Fageol "44" inboard engine is a complete power package that is easy to install, unusually light in weight and economical to operate. It is offered as optional equipment in over 60 makes of boats. Single engine installations are recommended in hulls of 14 to 20 feet and twin installations in hulls exceeding 20 feet.

For detailed information, write Fageol Products Company, Kent, Ohio.

DEARBORN INTERCEPTOR

A new 215 hp "Y" Block V-8 gasoline engine, named the Interceptor 215, is announced by Dearborn Marine Engines, Inc., 31465 Stephens Hwy., Royal Oak 4, Mich. Weighing 625 pounds installed, the Interceptor 215 weighs only 2.907 pounds per horsepower developed. This is a modern short-stroke engine with a high 9.1 compression ratio and top operating engine speed of 4900 rpm.

The principal safety features of all Interceptors are incorporated in carburetion, crankcase breathing and intake manifolding. The carburetion system is nested in the V formed by the cylinders and is designed so vapors or raw fuel are at all times confined within the intake system. These features provide protection from accumulation of vapors or raw fuel in the engine compartment or bilge.

In overall dimension the engines are confined to a length of 36½", width of 26¾" a height above the crankshaft of only 16¼" and depth of 10".

The Series-Flow cooling system provides high-velocity, constant-flow cooling with king-size capacity for equalized temperatures throughout the engine. Full-length waterjackets surround each cylinder for even wall expansion, more efficient operation with less friction and wear and protect the Interceptors while operating at all speeds from steam pockets and hot spots.

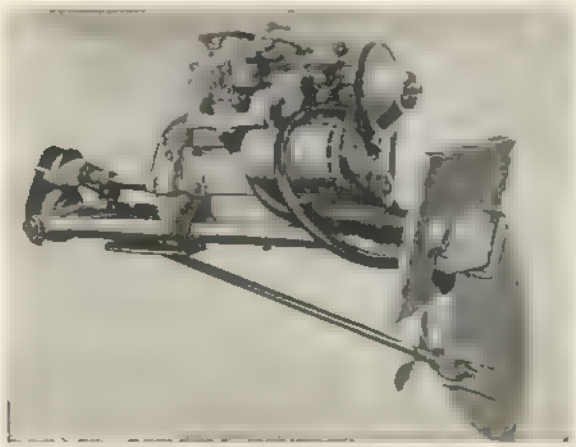
The Interceptors are supported by rubber bushings and specially designed mounting for quick, easy 4-way engine alignment in all directions. Optional bolt centers are from 21 to 24 inches.

The planetary reverse gear has a self-contained hydraulic control. The reverse gear has a step-up ratio of 1.48:1 reducing the necessity for revving up the engine when maneuvering.

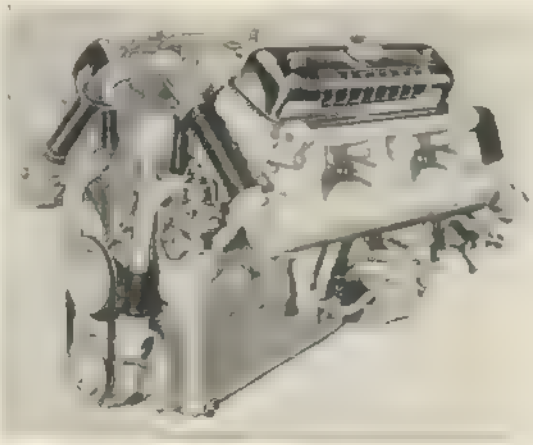
The 12-volt electrical system is automatically regulated and includes fully enclosed starter and generator and a moistureproof ignition system.

In addition to the new 215, Interceptor models are manufactured in 125, 145, 160 and 175 hp models.

(Continued on page 220)



Above: The Fageol "44" is a complete inboard power package. Installation in the stern increases usable boat space.



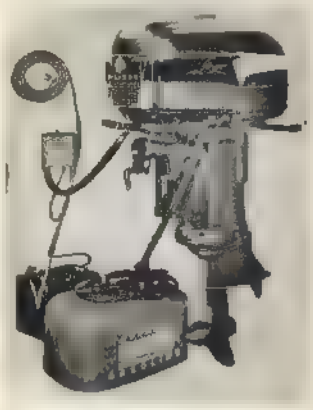
The powerful 625-pound Dearborn Interceptor 215 combines light weight, high torque, and high compression.

Equally important from the consumer standpoint is the adoption of a new "holiday bronze" color to replace the familiar Johnson seahorse green. This color change was made because the firm felt that the new color would better harmonize with modern boat hulls better than did the former green—more evidence of the marine styling trend.

Mechanical improvements include a new elliptical pull starter, a fuel saver for 30 hp models, smaller, hotter electric starting motors, a new magneto, a stall-proof idle stop, and other features.

In one of these, pull-cord starting on all models below 30 hp reportedly requires up to 40 percent less physical effort due to the adoption of an elliptical starter plate which, timed with the compression impulses of the motor, increases leverage and smooths the hiherto "jerky" starter action.

At cruising speeds, the 30 will operate



The 30 hp Johnson Javelin deluxe customized outboard, styled in holiday bronze and spray white by Brooks Stevens.

more economically then its predecessor 25 due to a fuel-saving device which becomes effective when the throttle is retarded after the boat is on plane. Essentially, it involves an automatic operation of throttle and spark between ¾ and full speed.

On the 15 and 30 electric-starter models, there is a lighter, smaller and "hotter" starting unit which reduced drain on the battery and also lessens over-all motor weight

One important change, to the owner, is the addition of lifting or carrying handles on the 30. The handles are detachable at the owner's option.

The Sea-Horse 5½, traditional fisherman's favorite and first of the "quiet" motors, has been additionally silenced in the 1956 version by use of rubber suspension-mounts which first appeared on 1955's 10 and 25 hp models. Similar mounts are on the 7½, 10, 15 and 30, leaving only the 3 without suspension drive. Engineers consider suspension-drive unnecessary on the 3 because of the inherent quietness of this motor.

A new 1956 Sea Horse 7½ fills a gap in the Johnson outboard line between the 5½ and 10

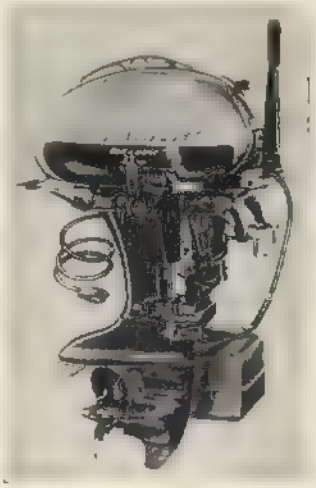
Of equal importance to the consumer is the price of the new Johnson line. Prices for 1956 are slightly higher than they were last year, but the firm points out that they are modest when compared to other consumer products. For instance, the new Sea-Horse 3 sells for three dollars less than did the firm's 3 hp motor in 1929

SCOTT-ATWATER

Scott-Atwater Manufacturing Company, recognizing the boating trend toward greater horsepower, recently announced the introduction of a powerful and quiet-operating 33 hp outboard motor for 1956. The new motor is a powerful alternate firing twin.

The "33" will reach speeds up to 42 mph. It is available with either conventional or electric push-button starting and features a built-in tow ring for water skiers that also serves as a form of "trailer hitch" to tow other boats.

The new model replaces the 30 hp



The versatile twin-cylinder 33 hp Scott-Atwater outboard requires no flushing after use in salt water to prevent corrosion.

model, new last year. Features of the "33" include:

Aquamute Exhaust. This complete underwater exhaust prevents water from backing into the exhaust chamber and eliminates noisy relief ports.

Bail-a-matic Power Bailing automatically bails a boat at a rate of up to 240 gallons per hour.

Free-Flow V-Valves. The V-type reed box allows for the reed opening in the direction of the fuel flow from the carburetor, permitting an easy flow of fuel to the motor that provides extra power.

Air Intake Silencer on the carburetor deadens internal engine noises.

Hush-Spring Mount. Oversized vibration-deadening spring mountings at both powerhead and boat bracket combine with the Aquamute exhaust and intake silencer to make the 33 one of the quietest big-horsepower motors.

Aquablade Lower Unit. Slim design provides more efficiency and speed.

Built-in Ski Tow Ring.

Scott-Atwater's Bail-a-matic feature is a power bailer that bails your boat automatically. It is available on five of the models.

Other important features are:

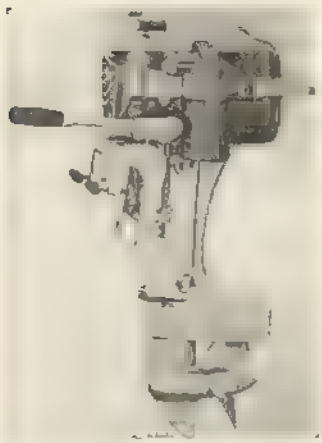
Push-button electric starting is available in the "33" with a manual starter as standard equipment. The electric-starting model has instant plug-in connections for battery and starter panel.

Automobile-Type Dual Exhaust provides better motor performance with separate exhaust passages for each cylinder, eliminating exhaust contact with the piston walls.

Safety-Zone Shift Lock. A safety feature, this lock is actuated by the shift lever, making it impossible to start in any gear except neutral or to shift gears at high speeds.

Other features are remote control connections, Snap-off hood for easy inspection, separate six-gallon Stowaway fuel tank, carburetor drain, Vacu-Matic water pump for uniform cooling, Shock-Absorber Propeller, an automatic fuel pump that eliminates the need for pressurizing of tank or hose, stabilized steering which maintains automatic tiller settings, and a Squeeze Primer in the gasoline hose to prime a motor for fast starts.

Other motors in the 1956 Scott-Atwater line include 16, 10, 7.5, 5 and 3.6 horsepower.



The 20 cubic inch 20 hp Mark 25 Mercury MercElectric weighs only 73 pounds and features turn-the-key electric starting.

MERCURY

New competition engines for stock outboard Classes B, C, and D were announced recently by the Kiekhaefer Corporation, Fond du Lac, Wisconsin, manufacturers of Mercury Outboard Motors.

Designed specifically for the increasing number of stock outboard racing enthusiasts participating in outboard marathons and closed-course competition, the new model 1956 Mercury engines give the average individual with a zest for speed a chance to compete on an equal basis with the skilled mechanic or racing specialist . . . and at a reasonable cost

The engines have been properly registered with the major sanctioning groups in the U. S. and will be eligible for competition in the 1956 season. They include the 39.6 cubic inch Class D Mark 55H, the 29.7 cubic inch Class C Mark 30H and the 19.8 cubic inch Class B Mark 20H. All are alternate firing. The 55H and 30H are four-cylinder in-line types; the 20H is a twin.

For 1956 Mercury builds ten motors from 5.9 to 40 hp. They feature Full Jeweled Power . . . anti-friction ball and roller bearings on every turning point within the engine. Waterproof magnetos and spark plugs are on all models. Unicast one-piece gear cases that seal the lubricant in and keep water out are also standard equipment, and every model is equipped with a propeller clutch that requires no shear pins.

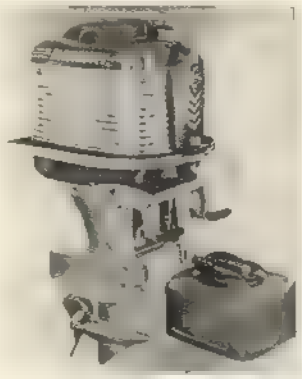
Three models are available with electric starting, the 20 hp Mark 25E, the 30 hp Mark 30E, and the 40 hp Mark 55E. All of the 20, 30, and 40 hp models are equipped with Dyna-Float engine suspension that isolates engine vibration from the boat and eases stress on transoms. Mercury uses a shear-type rubber mounting in its Dyna-Float suspension

The 40 hp four-cylinder in-line Mark 55 is a first choice for powering cruisers, big fast runabouts, and commercial workboats. Its integral aircraft type magneto is waterproofed, and is quickly removable for service or replacement. The Flo-Torq clutch eliminates shear pins

The electric starting Mark 55 comes complete with generator that keeps a 12-volt battery fully charged and permits use of horns, lights, radios, electric bilge pumps, and other accessories without fear of battery drain. Performance of the Mark 55 Electric ranges from a slow troll up to 40 mph on fast runabouts.

The new Mark 30 is capable of a wide range of speeds. It will troll slowly, yet has a reserve of power for water skiiers and will plane a runabout at over 30 mph. The new Mark 30, like the larger Mark 55, is an alternate firing, four-cylinder in-line all die cast engine of 30 cubic inch piston displacement rated at 30 hp and weighing only 110 pounds, complete with steering handle and synchronized twist grip throttle. It will be produced in the manual starting model; and will also be available with 12-volt starter and generator.

A tremendous power and safety reserve has been incorporated in the Mark 30. With its four-cylinder in-line construction, modern high compression, and light



For speed and durability in long marathons or grueling closed course competition, the Class D four cylinder-in-line 39.8 cubic inch Mercury Mark 55 H.

reciprocating parts firmly positioned by a rigid all die cast crankcase and cylinder block, the engine thrives on high rpm. Sustained engine speeds up to 10,000 rpm have been achieved in test operations. Net result is a smooth, quiet power flow, and a greater life span at ordinary cruising speeds. Isolation of engine vibration and noise has been achieved in the Mark 30 by a Dyna-Float suspension system, using shear type mounts with wider mounting span. A sound absorbing blanket is wrapped around the powerhead to cut off noise without power restriction

The new waterproof Mark 30 magneto can be replaced in a matter of minutes, or be removed for servicing by loosening four cap screws . . . without disturbing the timing. Shear pins have been eliminated by use of the Flo-orq propeller drive. An unbonded rubber bushing is loaded enough to drive the propellers, yet slips on impact should the blades strike an obstruction.

Top performer in the 20 cubic inch class and a favorite of fishermen, pleasure boatmen and water skiers who want a light, portable engine with enough power is the Mark 25. Available with either manual or "Turn the Key" electric starting, the Mark 25 will troll all day at a snail's pace, yet plane a heavy fisherman's boat at a 25 mph clip or pull water skiers with ease and economy. The Mark 25 alternate firing twin, has all the Mercury performance and safety features, yet weighs only 73 pounds.

The Mark 6, rated at 5.9 hp and weighing only 42 pounds, has power enough to plane a boat or pull a youngster on water skis. Its compact design, remote fuel tank, multiple disc propeller clutch, twist grip throttle, dual purpose drive and single snap detachable cowl make it a great favorite of campers

OLIVER

Oliver Outboard Motors, Battle Creek, Mich., reveals its 1956 line is marked by new color-styling and design, and many new features. Top of the new Oliver line is an all-new 35 hp motor. Big talking point is Oliver's Tilt-A-Matic adjustment, an inboard control for adjusting the vertical angle of the motor at any running speed. Finger-tip control provides a safe method of setting tilt, resulting in what Oliver describes as a "Glide-Ride."

Dura-Drive, Oliver's new lower unit, is rugged and simple. Fewer moving parts result in simpler maintenance, longer life and less vibration. Propeller action is more efficient due to simplification of the drive mechanism. Outer casing is newly-designed to give a smooth, flowing line, resulting in better underwater action

In addition to creating a brand new appearance, design helps in achieving natural performance and what Oliver describes as a "natural sound," the result of Vibra-Free rubber shear mountings at six vital points, intake silencing and underwater exhaust

Finger-tip motor controls are new in 1956 models. Called the "tip-a-lever" con-

Oliver's new 35 hp outboard. The Tilt-A-Matic feature permits adjusting the vertical angle of the motor.

trol system, it includes a push-type, flood-proof choke and carburetor adjustment. Oliver's aircraft type ignition, with Bendix Scintilla magneto, results in quick easy starting and longer engine life. The new hot spark ignition system is completely waterproof.

The advanced-styled Oliver 35 features Tilt-A-Matic "Glide-Ride" adjustment, electric starting as standard equipment with 12-volt battery furnished free to buyers, generator and poppet valves. A ventilated cowling lets more air in and out to provide safety and extra engine power. Porta-Grip handles make for easier carrying.

New color styling, Synchro-Matic remote controls, positive acting starting, and intake silencers are highlights of the 1956 Oliver 15 hp models. Synchro-Matic remote controls permit operating from any command station either port or starboard.

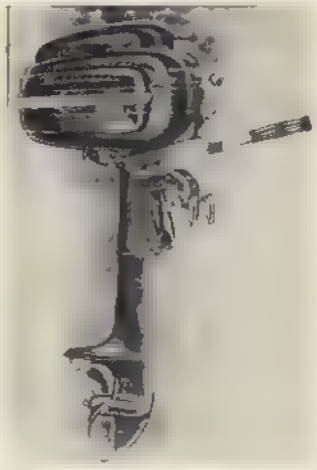
The new Oliver 5½ retains its wide operating range. Lighter weight—less than 50 pounds—is achieved principally through the new Dura-Drive lower unit yet power is improved. Safe-T-Shift, a special spring-loaded shift lever, is new for '56 and eliminates gear clash. The 5½ has Vibra-Free suspension, finger-tip throttle control, Tilt-A-Matic "Glide-Ride" adjustment, and an improved magneto

Featured in all 1956 Oliver outboards are: neutral, forward and reverse gear-shifts, Tenda-Matic fuel tanks; semi-weedless propellers; optional power unit extensions and Twist-Grip throttles.

OUTBOARD MOTORS, LTD.

The British firm of Outboard Motors, Ltd., of Whitstable, Kent, England, are introducing to the American market their line of outboard motors. A very complete series of engines is manufactured beginning with a 1.3 hp called Seacub, and progressing through 2.3, 4, 6. 9, 15, 18, 24 and a 28 hp racing model. Designated by name, the Seacub of 1.3 hp is the smallest. The Zundapp Delphin is a sideboard engine of 2.3 hp adapted to canoes and similar craft where the engine attaches to the side of the boat rather than the transom. The Berning Regina comes in 4 and 6 hp sizes, both being of standard outboard style.

The larger engines are sold under the brand name Konig and the smallest of this series is the 9 hp size. The larger 15 and 18 hp models are both arranged as standard and electric starting models. The still larger 22, 24, 28 hp are distinctly racing type engines intended for the 250 and 350 cc classes popular abroad. Konig motors hold four records in their classes established in European competition.



The 1956 line of Buccaneer outboard motors made by Gale Products, Galesburg, Illinois, includes a 3 hp Standard model (illustrated), two 5 hp models, three 12 hp motors, and two 25s.

NEW FAGEOL OUTBOARD

L. J. Fageol, Gold Cup racer and Fageol Products Company president, is introducing a new 35 hp outboard marine motor. The Fageol "44" Outboard will be of 4-cylinder, 4-cycle design—the first American unit of this type—an adaptation of the Fageol 44 inboard Vee-Drive.

Mixing gasoline and motor oils, as in other outboards, is not required. Tests indicate that fuel economy will be noteworthy, increasing the cruising range of outboard-powered craft.

The unit will employ a new steering principle, which retains beaching ability, and is said to assure stability with increased maneuverability and handling ease. It will be lightweight and will mount to outboard boat transoms in the conventional manner

In operation, it will be as quiet as the Fageol "44" inboard, and is said to be popularly priced.

Fageol Products Company, located in Kent, Ohio, is a division of Twin Coach Company.

GOODYEAR SEA-BEE

Some outstanding new features in the Goodyear Tire & Rubber Company's 1956 line of Sea-Bee outboard motors are revealed by the firm, in announcing its new models.

Highlighting changes and improvements in these latest Sea-Bee units is the step-up in horsepower of the former 22 hp Deluxe model to 25 hp. This new motor is similar in design to its 22-horse predecessor, but the engine bore has been made larger, thus giving it a full 25 hp O.B.C. rating.

This model is now manufactured in both automatic rewind and electric starting models. In addition, latest engineering advances make it still quieter.

Two major changes appear in the new 12 hp Deluxe Sea-Bee. To achieve further quietness air intake silencers are provided on the carburetor; lower units are completely mounted in rubber on the stern bracket.

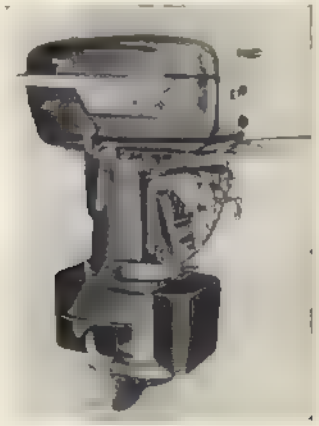
For additional silencing, shrouding of the powerhead has been sealed to a pan at the bottom, the same as on the 1955-model 22 hp unit. Other improvements also have been made in the 12 hp model. Included in its cost is a separate six-gallon fuel tank.

Whisper-quiet operation again features the 1956 five hp Deluxe Sea-Bee. In addition to having its own integral gas tank, it is designed so that an optional separate gas tank may be used if desired.

Besides this Deluxe model, the company also offers a five hp standard unit, similar to its 1955 model.

Rounding out the line is the three hp Deluxe model, having a new die-cast starter housing, along with latest design and styling features.

Illustrations, full details and specifications of the various models are contained in the company's 1956 Outboard Motors, Boats and Fishing Tackle Catalog.



Product of Gale Products, Galesburg, Illinois, the 25 hp Buccaneer illustrated above is available also in an electric-starting model. Electric starting can also be had on the 12 hp motor.

The Silvertrol is a safe, silent fisherman's motor. It operates electrically for approximately two days' fishing on a 6-volt heavy duty battery without recharging. Maker is Silver Creek Precision Corp., Silver Creek, N. Y.

FISHER PRICE TOYS

All Items Listed Below Stocked - Use These Numbers When Ordering.

		LIST EACH
No. 407-190	Molly Moo Moo	3.25
No. 413-808	Pop N' Ring	2.69
No. 442-123	Roller Chime	3.75
No. 401-230	Musical Sweeper	2.39
No. 410-722	Musical Push Chim	1.50
No. 414-140	Katy Kackler	2.69
No. 443-125	Uncle Timmy Turtle	2.69
No. 402-166	Bucky Burro	2.69
No. 412-200	Winky Blinky Fire Truck	2.19
No. 415-733	Mickey Mouse Fire Patrol	2.19
No. 444-784	Mother Goose Cart	2.19
No. 411-707	Fido Zilo	2.19
No. 417-900	This Little Pig	2.19
No. 445-775	Gabby Goofies	2.19
No. 404-780	Snoopy Sniffer	2.19
No. 403-215	Choo-Choo	1.79
No. 409-799	Quacky Family	1.50
No. 418-765	Talking Donald Duck	1.50
No. 405-616	Chuggy Pop-Up	1.29
No. 406-634	Tiny Teddy	1.29
No. 408-678	Kriss Kricket	1.19
No. 447-695	Pinky Pig	1.19
No. 416-314	Queen Buzzy Bee	.79
No. 448-472	Jingle Giraffe	.89
No. 400-464	Gran'pa Frog	.89
No. 449-445	Nosey Pup	.89

FISHER fp PRICE

TOYS THAT LOOK, ACT AND LAST LIKE TOYS SHOULD . . . .

TOYS THAT CHILDREN REALLY LIKE TO PLAY WITH!

No. 190
MOLLY MOO-MOO

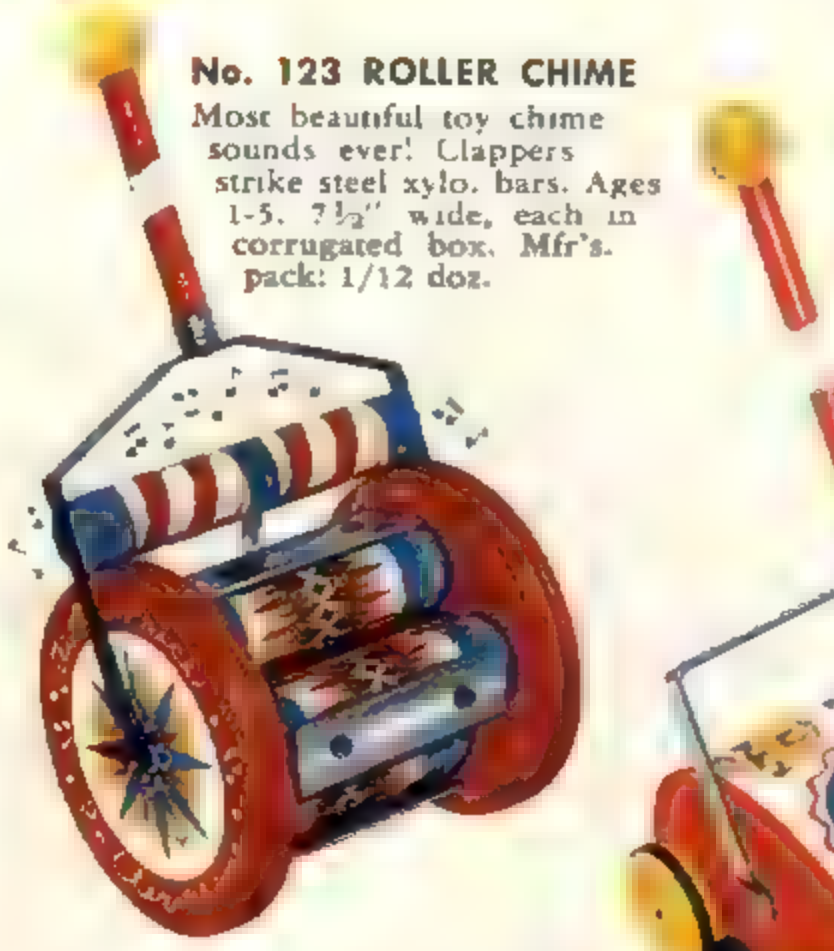
"Moo-oooos" like a real cow! Ears whirl, tail swishes. Ages 2-6. 10½" long, each in box.

No. 808 POP 'n RING

Unique pop-pop-pop action, "ding-dong-ding" sounds! Ages 1-4. 8½" wide, ea. in box. Mfr's. pack: 1 doz.

No. 123 ROLLER CHIME

Most beautiful toy chime sounds ever! Clappers strike steel xylo. bars. Ages 1-5. 7½" wide, each in corrugated box. Mfr's. pack: 1/12 doz.



Carefully Constructed Toys that Last Through Years of Happy Play

Fisher-Price construction can't be beat for *safe* play! Basic material is flawless, clear-grain Western Pine. Appealing, full-color lithographs are permanently laminated to wood surfaces. Edges are rounded and covered with non-toxic enamels. Only finest steel, hardwood, acetate and vinyl parts are used.

No. 230 NEW MUSICAL SWEEPER

Plays gay music as it really sweeps! Wire-bound brush, dust compartment. Ages 2-7. 8½" wide, each in box. Mfr's. pack: 1 doz.

No. 722
MUSICAL PUSH CHIME

Fun-giving aid for child beginning to walk! Happy music from colorful steel cylinder. Ages 1-4. 8½" wide, each in box. Mfr's. pack: 1 doz.

FISHER PRICE

No. 140 KATY KACKLER
. . . the Red Hen

Repeating mechanism sounds "cluck, cluck,—SQUA-AWK!" Wings and feet move up and around. Ages 2-6. 7¾" long, each in box. Mfr's. pack: 1 doz.

No. 125 UNCLE TIMMY TURTLE

Gay music! Legs paddle, tail wags. Unbreakable acetate shell. Ages 2-5. 12½" long, each in box. Mfr's. pack: 1 doz.

No. 166 BUCKY BURRO

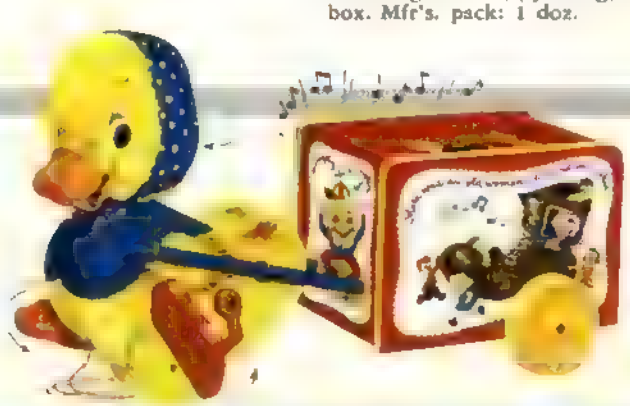
Wonderful "hee-haw" sound! Legs kick. Spring-mounted tail and driver. Ages 2-6. 13½" long, ea. in box. Mfr's. pack: 1 doz.

No. 200 WINKY-BLINKY FIRE TRUCK

Watch the eyes roll! Bell clangs, rear firemen bounce and turn. Ages 2-6. 12" long, each in box. Mfr's pack: 1 doz.

No. 733 MICKEY MOUSE SAFETY PATROL

"Mickey" teaches *safety!* Hands swing "stop" and "go". "Wee-eeeee" sounds siren. Ages 2-5. 9¾" long, each in box. Mfr's. pack: 1 doz.



No. 784 MOTHER GOOSE MUSIC CART

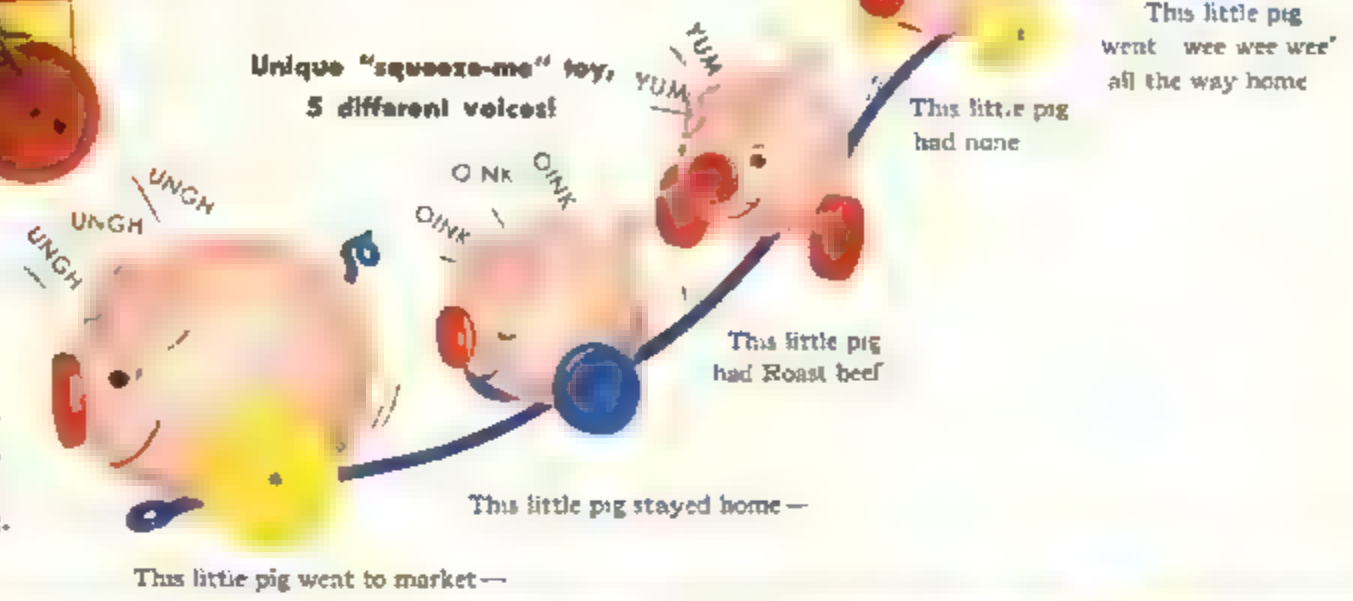
Feet flip-flop in time to gay music! Happy Mother Goose lithos. Ages 1-4. 12" long; each in box. Mfr's. pack: 1 doz.

ORDER EARLY, get your share of steady demand for 1-6 yr. age market!

Our numerous original and exclusive actions and designs are fully covered by patents and copyrights. Infringers, copyists and design pirates will be prosecuted to the full extent of the law.

No. 707 FIDO ZILO

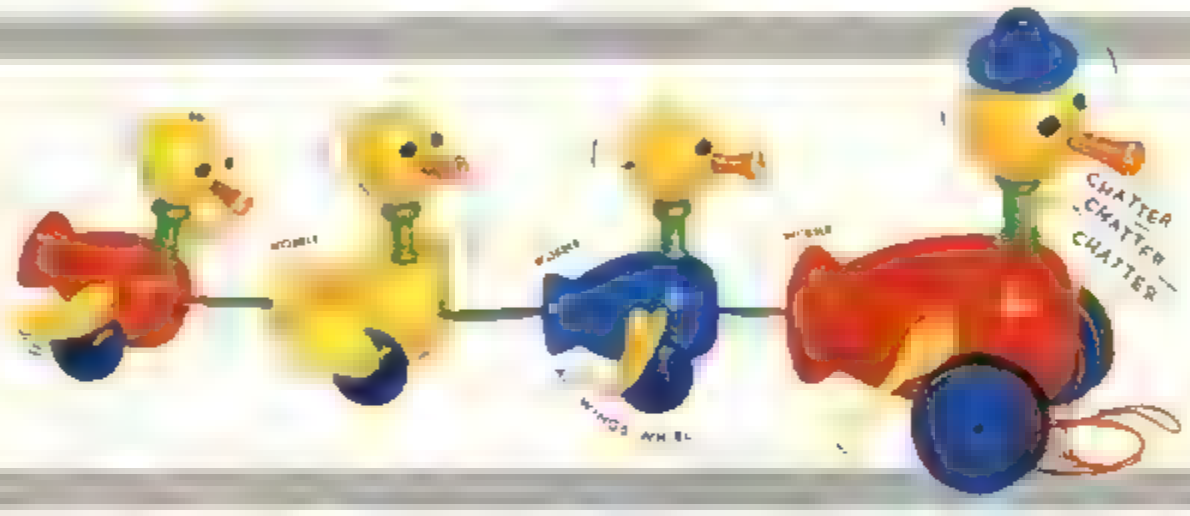
Mallets strike keys as platform pivots! Music has *natural appeal* for every child 1-6. 9" long, ea. in box. Mfr's. pack: 1 doz.



No. 900 THIS LITTLE PIG

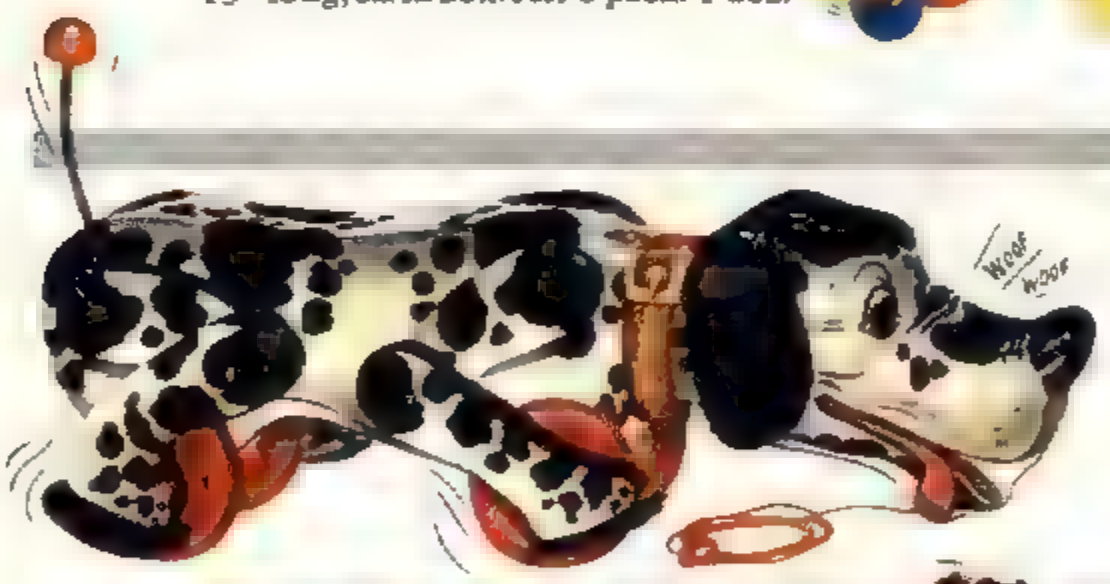
. . . went to market

Five different voices following Mother Goose rhyme! Durable, non-toxic. Flexible vinyl connector. Ages 1/2-3. 15" long, ea. in box. Mfr's. pack: 1 doz.



No. 775 GABBY GOOFIES

Daddy Goofy "chatters", all wings whirl! Spring mounted heads. Hardwood, steel connectors. Ages 1-5. 13" long, ea. in box. Mfr's pack: 1 doz.



No. 780 SNOOPY SNIFFER

Most famous pull toy! Ludicrous gait. Spring tail, "woof-woof sound. Ages 2-6. 13½" long, each in box. Mfr's. pack: 1 doz..

No. 175 GOLD STAR STAGECOACH

Real play-value! Coach top lifts, horses gallop, "clip-clop" sounds. Ages 2-6. 15½" long, each in box. Mfr's. pack: 1 doz.

No. 215 Fisher-Price CHOO CHOO

Wobbling action, "choo-choo" sound! Unbreakable steel connectors. Ages 1-4. 17" long, each in box. Mfr's. pack: 1 doz.

FISHER PRICE

Famous FISHER-PRICE TOYS sell every month of the year!

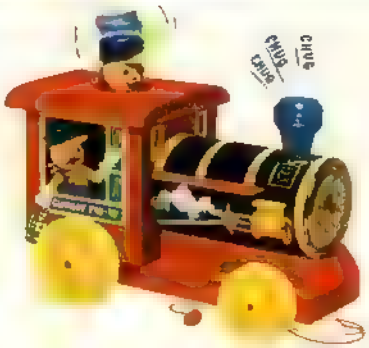
fp

No. 799 QUACKY FAMILY

New, improved voice says "quack-quack"! Hardwood ducks waddle, steel connectors. Ages 1-5. 13" long, ea. in box. Mfr's. pack: 1 doz.

No. 765 TALKING DONALD DUCK

Voice sounds just like "Donald"! Acetate feet revolve, arms swing. Ages 2-5. 8" high, each in box. Mfr's. pack: 1 doz.



No. 616 CHUGGY POP-UP

Engineer bobs, "chug-chug" sound! Ages 1-4. 7" long, ea. in box. Mfr's. pack: 1 doz.

No. 634 TINY TEDDY

Happy music as spring mallets strike keys! Ages 1-4. 8" high each in box. Mfr's. pack: 1 doz.

No. 678 KRISS KRICKET

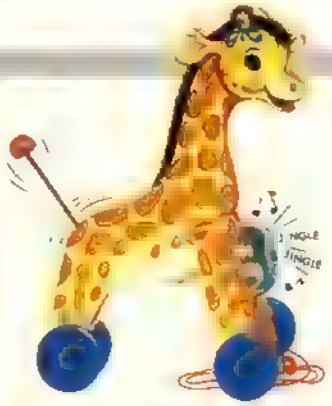
Jump action! "Chirp" sound spring antennae. Ages 1-4. 7½" lg. Mfr's. pack: 6 in box, 1 doz. shipper.

No. 695 PINKY PIG

New for 1½ to 4 yr. olds! Umbrella twirls, eyes roll, "oink-oink" sound. 6" long. Mfr's. pack 6 in box, 1 doz. per shipper.

No. 314 QUEEN BUZZY BEE

Active as a real honey bee! Wings whirl, "buzz-buzz" sound. Ages 1-4. 6" long, Mfr's. pack: 1 doz.



No. 472 JINGLE GIRAFFE

Up and down action rings shiny bell! Ages 1-4. 8¼" high. Mfr's. pack: 1 doz.

No. 464 GRAN'PA FROG

Laughable hippity-hop motion! Eyes roll, "croak-croak" sound. Ages 1-5. 6" long. Mfr's. pack: 1 doz.

No. 445 NOSEY PUP

Nose pops, "sniff-sniff" sound! Felt ears, flexible vinyl tail. Ages 1½-5. 6" long. Mfr's pack: 1 doz.

FISHER-PRICE TOYS, INC., EAST AURORA, N. Y., • New York: 200 5th Ave. • Chicago: Merchandise Mart

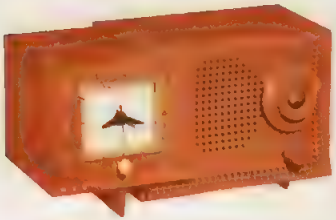
NATIONALLY ADVERTISED in leading consumer magazines. Send for Display Material.

WESTINGHOUSE Clock Radios

Wake up to music or to your favorite news program. Start your morning coffee!

WESTINGHOUSE CLOCK RADIO. Wakes you gently in the morning. Sets as simply as any regular alarm clock—turns on the radio for you while you're still asleep. Your sleep is broken naturally, gently, by the sound of a voice or a melody. You'll find it much more pleasant than the rude alarm clock that shocks you awake, demanding to be turned off, making you feel hurried and scrambled before you've even begun to think. Powerful radio has 4-tubes plus rectifier, full-range speaker. Built-in loop antenna pulls in distant stations clearly . . . gives you excellent reception anywhere. Silent electric clock with permanently lubricated movement will give you years of accurate timekeeping. Smart gray or ivory plastic cabinet; 6" high, 11½" wide, 5" deep. AC.

77-5601 B2250 Gray Cabinet **$29 95**
77-5619 B2250 Ivory Cabinet **29 95**



WESTINGHOUSE CLOCK RADIO . . . now at a low, low price! Tells the time silently, accurately . . . and wakes you ever so gently in the morning with music or the news. 4-tube superheterodyne circuit. Built-in loop antenna pulls in distant stations clearly. Alnico V speaker gives deep, rich tone. Smart plastic cabinet in black, ivory or coral. 6" high, 11¼" wide, 5¾" deep. AC.

77-5627 B1995 Black Cabinet **$24.95**
77-5635 B2150 Ivory Cabinet **26.95**
77-5643 B2150 Coral Cabinet **26.95**

SLUMBER-TIME CLOCK RADIO. Lulls you to sleep with soothing music . . . then shuts off automatically. Set it to turn on your radio in the morning . . . to wake you to soft music. But should you drift off to sleep again, a business-like buzzer sounds 10 minutes later. 4-tubes plus rectifier; full-range speaker. Built-in loop antenna pulls in distant stations clearly. Ivory or rose plastic cabinet. 6" high, 11½" wide, 5" deep. AC.

77-5650 B2650 Ivory Cabinet **$34.95**
77-5668 B2650 Rose Cabinet **34.95**

DELUXE WESTINGHOUSE CLOCK RADIO. Lulls you to sleep, shuts itself off . . . wakes you to music in the morning. Safety buzzer alarm, automatic appliance timer. New completely finished cabinet . . . back isn't exposed so radio can be placed anywhere . . . in green plastic or maroon with gray. 8½" high, 11" wide, 5" deep. AC. 4-tubes plus rectifier. Full range speaker gives deep, rich tone. Built-in loop antenna pulls in distant stations clearly.

77-5684 B2995 Green Cabinet **$39 95**
77-5692 B2995 Maroon and Gray Cabinet **39 95**

"SUBURBANITE" by Westinghouse. The ultimate in clock radios! Lulls you to sleep with music . . . then turns itself and your reading lamp off. Wakes you gently in the morning . . . "safety" alarm buzzes if you doze off again. Use it to turn your coffeemaker or electric fan on and off, to turn off sun lamp, heating pad or vaporizer. Luminous dial Telechron clock; 4-tubes plus rectifier. Smart maroon or ivory plastic cabinet. Size 7x9½x5". AC.

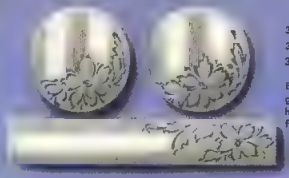
77-5700 B3495 Maroon Cabinet **$49 95**
77-5718 B3495 Ivory Cabinet **49 95**

VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.

All cuff links have positive snap-bar action as illustrated. All Sterling Silver tie slides have safety spring grip action



STERLING SILVER

30-8800-800 Set $16.00
30-8801-500 Link only 10.00
30-8802-300 Tie Slide only 6.00

Beautifully combined hand engraving and engine turning on highly polished and richly satin finished sterling silver.

STERLING SILVER

30-8803-800 Set 16.00
30-8804-450 Link only 9.00
30-8805-350 Tie Slide only 7.00

Highly polished buff top genuine onyx stones form a contrast with gleaming sterling silver settings.

ALL MERCHANDISE SHOWN ACTUAL SIZE • ALL STERLING SILVER PROTECTED BY RHODIUM FINISH
ALL ENGRAVING AND ENGINE TURNING IS DONE BY HAND

STERLING SILVER

30-8806-850 Set 17.00
30-8807-550 Link only 11.00
30-8808-300 Tie Slide only 6.00

Massive beauty of extra weight sterling silver with handsomely engraved and engine turned pattern.

STERLING SILVER

30-8818-675 Set 13.50
30-8819-375 Link only 7.50
30-8820-300 Tie Slide only 6.00

Unusually fine simulated hematite with unicorn motif. These charcoal gray stones are complimented by brightly polished sterling silver.

STERLING SILVER

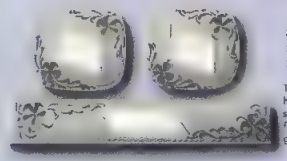
30-8809-775 Set 15.50
30-8810-500 Link only 10.00
30-8811-275 Tie Slide only 5.50

Extra heavy sterling links and shortie slide, expertly hand-engraved, combining a gleaming polished signet against a satin finished background.

STERLING SILVER

30-8812-825 Set 16.50
30-8813-550 Link only 11.00
30-8814-275 Tie Slide only 5.50

Bold, extra weight sterling silver in pattern of rich simplicity, combining satin finished background and deeply hand engine turned border.



STERLING SILVER

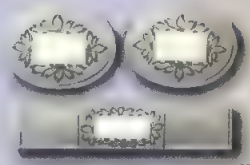
30-8815-850 Set 17.00
30-8816-550 Link only 11.00
30-8817-300 Tie Slide only 6.00

Treasured sterling silver, extra heavy links, with brilliantly polished signet in contrast to rich satin finished background and hand-engraving.

STERLING SILVER

30-8821-775 Set 15.50
30-8822-500 Link only 10.00
30-8823-275 Tie Slide only 5.50

Magnificently hand-engraved pattern with mirror finished signets, against a satin finished background in sterling silver.

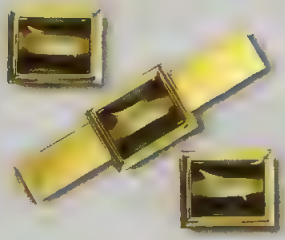


VAN GUARD JEWELRY IN ALL PRICE RANGES IS FASHIONED BY EXPERT CRAFTSMEN TO MEET OUR HIGH STANDARDS OF QUALITY AND EXCELLENCE

HANDSOMELY CASED FOR GIFTS OR PRESENTATION

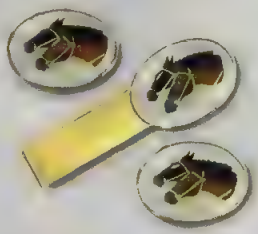
30-8824-325 Set 6.50
A sparkling rhinestone in a gleaming white setting, against a radiant sun burst background

30-8825-325 Set 6.50
A real hole in one! This eye-catching, hand painted crystal on mother of pearl background, combined with sporty tie slide



30-8826-425 Set 8.50
Unusual! Square cut simulated brown cat-eyes of rare quality in handsome masculine bezels.

30-8827-375 Set 7.50
Any fisherman would enjoy these striking hand painted crystals, against a mother of pearl background



30-8828-375 Set 7.50
A sure Win-ner! These life-like, hand painted horse heads on mother of pearl background, are set in simple but elegant mountings

30-8829-325 Set 6.50
This manly, fiery combination is unusually well set off by a simulated round ruby cabochon.

VAN GUARD

FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.

10 KT. GOLD

All cuff links have positive snap ear action as illustrated

All 1/20 12K G.F. tie slides have safety spring grip action.

10 KT. GOLD

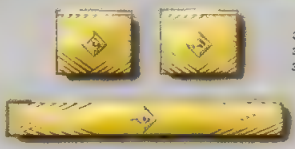
30-8830-2550	Set	51.00
30-8831-1500	Link only	30.00
30-8832-1050	Tie Slide only	21.00

Striking custom hand-engraved pattern, combining brightly polished signet with lustrous satin background in heavy 10K gold.

10 KT. GOLD

30-8833-4050	Set	81.00
30-8834-2100	Link only	42.00
30-8835-1950	Tie Slide only	39.00

Exceptionally fine two point diamond, set in lustrous black genuine onyx encased in precious 10K gold setting.

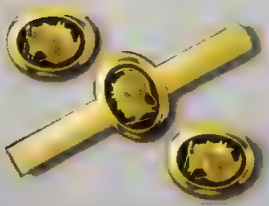


10 KT. GOLD

30-8836-4275	Set	85.50
30-8837-2700	Link only	54.00
30-8838-1575	Tie Slide only	31.50

Heavy 10K gold — bold engine turned pattern, highlighted by brilliant two point diamonds.

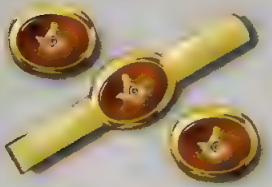
ALL MERCHANDISE SHOWN ACTUAL SIZE



1/20 12K G.F.

30-8839-1175	Set	23.50
30-8840-625	Link only	12.50
30-8841-550	Tie Slide only	11.00

Genuine onyx stones with richly hand-carved warrior head, inlaid with 22K gold — custom tailored settings.



1/20 12K G.F.

830-8848-800	Set	16.00
830-8849-450	Link only	9.00
830-8850-350	Tie Slide only	7.00

Rich, simulated ruby stones form a background for beautifully enameled and richly colored emblems. Available in Masonic, Shrine, 32nd Degree, Elk, Eagle, and K. of C.

A. Masonic B. Shriner C. 32°
D. Elk E. Eagle F. KC

1/20 12K G.F.

830-8842-800	Set	16.00
830-8843-450	Link only	9.00
830-8844-350	Tie Slide only	7.00

Authentic, genuine hand-tied trout flies, exact in every detail — available in red, yellow, blue or green, on pearl background.

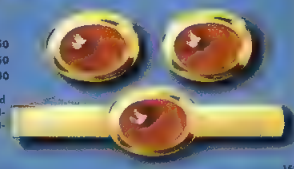
A. Red B. Yellow
C. Blue D. Green

1/20 12K G.F.

830-8845-700	Set	14.00
830-8846-400	Link only	8.00
830-8847-300	Tie Slide only	6.00

Brilliant, fiery, extra quality rhinestones in handsome tailored settings, available in simulated ruby, sapphire or onyx.

A. Ruby B. Sapphire C. Onyx

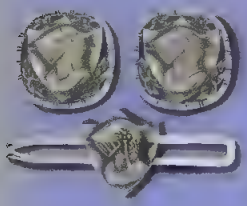


1/20 12K G.F.

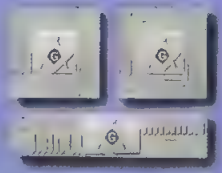
830-8851-625	Set	12.50
830-8852-325	Link only	6.50
830-8853-300	Tie Slide only	6.00

Lustrous simulated pigeon blood ruby cabochons, brilliantly polished concave settings. Also available in capri blue.

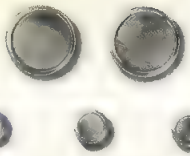
A. Red B. Blue



30-8854-300 Set 6.00
For your Knight in Shining Armor! Oxidized Warrior helmets, against a bold open work background.



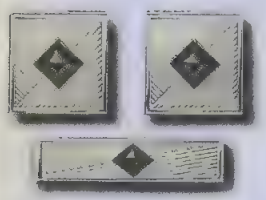
30-8855-375 Set 7.50
This modern conservative set of rich classic design is accentuated by a richly enameled Masonic emblem



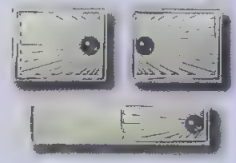
830-8859-375 Set 7.50
What every man needs! A smart Tuxedo Set. Available in smoked or white mother of pearl.
A. Smoke B. White

VAN GUARD
FIRST WITH THE FINEST

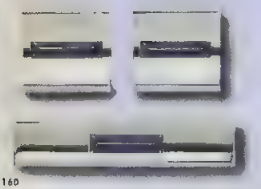
ALL MERCHANDISE SHOWN ACTUAL SIZE AND PROTECTED BY RHODIUM FINISH



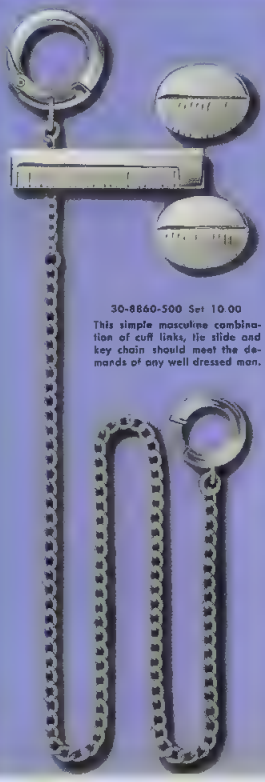
30-8856-250 Set 5.00
This neo-classic set of rich, deep cut design, is highlighted by a jet cabochon stone.



30-8857-300 Set 6.00
Truly elegant! A beautiful, simulated sapphire cabochon, against a stunning sunburst background.



30-8858-375 Set 7.50
This ultra modern design of great reflection, is enhanced by a beautiful, simulated cabochon sapphire



30-8860-500 Set 10.00
This simple masculine combination of cuff links, tie slide and key chain should meet the demands of any well dressed man.

Tie Bar and Cuff Link Ensembles

(A) 3-PC. WARRIOR ENSEMBLE. By Bretton. A warrior head intaglio is deeply etched on a blazing field of white. Black enamel border framed with a gold design. Short, tie clip

30-8735-300	Yellow Mtg	Retail	5.50
30-8736-300	White Mtg	Retail	5.50

(B) 3-PC. GOLD AND PEARL ENSEMBLE. By Bretton. A truly magnificent 3-pc. set combining gleaming yellow gold with lustrous pearl. Tie bar specially designed for the new, narrow ties.

30-8734-300		Retail	5.50

(C) 3-PC. PLAIN GOLD SET. By Bretton. Large, modern-size gold links richly highlighted with a smart engraved border. Slim, trim, matching tie bar.

30-8728-450	Yellow Mtg.	Retail	7.50
30-8729-450	White Mtg.	Retail	7.50

(D) 3-PC. MOTHER-OF-PEARL ENSEMBLE. Massive links of glowing Mother-of-pearl encircled by a black and gold or black and white design

30-8726-450	Yellow Mtg.	Retail	7.50
30-8727-450	White Mtg.	Retail	7.50

(E) 3-PC. MING TREE AND CHAN. By Bretton A distinctly masculine ensemble with a rich Chinese motif. Golden figure is set against an ebony black background. Matching tie bar

30-8737-300	Yellow Mtg	Retail	5.50
30-8738-300	White Mtg.	Retail	5.50

(F) 3-PC. POLISHED STONE ENSEMBLE. Striking combinations of Cherry Pink with Charcoal or Sky Blue with Charcoal stones. Yellow mtg.

30-8750-450	Cherry Pink Stones	Retail	8.95
30-8751-450	Sky Blue Stones	Retail	8.95

(G) 3-PC. OVAL RHINESTONE ENSEMBLE. By Bretton. A set distinguished by its fine design. Available in either yellow or white mounting set off by 3 brilliant rhinestones in each link.

30-8730-300	Yellow Mtg.	Retail	5.50
30-8731-300	White Mtg.	Retail	5.50

(H) 3-PC. PEARL AND SHELL ENSEMBLE. By Bretton. Highly styled oyster pearl and shell design creates an accessory popular with men

30-8732-300	Yellow Mtg.	Retail	5.50
30-8733-300	White Mtg.	Retail	5.50

(J) 3-PC. FLYING FISH ENSEMBLE. By Bretton. Massive cuff links and matching tie clip with a fighting blue fish set against a white pearl background. Heavy rope border

30-8725-450	White Mtg.	Retail	7.50
30-8724-450	Yellow Mtg.	Retail	7.50

(K) 3-PC. CABOCHON CUT ENSEMBLE By Bretton. A smoky gray and black stone in yellow or white mounting. Harmonizes with any outfit

30-8722-450	Yellow Mtg	Retail	7.50
30-8723-450	White Mtg	Retail	7.50

(L) 3-PC. GLADIATOR ON HORSE ENSEMBLE. Huge links and tie bar in pink and black to blend perfectly with today's trend in men's clothing. An exceptionally fine piece of jewelry at a moderate price. Yellow gold setting

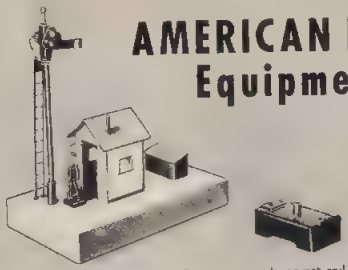
30-8752-225		Retail	4.50

(M) CABACHON ENSEMBLE Available in black-blue (as illustrated) or multi-colored stone. Handsome oval yellow mountings

30-8753-525	Blue-Black	10.50	
30-8754-525	Multi-color	10.50	

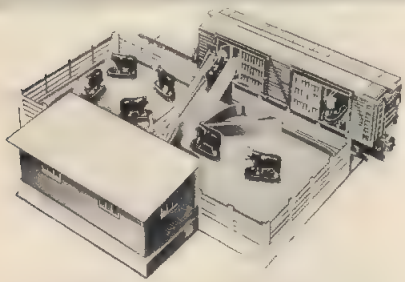
All Jewelry Subject to F.E.T.

AMERICAN FLYER Equipment



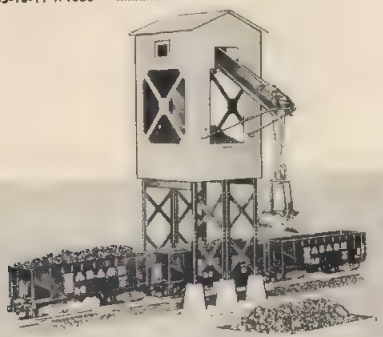
Sam the Semaphore Man . . . always on guard against rail accidents. Press operating button and by remote control man pops out of shack and stops oncoming train. Press second button and he goes back into his house, permitting the train to proceed. Rugged, all-metal construction. 7¼" high. Wt. 2 lbs.
65-10-42 W627 ..... Retail **$9.40**

Automatic Talking Station . . . press remote control button and train automatically stops in front of station, steam hisses, pistons chug, train master calls out destinations, etc. When sounds stop, train automatically resumes trip. Entire operation is electric. 16" long, 8¾" high, 9" wide. Wt. 7 lbs.
65-10-22 W1400 ..... Retail **$20.95**

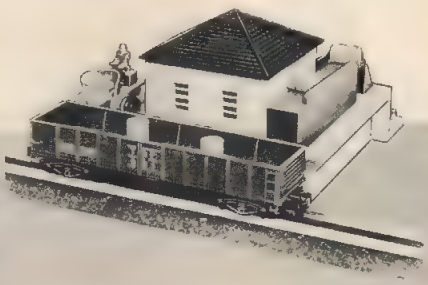


Operating Stockyard and Car . . . throw the switch and steers in pens mill about; when gate is opened they file up chute into car. Stock car unloads when exit door lines up with corral ramp. Includes Knuckle Coupler car 7 13/16" long, Stock Yard, 11"x10½"x 2⅜" contact unit, control and cattle. Wt. 4½ lbs.
65-10-11 W1050 ..... Retail **$15.70**

Bell Danger Signal . . . for the latest in railroad safety devices, spot a couple of these at your key grade crossings. As train approaches, red lights flash on and off, bell sets up a warning clang. Both stop when last car has passed. Base and lamp housing die cast, house pressed steel. 5" high. Wt. 1 lb.
65-10-25 W350 ..... Retail **$5.25**

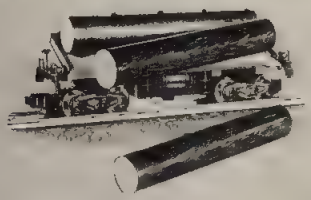


Coal Loader . . . powerful clam-shell scoop closes its jaws on a load of dust-less artificial anthracite, lifts it up to tipple and deposits it into the elevated hopper. Coal is released to cascade into car and clam-shell bucket returns to coal pile for another load. Remote controlled. 14½" high, 5" square. Wt. 5 lbs.
65-10-76 W1050 . (Rolling stock, illus. not incl.)....Retail **$15.70**

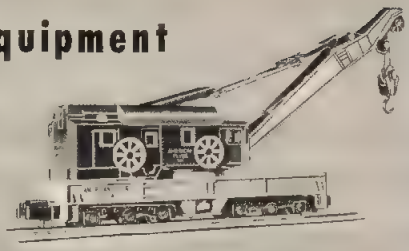


Oil Drum Loader . . . press remote control button and driver wheels the 3-wheel lift truck to the ramp, picks up a barrel, motors it over to the waiting car on track where he dumps it before returning to ramp for another load. Set includes lift truck & driver, shack, barrels and control. 8¾"x8½"x5½". Wt. 3 lbs.
65-10-75 W900 (Gondola car illus. not incl.).....Retail **$13.50**

AMERICAN FLYER Equipment

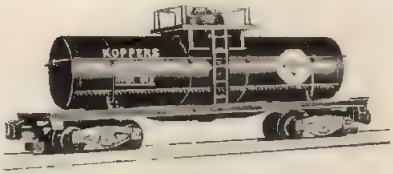


Log Unloading Car . . . remote controlled "big timber" country logging operation. Press the button and the bottom tilts up, sides lower and out spill the logs. Chassis is heavy die cast, body and stakes are steel. Set includes automatic track section. Knuckle couplers. 7¾" long. Wt. 2 lbs.
65-10-77 W457 ..... Retail **$6.85**

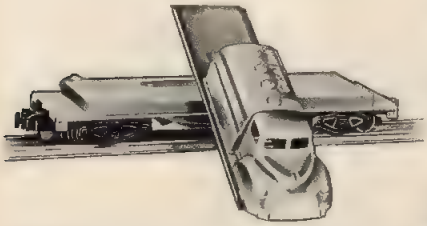


Operating Wrecking Crane Car . . . big and rugged, actually lifts up derailed locomotives and cars with its massive boom and double-paired block and tackle. Hook and boom raise and lower individually by means of two manually operated control wheels. Car has knuckle couplers. 13½" long. Wt. 2 lbs.
65-10-08 W560 ..... Retail **$8.35**

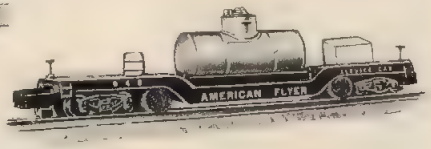
Knuckle Coupler Conversion Kit . . . now you can modernize all of your American Flyer link coupler cars and tenders by converting them to knuckle-type couplers with this kit. Complete, easy-to-follow directions are included. One pair is needed to convert each car. Sold in pairs only. Wt. 1 oz.
65-10-14 W464 ..... Retail **$ .95**



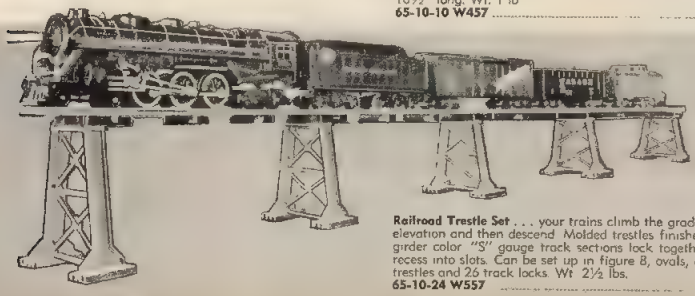
Chemical Car . . . a realistic new addition to your rolling stock, ready to deliver vital chemicals to industries all along your layout. Accurately detailed and bearing the authentic Koppers emblem and lettering. Knuckle-type couplers make for easy shunting. Railroad black finish. 7⅝" long. Wt. 1 lb.
65-10-79 W350 ..... Retail **$5.25**



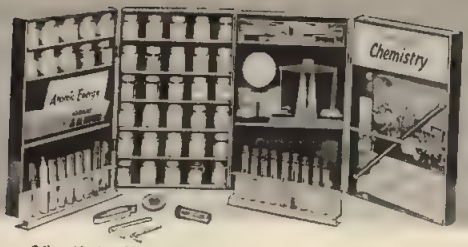
Unloading Car . . . trackside action! Press the remote control button, and away down the track the platform swings around, tilts up and the truck rolls down the incline. Heavy steel construction. Equipped with knuckle couplers. Set includes automatic track section, controls, etc. 7¾". Wt. 1½ lbs.
65-10-55 W457 ..... Retail **$6.85**



Track Cleaning Car . . . adds more realism to your model road and does a real cleaning job too! The two leading felt track wipers, saturated with solvent, clean tracks; two trailing wipers dry the tracks. Heavy-duty chassis with railroad-type knuckle couplers. 10½" long. Wt. 1 lb.
65-10-10 W457 ..... Retail **$6.85**



Railroad Trestle Set . . . your trains climb the grade, ride the 5" elevation and then descend. Molded trestles finished in red lead girder color. "S" gauge track sections lock together with clips, recess into slots. Can be set up in figure 8, ovals, etc. Set of 24 trestles and 26 track locks. Wt. 2½ lbs.
65-10-24 W557 ..... Retail **$8.35**



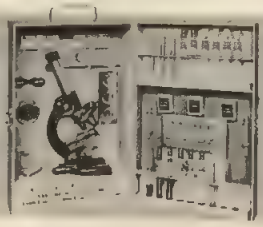
Gilbert Nuclear Physics Chemistry Set . . a fully-equipped chemical lab with Atomic Energy apparatus. Safe radioactive ore and Spintheriscope included. Enough chemicals to do 480 projects. 5 giant books. In mass ve 19x13¾x3¼" steel cab.net
65-10-34 W1577 Reta l **$23.65**

GILBERT

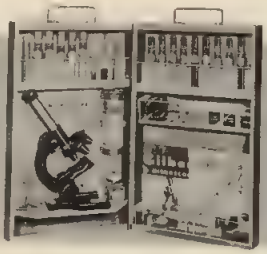
Do-it-yourself sets by A. C. Gilbert, the world's oldest producers of high play value, high quality educational toys. These career building sets are perfectly safe and bring with them true-life adventure!

Gilbert Senior Laboratory Chemistry Set . . big steel chest with enough chemicals and apparatus to perform 379 experiments. 3 big books describe hundreds of fascinating experiments Completely safe, professional equipment Set measures 9½x13¾x3¼"
65-10-36 W697 . . . . . Retai **$10.45**

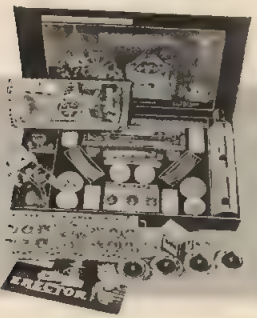
Gilbert Fun with Electricity Set . for the boy who loves to tinker Hundreds of experiments and stunts all explained in the Illustrated manual. Includes 1½ volt motor with "see-through" housing, batteries, telegraph key, etc. Highly educational Completely safe! Set is 20¼x13¼x1¼"
65-10-65 W697 . . . . . Reta l **$10.45**



Gilbert 3 Turret Microscope Set . powerful microscope with areas of magnification of 60, 200 and 325 power Professional type with optically ground lenses. Polaroid attachment, dissecting stand, slides, chemicals, etc. In heavy gauge steel cab.net, 13¾x5x19" when open
65-10-66 W697 . . . . . Retail **$10.45**

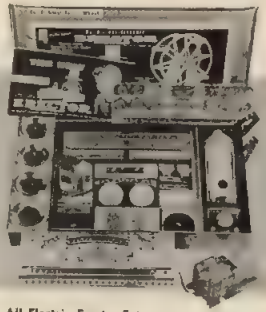


Gilbert 4 Turret Microscope Set . . . 4 turret microscope with powers of 60, 150, 200 and 325 Parfocalizing allows field to remain in view when turrets change Other equipment includes Polaroid attachment, dissecting stand, chemicals, etc. In heavy gauge steel cabinet 18¼x16⅛x4" when open
65-10-67 W1370 . . . . . Retail **$19.75**



Amusement Park Erector Set . builds Merry go-Round, Parachute Jump and loads of other "rides." Geared 110-volt Electric Engine, Boiler and Flywheel, electro-magnet, horses, Bridge Tender's shack and a multitude of other parts and equipment In big sheet steel cabinet 22x13⅛x2¾"
65-10-27 W2797 . . . . . Retail **$41.95**

Engineer's Erector Set . over 360 a l metal parts, including a powerful Electric Engine, to make such marvels as the Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, and many many others A set made for years of fun in a sturdy, heavy gauge steel chest 18⅛x10⅛x2⅞"
65-10-29 W1257 . . . . . Retail **$18.85**



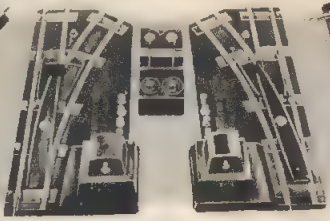
All Electric Erector Set . . a giant assortment of parts Powerful gear shift motor, big electric magnet, electric lights! Flex-O-Matic coupling transmits motor power in twists & loops Enough equipment to build scores of models .ncluding a giant Ferris Wheel In 20¼x12¼x2¾" steel chest. 16 lbs
65-10-28 W1700 . . . . . Retail **$25.50**

The New Mountaineer 6-Unit Freight . . . watch it cannonball along the high iron, a giant scale model 4-6-2 "Pacific" type steam locomotive that puffs real red glow ng smoke, has darkness-piercing headlight, and choo-choo sound effects, hauls four realistic freight cars. All precisely engineered in exact 3/16" scale, with eccentric-arm triple action pistan rods. Worm drive motor has plenty of pull for long hauls and steep grades. Set includes Locomotive and Tender, Tank Car, Coal Car, Gondola Car, Caboose, 3-piece Smoke Set, 12 sections of Curved Track, Electric Car Uncoupler, Track Terminal, 50 Watt Transformer and Train Manual 120" track. Wt 11 lbs.
65-10-70 W2000 Train 3 ft. 11¾" long . . . Retail **$29.95**

The New Meteor 6-Unit Freight . you'll have a roundhouse of fun and realism when you're at the transformer throttle of this New York, New Haven & Hartford 4-6-2 locomotive heading up a string of rolling stock. The rugged twelve-wheeler puffs real smoke, choo-choos, and has Pull-Mor Power for grades and long car hauls. Steam-type whistle is enclosed in Billboard housing, blows by remote control. Set includes Locomotive and Tender, Box Car, Chemical Car, Container Gondola Car, Caboose, Billboard Whistle, Uncoupler, 3-piece Smoke Set, 50 Watt Transformer, 12 sections of Curved Track, 4 sections of Straight Track, Track Terminal and Manual 160" track. Wt. 16 lbs
65-10-71 W2667 . Train 4 ft., 1 in long . . . Retail **$39.95**

The New Yard King 6-Unit Switcher and Work Train . . . a real trouble shooter, ready for any emergency around the clock. Rugged wrecker car will lift a derailed locomotive, as floodlight bathes scene with brilliance 0-4-0 switcher locomotive puffs smoke, choo-choos, as it shunts cars, highballs down the track. Built-in whistle gives sharp toots or long mournful blasts by remote control. Set includes Locomotive & Tender, Baggage & Club Car, Searchlight Car, Wrecker Car, Boom & Work Car, Steam Whistle Control, Uncoupler, 12 sections Curved Track, 4 sections Straight Track, 16 Track Locks, 3-piece Smoke Set, Track Terminal and Manual. 160" track. Wt. 15 lbs.
65-10-73 W3664 . .Train 4 ft 8½" long.. Retail **$54.95**

Railroad Crossing . your model railroad layout is not complete without at least one of these crossings that permit you to intersect two main lines or capture all of the colorful realism and excitement of having one train pass in front of another. Tracks are made of heavy gauge steel and are fully insulated. The crossing is 10" long. Wt 1 lb
65-10-12 W174 . . . . . Retail **$2.60**



Remote Control Switches . . for all the thrills of real railroad action. Positive action electric switches with red and green position lights. Remote Control box has two switch control levers. A touch switches freights onto sidings, reroutes speeding streamliners, dispatches work trains. Lights remain on even when train is not running. Wt 4 lbs.
65-10-13 W1117 Per Pair . Retail **$16.75**

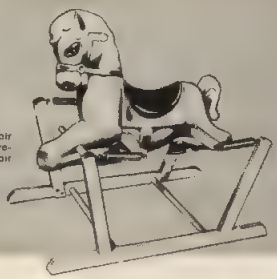
Full Curved Track . . . two rail 10" sections, fully insulated. Real railroad "T"-rail construction. 1 doz. boxed. Wt. 2 lbs
65-10-19 W200 . . . . . Retail **$3.00**

Curved Track Half Sections . . . box of 1 doz 5" half-sections. Wt. 1 lb
65-10-21 W200 . . . . . Retail **$3.00**

Straight Track . . . two "T"-type running rails of heavy gauge steel. Insulated. 1 doz boxed 10" sections. Wt. 2 lbs
65-10-18 W200 Retail **$3.00**

Straight Track Half Sections . . box of 1 doz. 5" half sections. Wt 1 lb
65-10-20 W200 Retail **$3.00**

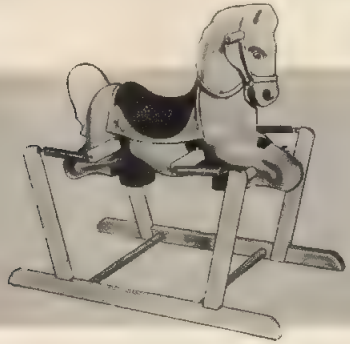
The established retail prices on Fair Traded items are the minimum for resale to consumers in states where Fair Trade regulations apply

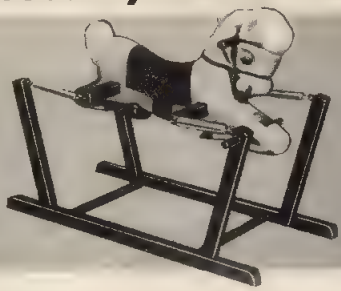


Wonder Horse, Regular . . . a real horseback ride that youngsters love. Bright-red select hardwood with Magic Spring Action. Develops grace and muscular co-ordination. A healthy fun-filled ride for children from 1 to 7 years old.
66-36-01 W1067 Ht. 19½", L. 35". Wt. 23 lbs. Retail **$15.95**

Wonder Mare . . . a magnificent Palomino mare that rocks and bounces along a high-spirited adventure trail. Tough plastic body attached to a sturdy wood base by four high-test springs to give children from 1 to 7 years a thrilling, healthy ride.
66-36-04 W1367 Ht. 18¾", L. 34½". Wt. 18 lbs. Retail **$19.95**

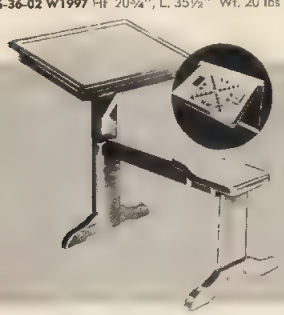
Horses by WONDER





Wonder Horse, Deluxe . . . a thrilling ride that all children love. Rich, natural color Golden Palomino molded of extra-tough plastic riding high on four sturdy, high-test springs. Heavy duty wood base. Healthful fun, indoors or out, for children 1 to 7.
66-36-02 W1997 Ht. 20¾", L. 35½" Wt. 20 lbs. Retail **$29.95**

Wonder Pony . . . a lively colt to delight youngsters from 1 to 3 years old. Body is molded of durable plastic in the natural color of the Palomino. Sturdy wood frame is designed for maximum strength. 4 sturdy springs give realistic riding action.
66-36-03 W797 Ht. 14¼", L. 30¼". Wt. 13 lbs. . . Retail **$11.95**



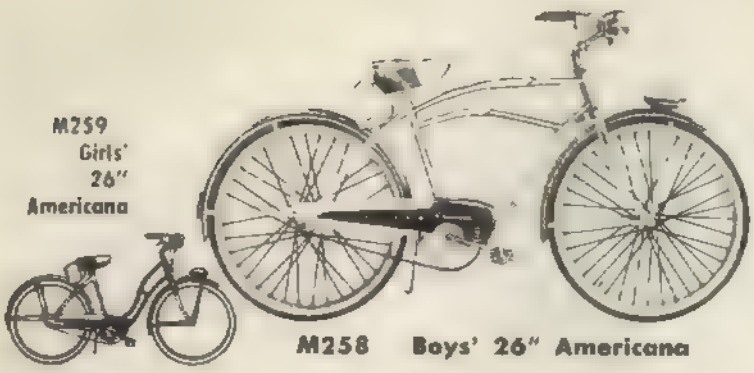
Playwriter Deluxe Play Desk . . . beautifully designed and finished in light maple. Framed chalkboard, box, and seat adjust. Chalkboard drops forward to reveal 130 hole pegboard with 36 colored pegs, chalk, eraser & mallet. For ages up to 9. Wt. 8 lbs.
66-41-01 W475 ..... Retail **$7.50**

Child's Desk Set . . . scientifically designed for children from 3 to 8. Homework's less of a chore when youngsters have their own desk set! Made of laminated wood, light weight, yet amazingly sturdy. In natural grain lacquered finish. Wt. 16 lbs.
65-26-06 W995 Retail **$15.00**

MONARK BICYCLES

AMERICA'S MOST BEAUTIFUL BICYCLES

Monark 26" Americana



M258 Boys' 26" Americana

Motor bike style frame; 32% more braking with famous Bendix Multi-Speed Power Brake with handle bar gear shift control; whitewall tires; chrome plated front fork cover; Rocket Ray fender horn with handle bar button and chrome Air-Flo rear reflector; full turn handle bar mounted spotlight; continental style handle bar; safety turning radius control knob; full Sprocket-to-Sprocket chainguard with jewel medallion, two-tone continental saddle with chrome guard rail. Large tourist bag.

M258 —Three color auto-tone paint finish—Alaska White complemented with Flag Blue, trimmed in Cadet Red. Full fenders with four stripes and chevron.

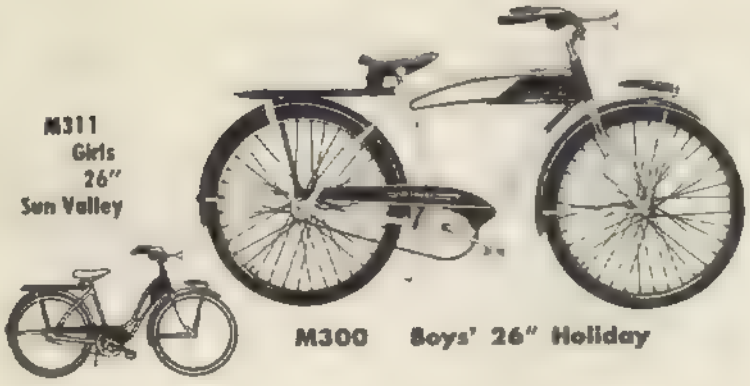
Each
No. M258-Boys'— $69.95

M259 —Alaska White complemented with Gulf Blue, trimmed in Cadet Red.

Each
No. M259-Girls'— $69.95

Shipping weight 57 pounds.

Monark 26" Holiday and Sun Valley



M300 Boys' 26" Holiday

Four striped, chevron fenders; sleek torpedo lamp with chrome bezel; chrome plated steerhorn handle bar; Frame-Fit tank; three color streamlined luggage carrier; Stimsonite rear reflector; vinyl covered black spring saddle; Sprocket-to-Sprocket chainguard; blackwall tires; dual-tone handle bar horn.

M300 Holiday—Three color auto-tone paint finish Alaska White, complemented with Shamrock, trimmed in Cadet Red

Each
No. M300-Boys'— $57.95

M311 Sun Valley—Alaska White, complemented with Mist Green, trimmed in Cadet Red.

Each
No. M311-Girls'— $57.95

Shipping weight 59 pounds.

Monark 24" Lancer and Starliner

Full fenders with four stripes and chevron; Frame-Fit tank; built-in electric horn; sleek torpedo headlamp with chrome bezel; chrome plated handle bar; matching color chrome bell saddle; three color streamlined luggage carrier; Stimsonite rear reflector, blackwall tires, Sprocket-to-Sprocket chainguard.

M500— —Three color auto-tone paint finish—Pacific Coral, complemented with Alaska White, trimmed in Emerald Green.

Each
No. M500-Boys'— $56.95

M511 —Alaska White, complemented with Sunburst Yellow, trimmed in Cadet Red

Each
No. M511-Girls'— $56.95

Shipping weight 54 pounds.

M500 Boys' 24" Lancer

MONARK BICYCLES

AMERICA'S MOST BEAUTIFUL BICYCLES

Monark 20" Starfire and Bel-Air

Full fenders with four stripes and chevron; striped junior torpedo headlamp; chrome plated handle bar; Frame-Fit tank; built-in electric horn; matching color black spring saddle; three color streamlined luggage carrier; Stimsonite rear reflector; blackwall tires; Sprocket-to-Sprocket chainguard; positive position kickstand.

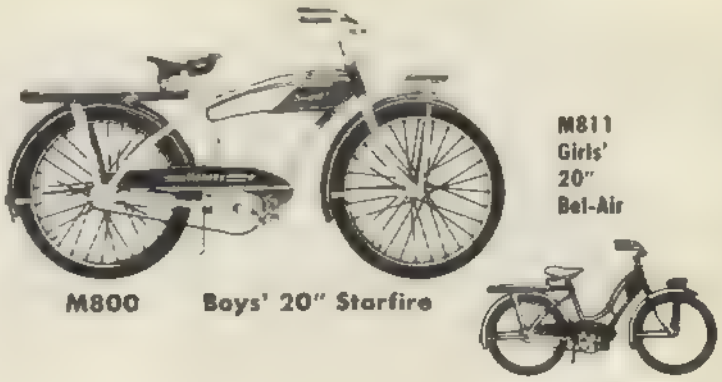
M800 —Three color auto tone paint finish—Alaska White, complemented with Shamrock, trimmed in Cadet Red.

Each
No. M800-Boys'— $54.95

M811 —Alaska White, complemented with Pacific Coral, trimmed in Emerald

Each
No. M811-Girls'— $54.95

Shipping weight 47 pounds.



M811 Girls' 20" Bel-Air

M800 Boys' 20" Starfire

Monark 26" Sportster

Racy front fender with sharp chevron and four stripes; chrome plated handle bar; matching color chrome bell saddle; blackwall tires, Stimsonite rear reflector; sleek hockey stick chainguard.

BOYS' MODELS in three color auto-tone paint finish —Alaska White, complemented with Cadet Red, trimmed in Golden Yellow.

Each
No. M400-Boys'— $49.95

GIRLS' MODELS in Alaska White complemented with Gulf Blue, trimmed in Cadet Red.

Each
No. M411-Girls'— $49.95

Shipping weight 52 pounds.

Girls' Sportster 26" — M411-6

M400 Boys' 26" Sportster

FOR YOUR COMPLETE SATISFACTION

In this catalog we show a carefully selected line of Sporting Goods that we have found by long experience is in demand in the territory we serve. In selecting our lines the first consideration is the merit and quality of each and every item. Use our catalog numbers in making up your mail orders and you will not make a mistake. Our service means prompt service—all orders are shipped the same day they are received.

ROCKET BICYCLES

MONARK

Rocket 26" Roadster Lightweight

Lyfe Time guaranteed continental type diamond frame; triple plate crown, tubular prong fork with reinforced head; continental style chrome plated handle bar; chrome plated rims, crank and sprocket; high pressure 26 x 1-3/8 lightweight blackwall tires; three color chevron tip continental fenders; matching color plastic grips and ball bearing pedals; famous Bendix Multi-Speed Power Brake with handle bar gear shift control; two-tone continental style saddle; Stimsonite rear reflector; racing type ½" pitch chain; streamline hockey stick chainguard; positive position kickstand.

Colors

Boys—Three color auto-tone paint finish—Sunburst Yellow, complemented with Snowroom Black, trimmed in Red and White.

Girls—Showroom Black, complemented with Sunburst Yellow, trimmed in Red and White.

	Each
No. R160-Boys'—Wt. each 43 lbs.	$59.95
No. R161-Girls'—Wt. each 43 lbs.	59.95

Rocket 26" Roadster Deluxe Lightweight

Same as above, except with chrome plated rims, crank and sprocket; jewelers chrome plated fenders; continental type chrome plated handle bar, full-turn handle bar mounted spotlight.

Colors

Boys—Three color auto-tone paint finish—Pacific Coral, complemented with Showroom Black, trimmed in Alaska White.

Girls—Turgreen complemented with Pacific Coral, trimmed in Alaska White.

	Each
No. R162-Boys'—Wt. each 46 lbs.	$67.95
No. R163-Girls'—Wt. each 46 lbs.	67.95

ROCKET SPECIAL BICYCLES

MONARK

A full line of boys' and girls' bikes in all three sizes . . . featuring all American parts, including New Departure or Bendix Coaster Brakes.

Specifications:

1. Lyfe-Time guaranteed frame.
2. Mar-proof, chip resistant paint. Cadet Red on boys', Flag Blue on girls'. Both trimmed in White.
3. Longer coasting, easier pedaling Middleweight 1.75 tires on all models.
4. Gleaming White enamel drop-center rims.
5. Full steerhorn handlebars.
6. Streamlined hockey stick chainguard.
7. Safety, approved Stimsonite rear reflector.
8. Racing type ½" pitch chain.
9. Positive position kickstand.
10. Black pedals and grips.
11. Vinyl covered, black saddle.
12. Chrome plated crank and sprocket.
13. Triple plate front fork.

	Each
No. R-1-Boys'—26 in.; wt. each 52 lbs.	$49.95
No. R-2-Girls'—26 in.; wt. each 52 lbs.	49.95
No. R-3-Boys'—24 in.; wt. each 46 lbs.	47.95
No. R-4-Girls'—24 in.; wt. each 46 lbs.	47.95

MONARK SILVER KING BICYCLES
AMERICA'S MOST BEAUTIFUL BICYCLES

These Silver King bicycles are equipped with the modern 1.75 middleweight tires; chrome rims; chrome plated cranks and sprockets; New Departure or Bendix coaster brakes; positive position kickstands; matching color grips, ball bearing pedals and saddles; and racing type ½" pitch chain. All are Lyfe Time guaranteed.

SK20

Silver King 26" Coupe DeVille

Motor bike style frame; Gyro-Glyde spring fork; luggage carrier with automatic stop and tail light with directional signal; chrome Airwing headshield; Strato-Liner headlight; chrome steerhorn handle bars and hub cap nuts; Krome-guard bumper and rear reflector; Frame-Fit tank with built in electric horn; whitewall tires; flame red vinyl covered compound chrome spring saddle with guard rail; Sprocket-to-Sprocket chainguard with brilliant medallion; safety turning radius control knob.

SK20-6—Three color auto-tone paint finish—Alaska White complemented with Showroom Black, trimmed in Cadet Red. Triple striped fenders.

	Each
No. SK20-Boys'—Wt. each 65 lbs.	$79.50

Brigadier

Triple plate crown and tubular prong fork; blackwall tires; chrome handle bar; Stimsonite rear reflector; matching color chrome bell spring saddle.

Color—Boys; three color auto-tone paint finish—pacific coral, showroom black and trimmed in Alaska White.

Girls; Mist Green, Alaska White and trimmed in emerald green.

Brigadier 26 In. Model

	Each
No. SK50—Boys; wt. each 54 lbs.	$51.95
No. SK51—Girls; wt. each 54 lbs.	51.95

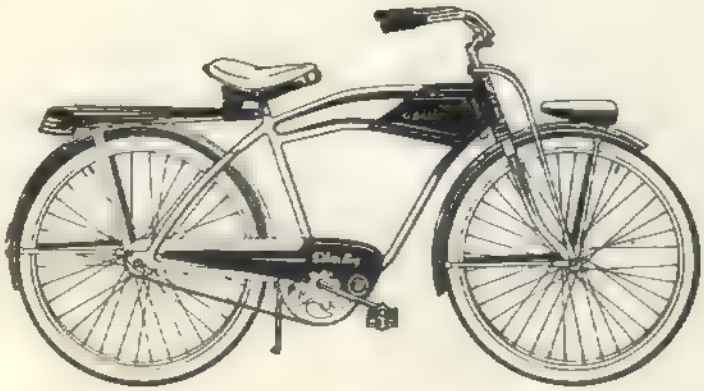
Brigadier 24 In. Model

	Each
No. SK70—Boys; wt. each 48 lbs.	$47.95
No. SK71—Girls; wt. each 48 lbs.	47.95

Brigadier 24 In. Model

	Each
No. SK90—Boys; wt. each 42 lbs.	$46.95
No. SK91—Girls; wt. each 42 lbs.	46.95

Silver King El Dorado



Motor bike style frame. Air-style three-way safety headlamp; whitewall tires; chrome truss rods, fork cover, hub cap nuts; Air-Flo rear reflector; Frame-Fit tank with built-in electric horn; flame red vinyl covered compound chrome spring saddle; tri-colored luggage carrier with chrome Auto-Style rear grille; Sprocket-to-Sprocket chainguard with brilliant medallion; safety turning radius control knob on boys' model; triple plate, reinforced tubular prong fork; steerhorn handle bars.

Colors

Boys—Three color auto-tone paint finish-Saratoga Green complemented with Shamrock Green, trimmed in Cadet Red. Triple striped fenders.

Girls—Alaska White complemented with Tur-green, trimmed in Emerald Green.

El Dorado 26 In. Model

	Each
No. SK30-Boys'—Wt. each 60 lbs.	$72.50
No. SK31-Girls'—Wt. each 60 lbs.	72.50

El Dorado 24 In. Model

No. SK60-Boys'—Wt. each 55 lbs.	$61.95
No. SK61-Girls'—Wt. each 55 lbs.	61.95

MONARK "GOLD CROWN" BICYCLE

SPECIFICATIONS: R264 Men's GOLD CROWN

1. Triple baked Chromatic Gold paint with Alaska White and Emerald Green trim
2. Lyfe-Time guaranteed racy middleweight frame
3. Long coasting 1 75" whitewall middleweight tires
4. Gleaming chrome rims
5. Famous Bendix Multi-Speed Power Brake and two speed gear with handlebar control
6. Continental style chrome handlebar
7. Full turn handlebar mounted spotlight in gold with chrome bezel
8. Deluxe two tone Green and White continental style saddle with chrome guard rail
9. Sure grip White handlebar grips
10. Spacious matching White tourist bag
11. Slimsonite rear reflector
12. Sleek hockey stick chainguard
13. Matching banded, bow type White plastic pedals
14. Chrome plate crank and sprocket
15. Sparkling chrome front fork cap
16. Racing type chain

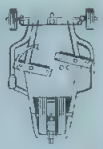
Created by

MONARK *Silver King*

In Rich Reflective Gold

The pride of our 1956 line at a sensational competitive price. Includes many "extras" found only on higher cost bikes to give you the years outstanding middleweight value. Racy design. Full American made.

No. R264-Boys'—26 in.; wt. each 46 lbs. ..... Each $66.95



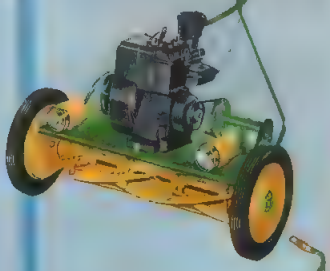
Two 12½" rotary suction blades for fast mowing

Musgrave 24"
"Mow-Cycle" Tractor

Strong frame, comfortable seat — sit while you work

Excello 21"
Reel Mower

Davis 22" Reel Mower



Trams 24"
Riding Mower

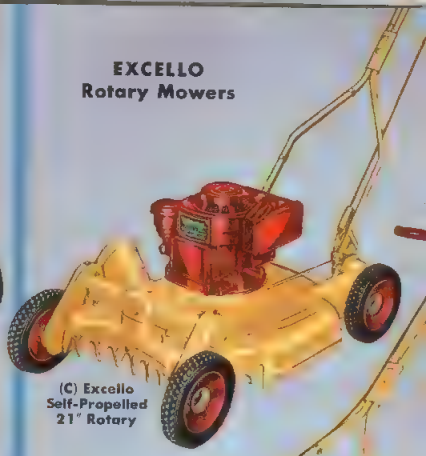
Davis 22" "Seahorse"
Reel Mower

Davis 16"
Hand Reel Mower

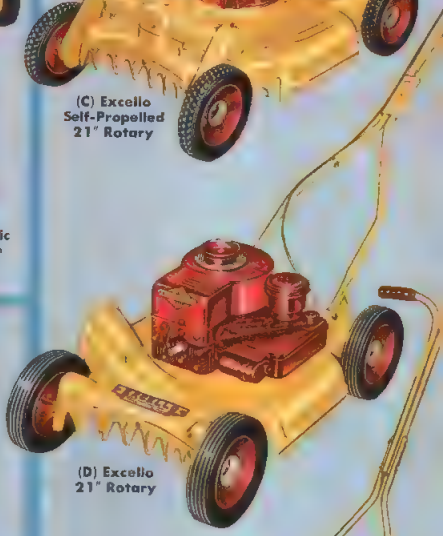
EXCELLO
Rotary Mowers

(B) Economy 18" Rotomatic

(A) 20" Rotomatic
Includes free fuel can

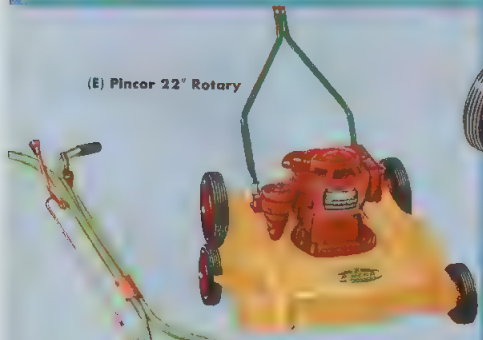


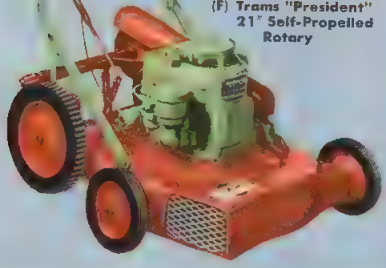
(C) Excello
Self-Propelled
21" Rotary



(D) Excello
21" Rotary

(E) Pincor 22" Rotary





(F) Trams "President"
21" Self-Propelled
Rotary

(G) Excello 18" Rotary

18" ROTOMATIC. An outstanding mower of top quality construction that will give long dependable, trouble free service. Trims to within ¾" of fences, trees, etc. Lightweight, durable cast aluminum base—air-cooled, 1 8-HP Power Products 2-cycle engine with rope starter. Offset front-wheel design eliminates scalping and tipping- allows even distribution of grass through front ejector and trims flush on left side. Automatic slip-clutch cushions shock if blade strikes solid object. Height-of-cut adjustable from 1 ½" to 2¾" Full 18" range-of-cut. Sturdy tubular steel handle, adjustable for each operator. Easy-rolling 8" rear and 6" front wheels with 1.5" tires. Whirlwind blade mulches cuttings, reduces raking Safety steel lock and dirt deflector Ivory, Orange enamel finish 44 lbs.
11-9244-5421 FOB Chicago. **74.95**

Very high air-lift blades for the smoothest cutting ever 27" swath cuts mow-time down.

Platter blades for rough cutting and for cutting closely-knit grasses add efficiency.

SENSATION 27" ROTARY. With a 27" swath but handles like a 16" mower. New-principle blower-air-lift cutting blades . . . triple cutters rotate in same plane, assuring uniformity of cut Powerful 2¾-HP, 4-cycle Briggs and Stratton engine has recoil starter for efficiency. Rugged aluminum alloy housing with handle that adjusts for each operator's mowing comfort Adjustable cutting height and scalp-proof operation. Design permits operation on three wheels for trimming

left front wheel is removed. Four 8x 1 75 die-cast aluminum wheels with ball bearings that are greased for a lifetime. Puncture-proof tires. FOB Chicago.
11-9273-11063 Wt. 78 lbs. Retail **147.50**

Power Lawn Mowers . . .

The Easy and Economical Way To Keep a Big Lawn Handsome

(A) 20" ROTOMATIC. Positive airflow design prevents grass sticking, clogging, and clumping 3-way-action whirlwind-type blade sucks-up grass for clean-cut results. No scalping or tipping because one front wheel is set further back than the other. The blade is completely enclosed for safety. Front ejector with steel safety deflectors that eliminate throwing of rocks and dirt. Equipped with either 2.25-HP, 4-cycle Briggs and Stratton or 2.5-HP, 4-cycle Clinton engine (whichever is available at time of shipment). Rewind starter. Cutting height 1¾" to 2¾" 1-gallon fuel can included free and to eliminate fall leaf raking, a free leaf mulcher. Aluminum alloy base; bronze enamel. FOB Chicago.
11-9242-7496 Wt. 58 lbs Retail **99.95**

18" ROTOMATIC. (Not shown) Same performance and specifications as 20" Rotomatic above (#11-9242), except cuts 18" swath and is equipped with Clinton 1.75-HP, 4-cycle engine with a rewind starter Steel safety deflectors eliminate throwing of rocks and dirt . . . spray grass evenly Whirlwind blade sucks-up grass for clean, sure cutting. Cut-height adjusts 1¾" to 2¾". Sleeve-bearing steel wheels with puncture-proof tires. No scalping or clipping: one front wheel is set further back than the other Kick-latch handle swings up to save storage space. 1-gal. fuel can included with every mower. FOB Chicago.
11-9241-6746 Wt 53 lbs . Retail **89 95**

(B) ECONOMY 18" ROTOMATIC. Top-quality construction at a rock-bottom price. Safety steel rock-and-dirt deflector for maximum protection. Base is all-steel. Trims to within ¾" of fences, trees, etc. Height-of-cut adjusts from 1½" to 2¾" through wheel relocation. Trims flush on left side Removable guard for weed cutting. Power Products, 2-cycle, 1 8-HP, aircooled engine (not covered with shroud) equipped with rope starter and automatic slip-clutch to cushion shock in case blade strikes solid object Strong tubular steel handle adjusts to operator's height Easy-rolling 6" wheels. Easily cuts tall grass and tough weeds as well as performing an efficient and quick trimming job. Whirlwind rotary blade makes fine mulch of all cuttings to reduce after-mow raking Offset front-wheel design eliminates scalping and tipping, allowing even distribution of cut grass through front ejector. Entire body covered with chip-resistant and rust-proof ivory-and-orange baked enamel. FOB Chicago
11-9243-4797 Wt. 42 lbs Retail **59.95**

(C) EXCELLO SELF-PROPELLED 21" ROTARY. Briggs and Stratton 2.75-HP, 4-cycle engine with recoil starter; low-tone muffler, sealed, oil-bath transmission with steel drive-shafts and bronze bearings; and positive-action, free-wheeling clutch with finger-tip, variable-speed control. Super-powered dual front-wheel drive cuts through any grass. Vacuum-type blade. Enclosed Diamond chain and twin-sprocket drive. Cast aluminum housing with jet-action ejection chute; aircraft quality blade bolt. Left-side trimming slot and concave front for close trumming . . . up-to-the-wall trimming slot Cutting height adjusts from 1" to 3¼". FOB Chicago
11-9255-11215 Wt. 95 lbs Retail **149 50**

(D) EXCELLO 21" ROTARY. Fingertip variable-speed control; quick-action recoil starter; friction clutch and vacuum-type blade. New, heavy-duty Briggs and Stratton 2¼-HP, 4-cycle engine with low-tone muffler, cast aluminum housing and side ejection chute. Left-side trimming slot for extra-close edging; concave front guard and shroud for trimming close to tree trunks Aircraft-quality blade bolt Handle-height adjustment for operator's convenience Four single-bolt cutting-height adjustments from 1" to 3¼". Free-rolling 8" wheels with nylon bearings. Mulching bracket. 77 lbs.
11-9253-7475 FOB Chgo. .Retail **99.50**

EXCELLO 18" ROTARY. (Not shown). A heavy-duty rotary power mower incorporating every wanted feature of power mowers in its size-class. 1.6-HP, 4-cycle Briggs and Stratton engine with recoil starter for quick action, fingertip variable-speed control; low-tone muffler; self-tightening friction clutch; cast aluminum housing with side-ejection chute. Concave front guard and shroud for trimming close to tree trunks. Aircraft-quality blade bolt. Handle-height adjustment for convenience. Free-rolling 8" wheels with nylon bearings. Mulching bracket. 4 single-bolt height adjustments from 1" to 3¾" . . . up-to-the-wall trimming slot. Vacuum-type blade FOB Chicago.
11-9254-6715 Wt. 62 lbs Retail **89.50**

(E) PINCOR 22" ROTARY. Trims right up to walls, trees, and fences. Front discharge chute. Briggs and Stratton, 2-HP, 4-cycle engine with recoil starter; friction clutch. One-piece, die-cast aluminum chassis . . . ribbed, reinforced, and well shielded on all sides. Tubular steel handle equipped with plastic grips. Austenized alloy steel blade resists dulling and nicking . . . formed for suction lift. Cutting height adjusts from 1" to 2½" . . . full 22" cutting width. Disc wheels with semi-pneumatic tires and sintered metal bearings. Free leaf mulcher attachment included. Red, Green, and Maize baked enamel finish. FOB Chicago.
11-9225-7289 Wt. 49 lbs Retail **109.95**

(F) TRAMS "PRESIDENT" 21" SELF-PROPELLED ROTARY. Takes the work out of lawn mowing all you do is guide it! 2¼-HP, 4-cycle Briggs-Stratton engine has fingertip throttle, self-propelled clutch. enclosed drive, recoil starter, aluminum housing. Tube-steel handle adjusts for storage and operator-height. Cut-heights, 1" to 2½". Removable mulcher screen, non-slip rear wheels and easy-roll front wheels with semi-pneumatic tires. Spring steel blade has 4 cutting edges and self-cushioning action. FOB Kansas.
11-9262-11150 Wt. 93 lbs Retail **149.50**

(G) EXCELLO 18" ROTARY. Standard-duty, light-weight rotary with many features found on larger mowers. Variable speed control on 1.6-HP, 4-cycle Briggs-Stratton engine. Friction clutch, vacuum-type blade jet-action ejection chute and mulching bracket Trimming slot cuts to within ½" aircraft-quality blade bolt. 6" plastic wheels with Oilite bearings. 4 single-bolt cut-height adjustments –1" to 3". Up-to-the wall trimming slot. Perfect balance for maximum maneuverability Cast aluminum housing FOB Chicago.
11-9252-5960 Wt. 50 lbs Retail **79.50**

Power Mowers

Simplify Lawn Care Problems

MUSGRAVE 24" "MOW-CYCLE" TRACTOR. The rotary lawn mower you ride! Gives complete lawn care without walking. Comfortable to ride, remarkably safe—all moving parts shielded. Easy to control, steer, and back-up. Operates on 3-HP. Clinton heavy duty, single-cylinder, 4-cycle, air-cooled engine equipped with convenient recoil starter. Top speeds of 4½ MPH. are easily maintained; attachments are pulled without difficulty. Filler cap, starter choke and reverse lever all protrude handily through top of housing. Transmission clutch is operated by foot pedal on right side of housing. Belts are power-carried from engine by modern, trouble-preventing V-belts. Two 12½" rotary suction-type blades are made of heavy, heat-treated steel . . . cut-width 24". Rigid 1" frame of steel tubing . . . automobile steel housing with Fiberglas insulation. Ventilated, basket-type alloy steel seat with plaited wire cushion. Molded handle grips. 8" front wheels with 2½" rubber tires; 12" rear wheels with 3" tires. 45x26"-size Net weight 182 lbs. FOB Chicago.
11-9284-21713 Sh. wt. 237 lbs...Retail **289.50**

Attachments for Above (FOB Ohio)

Leaf Mulcher. Fits under Mow-Cycle. Keeps leaves suspended over blade until they have been pulverized into fine mulch.
11-9290-295 Wt. 2. lbs. . . . . Retail **3.95**

Lawn Roller. Weights with either water or sand Of 14-gauge steel, 18" across, 24" wide with ¾" steel axle and 1" filler plug
11-9288-1950 Wt. 37 lbs.. . . Retail **25.95**

Fertilizer Spreader-Seeder. For seed, fertilizer, lime or top soil. Fingertip shut-off and adjustment for sowing. Revolving agitator 11" wheels with semi-pneumatic tires. Spreads a 24" swath. 75-lb. capacity
11-9286-1690 Wt 38 lbs..... Retail **22.50**

Lawn Cart. Steel-box construction, 14-gauge, 30" long, 24" wide, 10" high. 8" wheels with 2½" cushion rubber tires.
11-9289-2120 Wt. 60 lbs.... Retail **28.25**

Aerator. Steel construction with sturdy pull bar. Spike disc, 10" in diameter. Steel tray for adding weights. 25" width.
11-9287-2515 Wt. 50 lbs... . . Retail **33.50**

Attachment Clip. Bolts to rear of tractor so attachments are quickly hitched.
11-9281-72 Retail **95c**

TRAMS 24" RIDING MOWER. No pushing—no walking. Cuts into tight spots—under shrubs, right up to fence rows—backs out under its own power Powerful 2½-HP Briggs and Stratton engine with recoil starter. Drive it along at 6 MPH forward, and 4 MPH reverse. Forward, neutral, and reverse gear shifts. Bicycle-type steering with fingertip, handle-mounted throttle control. Heavy chain and solid steel sprocket drives 16" rear drive-wheel. 5-wheel construction prevents mower from tipping-over on cross-slope cutting and terracing. 24" bar blade is reversable and has double cutting edge. Cuts between 2½" and 3¾" adjustment of cutting height is made on the blade—not on the wheels like most other mowers. Blade does not have to be removed to be sharpened. Built-in clutch starts and stops blade—allows you to ride mower to and from job without blade whirling. "Bridge"-type, tubular steel chassis. All working parts are enclosed with heavy-gauge steel. Seafoam rubber seat covered with water repellent duck. Front wheels are ball-bearing. King pins have oilite bronze bushings with ball thrust bearings. FOB Kansas.
11-9279-22340 Wt. 150 lbs.. .Retail **298.00**

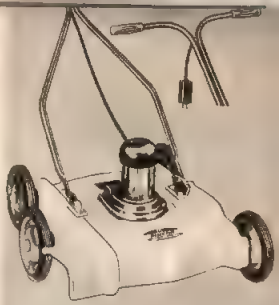
DAVIS 22" "SEAHORSE" REEL MOWER. New, light-weight 1.6 HP Briggs and Stratton engine with automatic transmission and clutch controlled by throttle lever. V-belt drives engine to countershaft. Roller chain drives countershaft to reel. Unit-lever throttle controls automatic clutch Self-aligning cup and cone ball bearing. 6" reel with five 22" tempered chrome alloy blades and four extra-heavy ribbed iron spiders. Tempered crucible chrome alloy cutter blade with lipped shearing edge riveted to heavy-duty cast cutter bar. Standard 4-screw adjustment. Semi-pneumatic puncture-proof tires on 10" cast wheels. 2½" top grade, 3-section hardwood roller with malleable iron roller brackets. Cast iron frames—1" tubular steel rod and heavy engine-base support bar. 16-gauge steel stamping with full reinforcement on shield. Steel-rod, ¾" steering column mounted on 2 oilite bronze bearings. All-steel bucket-type seat welded to frame. FOB Chicago.
11-9208-11996 Wt. 155 lbs.. Retail **159.95**

EXCELLO 21" REEL MOWER. Has full 21" five bladed, self-sharpening cutting assembly and bronze-bearing-equipped jack shaft and wheels. Fingertip clutch and throttle-control levers. Briggs and Stratton 4-cycle, 1.6-HP engine with recoil starter . . . air-cooled to breeze easily through tough mowing jobs. Sectional rollers make turning quicker and easier. Durable, heavy-gauge steel construction, yet lightweight for easy maneuverability . . . the handle is of "floating" tubular steel with rubber grips. 10" semi-pneumatic tires assure smooth rolling FOB Chicago.
11-9201-9035 Wt. 113 lbs..... Retail **120.50**
As above with rope starter.
11-9200-8665 Wt. 111 lbs.. . Retail **115.50**

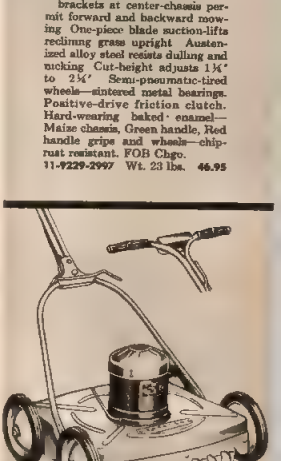
Excello 18" Reel Mower. Same as above with 18" cutting assembly, rope starter, and air-cooled, 1 6-HP Briggs and Stratton engine.
11-9190-7705 Wt. 115 lbs.. . Retail **102.75**

DAVIS 22" REEL MOWER. Automatic clutch with V-belt drive on lightweight 1.6 HP Briggs and Stratton engine. Roller chain drive, countershaft to reel. Self-aligning cup and cone ball bearings. 8" reel with five 18" tempered chrome alloy blades and four ribbed iron spiders. Semi-pneumatic puncture-proof rubber tires on 10" wheels. Crucible chrome alloy cutter blade with lipped shearing edge riveted to heavy-duty cast cutter bar. Chrome-trimmed lights. Four-screw adjustment. 2½" top-grade, three section, hardwood roller with malleable iron roller brackets. Cast-iron side frames with steel-rod engine-base support bar. 16-gauge, steel-stamped shield. Tubular steel handle with hold-down clip to prevent tipping. Recoil starter. FOB Chgo.
11-9207-8996 Wt. 120 lbs.... Retail **119.95**

DAVIS 16" HAND REEL MOWER. A streamlined, lightweight hand lawn mower for smaller-service jobs and trimming-up over areas when it is unnecessary to put larger mower to use. All tubular steel handles with comfortable white plastic handle grips. Strong revolving cutter-reel with five high-carbon crucible steel blades and four spiders, each 6" in diameter. Self-aligning cup-and-cone ball bearings for constant uniformity of operation. Heavy-lipped, razor-edged cutter blades, safety-covered by streamlined steel protector-shield. Easy-rolling 10" semi-pneumatic puncture-proof tires. New easy-oil hub cap . . . spring-cap oil cups make oiling easy and keep out dirt and foreign matter. Rubber rear-roller. Finished all-over in chip-resistant and rust-proof enamel—sunshine Yellow wheels and reel with grass-Green shield-handle. FOB Chgo.
11-9183-1700 Wt. 52 lbs..... Retail **22.95**



PINCOR 16" ELECTRIC ROTARY. Trims right up to trees, walls, and fences on right side. ¾-HP Pioneer electric motor with on-off switch and overload relay. One-piece aluminum die-cast chassis is shielded on all sides. Tubular steel handle equipped with plastic grips brackets at center-chassis permit forward and backward mowing One-piece blade suction-lifts reclining grass upright Austenized alloy steel resists dulling and nicking Cut-height adjusts 1¼" to 2¼" Semi-pneumatic-tired wheels—sintered metal bearings. Positive-drive friction clutch. Hard-wearing baked-enamel—Maize chassis, Green handle, Red handle grips and wheels—chip-rust resistant. FOB Chgo.
11-9229-2997 Wt. 23 lbs. **46.95**

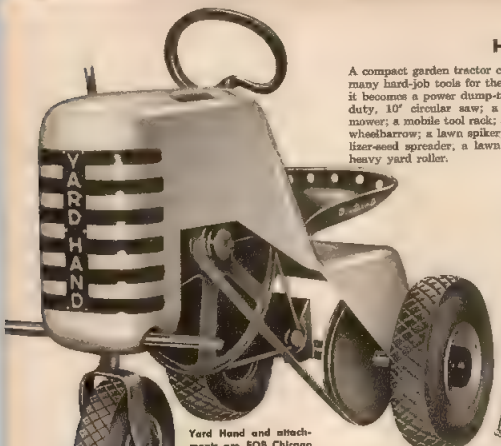


EXCELLO 18" ELECTRIC ROTARY. Plug into any 115-volt, 60-cycle, AC outlet, and the rotary blade whirls into action. Pressed steel chassis for long service. Fully enclosed disc with 4 cutter knives of onyx spring steel provide quiet, efficient performance. Reversible tubular steel handle with rubber grips. Multiple cutting-height adjustment. Trims to within ½" of any obstruction. ¼-HP 1725-RPM motor—automatic-cutout-protected against overload. Convenient control switch on handle. Four 8" wheels have bronze bushings—all steel with semi-pneumatic rubber tires. Precision-engineered electric rotary-power motor has heavy-duty rubber cord. UL apprvd. FOB Chgo.
11-9232-4385 Wt. 60 lbs.. .**58.50**

Hiller "Yard Hand"

A compact garden tractor convertible into many hard-job tools for the yard. Quickly it becomes a power dump-truck; a heavy-duty, 10" circular saw; a power riding-mower; a mobile tool rack; a self-propelled wheelbarrow; a lawn spiker; a power-fertilizer-seed spreader, a lawn sweeper; or a heavy yard roller.

Designed specifically so the fractional-acre home-owner can "ride" through all the tough outside work. Hand lever moves forward to go, back to stop—two forward speeds: 2 MPH, low; 4 MPH, high. The 1¾-HP, 2-cycle engine, driving through a 40-to-1 reduction carries heavy operator and attachment with power to spare.



Yard Hand and attachments are FOB Chicago

Engine is air-cooled and equipped with recoil starter, ratchet-type clutches . . . has 198-lb. maximum drawbar pull. Adjustable steering and drive with an advanced-design "free-wheeling" feature allows "Yard Hand" to turn within its own length and maneuver in tight areas. Dimensions: 43" long, 28½" wide, 30" high. Wt. 127 lbs.
11-9035-19875 Shipping wt. 131 lbs.. . . . .Retail **265.00**

20" MOWER. Usable as hand mower also. Rubber tires. Cuts up to an acre per hour. Hitch incl.
11-9036-3338 Wt. 51 lbs. **44.50**

3-GANG MOWER. Three 14" 5-blade mowers. With frame, hitch and bar.
11-9043-8213 Wt. 110 lbs. **109.50**

ADDITIONAL "YARD HAND" ATTACHMENTS

10" Circular Saw. Can be mounted on "Yard Hand" and ready for action in less than two minutes. Cuts to 3" thickness. Cast aluminum, rust-proof table is 20½"x18" 4600 RPM. With mitre gauge, guard
11-9040-4496 Shipping weight 30 lbs. Retail **59.95**

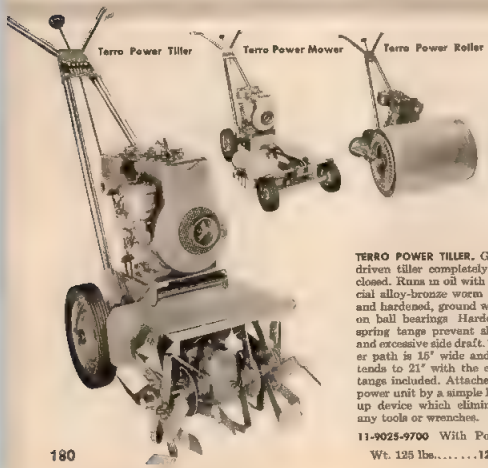
Garden Cart. Hauls anything portable up to 200 lbs. Tilts for easy dumping and filling. Rubber-tires on steel-rimmed wheels. 4 cu. ft. cap. 21x13x27" long
11-9037-1838 Shipping weight 38 lbs. Retail **24.50**

FERTILIZER SPREADER. Uniform, quick distribution of seeds and fertilizer. 24" spreading width; single handle flow-control, stainless steel hopper plate; automatic agitation. Rubber-tired wheels. 2300 cubic inch capacity. Hitch incl.
11-9039-1838 30 lbs. . . . **24.50**

LAWN SWEEPER. Works when "Yard Hand" is in low or high gear. 24" sweep-width. Canvas basket 31" wide, 32" long, 27" deep; 6.5 cu. ft. cap. Embossed metal bottom; adjustable brush height, deflection plate. Rubber tires. Hitch incl.
11-9038-3746 62 lbs. . . . **49.95**

LAWN ROLLER. Sand filled 390 lbs.; water-filled 260 lbs. 24" roll-width; 18" diam. Solid steel construction
11-9041-1838 Wt. 50 lbs. **24.50**

LAWN SPIKER. Aeration tines attach to above roller for 2-in-1 tool.
11-9042-596 3 lbs. . . .Retail **7.95**



George Terro Combinations

Simple and thorough maintenance for all lawn and play areas. All attachments will fit the power unit interchangeably. The mower and roller are available separately or with the power unit; or, for complete maintenance, order the Terro Power Tiller and the mower and roller separately. No tools are required to join any of the attachments with the power unit.

Power Unit. Briggs and Stratton 2⅜-HP engine provides adequate drive for any of the attachments. Engine is air-cooled and has a governor throttle control. Adjustable handles with White plastic grips. Clutch-rod actuates spring-loaded belt tightener for perfect attachment control. Transport wheels with 75x10 semi-pneumatic tires and friction-free lubricated bearings. All FOB Ill.

TERRO POWER TILLER. Gear-driven tiller completely enclosed. Runs in oil with special alloy-bronze worm gear and hardened, ground worm on ball bearings. Hardened spring tangs prevent shock and excessive side draft. Tiller path is 15" wide and extends to 21" with the extra tangs included. Attached to power unit by a simple lock-up device which eliminates any tools or wrenches.

11-9025-9700 With Power. Wt. 125 lbs. **129.50**

TERRO POWER MOWER. Self-propelled rotary with 1-pc., 21" steel blade. "V"-belt drive to power take-off; beveled gears running in oil. Side-discharge chute prevents mulch and power-loss. Friction-drive wheels provide safety-clutch which disengages in case blade strikes solid. Leaf-mulching screen handles 95% of leaf problems.

11-9026-9700 With Power. Wt. 130 lbs. . . . **129.50**
11-9028-3700 Mower Only Wt. 50 lbs. Retail **49.50**

TERRO POWER ROLLER. Waterfills to 265-lb. wt. . . . weighs 280 lbs. with driving mechanism added. Adequate for most rolling jobs on lawn or turf. Forward speed of power unit accomplishes a lot of work in a short time. Transport wheels pivot for light, easy turns. Gear-driven from side. Thorough rolling up or down hill. 24x18"-diam.

11-9027-9700 With Power. Wt. 145 lbs. . . **129.50**
11-9029-3700 Roller Only Wt. 65 lbs. Retail **49.50**

Tonka tricks for '56

Tonka Toys

big, realistic AERIAL LADDER

Heavy, rugged and true-to-life in appearance and action. This scale model of the popular "Hook 'n Ladder" is loaded with details. Aluminum ladder is raised and extended by simulated hydraulic controls to big 36 inch height. Ladder base revolves full 360°. Truck carries 2 extra, auxiliary ladders. Length, 32 ½"; height, 7¼" width, 6"

Shpg. Wt. 10 lbs.
No. 700-6T997.....Retail $14.95

NEW!

TONKA FIRE DEPARTMENT

Richly detailed, 3 vehicle fire department, all in one package. Aerial Ladder and Suburban Pumper described in detail at left and below *plus* special Emergency Rescue Squad Truck and metal Fire Chief's badge. Rescue Squad Truck length, 11 " height, 7", width, 5½". Set dimensions length 33" height 6"; width 17½". Set individually packed. weight 21 lbs.

No. 900-6T1827 .. Retail $28.95

NEW! Suburban pumper With real Hydrant

Heavy, rugged and true-to-life in appearance and action. This scale model of the popular "Hook 'n Ladder" is loaded with details. Aluminum ladder is raised and extended by simulated hydraulic controls to big 36 inch height. Ladder base revolves full 360 degrees. Carries 2 extra, auxiliary ladders. Length, 32½"; height, 7¼", width, 6". Shipping weight 10½ lbs

No. 700-6T997.....Retail $14.95

HYDRANT CONECTS TO GARDEN HOSE. . .PUMPS WATER!

Tonka Toys

NEW FARM STAKE TRUCK. A scale model of the all purpose truck seen on farms across the country. Small backyard farmers will find that its heavy, rugged cab and box are perfect for hauling even conceivable type of load. Stake panels can be removed for particularly big jobs. Stake edges are rounded for safety and heavy rear wheels with mud guards add to the realism. Length, 13", Height 5 3/4", Width 6". Shpg Wt. 4 ½ lbs

No. 925-6T265..... Retail $3 98

MINUTE-MAID VAN—Famous "Minute-Maid" trademark identifies this van Two rear doors make it a useful little truck for "local" delivery. Heavy-duty duals in rear are typical of the rugged cargo-type construction. L. 14½", H. 7¼", W. 5¾" Shipping Wt. 5lbs

No. 725-5T330 Retail $4 98

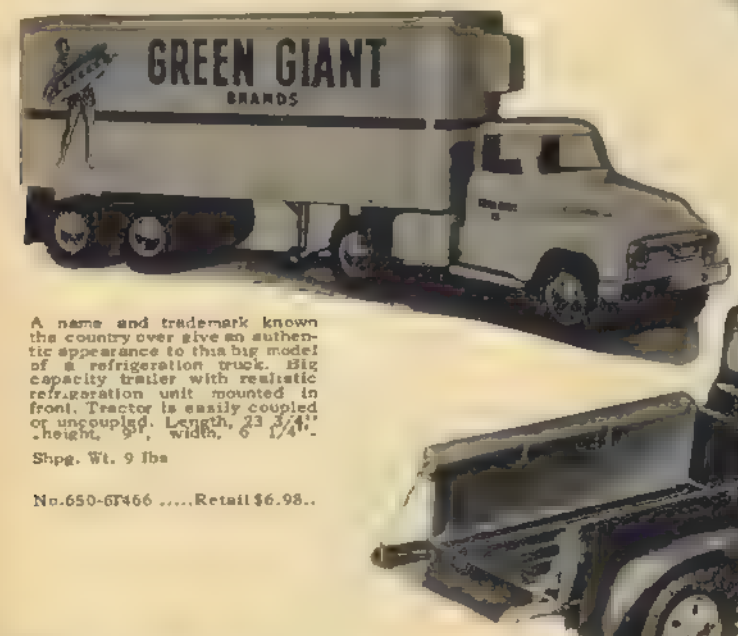
"CARNATION" MILK TRUCK

"CARNATION" MILK TRUCK Tonka toys' scale version of the familiar milk truck. Sliding front door and two rear doors make loading and unloading quick and easy. Unlimited play time applications. Realistic in appearance and operation. Length 11 3/4" Height, 7", width 5½" Shpg Wt 6 lbs

No 750-6T265 . . . . Retail $ 398.

A well-known vehicle that's big enough to move an entire toy household. Built to scale and designed to take the toughest "cross-country" service. 10 big rubber tires, "landing gear" supports for uncoupling tractor and detailed paint job add realism. Length 23¾" height 9" width 6". Shipping weight 8 lbs.

No 400-6T466.....Retail $6 98



A name and trademark known the country over give an authentic appearance to this big model of a refrigeration truck. Big capacity trailer with realistic refrigeration unit mounted in front. Tractor is easily coupled or uncoupled. Length, 23 3/4" height, 9", width, 6 1/4".

Shpg. Wt. 9 lbs

No. 650-6T466 .....Retail $6.98..

PICK-UP TRUCK

Years and years of service are built into this tough, handy little model. Movable tail-gate is secured in open position or held shut by plated chains. Handsome, scale design, heavy, durable construction, all at an amazing low price Length 12¼" height 5¾" width 5½". Shipping weight 3 lbs

No. 880-6T205.....Retail $2 98

TOYS MADE TO LAST !

NEW Tonka Wrecker

STATE HI-WAY DEPARTMENT

another New Tonka Toy set

Authentic down to the last detail. Everything needed to keep young highway engineers busy on road building and road maintenance projects for hours on end. Set includes these scale models: special Road Grader with additional, simulated operating lights; regular Tonka Dump Truck, for average road requirements; new Hi-Way Hydraulic Dump Truck (described on page 2) for special work assignments and a Pick-Up Truck for light hauling. In addition, set contains a complete set of 6 highway signs and 2 road barriers for use in construction areas. All vehicles are the same size as the regular Tonka models described individually in this catalog. Road signs are 4½" high and barriers measure 4½" x 6" Set dimensions length, 30", height, 7½", width, 17½". Set individually packed, weight, 18½ lbs.

No.975-6T1267..... .....Retail $19.95

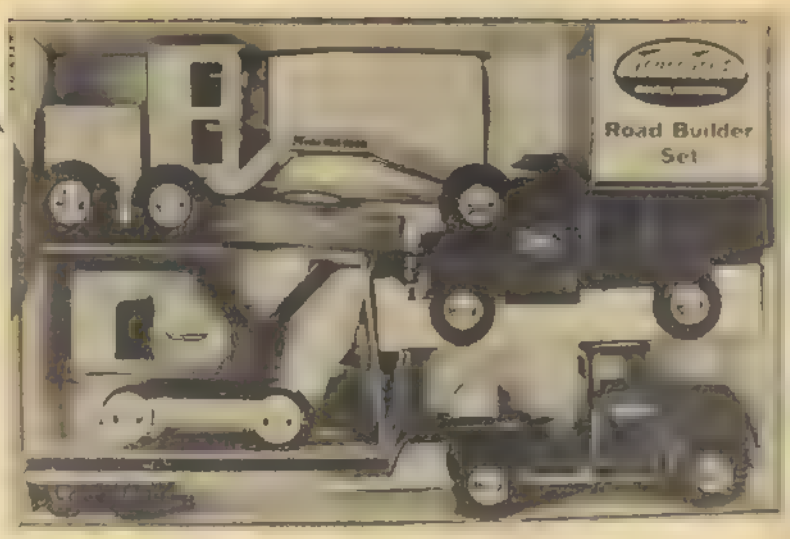
Wrecker

Big enough and heavy enough to handle any vehicle in the Tonka Toy line or any other toy truck. Newreinforcing bars and heavy-duty winch add strength and realism. Simulated emergency and rear operating lights give added authentic touch. Heavy chain and hook is easy to crank. Length 12" height 6½" width 6¼". Shpg. wt. 4 lbs.

No.960-6T380.....Retail $4.98

ROAD BUILDER SET - All of the equipment necessary to delight the heart of small Highway Engineers. A complete set of 4 road building and maintenance models that look and work like the real thing. Made for hours of creative enjoyment indoors or out - built to take the roughest punishment on junior road construction projects. Attractively boxed, a real value in price. Composed of the four models individually described below. L. 27" H. 7¾" W. 16¼". Shipping weight 4½ lbs.

No.765-6T1065.....Retail $15.95



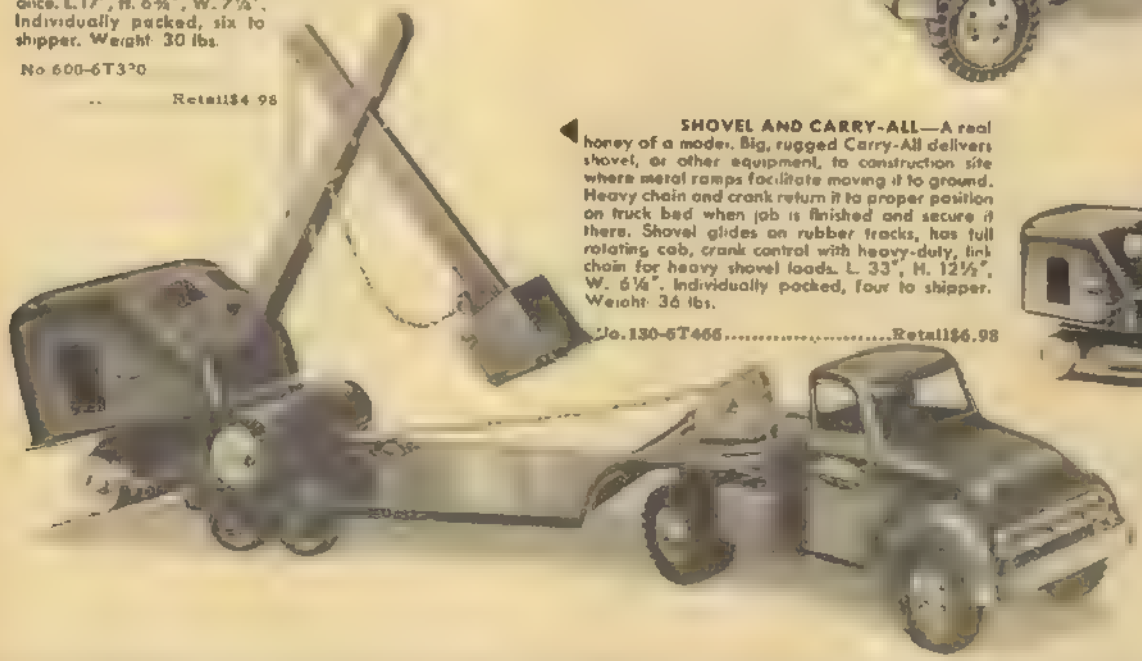
ROAD GRADER—Details galore in this scale reproduction of the workhorse of the road building crew—the grader. Blade can be rotated and tilted to perform specific grading jobs. Back wheels have "floating" action (just like the real ones) to take them over the toughest terrain. Front, steering wheels are operated in cab. Jumbo, "V" treaded tires enhance the authentic appearance. L. 17", H. 6⅜", W. 7⅛". Individually packed, six to shipper. Weight 30 lbs.

No 600-6T370

.. Retail $4.98

DUMP TRUCK—As tough as its real life counterpart and every bit as versatile. Built to serve on countless junior road projects and to haul every conceivable type load. Scale authenticity throughout to simulate long hours of happy play. Plated dump control lever and tail-gate latch are operated just behind cab. L. 13", H. 6", W. 6". Individually packed, six to shipper. Weight: 24½ lbs.

No 180-6T265. .. .. Retail $3.98



SHOVEL AND CARRY-ALL—A real honey of a model. Big, rugged Carry-All delivers shovel, or other equipment, to construction site where metal ramps facilitate moving it to ground. Heavy chain and crank return it to proper position on truck bed when job is finished and secure it there. Shovel glides on rubber tracks, has full rotating cab, crank control with heavy-duty, link chain for heavy shovel loads. L. 33", H. 12½", W. 6⅛". Individually packed, four to shipper. Weight 36 lbs.

No.130-6T465.....Retail $6.98

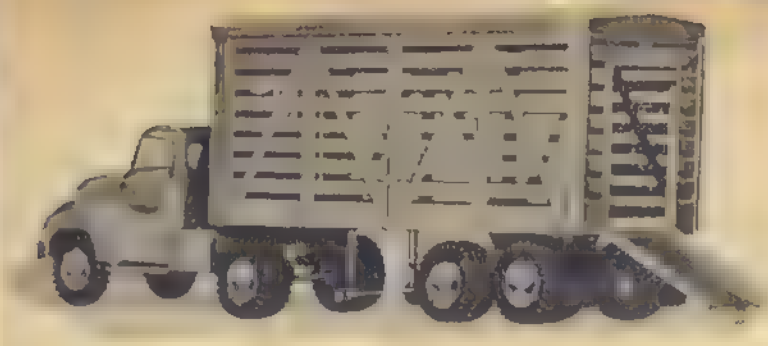
STEAM SHOVEL—L 15", H. 5¾", W. 5¼". Individually packed, six to shipper; Weight: 25 lbs.

No.50-6T240

Retail $3.49

THE FINEST QUALITY AT THE LOWEST PRICES IN METAL TOYS

Tonka Toys



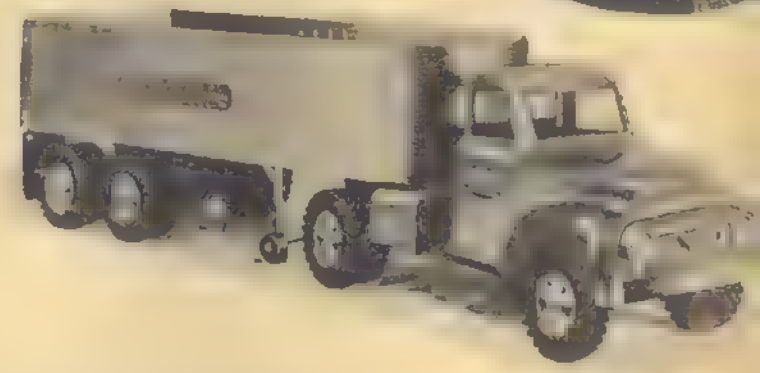
LIVESTOCK VAN - Realistic trailer will hold toy livestock or other toys. Floating Dual-tandem wheels just like the "big rigs" on the road. "Landing gear" supports trailer when uncoupled from tractor. Heavy steel construction, with diagonal bracing to take the punishment given by the most energetic "little shipper." L.24", H.9¼", W.6¼". Individually packed. Shpg. wt. 8¼ lbs.

No.550-6T466 . . . . . .Retail $6.98

TONKA "CARGO KING"

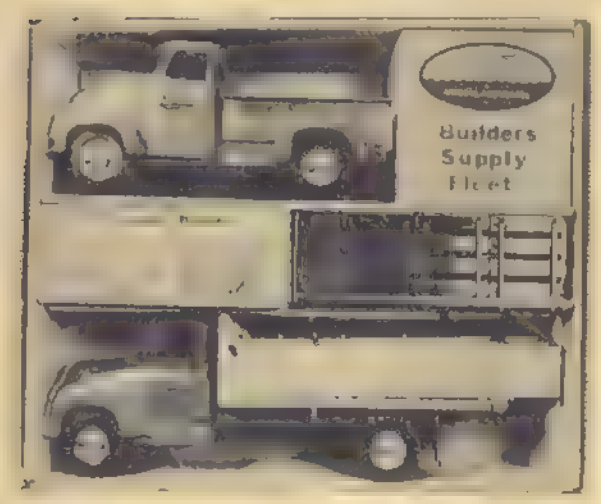
An open-top job that's designed for loads of any size or type. Heavy, tight aluminum box has rolled top edges for safety and strength. Has "Landing gear" supports so trailer can be uncoupled and small, sliding door for unloading sand, gravel, etc. Length, 23½" height, 6"; width, 6" Shpg. Wt.

No.550-6T398.....Retail $5.98



SUPPLY FLEET—Two different truck boxes—"stake" and lumber—easily, quickly interchangeable on heavy duty frame. Pick up truck included for small loads. "Stake" and lumber trucks described in detail alongside. Pick-up on back cover.

No.0875-6T655.....Retail $10.95



LOGGER—Authentic single-boom type logging truck with realistic load of wood logs held in place by logging chains. Constructed to take all the punishment that young Paul Bunyans can give it. Logs can be removed and replaced as often as desired. Fourteen wheels just like the big ones. L.23 3/4", H 6", W. 6" Individually packed. Shpg. Wt. 7½ lbs.

No.575-6T330 . . . . . Retail $4.98

TONKA TRAILER FLEET. All that's necessary to put a small boy into the trucking business. 4 different trailers (Livestock, "Cargo King" and Logger described above plus open top and back Tonka Freighter) and 2 separate tractors permit realistic fleet rotation. Trailers rest on "landing gear" supports when not in use. Designed for hours and hours of constructive fun. Set: Length, 45½"; height, 6"; width, 17½". Individually packed. Shpg. Weight, 26 lbs.

No.675-6T1197 .....Retail $18.95

BLAW-KNOX PRECISION SUBGRADER

VIBRATION DOES THE DIGGING

Blaw-Knox 20'—25' Adjustable Width Precision Subgrader.

Harnessed controlled vibration applied to the forward edge of the cutter bar assembly excavates the subgrade material for paving work to exact crown and grade. Excavation by vibration makes it possible for the Blaw-Knox Precision Subgrader to cut through the hardest material encountered in the preparation of paving subgrade far beyond the limits of any subgrading machine previously devised.

Vibration at the rate of 2,000 impulses per minute are produced by vibration generators mounted on the back of the cutter assembly. The cutter assembly is so completely insulated from the Precision Subgrader that the impacts of vibration are not transmitted into the subgrader frame or the paving forms, but flow fore and aft directly from the cutting edge into the subgrade material to be excavated. A transverse conveyor disposes of the excavated material in a windrow beyond the forms.

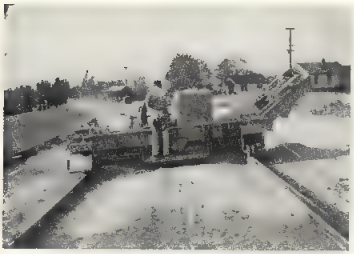
The two-wheel mounted strike-off, adjustable for crown and width, gives final shape to the subgrade. It is towed by the subgrader at a distance of six feet from the machine. This six-foot space exposes the semi-finished subgrade and provides an ample area to make any necessary corrections to the subgrade such as removal of partially embedded rocks or addition of material where subgrade was too low. Fine material for the final strike-off is sifted by vibration through small vertical openings in the cutter assembly with an action very similar to that of a vibrating screen.

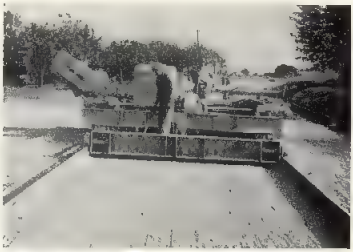
Behind the strike-off no additional adjustment or hand work are required. One machine operator and assistant prepare sufficient finished subgrade to take care of the output of two 34-E dual drum paving mixers.

102-3-F5

BLAW-KNOX PRECISION SUBGRADER

Standard Machines Carried in Stock Are Adjustable 10'-12'6" and 20'-25' Widths





Front and rear view of 10'-12'6" subgrader showing finished grade behind strike-off ready for rolling.

EXCLUSIVE FEATURES

- Hard digging made easy through vibratory cutting action.
- Paving forms are not disturbed.
- 6' space between subgrader and strikeoff for inspection and adjustment.
- Quick crown change provided for 20'-25' adjustable width machines.
- 10'-12'6" width subgrader can be converted to 20'-25' width; 20'-25' width subgrader can be converted to 10'-12'6" width in field.

Close-up of vibrating cutter assembly showing slots through which fine material is sifted for feeding strike-off.

Adjustable 20'-25' Subgrader working on 22' paving job. Subgrader equipped with cross-over bridge.

Send for Catalog No. 2227-R

102-4-55

The BLAW-KNOX Transverse Blade Concrete Paving Spreader

Automatic Type — For Roads and Airports

Blaw-Knox Concrete Paving Spreader working with two 34-E Dual Drum Paving Mixers.

Exclusive Features

- Automatic spreading action regardless of where the concrete is placed on the subgrade.
- Absence of pressure on the paving forms and avoidance of disturbing form alignment.
- Does not segregate concrete regardless of maximum size of aggregate.
- Narrow machines are convertible to wider machines and vice versa.
- Vibratory attachment (when so equipped) driven by same engine and transmission that operate spreader vibrator does not rest on paving forms.
- One-man operation for spreading and compaction by vibration.
- Freedom from job-interrupting breakdowns and excessive maintenance cost.
- Action of transverse spreading blade clears path for forward movement of spreader machine making spreading action automatic. No manual reversing of spreading blade required, which relieves operator of this function.

Data on Blaw-Knox Concrete Paving Spreaders

Standard Adjustable Width, Ft.	Weight of Spreader Lbs. Approx.	Weight of Transportation Wheels	Weight of Vibratory Attachment	Traction Speeds Forward and Reverse Ft. Per Min. Normal Engine Speed 1500 RPM				Trolley Speed Ft. Per Min.
				1st	2nd	3rd	4th	
10-15	10750	1250	2000	11	16	19	120	120
20-25	14800	1250	3500	8	12	14	87	194

Accessories for Blaw-Knox Concrete Paving Spreader

Split Wheels—Single-Flange, Double-Flange, Flat-Tread and Closure Types.

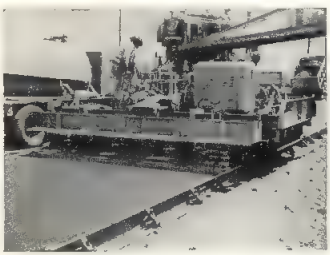
Universal-Type Wheels—for all operating conditions which eliminate changing wheels in field. Flat tread wheel with solid rubber tire—for operating on finished slab.

Moving trucks with steel or rubber-tired wheels.

The Blaw-Knox Concrete Paving Spreader spreads the concrete to a level below the top of the forms for wire mesh reinforcing either with or without preinstalled center joint and then spreads the concrete to grade or top of form level.

The capacity of the Blaw Knox Concrete Paving Spreader for spreading concrete ahead of the finishing machine is adequate to handle the maximum output of two 34-E Dual Drum Pavers.

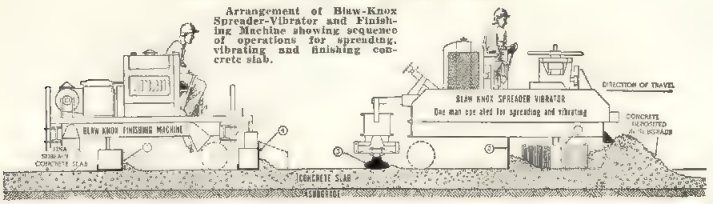
Send for Catalog No. 2485.



Rear View of Blaw-Knox Spreader-Vibrator on Single-Lane Paving showing Vibrated Concrete Slab.

Use This Up-to-Date Paving Method

Arrangement of Blaw-Knox Spreader-Vibrator and Finishing Machine showing sequence of operations for spreading, vibrating and finishing concrete slab.



1 -Automatic Transverse Spreading Blade spreads concrete transversely and at the same time pushes excess concrete ahead of machine, adjustable for spreading height.

2—Strike-off shapes concrete to required height and crown, allowing slight excess for compaction by vibrator. strike-off is hydraulically adjustable for elevation.

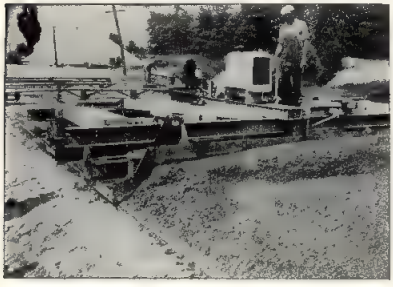
3—Vibratory attachment compacts concrete simultaneously with spreading operation; vibrator is spring suspended and does not rest on paving forms. All vibratory effect is transmitted directly to the concrete. Vibrator is controlled by spreader operator and leaves slight excess of concrete for finishing machine.

4—Finishing machine front screed strikes off excess of concrete to exact grade and crown. Finisher has easy and rapid operation, follows close behind Spreader-Vibrator.

5—Rear screed of finishing machine performs final finishing and smoothing operation.

BLAW-KNOX TWO-SCREED FINISHING MACHINES

For Concrete Roads and Airports



Blaw-Knox 20'-25' Adjustable Width Finisher on 22 Ft. Road Project.

The Blaw-Knox Two-Screed Finishing Machine is standard equipment for contractors on all concrete paving for roads and airports. It excels in volume production of finished slab and the quality of finish for the concrete pavement.

The standard range of adjustability in width is 5 ft. Adjustment of width in the field is simple and rapid. Narrow machines are convertible to wide machines and vice versa by means of the necessary "change of width" parts.

The Blaw-Knox Finishing Machine has participated in many record smashing production performances on airports and roads all over the world. Coupled with a Blaw-Knox Automatic Concrete Paving Spreader one machine has finished concrete paving slab for two Dual Drum 34-E Paving Mixers operating at maximum output.

Send for Catalog No. 2045.

Accessory Items for Blaw-Knox Finishing Machines

Vibratory attachments. "Quick-adjustable" crowned screeds for flattening crown on super-elevated curves in road paving work. Belting attachments. Tamping attachments. Curve widening devices. Transportation wheels.

Extra wheels—single flange (inside or outside), double flange, flat tread and special wheels for closure strip on airport paving.

Also, Universal-type wheels which eliminate changing wheels in field when operating on steel forms on both sides, steel forms on one side and concrete slab on the other side, and concrete slab on both sides.

Blaw-Knox Finishing Machines are stocked in standard sizes of 10'-15' and 20'-25' adjustable widths. All other sizes of machines are built to order.

Blaw-Knox 10'-15' Adjustable Width Finisher Equipped with Vibratory Attachment on 12'-0" Width Paving.

Specifications of Blaw-Knox Finishing Machines

Speeds shown are at a constant engine speed of 1250 R.P.M.

Standard Adjustable Width Ft.	Traction Speed in Feet per Minute—Forward and Reverse / Screed Speeds in Strokes per Minute					Weight of Finisher (Approx.) Lbs.	Weight of Transportation Wheels Lbs.	Weight of Tamping Attachment Lbs.	Weight of Belting Attachment Lbs.	Weight of Vibratory Attachment Lbs.
10–15	Traction	9.2	11.6	14.3	18.3	150	8500	1670	860	260	2450
	Screeds	50	63	77	99						
20–25	Traction	7.6	9.6	11.8	15.0	124	10900	1670	1013	300	2700
	Screeds	43	54	66	85						

Traction and screeds are independently controlled, providing 16 combinations of traction and screed speeds available.

Contractors prefer the Blaw-Knox Finishing Machine because of the smooth finish obtained under maximum production conditions. Operators like Blaw-Knox Finishing Machines because of ease and flexibility of operation, also convenient arrangement of controls.

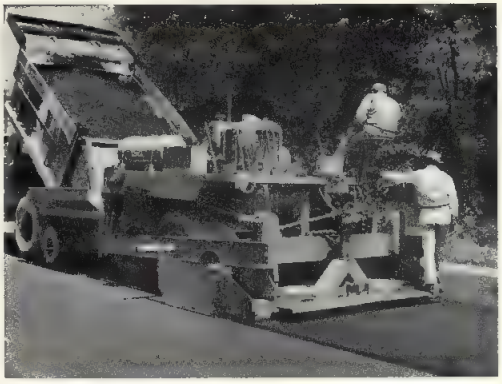
EXCLUSIVE FEATURES OF THE BLAW-KNOX FINISHING MACHINE

- Extra wide screed ends which prevent wastage of concrete over the side forms.
- Five traction speeds and four independent speeds for flexibility of operation to handle varying types and textures of concrete.
- Easy and rapid adjustability for width.
- Proper weight distribution makes machine easy on paving forms and easy to steer.
- Torque arms on wide machine stiffen frame and prevent weaving.
- Vibrator attachment is driven by same engine and transmission that operates finishing machine; no separate power units required.
- Vibrator does not rest on side forms.
- Removable wheel rims for quick wheel changes.
- Foot pedal steering and braking for each side of machine.
- Strongest structural frame of any finisher —one-piece cross members.
- Box-shaped end trucks for maximum strength and rigidity.

BLAW-KNOX MODEL PF-90 BITUMINOUS PAVERS

- Travels on pneumatic tires with ease and speed.
- Long wheelbase and wheel steering assure greater accuracy and smoother course.
- Eliminates the 500 to 700 parts characteristic of crawlers.
- Tires absorb vibration, reduce chatter in screed and reduce wear and tear on machine.
- Handles boxcar trucks on grades with ease
- Leveling principle equalizes ordinary subgrade irregularities.
- Simple, easy crown adjustment.
- Dual controls — operate machine from either side.
- Compacts to uniform density and automatically measures and levels.
- Conversion for increased width is easy and fast.
- Works close to curb.

Ask for Bulletin 2475



The Blaw-Knox Model PF-90 Bituminous Paver has been proven on all kinds of paving jobs including turnpikes, state and county highways, airports, as well as smaller jobs such as parking areas.

It has the ability of out-producing other bituminous pavers through speed of operation and maneuverability, as well as improved quality of surface.

Its simple design, combined wheel operation with a floating screed and power steering, eliminate some 500 to 700 parts in comparison to crawler-type pavers resulting in much less costly operation and maintenance.

Wheel design makes steering smoother and more accurate with no whipping or sliding. It has better control of paving on curves through power braking and steering on wheel operation. Transportation and maneuverability are simplified. Truck stand-by time is reduced by 10 ton hopper capacity as well as faster mobility on the job.

Rubber-tired mounting together with long floating screed absorbs the irregularities of the road base as well as load changes resulting in smoother surface. Positive rubber traction at all times with 71 h.p. handles the heaviest trucks even on mountain grades.

With the PF-90 you can pave any mix, hot or cold, together with automatic leveling and uniform compaction resulting in better and more permanent pavement. Paving speeds up to 49′ per minute to easily handle material at the rate of 200 tons per hour and more.

SPECIFICATIONS

GENERAL—
Lays any asphaltic material, hot or cold.
Width of pavement ..... 8′ to 18′
Depth of pavement ..... 0 to 10″

HOPPER—
Capacity ..... Approx 10 tons
Equipment consists of two Bar Conveyors driven by chain drive. Bar Conveyors are separately controlled and are renewable. Two Gates also separately operated, mounted at the back of the hopper, give increased control of material. Two tire bumper rollers mounted in anti-friction bearings

SCREED—
Of one-piece box design. Leveling shoe has high strength corrosion resisting smooth finish wearing surface. Hydraulic lift and adjustments for crown and wedge courses give full control on grade.
Leveling shoe length ..... 96″
Leveling shoe width ..... 24″
Auger (diameter) ..... 14″
Shoe and tamper extensions ..... Multiples of 6″ and 12″
Auger extensions ..... 14″

TRAVEL—
Working speeds . . . By varying engine speed and using four working speeds in traction transmission, various speeds between a minimum of 13′ per min. and a maximum of 49′ per min. can be obtained.
Travel speed ..... 4¼ mi. per hr

TRACTION TRANSMISSION—
All gears with cut teeth, heat-treated and hardened. Shafts mounted on Timken tapered roller bearings all running in an oil bath in an oil-tight case. Clutch is a heavy-duty, double disc.

CONVEYOR-AUGER CONTROL TRANSMISSION—
Cut spur gears, heat-treated and hardened, bevel gear and pinion, shafts on Timken tapered roller bearings all running in oil bath in an oil-tight case. Clutches are heavy duty, double disc

CONTROLS—
Dual, within reach of operator from either side. Hydraulic for steering; for brakes on drive wheels; for lift on screed.
Calibrated manual control near operator maintains desired depth of finished material

POWER PLANT—
Standard engine horsepower ..... 71@1800 RPM
Bore and stroke ..... 3⅞″x4½″
Governed speed ..... 1800 RPM
Number of cylinders 6
Displacement ..... 282 cu. in

MASTER CLUTCH ..... 6-groove V-Belt pulley

FRONT WHEELS—
Solid tires ..... 24x4x20, 3 per wheel, total tire width 12″

TANDEM DRIVE WHEELS—
Pneumatic tires 10.00x20, 12-ply

DIMENSIONS—
Length, overall ..... 19′5″
Height, overall (exhaust pipe removed) ..... 7′
Width, overall ..... 10′
Shipping width ..... approx 8′
Arrived at by removing side arms and front hopper wings
Steering wheel center to front drive wheel center ..... 7′6″
Driving wheels—center to center ..... 3′7″

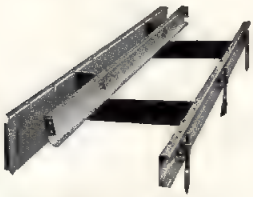
SHIPPING WEIGHT ..... approx. 25,500 lbs

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

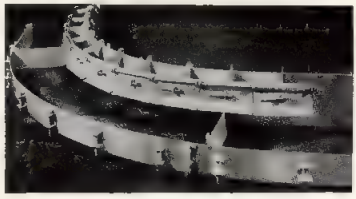
102-16-56

BLAW-KNOX STEEL STREET FORMS

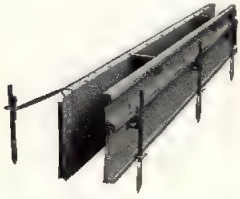
For Concrete Curb, Curb and Gutter, Integral Curb, Sidewalks, Etc.



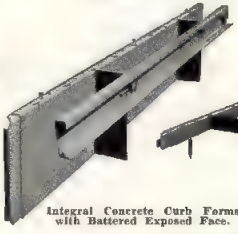
Concrete Curb and Gutter Forms with Common Type Face Form.



Flexible Forms for Curb and Gutter Radius work with Articulated Face Form to accommodate variable radii.



Concrete Curb Forms with Battered Exposed Face.



Integral Concrete Curb Forms with Battered Exposed Face.

Concrete Sidewalk Forms.

Concrete Curb and Gutter Forms with Special Type Face Forms.

Data on Blaw-Knox Street Forms

Size Inches	Weight Per 10 Ft. Length Lbs	Add For Stakes Lbs.	App. Total Weight 10 Ft. Length Lbs.	⅜" Dia Stakes	
				Length Inches	No. Per Form
4	37	8	45	18	2
5	41	8	49	18	2
6	47	12	59	18	3
7	51	12	63	18	3
8	55	16	71	24	3
9	59	16	75	24	3
10	63	20	83	30	3
12	93	24	117	36	3
14	103	24	127	36	3
15	108	29	137	42	3
16	112	29	141	42	3
18	123	29	152	42	3
20	133	32	165	48	3
22	142	32	174	48	3
24	152	32	184	48	3

Pertinent Facts on Blaw-Knox Steel Street Forms

Blaw-Knox offers the most complete and up-to-date steel form system for street construction that is available anywhere. The design and arrangement of these forms are the result of more than 40 years experience.

Blaw-Knox Steel Street Forms are adaptable for concrete curbs, concrete curb and gutter, integral concrete curb, concrete sidewalk, concrete gutters, etc.

They are easy to set, strip, and handle.

Only a few of the types of work that can be built with Blaw-Knox Steel Street Forms are illustrated on this page. Numerous other variable designs for street work can be accommodated with Blaw-Knox forms.

Blaw-Knox Steel Street Forms are cheaper to use than wood in the long run, even on small jobs. These forms are built for long service; quick installation and dismantling. They are rigidly braced to hold their position when being filled with concrete. A minimum of hand finishing is required.

The tabulation of data above provides information on the straight forms only; no data are included covering face forms, radius forms, etc.

Send for Blaw-Knox Catalog No. 2259-R. It includes complete information on all types of form setups for various designs of street work. It covers all form accessories. It includes a section devoted to the method of setting and stripping steel forms on a typical curb and gutter construction job. The catalog also contains a suggested specification for street work.

102-1-55

Chalifont Medalist

CHRONOMETERS* FOR MEN . . . DIAMOND WATCHES FOR WOMEN

E Unexcelled in precision . . . for the man who won't accept less than the best. Automatically winds itself from natural movements of wrist, water-tight case keeps out dust, water. Luminous dial; 14K gold hand-applied numerals. Handsome pebbled alligator strap.
15-5085 A17950 14K Yellow Gold Chronometer. 25 jewels....$200.00
15-5093 A8950 Stainless Steel Chronometer 25 jewels..... 150.00

F Timely always . . . the always precise Chalifont Medalist Chronometer, a supreme compliment when bestowed as a gift. Handsome, impressive styling, yet case is wafer-thin, water-tight. 14K gold hand applied numerals. Luminous dial. Expansion band.
15-5119 A8150 All Stainless Steel. 21 jewels. $125.00
15-5127 A9950 14K Yellow Gold; steel back. 21 jewels.. 175.00

G A magnificent triumph in Switzerland's art of watchmaking . . . the very smart and continental shadow-thin case, punctuated by jet-black suede band . . . the unsurpassed precision and performance of the Chronometer Medalist. A gift that reflects the esteem of the giver. Hand-applied 14K gold numerals. Small second hand.
15-5135 A15000 18K Yellow Gold. 21 jewels.....$250.00

H A gift of rare beauty, unparalleled accuracy for a lovely lady. A watch to give, to wear with priceless pride. The slim case with intricately designed and pieces, set with two flashing diamonds . . . held to her wrist by a black cord band. Raised gold numerals.
15-5044 A6500 14K Yellow Gold. 21 jewels.....$110.00
15-5036 A6500 14K White Gold. 21 jewels..... 110.00

K Drama in diamonds . . . and accuracy she can depend on, the precision-perfect Chalifont Medalist. Beautiful, graceful . . . and nothing is quite as glamorous as the gleam of the four precious gems! Raised gold numerals. High domed crystal. Black cord band.
15-5069 A8950 14K White Gold. 21 jewels.....$130.00
15-5051 A8950 14K Yellow Gold. 21 jewels..... 130.00

L For the most wonderful woman you know . . . a Chalifont Medalist to be prized among her most cherished possessions, for here is a truly magnificent watch. The slim case a study in beauty and grace with six brilliant, full cut diamonds that shimmer and sparkle. High domed crystal. Raised gold numerals. Black cord band.
15-5077 A9950 14K White Gold. 21 jewels $175.00

*World renowned chronometers described on opposite page. *RETAIL PRICES on this page include 10% Federal Excise Tax.*

Challfont

MEDALIST

25 and 21 Jewels

75.00 to 150.00

Watches of chronometric precision . . shock-resistant, anti-magnetic
Each watch in a dual-purpose presentation box

[E] **As precious as time itself . . .** the always precise Challfont Medalist, a triumph in modern design. Gracefully slender expansion bracelet, raised gold numerals, hands. Raised crystal.
15-5143 A4950 14K Yellow Gold. 21 jewels $79.50
15-5150 A4950 14K White Gold. 21 jewels 79.50

[F] **Slender as a silhouette . . .** elegant simplicity is combined with scientific accuracy and dependability in this Challfont Medalist. Telescopic expansion bracelet, raised gold numerals and gold hands Raised crystal. A gift she'll cherish a lifetime.
15-5168 A5250 14K Yellow Gold. 21 jewels $85.00

[G] **If she treasures time . . .** she'll prize the beauty of this Challfont Medalist, and feel the joy of unquestioned accuracy year after year. Cleverly faceted case and expansion bracelet. Raised gold numerals and gold hands. Square raised crystal.
15-5176 A5430 14K Yellow Gold. 21 jewels. $89.50

[H] **No finer choice . . .** for the woman of discriminating taste. This Challfont Medalist combines quiet elegance with unparalleled accuracy. Superbly styled tonneau case has flexible end pieces. Hand applied 14K gold numerals, gold hands, raised crystal. Black silk cord.
15-5184 A5950 14K Yellow Gold. 21 jewels. $99.50

[K] **A twist of the wrist . . .** and this automatic Medalist winds itself! Water-tight, stainless steel case and expansion band. Full sweep second hand, luminous dial, gold hands. Raised gold numerals
15-5192 A4450 Stainless Steel. 25 jewels $75.00
15-5200 A5450 10K Yellow Gold Filled. 25 jewels 89.50

[L] **Modern masterpiece . . .** a smart, tasteful Challfont Medalist along contemporary lines with Chronometric precision for the man who wants lasting accuracy. Handsome expansion band to match case. Gold hands and small second hand. Raised gold numerals, crystal.
15-5218 A6250 14K Yellow Gold. 21 jewels $100.00

[M] **Aristocrat of automatic watches . . .** this self-winding Challfont Medalist combines the richness of gold with the luxury of alligator leather, inset in expansion band. Water-tight. Full sweep second hand. Luminous dial, gold hands. Raised gold numerals.
15-5226 A8450 14K Yellow Gold. 25 jewels. $150.00

[N] **For the man of impeccable taste . . .** a truly distinctive Medalist with black dial sparked by three gleaming diamonds. Black alligator band. Raised gold numerals and dome crystal. Gold hands.
15-5234 A7950 14K White Gold; Black Dial. 21 jewels $135.00
15-5259 A7950 14K White Gold; White Dial. 21 jewels. 135.00

RETAIL PRICES on this page include 10% Federal Excise Tax

Challfont
MEDALIST

17 Jewel Watches
49.50 to 89.50

Shock-resistant, anti-magnetic . . incredibly accurate and fully guaranteed
Each watch in a dual-purpose presentation box

P So rugged . . . even a lifeguard could wear this handsome watch on-the-job! Sleek stainless steel case is precision engineered to seal out water and dust. And the luminous numerals are easy to read in the dark. Full sweep second hand. Stainless steel expansion band.
15-5267 A2750 17 jewels **$49.50**

Q Read at a glance . . . full numeral markings on dial in raised gold. Small second hand. Long, streamlined case with faceted and raised crystal. Cleverly faceted gold top expansion band with steel back. A gift you'll give with pride.
15-5291 A3950 10K Yellow Gold Filled. 17 jewels.... **$59.50**

R Cricket Alarm . . . the watch that won't let you forget, for it sounds a loud, clear signal at any time you set! Has an expansion band with leather inserts. Luminous dial can be read in the dark.
15-5275 A3950 Chrome Top, Steel Back. 17 jewels. **$59.50**
15-5283 A5250 10K Yellow Gold Filled. 17 jewels. .. **89.50**

S Everything he wants in a fine watch . . . automatically winds itself. Water-resistant for sports wear. Full sweep second hand. Luminous dial with gold hands. Raised gold numerals. Expansion band.
15-5309 A4750 10K Yellow Gold Filled. 17 jewels..... **$79.50**
15-5317 A2950 Stainless Steel. 17 jewels..... **49.50**

T Having wonderful time . . . this timepiece is dependable, accurate and also fun to wear with its raised gold dots and jet black numerals. Gold hands. Gold filled expansion bracelet
15-5341 A3450 14K Yellow Gold. 17 jewels.. . **$59.50**
15-5358 A3450 14K White Gold. 17 jewels... **59.50**

U An outstanding example of Challfont's ability to produce a watch that is beautiful, dependable, yet really low priced. Gold filled expansion band. Raised crystal and gold numerals and hands.
15-5325 A3150 14K Yellow Gold. 17 jewels **$52.50**
15-5333 A3150 14K White Gold. 17 jewels. **52.50**

W Continental styling . . . to bring the wearer a spirit of smartness and high fashion. Dramatic black suede strap is exciting contrasted with the simple elegance of the gold case. Raised gold numerals. Raised crystal. Gold hands.
15-5366 A4250 14K Yellow Gold. 17 jewels..... **$71.50**

X Precise and precious . . . two diamonds sparkle in the graceful cushion shaped case with sculptured end pieces. Expansion bracelet has engraved top. Raised dome and gold numerals. Gold hands.
15-5374 A4750 14K White Gold. 17 jewels..... **$79.50**
15-5382 A4750 14K Yellow Gold. 17 jewels..... **79.50**

RETAIL PRICES on this page include 10% Federal Excise Tax

Challfont
CORONET

OUTSTANDING VALUES!
34.50 to 49.50

World renowned 17 jewel watches . . styled to the minute!
Shock-resistant, anti-magnetic, fully guaranteed

[E] Challfont bracelet watch . . to embrace a lovely wrist Safety guard. Raised gold numerals, gold hands Raised crystal 10K Rolled Gold case has stainless steel back
15-5390 A2375 10K Yellow RGP, 17 jewels . . $39.50
15-5408 A2375 10K White RGP, 17 jewels . . . 39.50

[F] Acclaimed by nurses, professional women in all fields. Combines beauty of design with supreme accuracy, at a very low price. Case is 10K yellow rolled gold plate, matching expansion band Raised numerals full sweep second hand
15-5416 A2175 10K Yellow RGP, 17 jewels $34.50

[G] Quality on a budget . low-priced 14K gold Challfont with 17 jewel movement, unparalleled for accuracy! Lovely sculptured case, matching gold filled expansion bracelet gold hands, raised numerals
15-5432 A2495 14K Yellow Gold, 17 jewels . . . $45.00
15-5440 A2495 14K White Gold, 17 jewels . . . 45.00

[H] Water-tight automatic . . widely acclaimed by sportswomen, technicians, housewives. Winds itself (can't overwind). Stainless steel case seals out moisture . . . even a dousing won't harm it Luminous dial and hands red sweep second hand Expansion band
15-5457 A2995 Stainless Steel, 17 jewels $49.50

[K] Impressive dignity . . square, handsome Challfont Coronet. Shock resistant 17 jewel movement is product of over a century of precision watchmaking Clearly numbered two-tone dial. Modern raised crystal. Small second hand.
15-5465 A2450 10K Rolled Gold Plate, 17 jewels $39.75

[L] Modern and magnificent . . a superbly designed Challfont Coronet to give, or wear with pride 10K rolled gold plate case has stainless steel back with expansion band to match Small second hand. Raised gold numerals Gold hands. Two-tone dial
15-5473 A2750 10K Yellow Rolled Gold, 17 jewels $45.00

[M] Distinguished timepiece . . this Challfont Coronet has neat, masculine design with curved rectangular case, gold filled expansion band with raised bars. Anti-magnetic, shock-resistant movement. Superb timekeeper . . year after year
15-5481 A2950 10K Yellow Gold Filled, 17 jewels $49.50

[N] Self-sufficient timekeeper . winds itself from natural movement of wrist. Water-tight 10K RGP case has stainless steel back, expansion band Luminous dial; gold numerals and hands
15-5499 A2950 10K Yellow RGP, Steel back, 17 jewels. . .$49.50
15-5507 A2750 Chrome Top, Steel back, 17 jewels 45.00

RETAIL PRICES on this page include 10% Federal Excise Tax

Chalfont

COMBINET

EXCEPTIONAL VALUES!
24.95 to 34.50

Moderately priced 17 jewel watches . . handsomely gift boxed
Each one accompanied by a written guarantee

[E] **The price is moderate,** for unparalleled accuracy and smart styling 10K rolled gold plate case has steel back. Expansion band to match. Full gold numerals, hands. Small second hand
15-5523 A1895 10K Yellow RGP, Steel back, 17 jewels **$29.75**
15-5515 A1695 Same as above, with leather strap. **27.50**

[R] **Massively handsome in design** . . . wonderfully dependable in performance. Its good looks will never give its price away! 10K rolled gold plate case with stainless steel back, expansion band to match. Full raised gold numerals, hands Small second hand.
13-5531 A1895 10K Yellow RGP, Steel back, 17 jewels. **$29.75**

[S] **Fabulous faceting** . . . this always accurate timekeeper is cleverly faceted. Note how the many linked expansion band correlates with the case design. Both are 10K rolled gold plate with steel backings. Full raised gold numerals, gold hands. Small second hand.
15-5549 A1995 10K Yellow RGP, Steel back, 17 jewels. **$32.50**

[T] **For the sportsman** . . . watch is protected against water, dust and humidity! Red sweep second hand. Luminous dial, gold hands. Chrome top case with stainless steel back and expansion band.
15-5556 A1995 Chrome top, Steel back, 17 jewels. **$32.50**
15-5572 A1895 Same as above, with leather strap. **29.75**

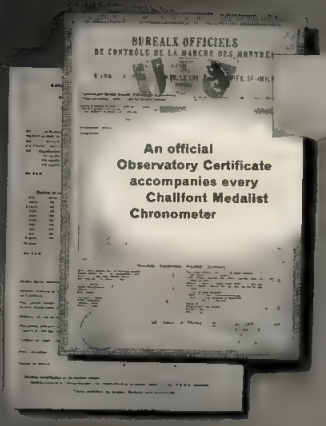
[V] **Dainty and diminutive** . . . and of course, dependable. 10K rolled gold plate case has stainless steel back, gold filled expansion bracelet. Raised gold numerals, gold hands. Raised crystal.
15-5606 A1895 With Expansion Band, 17 jewels. **$29.75**
15-5580 A1750 With Black Cord, 17 jewels. **24.95**

[W] **So utterly feminine** . . . that to receive it is a compliment! Sweet bow design is as ladylike as can be. Case and expansion bracelet are 10K rolled gold plate with stainless steel back. Raised gold numerals. Gold hands. Raised crystal.
15-5598 A1995 10K Yellow RGP, Steel back, 17 jewels. **$32.50**

[X] **Petite water-tight,** at a tiny price! Dainty round case precision-fitted to protect from water, dust and humidity. Red sweep second hand. Shatterproof crystal. Expansion bracelet.
15-5614 A2250 10K Yellow RGP Steel back, 17 jewels . . . **$34.50**
15-5622 A1895 Chrome top, Steel back, 17 jewels. **29.75**

[Y] **Strikingly beautiful** . . . remarkably low priced! Incredibly accurate 17-jewel movement, housed in stunning 10K yellow RGP case with matching expansion bracelet . . . a feature usually found only in really expensive watches. Domed crystal.
15-5630 A2250 10K Yellow RGP, 17 jewels. **$34.50**

RETAIL PRICES on this page include 10% Federal Excise Tax



CHALLFONT

The Challfont Medalist Chronometer is a prestige watch for the man who treasures supreme precision. Limited in production, built with fabulous care and observatory approved, it is a watch without a peer in all the world

The official Medalist Chronometer is a far more accurate timekeeper than most men require. Yet it is no extravagance, if one considers that for a moderate investment a man may carry on his wrist, for life, one of the greatest mechanical marvels of our day. a timekeeper that rivals astronomical accuracy. Such performance is possible only because of literally thousands upon thousands of inspections, and inviolate adherence to the microscopic tolerances of 1/25,000 and 1/250,000 of an inch. Each Challfont Medalist Chronometer is accompanied by an individual, registered certificate from the Official Swiss Horological Observatory.

Challfont Medalist Watches are of chronometric precision. They are made with the same care and with the identical inspections that are lavished on chronometers. They are less expensive than Challfont Chronometers because they are not individually rated, registered and certified.

Challfont Watches are also available at popular and highly competitive price levels. In style, performance and dollar for dollar value they are unsurpassed. A wide selection of the newest models is offered for your approval They are fully guaranteed and may be serviced, if necessary, by any good jeweler, anywhere in the world.

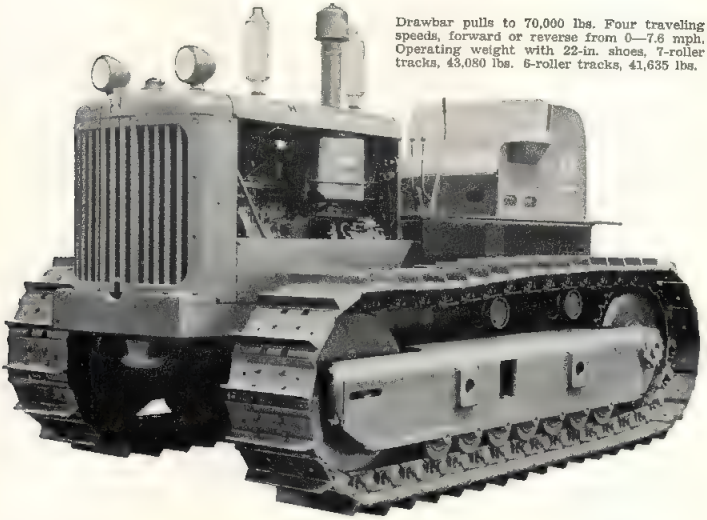
All Challfont Watches have 17, 21 or 25 jewels, shock-resisting balance wheel assemblies, unbreakable mainsprings (guaranteed for life under any and all extremes of climatic conditions) and anti-magnetic hairsprings.

Each Challfont Watch is in a handsome gift box, accompanied by a written guarantee.

On the following pages is a distinguished collection of celebrated Challfont Watches and Chronometers...unsurpassed in beauty, unexcelled in precision and performance

INTERNATIONAL TD-24 TORQUE CONVERTER DIESEL CRAWLER TRACTOR

200 Net Horsepower at Flywheel

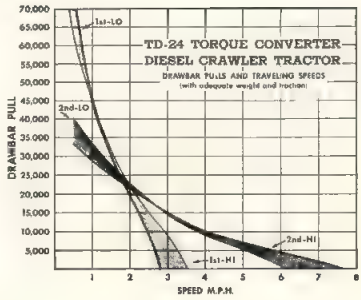


Drawbar pulls to 70,000 lbs. Four traveling speeds, forward or reverse from 0—7.6 mph. Operating weight with 22-in. shoes, 7-roller tracks, 43,080 lbs. 6-roller tracks, 41,635 lbs.

The TD-24 torque converter crawler tractor is the largest and most powerful in the International line. Equipped with a 3-stage shock-reducing hydraulic torque converter which multiplies engine torque up to five times, it provides stall-proof easy-to-apply power for fast pusher loading, big inch pipelaying, rugged pioneering and land clearing, big timber logging, and other heavy-duty work.

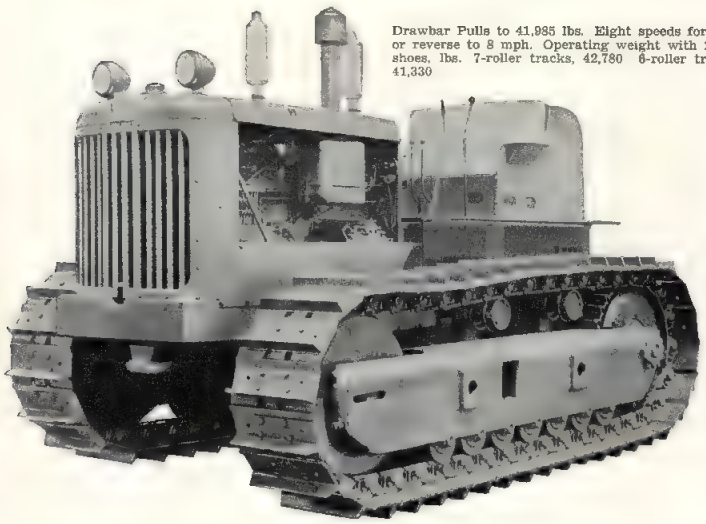
FEATURES

- Choice of 117¼" or 104½" long 7 or 6-roller tracks to suit tractor equipment and job conditions
- Exclusive planet power steering
  - Finger tip hydraulic control
  - Gradual turns with both tracks pulling
  - Pivot turns with all power on outside track
  - Instant hi-lo range shift
  - Fingertip hydraulic braking
- Exclusive decelerator pedal for smooth push contacts and positive tractor speed control
- Hydraulic track tension adjusters
- Cartridge sealed track roller for 500-hour lubrication periods
- Push-button all-weather starting
- Roomy operator's compartment with deck mounted flush with heavy-duty fender for unsurpassed leg room and superior underfoot ventilation.



INTERNATIONAL TD-24 GEAR DRIVE DIESEL CRAWLER TRACTOR

161 Drawbar Horsepower



Drawbar Pulls to 41,985 lbs. Eight speeds forward or reverse to 8 mph. Operating weight with 22-in. shoes, lbs. 7-roller tracks, 42,780 6-roller tracks, 41,330

The TD-24 gear drive tractor is not only the most powerful direct drive crawler in the International line, but also developed the most drawbar horsepower by official test in its size class. With a full-line of job-proved equipment to apply its tremendous power by fingertip control to the heaviest work, it is the answer to greater production at lower costs

FEATURES

- 190 net horsepower International diesel engine
- Push-button all-weather starting
- Exclusive planet power steering
  Fingertip hydraulic control
  Gradual turns—both tracks pulling
  Feathered or pivot turns
  Instant hi-lo range shift
  Fingertip hydraulic braking
- Easy, on the-go shifting with synchromesh transmission
- Hydraulic track tension adjusters
- Choice of 117¼" or 104½" track ground contact lengths
- Comfortable operator's compartment with deck mounted flush with heavy-duty fenders for unsurpassed leg room and excellent underfoot ventilation
- Long-life cerametallic engine clutch facings—hand lever or foot-operated clutch

Drawbar Pull in Pounds

	At Rated Governed Engine Speed	*At Engine Speed of Maximum Torque
First Gear	37,160	†41,985
Second Gear	28,490	32,180
Third Gear	23,415	26 456
Fourth Gear	18,180	20,542
Fifth Gear	13,135	14,835
Sixth Gear	9 690	10,950
Seventh Gear	7 320	8 272
Eighth Gear	5,490	6 204

Tested at Nebraska, Official Test No. 529

*When International engines are pulled down by overload, the turning effort (torque) at the engine increases, producing a higher drawbar pull at reduced traveling speed.

†Maximum with adequate tractor weight and traction.

Speeds computed at rated governed engine r.p.m.:

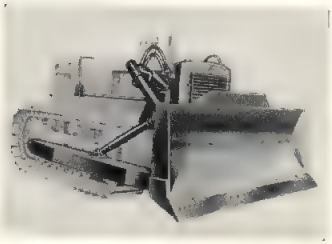
	Forward		Reverse	
	M P H.	F P M.	M P H.	F.P M.
First, Low	1.6	141	1.6	141
First, High	2.1	185	2.0	176
Second, Low	2 5	220	2 4	211
Second High	3.2	282	3 1	273
Third, Low	4 2	370	4 2	370
Third, High	5.4	475	5 3	466
Fourth Low	6 3	554	6 1	537
Fourth, High	8.0	704	7 8	687

169-9-56

INTERNATIONAL TD-24 TRACTOR EQUIPMENT

Direct-Lift Hydraulic and Cable Bulldozers and Cable Control Units

Bulldozers are available for the TD-24 in five different combinations Direct lift hydraulic, high or low gantry, front or rear cable control All of the bulldozers utilize the same basic 11' 3½"x50" high blade with a wide spillboard for additional carrying capacity. The sturdy box-framed moldboard construction allows the blade to withstand the power punch of the TD-24. The blade is quickly and easily tilted and pitched to suit job and material conditions.

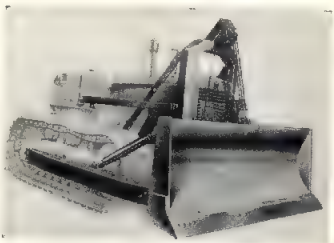


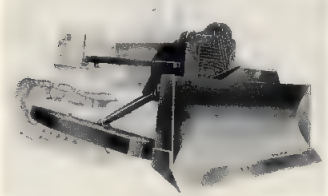
The Model 24D-2 (approx. weight 10,025 lbs.), hydraulic bulldozer (illustrated at left), has all the profit-making qualities required by today's tough, high production jobs.

1. Fast blade action with high output front-mounted hydraulic pump.
2. Controls mounted on self-aligning bushings for full control feel.
3. Hydraulic reservoir located in radiator guard frame for maximum efficiency and unobstructed cooling
4. Hydraulic cylinder gimbels rigidly crossbraced to assure hydraulic cylinder and radiator guard alignment.
5. Hinged radiator guard grill doors for topnotch accessibility.

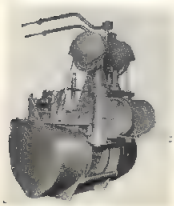
Right: Model 24DX-1 (approx. weight 8915 lbs.), high gantry, front cable control bulldozer (illustrated). Model 24DX-3 (approx. weight 8940 lbs.), high gantry rear cable control bulldozer also available.

Below: Model 24D-1 (approx. weight 8410 lbs.), front cable control bulldozer (illustrated). Model 24D-3 (approx. weight 8465 lbs.), rear cable control bulldozer also available.





The Models 24DX-1 (illustrated above), and 24D-1 (illustrated to the left), cable bulldozers offer a complete selection to suit any operation requirement. Heavy-duty radiator guard and gantry, double-row shielded ball-bearing sheaves, hinged radiator guard grill doors for accessibility, plus self-aligning controls to the front cable control unit are but a few of the many outstanding moneymaking features



Cable control units for the TD-24 are available as single drum front-mounted, or double drum rear-mounted units Both of the cable control units can be mounted on the TD-24 to enable the operation of a blade and a drawn scraper simultaneously. The rear unit may be used for scraper operation without a mounted blade or for a blade when not used for operating a drawn scraper.

CABLE CONTROL UNITS FOR TD-24

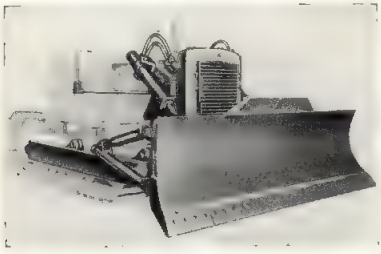
Model	150 1-Drum Front	P-29 2-Drum Rear
Cable capacity, ft.	100	115 per drum
Line speed, full drum.	470	835
Weight, lbs.	940	2270

Features: Heavy-duty planetary drive
Accessible interchangeable clutch and brake bands
Easy to operate and adjust

INTERNATIONAL TD-24 TRACTOR EQUIPMENT

CABLE AND HYDRAULIC BULLGRADERS

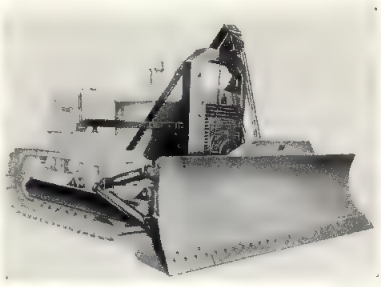
Bullgraders are available for the TD-24 to suit any individual, or operating condition. Direct-lift hydraulic, high or low gantry, front or rear cable control blades are available. All of the blades use the same 13′ 11½″ long x 44″ high Bullgrader blades wtih wide spillboards for additional carrying capacity, and box-framed moldboard construction to take the powerful punch of the TD-24. The blade is easily angled and tilted to suit job and material conditions.

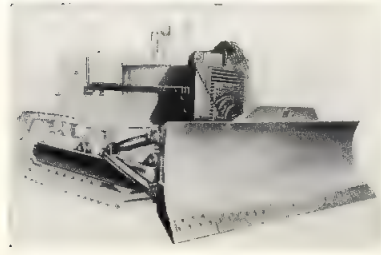


The Model 24G-2 (approximate weight 10,710 lbs.), hydraulic bullgrader (illustrated at left), has all the profit-making qualities required by today's tough, high production jobs

1. Fast blade action with high output front-mounted hydraulic pump.
2. Controls mounted on self-aligning bushings for full control feel.
3. Hydraulic reservoir located in radiator guard frame for maximum efficiency and unobstructed cooling.
4. Hydraulic cylinder gimbels rigidly cross-braced to assure hydraulic cylinder and radiator guard alignment.

Model 24GX-1 (approximate weight 10,525 lbs.), high gantry front cable control bullgrader (illustrated at right). Model 24GX-3 (approximate weight 10,550 lbs.), high gantry rear cable control bullgrader also available. A blade lift of 65″ above the ground and sheave blocks located away from dirt, leaves, mud, etc., to prevent fouling are just two of the many plus features of this versatile machine.

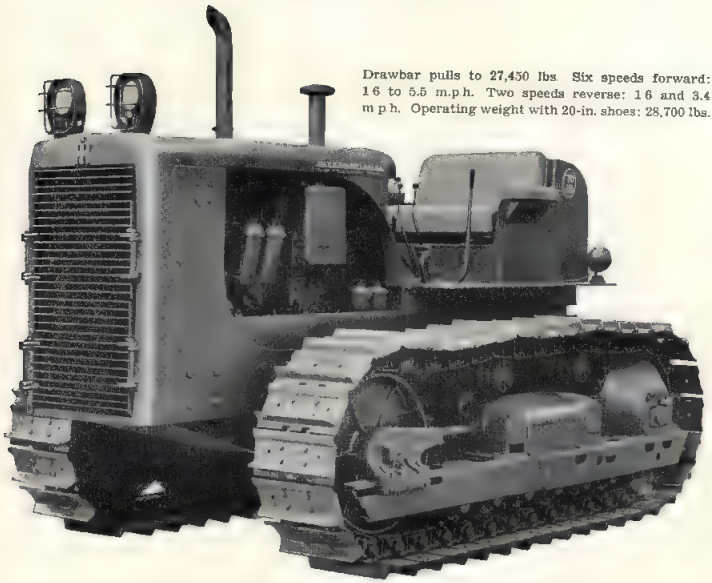




Model 24G-1 (approximate weight 9,680 lbs.), front cable control bullgrader (illustrated at left). Model 24G-3 (approximate weight 9,735 lbs.), rear cable control bullgrader also available. Sheave blocks mounted on self-aligning bushings to insure proper sheave alignment which results in long cable life; and heavy machine welded box section "C" frame, are two design features that will pay off on your job.

INTERNATIONAL TD-18 DIESEL CRAWLER TRACTOR

103 Drawbar Horsepower



Drawbar pulls to 27,450 lbs. Six speeds forward: 1.6 to 5.5 m.p.h. Two speeds reverse: 1.6 and 3.4 m.p.h. Operating weight with 20-in. shoes: 28,700 lbs.

The International TD-18 (182 Series) crawler tractor with its advanced design features is a leader in its size class. With its superior construction, ample horsepower, and operating ease, your production and profits will soar.

FEATURES

- Economical, dependable six-cylinder International diesel engine with 124 net horsepower at flywheel
- New heavy steel front frame for direct-lift mounted equipment
- Push-button all-weather electric starting without operator rising from seat
- New, easy-operating engine clutch with long-life cerametallic facings
- Hydraulic power steering and self-energizing, full-wrapping brakes for effortless maneuverability and positive control
- Big, roomy adjustable seat with extra-wide arm rests
- Operator's compartment with flat deck mounted flush with fenders for unsurpassed leg room and good underfoot ventilation

Drawbar Pull in Pounds

	At Rated Governed Engine Speed	*At Engine Speed of Maximum Torque
First Gear	24,300	†27,450
Second Gear	18,390	20,650
Third Gear	14,520	16,400
Fourth Gear	10,860	12,270
Fifth Gear	7,920	8,950
Sixth Gear	6,100	6,900

*When International engines are pulled down by overload, the turning effort (torque) at the engine increases, producing a higher drawbar pull at reduced traveling speed

†Maximum with adequate tractor weight and traction.

Speeds computed at rated governed engine r.p.m.

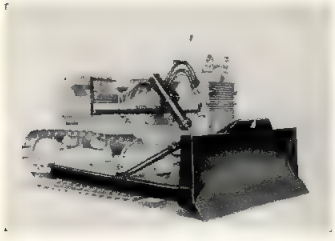
	M.P.H.	F.P.M.
First	1.6	141
Second	2.1	185
Third	2.6	229
Fourth	3.4	299
Fifth	4.5	393
Sixth	5.5	486
Low Reverse	1.6	142
High Reverse	3.4	300

169-12-58

INTERNATIONAL TD-18 DIESEL CRAWLER TRACTOR EQUIPMENT

Direct-Lift Hydraulic and Cable Bulldozers and Cable Control Units

A variety of bulldozers are matched to the TD-18. Direct-lift hydraulic, high or low gantry, front or rear cable control blades are available. All use the same basic high production 10′ 3¼″ long x 44″ high bulldozer blades with large spillboards for moving more material with each pass.



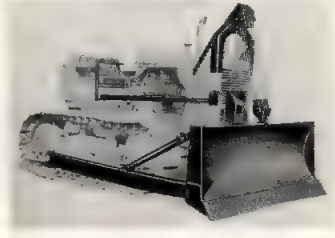
The Model 18D-2 (approximate weight 5,300 lbs.), hydraulic bulldozer has all the features desired by the owner, operator and mechanic.

For the owner, a rugged, dependable unit designed for thousands of hours of rough construction use.

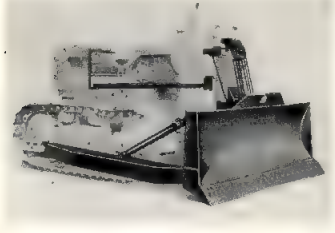
For the operator, a blade with all the speed and sensitivity of a cable unit with all the advantages of a hydraulic blade

For the mechanic, hinged radiator grille doors for convenience and accessibility of the hydraulic pump and valve, plus a hydraulic oil tank built into the radiator guard to obtain the maximum cooling efficiency of the radiator.

Right: Model 18DX-1 (approx. weight 4,250 lbs.), high gantry front cable control bulldozer (illustrated). Model 18DX-3 (approx. weight 4,200 lbs.), high gantry rear cable control bulldozer also available.

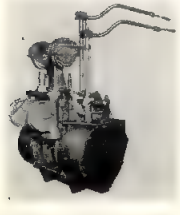


Below: Model 18D-1 (approx. weight 4,295 lbs.), front cable control bulldozer (illustrated). Model 18D-3 (approx. weight 4,240 lbs.), rear cable control bulldozer also available.



The Models 18DX-1 (illustrated above), and 18D-1 (illustrated to the left), cable bulldozers offer a complete selection to suit individual or job requirements.

Heavy-duty radiator guard and gantry, double-row shielded ball-bearing sheaves, hinged radiator guard grille doors for accessibility, plus self-aligning controls to the front cable control unit are but a few of the many outstanding moneymaking features.



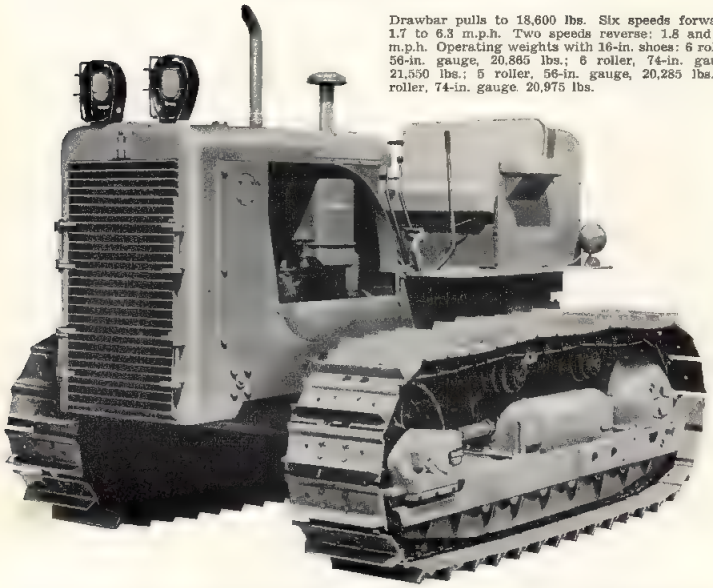
Cable Controls for TD-14 and TD-18

Model	100 1-Drum Front	F-25 2-Drum Rear
Cable capacity, ft.....	87	215 both drums
Line speed, full drum....	{TD-14 869 / TD-18 766}	{TD-14 695 / TD-18 612}
Weight, lbs.....	475	1700

169-13-56

INTERNATIONAL TD-14 DIESEL CRAWLER TRACTOR

78.5 Drawbar Horsepower



Drawbar pulls to 18,600 lbs. Six speeds forward: 1.7 to 6.3 m.p.h. Two speeds reverse: 1.8 and 3.7 m.p.h. Operating weights with 16-in. shoes: 6 roller, 56-in. gauge, 20,865 lbs.; 6 roller, 74-in. gauge, 21,550 lbs.; 5 roller, 56-in. gauge, 20,285 lbs.; 5 roller, 74-in. gauge, 20,975 lbs.

The International TD-14 (142 Series) crawler tractor has new increased power and performance, combined with proven operating economy, ease of starting, greater operating convenience, and job versatility. Check its many features, hitch it to your job and match it with IH equipment.

FEATURES

- Economical, dependable, four-cylinder International diesel engine with gear driven balancer for smooth operation
- New heavy steel front frame for direct-lift mounted equipment
- Push-button all-weather electric starting without operator leaving seat
- New, easy-operating engine clutch with long-life cerametallic facing
- Hydraulic power steering and self-energizing, full-wrapping brakes for effortless maneuverability and positive control
- Big, roomy adjustable seat with extra-wide arm rests
- Operator's compartment with flat deck flush with fenders, giving unsurpassed leg room and good underfoot ventilation

Drawbar Pull in pounds

	At Rated Governed Engine Speed	*At Engine Speed of Maximum Torque
First gear	16,500	†18,600
Second gear	12,400	14,100
Third gear	8,920	10,500
Fourth gear	7,100	8,020
Fifth gear	5,120	5,780
Sixth gear	3,650	4,120

*When International engines are pulled down by overload, the turning effort (torque) at the engine increases, producing a higher drawbar pull at reduced traveling speed.

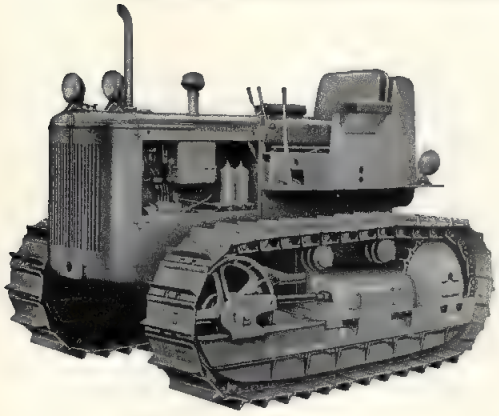
†Maximum with adequate tractor weight and traction.

Speeds computed at rated governed engine r.p.m.

	M.P.H.	F.P.M.
First	1.7	150
Second	2.3	202
Third	2.9	255
Fourth	3.7	326
Fifth	4.8	422
Sixth	6.3	555
Low reverse	1.8	195
High reverse	3.7	326

169-15-56

INTERNATIONAL TD-9 DIESEL CRAWLER TRACTORS AND EQUIPMENT



Drawbar pull to 12,600 lbs. Regular: Five speeds forward; 1.7 to 5.9 mph. One speed reverse, 1.9 mph. Optional: Four speeds forward, 1 6 to 5.7 mph. Two speeds reverse, 1.7 and 3.9 mph. Operating weights with 13-in. shoes, lbs.

4 roller 44-in. gauge.....11,200

4 roller 60-in. gauge.....11,450

5 roller 60-in. gauge.....12,000

FEATURES

- 66 net horsepower International diesel engine with gear driven balancer for 4-cylinder economy with 6-cylinder smoothness.
- Push-button all-weather electric starting without operator rising from seat.
- Convenient ratchet-type throttle control for positive positioning and easy speed changes.
- New easy operating engine clutch with long-life cerametallic facings.
- New steering clutch spring booster control and increased brake capacity for easier steering.
- Big, roomy adjustable seat with extra-wide arm rests.
- Operator's compartment with flat deck, mounted flush with fenders for unsurpassed leg room and good underfoot ventilation.

SPECIFICATIONS

Drawbar Pull (in pounds):

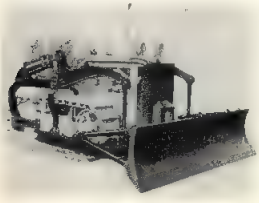
	At Rated Governed Engine Speed	*At Engine Speed of Maximum Torque
First Gear	11,160	†12,600
Second Gear	7,850	8,860
Third Gear	5,530	6,250
Fourth Gear	4,160	4,700
Fifth Gear	2,850	3,220

*When International engines are pulled down by overload, the turning effort (Torque) at the engine increases, producing a higher drawbar pull at reduced traveling speed.
†With adequate tractor and equipment weight and traction.

Speeds computed at rated governed engine RPM:

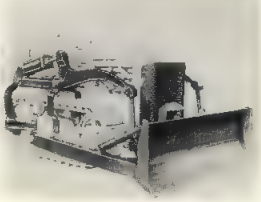
	MPH	FPM
First	1.7	150
Second	2.5	220
††Third	3 4	299
Fourth	4.3	378
Fifth	5.9	519
Reverse	1.9	167

††High reverse of 3 9 MPH is available in place of 3rd gear forward



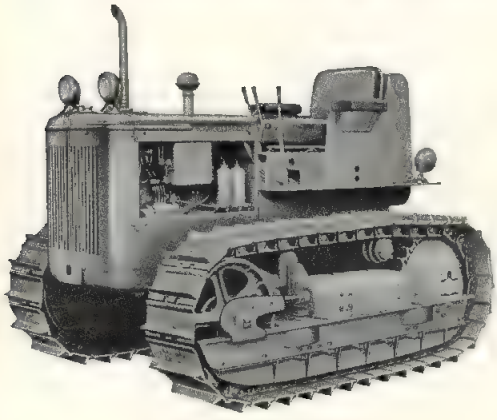
The Model 9G-4 (approx. weight 4010 lbs.) track-mounted hydraulic bullgrader (illustrated at left), and Model 9D-4 (approx weight 3660 lbs) track-mounted hydraulic bulldozer (illustrated at right) are designed to offer big tractor performance in a small package with big blade features such as

1. Bulldozer — with pitch and tilt.
2. Bullgrader — easily angled and tilted.
3. Box-framed moldboard construction.
4. Track frame mounted for superior balance.



169-19-56

INTERNATIONAL T-6 AND TD-6 CRAWLER TRACTORS AND EQUIPMENT



Drawbar pull to 10,250 lbs. Regular: Five speeds forward; 1.6 to 5.7 mph. One speed reverse, 1.8 mph. Optional. Four speeds forward, 1.6 to 5.7 mph. Two speeds reverse, 1.8 and 3.7 mph. Operating weights with 12-in. shoes, lbs. (TD-6).

4-roller, 40-in. gauge..... 8,160

4 roller, 50-in. gauge..... 8,365

5-roller, 50-in. gauge..... 8,890

FEATURES

- New larger 50 net horsepower International diesel engine.
- New flat deck, mounted flush with fenders for unsurpassed leg room and good underfoot ventilation.
- Big roomy adjustable seat with extra-wide arm rests.
- New easy-operating engine clutch with long-life cerametallic facings.
- New, ratchet-type throttle control for positive positioning and easy speed changes.
- New, steering clutch spring booster control and increased brake capacity for easier steering

SPECIFICATIONS

	At Rated Governed Engine Speed	*At Engine Speed of Maximum Torque
First Gear (50" gauge)	8,260 (†9,080)	†10,250
Second Gear	6,190	7,000
Third Gear	4,250	4,800
Fourth Gear	3,380	3 820
Fifth Gear	2,220	2,510

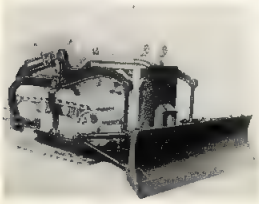
*When International engines are pulled down by overload, the turning effort (torque) at the engine increases producing a higher drawbar pull at reduced traveling speed

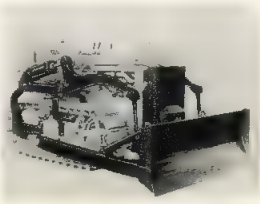
†With adequate tractor and mounted equipment weight and traction

Speeds computed at rated governed engine RPM:

	MPH	FPM
First	1.6	141
Second	2.3	202
††Third	3.3	290
Fourth	4.0	352
Fifth	5.7	502
Reverse	1.8	185

††High reverse of 3.7 MPH is available in place of 3rd speed forward





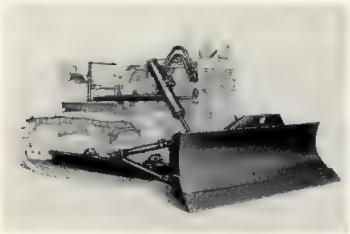
The Model 6G-4 (approx. weight 3100 lbs.) truck-mounted hydraulic bullgrader (illustrated at left) and Model 6D-4 (approx. weight 3805 lbs.), track mounted hydraulic bulldozer (illustrated at right) are heavy duty machines built to take the punishment of heavy construction work where a small unit is required. Included in these blades are many features which increase their versatility and production.

1. Bulldozer — with pitch and tilt
2. Bullgrader — easily angled and tilted
3. Box-framed moldboard construction
4. Track frame mounted for superior balance

INTERNATIONAL TD-18 DIESEL CRAWLER TRACTOR EQUIPMENT

CABLE AND HYDRAULIC BULLGRADERS

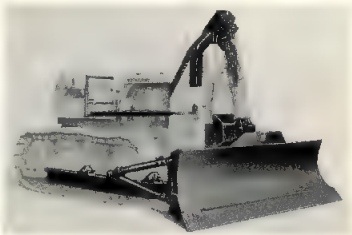
Included in the variety of profit-making matched blade equipment available for the TD-18 is a full line of bullgraders. Direct-lift hydraulic, high or low gantry, and front or rear cable control types. Whether cable or hydraulic, all of the bullgraders use the same 12′ 7¾″ long x 39″ high blade with wide spillboards for bonus production with each pass. The moldboard is of box-framed construction to withstand rough construction usage and is quickly and easily angled or tilted.

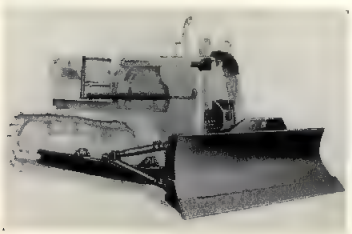


The Model 18G-2 (approximate weight 6,240 lbs.), hydraulic bullgrader (illustrated at left), is designed to increase profits and production on your job

With its fast blade action, smooth controls mounted on self-aligning bushings, and rugged overall construction this machine makes play out of work.

Model 18GX-1 (approximate weight 5,375 lbs.), high gantry front cable control bullgrader (illustrated at right). Model 18GX-3 (approximate weight 5,325 lbs.), high gantry rear cable control bullgrader also available. All of the features of IH bullgraders, plus a blade lift of 56⅜″ above the ground, makes either model an ideal all-around machine.





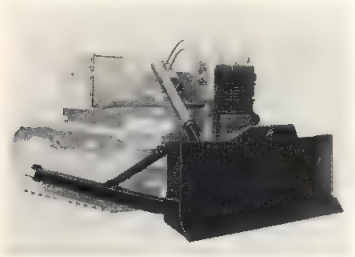
Model 18G-1 (approximate weight 5,120 lbs.), front cable control bullgrader (illustrated at left). Model 18G-3 (approximate weight 5,000 lbs.), rear cable control bullgrader also available. With the box-framed moldboard, sturdy box section, C frame, self-aligning bushings in sheave block, and the many other plus features that are built into your IH blade you can be assured of many years of productive service.

169-14-56

INTERNATIONAL TD-14 DIESEL CRAWLER TRACTOR EQUIPMENT

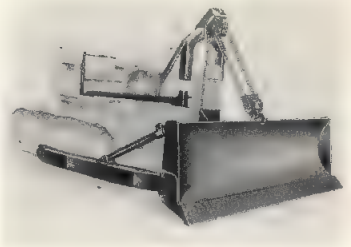
DIRECT-LIFT HYDRAULIC AND CABLE BULLDOZERS

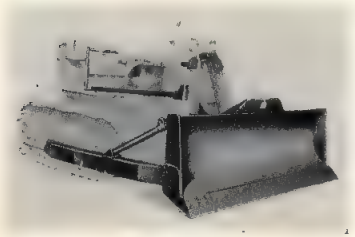
Bulldozer blades, both cable and hydraulic, are available for the 56″ and 74″ gauge TD-14 crawler tractor. Engineered to cope with the widest possible variety of bulldozing jobs, these blades are matched to the tractor to provide the stamina required for years of service.



Model 14D-2 (approximate weight 3825 lbs.), direct-lift hydraulic bulldozer (illustrated at left), is available for either the 5 or 6 roller track frame 74″ gauge tractor. Model 14DN-2 (approximate weight 3615 lbs.) Direct-lift hydraulic bulldozer is available for either the 5 or 6 roller track frame 56″ gauge tractor. The overall width of the machine mounted is 7′11¾″ to allow transportation under the 8′0″ maximum width.

Model 14DX-1 (approximate weight 3050 lbs.), high gantry front cable control bulldozer (illustrated at right). Model 14DX-3 (approximate weight 3000 lbs.), high gantry rear cable control bulldozer is also available for the 5 or 6 roller track frame 74″ gauge tractor.





Model 14D-1 (approximate weight 2950 lbs.), front cable control bulldozer (illustrated at right), and Model 14D-3 (approximate weight 2900 lbs.), rear cable control bulldozer, are available for either the 5 or 6 roller track frame 74″ gauge tractor. Model 14DN-1 (approximate weight 2550 lbs.), front cable control bulldozer and Model 14DN-3 (approximate weight 2500 lbs.), rear cable control bulldozer are furnished for the 5 or 6 roller track frame 56″ gauge tractor.

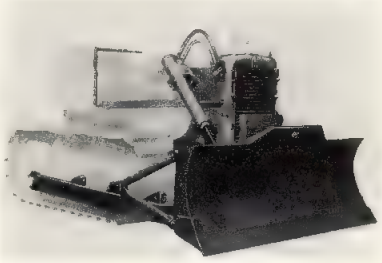
169-16-56

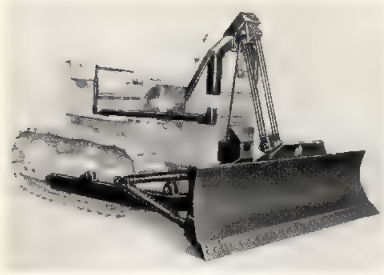
INTERNATIONAL TD-14 DIESEL CRAWLER TRACTOR EQUIPMENT

CABLE AND HYDRAULIC BULLGRADERS

You can have either a cable or a hydraulic bullgrader for 56" or 74" gauge TD-14 crawler tractors. These blades matched with proven performance of the TD-14 make a tough unbeatable combination. Compare the rugged box framed moldboard, box section C-frame, and the easy angle and tilt adjustment with any competitive machine on the market, and you will be sure to have IH machines on your job.

Model 14G-2 (approximate weight 4600 lbs.) Direct Lift Hydraulic Bullgrader (illustrated at right) is available for either the 5 or 6 roller track frame 74" gauge tractor.
Model 14GN-2 (approximate weight 4340 lbs.) Direct Lift Hydraulic Bullgrader is matched for either the 5 or 6 roller track frame 56" gauge tractor.

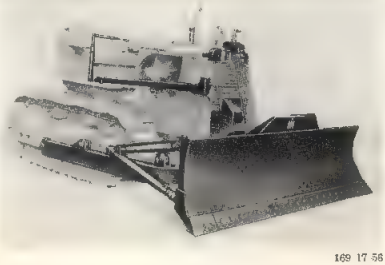




Model 14GX-1 (approximate weight 4940 lbs.) High Gantry Front Cable Control Bullgrader (illustrated at right) and Model 14GX-3 (approximate weight 4890 lbs.) High Gantry Rear Cable Control Bullgrader are built for either the 5 or 6 roller track frame 74" gauge tractor.

Model 14G-1 (approximate weight 3735 lbs.) Front Cable Control Bullgrader (illustrated at right) and Model 14G-3 (approximate weight 3735 lbs.) Rear Cable Control Bullgrader are for either the 5 or 6 roller track frame 74" gauge TD-14.

Model 14GN-1 (approximate weight 3385 lbs.) Front Cable Control Bullgrader and Model 14DN-3 (approximate weight 3335 lbs.) Rear Cable Control Bullgrader are made for 5 or 6 roller track frame 56" gauge tractor.



LITTLEFORD BITUMINOUS DISTRIBUTORS

CLRC "Spray Master"

Now Littleford offers the new mechanical operated full circulating Spray Bar for the "Spray Master" Distributor. Pull a lever and all nozzles are open and spraying instantly. Push the same lever and all nozzles are closed and spray stops instantly. Bar made in sizes up to 24 feet.

"Spray Master" Distributors have the single valve control, heat chamber, hydraulic bar raising and lowering system, low pressure burners and 375 gal. pump at 375 rpm, and other exclusive Littleford features that make it the most economical unit of its kind. "Spray Master" handles tar, asphalt, cutback, emulsion and road oils. Sizes from 800 to 2000 gal. Write for bulletin 14.

MODEL D "SPRAY LEADER"

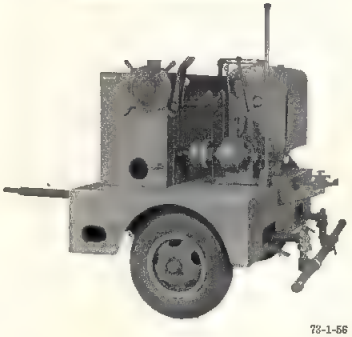
New 800 to 2000 gallon bituminous distributor for truck mounting. Has the patented Littleford single valve control, special heat chamber, high-low heat flue system, and 375 gallon pump. Torch type burners standard; low pressure type furnished at extra cost. Write for bulletin 30.

TRAIL-O-DISTRIBUTOR

Littleford Trail-O-Distributor is the working end of a Distributor, mounted on a special running gear and used behind a supply tank for spraying. The Trail-O-Distributor will spread tar, asphalt, road oils or emulsions: has a 375-gal. pump, 37-hp engine and uses a spray bar up to 24 feet in width. Has same single valve control as the "Spray Master" distributors.

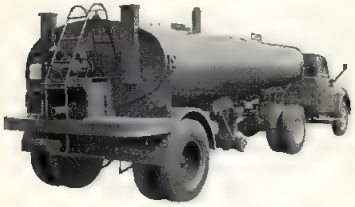
Trail-O-Distributor is most useful where highway builders must make long hauls from source of material supply to the job. A fleet of supply tanks can go back and forth and their loads can be easily sprayed with this unit.

Trail-O-Distributor will trail at any speed behind a Supply Tank. Pulling eye adjustable to suit the hitch. Write for bulletin 16.



73-1-56

LITTLEFORD BITUMINOUS SUPPLY TANKS



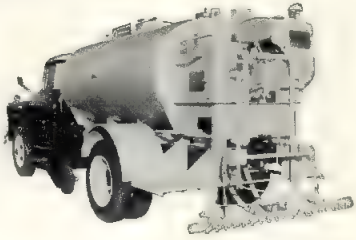
The most efficient means of hauling hot or cold bituminous materials from the source of supply to your Littleford Pressure Distributors, Trail-O-Distributors, stationary or travel mixing plants, bulk storage or asphalt mixing machines.

Equipped with heat flues and pumping units—entire tank insulated. The semi-trailer has the famous Littleford "Frameless" construction that requires no trailer frame. Sizes from 2000 to 6000 gal. Write for bulletin 25.

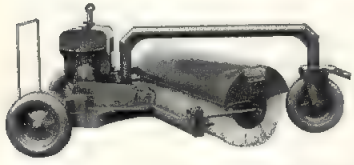
LITTLEFORD 101 UTILITY SPRAY TANK

Single unit does any kind of road patch work. Comes equipped with (1) circulating spray bar 12' wide for small application jobs, (2) a hand spray attachment, and (3) an outlet for filling pouring pots for small crank and joint filling.

Has an 8-hp. engine, 100-gal. pump, leakless control valves, 24-gal. fuel tank and power-driven fuel pump. Made in 400 to 1000 gal. sizes. Truck or Trailer mounted. Write for bulletin 5.



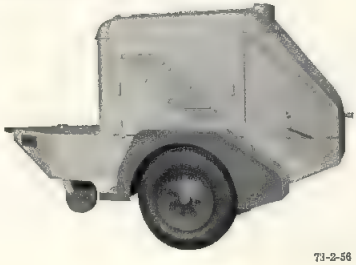
LITTLEFORD ROAD BROOMS



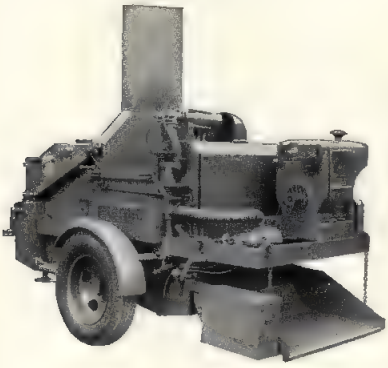
Model 108 engine driven road broom sweeps dirt, refuse, sand, cinders and light snow. Sweeps right or left; change positions in 30 seconds. Exclusive Littleford hydraulic raising and lowering system adjusts tension of brush on road surface, thus reduces brush wear. Also made in traction driven Model 106. Write for bulletin 19.

LITTLEFORD "TANKAR" STEAM HEATER

Heats asphalt, tar, cutback, road oils and emulsion to facilitate unloading from tank cars. Produces 200 lbs. steam pressure in two minutes from a cold start—where ordinary heaters require 20 to 30 minutes! Heats tank car in a third less time and at lowest cost per B.H.P. Turn on the oil burner and it's completely automatic from then on . . . a steam engineer is not required to operate it. Steam pressure may be adjusted as desired from 75 to 200 lbs. The fastest, most modern steam producing unit ever made for the road construction industry. Write for bulletin 21.



LITTLEFORD MODEL 700 "TRAIL-O-PATCHER" BITUMINOUS MIXER



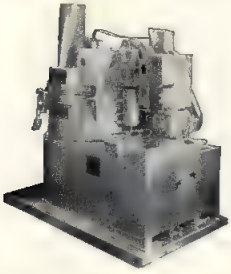
The Littleford "Trail-O-Patcher" — a self-contained, all-weather bituminous mixer — gives highway departments and contractors a real break. The 200-gallon asphalt tank holds enough to last all day. This ingenious mixer has its own bitumen metering system and its own aggregate drying compartment.

The Trail-O-Patcher produces up to 7 tons of hot-mix or 12 tons of cold-mix per hour.

Two vaporizing torch burners or low-pressure burners provide intense heat for drying the aggregate. A third burner is utilized for heating the 200-gallon bitumen tank.

For a mixer that will mix anywhere, in any weather, in any desired quantity, either hot or cold—the Littleford Model 700 Trail-O-Patcher is the unit engineered for the job. Easy to operate, highly portable, the most completely engineered unit ever offered. Write for bulletin 28.

LITTLEFORD "KWIK-STEAM" VAPOR GENERATOR

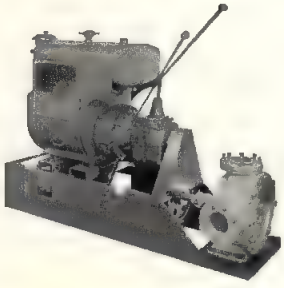


Only the Littleford "Kwik-Steam" Vapor Generator gives you steam in two minutes from a cold start. Indispensable equipment for pile driving, for curing concrete blocks and pipes, for ready mix plants, for asphalt plants.

"Kwik-Steam" saves floor space—occupies only one-fifth the floor space of a conventional tube boiler of the same rating. Saves 50% in fuel and labor.

Automatically controlled, the "Kwik-Steam" cycles on and off as steam is required. Sizes from 40 to 165 BHP. Available with either gasoline engine or electric motor. Write for bulletin 22.

LITTLEFORD TRANSFER PUMPS



Fastest and simplest method of transferring tar, asphalt, emulsions, road oils or cutback from one tank to another, or for filling drums. Can be used as a circulating pump also.

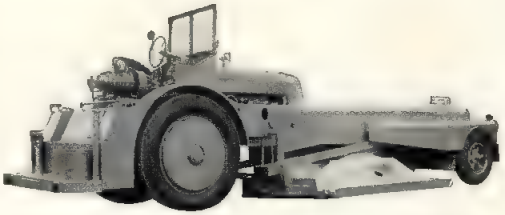
Littleford Transfer Pumps are delivered on skids to facilitate placing near the point of operation or for carrying on trucks. They're sturdy in construction for years of heavy-duty service. Pump includes engine, transmission and skid base. Made in 100, 200 and 300 gallon sizes. Write for bulletin 31.

73-3-56

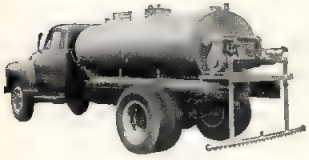
LITTLEFORD-CLARKMOORE ASPHALT ROAD HEATER-PLANER AND SURFACE HEATER

This ingenious machine—with one man at the controls, and in one continuous operation—heats and planes off high crowns, corrugations, eliminates troughs and ruts. Runs as slowly as 8-inches per minute, or as rapidly as 35 feet per minute.

Hydraulically operated creeper gear. A single engine controls and propels planer. Blade adjustable to any desired cut Planes a path 81 inches wide. Write for bulletin 18.



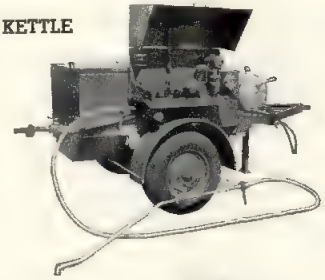
LITTLEFORD WATER SPRINKLERS



Ideal for soil stabilization, dust control, weed control, water hauling, watering grass, etc. Sizes ranging from 800 to 2000 gallons. Gravity or pressure feed models available, mounted on a 2-axle frameless trailer with pulling tongue and 8-ft spray bar. Also truck mounted unit both gravity and pressure type. Pressure type water sprinkler has centrifugal pump powered by gasoline engine and spray bar to handle any job. Spray from only half the bar by merely closing one valve. Efficient, low cost operation. Write for bulletin 14.

LITTLEFORD 84-HD TAR AND ASPHALT KETTLE

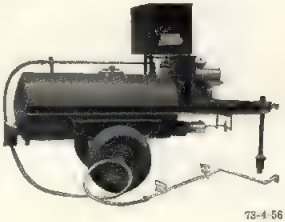
The 84-HD delivers more "hot stuff" faster, at lower cost, with greater safety over a longer useful life than any other kettle on the market. Recognized by highway departments and contractors for over 50 years as the fastest heating, fastest trailing and safest in operation. Gives you the advantages of the exclusive Littleford "Screened Reservoir" (assures instant and continuous flow of hot materials) and "Double Heat Circulation System" (heats faster and eliminates waste heat). Made in 3 heavy duty models: standard, with hand spray attachment, and with motor spray. Write for bulletin 1.



LITTLEFORD EMULSION SPRAYERS

The Littleford 93-OB Cut-Back Sprayer shown here is equipped with a torch type oil burner, fuel tank and heat tube. With the addition of burner and heat tube, this outfit can spray cut-back, all emulsions and road oils. Model 93-AM is of the same construction as the 92-OB but without heating unit.

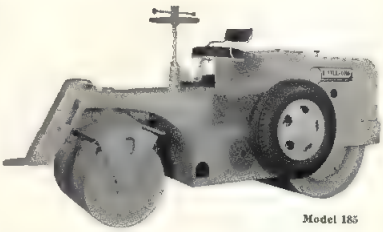
Pressure line on the 93-OB is designed so that it is impossible to apply heat to the materials at the same time pressure is applied to the tank. This is a safety measure to prevent flashing. Made in 120 and 200 gallon sizes. Write for bulletin 5.



LITTLEFORD "VARI-PAKER" MODEL 185 ROLLER

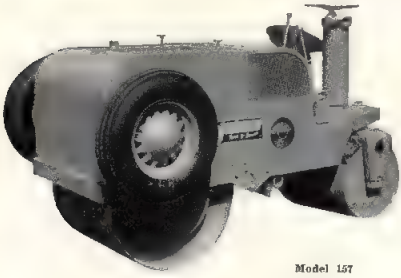
The latest in roller construction a portable tandem roller with adjustable capacity from 4 to 6 tons and compaction from 100 to 180 lbs. Carries its own wheels and changes from trailing to rolling in 5 minutes. Hydraulic operation makes it the easiest steering roller ever developed. Has movable, 4-position seat, special transmission, scrapers front and rear, extra large brakes, moistening system, split front roller 30" dia. 40" wide; main roller 48" dia. 42" wide.

Trails easily and quickly from one job to another. Ideal for highway departments and contractors. Write for bulletin 20.



Model 185

LITTLEFORD TRAIL-O-ROLLER MODEL 157

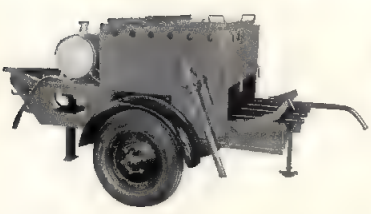


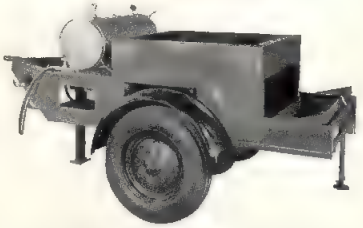
Model 157

A 2- to 3-ton adjustable capacity portable roller designed to cut labor costs. Compaction ranges from 75 to 160 lbs. Rolls patches on highways, roads, streets, tennis courts, driveways, drive-in theatres, walkways or wherever compaction is needed.

Main roll 36" dia. 34" wide, equipped with scrapers and large cocoamat swabs. Front-roll split type 24" dia. 32" wide equipped with moistening system. Trail-O-Roller is powered by 9.9-hp Wisconsin air-cooled engine, has heavy duty transmission, mechanical steering and hydraulic raising and lowering system for pneumatic-tired trailing wheels. Write for bulletin 24

LITTLEFORD TOOL HEATER AND ASPHALT KETTLE



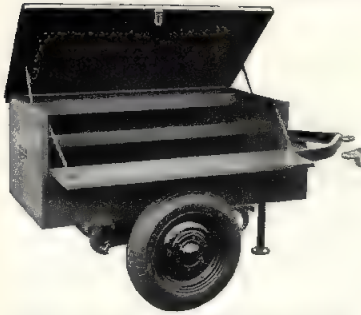


Littleford 90-AC is a combination tool heater and asphalt kettle. A cast iron damper between the 50-gal. kettle and the tool compartment controls the heat to the kettle. Standard unit consists of two Littleford torch type vaporizing burners, a draw-off cock from the kettle which allows pouring pots to be filled while resting on the ground, and a sturdy channel iron stiff leg. Built to trail at high speed. Write for bulletin 23.

Littleford 90-X is a tool heating unit without the melting kettle. Bottom and sides of the tool compartment are protected by cast iron liners. Top is open and has a grill on which pouring pots are kept hot. Standard equipment consists of two Littleford torch type burners for producing the heat. The 90-X holds tampers, rakes, smoothing irons and asphalt shovels. Built for long, hard use. Write for bulletin 23.

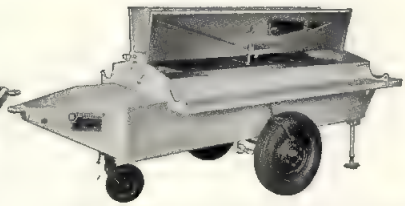
73-5-56

LITTLEFORD ALL-STEEL TOOL BOXES



Model 55 Splicer Box—Here's a sturdy all Steel Utility Splicer Box designed for use by Telephone Telegraph and Public Utilities. Constructed to carry a capacity of better than 1000 lbs. Model 55 is a low cost steel unit that will last indefinitely

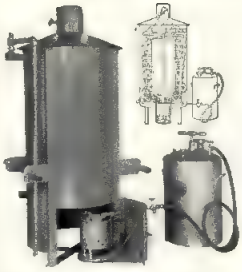
Ask for Bulletin No. 6



These Littleford Steel Tool Boxes are strong. A box of equal strength of any other construction, for instance, wood, would be many times heavier. Welded constructed pulling eye gives you neat appearance and rugged strength Semi-elliptical springs, heavy steel axles, Timkin roller bearing wheels and pneumatic tires enables you to tow the box fully loaded at high speeds without injury to box or tools. Made for Gas Service Companies, Pipe Line Contractors, Power and Light companies, Plumbers Water Works and Sewerage Departments. Available in two models

Ask for Bulletin No. 6

LITTLEFORD WATER HEATER and TOOLS



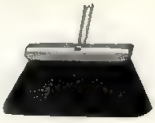
Heat your water for your concrete mixer and operate during cold weather. Littleford Booster Water Heater will heat 800 gallons of water per hour raising the temperature of the water 100° F. Water Heater provided with safety valve to prevent excessive pressure. Comes complete with double 1" pipe coil 150' long kerosene circular type burner, and 30-gallon pressure type fuel tank

Steel Mortar Boxes

You can mix concrete, mortar or plaster in cold weather by using this Littleford Steel Mortar Box placed on a few bricks and putting an oil burner or wood fire beneath. Littleford Mortar Boxes last a lifetime Save time and labor on large construction jobs

Ask for Bulletin No. 11

Paving Tools and Pouring Pots



Keep maintenance crews equipped with the right tools to do the job. Littleford Paving Tools are designed to do efficient work. A complete line of tampers smoothers, brooms, shovels squeegees, rakes, etc., are available. They are made of the finest workmanship, well balanced and sturdy.

Littleford Pouring Pots are engineered to do each job with utmost efficiency.

Each pot has spout arrangement to lessen waste in applying materials.

Ask for Bulletin No. 23

73-6-56

EDUCATIONAL TOYS

PLAYSKOOL

PUZZLE PLAQUES

Thick wooden puzzles with large cut-out pieces which are easy for the younger children to handle. Each plaque illustrates a character or scene which will delight the kiddies. Aids in developing color and shape discrimination, coordination and muscular control.

Juvenile

Puzzle plaques in the Juvenile series represents selected simple subjects for the beginning youngster.

Assortment contains twelve 5½x6⅝ in. puzzle plaques (4 to 7 pieces)— train, pig, lion, cow, horse, bear, duck, squirrel, doll, bird, fish and cake.

Plaques jig sawed out of ⅛ in. plywood and have a solid ⅜ in. hard masonite back. Pieces mesh closely and accurately.

	Each
No. 2163-70A—Wt. per carton 6 lbs.	$1.29

Simple Subjects

Represent the most popular of the children's stories. More difficult than Juvenile series above, but with larger pieces.

Assortment contains twelve 9½x11½ in. puzzle plaques (6 to 13)—duck, rabbit, auto, lamb, chick, kitten, elephant, locomotive, rocking horse, policeman, tractor, and panda.

	Each
No. 2164-275A—Wt per carton 18 lbs	$1.75

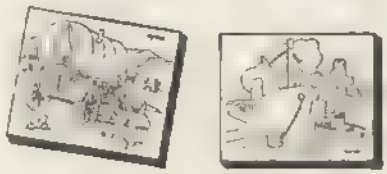
Advanced Plaques

A deliberate challenge to the advanced child, or to the child who has accomplished the previous age group plaques.

Assortment contains twelve 9½x11½ in. puzzle plaques (14 to 27 pieces)—tugboat, airplane, dog, rooster, Rudolph, bus, truck, steam shovel, clown, fire truck, Indian and cowboy.

	Each
No. 2165-360A—Wt. per carton 18 lbs.	$1.75

All above, one assortment of twelve plaques in a carton.



Activity Puzzles

Titles combine several central portions of a particular scene or activity. Recommended for the 4 to 6 year level

Assortment contains six 9½x11½ in. puzzle plaques (15 to 24 pieces)—farm, circus, chuck wagon, freighter and tug, airport and garage.

	Each
No. 2168-330A—Wt. per carton 18 lbs.	$1.75

One assortment of twelve plaques in a carton

Nursery Plaques

Most popular of the children's stories. Designed with fewer and larger pieces for the young child's endeavors.

Assortment contains twelve 9½x11½ in. puzzle plaques (7 to 16 pieces)—Little Boy Blue, Humpty Dumpty, Cat and Fiddle, Sing a Song of Sixpence, Mary Had a Little Lamb, Hickory Dickory Dock, Tom, Tom the Piper's Son, Old Woman in the Shoe, Little Bo-Peep, Ride a Cock Horse, Peter, Peter, Jack and Jill.

	Each
No. 2139-185A	$1.75

One assortment of twelve plaques in a carton.

EDUCATIONAL TOYS

PRIMARY KINDER BLOX

Set is of standard shape 1-3/8 in. unit system blox. Selected soft wood, natural color, washable. 35 pieces.

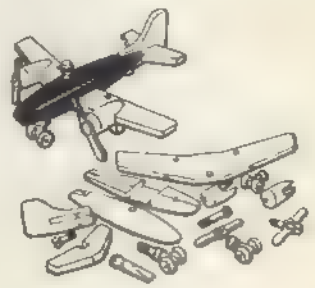
	Each
No. 2123-828	$5.00

Two in a carton.

	Each
No. 2122-822—Same as above except 20 pieces	$3.00

Four in a carton.

TAKE-A-PART PLANE

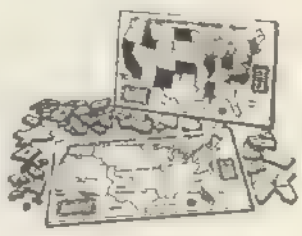


Designed for take-a-part and put together play. Consists of 19 pieces.

	Each
No. 2124-455	$6.00

Three in a carton.

U. S. MAP



A puzzle made of ¼ in. plywood. Each piece cut on state lines. Frame made of masonite.

	Each
No. 2126-750	$5.00

Four in a carton.

EDUCATIONAL TOYS

PLAYSKOOL

A line of educational, colorful toys to fill the needs of children in all age groups. Aid the child in walking, balancing, learning shape discrimination, eye-hand coordination, concentration, muscle coordination and color discrimination.

All toys are of wood construction with safely rounded corners and edges, and finished in bright harmless colors.

RATTLE PUSH

A "must" when baby begins to walk. Shaped, safety handle, colorful wood balls in cage; cage is removable from handle for use as a rattle in play pen, carriage or crib. In later stages child will "play act" with Rattle Push as a carpet sweeper or lawn mower.

Each

No. 2150-404—25 in. long, 7 in. wide; wt. per carton 12 lbs. $1.29

Twelve in a carton.

PUSH DOLLY

Realistic doll rotates gracefully as toy is pushed by safe, shaped handle end. Tinkling bells tumble in twin cages to accompany the dancing doll made of hardwood turnings.

Nothing mechanical to break. Doll will always perform for the toddler.

Non-toxic Playskool lacquers finish all parts in primary colors.

Each

No. 2138-165 .. ..$1.75

Twelve in a carton.

CATERPILLAR PULL TOY

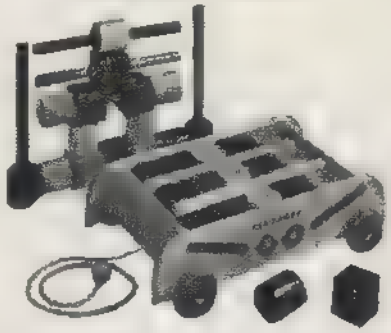
A loose-jointed pull toy that is always right side up no matter how quickly the child changes his mind about the direction he's traveling. Nothing to break or get out of order. Climbs over other objects like a caterpillar and will buckle and crawl over itself.

Each

No. 2153-428—15 in. long; wt. per carton 16 lbs. $1.29

Twelve in a carton.

COL-O-ROL WAGON



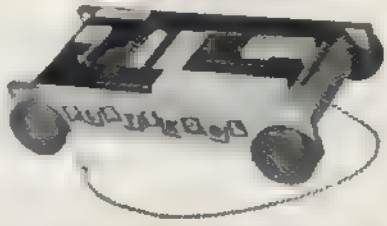
This new streamlined wagon is complete with 6 rods, 9 cylinders and 6 cubes in six colors. Provides experience for the young builder as it is simple to make imaginative structures as bridges, towers, etc.

Each

No. 2162-303—13x9x3½ in. wagon; wt. per carton 22 lbs. $2.98

Six in a carton.

WAGON OF BLOCKS



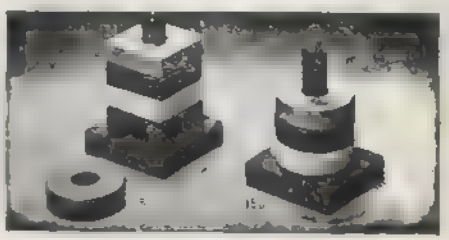
Ten different shapes of ⅞ in. hard maple blocks. Tumble finished in primary colors. 52 building blocks are contained in sturdy pull wagon.

Each

No. 2158-250—18x8½ in. wagon; wt. per carton 40 lbs. $4.98

Six in a carton.

STACKING BLOCKS



Round

Four hardwood blocks and peg fastened in base. Provides excellent muscular activity, absorbs the child and introduces him to a simple fitting-together pattern.

Each

No. 2148-150—5 in. high, 4 in. wide base; wt. per carton 14 lbs. $1.29

BABY PYRAMID

Provides loads of play value, plus training in size and shape relationship.

Consists of base, four round blocks of graduated size and cap. Peg has screw threads at either end and can be separated from base and cap.

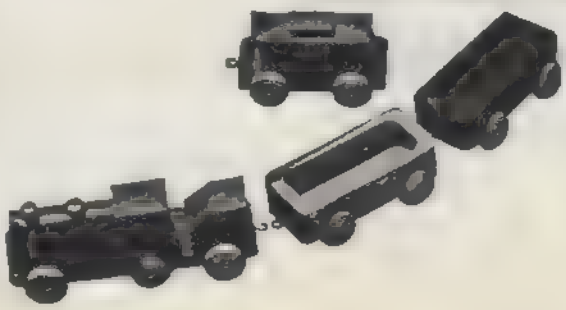
Brightly colored in red, yellow, blue, green, orange and purple.

Each

No. 2147-160—5 in. high, 4½ in. diam. at base; wt. per carton 17 lbs. $1.49

Twelve in a carton.

SPECIAL FREIGHT TRAIN



Sturdy, attractive freight train that the child can pull around the house with the heavy attached pull cord. Open gondola cars allow for loading and unloading. Locomotive, two gondola cars and caboose are separated by sturdy steel couplings.

Each

No. 2156-415—28 in. long, 3¾ in. wide; wt. per carton 16 lbs. $2.98

Six in a carton.

Send Us Your MAIL ORDERS

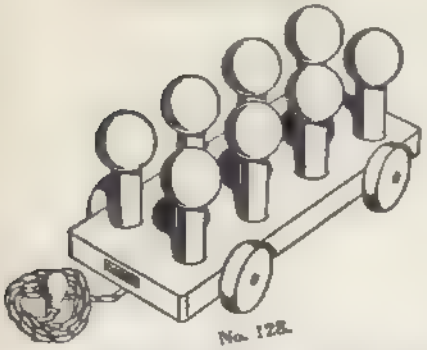
All Orders for Regular Goods Shipped Same Day Order is Received

Our Large Stock Decreases Back-Ordering to a Minimum

EDUCATIONAL TOYS

PLAYSKOOL

PEGGY BALL PULL



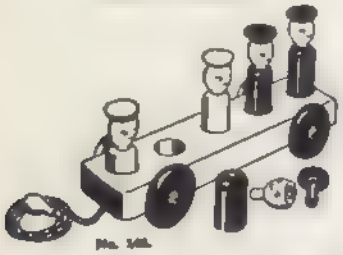
Color matching exercise with combination peg board and pull toy. Allows child muscular coordination and eye-hand control. Pull cord is run through base of toy so it cannot be removed.

Each

No. 2155-128—13x7 in. wagon, 1 in. diam. pegs; wt. per carton 20 lbs. $3.50

Six in a carton.

DOLLY PULL



Peg wagon with removable dolls. All dolls are removable and both hat and head are separate pieces which fit into each other. Dolls are graduated in size, from 3¾ to 5½ in. high.

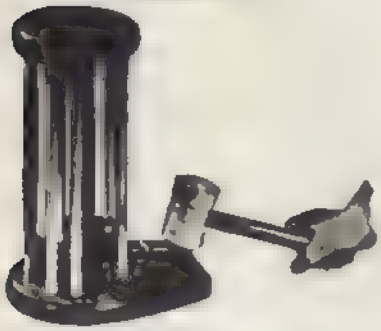
Beautifully lacquered in orange, green, yellow, blue and red.

Each

No. 2146-145—14x4½ in. wagon, 1⅜ in. diam. dolls; wt. per carton 16 lbs. $3.50

Six in a carton.

BANG-A-BALL



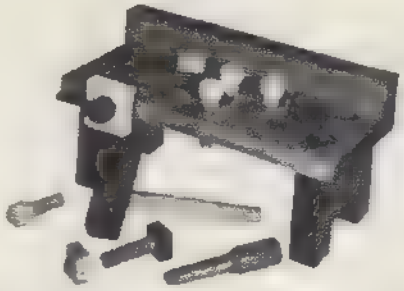
Ideal as first pounding toy; develops muscular control. Ball jumps to the top, disappears, and then drops to the bottom. Excellent coordination of the eye and hand in the repeated action.

Each

No. 2152-135 10 in. high; wt. per carton 15 lbs. $1.49

Twelve in a carton.

WORKBENCH



All wood construction; complete with claw hammer, vise, screw driver, screws, nuts, bolts and nails. Bench comes apart by use of screw driver on four large wooden screws; bolts with nuts and a plate to fasten to bench; nails to be driven into bench with hammer head or to be removed by the claw of the hammer. Answers the need of the mechanical education of the child.

No. 2161-300—11½x5½ in.; wt. per carton 26 lbs. $2.49

Twelve in a carton.

NOK-OUT BENCH

Real two-hand coordination is required as child pounds a peg into the pounding hole and one of the colored pegs pops out from end. A channel through the bench holds 6 pegs and 6 extra pegs are arranged in holes on the top. Complete with mallet.

Each

No. 2159-1010—10x4⅝x4½ in.; wt. per carton 25 lbs. $2.50

Twelve in a carton.

POSTAL STATION

A realistic mailbox that teaches shape discrimination, concentration and eye-hand coordination. Door at bottom opens for removing blocks and provides a storage space. 12 blocks in 4 different shapes have holes through center, and a stringer is supplied for beading the blocks.

Each

No. 2157-460—11x6 in., 1½ in. blocks; wt. per carton 16 lbs. $3.50

Six in a carton.

PEG TABLE AND BENCH

Children can plan city and country scenes with trees, houses, flower tops, barns, autos garages and other shapes in this set. About 260 holes are drilled in the board into which the headed top pegs and one and two inch plain pegs fit easily. The trees, houses, etc. have holes into which the various pegs fit. Table and bench finished in green lacquer.

Each

No. 2166-506—20 in. high, 20 in. wide, 13 in. deep $6.98

Three in a carton.

NAIL AND PEG DESKETTE

Sturdy combination Hammer-Nail, Peg and Writing unit with attached saddle seat. Sturdily built and will not tip. Tilted desk area has a hinged cover for use as writing surface.

Complete with Playskool nails, hammer, chalk, eraser and design suggestions

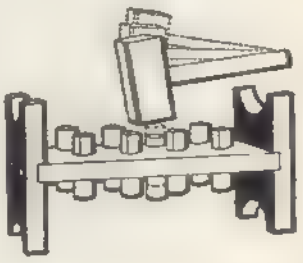
Green lacquer finish

Each

No. 2135-551—Over all size 20x23x16 in. $9.00

Three in a carton

BANG BENCH



A good quality coordination toy. Eight large vari-colored pegs. Sturdy mallet included.

Each

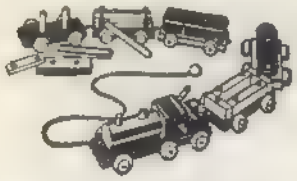
No. 2151-100 ..... $1.50

Twelve in a carton.

EDUCATIONAL TOYS

PLAYSKOOL

TAKE APART TRAIN



Advanced activity train. Unlimited combinations of coordination influences and extreme play value.

Sturdy couplings encourage interchange of six cars. Realistic train features.

Each
No. 2137-418—40 in. long $6.00

Three in a carton.

ROLY POLY

Take-apart Roly-Poly.

Base is extra large for stability, both in rocking and spinning and for stacking the bright colored turnings onto the post.

Hardwood pieces are all oversize for easy handling.

Each
No. 2143-101—4 in. case, 5 in. high .$1.29

Twelve in a carton

LACING BOOT

Old Woman Lacing Shoe in bright non-toxic colors.

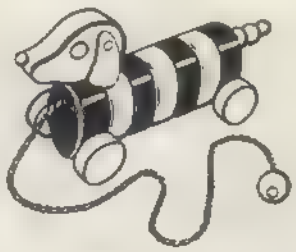
Teaches child how to lace shoes along with interesting play toy.

Tongue to shoe opens up to allow child to put figures in shoe or take them out.

Each
No. 2136-440—6x3x8 in. $2.98

Six in a carton.

WOBBLEY PULL PUP



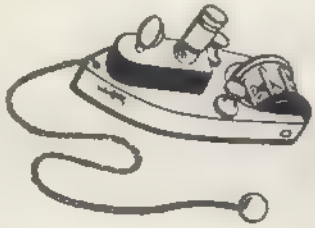
Animated coordination toy. Has off-centered wheels which give toy the "dachshund" strut when pulled. Ears flop and tinkle and head bounces and points like a puppy.

Tail removes to release body made of seven primary colored stacking blocks.

Each
No. 2141-220—6x11 in. $2.49

Twelve in a carton.

TUG BOAT



Sound and action toy, combines realism of appearance and clever whistle sound for youngster's pleasure. Stern wheel paddle with balls rolling freely in cage.

Blue and yellow, white lacquered hull.

Each
No. 2142-175—6x10 in. $1.98

Six in a carton.

LOCK AND RODS

Duffle bag of wood shapes.

Drilled cubes and blocks rise rapidly when guided by rods.

Sanded and polished, natural finish. Material cut to ⅛ in.

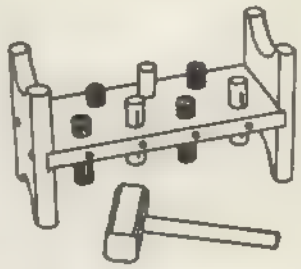
Multiple unit system.

55 pieces plus bag.

Each
No. 2140-680 .....$3.00

Twelve in a carton.

POUNDING BENCH



A two-sided unit with seven multi-colored peg ends to choose from on each side. Each peg has controlled tension through the use of individual tightening screws.

Made of close grained hardwood; non-toxic red lacquered ends, natural finished bed. Sturdy mallet with head nailed to handle for added safety.

Each
No. 2144-125—11x4¼x6 in. $2.50

Twelve in a carton.

JUMBO BEADS

An excellent toy for a quiet play period. Encourages manual dexterity.

Heavy duty bag contains generous assortment of 1⅛ in. diameter beads in five different shapes and six colors.

Durable non-toxic finish that will not chip. Complete with two long, strong laces with 2 in. plastic tips.

Each
No. 2145-702—Wt. per carton 13 lbs. .$0.98

Twelve in a carton

Our Long Experience in Serving This Territory Enables Us to Stock Items which are Sure to Sell.

This Assures the Dealer a Quick Turnover of Merchandise and Therefore Quick Profits.

EDUCATIONAL TOYS

PLAYSKOOL

TAKE APART TRUCK

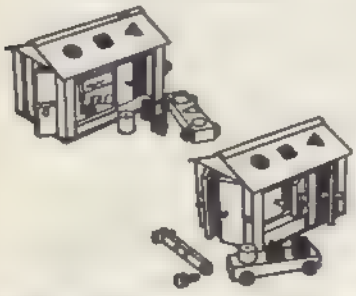
Large enough and strong enough to carry the biggest loads. Rack at the rear holds spare wheel and tools. Truck is a complete take apart from bumper to sides and back. All wood construction and spray finished in bright lacquers. Strong cord attached.

For 3-6 year olds.

	Each
No. 2133-475—18 in. long, 8½ in. wide	$9.00

Three in a carton.

LOCK UP GARAGE



The garage of many doors and latches. Offers the best combination of eye-hand coordination associated with true play value. The variety of activities duplicates the very ones the preschool child is called upon to learn at home.

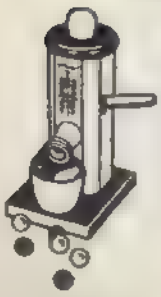
Three-form block truck fits inside garage. Finished in primary colored non-toxic lacquers.

For 3-6 year olds.

	Each
No. 2131-485—12½x7½x8¼ in.	$5.98

Three in a carton.

PUMP A BALL



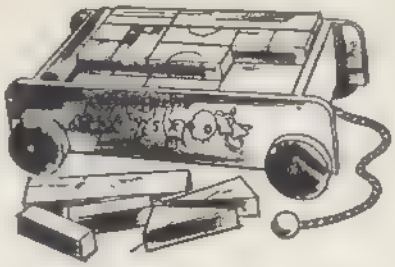
Vari-colored hardwood balls load easily into the toy. Pumping action by handle brings one ball through spout at a time to drop into bucket. All balls fit into bucket, which has rope handle for carrying. Bright non-toxic finish.

For 2-5 year olds.

	Each
No. 2134-201—11x5x6½ in.	$2.98

Six in a carton.

WAGON OF BLOCKS



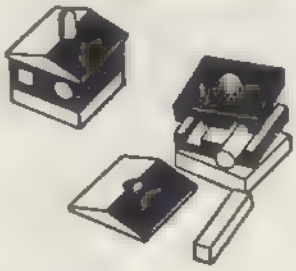
A permanent, attractive wagon designed to move and store the set of blocks. School standard size 1⅝ inch blocks in varied sizes and shapes. Blocks are large enough to balance tall structures, build sturdy bases and provide ample areas to run through trucks and trains.

For 3-6 year olds.

	Each
No. 2132-890—23½x6x12½ in.	$13.50

One in a carton.

BLOCK HOUSE



Colorful, hardwood blocks of this toy perform a house puzzle—to be taken apart and put together again. Center post is a chimney; window pieces are round and square. Stacking the six pieces in correct sequence makes a realistic and sturdy house.

For 1½-3½ year olds.

	Each
No. 2167-180—3½x3¼x4½ in.	$1.29

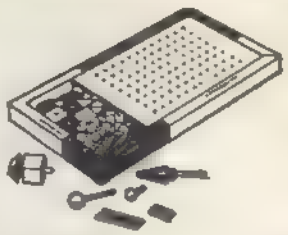
Twelve in a carton.

WRITE — PHONE — OR TELEGRAPH YOUR ORDERS!

Our stock is complete and offers a wide choice. Only lines of National reputation are included.

Our many years of service and consistent growth is the Dealer's assurance that our knowledge of selections is a real asset.

LITTLE PEGGY PEG SET



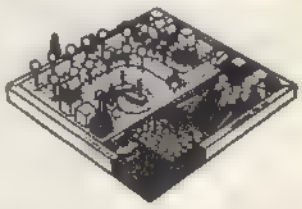
Trees, houses, barns, etc. make this a valuable toy that gives children new conciousness of outdoor objects and patterns. An ample assortment of material provides variety and play value to develope concentration and coordination.

For 3-8 year olds.

	Each
No. 2130-243	$1.29

Twelve in a carton

LANDSCAPE PEG SET



Contains a variety of peg-form pieces—trees, flowers, automobiles and garages. Makes it easy and fascinating for youngsters to plan and execute farm and city scenes. All pieces are brightly colored in standard Playskool colors.

For 3-8 year olds.

	Each
No. 2129-245	$1.98

Twelve in a carton

BIG BIG BEADS

Extra large 1⅝ in. diameter beads in three easy-to-handle shapes. Smooth hardwood turnings have a durable non-toxic finish that will not chip. Long laces with 2 in. plastic ends make stringing easy.

For 3-18 months old.

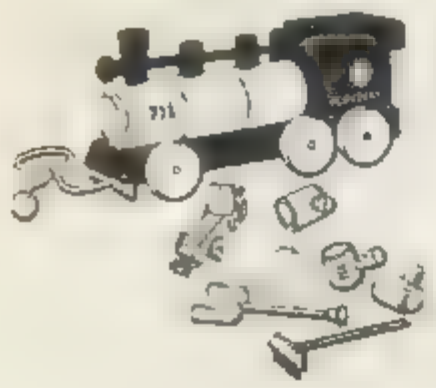
	Each
No. 2154-110	$1.20

Twelve in a carton.

EDUCATIONAL TOYS

PLAYSKOOL

LOCOMOTIVE



A train constructed to come apart for use as sand play tool. Cow catcher is actually a rake, boiler a sand scoop, cab roof a shovel, etc. Made of hardwood.
Size 14½ x 5⅓ x 6¼ in. high.

	Each
No. 2125-711	$6.00

Three in a carton.

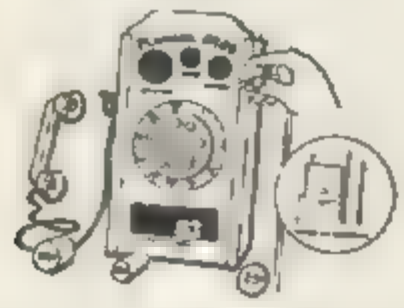
TOOL BOX

Safe, strong wooden tools. Comes apart for additional play value. Size 13⅜ x 7¾ x 4½ in. high.

	Each
No. 2127-340	$5.00

Three in a carton.

TELEPHONE

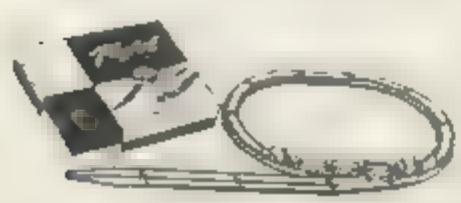


Has ringing bell. Beautiful blue and white non-toxic finish.
Size 12½ in. high x 6 x 4¾ in.

	Each
No. 2128-0200	$4.00

Three in a carton.

SKANEATELES TRAIN

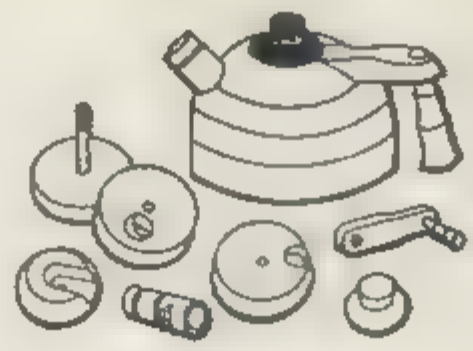


Curved track offers many variations for track design. Made of hard maple.
Consists of engine, 4 cars, ramp, switch and 11 pieces of track.

	Each
No. 2189-910	$6.00

Six in a carton.

TEA KETTLE



Has whistle. Designed as a take-a-part toy.

	Each
No. 2160-190	$2.00

Six in a carton.

BEGINNERS SKANEATELES TRAIN

A combination of building blocks and wooden train. Consists of engine, 3 cars 12 blocks, 2 ramps and 3 pieces of track.

	Each
No. 2188-900	$3.00

Twelve in a carton.

ANIMAL RACK DEAL

Small 3 in. animals, with rubber wheels. Made of acetate. Assortment consists of 144 animals.

	Per assortment
No. 1859-100	$36.00

One assortment in a carton.

Assorted Acetate Animals
— Open Stock —

	Each
No. 1860-101	$0.25

Thirty-six in a carton.

PLAY TIME CLOCK

Manually operated gear movement turns the hands. The minute hand goes 12 times faster than the hour hand.
Clock comes apart.

	Each
No. 603-276	$3.00

Six in a carton.

SNAP BLOCKS

20 Pieces

	Each
No. 555-45	$3.00

Twelve in a carton.

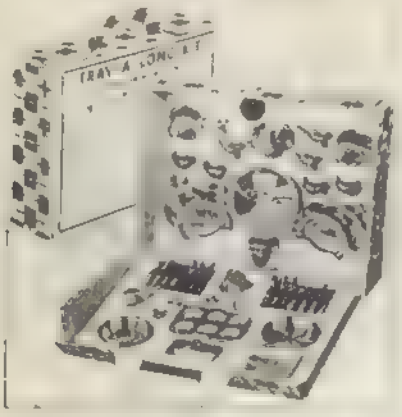
SNAP BLOCKS

11 Pieces

	Each
No. 556-40	$2.00

Twelve in a carton.

TOY DISH SETS
ALUMINUM GOODS



"Trav-A-Long" Toy Aluminum Utensil Kit

An ideal set that will provide hours of play. Brightly finished aluminum Tea pot and cover red enameled. Lazy Susan made of heavy offset aluminum with dividers and colorful label, actually rotates. Set consists of baking and serving items in a colorful carrying case made of sturdy corrugated board, with handles.

Per set
No. 1908-108MT—49 pieces $4.10

Three sets in a carton

"Like Mother's" Aluminum Percolator Set

46 piece service for party of six.

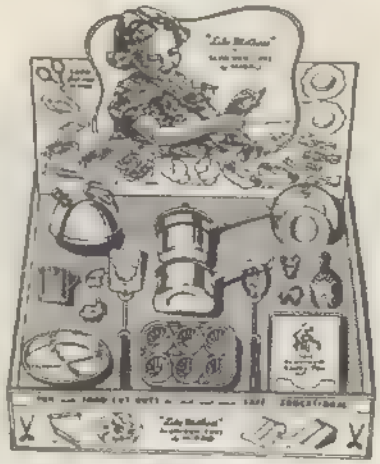
Brightly finished aluminum. Percolator has glass top and inset. Cover and handle red enameled. "Three Little Kittens" embossed. Food cut-outs on display box.

Set includes—six plates, six cups, six saucers, one serving tray, six napkins, six knives, six forks, six spoons and one percolator.

Per set
No. 1901-248MT—Wt. per carton 7⅛ lbs. $3.15

Three sets in a carton.

TOY DISH SETS
ALUMINUM GOODS



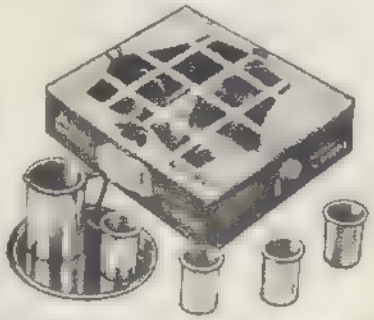
Aluminum Cook and Bake Set

18 piece set.

Bright aluminum finish. Handles and knobs red enameled. Food cut-outs on display box. Set includes whistling tea kettle, double roaster, layer cake pan, bar cake cutter, mixing spoon, cooky sheet, muffin pan, measuring cup, scoop, four cooky cutters, flour canister and cooky canister.

Per set
No. 1905-146MT—Wt. per carton 7 lbs. $2.19

Six sets in a carton



"Like Mother's" Aluminum Beverage Set

Brightly finished aluminum ice for lawn parties, birthday parties and all occasion parties. An all purpose service.

9 piece set consists of pitcher, four tumblers and a serving tray.

Per set
No. 2231-267MT—Wt. per carton 5½ lbs. $0.98

Two sets in a carton.

"Like Mother's" Aluminum Coffee Pot Set

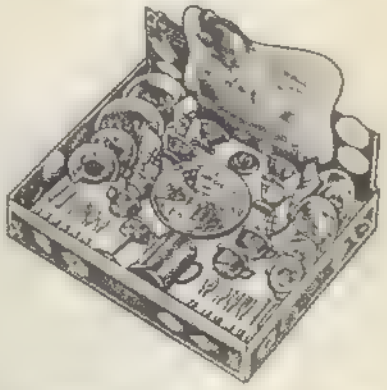
Beautifully finished aluminum coffee pot handle and cover red enameled. Embossed "Three Little Kittens."

16 piece set consists of coffee pot and two each plates, cups, saucers, napkins and cutlery.

Per set
No. 1907-140MT—Wt. per carton 12¼ lbs. $1.10

Twelve sets in a carton.

TOY DISH SETS
ALUMINUM GOODS



"Like Mother's" Aluminum Lazy Susan Party Set

Complete service for four of beautifully finished bright aluminum. Percolator handle and cover red enameled.

"Three Little Kittens" embossed. Food cut-outs on box. Lazy Susan actually turns.

36 piece set consists of Lazy Susan serving tray, percolator and four each plates, cups, saucers, sherbets, knives, forks, spoons and napkins.

Per set
No. 1902-247MT—Wt. per carton 7¾ lbs. $3.15

Three sets in a carton.

BANNER

FLAIR TEA SET features fluted design in pink, black and red color combination and a rooster motif on each dish. A set of silver-like tableware is included.

Per set
No. 727-1819 ..... $3.00

Six in a carton.

THIS CATALOG

Brings our stock into your store. Use catalog numbers when ordering.

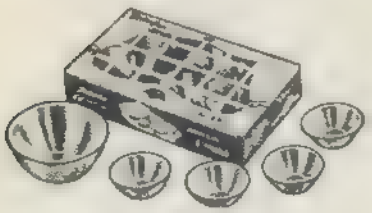
TOY DISH SETS
ALUMINUM GOODS

Mirro Aluminum Bake and Serve Set

Special bright aluminum in hammered effect. Packed in a new attractive box with Campbell Kids' tie-up.

Per set
No. 1906-141MT- 12 piece . $1.10

Twelve sets in a carton



Snack Bowl Set

Consists of one large bowl and four individuals

Per set
No. 2230-266MT $0.98

Twelve sets in a carton

OHIO ART

Circus Set

31 piece service for party of six.

Gaily lithographed in circus scene pattern.

Set includes—one large 8x10 in. tray, six cups, six saucers, six butter plates, six 4 in. plates, footed sugar bowl, handled dish with cover, tall creamer, tea pot and lid

Per set
No. 1930-70 .....$1.25

Twelve sets in a carton.

TOY DISH SETS
OHIO ART

Tea Set

15 piece service for party of four.

Attractively decorated in bright lithographed colors in Dutch pattern.

Set includes—one large 5x7 in. tray, four cups, four saucers, four 4 in. plates, tea pot and cover.

Per set
No. 1929-65 .....$0.89

Twenty-four sets in a carton

Tea Set

9 piece service for party of two.

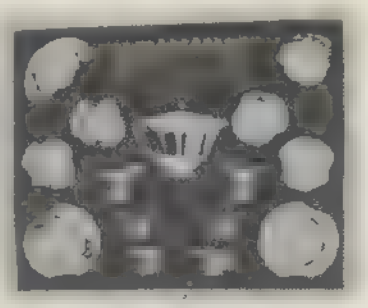
Little kitten pattern in gay lithographed colors.

Set includes—one 5x7 in. tray, two cups, two saucers, two 4 in. plates, tea pot and lid.

Per set
No. 1928-63 .....$0.49

Twenty-four sets in a carton

BANNER



A tea set in copper tone with pink centers. Metaltone table ware to match.

Per set
No. 733-2427 ..... $4.00

Six in a carton.

TOY DISH SETS
BANNER

June Rose Tea Set

Made of plastic; colorfully decorated Black Eyed Susan pattern on border of plates and saucers with an outer gold band on rim. Tea pot, sugar bowl, creamer and cups molded in yellow plastic to match; white handles, knobs, spouts, etc. Tableware in June Rose pattern.

Per set
No. 724-616 14 pieces, service for 2.$0.98

Twenty-four sets in a carton.

Per set
No. 725-1216 29 pieces, service for 4.$1.98

Twelve sets in a carton.

Per set
No. 726-1816 40 pieces, service for 6.$2.98

Six sets in a carton

"Copper" Kettle and Tea Stand

Four plastic cups and saucers and one all metal stand on which cups hang and plates mount. One plastic tea kettle in Metaltone copper-like finish

Per set
No. 723-1210 —10 pieces $2.00

Twelve in a box.

TOY DISH SETS
WORCESTER WARE

Sweetheart Two-Tone Tea Set

Made of plastic. Features the new, exclusive swinging tea kettle. All pieces are life size. Service for four.

Per set
No. 1718-374 —28 pieces $2.98

Twelve sets in a carton.

Two-Tone Tea Set

Made of plastic. Features the new, exclusive swinging tea kettle. All pieces are life size. Service for two.

Per set
No. 1719-273 —16 pieces $1.98

Twelve sets in a carton.

Saf-Tea Set

Life size pieces of unbreakable plastic. Tea pot and service for two.

Per set
No. 1720-171 —13 pieces $0.98

Twenty-four sets in a carton.

IDEAL

Georgian Ware Tea Set

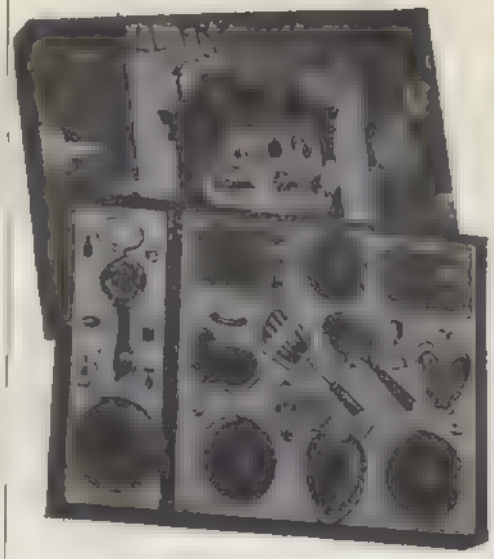
A toy set that captures the delicate beauty and color of luxury dinnerware. Made of long lasting plastic.

A complete service for two. Cutlery is vacuum metalized for gleaming beauty and realism. Raised decorations on dishes add extra charm to this realistic set.

Per set
No. 2063-1607—17 pieces $2.98

Six sets in a carton.

TOY DISH SETS
IRWIN



"Small Fry" Pastry Set

Attractive assortment of kitchen accessories displayed in colorful lithographed box.

Set consists of pop-up "Toast Faster," scale with spring action, meat grinder, orange juice squeezer, mixing bowl and mixing spoon, two cookie cutters, measuring cup, metal egg beater, wood rolling pin, bread pan, egg separator and scoop.

Per set
No. 730-3903 ..... $0.98

Twenty-four sets in a carton.

TOY DISH SETS
WOLVERINE

22-Piece Metal Tea Set

Delft blue design enameled on each piece.

Set includes—six each cups, saucers and plates, plus one each sugar bowl, creamer and 9⅛x13 in. tray.

Per set
No. 1940-258 –Wt. per carton 28 lbs. $2.19

Twelve sets in a carton.

TOY COOKING SETS
HALLITE JUNIOR WEAR-EVER

Aluminum Sauce Pan

An exact duplicate of famous Hallite sauce pans. Has copper colored cover.

Each
No. 2200-240—5½ in. long, 3 in. diam. $0.98

Twelve in a package.

TOY COOKING SETS

HALLITE JUNIOR WEAR-EVER

Aluminum Skillet

An exact duplicate of famous Hallite skillets. Has copper colored cover.

Each

No. 2201-241—6¾ in. long, 4 in. diam. $0.98

Twelve in a package.

HALLITE JUNIOR WEAR-EVER

Aluminum Utensil Set

Miniature duplicates of famous Hallite utensils.

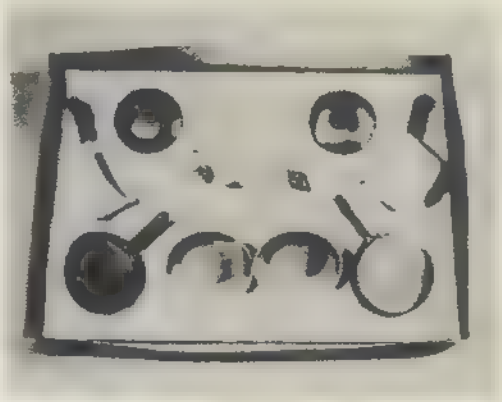
Consists of skillet, sauce pan, stainless steel spatula, cooking fork and ladle with hanging rod

Per set

No. 2202-250 7 pieces $2.98

Twelve sets in a package.

BANNER



Unbreakable polyethylene. Exact replicas of the pots, pans and utensils that mother uses. Shiny, bright colors, with black handles. Bronze colored utensils.

Per set

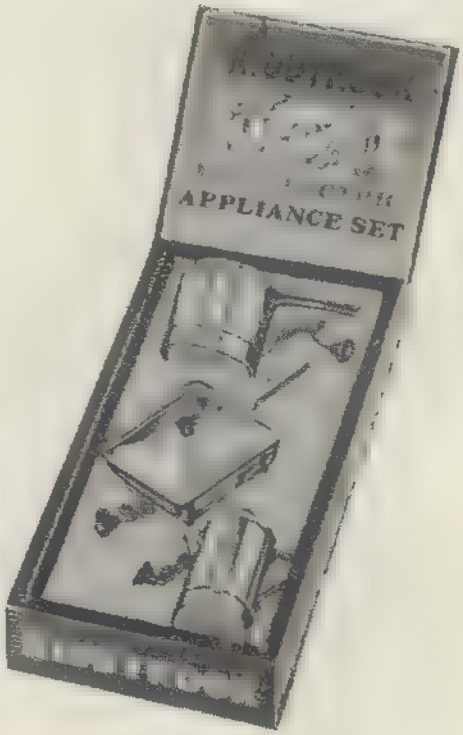
No. 717-1224 ..... $2.00

Twelve in a carton.

No. 718-624 ..... $1.00

Twenty-four in a carton.

ALUMINUM



Battery operated 3 piece appliance set. With red light.

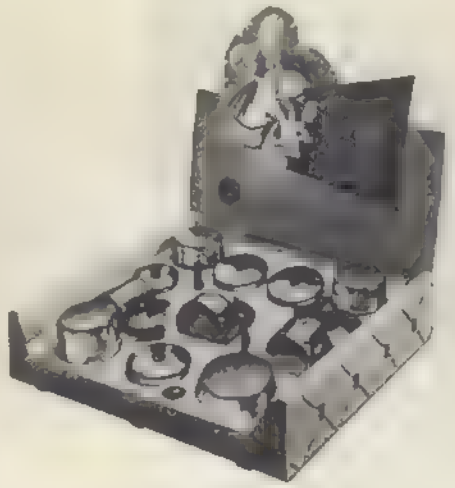
Per set

No. 1939-3783 ..... $3.00

Six in a carton.

TOY COOKING SETS

REVERE WARE



Miniature Copper Clad Stainless Steel Utensils

Same as the well known Revere Ware, except in miniature

Set consists of covered sauce pan, 1 in. deep; covered sauce pan, 1½ in deep; covered sauce pan, 2 in. deep; open skillet; covered sauce pot with metal side handles; coffee pot with cover; whistling tea kettle with trigger control.

All packed in a colorful carton that makes up into a play stove

Per set

No. 690-597—7 pieces $14.95

Three sets in a box

Miniature Copper Clad Stainless Steel Utensils

Same as the well known Revere Ware, except in miniature.

Set consists of covered sauce pan, 1 in. deep; covered sauce pan 2 in deep; open skillet; covered sauce pot with metal side handles; whisting tea kettle with trigger control

All packed in colorful carton that sets up into a play stove.

Per set

No. 688-595 5 pieces $9.95

Four sets in a box.

TOY COOKING SETS

REVERE WARE

Miniature Copper Clad Stainless Steel Utensils

Same as the well known Revere Ware, except in miniature

Set consists of covered sauce pan, 1½ in. deep; open skillet and whistling tea kettle with trigger control

All packed in a colorful carton that makes up into a play stove

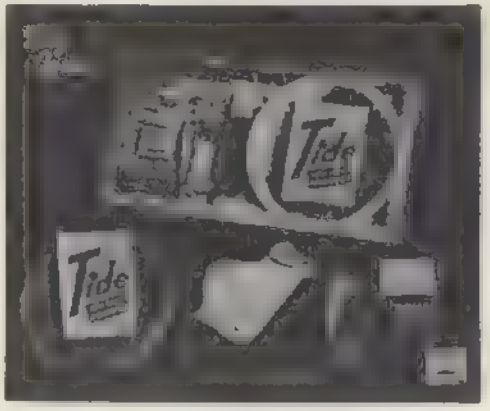
Per set

No. 658-593 — 3 piece set $4.95

Six sets in a box

TOY DISH WASHING SETS

KIDDIE BRUSH



Durable and practical. Contains—polyethylene dishpan and dish drainer, silverware holder, dish cloth, DuPont sponge, Tide Brillo and SOS

Per set

No. 629-D8 .$0.98

Twenty-four sets in a carton.

TOY CAKE BOX SETS

WOLVERINE

Metal

Set includes 4 canisters, 4 canister lids, plastic measuring spoon 2 lithographed cookie cutters, rolling pin, cake and bread box lithographed in Delft blue design to match the canisters. Cover of cake box is used as pastry board.

Per set

No. 1941-255 ..... $1.10

Twelve sets in a carton.

TOY CAKE MIX SETS

IDEAL

33-Piece Betty Crocker Junior Baking Kit

Kids can bake real cakes, cookies and biscuits, just like mother.

Contents of Kit

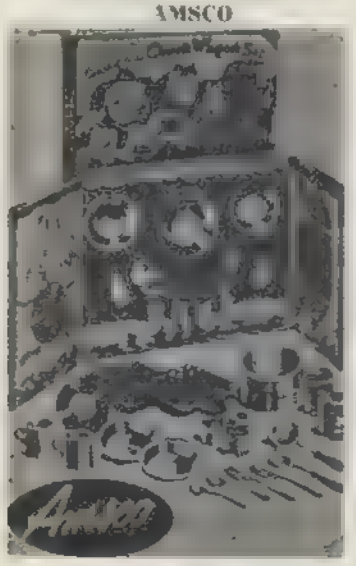
12 real baking mixes and 21 baking utensils. Safe, hermetically sealed tin foil packages of Junior frosting mix—2 white and 2 chocolate: Junior cake mix—Devil's food, sunny yellow, spice and Snow White; Junior pie crust mix; Junior cookie mix—ginger flavor; Junior biscuit mix. Mixing bowl, muffin pan, 2 layer cake pans, pie pan, cookie sheet, measuring cup and several cookie cutters all in strong aluminum. Teaspoon, spatula, polythylene scraper, mixing spoon, rolling pin, pastry cloth and cellulose sponge. Instruction book with recipes in simple language and explanatory illustrations.

Per kit

No. 1710-9999 ..... $4.98

Six sets in a carton.

AMSCO



Chowtime Set

Everything necessary to fix real Western style lunches. Contains one can each of Franco-American Spaghetti and Campbells Pork and Beans, two cans of Campbell's Soup, chow kettle, two plates, two forks and two spoons, one cook book, one ladle, one stirring spoon, one Western tune phonograph record, two Western neckerchiefs and chuck wagon cabinet.

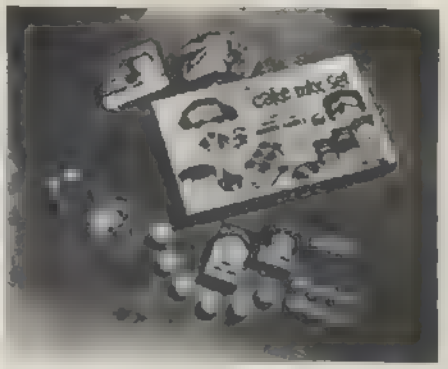
Per set

No. 694-517 ..... $3.20

Six sets in a carton.

TOY CAKE MIX SETS

KAY-STANLEY



40-Piece Kay Stanley Complete Baking Set

High quality utensils and top-brand ingredients make this the outstanding toy for junior cooks.

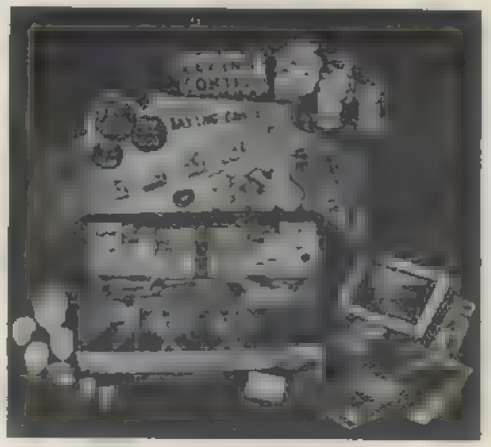
Contents of Set

9 packets Pillsbury cake mix (3 kinds), mixing bowl, mixing spoon, 2 measuring spoons, 2 layer cake tins, cup cake tin, 6 crinkle cups, rotary beater, spatula, cake knife, 9 packets frostings, dusting flour, 4 packets cake decorations and cook book.

Per set

No. 786-P381 ..... $3.00

Twelve in a carton.



A tie-in toy set with national baking contest, featuring miniature replicas of Pillsbury, Carnation milk etc.

Per set

No. 781-P75 ..... $5.00

Six in a carton.

TOY PIE MIX SET

Contains three packages of graham cracker pie crust with four color lithographed wraps — attached to shelf that folds flat or can be set straight back for display; three assorted packages of chocolate, butterscotch, and lemon chiffon filling with four color lithographed wraps; metal beater with wooden handle; plastic mixing bowl, plastic measuring spoon; plastic mixing spoon, two metal pie pans; easy to follow instructions.

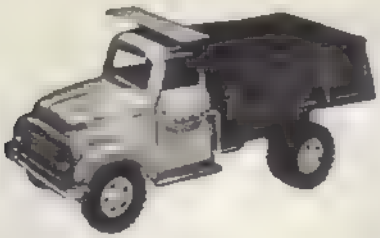
Each

No. 731-3913 ..... $2.00

Twelve in a carton.

WHEEL TOYS

DUMP TRUCK

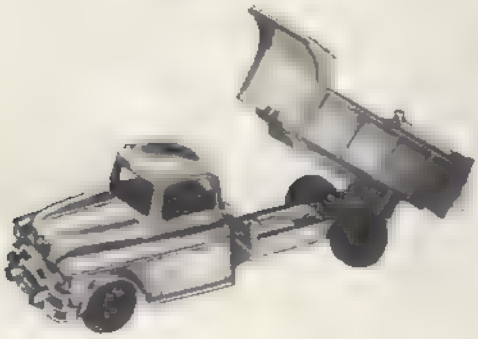


Factual scale model. Heavy 20 gauge steel construction. Plated dump control levers. Plated headlights, grille and bumper. Heavy duty truck tires with plated wheel discs.

	Each
No. 1945-180/5—13 in. long, 6 in. high, 6 in. wide	$4.50

Six in a carton

DUMP TRUCK

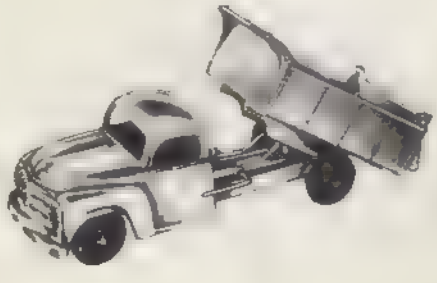


Length 10 inches. Red chassis, cream cab, green dump with bright metal trim. Tail gate opens when dump is raised. Rubber Wheels.

	Each
No. 1829-478	$1.50

Twelve in a carton.

DUMP TRUCK



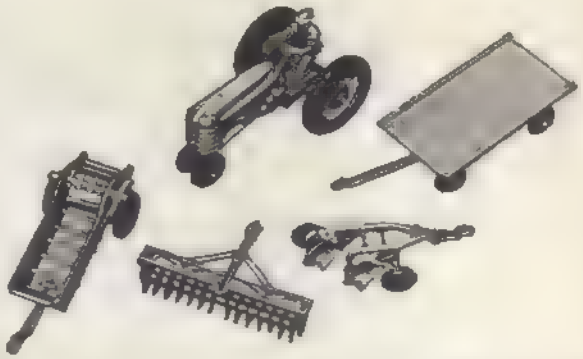
Length 7-5/16 inches. Green chassis, orange dump, bright metal trim. Rubber wheels.

	Each
No. 1968-458	$0.70

Twelve in a carton.

WHEEL TOYS

FARM SET



Five assorted farm toys to a set—tractor, plow, disc, spreader and farm wagon. Toys painted red with aluminum and nickel trim.

	Per set
No. 1831-50	$2.98

Six sets in a carton.

LOG TRUCK

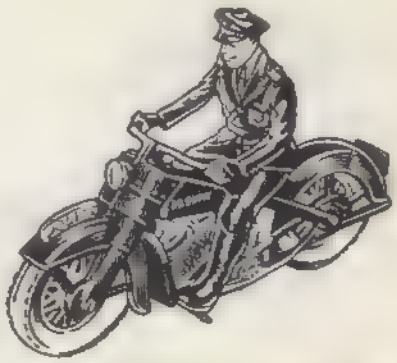
Orange metal cab and trailer, bright trim. Bright metal chassis, chains and springs on trailer. Chassis enclosed underneath with realistic detail. Black rubber wheels are independently mounted to roll over stones or obstacles.

Trailer carries five smooth logs, one with a red flag. Logs 12 in. long.

	Each
No. 1955-516—18 in. long; wt. per carton 22 lbs.	$3.98

Six in a carton.

[redacted]



New super size motor cop, 4½" tall, 6¼" long, with white vinyl spoked wheels. Assorted red and blue with silver decoration

	Each
No. 177-538	$0.40

Twenty-four in a carton.

WHEEL TOYS
STEEL PRODUCE VAN

An authentic replica of cross-country produce van trucks. Trailer and cab made of colorful lithographed metal. Rubber wheels, steel axles.

Each
No. 1805-481—8¾ in. long $0.69

Twenty-four in a carton.

Cab made of colorful, durable plastic; body made of colorful lithographed metal. Rubber tires with dual wheels on rear of cab. Includes 4 small plastic cars.

Each
No. 1820-482—10 in. long; wt. per carton 21 lbs. $0.69

Twenty-four in a carton.

CEMENT MIXER

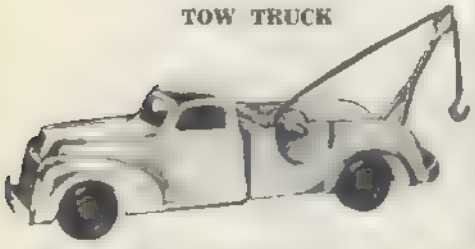
Metal construction. Red chassis, green body, revolving aluminum finished mixer. Rubber wheels.

Mixer drum rotates when truck moves.

Each
No. 1819-487—10 in. long; wt. per carton 17 lbs. $1.49

Twelve in a carton.

TOW TRUCK



Metal construction. Red with aluminum finished winch and boom. Rubber wheels.

Crank style windlass.

Each
No. 1823-474—9¾ in. long; wt. per carton 14 lbs. $1.20

Twelve in a carton.

WHEEL TOYS
SPORTS CAR

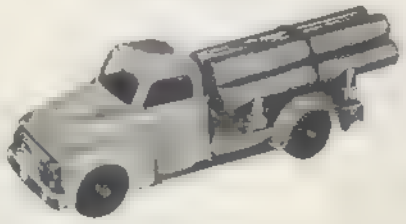
Metal construction. Transparent windshield; aluminum trimming. Realistic details. Rubber wheels.

Assorted red and yellow colors.

Each
No. 1967-455—7½ in. long $0.70

Twelve in a carton.

LOG TRUCK

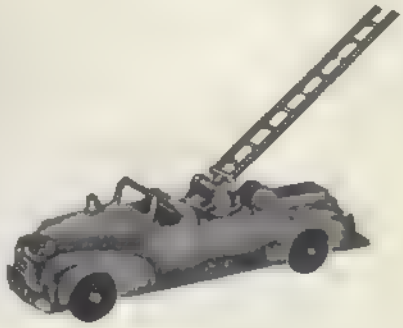


Metal construction. Assorted colors with bright trimming. Five logs. Rubber wheels.

Each
No. 1966-459—7½ in. long $0.70

Twelve in a carton.

WHEEL TOYS
FIRE ENGINE



All metal construction. Red with aluminum finished windshield. Revolving ladder. Rubber wheels.

No. 1962-465—7½ in. long; wt. per carton 23 lbs. $0.70

Twelve in a carton.

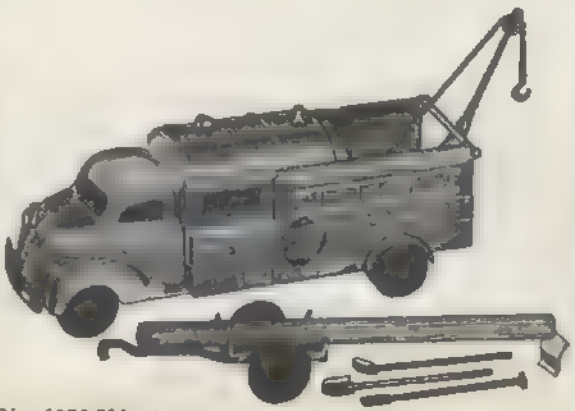
AIR COMPRESSOR TRUCK

All metal construction. Assorted red, green and orange with aluminum compressor. Rubber wheels.

Each
No. 1965-466—6¾ in. long $0.70

Twelve in a carton.

TELEPHONE TRUCK



Metal truck and pole trailer. Black rubber wheels. Olive green cab and body, red color trailer. Bright lettering and trim. Top of truck slides back to cover open half in rear. Removable boom. Turning crank handle raises or lowers rope and hook.

Complete with ivory plastic ladder, three digging tools that fit inside truck and 11 in. telephone pole.

Each
No. 1956-504—12½ in. long; wt. per carton 21 lbs. $3.98

Six in a carton.

WHEEL TOYS

BELL TELEPHONE TRUCK

All metal telephone construction and repair truck. Finished in olive green with aluminum trim. Equipped with red trailer and telegraph pole; nickel winch and boom; three digging tools. Winch is operated by crank lever.

Each

No. 1828-484—10½ in. long $1.49

Twelve in a carton.

ROAD SCRAPERS

A realistic miniature of scraper used in road construction operations. Yellow finish with aluminum trim; nickel scraper. Front wheels operated by steering wheel. Rubber tires.

Each

No. 1827-481—10¾ in. long $1.20

Twelve in a carton

DUMP TRUCK

All metal construction. Green cab, bright metal chassis. Movable red dump, aluminum trimming. Pushing lever on side raises dump, tail gate opens automatically.

Rear wheels on trailer have knee action. Rubber wheels.

Each

No. 1952-512—17 in. long $3.98

Six in a carton.

CARRYALL SET

Metal construction. Orange flat bed machinery carrier. Cab lifts off revealing realistic motor. Black rubber wheels with seven wheels mounted on rear of trailer.

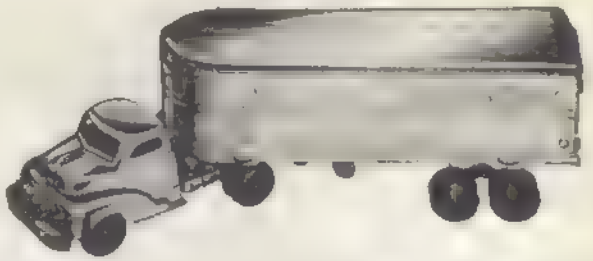
Complete with 10¾ in. metal road scraper.

No. 1954-511—19½ in. long ..... $3.98.

Six in a carton.

WHEEL TOYS

MOTOR EXPRESS



Metal construction. Red and green combination with aluminum trimming. Cab lifts off revealing realistic motor. Side door slides open, rear door swings out. Independently mounted rear wheels to roll over stones and obstacles. Retractable trailer support. Black rubber wheels.

Each

No. 1950-507—18 in. long $3.98

Six in a carton.

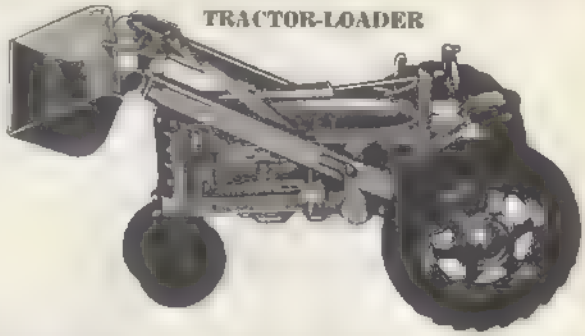
LUMBER TRUCK

Metal construction. Orange with aluminum trimming. Five removable logs with chain to hold them in place. Rubber wheels.

Each

No. 1822-469—10 in. long $0.98

TRACTOR-LOADER



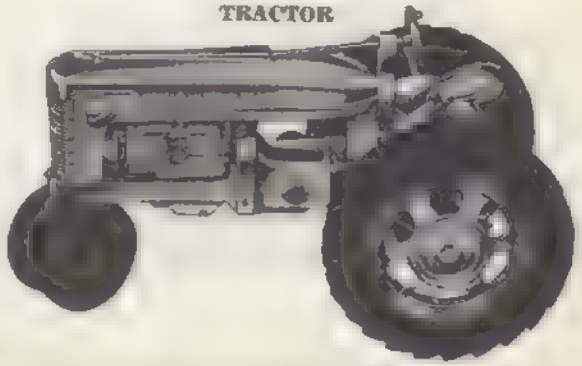
Red with bright metal loader mechanism and steering wheel. Aluminum trimming. Realistic engine details, spring seat, steering wheel operates front wheels. Side lever raises, lowers and dumps loader.

Each

No. 1951-500—13 in. long $2.98

Six in a carton.

TRACTOR



Red metal tractor with realistic engine details. Bright aluminum trimming. Yellow plastic wheels with black rubber tires.

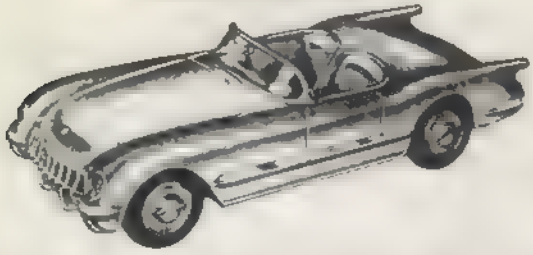
Each

No. 1835-490—7 in. long $1.98

Above, twelve in a carton.

WHEEL TOYS

CUSTOM SPORT CAR



Well built of metal, in bright red finish; aluminum trim. Realistic wrap-around windshield, realistic chassis and dashboard details. Working steering mechanism; front hood opens revealing finely detailed motor. Rear trunk opens for removal of spare tire. Black rubber wheels.

Each

No. 1953-509—12¾ in. long $3.98

Six in a carton

DELUXE SPORT CAR

Made of metal, in bright red finish; aluminum trim; rubber wheels. Removable black top. Realistic wrap-around transparent windshield. Realistic dashboard and steering wheel.

Each

No. 1826-486—9¼ in. long $1.20

Twelve in a carton.

AUTO TRANSPORT

Bright red finished metal, aluminum trim. Realistic chassis details. Four plastic cars in assorted colors can be driven on or off trailer over removable ramp which hooks under trailer. Black rubber wheels, dual on rear of tractor.

Each

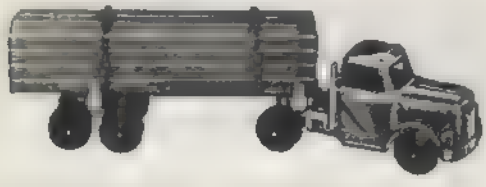
No. 1836-492 14 in. long $2.49

Twelve in a carton.

No. 1802-206—Size 22½ in. long, 4½ in. high, 4½ in. wide. With 11 in. loading ramp. With three 5½ in. sedans $2.25

Six in a carton.

LUMBER TRUCK



All metal; orange cab and trailer with aluminum trim. Realistic chassis details. Complete with twelve pieces of lumber and double chain to hold them in place. Black rubber wheels, dual on rear of tractor. Rear wheels on trailer have knee action.

Each

No. 1958-493—13¾ in. long $1.98

Twelve in a carton.

WHEEL TOYS

SHOVEL TRUCK

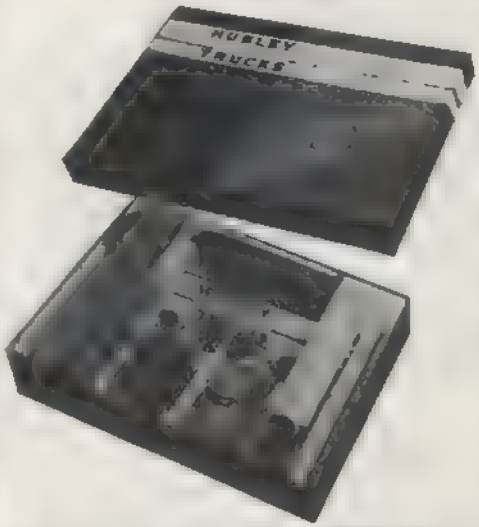
All metal; green cab and chassis, red shovel cab turns on a swivel. Shovel and working mechanism aluminum. Bucket is closed automatically when down and opens to dump automatically when raised to full height. Rubber wheels.

Each

No. 1957-494—13¼ in. long $1.98

Twelve in a carton.

DELUXE TRAILER TRUCK ASSORTMENT



All metal construction. One orange color tractor and one red color tractor; each have removable cab exposing realistic "motor"; realistic chassis details; dual rear wheels.

Log trailer has 5 logs, 12 in. long; double dual wheels mounted independently to roll over obstructions. Two chains hold logs in place.

Flat bed carryall trailer in orange; seven wheels mounted realistically at rear of carrier.

Dump box trailer in red; double dual wheels have knee action. Pushing lever on side raises dump, tail gate opens automatically.

Per assortment

No. 1838-86—Assortment, 17 to 19½ in. long $8.98

One assortment in a box, three in a carton.

TRUCK ASSORTMENT

An assortment of six Diesel trucks in colorful plastic; all have aluminum trim and rubber wheels.

Dump truck dumps automatically when catch is released. Tan truck has hook on derrick. Hook and ladder truck has 2 removable plastic ladders. Telephone truck has two digging bars. Gasoline truck has realistic appearance. Motor express truck has tail gate that opens.

Per assortment

No. 1833-70—Assortment, 6⅝x8¼ in. long $2.98

One assortment in a box, six in a carton.

WHEEL TOYS

AIRPLANE

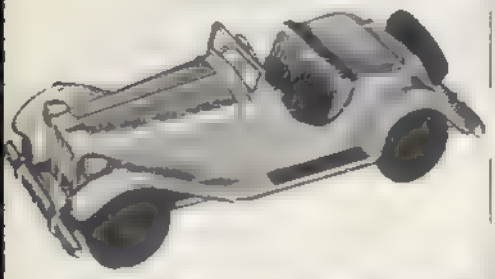
All metal; red with aluminum wings. Folding wings; retractable landing gear; rubber wheels.

Each

No. 1960-430—6 in. long, 6¼ wingspread $0.49

Twelve in a carton.

SPORTS CAR

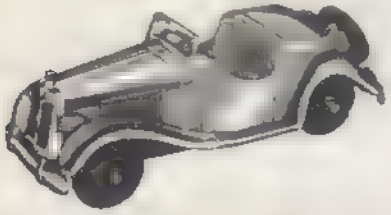


Red metal construction with aluminum trimming. Chassis enclosed on bottom with realistic details. Rubber wheels, including spare mounted (Continental Fashion) on rear.

Each

No. 1830-485—9 in. long $1.49

Twelve in a carton.



All metal. Assorted red, green and yellow with aluminum trim. Fine rubber wheels, one mounted on rear.

Each

No. 1962-432 –5⅝ in. long $0.49

Twelve in a carton.

DUMP TRUCK

All metal. Green chassis and red dump body. Releasing catch automatically dumps contents. Tailgate opens when dump is raised. Rubber wheels.

Each

No. 1961-431 –5⅝ in. long $0.49

Twelve in a carton.

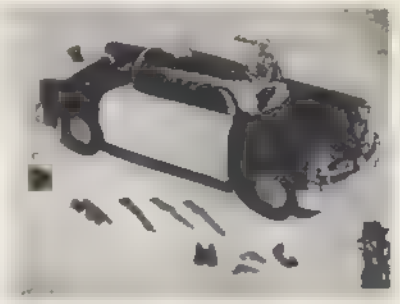
Each

No. 1804-204—Size 16¾" long, 6½" high, 6 in. wide $2.25

Six in a carton.

WHEEL TOYS

DRAGNET TALKING POLICE CAR



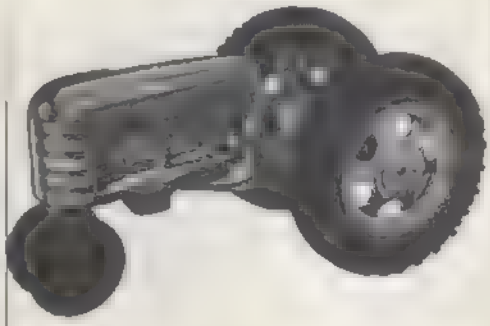
Dome has removable searchlight operating on battery. Steering wheel turns. Car has metal base; made of tough plastic. Compartment contains two miniature pistols, riot and tommy gun, binoculars, two rifles, swivel chain and map reading table. Trunk contains plastic phonograph record and crank, repeating a thrilling "police call."

Each

No. 2061-3006—14½x5½x5¾ in. . .$3.98

One in a box, six in a carton.

TRACTOR



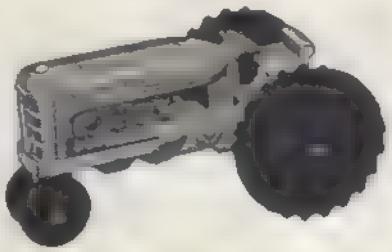
All metal construction. Red chassis with realistic die-cast engine details visible from both sides. Bright aluminum trimming, radiator grille and die-cast steering wheel. Yellow wheels, black rubber tires. Rear tires treaded, front tires grooved.

Each

No. 1824-473—7 in. long; wt. per carton 14 lbs. $1.20

Twelve in a carton.

TRACTOR



Red metal construction with aluminum trim. Realistic detailing of engine and chassis. Treaded rubber wheels.

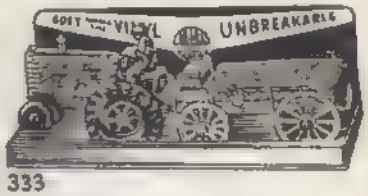
Each

No. 1964-451—5½ in. long $0.70

Thirty-six in a carton.

WHEEL TOYS

FARM WAGON AND TRACTOR



333

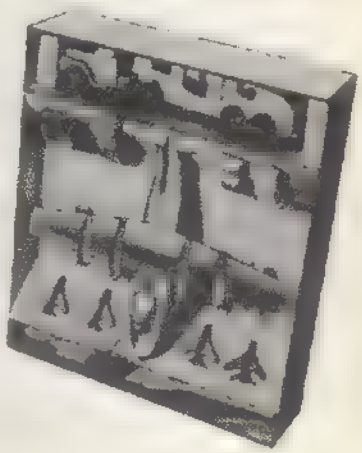
Soft vinyl in bright colors; very realistic. Each set on a display piece.

Per set

No. 176-333 –5½x3¾ in. tractor, 5¼x3 in wagon $0.80

Twelve in a carton

POLLY TRANSPORTATION SET



This colorful Gift Pack contains three outstanding "Big Poly" toys:

Cargo Plane - Navy "Tradewinds" type with 3 Armored Vehicles. It's 20 in. long and has a 22 in. wing span!

Aircraft Carrier - "Forrestal-Type" with Four Cougar Fighter Planes. Full 2 feet long!

Auto Transport - 20 inches long with 4 cars, unloading ramp and 3-piece tool set!

Each

No. 1726-904 ..... $9.00

Three in a carton.

POLLY TRANSPORTATION ITEMS

—Open Stock—

Each

No. 1727-901—Aircraft Carrier $3.00
No. 1728-902—Cargo Plane 3.00
No. 1729-903—Auto Transport 3.00

Six in a carton.

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

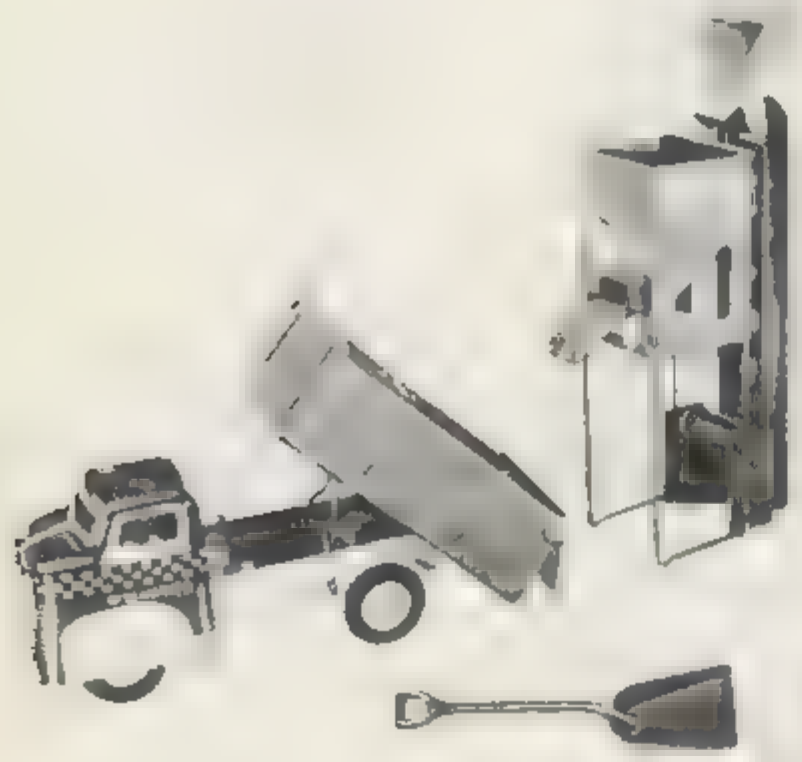
WHEEL TOYS
AIRPLANE SET

5 airplanes approximately 3½" long; 4½" wing spread. All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels.

Each
No. 199G-5698 ..... $1.00

Thirty six in a carton.

COMBINATION ALL STEEL SAND LOADER, DUMP TRUCK AND STEEL SHOVEL



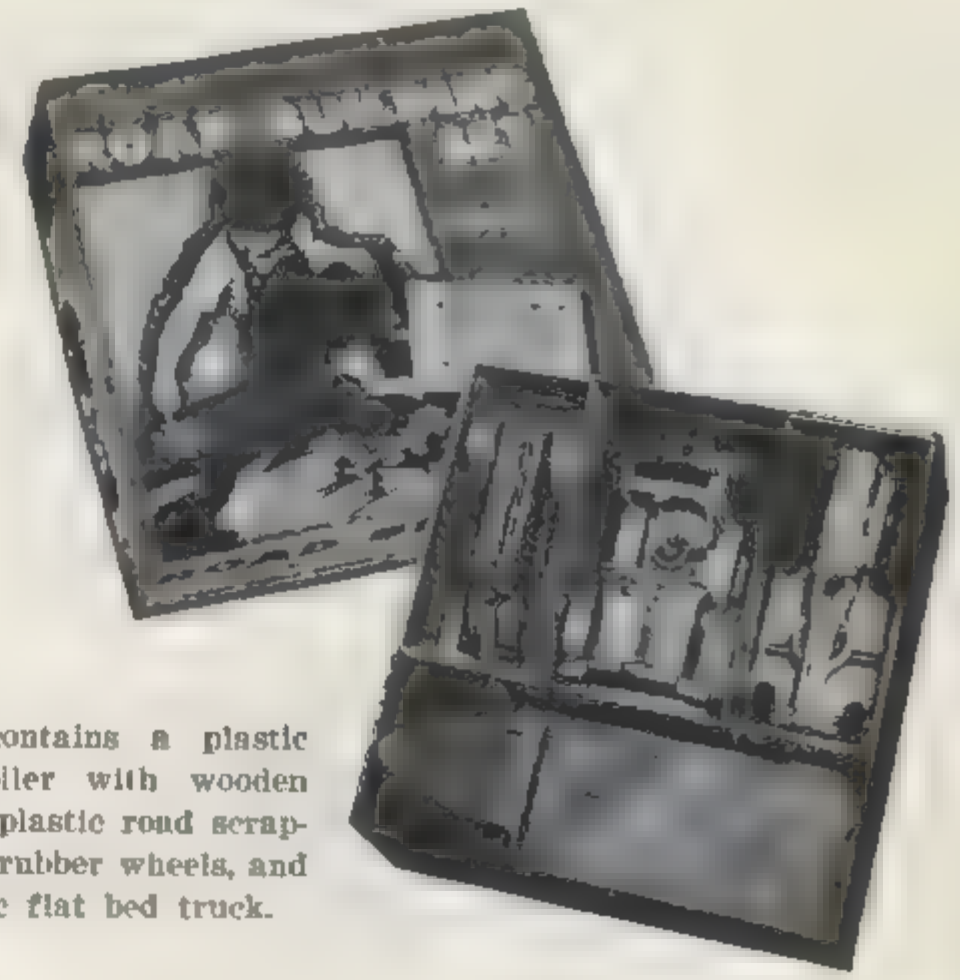
A combination of 2 Wyandotte toys to thrill any youngster. Includes No. 400 All steel Sand Loader and No. 124 Dump Truck with one All Steel Shovel.

Loader is 10½ in. high, 7½ in. wide. Crank operated elevator type loader dumps sand into bin . . . has door that stops or releases sand through chute. Includes 8" heavy gauge steel sand shovel.

Each
No. 1803-401 ..... $2.25

Six in a carton.

WHEEL TOYS
ROAD BUILDING SET

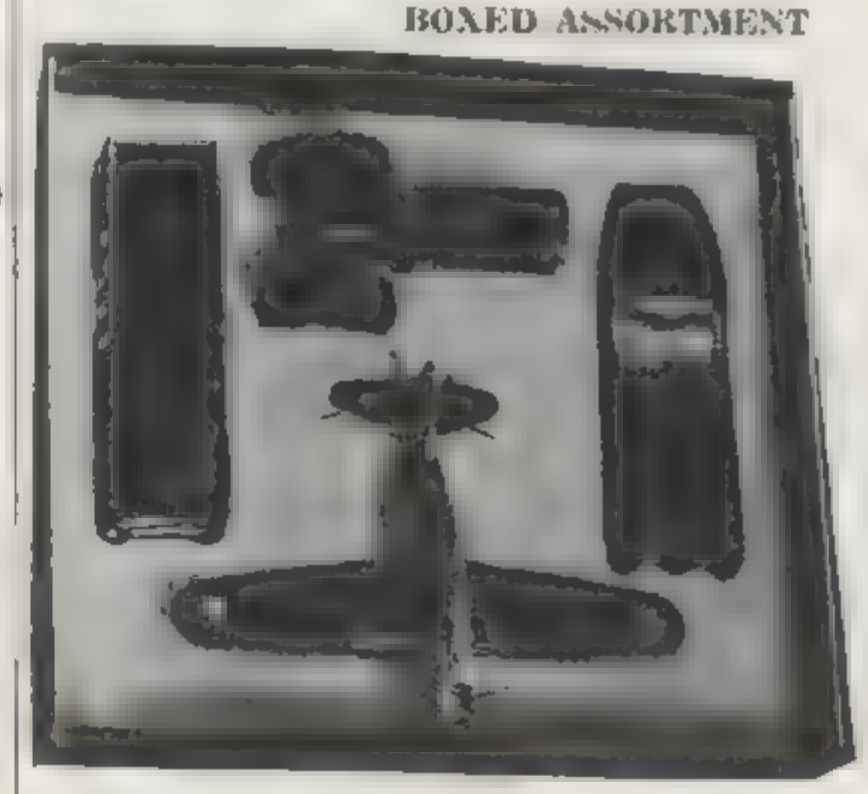


Set contains a plastic road roller with wooden wheels, plastic road scraper with rubber wheels, and a plastic flat bed truck.

Per set
No. 1959-60—Set $1.98

Twelve sets in a carton

BOXED ASSORTMENT



Set consists of Navy airplane, sports car, stake truck and tractor.

All metal constructed toys with rubber wheels.

Per set
No. 1834-46—Set $2.60

Twelve sets in a carton.

FARM SET

Set contains a plastic tractor, a culti-packer, and a plastic farm wagon.

Per set
No. 1832-6—Set; wt. per carton 11 lbs. $1.20

Twelve sets in a carton.

American Flyer Trains

TRANSFORMER INCLUDED
With each train on this page. All trains equipped with knuckle couplers.

NEW! BIG! COMPLETE!

AMERICAN FLYER TRAIN OUTFIT

A 58-Piece Complete American Flyer Railroad System. Includes 5-unit freight train, 26 pieces of 2-rail "T" formed track, 50-watt transformer, track terminal, and huge railroad trestle set.

Train system is complete and ready to run (trestle set assembles in a few minutes) and includes 26 pieces of track. Each car equipped with real railroad knuckle couplers and can be uncoupled by remote control.

Entire train set is authentic 7/16" scale model. 4-4-2 Locomotive has powerful worm drive motor and is equipped with new FULL-MOR POWER making possible haule of 40 or more cars and steep grade climbs with ease. American Flyer R.R. System includes: Atlantic 4-4-2 Locomotive and Tender . . . Refrigerator Car . . . Gondola Car . . . Caboose . . . 26 sections of 10" Curved Track . . . 6 sections of 10" Straight Track . . . 50 Watt Transformer . . . Figure 8 Trestle Set . . . Illustrated Train Manual . . . Track Terminal. Ship. wt 10 lbs

7R100-1000.....RETAIL **$14.95**

50-Watt Transformer Included

THE "NEW" BLACK DIAMOND FREIGHT

With Smoke, Choo-Choo Sounds, Pull-Mor Power, and Transformer

A beautiful sight to see—steaming along the high iron smoke billowing from the stack—and hear choo-choo sounds coming from the boiler! 4-4-2 "Atlantic" power. Features brand new addition to rolling stock—a Pipe Car

Set includes: Locomotive and Tender . . . Box Car . . . Pipe Car . . . Caboose . . . Uncoupler . . . 3-pc Smoke Set . . . 50 Watt Transformer . . . 12 sections of Curved Track . . . Track Terminal . . . Illustrated Train Book **Train is 3 ft. 3½ in. long. Track forms 120" circle.** Complete with 50 watt transformer Ship wt. 10 lbs

7R3505-1667. . . . . RETAIL **$24.95**

50-Watt Transformer Included

THE "NEW" MOUNTAINEER FREIGHT

With Smoke, Choo-Choo Sounds, Pull-Mor Power, and Transformer

The pride of any model railroader's freight division—a giant scale 4-6-2 "Pacific" type steam locomotive plus 4 interesting freight cars. Locomotive has powerful worm-drive motor equipped with Pull-Mor power for long hauls and steep grades.

Set includes: Locomotive and Tender . . . Tank Car . . . Coal Car . . . Gondola Car . . . Caboose . . . 3-pc. Smoke Set . . . 12 sections of Curved Track . . . Electric Car Uncoupler . . . Track Terminal . . . 50 Watt Transformer . . . Illustrated Train Book. **Train is 3 ft. 11½ in. long. Track forms 120" circle.** Complete with 3 post, 50 watt transformer Ship. wt. 12 lbs

7R5510-2000.....RETAIL **$28.95**

75-Watt Transformer Included

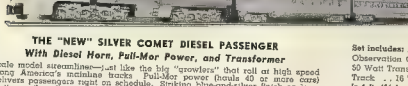
THE NEW G.M. DIESEL UNION PACIFIC FREIGHT

With Pull-Mor Power and Transformer

Brand new Union Pacific Railroad Diesel locomotive with striking gray-and-yellow U.P. paint, has Powerful, worm-drive motor equipped with Pull-Mor stock features new Pipe Car and Remote Control Aerial Car that unloads realistic tank truck automatically

Set includes: U.P Diesel Locomotive . . . Pipe Car . . . Cement Car . . . Unloading Car . . . Illuminated Caboose . . . Electric Uncoupler . . . 50 Watt Transformer . . . 12 sections of Curved Track . . . 4 sections of Straight Track . . . Track Terminal . . . Illustrated Train Book. **Train is 3 ft. 6 in. long. Track forms 160" oval.** Complete with 50 watt transformer. Ship wt. 11 lbs.

7R5520-2334.....RETAIL **$34.95**



50-Watt Transformer Included

THE "NEW" SILVER COMET DIESEL PASSENGER

With Diesel Horn, Pull-Mor Power, and Transformer

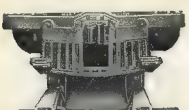
Scale model streamliner—just like the big "growlers" that roll at high speed along America's mainline tracks. Pull-Mor power (hauls 40 or more cars) delivers passengers right on schedule. Striking blue-and-silver finish on locomotive with yellow lettering—blue stripe extends length of cars—as on prototype. Deep-throated Diesel Horn is contained in separate billboard housing, blows by remote control.

Set includes: Diesel "A" Unit . . . Baggage Car . . . Vista Dome Pullmen . . . Observation Car . . . Billboard Horn . . . Remote Control . . . Uncoupler . . . 50 Watt Transformer . . . 12 sections of Curved Track . . . 4 sections of Straight Track . . . 16 Track Locks . . . Track Terminal . . . Illustrated Train Book. **Train is 4 ft. 4¾ in. long. Track forms 160" oval.** Complete with 50 watt transformer. Ship. wt 13 lbs.

7R5335-3000.....RETAIL **$44.95**

ORDER EARLY for Holiday Delivery

Famous American Flyer



Two-Rail Track
Just Like Real Trains

American Flyer Trains are not just toys, but authentic scale models of real trains. Every 3/16 of-an-inch in a car or locomotive equals one foot in a real railroad equipment. Youngsters, and grownups too, prefer railroad models that look and sound real to poorly-proportioned trains which are too high for their length or too wide for their height. Because of their realism, American Flyer trains have been used in miniature movie sets and on TV shows to represent real trains moving across the countryside. Except for expensive hobby equipment, American Flyer represents the only model trains built to scale. . . . Here are other American Flyer features:

TWO-RAIL TRACK—"T" shaped flat top tracks provide real traction for wheels just like real trains—no toy-look third rail running down the middle.

WORM DRIVE MOTOR. Gives more power for straightaways and grades. Allows locomotive to start and stop instantly. Installed in all A.F. locomotives.

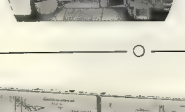
REAL SMOKE AND CHOO CHOO ON STEAM ENGINES . . . realism at its best . . . open the throttle and glowing smoke puffs from the stack while choo-choos come from boiler

KNUCKLE COUPLERS ON ALL ENGINES AND CARS . . . Provide fool-proof operation and authentic realism. Opens by hand or automatically with remote control un-coupler.

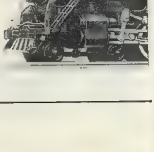
AMERICAN FLYER TRAINS

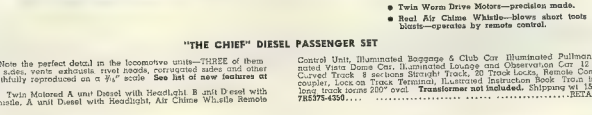
Real Smoke
and Choo Choo

Super-Power
Worm Drive Motor



Self-Locking
Knuckle Couplers
for Added Realism





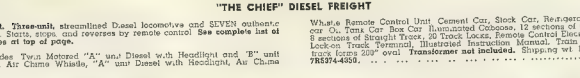
- Knuckle Couplers—foolproof in operation.
- Twin Worm Drive Motors—precision made.
- Real Air Chime Whistle—blows short toots or long blasts—operates by remote control.

"THE CHIEF" DIESEL PASSENGER SET

50-Piece Set. Note the perfect detail in the locomotive units—THREE of them. Louvers, truck sides, vents exhausts, rivet heads, corrugated sides and other details are faithfully reproduced on a 3/4" scale **See list of new features at top of page.**

Train includes Twin Motored A unit Diesel with Headlight B unit Diesel with Air Chime Whistle. A unit Diesel with Headlight, Air Chime Whistle Remote Control Unit, Illuminated Baggage & Club Car Illuminated Pullman, Illuminated Vista Dome Car, Illuminated Lounge and Observation Car 12 sections Curved Track 8 sections Straight Track, 20 Track Locks, Remote Control Uncoupler, Lock on Track Terminal, Illustrated Instruction Book. Train is 7'6" ft. long. track forms 205" oval **Transformer not included.** Shipping wt 15 lbs.

7RS575-4350 ..... RETAIL $75.00



- Knuckle Couplers—foolproof in operation.
- Twin Worm Drive Motors—precision made.
- Real Air Chime Whistle—blows short toots or long blasts—operates by remote control.

"THE CHIEF" DIESEL FREIGHT

53-Piece Set. Three-unit, streamlined Diesel locomotive and SEVEN authentic freight cars. Starts, stops, and reverses by remote control **See complete list of new features at top of page.**

Train includes Twin Motored "A" unit Diesel with Headlight and "B" unit Diesel with Air Chime Whistle, "A" unit Diesel with Headlight, Air Chime Whistle Remote Control Unit, Cement Car, Stock Car, Refrigerator Car, Coal car Oil Tank Car Box Car Illuminated Caboose, 12 sections of Curved Track, 8 sections of Straight Track, 20 Track Locks, Remote Control Electric Uncoupler, Lock-on Track Terminal, Illustrated Instruction Manual. Train is 7'6" long. track forms 205" oval. **Transformer not included.** Shipping wt 15 lbs.

7RS574-4350 ..... RETAIL $75.00

- Knuckle Couplers—foolproof in operation.
- Twin Worm Drive Motors—precision made.
- Real Diesel Horn—operates by remote control.
- NEW! Action Caboose—fully automatic.

"SUNSHINE SPECIAL" DIESEL FREIGHT

Two General Motors GP 7 Diesel switcher locomotives are teamed up with Six scale model freights. Two-unit locomotive has the authentic Texas & Pacific R R orange-and-black colors. Features new 3-dome Gulf Tank Car and remarkable Action Caboose. When train stops, trainman in caboose leans out of rear platform, checking cars ahead. When train starts, he returns to center of platform—fully automatic.

Set includes: Diesel Switcher "A" and "B" Unit, Stock Car, Box Car, 3-dome Tank Car, Coal Car, Gondola Car, Action Caboose, Diesel Horn Control, Remote Control Uncoupler 12 sections Curved Track 4 sections Straight Track, 15 Track Locks, 1 Track Terminal, Illustrated Train Book Set measures 5 ft. 9½ in. long. Track forms 160" oval. **Transformer not included.** Ship. wt 17 lbs.

7RS542-3394 ..... RETAIL $49.95

ORDER EARLY for Holiday Delivery

Train Sets by A. C. Gilbert

AMERICAN FLYER TRAINS

"THE SILVER ROCKET" DIESEL PASSENGER

- **New Knuckle Couplers**—foolproof in operation.
- **Twin Worm Drive Motors**—precision made.
- **Real Air Chime Whistle**—blows short toots or long blasts—used on real railroads to replace the old raucous Diesel horn.

45-Piece Set. Two Worm-Drive motors kicking up a whirlwind of speed followed by magnificent silver finish cars, the windows ablaze with lights—what a train to see and to own!

Train includes: Twin motored Diesel "A" unit with Headlight and Remote Control, Diesel "A" unit with Air Chime Whistle and Headlight, Remote Control Air Chime Whistle Unit, 3 Illuminated Vista Dome Cars, Illuminated Lounge & Observation Car, 12 sections of Curved Track, 6 sections of Straight Track, 18 Track Locks, Remote Control Uncoupler, Lock-on Track Terminal, Illustrated Train Book. Train is 5½' long, track forms 160" oval. **Transformer not included.**

7R5364-4000 ..... RETAIL $64.95

"THE SILVER ROCKET" DIESEL FREIGHT

- **New Knuckle Couplers**—foolproof in operation.
- **Twin Worm Drive Motors**—precision made.
- **Real Air Chime Whistle**—blows short toots or long blasts—used on real railroads to replace the old raucous Diesel horn.

47-Piece Set. Alco-type Diesel as in train above, the head locomotive with Twin motors and 6 scale models, authentic freight cars—all in beautiful high gloss finish. Remote control action starts, stops, and reverses.

Train includes: Twin motored Diesel "A" unit with Headlight, Diesel "A" unit with Air Chime Whistle and Headlight, Remote Control Air Chime Whistle Unit, Depressed Center Car with Reel, Gondola Car, Depressed Center Car with Generator and Floodlight, Box Car, Oil Tank Car, Illuminated Caboose, 12 sections of Curved Track, 6 sections of Straight Track, 18 Track Locks, Remote Control Uncoupler, Lock-on Track Terminal, Illustrated Instruction Book. Train is 5'9" long, track forms 200" oval. **Transformer not included.**

7R5363-4000 ..... RETAIL $64.95

THE CHALLENGER—UNION PACIFIC PASSENGER TRAIN SET

- **New Knuckle Couplers**—foolproof in operation.
- **Twin Worm Drive Motors**—precision made.
- **Real Air Chime Whistle**—blows short toots or long blasts—used on real railroads to replace the old raucous Diesel horn.

52 Piece Set. The mightiest steam passenger train of them all! More than 6 ft Train includes: Type 4-8-4 locomotive tender and silver finish streamlined cars. 3-piece Smoke Set, Air Chime Whistle Remote Control unit, Illuminated Baggage & Club Car, 2 Illuminated Vista Dome Cars, Illuminated Lounge & Observation Car, 12 sections Curved Track, 8 sections Straight Track, 20 Track Locks, Remote Control Uncoupler, Lock-on Track Terminal, Illustrated Train Book. Train is 6'3" long, track forms 200" oval. **Transformer not included.**

7R5357-4000 ..... RETAIL $59.95

THE CHALLENGER—UNION PACIFIC FREIGHT SET

- **New Knuckle Couplers** -foolproof in operation.
- **Twin Worm Drive Motors**—precision made.
- **Real Air Chime Whistle**—blows short toots or long blasts—used on real railroads to replace the old raucous Diesel horn.

55 Piece Set. Seven pieces of rolling stock behind the huge 16 wheel, U.P. R.R. "Northern" type steam locomotive with its mass of detail. Starting, stopping and reversing by remote control.

Train includes: Pullman 4-8-4 U.P. Locomotive and Tender, 3-piece Smoke Set, Air Chime Whistle remote control unit, Box Car, Coal Car, Gondola, Refrigerator Car, Cement Car, Stock Car, Illuminated Caboose, 12 sections Curved Track, 8 sections Straight Track, 20 Track Locks, Remote Control Uncoupler, Illustrated Train Book. Train is 6'5" long, track forms 200" oval. **Transformer not included.**

7R5358-4000 ..... RETAIL $59.95

THE PACEMAKER—HUDSON FREIGHT

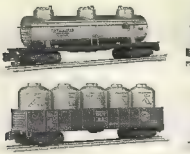
- **New Knuckle Couplers** -foolproof in operation.
- **Twin Worm Drive Motors**—precision made
- **Real Air Chime Whistle**—blows short toots or long blasts—used on real railroads to replace the old raucous Diesel horn.

50-Piece Set with Air Chime Whistle. A train that captures the full pageantry of railroading at its best. A six-car freight drag headed by the famous Hudson 3A 4-6-4 locomotive. Worm Drive motor—Remote Control stopping, starting, and reversing.

Train includes: Locomotive and Tender with Air Chime Whistle, 3-piece Smoke Set, Remote Control Air Chime Whistle unit Log Car Depressed Center Car with Crane Boom, Box Car, Depressed Center Car with Floodlight and Generator, Oil Tank Car, Illuminated Caboose, 12 sections of Curved Track, 6 sections of Straight Track, 18 Track Locks, Remote Control Uncoupler, Illustrated Train Book. Train is 6'3" long, track forms 180" oval. **Transformer not included.**

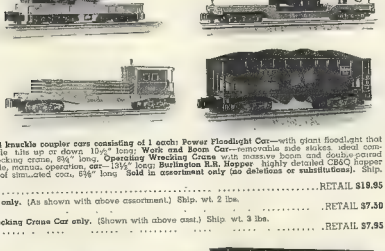
7R5352-3664 ..... RETAIL $64.95

Am. Flyer Rolling Stock



Assortment of 4 superbly detailed cars all equipped with knuckle couplers. **Assortment contains 1 each: Tank Car**—authentic Gulf emblem, 7½" long **Container Gondola Car**—for chemicals and other liquids, 8" long **Pipe Car**—with 6 chemical-resistant finished molded pipes carried on C & O. R.R. Gondola Car 8" long. **Chemical Car**—with authentic Koppers emblem and lettering, railroad black finish, 7⅞" long. **Sold in assortment only (no deletions or substitutions).** Ship. wt. 4 lbs.

7R801-1000.....RETAIL **$14.95**



Assortment of 4 knuckle coupler cars consisting of 1 each: Power Floodlight Car—with giant floodlight that swivels in circle, tilts up or down. 10½" long; **Work and Boom Car**—removable side stakes, steel compartment for wrecking crane, 8¼" long. **Operating Wrecking Crane**—with massive boom and double-reeved block and tackle, manual operation, **car**—13½" long; **Burlington R.R. Hopper**—highly detailed CB&Q hopper car with load of simulated coal, 6⅛" long **Sold in assortment only (no deletions or substitutions).** Ship. wt 4 lbs.

7R802-1334.....RETAIL **$19.95**

Floodlight Car only. (As shown with above assortment.) Ship. wt. 2 lbs.

7R948-500.....RETAIL **$7.50**

Operating Wrecking Crane Car only. (Shown with above cars.) Ship. wt. 3 lbs.

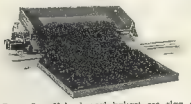
7R944-534.....RETAIL **$7.95**

Assortment of 6 freight cars equipped with knuckle couplers—1 each of the following: "Gaex" Box Car—with dark R.R. green finish and yellow lettering and striping, 7⅛" long; **Refrigerator Car**—with sliding doors, finished in R.R. orange, roof and dreadnought ends in Tuscan red, 7⅛" long; **Wabash R.R. Hopper**—ready finished in R.R. orange, roof and dreadnought ends in Tuscan red, 7⅛" long; **Great Northern R.R. Box Car**—ready for shipment of any-thing to carry coal, ore, or other material, 6⅜" long. **Great Northern R.R. Box Car**—ready to- shipment of anything to carry coal, ore, or other material, 6⅜" long. **Gondola Car**—carries heavy loads of scrap, coal, stone, pig iron balls to washing machines, 7⅛" long. **Gondola Car**—carries heavy loads of scrap, coal, stone, thing iron balls to washing machines, 7⅛" long. **Tank Car**—with authentic Gulf has authentic detail of rivet heads, brakes, steps and handrails, 6" long. **Tank Car**—with authentic Gulf emblem, heavy chassis for low center of gravity, 7⅝" long **Sold in assortments only (no deletions or substitutions).** Ship. wt. 6 lbs.

7R803-1334.....RETAIL **$19.95**

Log Unloading Car. Life-like logging car operates by remote control—press button, bottom tilts and sides lower, spilling out logs. Die-cast chassis and pressed steel stakes. 9" long.

7R914-434.....Ship. wt. 2 lbs.....RETAIL **$6.50**



Dump Car. Unloads coal, ballast ore, slag, etc. by remote control. Body tilts up, sides lower, and contents slide out into bin. Heavy die-cast chassis. Complete with bin, artificial coal, etc. 6⅝" long. Ship. wt. 2 lbs.

7R919-567.....RETAIL **$8.50**

Unloading Car. Transports new automobiles. Entirely remote controlled. Press button, platform swings around, tilts up, and car rolls down the incline. Chassis of heavy steel 7¼" long

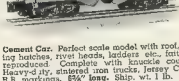
7R915-434—Ship. wt. 2 lbs.....RETAIL **$6.50**

Mail Pick-up Car. Operates just like the real railway post office cars. Takes aboard one sack of mail while it tosses out another. Works by remote control at all speeds. Complete with track section, stanchion, and 2 sacks. 10¾" long. Ship wt. 2 lbs.

7R918-500.....RETAIL **$7.50**

Track Cleaning Car. Heavy-duty service car for work on freight train . . . keeps running rails clean. Two leading wipers saturated with cleaning fluid clean rails, and two trailing wipers dry track. 10½" long. Ship wt. 1 lb

7R948-434.....RETAIL **$5.50**



Cement Car. Perfect scale model with roof, loading hatches, rivet heads, ladders etc., faithfully reproduced. Complete with knuckle couplers. Heavy-duty zinc, enameled, Jersey Central R.R. markings. 6⅝" long. Ship. wt. 1 lb.

7R924-530.....RETAIL **$4.95**

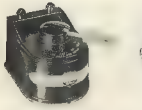
ORDER EARLY for Holiday Delivery

American Flyer Accessories

NO. 188 DUAL POWER CONTROLLER
(Rating: 190 Watts)

Run 2 trains at different speeds on 2 separate loops of track. Has complete directional control. Transformer has "Dead Man Control.' When throttle is released, train stops. Operation is protected by 2 circuit breakers. Power shuts off if overload or short occurs. Operates on 115 volt, 60 cycle, AC. Ship. wt 12 .lbs.

7R18-1767. .....RETAIL **$26.50**



NO. 158 TRAIN CONTROLLER
(Rating: 110 Watts)

New features provide full directional control: when train stops it will start without going into reverse. Built-in circuit breaker prevents transformer burn-outs due to shorts or over-loads. Like real railroads it has exclusive "Dead Man Control." Ship wt. 7 lbs.

7R15-1100. . RETAIL **$16.50**

NO. 308 DUAL TRAIN POWER CONTROLLER
(Rating: 300 Watts)

The finest electric train power controller you can buy! Its giant capacity will run 2 trains at separate speeds on different loops of track, or 4 trains (2 at same speed) on 4 separate loops 2 panel meters indicate voltage—one for each control. Transformer has "Dead Man Control." Operation is guarded by 2 circuit breakers, One for each control Ship wt 14 lbs.

7R30-2334. . .RETAIL **$34.95**

RAILROAD CROSSING
Makes the railroad setting complete. Enables main tracks to cross. Track sections can be fitted together to make figure 8 or other interesting shapes. 10" long. Ship wt 1 lb.

7R725-187......RETAIL **$2.50**

REMOTE CONTROL SWITCHES
Quick action switches with red and green lights Remote control box with 2 switch control levers Lights stay on when train is stopped **SOLD IN PAIRS ONLY (1 left, 1 right.)** Ship wt. 4 .lbs

7R720-1067.....RETAIL PAIR **$15.95**

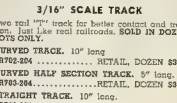
10" RUBBER ROADBED
Latest addition to model railroading. Rubber roadbed with all the realism of an actual expressway. Eliminates the noise of running trains. Non-slip design includes ballast and extra tie effect. Sold only by the dozen

Straight roadbed, 10". SOLD IN DOZEN LOTS ONLY.

7R26-204.....RETAIL, DOZEN **$3.60**

Curved Roadbed. (As above.)

7R27-204.....RETAIL, DOZEN **$3.60**



3/16" SCALE TRACK
Two rail "T" track for better contact and traction. Just like real railroads. **SOLD IN DOZEN LOTS ONLY.**

CURVED TRACK. 10" long

7R702-204 ..... RETAIL, DOZEN **$3.00**

CURVED HALF SECTION TRACK. 5" long.

7R703-204.....RETAIL, DOZEN **$3.00**

STRAIGHT TRACK. 10" long.

7R700-204.....RETAIL, DOZEN **$3.00**

STRAIGHT HALF SECTION TRACK. 5" long.

7R701 204..... RETAIL, DOZEN **$2.25**

MANUAL PAIR SWITCHES
Similar in construction to electric switches except that operation is by levers. Control lever alters position of swivel rail Not illuminated **SOLD IN PAIRS ONLY (1 left, 1 right.)** Ship wt. 4 lbs.

7R722-600.....RETAIL PAIR **$6.95**

TRACK TERMINAL
Designed to provide an ideal power lead connection from transformer or accessories to track.

7R680-14.....RETAIL **20c**

REMOTE CONTROL UNCOUPLER
Clamps to any 10" straight or curved track section. Includes track section and remote control button. Ship. wt. 1 lb.

7R706-200.....RETAIL **$3.00**

CROSSING SIGNAL
A lively accessory—bell clangs a warning signal, and red lights flash on and off as train approaches crossing. Pressed steel house Size: 5x2½x5".

7R739-334. . . . . .RETAIL **$4.95**

Crossing Gate with Bell
Completely automatic, when train approaches gate levers and red light goes on and bell rings. After last car has passed, gate rises, red light is extinguished and bell stops **8½x2½" wide.** Ship. wt. 4 lbs

7R600-534.....RETAIL **$7.95**

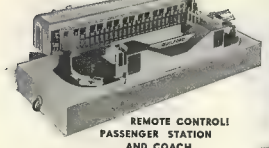
← 24 PIECE RAILROAD TRESTLE SET
Model railroading takes on new fun when you add one of these trestle sets to your outfit! Freight and passenger trains climb the grade, continue on the high elevated section and then descend. **Elevated track portion can be extended by adding Hi-Trestle sections. (See below).** Molded abutments resemble girder construction and are finished in realistic red-lead color. American Flyer 9½" scale track sections recess into abutment slots and lock together with clips. Easy and quick to set up. Trestle rises to 5" at highest point Can be arranged in figure 8, ovals, and other variations. Requires 26 track sections. **Cannot be used with "0" or "027" track.** Ship wt. 3 lbs.

7R780-534.....RETAIL **$7.95**

HI-TRESTLE SECTIONS (NOT ILLUSTRATED)
12 piece set. Abutments, each 5" high, for adding to and extending highest elevated part of trestle set described above. Ship. wt. 2 lbs.

7R783-334.....RETAIL **$4.95**

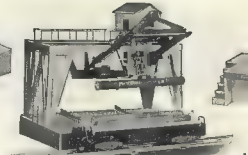
More Fun with These New 1956



REMOTE CONTROL! PASSENGER STATION AND COACH

Operates with American Flyer Trains only. An impressive addition to the train set. Coach stops at station, operator opens car doors and swings back station gate. Passengers climb aboard and train puffs away. Operator opens car door to discharge passengers. Action is continuous and is operated by remote control. Pressed steel platform, colorfully finished. **Complete with Coach equipped with knuckle couplers, Station, twin button control and power leads.** Station size: 13x7⅛x3¼". Ship. wt. 4 lbs.

7R766-1000.....RETAIL **$14.95**



REMOTE CONTROL! AMERICAN FLYER LOG LOADER

Operates with any Brand train set—by push button remote control! At touch of button, hand-painted lumberman goes into action as big hooks pick up piece of timber and lift it up ramp. When log is in position over car it is automatically released and lumberman returns quickly for another load. Although any open car can be used, accessory works best with 7R814 car shown (Not Included, see listing below). **Log Loader size:** 9⅞" long, 9½" wide, 8½" high. Single control button included. Ship. wt 5 lbs.

7R787-1000.....RETAIL **$14.95**

Automatic Log car (for above).

7R814-434.....RETAIL **$6.50**

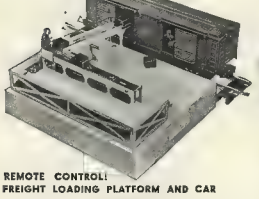
REMOTE CONTROL! AMERICAN FLYER OIL DRUM LOADER

Operated with any Brand train set. Provides endless hours of fun! At touch of button, man who operates 3-wheel lift truck picks up barrel from ramp then motors over to waiting car on track where he dumps barrel before returning to ramp for another load. Tender's Shack, colorfully finished, conceals electric motor which provides power. (Gondola car shown Not Included, see listing below.) Oil Drum Loader is packed with single button control and quantity of barrels. Size 8¾x3¼x3½" high. Ship wt. 3 lbs.

7R779-867.....RETAIL **$12.95**

Gondola Car (for above). Ship. wt. 1 lb

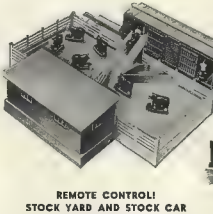
7R820-267.....RETAIL **$4.00**



REMOTE CONTROL! FREIGHT LOADING PLATFORM AND CAR

Operates with American Flyer Trains only. Handles rail shipments at the touch of remote control button, sending miniature packing crates down the chute and into the baggage car. When control button is pressed, a box is fed singly to baggage-man who lowers chute extension and sends crate sliding into Box Car. Trainman in Car tosses crate out of open door so that cycle can be repeated. Knuckle coupler Car: **7⅛" long. Loader size: 7" long, 8½" wide, 3¾" high.** Ship. wt 5 lbs.

7R775-1000.....RETAIL **$14.95**



REMOTE CONTROL! STOCK YARD AND STOCK CAR

Operated with American Flyer Trains only. Loads and unloads cattle automatically. Turn switch and steers mill about in pen. Then, open gate and watch cattle troop up the ramp into the Stock Car. Car unloads by remote control when cut door is lined up with corral ramp.

Knuckle Coupler Car. Two sliding doors. 7⅛" long. Platform size: 11x10½x2¾". Ship. wt. 5 lbs.

7R771-1000.....RETAIL **$14.95**

REMOTE CONTROL!—COAL LOADER

Operates with American Flyer Trains only. Brand new yard accessory, to fill up coal cars just like the big roads do - **100% remote controlled.** With coal car in position beneath chute as shown (**car shown not included, see listing below**), pressing 1st control button closes jaws of clamshell scoop. Bucket then carries load of tantalum anthracite up to hippie end deposits coal into elevated hopper. Pressure on 2nd button releases coal, whic concludes into car, and press of 3rd button returns clamshell bucket to coal pile for another load. **Stands 14¼" high, base 5" square.** Ship. wt 5 lbs.

7R785-1000.....RETAIL **$14.95**

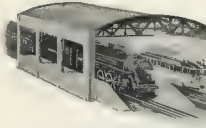
Automatic Dump Coal Car (for above). Ship. wt 2 lbs

7R813-567.....RETAIL **$8.50**

ILLUMINATED TALKING UNION STATION

Famous American Flyer talking station. Newly designed to make it better than ever! On passing remote control button, train stops in front of station, while it waits, sounds of hissing steam, piston chugs and trainmasters voice comes from interior of station. When sounds stop, train starts again. Tower section is stationary—as shown only. Entire operation is electrical—no batteries required. **Size: 11x6½x16".** Ship. wt 7 lbs.

7R788-1334.....RETAIL **$19.95**



RAILROAD TERMINAL—TRAINSHED

Will handle two trains if used as shown above, or without center platform and ramp, can accommodate three. Clear linish roof is supported by 4 girder arches. Platforms, with passenger ramps, can be used singly or multiple. Terminal is made of high impact styrene. **(Trains shown not included).** Size. 16¼x8¾x8½". Can be used with Union stations shown on this page. Ship. wt. 5 lbs.

7R782-534.....RETAIL **$7.95**

ILLUMINATED UNION STATION

Tower unit is movable—station can be set up in a variety of ways. Use as shown or have entrance through end of station. Lamp posts add authentic metropolitan touch. Station is made of high impact styrene with framed windows. Full interior illuminations. **Size: 11x6½x16".** Ship. wt. 4 lbs.

7R784-534.....RETAIL **$7.95**

ORDER EARLY for Holiday Delivery

American Flyer Accessories

BILLBOARD HORN

Deep-throated Diesel Horn that sounds just like the real-life "growlers" that travel the nation's rails. Enables the pike to have sound effects that even the Diesel locomotive can't give. Remote centre, operation. **Size:** 4x2½x4". Ship. wt. 2 lbs.

7R561-467.....RETAIL **$6.95**

CONTROL TOWER

Scale model of authentic signal tower—nerve center of busy train yards. Has interior lighting, doors open and shut, and outside stairway. **6½" high, base 2¾" square.** Ship. wt 1 lb.

7R590-167...RETAIL **$2.50**

HAND CAR AND SHED

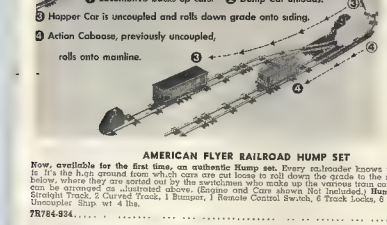
Hand car powered by remote control electric motor (non-reversing), worm gear driven. Handpainted, scale-model railroad man pump car fast or slow over rails. Car goes into pressed steel shed at right—just slide doors open in the morning. **Shed size: 8⅞x5½x5" high. Hand car 4½" long.** Ship wt. 2 lbs.

7R741-664.....RETAIL **$9.95**

AUTOMATIC WATER TOWER

A striking accessory that gives the final authentic touch to any set-up. Automatic action of water bubbling in tube in center of tank lends real interest. Red and White checked tank sits atop steel girder type structure. Shack mounted on base is pressed steel, finished in White with Green roof. **Approximately 12¾" high. Base is 5x6".** Ship. wt. 2 lbs.

7R772-267.....RETAIL **$9.95**


R.R. YARD ACTION!
1 Locomotive backs up cars.
2 Dump Car unloads.
3 Hopper Car is uncoupled and rolls down grade onto siding.
4 Action Caboose, previously uncoupled, rolls onto mainline.

AMERICAN FLYER HAND CAR

A popular accessory—newly designed with automatic reversing action. When hand car strikes object, it goes in reverse. Power is supplied by Gilbert worm drive motor. Complete remote control operation. **Car is 4½" long.** Ship. wt 2 lbs.

7R742-534.....RETAIL **$7.95**

AMERICAN FLYER RAILROAD HUMP SET

Now, available for the first time, an authentic Hump set. Every railroader knows what the "hump" is. It's the hill around from which cars are cut loose to roll down the grade to the network of sidings below, where they are sorted out by the switchmen who make up the various train combinations. Set-up can be arranged as illustrated above. (Engine and Cars shown Not Included.) **Hump Set includes:** 3 Straight Track, 2 Curved Track, 1 Bumper, 1 Remote Control Switch, 6 Track Locks, 6 Trestles, 1 Electric Uncoupler. Ship. wt 4 lbs.

7R764-834.....RETAIL **$13.95**

AUTOMATIC SEMAPHORE

Tireless Sam guards against rail accidents. An authentic and handsome accessory for any railroad set-up. On pressing first button, Sam rushes out of shack to halt oncoming train. A press of the second button and Sam goes back into house, allowing train to continue. All metal construction with colorful, authentic finish. **7¼" high.**

Ship. wt. 2 lbs.

7R758-600.....RETAIL **$8.95**

ILLUMINATED PULLMAN

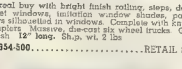
A real masterpiece of accurate 3/16" scale modeling! Complete with knuckle couplers. Fully lighted inside, passengers silhouetted, detail even includes imitation shades in inset windows. Green finish. Double sintered iron tracks. **12" long.** Ship. wt 2 lbs.

7R952-434.....RETAIL **$7.95**

KNUCKLE COUPLER CONVERSION KIT

Provides fool-proof operation and authentic up-to-date realism. Opens by hand or automatically with remote control uncoupler. Use to convert American Flyer link coupler cars and tenders. Complete directions included. **Sold in Pairs Only.**

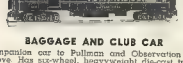
7R520-64.....RETAIL, PAIR **95c**



ILLUMINATED OBSERVATION CAR

A real buy with bright finish railing, steps, double inset windows, imitation window shades, passengers silhouetted in windows. Complete with knuckle couplers. Massive, die-cast six wheel trucks. Green finish **12" long.** Ship. wt. 2 lbs

7R954-500.....RETAIL **$8.95**



BAGGAGE AND CLUB CAR

Companion car to Pullman and Observation Car above. Has six-wheel, heavyweight die-cast trucks and wealth of body detail. Illuminated. Green finish **12" long.** Ship. wt. 2 lbs.

7R953-434.....RETAIL **$7.95**

SMOKE CAPSULES

Produces thick, clean, white smoke in a few seconds. Harmless if swallowed accidentally. For all smoke-puffing locomotives listed. **Packed 12 in a box.** Ship. wt 1 lb.

7R25-67.....RETAIL, DOZEN **95c**

AMERICAN FLYER SERVICE KIT

Contains can of track cleaning fluid, bottle of train motor oil, tube of gear and stud grease, cleaning brush, sanding sticks, commutator stick, tube cleaners, cloth and 12-page instruction manual. A necessity for any railroader to keep the set in first-rate condition. Ship. wt. 1 lb.

7R26-117.....RETAIL **$1.75**

AMERICAN FLYER ELECTRIC TRAINS

"THE CHIEF" DIESEL PASSENGER TRAIN

With Two Worm-Drive Motors. Air Chime Whistle and Remote Control

A streamlined Diesel de luxe passenger train guaranteed to make any boy's heart beat faster—and his Dad's, too! Let your eye run back over its full sweeping length —7½ feet—and note the perfect detail in the locomotive units—and the cars. Louvres, truck sides, vents, ecutcheons, roof bands, corrugated sides and other details are all faithfully reproduced in 3/16" scale. Locomotive has two worm-drive motors, Remote Control and built-in Air Chime Whistle. Cars are equipped with Knuckle Couplers and have interior lighting.

SET CONSISTS OF: 1 No. 470 Twin Motored "A" unit Diesel with Headlight and Remote Control . . . 1 No. 471 "B" unit Diesel with Air Chime Whistle . . . 1 No. 473 "A" unit Diesel with Headlight . . . 1 No. 708 Air Chime Whistle Remote Control Unit . . . 1 No 959 Illuminated Baggage & Club car . . . 1 No. 861 Illuminated Pullman . . . 1 No. 962 Illuminated Vista Dome Car . . . 1 No. 963 Illuminated Lounge and Observation Car . . . 12 sections No. 702 Two Rail Curved Track . . . 8 sections No. 700 Two Rail Straight Track . . . 20 No. 693 Track-Locks . . . 1 No. 708 Remote Control Electric Car Uncoupler . . . 1 No. 693 Lock-on Track Terminal . . . 1 Illustrated Instruction Book—Authorized Service Station List. Shipping wt. 21 lbs.

456NK5075W-P5000
3-LP4500

Retail $74.95

TRANSFORMER NOT INCLUDED. SEE PAGE 5.

"THE CHIEF" DIESEL FREIGHT TRAIN

With Two Worm-Drive Motors. Air Chime Whistle and Remote Control

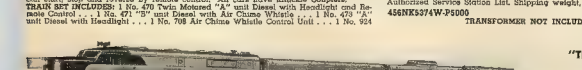
The longest model railroad ever made and a masterpiece of construction from end to end! A three-unit streamlined Diesel locomotive and SEVEN authentic freight cars, the entire train measuring 7 ft., 6 in. long! The giant locomotives have two motors and can start, stop and reverse by remote control. All cars have Knuckle Couplers.

TRAIN SET INCLUDES: 1 No. 470 Twin Motored "A" unit Diesel with Headlight and Remote Control . . . 1 No. 471 "B" unit Diesel with Air Chime Whistle . . . 1 No. 473 "A" unit Diesel with Headlight . . . 1 No. 708 Air Chime Whistle Control Unit . . . 1 No. 924 Cement Car . . . 1 No. 928 Stock Car . . . 1 No. 947 Refrigerator Car . . . 1 No. 621 Coal Car . . . 1 No. 925 Oil Tank Car . . . 1 No. 922 Box Car . . . 1 No. 930 Illuminated Caboose . . . 12 sections No. 702 Two Rail Curved Track . . . 8 sections No. 700 Two Rail Straight Track . . . 20 No. 693 Track Locks . . . 1 No. 708 Remote Control Electric Car Uncoupler . . . 1 No. 693 Lock-on Track Terminal . . . 1 Illustrated Instruction Manual—Authorized Service Station List. Shipping weight, 22 lbs.

456NK5074W-P6000

Retail $75.00

TRANSFORMER NOT INCLUDED. SEE PAGE 5.



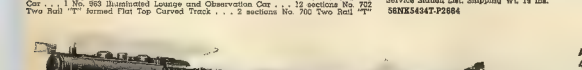
"THE SILVER COMET" 4 UNIT DIESEL PASSENGER TRAIN

With Transformer and Remote Control — Knuckle Couplers

TRAIN INCLUDES: 1 No. 486 Diesel "A" unit with Headlight and Remote Control . . . 1 No 959 Baggage & Club Car, with illumination . . . 1 No. 962 Illuminated Vista Dome Car . . . 1 No. 963 Illuminated Lounge and Observation Car . . . 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track . . . 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track . . . 14 No. 693 Track Locks . . . 1 No. 708 Remote Control Electric Car Uncoupler . . . 1 No. 690 Lock-on Track Terminal . . . 1 No. 2 Underwriters' Approved 75-Watt Transformer . . . 1 Illustrated Train Book—Authorized Service Station List. Shipping Wt. 19 lbs.

56NK5434T-P2684

Retail $39.95



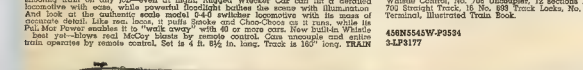
AMERICAN FLYER 4-CAR SWITCHER AND WORK TRAIN

WITH SMOKE, CHOO-CHOO SOUND, PULL-MOR POWER AND BUILT-IN WHISTLE

THE NEW YARD KING—What a lot of fun there is to be had with this detailed-loaded outfit! With its big red utility car to house the train crew, you can send this troubleshooting train on any job—even at night. Rugged Wrecker Car can lift a derailed locomotive with ease, while powerful floodlight bathes the scene with illumination. And look at the authentic scale model 2-6-0 switcher locomotive with its mass of accurate detail. Like real locos, it puffs Smoke and Choo-Chooes as it runs, while its Pull-Mor Power enables it to "walk away" with 60 or more cars. New built-in Whistle beat yet—blows real McCoy blasts by remote control. Cars uncouple and entire train operates by remote control. Set is 4 ft. 8½ in. long. Track is 160" long. **TRAIN INCLUDES:** No. 346 Locomotive and Tender, No. 953 Baggage & Club Car, No. 946 Searchlight Car, No. 944 Wrecker Car, No. 945 Boom & Work Car, No. 710 Steam Whistle Control, No. 708 Uncoupler, 12 sections No. 702 Curved Track, 8 sections No. 700 Straight Track, 16 No. 693 Track Locks, No. 40 3-piece Smoke Set, No. 690 Track Terminal. Illustrated Train Book.

456N5545W-P3534
3-LP3177

Retail $52.95



"THE SILVER ROCKET" PASSENGER TRAIN

With Two Worm Drive Motors, Air Chime Whistle and Remote Control

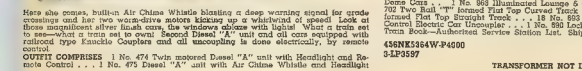
Here she comes, built-in Air Chime Whistle blasting a deep warning signal for grade crossings and her two worm-drive motors kicking up a whirlwind of speed! Look at those magnificent silver finish cars, the windows ablaze with lights! What a train set to see—what a train set to own! Second Diesel "A" unit and all cars equipped with railroad type Knuckle Couplers and all uncoupling is done electrically, by remote control.

OUTFIT COMPRISES 1 No. 474 Twin motored Diesel "A" unit with Headlight and Remote Control . . . 1 No. 475 Diesel "A" unit with Air Chime Whistle and Headlight . . . 1 No. 708 Remote Control Air Chime Whistle Unit . . . 3 No. 962 Illuminated Vista Dome Cars . . . 1 No. 963 Illuminated Lounge & Observation Car . . . 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track . . . 8 sections No. 700 Two Rail "T" formed Flat Top Straight Track . . . 16 No. 693 Track Locks . . . 1 No. 708 Remote Control Electric Car Uncoupler . . . 1 No. 690 Lock-on Track Terminal . . . 1 Illustrated Train Book—Authorized Service Station List. Shipping weight, 19 lbs.

456NK5864W-P4600
3-LP3597

Retail $59.95

TRANSFORMER NOT INCLUDED.



AMERICAN FLYER 6-CAR DIESEL SWITCHER TRAIN

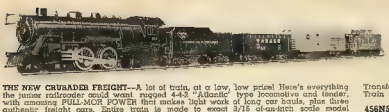
WITH BUILT-IN DIESEL HORN AND PULL-MOR POWER

THE NEW SUNSHINE SPECIAL FREIGHT—Sights like this, two workhorse General Motors GP-7 Diesel switcher locomotives teamed up at the business end of a freight string, are becoming more and more common in real-life railroading. Now American Flyer introduces it to model pike fans—a two-unit locomotive with authentic Texas & Pacific R.R. orange-and-black colors plus 6 scale model freights, featuring the new 3-dome Gulf Tank Car and remarkable Action Caboose. New accurate tone Diesel Horn blows by remote control. Also by remote control all cars uncouple and train starts, stops and reverses. Set measures 5 ft. 9½ in. long. Track is 160" long. **TRAIN INCLUDES:** No. 374 Diesel Switcher, No. 975 Diesel Switcher, No. 923 Stock Car, No. 922 Box Car, No. 925 3-dome Tank Car, No. 921 Coal Car, No. 920 Gondolier Car, No. 977 Action Caboose, No. 702 Diesel Horn Control, No. 708 Remote Control Uncoupler, 2 sections No. 702 Curved Track, 4 sections No. 700 Straight Track, 16 No. 693 Track Locks, No. 690 Track Terminal, Illustrated Train Book, Wt. 13 lbs.

456N5562H-P3394
3-LP2397

Retail $49.95

AMERICAN FLYER ELECTRIC TRAINS



AMERICAN FLYER 3-CAR FREIGHT

WITH PULL-MOR POWER AND TRANSFORMER

THE NEW CRUSADER FREIGHT—A lot of train, at a low, low price! Here's everything the rarest railroader could want—packaged 4-4-2 "Atlantic" type locomotive and tender, with amazing PULL-MOR POWER that makes light work of long car hauls, plus three authentic freight cars. Entire train is made to exact 3/16 of-an-inch scale model design. Motor is high quality worm-drive type; 50-watt transformer has three binding posts to provide both variable voltage (for trains) and fixed voltage (for accessories).

Train is 3 ft. 2 in. long. Track is 120".

SET INCLUDES: No. 307 Locomotive and Tender, No. 923 Refrigerator Car, No. 940 Hopper Car, No. 938 Caboose, No. 794 Uncoupler, No. 1½ 50-watt Transformer, 12 sections No. 702 Curved Track, No. 680 Track Terminal, Illustrated Train Book. Weight 9 lbs.

456NS500T-P1934 — **Retail $19.95**

3-LP1197

AMERICAN FLYER 3-CAR FREIGHT

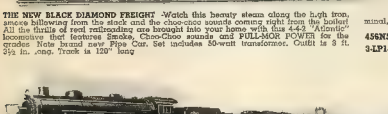
WITH SMOKE, CHOO-CHOO SOUNDS
PULL-MOR POWER AND TRANSFORMER

THE NEW BLACK DIAMOND FREIGHT—Watch this beauty steam along the high iron, smoke billowing from the stack and the choo-choo sounds coming right from the locks! All the thrills of real railroading are brought into your home with this 4-4-2 "Atlantic" locomotive that features Smoke, Choo-Choo sounds and PULL-MOR POWER for the grades. Note brand new type Car. Set includes 50-watt transformer. Outfit is 3 ft. 3½ in. long. Track is 120" long.

SET INCLUDES: No. 303 Locomotive and Tender, No. 913 Box Car, No. 911 Pipe Car, No. 938 Caboose, No. 794 Uncoupler, No. 49 3-pc. Smoke Set, No. 1½ 50-Watt Transformer, 12 sections No. 702 Curved Track, No. 680 Track Terminal, Illustrated Train Book. Weight 9 lbs.

456NS505T-P1667 — **Retail $24.95**

3-LP1497



AMERICAN FLYER 4-CAR FREIGHT

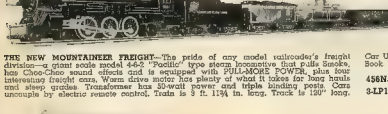
WITH SMOKE, CHOO-CHOO SOUNDS
PULL-MOR POWER AND TRANSFORMER

THE NEW MOUNTAINEER FREIGHT—The pride of any model railroader's freight division—a giant scale model 4-6-2 "Pacific" type steam locomotive that pulls Smoke, has Choo-Choo sound effects and is equipped with PULL-MORE POWER, plus four interesting freight cars. Worm drive motor has plenty of what it takes for long hauls and steep grades. Transformer has 50-watt power and triple binding posts. Cars uncouple by electric remote control. Train is 3 ft. 11¾ in. long. Track is 120" long.

SET INCLUDES: No. 283 Locomotive and Tender, No. 925 Tank Car, No. 921 Coal Car, No. 931 Gondola Car, No. 938 Caboose, No. 49 3-pc. Smoke Set, 12 sections No. 702 Curved Track, No. 706 Electric Uncoupler, No. 680 Track Terminal, No. 1½ 50-Watt Transformer, Illustrated Train Book. Weight 11 lbs.

456NS510T-P2000 — **Retail $29.95**

3-LP1000



AMERICAN FLYER 3-CAR PASSENGER

WITH SMOKE, CHOO-CHOO SOUNDS
PULL-MOR POWER AND TRANSFORMER

THE NEW ARROW PASSENGER—The mighty scale model 4-6-2 "Pacific" locomotive that heads up this speedy passenger will pull just about as many cars as you want to couple to it—and in Pullman comfort, too. With its worm-drive motor, PULL-MOR POWER, Smoke, and Choo-Choo sounds this big "smoker" will do almost everything its real-life prototype will do. Coaches have silhouette passengers in inset-type windows, and uncouple electrically by remote control. Transformer has 50-watt power.

Train measures 4 ft. 2¼ in. long. Track is 120".

SET INCLUDES: No. 283 Locomotive and Tender, No. 851R Baggage Car, 2 No. 988R Coaches, No. 706 Electric Uncoupler, No. 1½ 50-watt Transformer, No. 49 3-pc. Smoke Set, 12 sections No. 702 Curved Track, No. 680 Track Terminal, Illustrated Train Book. Weight 12 lbs.

456NS515T-P2080 — **Retail $29.95**

3-LP1800

AMERICAN FLYER 4-CAR FREIGHT

WITH SMOKE, CHOO-CHOO SOUNDS
PULL-MOR POWER, TRANSFORMER AND WHISTLE

THE NEW METEOR FREIGHT—It's almost like riding the cab of a real "smoker" when you're at the transformer throttle of this scale model freight drag that features two brand new cars and a New York, New Haven & Hartford 4-6-2 locomotive. Container Gondola Car and Chemical Car with authentic Koppers emblem are like newest rolling stock on big roads. Twelve-wheeled loco puffs real Smoke, sounds off with Choo-Choos as it runs and has Pull-Mor Power for grade climbs and long car hauls. Steam-type whistle is enclosed in Billboard housing and blows by remote control. Transformer packed with set has 50-Watt rating. Train measures 4 ft. 1 in. long. Track included is 160".

TRAIN INCLUDES: No. 298 Locomotive and Tender, No. 937 Box Car, No. 912 Chemical Car, No. 916 Container Gondola Car, 556 Billboard Whistle, No. 706 Uncoupler, No. 49 3-piece Smoke Set, No. 1½ Transformer, 50 watts; 12 sections No. 702 Curved Track, 4 sections No. 700 Straight Track, No. 680 Track Terminal, Illustrated Train Book. Wt. 16 lbs.

456NS525T-P2667 — **Retail $39.95**

3-LP2397

"THE BLACK DIAMOND" 6 UNIT STEAM TYPE FREIGHT TRAIN

WITH CHOO-CHOO SOUND
REAL RED GLOWING SMOKE, KNUCKLE COUPLERS, PULL-MOR AND TRANSFORMER

SET INCLUDES: 1 No. 303 Atlantic type steam locomotive, 4-4-2, with eccentric arm triple action piston rods and side rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor . . . 1 No. 303 Atlantic tender with 4 wheel double "sintered iron" trucks and knuckle coupler . . . 1 No. 49 3-piece Smoke Set—frosted, capsule and brush . . . 1 No. 934 Die-cast metal car with floodlight, 4 wheel double "sintered iron" trucks and knuckle couplers . . . 1 No. 936 Die-cast metal depressed center car with reel of cable, 6 wheel double die-cast trucks and knuckle couplers . . . 1 No. 928 Log Car with 4 wheel double "sintered iron" trucks and knuckle couplers . . . 1 No. 945 Die-cast searchlight boom and work car, 4 wheel double "sintered iron" trucks and knuckle couplers on front and rear . . . 12 pieces No. 702 2-rail "T" Formed flat top curved track, 10" long . . . 1 No. 706 Electric Uncoupler . . . 1 No. 680 Lock-on Track Terminal . . . 1 No. 1½ 50-watt Transformer with 3 binding posts . . . 1 Instruction Manual . . . 1 List of Authorized Service Stations.

24 PIECES—57" LONG—120" OF RUNNING TRACK. Shipping wt. 14 lbs.

456NS541ST-P2330 — **Retail $34.95**

3 LP2100

AMERICAN FLYER ELECTRIC TRAINS

AMERICAN FLYER 6-CAR FREIGHT

WITH SMOKE, CHOO-CHOO SOUNDS, FULL-MOR POWER AND BUILT-IN WHISTLE

THE NEW FLYING FREIGHTER—The pride of any model railroader's freight division—this mighty 4-8-4 Union Pacific steam locomotive and six colorful, scale model freights, including three brand new cars. Massive, heavy duty locomotive (21½ inches long) has Smoke, Choo-Choo sounds, the amazing Full-Mor Power that permits freight trains of 40 or more cars, PLUS brand new authentic tone built-in Whistle. Featured in the rolling stock line-up are three new beauties—the Container Gondola, 3-Dome Tank Car and Action Caboose. All train starting, stopping and reversing as well as car uncoupling are by remote control. Set measures 5 ft. 9½ in. long. Track is 180" long. **TRAIN INCLUDES:** No. 336 Locomotive and Tender, No. 924 Cement Car, No. 918 Container Gondola Car, No. 947 Refrigerator Car, No. 926 Three Dome Tank Car, No. 939 Stock Car, No. 977 Action Caboose, No. 40 3-piece Smoke Set, No. 710 Steam Whistle Control, No. 708 Remote Control Uncoupler, 12 sections No. 702 Curved Track, 6 sections No. 700 Straight Track, 18 No. 693 Track Locks, No. 686 Track Terminal, Illustrated Train Book, Weight 16 lbs.

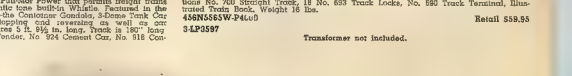
456NS565W-P46.0 — **Retail $59.95**

3-LP3597

Transformer not included.

"PULL-MOR" "THE TRAIL BLAZER" 8 UNIT STEAM TYPE FREIGHT TRAIN

KNUCKLE COUPLERS



When this mighty Pennsylvania K-5 4-6-2 "smoker" thunders by, Whistle blowing and Red Glowing Smoke streaming over the long freight haul behind, you'll know you've got a throttle-full of railroading for now and the years ahead. Locomotive features new "Pull-mor" that permits hauls up to 40 cars, plus Red Glowing Smoke, Choo-Choo sound, Air Chime Whistle and Remote Control. Six freight cars are scale models, each with Knuckle couplers, electric remote control uncoupling and authentic railroad markings.

TRAIN SET INCLUDES: 1 No. 916 Pennsylvania K-5 4-6-2 Locomotive and Tender with "Pull-Mor," Red Glowing Smoke, Choo-Choo sound and Remote Control . . . 1 No. 40 3-Piece Smoke Set with Capsule, Funnel and Brush . . . 1 No. 708 Air Chime Whistle Remote Control Unit . . . 1 No. 915 Automatic Unloading Car with Ramp . . . 1 No. 920 Gondola Car . . . 1 No. 928 Log Car with logs . . . 1 No. 921 Coal Car . . . 1 No. 923 Box Car . . . 1 No. 939 Illuminated Caboose . . . 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track . . . 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track . . . 18 No. 693 Track Locks . . . 1 No. 706 Remote Control Electric Car Uncoupler . . . 1 No. 695 Lock-on Track Terminal . . . 1 Illustrated Train Book —Authorized Service Station List. Shipping wt. 22 lbs.

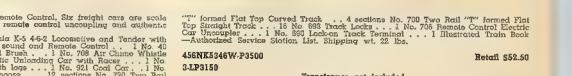
456NK5246W-P3500 — **Retail $52.50**

3-LP3150

Transformer not included.

"PULL-MOR" "THE PACEMAKER" 8 UNIT STEAM TYPE FREIGHT TRAIN

KNUCKLE COUPLERS



A train that captures the full panoramy of railroading at its best—an American Flyer six-car freight drag headed by a 3/4" scale model of the famous Hudson J-3A 4-6-4 Locomotive equipped with the new "Pull-mor" and with remote control starting, stopping and reversing. Listen as she whistles for the grade crossings, hear the steady choo-choo-choo, watch as the long line of Knuckle coupler freights sweep by. Here's true railroading fun!

OUTFIT INCLUDES: 1 No. 336 Hudson-type 4-6-4 PA/A Locomotive and Tender, with Red Glowing Smoke, Air Chime Whistle, "Pull-mor" and Remote Control . . . 1 No. 40 3-Piece Smoke Set with Fluid, Capsules and Brush . . . 1 No. 708 Remote Control Air Chime Whistle Unit . . . 1 No. 928 Log Car . . . 1 No. 926 Depressed Center Car with Cable Reel . . . 1 No. 920 Box Car . . . 1 No. 948 Depressed Center Car with Floodlight and Generator . . . 1 No. 925 Oil Tank Car . . . 1 No. 939 Illuminated Caboose . . . 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track . . . 8 sections No. 700 Two Rail "T" formed Flat Top Straight Track . . . 18 No. 693 Track Locks . . . 1 No. 708 Remote Control Electric Car Uncoupler . . . 1 Illustrated Train Book—Authorized Service Station List. Shipping wt. 21 lbs.

456NK5352W-P3864 — **Retail $54.95**

3-LP3309

Transformer not included.

AMERICAN FLYER 4-CAR ACTION FREIGHT

WITH PULL-MOR POWER AND TRANSFORMER

THE NEW G.M. UNION PACIFIC FREIGHT—This brand new Union Pacific Railroad diesel locomotive, with its striking grey-yellow U.P. markings will "wink away" with your heaviest freight haul or breeze up the steepest grade on your pike. Powerful working motor and amazing PULL-MOR POWER turn the trick. Rolling stock features new Pipe Car and remote control action car that unloads realistic tank trunk automatically. Transformer with set has 50-watt power. Train is 3 ft. 5 in. long. Track is 150" long. **SET INCLUDES:** No. 372 U.P. Diesel Locomotive, No. 911 Pipe Car, No. 924 Cement Car, No. 915 Unloading Car, No. 932 Illuminated Caboose, No. 706 Electric Uncoupler, No. 114 50-watt Transformer, 12 sections No. 702 Curved Track, 4 sections No. 700 Straight Track, No. 690 Track Terminal, Illustrated Train Book. Wt. 10 lbs.

456NS520T-P2334 — **Retail $34.95**

3-LP2100

"THE SILVER COMET" 5 UNIT DIESEL FREIGHT TRAIN

WITH TRANSFORMER AND REMOTE CONTROL — 36 PIECE SET

Here's a sight familiar to every railroader and railfan—a single unit Alco Diesel at the head end of a freight haul. This handsome American Flyer Comet, with its eye-catching silver finish, is the right unit for the heaviest freight haul, because its rugged worm-drive motor has ample power to snake a big load at express speeds. And take a look at the rolling stock—four scale model freights, including a Searchlight Car for night operations. Diesel and all cars equipped with Knuckle Couplers. Transformer is 75 watts

"THE SILVER COMET" FREIGHT MEASURES 5½ FT. LONG. TRACK FORMS 149" OVAL

OUTFIT COMPRISES: 1 No. 466 Diesel "A" Unit, with worm drive remote control and headlight . . . 1 No. 924 Floodlight Car . . . 1 No. 926 Depressed Center Car with Reel . . . 1 No. 928 Log Car . . . 1 No. 945 Caboose with Tool Box . . . 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track . . . 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track . . . 14 No. 693 Track Locks . . . 1 No. 706 Remote Control Electric Car Uncoupler . . . 1 No. 695 Lock-on Track Terminal . . . 1 No. 2 Underwriters' Approved 75-Watt Transformer. Shipping wt. 20 lbs.

456NK5435T-P2664 — **Retail $39.95**

3-LP3297

THREE-UNIT AMERICAN FLYER DIESEL—"THE CHIEF"

WITH TWO WORM-DRIVE MOTORS AND HORN

The ultimate in Diesel railroading—a mammoth three-unit Locomotive ("A", "B" and "A") which measures over THIRTY-SIX inches long and which will give your model road the last word in authenticity. The mighty "Chief," will haul almost anything you care to couple to it. Color scheme is red nose and striping, yellow letters and a background of bright silver finish. Weight 7 lbs.

456N4713-P3607 **Retail $55.00**

3-LP3360

"SILVER FLASH" TWO-UNIT DIESEL LOCOMOTIVE

Couple this big Diesel power plant to any string of cars in your freight or passenger division and see how it walks away with ease. Mighty "A" unit Two worm drive motors for added speed and power; "B" unit has built-in horn which can be blown by remote control. Color scheme is chocolate brown against a silver finish background, with cream lettering Two units measure 24 inches long Weight 6 lbs.

456N4745-P3000 **Retail $45.00**

3-LP3700

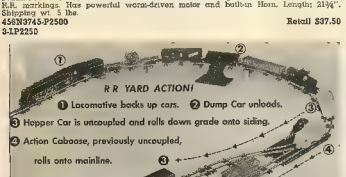
TWIN UNIT DIESEL

WITH BUILT IN HORN

Brand new two-unit Diesel switcher with authentic orange-and-black Texas & Pacific R.R. markings. Has powerful worm-driven motor and built-in Horn. Length: 21¾". Shipping wt. 5 lbs.

456N3745-P2500 **Retail $37.50**

3-LP2250

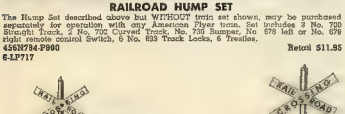

R R YARD ACTION!
1 Locomotive backs up cars.
2 Dump Car unloads.
3 Hopper Car is uncoupled and rolls down grade onto siding.
4 Action Caboose, previously uncoupled, rolls onto mainline.

RAILROAD HUMP SET

The Hump Set described above but WITHOUT twin set shown, may be purchased separately for operation with any American Flyer train. Set includes 3 No. 720 Straight Track, 2 No. 702 Curved Track, No. 751 Bumper, No. 679 left or No. 678 right remote control Switch, 6 No. 623 Track Locks, 6 Trestles.

456N3794-P960 **Retail $11.95**

6-LP717



BELL DANGER SIGNAL

Fascinating sound and action. Approaching train causes bell to set up a warning clang while red lights on Crossing stanchion flash on and off. Base and lamp housing are die cast; house is pressed steel. Track trips included. 5" long x 2⅝" wide x 5" high.

456N7353-P330 **Retail $4.85**

6-LP237

AUTOMATIC HIGHWAY FLASHER

Warns motorists of approaching trains. As train nears, red lights flash on and off, cause only other last car has passed. Accessory has heavy die cast base and lamp housing; cross arms and stanchion are steel. Includes pair No. 697 Track Trips. Stands 4⅞" high; base is 2½" square. Packed 6 per carton. Shipping weight is 11 lbs.

456N7845-P200 **Retail $2.95**

5-LP177

OPERATING DUMP CAR

Load coal, ballast, ore, slag, etc., and dump it by remote control. Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Has artificial coal, control units, etc. included. Car is equipped with railroad type Knuckle Couplers 6¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

456N919-P567 **Retail $8.50**

6-LP310

LOG UNLOADING CAR

Includes automatic track section, single button control box, three realistic logs.

Holds 3 logs which are dumped to ground by remote control. Black chassis, yellow platform. 7½" long

456N914-P434 Knuckle Couplers

Retail $8.50

6-LP383

OPERATING BOX CAR

Operating Box Car ideal to use with No. 770 Loading Platform. Remote control operation. When Trainman on Platform loads Boxes through door, Boxes are conveyor-fed to Man at other end. Man tosses Boxes out of car at any location.

456N974-P567 Knuckle Couplers

Retail $8.50

6-LP510

UNLOADING CAR

Includes automatic track section, single button control box.

Platform on car swivels, tilts, shoots cargo down inclines when you press remote control button. 7¾" long

456N915-P434 Knuckle Couplers

Retail $8.50

6-LP390

KNUCKLE COUPLER CONVERSION KIT

Converts American Flyer line couplers on cars and tenders to new knuckle-type couplers. Complete directions included. Sold in pairs only

456N920-P64 **Retail $0.95**

12-LP57

No. 586F WAYSIDE STATION

Just like the stations seen along suburban and commuter rail lines. Brightly finished in red, green and yellow. Heavy steel base, die cast supporting girders. Wealth of detail throughout. Twin bulbs concede light from underside of roof. Includes redcap and baggage operator with truck. 12" long x 3¾" wide x 5" high. Wt. 2 lbs.

456N586-P287 **Retail $9.95**

6-LP237

STREAMLINE CARS

Aluminum finish body and heavy metal chassis features modern, up-to-date styling. Made to resemble the gleaming stainless steel baggage and club cars used by the New York Central, the New York, New Haven & Hartford and other real-life roads. Passengers are silhouetted in windows, interior lighting. Equipped with railroad type Knuckle Couplers. 12⅛" long. Boxed individually and packed 3 per carton. Weight 3½ lbs.

456N982-P587 Vista Dome **Retail $8.95**

456N983-P507 Observation **Retail 8.95**

456N961-P530 Coach **Retail 7.95**

456N960-P530 Baggage **Retail 7.95**

CEMENT CAR

Roof loading hatches, rivet heads ladders and other detail all faithfully reproduced. Jersey Central R.R. markings. Gray finish. 6⅝" long.

456N924-P334 **Retail $4.95**
6-LP257

B & O BOX CAR

Handsome, scale model, like all B & O rolling stock. 7⅛" long.

456N933-P300 **Retail $4.50**
6-LP270

M.K.T. BOX CAR

Handsome yellow-and-black, like Missouri, Kansas, Texas R.R. rolling stock. Sliding doors. 7⅛" long.

456N937-P300 **Retail $4 50**
6 LP270

No. 948 TRACK CLEANING CAR

Two leading wipers clean rails with solvent as car runs; trailing wipers dry track. 10½" long.

456N948-P434 **Retail $6.50**
6 LP390

WABASH R.R. HOPPER

Realistic jet black finish with Wabash lettering in striking white. Minute detail. 6⅜" long.

456N940-P300 **Retail $4.50**
6-LP270

NEW CAR ASSORTMENT KIT CONTAINS FOUR OF LATEST MODELS OF CARS

CONTAINER GONDOLA CAR

Real railroads ship huge containers of chemicals and other liquids in gondola cars like this. 8" long.

PIPE CAR

Six aluminum-finished molded pipes carried aboard C. & O. Railroad Gondola Car 8" long.

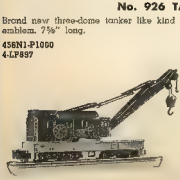
CHEMICAL CAR

Beautifully detailed and carrying authentic Koppers emblem and lettering. Rail road black finish. 7⅝" long.

No. 926 TANK CAR

Brand new three-dome tanker like kind on big roads. Carries authentic GULF emblem. 7⅝" long.

456N1-P1000 **Retail $14.95**
4-LP837



OPERATING WRECKING CRANE

Hook raises and lowers manually; another wheel raises and drops boom. Heavy duty construction throughout 13½" long.

456N944-P534 **Retail $7.95**
6-LP477

REFRIGERATOR CAR

Handsome orange sides with Tuscan roof and dreadnaught ends. Northern Pacific R.R. markings. Sliding doors. 7⅛" long.

756N947-P300 **Retail $4.50**
6-LP270

"GAEX" BOX CAR

Every model R.R. fan will want one of these dark green cars with yellow lettering and striping. Mass of detail 7⅛" long.

756N922-P300 **Retail $4.50**
6-LP270

CATTLE CAR

Scale model of car used to transport steer to stockyards. Sliding doors. Beautifully detailed. 7⅛" long

756N929-P317 **Retail $4.75**
6 LP285

FRISCO LINES GONDOLA

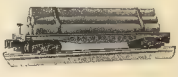
Complete prototype detail. Roomy loading space in body. S. L. & S. F. "Frisco" markings 8" long.

456N941-P267 **Retail $4.00**
6 LP240

LOG CAR

5 miniature logs mounted on flat car Length 6⅜" long

456N928-P300 **Retail $4.50**
6-LP270



ACTION CABOOSE

Each time train stops trainmen on rear platform leans out to check the cars ahead. When train resumes run he returns to his post. Lots of fun—and it's all automatic! 5" long. Illuminated.

456N977-P287 **Retail $5.50**

POWER FLOODLIGHT CAR

Giant floodlight swivels in circle and tilts up or down. Heavyweight die-cast chassis. 10½" long

456N946-P300 **Retail $7.50**
6-LP450

GULF TANK CAR

One of the most popular cars in any freight division. Aluminum finish with GULF markings. 7⅜" long

456N925-P300 **Retail $4.50**
6-LPETH

WORK AND BOOM CAR

Ideal companion car with Wrecking Crane or use by itself. Die-cast chassis. 6¾" long.

456N945-P400 **Retail $5.95**
6-LP357

ILLUMINATED CABOOSE

This scale model "shanty" is all set to take its place at the tail end of your freight haul. Interior lighting. 6" long

456N930-P300 **Retail $4.50**
6-LP270

300-WATT TRANSFORMER

The finest electric train power controller you can buy, and with its giant capacity you can run two trains at different speeds on separate loops of track, or FOUR trains (two running at same speed) on four separate layouts. Has full directional control; two panel meters indicate voltage; has green power-on light and two red warning lights that indicate a short circuit. "Dead Man's Control"—when throttle is let go, train halts! Two circuit breakers. Case is high impact material. Wt. 14 lbs

456N30B-P2334 Retail $34.95
3-LP2177

DUAL POWER CONTROLLER WITH DOUBLE CIRCUIT BREAKERS

Outputs 180 Watts, 110-120 Volts.
60 Cycles, A. C.

Same as 30B except is without voltmeters and has lower power capacity. Shipping wt. 12 lbs.

456N18B-P1767 3-LP1590 Retail $26.50

190-WATT TRANSFORMER

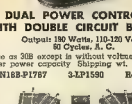
Built-in circuit breaker, voltage and amperes meters, "Dead Man's Control". Shipping weight 8 lbs.

456N16B-P1330 3-LP1197 Retail $19.95

100-WATT TRANSFORMER

Powerful enough to operate a set of trains plus quantity of accessories. Automatic Thermostatic Circuit Breaker.

456N4B-P667 Retail $9.95



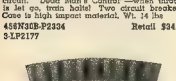
REMOTE CONTROL SWITCHES

Positive action electric switches with red and green position lights. Remote control box has two switch control levers. Lights remain illuminated even when train is not running. Packed 2 per carton. Shipping weight 11 lbs.

456N722A-P557 Retail Pr. $15.95
456N678-P587 Left Hand Only Retail Ea. 8.95
456N679-P587 Right Hand Only Retail Ea. 8.95

HAND OPERATED SWITCHES

456N722A-P587 Retail Ea. 8.95



AMERICAN FLYER RUBBER ROADBED

The latest thing in model railroading! Newly enacted—Rubber roadbed has all the realism of an actual railroad right-of-way and eliminates noise of running trains.

456N726-P17 Straight Retail per Section .25
456N727-P17 Curve
12-LP15

ARTIFICIAL COAL

Clean and dustless, for Hopper or Gondola Cars. Per Bag.

456N23-P27 12-LP24 Retail .40

ARTIFICIAL GRASS

For making landscapes.

456N21A-P34 12-LP30 Retail Bag .50

SCENERY GRAVEL

For roadways, etc.

456N32-P26 12-LP16 Retail Bag .30

SMOKE CARTRIDGES

Smoke refills for locomotives. 12 to package.

456N25-P67 12-LP57 Retail Pkg. .95

SERVICE KIT

Indispensable kit for every model railroader. Contains can of track cleaning fluid, bottle of train motor oil, tube of gear-and-gear greasing grease, brush, sanding sticks, commutator stick, tube cleaners, cloth and 8-page instruction manual.

456N28-P117 6-LP105 Retail $1.75

RAILROAD TUNNEL

Beautifully molded in many colors. Scene includes house, winding road, etc., 11½" long. Packed 6 per carton. Shipping weight 21 lbs.

456N249-P234 Retail $3.50
6-LP210

AMERICAN FLYER HAND CAR

Watch Mike and Ike pump this intriguing piece of rolling stock along the straightaway and around the bend! Worm-drive electric motor. Hand Car will go fast or slow. Colorfully finished in orange and black. Measures 4½" long.

456N740-P530 6-LP477 Retail $7.95

CROSSING GATE

Completely automatic in action. When train approaches gate lowers and red light goes on. After last car passes gate rises and light is extinguished. Includes No. 697 Track Trip. Measures 8⅝" long x 2⅞" wide. Packed 4 per carton. Shipping weight 10 lbs.

456N600-P534 Retail $7.95
6-LP477

TRACK EQUIPMENT

456N795-P167	Crossing	8-LP150	Retail $2.50
456N700-P17	Straight Track	24-LP15	Retail .25
456N702-P17	Curve Track	24-LP15	Retail .25
456N701-P17	½ Section Straight Track	24-LP15	Retail .25
456N703-P17	½ Section Curve Track	24-LP15	Retail .25
456N691-P10	Steel Track Pins (12)	12-LP09	Retail .15
456N692-P10	Fibre Track Pins (4)	12-LP09	Retail .15
456N693-P20	Track Locks	144-LP18	Retail Doz. .30

REMOTE CONTROL ELECTRIC UNCOUPLER

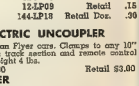
For remote control uncoupling of American Flyer cars. Clamps to any 10" straight or curve track section. Includes track section and remote control button. Packed 6 per carton. Shipping weight 4 lbs.

456N70B-P200 6-LP180 Retail $3.00

BUMPER

Snaps on to track quickly and easily. Has authentic recoil spring and warning light. Complete with 10" track section. Packed 6 per carton. Shipping weight 2½ lbs

456N730-P130 Retail $1.95



TRACK TERMINAL

Designed to provide an ideal power lead connection from transformer or accessories to track section

456N-S90-P14 12-LP12 Retail $0.20

GIRDER BRIDGE

Heavy die-cast bridge patterned after real railroad type. Slips under any straight track section. Can be used singly or in multiple. Measures 10"x1¾"x4½".

456N581-P134 Retail $1.95
6-LP117

PIKE PLANNING KIT

Big Pike Planning book, lavishly illustrated, tells how to build and landscape a model railroad —how to make tables, mountains, rivers, trees, wiring and dozens of other projects.

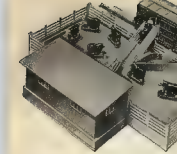
456N731-P67 Retail $1.00
6-LP60

STREET LAMP SET

Dress up your model pike with these realistic street lamps. One has mail box, another a fire alarm box. Create striking night scenes; just the thing for roads, boulevards, parkways, etc. Set of three, 3½" high.

456N778-P200 6-LP180
Retail $3.00

AMERICAN FLYER ACCESSORIES



OPERATING STOCKYARD AND CAR

One of the most extraordinary accessories ever created! After switch is turned action is entirely automatic. Steers in stock yard pens mill about and move continuously. When one of the two exit gates is opened, cattle troop up ramp and take car. Stock car unloads by remote control when exit door is lined up with corral ramp.

Accessory can be operated in a variety of ways. Cattle in one pen keep moving constantly while animals in other pen are filing either into or out of car! Includes Knuckle Coupler Car, Stock Yard, track control unit, twin button control, cattle and instructions. Measures 11" long, 10½" wide, 2⅜" high. Car is 7-13/16" long. Wt. 5 lbs.

456NK771-P987 Retail $14.85
3-LP897

RAILROAD TRESTLE SET

Makes model railroading twice the fun! Molded abutments resemble girder construction! American Flyer "S" Gauge curved or straight track sections recess into slots and lock into position with clips. Quick and easy to set up. Trestle rises to 5" at highest point. Can be arranged in Figure 8 and Oval or various others. Requires 22 track sections. Set consists of 24 abutments.

456N780-P530 Retail $7.95

HI-TRESTLE SECTIONS

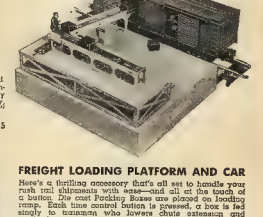
Abutments, each 5" high, for adding to and extending highest elevated part of No. 780 Trestle Set described above.

12 TO BOX.
456N783-P530 Retail $4.35

HAND CAR AND SHED

Electric motored Hand Car, pressed steel House and half track section. Car goes into Shed at night in the morning when car exit lift cuts running track and away she goes. Shed door slides open and shut; base is gray, trim in red and house white. 6⅞" long, 3¼" wide, 5" high. Hand Car 4½" long.

456N741-P964 Retail $9.95



UNION STATION
WITH ILLUMINATION

This big-city station with impressive front entrance and tower is all ready to handle the rush of commuter and out-of-town traffic on your railroad system. Because tower unit is movable, station can be set up in variety of ways: use as shown or, if you like, have entrances through the station end. Lamp posts add authentic metropolitan touch. Station is made of high impact styrene with frosted windows. Full interior illumination. Dimensions: 11" wide, 6¼" high, 18" long. Shipping wt. 4 lbs.

456N794-P534 Retail $7.95
3-LP477

LAMP ASSORTMENT KIT

You'll always have a complete supply of bulbs on hand when you buy this handy assortment. Contains total of 54 lamps: bulbs for all locomotives, cars, accessories. Voltage and use clearly specified on package. Packed 4 per carton. Shipping weight 4½ pounds.

458N460-P810 Retail $13.50

TRESTLE BRIDGE

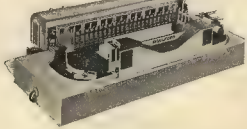
Heavy, rolled-steel bridge designed to span rivers and gorges on your model railroad. Bridge Tender's house is illuminated inside. 17¾" x 8¼" x 4¼".

456N750-P334 Retail $4.95
6-LP257

AMERICAN FLYER OIL DRUM LOADER

There are endless hours of fun in store for you with this intriguing accessory, unlike anything yet seen in model railroading. When remote control button is pressed, man who operates S-wheel lift truck picks up barrel from ramp, then motors over to waiting car on track where he dumps barrel before returning to ramp for another load. Fascinating to see! Tender's shack, colorfully finished, conceals electric motor which provides power. Gondola car illustrated is NOT included with accessory. Oil Drum Loader is packed with single button control and quantity of barrels. Dimensions: 8⅛" x 8½" x 5½" high.

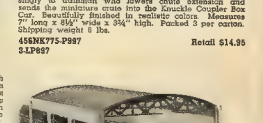
456N779-P987 Retail $12.95
3-LP777



ANIMATED STATION AND OPERATING COACH

Just like getting a bird's-eye view of a real station! Here's how it works: as train pulls into station tiny passengers — beautifully hand painted — impatiently stride about platform. When coach halts before Station you open car door and swing back exit gate. Immediately passengers board train, which resumes its trip. When train enters station the second time, passengers file out the door and down station ramp. Action is continuous and automatic. Platform made of pressed steel, colorfully finished. Includes Coach, Station, Twin-button Control, four hand-painted figures, power leads. Coach equipped with new Knuckle Coupler. Illustrated instructions. 12" long x 7⅛" wide x 3½" high. Wt. 4 lbs.

456NK768-P987 Retail $14.95
3-LP897



FREIGHT LOADING PLATFORM AND CAR

Here's a thrilling accessory that's all set to handle your rush rail shipments with ease—and all at the touch of a button. Die cast Packing Boxes are placed on loading ramp. Each time control button is pressed, a box is fed singly to tarmann who lowers chute extension and sends the miniature crate into the Knuckle Coupler Box Car. Beautifully finished in realistic colors. Measures 7" long x 2¼" wide x 3¾" high. Packed 3 per carton. Shipping weight 8 lbs.

456NK775-P987 Retail $14.95
3-LP897

RAILROAD TERMINAL

No matter what kind of railroad layout you now have you'll want to add one of these new terminals that will handle two trains if used as shown above or, without center platform-and-ramp, can accommodate three. Clear-finish roof is supported by 4 girder arches. Platforms, with passenger ramps, can be used singly or in multiple. Terminal is made of high impact styrene. Trains shown in photograph are not included. Dimensions: 10¼" long, 8⅝" high, 8⅝" wide. Shipping wt. 3 lbs.

456N782-P534 Retail $7.95
3-LP477

No. 571 TRUSS BRIDGE

A great value! Low cost, realistic railroad bridge with heavy steel bars and molded girder sides. Ideal for spanning narrow streams, chasms, etc. on your model railroad. Measures 10¾" long x 4¾" wide.

456N571-P87 Retail $1.00
6-LP60

AUTHENTIC TRAIN ANNOUNCING RAILROAD STATION

Faithful replica of thousands of typical railroad stations seen throughout the land, 16" long, 6" wide, 8" high. Durable plastic construction. With a touch of a button a gravel voiced train announcer shouts out the departure of the "Broadway Limited," New York to Chicago followed by the realistic sound effects of bell, whistle and steam engine. Operates on standard flashlight batteries. Individually packaged in sturdy corrugated box. 3 to shipping carton. Weight 15 lbs.

110-450-P1525 Retail $19.95

AUTOMATIC TALKING STATION

WITH ILLUMINATION

American Flyer's famous Talking Station, newly-designed to make it better than ever! When you press remote control button, your train stops in front of the station, and while it waits you hear sounds pick from the station interior—hissing steam, station chugs, trainmaster's voice, etc. When sounds cease, train automatically resumes trip. Entire operation is electrical—no batteries required. Dimensions, 16¼" long, 6⅝" high, 6⅛" wide. Shipping weight 7 lbs.

456N760-P1500 Retail $19.95
4-LP1197

AMERICAN FLYER LOG LOADER

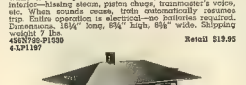
No matter what kind of layout you have, you'll want one of these exciting new action accessories that works by push button remote control. At touch of button hand painted lumberman goes into action, as big hooks pick up piece of timber and lift it up ramp. When log is in position over car, it is automatically released and lumberman returns quickly for another load. Although any open car can be used accessory works best with No. 814 car shown (NOT INCLUDED). Log Loader measures 9⅝" long, 6¼" wide, 8½" high. Single control button included. Weight 4 lbs.

456N787-P1000 Retail $14.95
3-LP697

SIGNAL TOWER

The nerve center of every train yard; the busy two-story Signal Tower where trains are routed on the maze of track that services big cities. Your American Flyer layout should have at least one of these authentically scaled accessories. Has interior lighting, colorful enamel finish. Measures 7⅝" high x 3½" sq. Packed 4 per carton. Shipping weight 7 lbs.

456N59-P167 Retail $2.50
4-LP150



PASSENGER AND FREIGHT STATION

Modeled after the combination stations seen in rural areas and way stops. Baggage door slides open and shut, waiting room door swings on hinges. Realistic windows finished in bright trim. Station fully illuminated. Measures 12" long x 8" wide x 6" high. Packed 3 per carton. Shipping weight 12 lbs.

456N588-P467 Retail $6.95
3-LP417

WHISTLING BILLBOARD

Just the ticket for your non-whistling locomotives. Sound true-to-life toy blasts and short toots by remote control. Mechanism concealed in housing, 4" x 7⅛" x 4". Packed 4 per carton. Shipping weight 6 lbs.

456N586-P464 Retail $5.95
6-LP417

SAM THE SEMAPHORE MAN

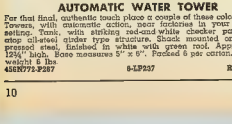
Here's tireless Sam, all set to guard against rail accidents on your American Flyer pike. Press operating button and, by remote control, Sam dashes out of shack, hailing oncoming train. Press second button and Sam hustles back into house, enabling train to resume its trip. All-metal construction. 7¼" high Packed 6 per carton. Shipping weight 11 lbs.

456N759A-P537 Retail $9.95
6-LP537

OPERATING WATER TANK

Set up this realistic accessory in your yards for colorful railroad action. Press remote control button and spout lowers over tender; release button and spout snaps back to vertical position. Aircraft warning light and direction arrows on roof. Supports are simulated concrete piling. 5" x 6½" x 11" Packed 6 per carton. Shipping weight 12 lbs.

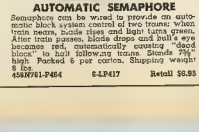
456N586-P387 Retail $5.95
6-LP537



AUTOMATIC WATER TOWER

For that final, authentic touch place a couple of these colorful Water Towers, with automatic action, near factories in your industrial setting. Tank, with striking red-and white checker pattern, sits atop all-steel girder type structure. Shack mounted on base, is pressed steel, finished in white with green roof. Approximately 12¾" high. Base measures 5" x 6". Packed 6 per carton. Shipping weight 6 lbs.

456N772-P287 Retail $3.95
6-LP237



AUTOMATIC SEMAPHORE

Semaphore can be wired to provide an automatic block system control of two trains; when train nears, bside lines and light turns green. After train passes, blade drops and bull's eye becomes red, automatically causing "dead block" to halt following trains. Stands 7⅜" high Packed 6 per carton. Shipping weight 6 lbs.

456N761-P464 Retail $6.95
6-LP417

FLOODLIGHT TOWER

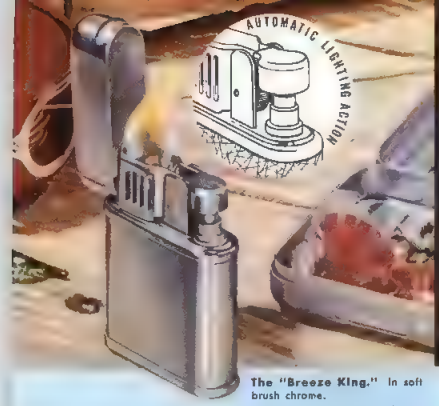
Wonderful for lighting up yard scene at night. Powerful pair floodlights, mounted in double tier atop a steel girder-type structure, cast bright glow. Workman's Tool Shack at base is made of pressed steel. Approximately 11⅛" high; base is 5" x 6". Packed 6 per carton. Shipping weight 8 lbs.

456N774-P534 Retail $5.00
6-LP287

REVOLVING AIRCRAFT BEACON

Realistic structure which provides warning for low-flying aircraft. Beacon revolves automatically, slowly swinging alternate red and green rays. Girder structure is all-steel; base is molded Watchman's Shanty is pressed steel, colorfully finished. Stands 12" high; base 5" x 6". Packed individually and 6 per carton. Shipping weight 6 lbs.

456N785-P734 Retail $3.95
6-LP210



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. . . presents the "Breeze King" revolutionary new windlighter with Evans exclusive "Automatic Lighting Action." Just flick it open, press the lever and it's lit. Surefire in the strongest wind. Yours in an attractive variety of styles and prices.

ALL ILLUSTRATIONS ½ ACTUAL SIZE

The "Breeze King." In soft brush chrome.
45-55-43 W210.....Ret. **$3.50**

Navy Lizard. Vinyl—brush chrome.
45-55-44 W240 Ret. **$4.00**

Alligator Calf. Polished chrome.
45-55-45 W300 Ret. **$5.00**

Genuine Snake. Golden metal.
45-55-46 W360 Ret. **$6.00**

Genuine Ostrich. Golden metal.
45-55-47 W450 Ret. **$7.50**

Genuine Alligator. Gold. metal.
45-55-48 W600 ...Ret. **$10.00**
*In gold filled with alligator.
45-55-49 W1050

Retail **$17.50** Plus Tax

45-55-50 W240 Lighter.....Retail **$4.00**
45-55-51 W120 Key Chain Retail **$2.00**
A collector's item. Antique autos on lighter and key chain. Ford illustrated.

A charming new lighter for the ladies. No larger than your lipstick. Cover swings back to reveal a fine Evans lighting action.

Golden Metal Line Design
45-55-52 W240... ...Ret. **$4.00**

Golden Metal Line Design.
45-55-53 W240 .....Ret. **$4.00**

Basketweave of golden metal and rhodium.
45-55-54 W300 Ret. **$5.00**

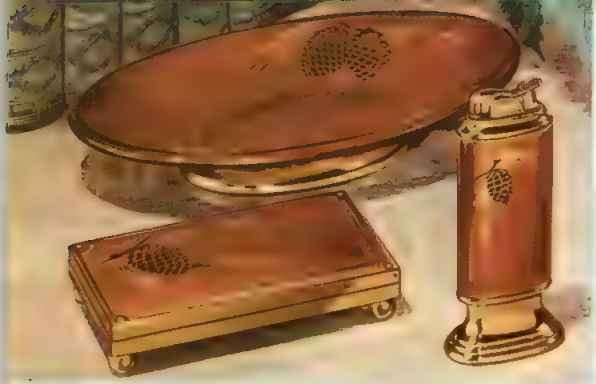
Evans Enamel Rose Design.
45-55-55 W300 Ret. **$5.00**

Jumbo Lighter. Golden metal with black morocco.
45-55-56 W300 .. ..Ret. **$5.00**

Petite Bracelet Lighter.
45-55-57 W450 . Ret. **$7.50**
Plus Tax

Petite Ladies Lighters. Gay hand-painted designs on lasting Evans Enamel. Golden metal.

Pixies.
45-55-59 W360 Ret. **$6.00**
Bouquet.
45-55-58 W360 ... Ret. **$6.00**



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LIGHTERS AND SMOKING SETS IN LASTING EVANS ENAMEL

. . . style and color-toned for modern living.
. . . gracious luxury with a fashion flair.
. . . gifts with a purpose and a place in any home.

ENTIRE BODY OF EACH LIGHTER IS A FUEL RESERVOIR

ALL SETS ATTRACTIVELY GIFT PACKAGED.

Pine Cone 3 Piece Set
45-55-60 W2100 ..... Retail **$35.00**
Lighter Only
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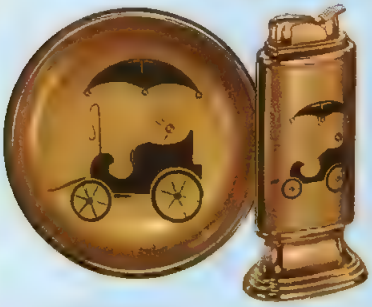
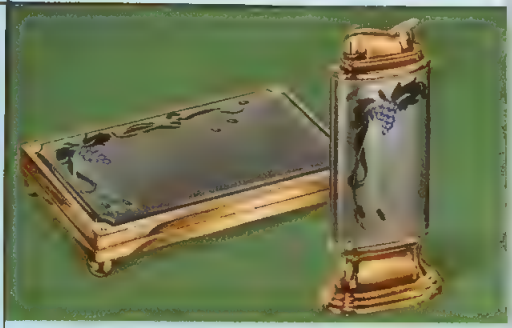
45-55-16 W600 . . Retail **$10.00**

Poodle
45-55-62 W600 .....Retail **$10.00**

Flower Cart 2 Piece Set
45-55-63 W1350. . .....Retail **$22.50**
Lighter Only
45-55-64 W600 ... . Retail **$10.00**



Old Fashioned Carriage 2 Piece Set
45-55-65 W900 . ..... Retail **$15.00**
Lighter Only
45-55-65 W600 . ..... Retail **$10.00**



Vintage 2 Piece Set
45-55-67 W1350 . . . . . Retail **$22.50**
Lighter Only
45-55-66 W600 . . . . . Retail **$10.00**

EVANS

. . . superb craftsmanship brings the age old art of fusing enamel and metal to modern day perfection. Preserving unexcelled beauty in a lasting functional form.

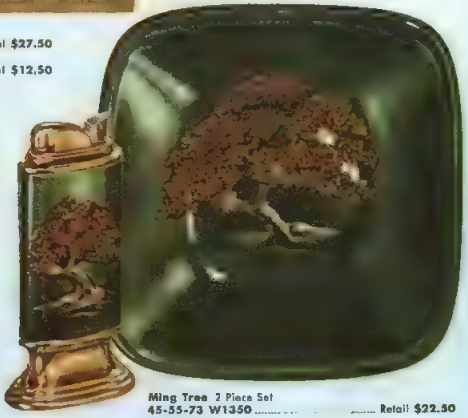
RED SEAL FUEL CONTROL PREVENTS EVAPORATION OF FLUID.

ALL SETS ATTRACTIVELY GIFT PACKAGED.

Rosettes on White 3 Piece Set
45-55-69 W1650 ..... Retail **$27.50**
Lighter Only
45-55-70 W750..... Retail **$12.50**
Above also available in black. Specify.

Trojan Horse
45-55-72 W600 Retail **$10.00**

Dragon
45-55-71 W600 Retail **$10.00**



Ming Tree 2 Piece Set
45-55-73 W1350..... Retail **$22.50**
Lighter Only
45-55-74 W600 ..... Retail **$10.00**

Petit Point Pattern
45-55-75 W1050 ..... Retail **$17.50**

Topaz Colored Enamel Stoned. 3 Piece Set
45-55-76 W2100..... Retail **$35.00**
Lighter Only
45-55-77 W900..... Retail **$15.00**

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FINE WOMEN'S PERSONAL ACCESSORIES

Fashioned by the creators of famous Evans fitted handbags.

Evans "Serv-Pac" cigarette case in golden mesh. King size.
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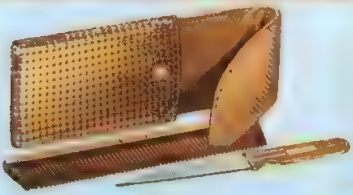
Also available in "Regular."

Ladies Wallet in golden mesh.
45-55-79 W510....Ret. **$8.50** Plus Tax

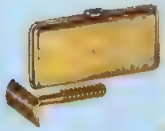
Eyeglass Case in golden mesh.
45-55-80 W450 Ret. **$7.50** Plus Tax

Coin Purse in golden mesh.
45-55-81 W300... Ret. **$5.00** Plus Tax

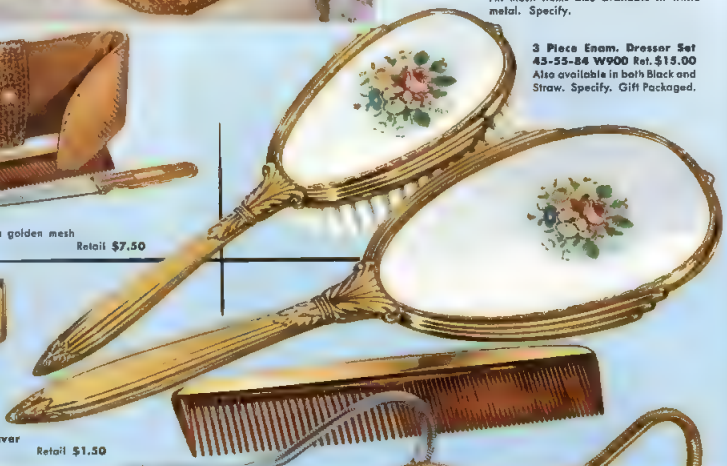
All mesh items also available in white metal. Specify.



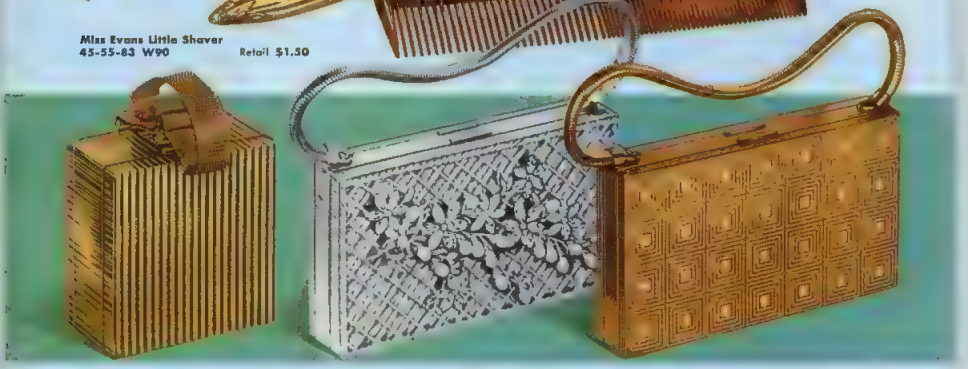
Comb and File Set in golden mesh
45-55-82 W450 Retail **$7.50**



Miss Evans Little Shaver
45-55-83 W90 Retail **$1.50**



3 Piece Enam. Dresser Set
45-55-84 W900 Ret. **$15.00**
Also available in both Black and Straw. Specify. Gift Packaged.



Golden Metal Carryall
45-55-85 W1050 Retail **$17.50** Plus Tax

Rhinestone Decorated Carryall in rhodium
45-55-86 W1800. .. Retail **$30.00** Plus Tax

Evans Carryall Engine Turned Design
45-55-87 W1200 .... Retail **$20.00** Plus Tax

All Evans carryalls contain automatic lipstick, coin holder, door type powder compartment, velour puff, make up mirror and compartment for cigarettes.

DISTINCTIVE NEW ENAMELED COMPACTS AND COMBINATIONS

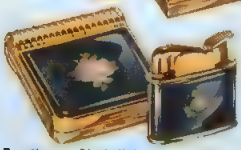
Strikingly different designs handcrafted in the exquisite Evans manner.

EVANS

Rose Design on White lighter and compact
45-55-90 W480.....Retail $8.00
Also available in Chartreuse. Specify.

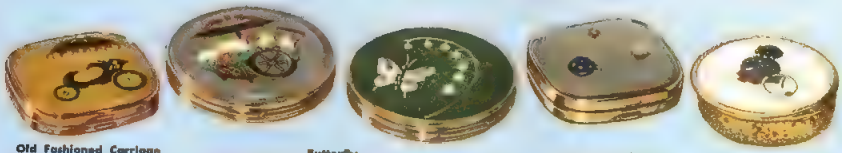
Sunburst Design on golden metal lighter, lipstick and compact.
45-55-88 W600.....Retail $10.00

Poodle lighter, compact, lipstick and cuff links.
45-55-91 W1050 Ret. $17.50 P.T.



Rosettes on Black lighter and lipstick-compact combination.
45-55-89 W750.....Retail $12.50

Rose Design on Straw lighter, compact and cuff links.
45-55-95 W900.....Retail $15.00 Plus Tax
Also available in white. Specify.



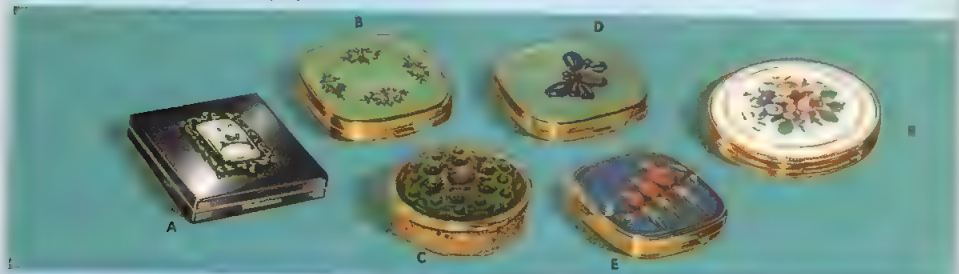
Old Fashioned Carriage
45-55-92 W450.....Retail $7.50

Flower Cart
45-55-94 W450.....Retail $7.50
Also available in Chartreuse. Specify.

Butterfly
45-55-93 W450.....Retail $7.50

Jewelbugs
45-55-99 W390.....Retail $6.50

Zulu Head
45-56-04 W300.....Retail $5.00



A Bluebird
45-55-96 W450.....Retail $7.50

B Rose Design on Chartreuse
45-56-02 W300.....Retail $5.00
Also available in white. Specify.

C Ruby Colored Enamel Stones
45-56-01 W450.....Retail $7.50
Also available in multicolored stones. Specify.

D Stoned Butterfly
45-55-98 W390.....Retail $6.50

E Redbirds
45-55-97 W390.....Retail $6.50

F Petit Point Pattern on white
45-56-03 W300.....Retail $5.00

Evans

FINE BONE CHINA TABLE LIGHTERS AND SMOKING SETS

Finely fashioned accessories designed to complement any home. Conversation pieces in the rich tradition of china. The crowning touch to home decor.

ENTIRE BODY OF EACH LIGHTER IS A FUEL RESERVOIR.

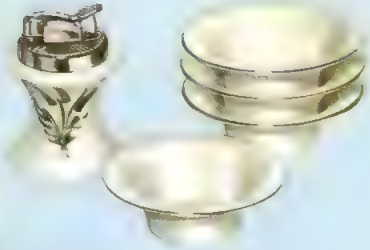
ALL SETS ATTRACTIVELY GIFT PACKAGED.

All Illustrations ½ Actual Size

Quilt Design
45-55-01 W1500 ..... Retail $25.00
Lighter Only
45-55-02 W900 ..... Retail $15.00
Above also available in Black or White. Specify.

Antique Auto Stein Set
45-55-03 W900 ..... Retail $15.00
Lighter Only
45-55-41 W600 ..... Retail $10.00

Contemporary American
45-55-04 W1200 ..... Retail $20.00
Lighter Only
45-56-05 W750 ..... Retail $12.50
Above also available in grey. Specify.



Modern Table Setting
45-56-06 W900 ..... Retail $15.00

Shadowbox with Currier and Ives prints.
45-55-06 W900 ..... Retail $15.00

EVANS

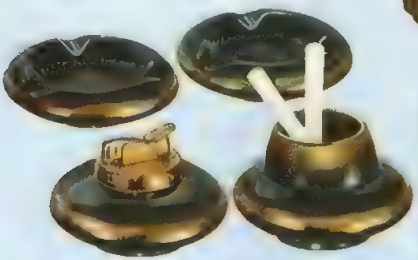
Evans brings you Fine Bone China combined with gleaming metal in a new concept of decoration. Produced through an exclusive process, hand decorated by Evans artisans . . . accessories of enduring beauty.

RED SEAL FUEL CONTROL PREVENTS EVAPORATION OF FLUID.

All Illustrations ½ Actual Size

Rosette Swirl Design
45-56-07 W1500 .. Retail **$25.00**
Lighter Only
45-56-08 W900. . Retail **$15.00**

Gold-Toned Modern Design
45-55-09 W750 . . . .Retail **$12.50**
Above also available in White. Specify

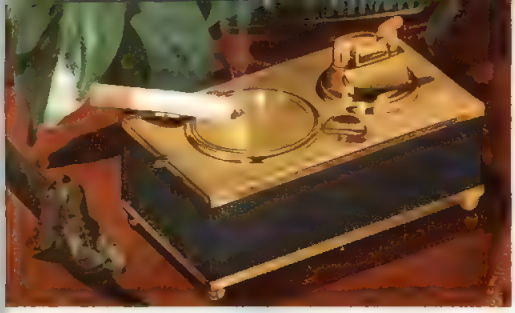


Early American Motif
45-56-09 W1500.. . . . . Retail **$25.00**
Lighter Only
45-56-10 W900 . . . . . Retail **$15.00**

Melon Fluted Design
45-56-11 W1080.... ....Retail **$18.00**
Lighter Only
45-55-10 W900 ..... Retail **$15.00**
Above also available in Black or White. Specify.

Swedish Contemporary
45-55-07 W900... . . . . Retail **$15.00**
Above also available in Black or White. Specify.

ALL SETS ATTRACTIVELY GIFT PACKAGED.



Evans

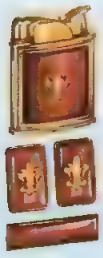
FAMOUS MEN'S SMOKING ACCESSORIES

The perfect addition to any office, den or wardrobe. Designed with the man in mind.

Executive Set in Black Morocco. Golden metal
45-56-12 W600 . . . . . **Retail $10.00**
Also available in both Red and Brown. Specify.

Evans Desk Lighter
45-56-13 W300. . . . . **Retail $5.00**
Also available in both Red and Brown. Specify.

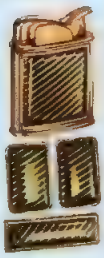
Warrior Design
45-56-14 W900. . . . . **Retail $15.00**
Gift Packaged.
45-56-15 W600. . . . . **Retail $10.00**
Lighter only.



Fleur De Lis
45-56-16 W600
Retail **$10.00** Plus Tax
Also available in Black. Specify.

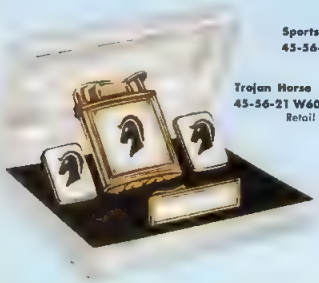
Two-Tone Swirl
45-56-17 W600
Retail **$10.00** Plus Tax

Ruby Enamel Stones
45-56-20 W900
Retail **$15.00** Plus Tax
Also available in both Sapphire and Emerald. Specify.



Evans Enamel—Gold Lined
45-56-18 W600
Retail **$10.00** Plus Tax

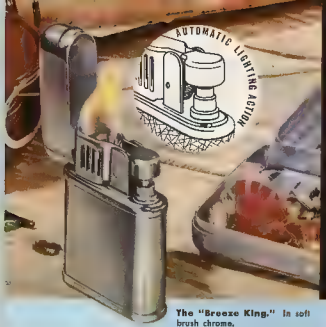
Zebra Pattern
45-56-19 W750
Retail **$12.50** Plus Tax



Sportsmen's Set
45-56-22 W750 Ret. **$12.50**

Trojan Horse
45-56-21 W600
Retail **$10.00** Plus Tax

ALL CUFF LINK COMBINATIONS ATTRACTIVELY GIFT PACKAGED.



EVANS

. . . presents the "Breeze King" revolutionary new windlighter with Evans exclusive "Automatic Lighting Action." Just flick it open, press the lever and it's lit. Surefire in the strongest wind. Yours in an attractive variety of styles and prices.

ALL ILLUSTRATIONS ½ ACTUAL SIZE

The "Breeze King." In soft brush chrome.
218J396-206.. ...Retail **$3.50**

Navy Lizard. Vinyl—brush chrome.
218J394-235 Ret. **$4.00**

Alligator Calf. Polished chrome.
218J397-295 ... Ret **$5.00**

Genuine Snake. Golden metal.
218J395-353 ....Ret. **$6.00**

Genuine Ostrich. Golden metal.
218J398-441 ...Ret. **$7.50**

Genuine Alligator. Gold. metal.
218J399-588 ..Retail **$10.00**
*In gold filled with alligator,
218J400-1030 .. Ret. **$17.50**

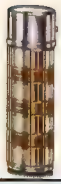
Plus Tax

218J401-235 Lighter .....Retail **$4.00**
218J419-118 Key Chain.....Retail **$2.00**
A collector's item. Antique autos on lighter and key chain. Ford illustrated.

A charming new lighter for the ladies. No larger than your lipstick. Cover swings back to reveal a fine Evans lighting action.

Golden Metal Line Design
218J402-235 ..... Retail **$4.00**

Golden Metal Line Design
218J403-235. .....Retail **$4.00**



Basketweave of golden metal and rhodium.
218J404-295..... .Retail **$5.00**

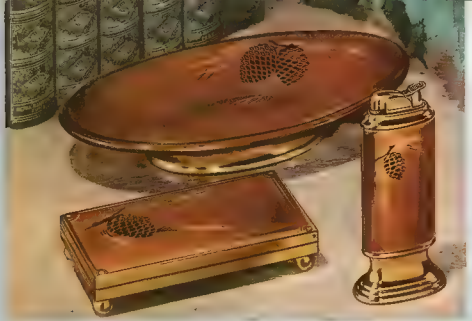
Evans Enamel Rose Design.
218J405-295..... Retail **$5.00**

Jumbo Lighter. Golden metal with black morocco.
218J406-295 . Retail **$5.00**

Petite Bracelet Lighter.
218J407-441.. ....Retail **$7.50**
Plus Tax

Petite Ladies Lighters. Gay hand-painted designs on lasting Evans Enamel. Golden metal.

Masks.
218J408-353.....Retail **$6.00**
Bouquet.
218J409-353.....Retail **$6.00**



Evans

LIGHTERS AND SMOKING SETS IN LASTING EVANS ENAMEL

. . . style and color-toned for modern living.
. . . gracious luxury with a fashion flair.
. . . gifts with a purpose and a place in any home.

ENTIRE BODY OF EACH LIGHTER IS A FUEL RESERVOIR

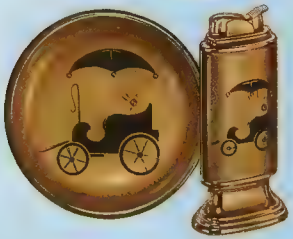
ALL SETS ATTRACTIVELY GIFT PACKAGED.

Pine Cone
219J190-2058 ..... Retail $35.00
Lighter Only
219J191-588 ..... Retail $10.00

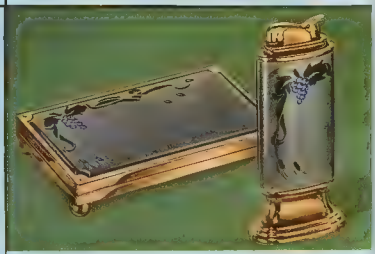
Rooster
219J146-588 ..... Retail $10.00

Poodle
219J192-588 ..... Retail $10.00

Flower Cart
219J193-1325 ..... Retail $22.50
Lighter Only
219J194-588 ..... Retail $10.00



Old Fashioned Carriage
219J195-882 ..... Retail $15.00
Lighter Only
219J196-588 ..... Retail $10.00



Vintage
219J197-1323 ..... Retail $22.50
Lighter Only
219J198-588 ..... Retail $10.00

EVANS

. . . superb craftsmanship brings the age old art of fusing enamel and metal to modern day perfection. Preserving unexcelled beauty in a lasting functional form.

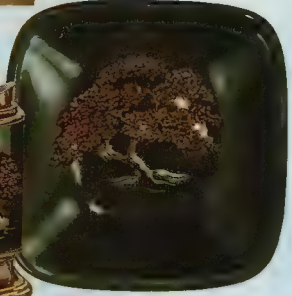
RED SEAL FUEL CONTROL PREVENTS EVAPORATION OF FLUID.

ALL SETS ATTRACTIVELY GIFT PACKAGED.

Rosettes on White
219J199-1617 ..... **Retail $27.50**
Lighter Only
219J200-733 ..... **Retail $12.50**
Above also available in black. Specify.

Trojan Horse
219J203-588..... **Retail $10.00**

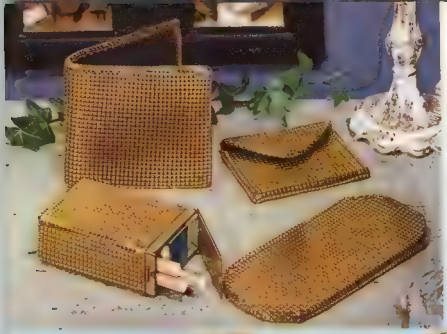
Dragon
219J201-588..... **Retail $10.00**



Ming Tree
219J203-1325 ..... **Retail $22.50**
Lighter Only
219J204-588 ..... **Retail $10.00**

Petit Point Pattern
219J205-1030 ..... **Retail $17.50**

Topaz Colored Enamel Stoned.
219J206-2058 ..... **Retail $35.00**
Lighter Only
219J207-882 ..... **Retail $15.00**



Evans

FINE WOMEN'S PERSONAL ACCESSORIES

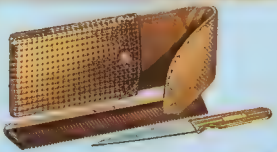
Fashioned by the creators of famous Evans fitted handbags.

Evans "Serv Pac" cigarette case in golden mesh. King size.
227J236-588 ..... Retail **$10.00**
Also available in "Regular."
227J235-588 ..... Retail **$10.00**

Ladies Wallet in golden mesh.
227J242-500..... Retail **$8.50** Plus Tax

Eyeglass Case in golden mesh.
227J239-441 . Retail **$7.50** Plus Tax

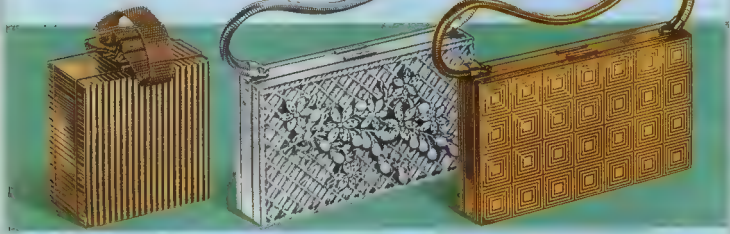
Coin Purse in golden mesh.
227J237-294.....Retail **$5.00** Plus Tax
All mesh items also available in silver metal. Specify.



Comb and File Set in golden mesh.
227J255-441 . .....Retail **$7.50**

Miss Evans Little Shaver
238J22-88 . ..... Retail **$1.50**

3 Piece Enam. Dresser Set
223J216-882 ...Ret. **$15.00**
Also available in both Black and Straw. Specify. Gift Packaged.



Golden Metal Carryall
223J196-1030T. . Retail **$17.50** Plus Tax

Rhinestone Decorated Carryall in rhodium
223J197-1764T .. Retail **$30.00** Plus Tax

Evans Carryall Engine Turned Design.
223J198-1176T..... .Retail **$20.00** Plus Tax

All Evans carryalls contain automatic lipstick, coin holder, door type powder compartment, velour puff, make up mirror and compartment for cigarettes.

DISTINCTIVE NEW ENAMELED COMPACTS AND COMBINATIONS

Strikingly different designs handcrafted in the exquisite Evans manner.

EVANS

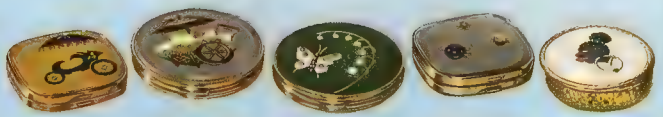
Rose Design on White lighter and compact.
213J94-470.....Retail **$8.00**
Also available in Chartreuse. Specify.

Rosettes on Black lighter and lipstick-compact combination.
213J93-735.....Retail **$12.50**

Sunburst Design on golden metal lighter, lipstick and compact.
213J92-588.....Retail **$10.00**

Poodle lighter, compact, lipstick and cuff links.
213J95-1030....Ret. **$17.50** Pl. Tax

Rose Design on Straw lighter, compact and cuff links.
213J96-582.....Retail **$15.00** Plus Tax
Also available in white. Specify.



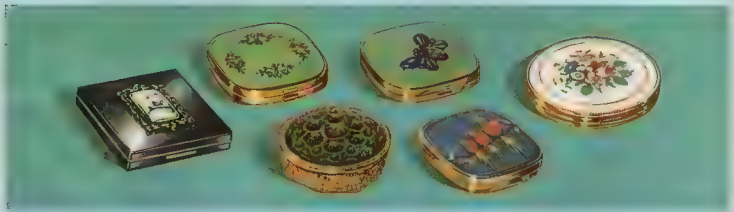
Old Fashioned Carriage
223J199-441.....Retail **$7.50**

Flower Cart
223J201-441.....Retail **$7.50**
Also available in Chartreuse. Specify.

Butterfly
223J200-441.....Retail **$7.50**

Jewelbugs
223J205-382.....Retail **$6.50**

Zulu Head
223J209-295.....Retail **$5.00**



Bluebird
223J202-441.....Retail **$7.50**

Rose Design on Chartreuse
223J207-295.....Retail **$5.00**
Also available in white. Specify.

Ruby Colored Enamel Stones
223J206-441.....Retail **$7.50**
Also available in multicolored stones. Specify.

Stoned Butterfly
223J204-382.....Retail **$6.50**

Redbirds
223J203-382.....Retail **$6.50**

Petit Point Pattern on white
223J208-295.....Retail **$5.00**

Evans

FINE BONE CHINA TABLE LIGHTERS AND SMOKING SETS

Finely fashioned accessories designed to complement any home. Conversation pieces in the rich tradition of china. The crowning touch to home decor.

ENTIRE BODY OF EACH LIGHTER IS A FUEL RESERVOIR.

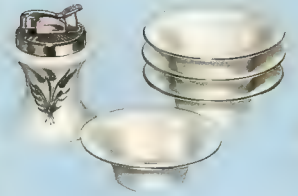
ALL SETS ATTRACTIVELY GIFT PACKAGED.

All Illustrations ½ Actual Size

Quilt Design
219J167-1470 ..... Retail **$25.00**
Lighter Only
219J168-882 ..... Retail **$15.00**
Above also available in Black or White. Specify.

Antique Auto Stein Set
219J170-882 ..... Retail **$15.00**
Lighter Only
219J171-588 ..... Retail **$10.00**

Contemporary American
219J172-1176 ..... Retail **$20.00**
Lighter Only
219J208-735 ..... Retail **$12.50**
Above also available in grey. Specify.



Modern Table Setting
219J209-882 ..... Retail **$15.00**

Shadowbox with Currier and Ives prints.
219J173-882 ..... Retail **$15.00**

EVANS

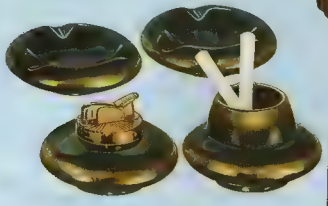
Evans brings you Fine Bone China combined with gleaming metal in a new concept of decoration. Produced through an exclusive process, hand decorated by Evans artisans . . . accessories of enduring beauty.

RED SEAL FUEL CONTROL PREVENTS EVAPORATION OF FLUID.

All Illustrations ½ Actual Size

Rosette Swirl Design
219J210-1470 ..... **Retail $25.00**
Lighter Only
219J211-882 ..... **Retail $15.00**

Gold-Toned Modern Design
219J152-735 ..... **Retail $12.50**
Above also available in White. Specify.

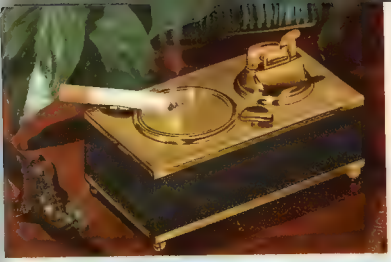


Early American Motif
219J212-1470 ..... **Retail $25.00**
Lighter Only
219J213-882 ..... **Retail $15.00**

Melon Fluted Design
219J214-1038 ..... **Retail $18.00**
Lighter Only
219J156-882 ..... **Retail $15.00**
Above also available in Black or White. Specify.

Swedish Contemporary
219J215-882 ..... **Retail $15.00**
Above also available in Black or White. Specify.

ALL SETS ATTRACTIVELY GIFT PACKAGED.



Evans

FAMOUS MEN'S SMOKING ACCESSORIES

The perfect addition to any office, den or wardrobe. Designed with the man in mind.

Executive Set in Black Morocco. Golden metal.
219J189-588 ..... Retail **$10.00**
Also available in both Red and Brown. Specify.

Evans Desk Lighter
219J216-295..... Retail **$5.00**
Also available in both Red and Brown. Specify.

Warrior Design
219J217-882..... Retail **$15.00**
Gift Packaged.
219J218-588..... Retail **$10.00**
Lighter only.

Fleur De Lis
213J97-588... Ret. **$10.00** Plus Tax
Also available in Black. Specify.

Two-Tone Swirl
213J98-588....Ret. **$10.00** Plus Tax

Ruby Enamel Stones
213J101-882. Ret. **$15.00** Plus Tax
Also available in both Sapphire and Emerald. Specify.

Evans Enamel—Gold Lined
213J99-588....Ret. **$10.00** Plus Tax

Zebra Pattern
213J100-735 .Ret. **$12.50** Plus Tax

Sportsmen's Set
219J219-735....Retail **$12.50**

Trojan Horse
213J102-588 Retail **$10.00** Plus Tax

ALL CUFF LINK COMBINATIONS ATTRACTIVELY GIFT PACKAGED.

. in magazines . . . through publicity . . . . and parents!

3 in a nation-wide chain of newspapers . . . Metro Comics sections

Over 50,000,000 parents and children will see again—in full color—on the Sunday after Thanksgiving, the Ideal toys demonstrated to them on TV. These toys will appear among the most beloved personalities in advertising media . . . Dick Tracy, Moon Mullins, Little Orphan Annie and others. Ideal completes its advertising campaign by selling toys through the biggest single medium of all—the comics!

4 PLUS . . . Ideal's special events

A plan of special events for retail tie-in, including:

- 3 pages in PARENTS' Magazine in full color, November and December, on Betsy Wetsy and The Revlon Doll.
- Full page in color on back cover of DELL COMICS, Be a King, Be a Queen sets.
- IDEAL toys in 2 successive ads in LIFE Magazine
  Betsy Wetsy and Turbo Jet in full color
  IDEAL's Campbell Kids dolls
- Betty Crocker Jr. Baking Kit in November WOMAN'S HOME COMPANION and McCALL'S Magazines
- IDEAL best sellers will be advertised on other network shows • HOME SHOW • HOWDY DOODY
- 36 filmed commercials in major markets, starring KUKLA, FRAN AND OLLIE selling IDEAL Be a King, Be a Queen Sets.
- IDEAL also participates in other major network shows, such as the famous ART LINKLETTER SHOW, and 50 local TV shows, 5 times a week, 52 weeks a year!
- IDEAL publicity sells toys editorially to parents in such national magazines as LOOK, WOMAN'S DAY, THIS WEEK, BETTER HOMES & GARDENS

It's a wonderful toy . . . it's IDEAL

IDEAL

Coast-to-coast . . . on TV . . . in comics . sells children .

1 on the entire NBC TV Network! The Thanksgiving Day Parade

Remember how this show sold toys last year! Again IDEAL opens the toy season on Thanksgiving Day with the original "Children's Spectacular"! Selling to a toy-minded audience of 25 million children and parents! Only IDEAL toys on this top show!

2 on the entire CBS-TV Network . . . Captain Kangaroo!

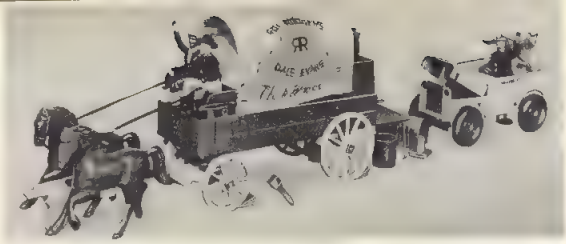
For 14 weeks—top favorite among the ages where toy sales start! Where parents get the push to buy! From September to Christmas, weekdays and Saturdays, the Captain will push 21 of the hottest sellers in toys . . . all exclusively IDEAL!

This is the show where twice as many parents view it as the next 4 children's TV shows combined! The show where 86% of children viewing ask for products advertised on it.

TALKING TELEPHONE BANK

Talking toy-bank. Hand-wind record says, "Operator: Number, please. What number are you calling? Thank you, I am ringing your number." Money easily taken out.

No. 4263 • Size: 9⅝" x 6¾" x 4"
Packed: Each in box, ½ dozen to carton
Weight: 11½ lbs. Retail: $3.00



ROY ROGERS FIX-IT CHUCK WAGON

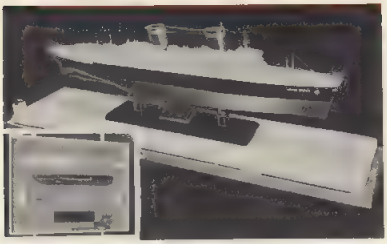
Rugged plastic wagon, decorated cover can be removed. Models of Roy Rogers, Dale Evans, Pat Brady, Bullet. Wheels can be removed and interchanged with Fix-It wrench, jack, and pry bar. Miniature pots and pans Rear platform converts to cook-out table. Pat's comical jeep, "Nellybelle," included Hood bobs up and down as jeep moves.

No. 4553

Size: Wagon, 19" x 9¾". Jeep, 7" x 4"
Packed: Each in box, ½ dozen to carton
Weight: Approx. 18 lbs Retail: $6.00

The Ideal power-package

all you need for the season of your lifetime!



S. S. UNITED STATES ASSEMBLY KIT

The world's luxury ship reproduced in plastic in an assembly kit of more than 200 parts. Scaled to model size. Parts are prepainted. Comes with light and wiring equipment. When assembled, can be mounted on plastic pedestal. Packed in full color box with plaque.

No. 3701 • Size 29" long x 7" high
Packed: Each in box, ⅛ dozen to carton
Weight. 25 lbs. per carton
Retail $10.00

It's a wonderful toy... it's

IDEAL

JOE PALOOKA BOP BAG

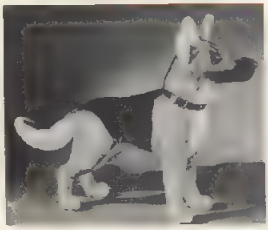
Tough, sturdy bop bag. Durable vinyl. Gloves squeak when hit. Packed in box with Inflato-Pump and illustrated pamphlet by Joe Palooka on the art of self-defense.

NO.	SIZE	PACKED	LBS.	RETAIL
5200	36"	½ doz.	30	$3
5201	54"	⅛ doz.	36	$5

J. FRED MUGGS...TV CHIMP

Lovable, irresistible chimp, J. Fred Muggs, in a cuddly, stuffed toy. Molded vinyl face. Long pile plush. Assorted costumes. Vinyl hands clutch objects. Individually boxed.

NO.	SIZE	PACKED	LBS.	RETAIL
7813	15"	½ doz.	14	$ 5
7814 w/hat	18½"	½ doz.	18	$ 7
7815 w/hat	21"	½ doz.	24	$10



RIN-TIN-TIN...TV's FAMOUS DOG

TV favorite of millions. "Police dog" brown, black and white plush. Safety lock-in eyes, plastic nose, collar. "Fighting Blue Devils" Membership card included.

NO.	SIZE	PACKED	WGT.	RETAIL
7883	16" Lying Down	½ doz.	8 lbs.	$ 5
7884	18" Sitting	½ doz.	12 lbs.	$ 7
7885	25" Standing	1/12 doz.	4 lbs.	$10

Write to Sales Promotion Department, Ideal Toy Corporation, for information on dealer display and merchandising aids

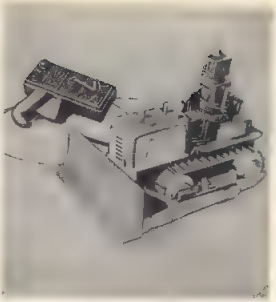
Ideal Toy Corporation

New York, 200 Fifth Ave. • Chicago, 1419 Mdse Mart • Dallas, 340 Mdse. Mart • Los Angeles, 914 So. Main St

BE A KING, BE A QUEEN SETS

Gold-plated crown with colorful simulated jewels, amulet with ribbon, cloak, royal accessories. Adjustable crown. Decorated package featuring play castle.

NO.	PACKED	LBS.	RETAIL
3100 KING	1/6 doz.	6	$7
3101 QUEEN	1/6 doz.	6	$7

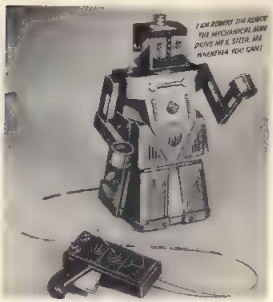


Robert the Robot

REMOTE CONTROL BULLDOZER

Powerful bulldozer controlled by crank and trigger. Moves forward, back, right, left. Robot's head lights up, hands move. Removable scooping blade, tough vinyl treads.

No 4064
Size: 10" x 6" x 3¾".
Packed. Each in box, ½ dozen to carton
Weight. Approx. 14 lbs. Retail: $5.00



ROBERT the TALKING ROBOT

Original remote control walking, talking man. Moves forward, back. Unbreakable record says: "I'm Robert Robot, mechanical man. Drive me, steer me wherever you can."

No. 4049 • Size: 14" tall.
Packed: Each in box, ½ dozen to carton
Weight: 21 lbs.
Retail: $6.00

..adventures in sheer fascination

..and to sell...at Christmas time!

WATER PUMPING FIREBOAT

Two rotating fire guns pump out water in steady long-range stream. Screaming siren. Metalized deck accessories. Life boat in rear can be lowered into water.

No. 4714 • Size: 15" long.
Packed: Each in box, 1 dozen to carton
Weight: 12 lbs.
Retail: $5.00

AERIAL LADDER FIRE ENGINE

360-degree rotating extension ladder reaches 44" into air. Operates by hand-wind crank or automatic lever. Vinyl tires. Realistic searchlight. Durably made for lifetime play.

No. 3054
Size: 36½" long x 6½" wide.
Packed: Each in box, ½ dozen to carton.
Weight: Approx. 30 lbs. Retail: $10.00.

It's a wonderful toy...it's IDEAL

The doll with the most talked-about name on TV. . .

The *Revlon* Doll by IDEAL

Most gorgeous, glamorous, glorious doll ever created for little girls with big dreams!

Teen-age figure with the face of an angel!

Ideal's "Turning Waist" lets her bend forward, backward and pirouette like a fashion model. "Magic Touch" skin is more pliable than plastic, firmer than vinyl, exclusive with Ideal. Long shapely legs in high heels and nylon stockings! . . . And washable rooted Saran hair. For a final, breathtaking touch . . . her own jewelry!

3 irresistible models inspired by Revlon's own popular numbers!

KISSING PINK
(pearl necklace)

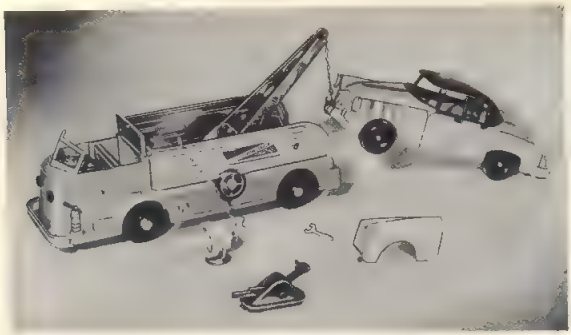
NO.	SIZE	PACKED	LBS	RETAIL
0940	18"	½ doz.	14	12.00
0960	20"	⅓ doz.	10	16.00
0980	23"	¼ doz.	12	20.00

CHERRIES A LA MODE
(hat, pearl necklace and earrings)

NO.	SIZE	PACKED	LBS.	RETAIL
0945	18"	½ doz.	14	14.00
0965	20"	⅓ doz.	10	18.00
0985	23"	¼ doz.	12	22.00

QUEEN OF DIAMONDS
(fur stole, rhinestone necklace, earrings and ring)

NO	SIZE	PACKED	LBS.	RETAIL
0950	18"	½ doz.	14	16.00
0970	20"	⅓ doz	10	20.00
0990	23"	¼ doz.	12	25.00



TOW TRUCK AND FIX-IT CAR

Realistic reproduction of tow truck. Searchlight operates on or off truck. Crane lowers, raises hook. Dented fender on sedan can be replaced. Tires removable. Wrench and jack.

No. 3001
Size: Truck, 17" x 6¼" x 6". Sedan 14½".
Packed: Each in box, ½ dozen to carton.
Weight: Approx. 25 lbs. Retail: $10.00.

FIX-IT STARFIRE

Take-apart car. Almost every major working feature of a car: electrical system; working drive shaft, pistons; vinyl tires; metallized accessories. Removable body, 130 parts.

No. 3089 • Size: 20" long.
Packed: Each in box, ¼ dozen to carton.
Weight: Approx. 12 lbs.
Retail: $15.00

Ideal's big-profit makers...

Most rewarding to give..

TURBO JET

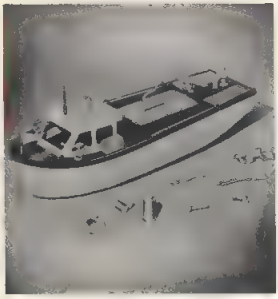
Speedy Turbo Jet car propelled from launching platform, screeches as it rolls. Car has friction motor. Siren in launching platform. Harmless polyethylene tip on car.

No. 4867 • Size: Launching platform 10" x 4¼". Turbo Jet: 13" x 4".
Packed: Each in box, ½ dozen to carton.
Weight: 14½ lbs. Retail: $4.00.

Dragnet TALKING POLICE CAR

Inspired by "Dragnet". Detachable dome Searchlight really works. Police gear: camera, tommygun, binoculars. Swivel chair, map table. Plastic record repeats police call.

No. 3006
Size: 14½" x 5⅛" x 5¾".
Packed: Each in box, ½ dozen to carton.
Weight: 13½ lbs. Retail: $4.00.



HARBOR POLICE BOAT

Has strong inertia motor with loud, screeching siren. Includes rifle, tommygun, shotgun, pistol and complete set of boat equipment. Towing winch actually works.

No. 4027 • Size: 14" x 5" x 5"
Packed: Each in box, ½ dozen to carton.
Weight: 10 lbs.
Retail: $4.00.

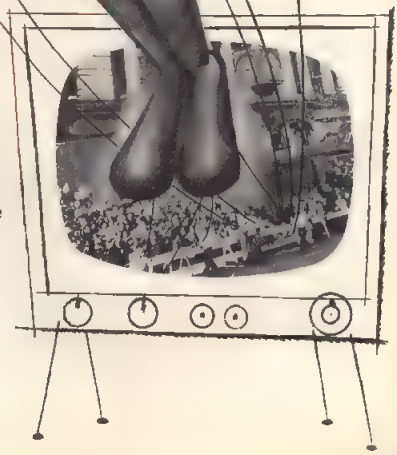
IDEAL

presents another

SPECTACULAR

TV success for you!

Once again, the greatest toy-selling TV program — New York's Thanksgiving Day Parade — and more . . .



America's favorite crying and wetting doll . . .

Betsy Wetsy

She drinks! She sleeps!
She weeps! She wets!

Made of lifetime vinyl—not rubber. Will not pick up dirt, washes easily. Betsy Wetsy's magic flesh wipes clean with damp cloth so she keeps her fresh baby complexion for life. Deluxe models available with vinyl head and Saran rooted hair. Layette includes slip, dress, bonnet, diapers, soap, powder puffs, clothespins, nursing bottle.

Sizes. 11½" to 20". Retails from $6.00 to $16.00

Ideal best-sellers . . . retailing's most reliable toys

Now better than ever . . . pre-sold harder for you than ever!

Betty Crocker Jr. BAKING KIT

33-pc. kit that lets girls bake real goodies just like Mommie. Includes newest General Mills mixes and all needed utensils

No. 9999
Packed: Each in box, ½ dozen to carton.
Weight. 24½ lbs.
Retail: $5.00.

Russel Wright

AMERICAN MODERN TEA SETS

Top designer Russel Wright has designed a modern tea service in toy size. Authentic reproductions down to mottled finish. Metallized cutlery. Each in decorated box.

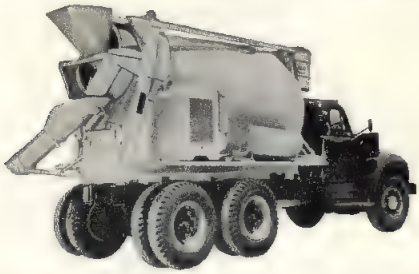
NO.	LBS.	PACKED	RETAIL
4626	20	2 doz.	$1
4627	24	2 doz.	$2
4628	14	½ doz.	$3

MAGIC LIPS DOLL

Smiles! Squeeze her — she pouts and cries. All Ideal exclusive features. Saran rooted hair can be shampooed, combed, brushed. Dress, slip, panties, socks, vinyl shoes.

No. 2350 • Size 24"
Packed. Each in box, ½ doz. to carton.
Weight: 20 lbs.
Retail: $15.00.

REX ADJUSTA-WATE MOTO-MIXERS



SIZES

3½ Yard

4½ Yard

5½ Yard

6½ Yard

7½ Yard

In the design and manufacture of truck mixers, REX is the acknowledged leader in the field. This leadership is evident in all parts of the country for REX offers a single high quality machine with interchangeable operating components consistent with REX quality for the particular service area in which they are to be used. This single machine has the exclusive Adjusta-Wate design advantages . . . mounting of engine and transmission at rear of mixer permitting best possible weight distribution of mixer and payload . . . plus the flexibility to answer any Ready-Mix Operator's business or service conditions with a line of quality components and accessories.

OPERATING COMPONENTS

TRANSMISSION COMPONENTS

1. Rex 202 . . . non gear shift one lever control . . . Twin-Clutch . . . close coupled gear reduction with multi-plates running in oil.
2. Rex 101 . . . gear shift 2 lever control . . . forwarding and reversing transmission with heavy duty dry plate clutch, coupled by universal joint.

CHARGING COMPONENTS

1. Rex 202 . . . hopper with seal . . . provides closed end machine . . . end loading with maximum capacity.
2. Rex 202A . . . rear end closure door . . . provides closed end machine . . . hatch loading with maximum capacity . . . drum guard, and quick open hatch included.
3. Rex 101 . . . fixed hopper, open end.

WATER TANK COMPONENTS

1. Rex 202 . . . 2 compartment syphon type calibrated measuring tank . . . includes ladder.
2. Rex 101 . . . 2 compartment sight gauge tank . . . includes ladder.
3. Rex 101 . . . single compartment flush tank . . . includes ladder.

WATER ENTRY SYSTEM COMPONENTS

1. Rex 202 . . . front entry including continuous operating centrifugal pump and piping . . . 2 improved self-sealing, non-clogging nozzles.
2. Rex 101 . . . rear entry including continuous operating centrifugal pump and piping for use with fixed hopper only.

POWER TAKE-OFF OPTIONS

1. Front Engine P.T.O. . . . Power is taken from the front of the truck engine crankshaft. P.T.O. driveshaft connects to right-angle gear case of the Rex Transmission. Thus, drum speed is not affected by shifting of gears in the truck transmission.
2. Power-tower P.T.O. . . . Power take-off drive connects directly to the power-tower on the truck. The drive connects to the right-angle gear box of the Rex Transmission.

SOME REX ADJUSTA-WATE ACCESSORIES

REX Drum Guards. . . . Available in a variety of styles. Serve as safety guards and act as sign panels.

REX Spouting Accessories. . . . A wide range of spouting equipment gives Rex Moto-Mixers unexcelled discharge speed and flexibility.

REX Hydraulic Chute Lifter. . . . Provides speedy, safe one-man automatic operation.

REX Fender Accessories. . . . Long or short fenders can be furnished to act as operating platforms and to cover the rear truck wheels.

REX Wash-Off Hose. . . . 24-foot hose with lever-operated spray nozzle for easy control.

REX Quick Opening Hatch. . . . Choice of many users for agitator service . . . also serves as inspection hatch for easy access to drum.

REX Electric Revolution Counter. . . . Automatically counts and registers revolutions of drum.

CAL-REX ADJUSTA-WATE MOTO-MIXERS

SIZES

3½ Yard

4 Yard

4½ Yard

5 Yard

6½ Yard

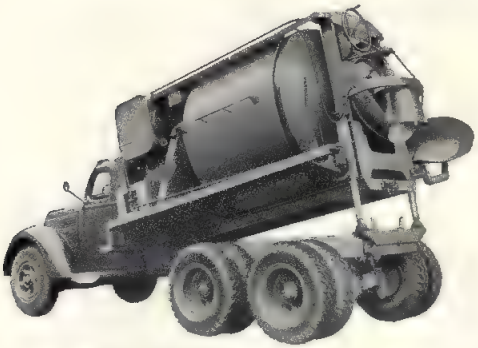
The Cal-Rex Adjusta-Wate Moto-Mixer is built in Los Angeles to meet the specific needs of the Western Ready-Mix Operator.

With the Cal-Rex you get all the exclusive Adjusta-Wate advantages that have made Rex the leader in the field . . . advantages that add up to more yardage per day and more profit to you.

And you get the same choice of components and accessories that make the Adjusta-Wate the most flexible mixer in the industry.

125-2-56

REX ADJUSTA-HITE MOTO-MIXERS



SIZES

4½ Yard

5½ Yard

6½ Yard

The Rex Adjusta-Hite has all the advantages of Rex Horizontal Moto-Mixers plus the added advantage of maximum discharge height. By means of hydraulic rams, the discharge end of the mixer is lifted to the desired discharge position. A simple lever at the rear of the mixer, operated by foot or by hand, controls the drum lift. You can adjust the height of the discharge to suit job conditions.

REX HORIZONTAL MOTO-MIXERS

SIZES

4½ Yard

5½ Yard

6½ Yard

This Moto-Mixer meets all the most exacting requirements of ready-mix concrete production. It is a fast charging. It mixes even the most difficult concrete mixes, fast and thoroughly. It is extremely fast in discharging the entire batch. There is nothing finer in truck mixers than the Rex Horizontal Drum Moto-Mixer. It is tops in performance and is outstanding for its low cost of maintenance and daily operation.

REX SPEED PRIMER PUMPS

The REX Speed Primer is a self-priming centrifugal pump that has no equal for dewatering purposes. It is outstanding because of its simplicity in design.

This simplicity contributes to:

LONG LIFE — Fewer parts mean less wear.

EASE OF MAINTENANCE — All the wearing parts of the pump are accessible upon the removal of large pump cover plate. It is not necessary to remove the suction hose, when checking pump on the job, as must be done with many other makes of pumps.

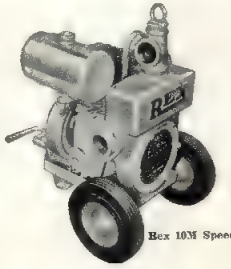
SUSTAINED EFFICIENCY — The exclusive REX Adjustable Peeler helps to restore original efficiency even after long periods of severe usage.

It can be adjusted to compensate for wear inside the pump. No other pump has this feature.

Other replaceable units—Wearing plate, impeller, shaft seal—are all easy to get at upon removing the large cover plate.

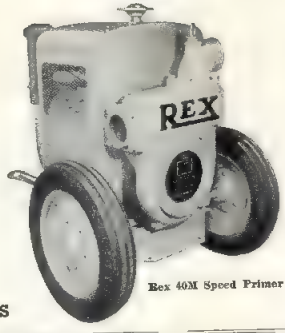
All these features add up to low cost maintenance and long life under severe usage.

Rex 4M Speed Primer



Rex 10M Speed Primer

Rex 20M Speed Primer



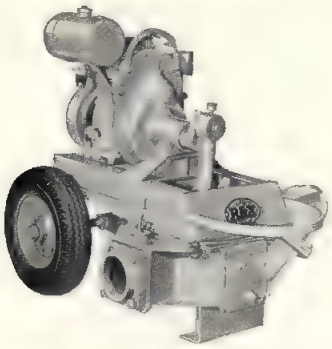
Rex 40M Speed Primer

SPECIFICATIONS

Model	4M	7M	10M	15M	20M	30M	40M	60M
Capacity at 10' Suction Lift	4,000 GPH	7,000 GPH	10,000 GPH	15,000 GPH	20,000 GPH	30,000 GPH	40,000 GPH	90,000 GPH
Size of Suction	1½"	2"	2"	3"	3"	4"	4"	6"
Size of Discharge	1½"	2"	2"	3"	3"	4"	4"	6"
Net Weight	65 lbs.							
Steel Wheels		173 lbs.	176 lbs.	265 lbs.	411 lbs.	670 lbs	845 lbs.	1670 lbs.
Cushion Tired		171 lbs.	174 lbs.	271 lbs.	403 lbs.	660 lbs.	870 lbs.	1695 lbs.
Engine	Air Cooled	Air Cooled	Air Cooled	Air Cooled	Air Cooled	Air Cooled	Air Cooled	Water Cooled
Horsepower	1½	5.6	6.8	8.25	11.2	21.5	31	73
Engine Displacement (cu. in.)	5 9 and 6.28	14.88	17 8	23	45.9	91.9	154	230

128-4-56

REX 4" CLOSED DIAPHRAGM PUMP

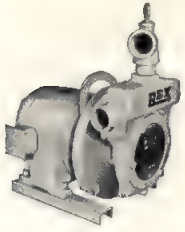


The Rex 4" Closed Diaphragm Pump is designed to meet dewatering requirements in which large amounts of solid materials are present. Thus, it is exceptionally efficient and practical on jobs where there is a considerable amount of debris. It is also ideal for pumping seepage water from construction excavations.

SPECIFICATIONS

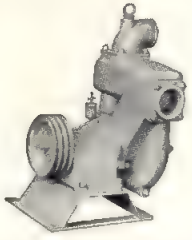
Capacity at 10' Suction Lift	6 000 GPH
Capacity at 20' Suction Lift	3,000 GPH
Size of Suction	4"
Size of Discharge	4"
Type Valves	Flap
Net Weight	
Steel Wheels	390 lbs.
Pneumatic Tire Wheels	380 lbs
Steel Skids	370 lbs.
Engine	Wisconsin BKN Air-Cooled
Horsepower	6.8
Fuel Tank Capacity	1 gal.
Oil Capacity	2 pts.

Electric Motor Driven Pumps



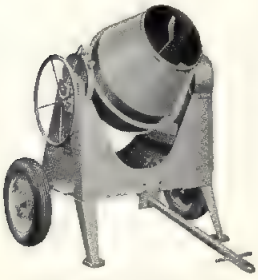
Rex Speed Primers are also available with electric motor drive. The electric motor driven pump is an exceptionally compact unit and is skid mounted. These pumps are the same design as the Rex gasoline engine pumps, differing only in the driving unit.

Pumps Without Power



Rex Speed Primers can also be furnished to operate off your own power source . . . gasoline engine, electric motor, or a power take-off. These pumps come in a wide choice of sizes and capacities.

REX CONCRETE MIXERS



Rex 3½S End Discharge Tilter

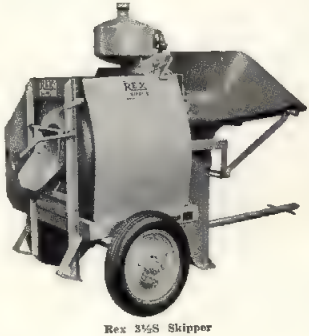
The Rex 3½S Tilter Mixer is the ideal machine for any home building contractor or even for the largest contractor on small, scattered work.

- Pressed Steel Drum Bowl will last the life of the mixer . . . and contributes to over-all light weight.
- Over-size air-cooled engine has plenty of power for long, trouble-free operation.
- Its low center of gravity and wide wheels give you a faster and safer towing.
- Convenient shoveling height and a large 19-inch diameter drum opening assures fast easy charging.
- Large hand wheel with a non-slip back lever gives an easy tilting drum for discharging.
- This Rex "half bagger" can easily be spotted by one man.
- It's the ideal one-man mixer, with plenty of "Big mixer" features.

The Rex 3½ Skipper is the biggest producing, most efficient half bag mixer made.

- With the exclusive Hi-Low Skip Hopper, one batch is in the mixing drum while another can be shoveled into the hopper, resulting in 50% more production over the 3½S tilting type mixer.
- Lowest shoveling height (45¾") is energy saving and time saving, and conveniently grouped levers assure fast easy operation.
- The Rex Fool-Proof Non-Clogging Gate at the throat of the hopper eliminates completely concrete build-up.

The Rex 3½S Skipper, with the Hi-Low Skip Hopper and the Non-Clogging Hopper Gate, means more concrete at less effort and at lower cost.



Rex 3½S Skipper

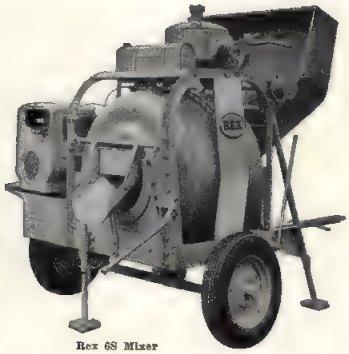
SPECIFICATIONS

SIZE OF MIXER	3½S Tilter	3½ Skipper	6S	11S	16S
Drum Capacity, Cu. Ft. Mixed Concrete (Per A.G.C. Std.)	3½ ± 10%	3½ ±10%	6 ± 10%	11 ± 10%	16 ± 10%
Mounting	2-Wheel	2-Wheel	2-Wheel	*2 Wheel	4-Wheel
Water Tank Capacity, Gallons	.....	7	12	19	27
Height	69¼"	61⅝"	87"	108"	130¼"
Length Towing Pole Extended	83½"	98"	131"	143¾"	124⅝"
Length Towing Pole Removed or Retracted	41¼"	79⅝"	119"	152½"	165½"
Width	67"	62⅜"	78"	82"	90⅜"
Engine	Air-Cooled	Air-Cooled	Air-Cooled	Air-Cooled	Air-Cooled
Horsepower	4	4.6	11.9	16.5	20
Optional Horsepower	.....	.....	13.1	25.7	27 5
Weight With Pneumatic Tires Approximate Lbs.	870	1,246	2,579	4,308	5,480

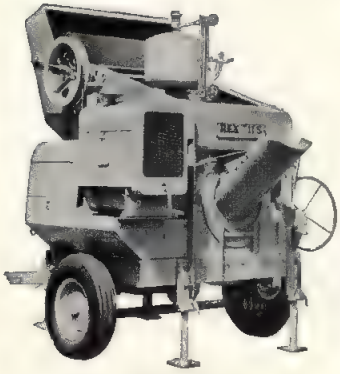
* Can also be furnished in a 4-wheel mounting. End discharge.

128-6-56

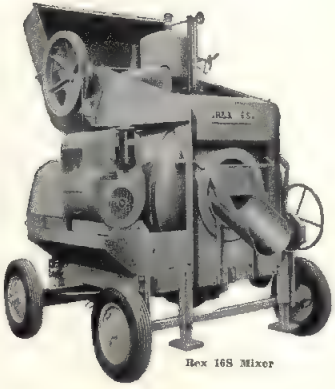
REX CONCRETE MIXERS



Rex 6S Mixer



Rex 11S Mixer



Rex 16S Mixer

With the Rex 6S, 11S and 16S mixers you get the finest mixers made today.

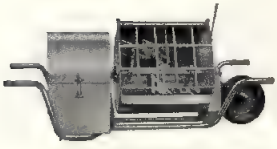
- Light in weight for fast towing and easy spotting and ruggedly built for heavy duty operation.
- The big sturdy Rex "Shimmy Skip" is built for quick charging . . . sluggish batches cannot "bulk up".
- Quality concrete is mixed faster and more thorough in the Rex Drum, whether producing low-slump or high-slump concrete.
- Rex Water Systems are accurate regardless of machine's position. Each Rex watertank is individually calibrated.
- The Rex time proven around-the-drum chain drive and the intermediate roller chain drive absorb shocks and compensates for misalignment providing trouble-free operation.
- A simple rugged power transmission assembly assures a positive trouble-free operation at all times.

All of these Rex features add up to Hi-Speed production and more profits . . . lower maintenance and lower operating costs.

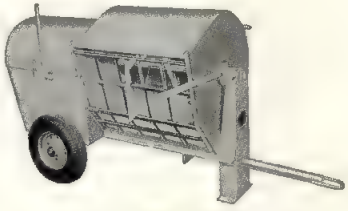
128-7-56

REX PLASTER AND MORTAR MIXERS

You get better mixes at lower cost with Rex Plaster and Mortar Mixers. Rex Mixers are profit makers capable of producing high quality plaster or mortar in a minimum amount of time. The Rex Plaster Mixer Line consists of three quality mixers—2-cubic foot, 4-cubic foot, and the 8-cubic foot machine. All feature plenty of dependable power, fast, thorough mixing, and low discharge height.



Rex 2 Cubic Foot Mixer



Rex 4 Cubic Foot Mixer

Rex 8 Cubic Foot Mixer

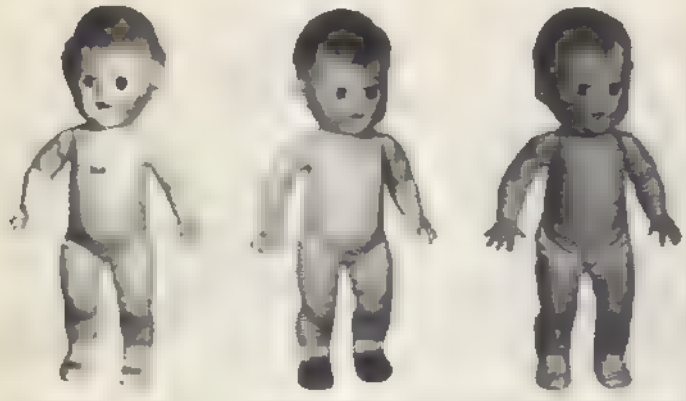
SPECIFICATIONS

	2 Cu. Ft.	4 Cu. Ft.	8 Cu. Ft.
Capacity Mounting	Portable—Wheelbarrow optional	2-wheel	2-wheel
Engine	1-cycle air-cooled	1-cycle air-cooled	1-cycle air-cooled
Horsepower	1.87	3.2	5
Overall Length	62¾"	76⅞"	97"
Width	21⅞"	30¼"	40⅛" / 32¼ with axle telescoped
Height Top of Drum	24"	38½"	53"
Height Top of Handle	33½"	48¼"	64⅛"
Weight With Tires	239 lbs. Less pneumatic tires 223 lbs.	446 lbs.	895 lbs.

128-8-56

DOLLS

SUN



No. 14030—Tod-L-Dee 14032—Tod-L-Tim No. 14034—Tod-L-Tot

Vinyl Doll Assortment

Assortment contains four each; No. 14030 girl doll with painted undergarments, shoes and socks; No. 14032 boy doll with painted undergarments, shoes and socks; No. 14034 baby doll with painted diaper, shoes and socks.

All have fully featured, flesh-color faces and bodies with voices. Molded in one piece with split arms and legs. Stationary plastic eyes.

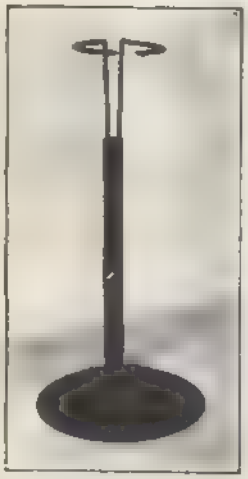
Per doll

No. 268-14037—10½ in. high; wt. per assortment 7 lbs. $0.98

Twelve assorted in a carton.

DOLL DISPLAY STANDS

BUTLER



Adjustable

Made of pressed steel. Bronze lacquer finish.

Construction of stand prevents any side sway and holds doll rigidly in place.

Each

No. 294-2¼—Supports dolls 12 to 20 in. high, diam. of base 4½ in.; wt. per carton 5 lbs. $0.90

Twelve in a carton.

WE ARE CONTINUALLY ADDING NEW TOYS TO OUR LINE

Visit our Toy Department where you will see a grand array of extra profit items for your year round sales.

DOLL STANDS

STA-UP

Jumbo

Colorful heart shaped base with coil spring to slip over doll's feet.

For dolls up to 14 in. tall.

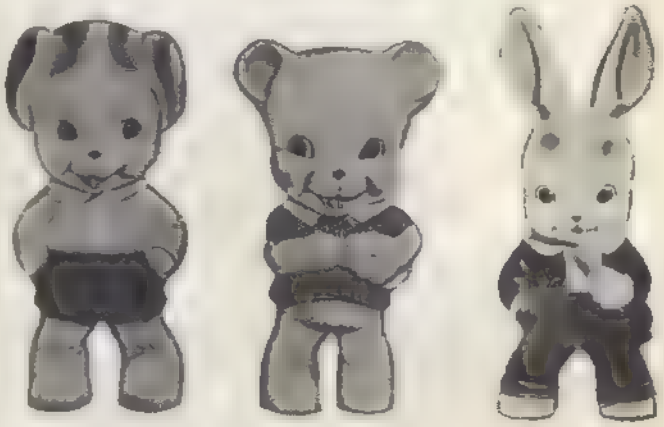
Per dozen

No. 293-713—3⅝x3⅝ in.; wt. per box 1 lb. $1.00

Twenty four in a display box.

INFLATED RUBBER TOYS

SUN



No. 11062—Dog No. 11063—Bear No. 11064—Rabbit

Rubber Animal Assortment

Popular character animals of soft, sanitary rubber. Fully featured and colorfully decorated. Complete with whistle.

Assortment contains one dozen each No. 11062 dog, No. 11063 bear and No. 11064 rabbit.

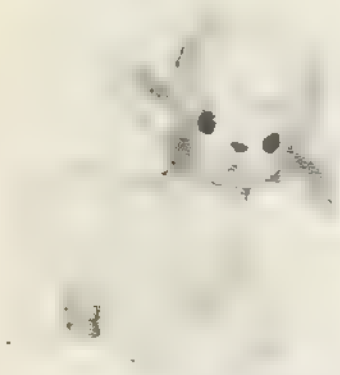
Per animal

No. 1743-11060—Dog and bear 5⅝ in. high, rabbit 6 in. high; wt. per assortment 7 lbs. $0.50

Thirty-six assorted in a carton.

INFLATED RUBBER TOYS

SUN



Lambkin-the frisky, all-vinyl lamb, looks very perky in a polyethylene bag with a descriptive tab.

Each
No. 1747-14018 ..... $1.00

Twelve in a carton.

Pony—ready to frolic with his friends at all times. Packaged in a polyethylene bag with a descriptive tab.

Each
No. 1748-14061 ..... $1.00

Twelve in a carton.

ASSORTED FLOATING TOYS

Made of unsinkable vinyl, brilliantly decorated, they are indeed eye-catchers.

Merrymakers for bathtubs-pools-beaches. They squawk, whistle or gurgle if doused and are gaily colored with harmless, washable paints.

Each
No. 1796-14102 ..... $1.00

Twelve in a carton.

INFLATED RUBBER TOYS

SUN

Assorted latex squeeze toys - in Disney characters.

Each
No. 1754-11529 ..... $0.60

Twelve in a carton.

STUFFED ANIMALS

GUND

Loose Pup

Plush, foam rubber stuffed. Has slumber type eyes, felt nose, protruding felt tongue, ribbon around neck and detachable Dingle Dangle strap. Gold, beige and red.

Each
No. 332-F6013—11 in high, 13 in. long $3.19

Six in a package.

Parisian Poodle

Plush, cotton stuffed. Has clamp-in eyes, embroidered nose and mouth, ribbon around neck, jingle bell in ears. Assorted colors.

Each
No. 308-3114/15B—18 in. long $4.20

Twelve in a package.

STUFFED ANIMALS

GUND

Cuddle Pluto

Plush, foam rubber stuffed. Has plastic eyes, flexible ears and tail, protruding felt tongue. Tweak'n Squeak voice-maker in nose. Gold with black.

Each
No. 396-WDF751—15 in. long $4.29

Six in a package.

Slumber Spaniel

Plush, foam rubber stuffed. Has slumber-type eyes, embroidered nose and mouth; Tweak'n Squeak voice-maker in nose; ribbon around neck. White with black markings.

Each
No. 300-F8113/20—20 in. long $5.29

Six in a package.

Regal Beagle

Made of soft plush. Lifelike pliable vinyl face with realistic-type eyes and rolling eyelids that open, close and wink. Bow ribbon around neck. Concealed voice-maker in front paw.

Each
No. 335-F7103/20-16 in. long $5.19

Six in a box.

STUFFED ANIMALS
GUND

Slumber Animals

Irresistibly lazy animals made of soft plush. Have embroidered noses and mouths, slumber-type eyes. Droopy ears and stubby tails with squeakers. Ribbons around necks.

Large Slumber Pup

Black or brown color

Each

No. 375-8103/40—31 in. long $11.49

Three in a carton.

Slumber Tiger

Large slumber tiger. Made of plush and softly stuffed. Embroidered nose and eyes. Felt tongue.

Each

No. 376-8117/40—31 in. long $11.49

Three in a carton.

Slumber Leopard

Same construction as above. Gold with black spots.

Each

No. 377-8118/40—31 in. long $11.49

Three in a carton.

Cat

Plush cat with moving eyes. White and pink colorings.

Each

No. 305-4911/10—7½ in. high $2.10

Twelve in a carton.

STUFFED ANIMALS
GUND

Loose Kitty

Made of plush, foam rubber stuffed. Slumber-type eyes, felt nose, whiskers, ribbon around neck and detachable Dingle Dangle strap. Gray.

Each

No. 333-F6024—11 in. high, 13 in. long $3.19

Six in a package.

Slumber Cat with Three Kittens

Irresistible combination of an elegant toy pussy cat and three kittens all trimmed with contrasting neck ribbons. Slumber type eyes, embroidered nose and mouth; whiskers.

Zipper pouch in back for storing small animals. Concealed voice maker.

Cat is blue-gray with pink lined ears, kittens are white, black and gray colors.

Each

No. 328-8101/30—Cat is 31 in. long, kittens 4½ in. long; wt. each 1¾ lbs. $8.29

Three in a box.

Zipper Pig with 3 Piglets

Same as above.

Each

No. 348-8101/40 ..... $10.30

Three in a carton.

Zipper Horse with 3 Colts

Same as above. Height 18 inches.

Each

No. 379-8400/45 ..... $12.30

Three in a carton.

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

STUFFED ANIMALS
GUND

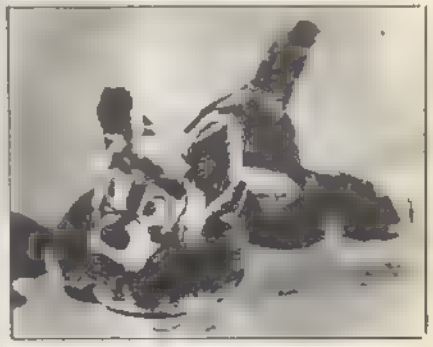
Cuddle Horace

Plush, foam rubber stuffed. Has vinyl face, ribbon around neck and Tweak'n Squeak voice-maker in body. Yellow and black.

Each

No. 394-WDF742—15 in. high $4.29

Six in a package



Disney's "Tramp"

Made of plush, foam rubber stuffed. In reclining position. Has vinyl face; neck ribbon; Tweak'n Squeak voice-maker in nose. Gray with red trim

Each

No. 399-WD96—15 in. long $6.19

Six in a package.

Tiger

Made of long pile gold plush with tiger stripes air brushed in black. Softly stuffed; crying voice. Sparkling flashy green eyes; hand painted vinyl face. Wide satin ribbon bow around neck.

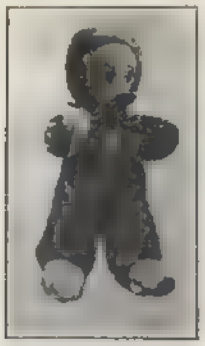
Each

No. 336-8117/20—22 in. long $5.25

Six in a carton.

STUFFED ANIMALS

GUND



Cuddle Donald Duck

Plush, foam rubber stuffed. Has vinyl face. Tweak'n Squeak voice-maker in body, ribbon around neck. Blue and white.

Each

No. 393-WDF44—14 in. high $6.19

Six in a package.

Cuddle Mickey Mouse

Plush, foam rubber stuffed. Has vinyl face, Tweak'n Squeak voice-maker in body, ribbon around neck. Black with gold trim

Each

No. 392-WDF721 13 in high $4.29

Six in a package

Assorted Dozey Animals

Made of best quality rayon plush, assorted colors. With satin ribbon bow around neck. Stuffed with foam.

Each

No. 319-8200/10—11 in. long $2.00

Twelve in a carton.

STUFFED ANIMALS

GUND

Standing Horse

Stuffed plush. Embroidered nose and mouth, clamped-in moving eyes and gay bow ribbon around neck.

Red color with mane and tail of white wool yarn.

Each

No. 304-4900/10—9 in. high; wt. each ¾ lb. $2.10

Twelve in a box.

Jeepers

Plush, cotton stuffed. Has vinyl face, ears, hands and feet. Red collar around neck; detachable Dingle Dangle strap. Dancing straps on feet; moving eyes. Black.

Each

No. 345-1426/40—21 in. high $10.50

Three in a package.

Clown

Stuffed with foam. Wears a red, white and blue candy striped clown outfit with fluffy pompoms, organdy collar. Has a smiling plastic face painted on with harmless vegetable dyes. Red woolen yarn hair and black felt shoes.

Each

No. 323-F1952—14 in. high $3.19

Six in a box.

STUFFED ANIMALS

GUND

Rotating Musical Clown

Pressed mask painted face. Plush head, feet and hands. Tassel on hat. Colorful rayon cloth body.

Nose winds Swiss music box.

Each

No. 368-7875—15½ in. tall 7.98

Six in a carton.

Cuddle Bear Miniature

Small toys for infants. Made of lustrous plush. Have clamped-in moving eyes, embroidered nose and mouth. Stuffed with foam.

Each

No. 321-F821—13 in. high $3.19

Six in a carton.

Growler Cuddly Bear

A very soft cuddly bear with shaped arms and legs made of lustrous plush. Has clamped-in moving eyes. Vinyl nose and mouth and ribbon around neck.

Bear has voice and can be heard when turned on its tummy.

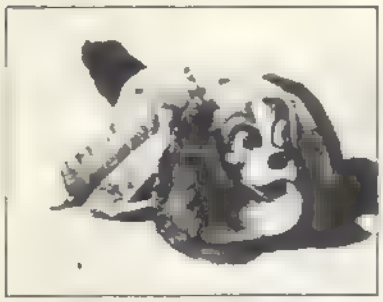
Brown Color

Each

No. 315-8021/15—16 in. high $4.19
No. 316-5929/15—16 in. high, dressed 4.19
No. 312-8021/20—18 in. high $5.25

Six in a carton.

STUFFED ANIMALS
GUND



Disney's "Lady"

Made of plush, foam rubber stuffed. In reclining position. Has vinyl face; neck ribbon; Tweak n Squeak voice maker in nose. Apricot with white and brown trim.

	Each
No. 398-WDF484—16½ in. long	$5.29

Six in a package.

Musical Bear—Gold

Silky plush cuddle bear, stuffed soft. Vinyl nose and mouth. Clamped-in moving eyes. Ribbon around neck. Contains genuine Swiss music box.

	Each
No. 340-M5702—10½ in. high	$5.19

Musical Lamb—Red and White

Same as above, except all white silky plush lamb.

	Each
No. 341-M705—10½ in. high	$5.19

Musical Snow Man

Slumber type eyes, embroidered nose and mouth.
All white.

	Each
No. 342-M9040—12 in. long	$6.19

Musical Horse

White, with pink or blue trim.

	Each
No. 343-M1827—9 in. high	$6.20

Six in a box.

STUFFED ANIMALS
GUND

Vinny Doll

Silky plush cuddle doll. Stuffed soft, wears contrasting plush bonnet. Has a pressed mask face, yellow curls and ribbon around neck. Red.

	Each
No. 334-7028/15—16 in. high	$4.29

Six in a box.

Cuddle Bear, Brown and Sand Color

An adorable "honey bear" whose brown and sand contrasting colors are skillfully blended to make a long-lasting pet. It has clamped-in moving eyes, Vinyl nose and mouth, ribbon around neck.

Nos.	314-8921/20
Height, in.	18
Wt. each, lbs.	[illegible]
Each	$5.20

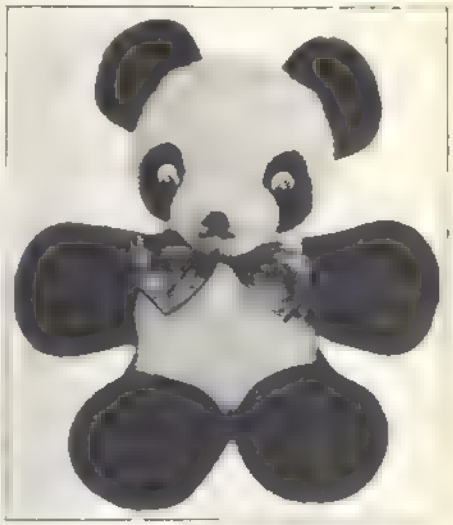
Cuddle Bear, all Brown Color

Same as above, except all brown.

No.	303-8921/10	310-8921/15B
Height, in.	12	17
Wt. each, lbs.	2	3
Each	$2.10	4.29

Six in a box.

STUFFED ANIMALS
GUND



Cuddle Panda

This cuddly panda has an individual personality that makes it very huggable. Made of black and white plush with clamped-in moving eyes, Vinyl nose and mouth, ribbon around neck.

Nos.	301-8920/10	309-8920/15
Height, in.	12	17
Each	$2.10	4.29

No.	311-8920/20
Height, in.	18
Each	$5.19

Six in a box.

Cat

Plush cat with moving eyes. Grey coloring.

	Each
No. 305-4911/10—7½ in. high	$2.10

Twelve in a carton.

No. 331-F7011/15—Larger size $4.20

Six in a carton.

Scotty Dog

	Each
No. 306-4915/10—7½ in.	$2.10

Twelve in a carton.

STUFFED ANIMALS
GUND

Sparky

The official symbol of the National Fire Prevention Association campaign to stop fires in the home. Thousands of children will know "Sparky" for the fire prevention rules that he stands for. Jaunty and lovable, "Sparky" wears blue denims, cotton shirt and tie, leather-like boots and an honest-to-goodness vinyl fireman's hat bearing his name. He is cotton stuffed and has a vinyl face. Color: White w/Black marking. Height: 26 inches.

Each
No. 313-FD259/25 ..... $6.35

Six in a carton.

Cuddle Pig

Made of plush cotton stuffed, has vinyl face and hands. Color, peach 14 in. high.

Each
No. 324-6401/25 ..... $6.30

Six in a carton.

STUFFED ANIMALS
GUND

Miss Autograph

Cotton stuffed rag doll, plastic face. Oil skin outfit. Can be autographed.
Size — 23 inches.

Each
No. 325-4143/25 ..... $6.30

Six in a carton.

Zipper Pajama Dog

Cotton stuffed plush, slumber type eyes, large zipper pocket for children's personal items.
Length 21 in.—Color, white with black trim.

Each
No. 327-7104/25 ..... $6.30

Six in a carton.

Zipper Pajama Cat

Same as above — color, grey with pink trim.

Each
No. 339-7101/25 ..... $6.30

Six in a carton.

STUFFED ANIMALS
GUND

Zipper Cat

Cotton stuffed plush, vinyl face, zipper pouch for childs' personal items.
Size 23 in. Assorted pastel colors.

Each
No. 337-6201/25 ..... $6.70

Six in a carton.

Blond Pony Tail

Cotton stuffed rag doll, plastic face, yellow hair, removable clothes.
Size — 20 inches.

Each
No. 317-4124/20 ..... $5.19

Six in a carton.

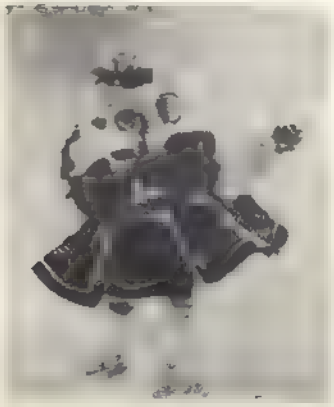
STUFFED ANIMALS
GUND

Baby Bunting

Soft body with zippered bunting, vinyl face, yellow curls.
Size — 20 inches.

Each
No. 318-4130/20 ..... $5.19

Six in a carton.



Snow Chimp

Cotton stuffed, vinyl hands, feet, ears and face. With pink dress. Size 20 in. Color, platinum blond.

Each
No. 322-8026/40 ..... $11.50

Three in a carton.

STUFFED ANIMALS
GUND

Mrs. Squirrel

Cotton stuffed plush. Clamped-in eyes. Size 15½ in. Color — charcoal grey.

Each
No. 329-4006/35 ..... $9.00

Three in a carton.

Mohair Tiger

Cotton stuffed mohair. Completely hand sprayed. Authentic appearance. Size—24 in. Color, beige with black stripes.

Each
No. 380-6017/50 ..... $16.50
No. 330-6017/35—Size 17 in. 9.00

Three in a carton.

Standing Poodle

Cotton stuffed plush, button eyes, red pearl collar, tinkling bells. Size 15½ in.

Each
No. 346-3118/30 ..... $8.30

Three in a carton.

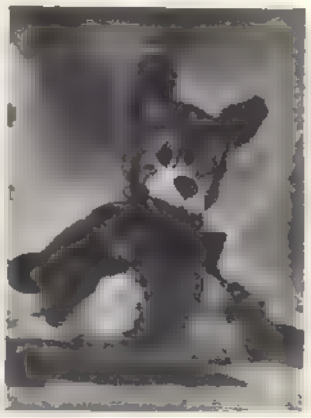
STUFFED ANIMALS
GUND

Disney Standing Lady

Cotton stuffed plush, vinyl face, movable head, jingle bell collar, leash with ribbon.
Size - 14 in. Color, apricot with brown.

Each
No. 395-WD94 ..... $6.30

Six in a carton.



Disney Sitting Scamp

The son of Disney's "Lady" and "Tramp". Vinyl face, jingle bell collar. Size—11 in. Color, grey with white.

Each
No. 391-WD87 ..... $5.20

Six in a carton.

THIS CATALOG

Brings our stock into your store. Use catalog numbers when ordering.

STUFFED ANIMALS
GUND

Sitting Si-Am

From Disney's "Lady and the Tramp". Vinyl face and whiskers, crier voice. Size-16 in. Color, orange with charcoal.

Each
No. 397-WD511 ..... $6.30

Six in a carton.

Wiggley Wag

Each
No. 349-WW20 ..... $2.10

Twelve in a carton.

THIS IS YOUR CATALOG

It contains a comprehensive listing of goods carefully selected to meet your needs.

When ordering, consult the catalog to be sure you get what you want.

STUFFED ANIMALS
RUSHTON

"Bobo the Hobo"

Delightful Tramp Doll complete with napsack containing small chicken. Costumed in blue corduroy trousers, checked flannel coat, felt hat and shoes. Happy-go-lucky handpainted smiling vinyl face with cigar in mouth. Vinyl hands.

Each
No. 354-812/21 ..... $10.00

One in a carton.

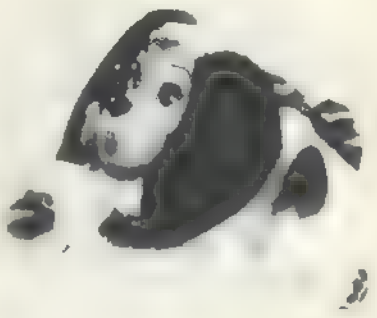
Dutch Girl

Delightful Dutch Girl made of fine fluffy plush throughout. Rich pink and blue floral decorations. Lovely bonnet to match. Vinyl face and hands.

Each
No. 370-804/16 ..... $7.00

Six in a carton.

STUFFED ANIMALS
RUSHTON



Fido

Black spotted dull plush baby hound. Designed in stretched out position, sighs hopefully with his expressive handpainted vinyl face Large squeak in nose.

Each
No. 365-799/16 ..... $6.00
No. 353-799/11—Same as above, smaller $3.00

Six in a carton.

Standing Poodle

With rhinestone collar and leash. Made of combination long curly and short lustrous plush. Pom pom on ears and tail; black glass eyes, set in long black lashes. Dressed in flowers.

Each
No. 356-632/15—15 in. high $5.98

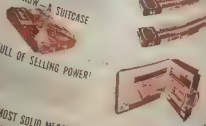
Six in a carton

MORE TRAIN FOR THE MONEY IN THE BIG REVELL HO SETS
AND EVERY REVELL TRAIN
COMES IN EXCITING NEW "SHOW CASE" PACKAGES

MORE

JUST LOOK AT THE PACKAGING.

NOW—A SUITCASE FULL OF SELLING POWER!



THE MOST SOLID MERCHANDISING PUNCH IN SCALE RAILROAD HISTORY

Revell
HO ELECTRIC TRAINS

Revell

clear the tracks for the

IT'S LOADED

WHEEL GOODS

MURRAY, OHIO

		LIST EACH
No. 1434-M760	Lancer	26.20
No. 1435-M762	DeLuxe Fire Chief	31.30
No. 1436-M741	Ranch Wagon	26.70
No. 1437-M621	Fire Truck	23.50
No. 1438-M610	Champion	16.65
No. 1439-M611	Fire Chief	17.80
No. 1440-M612	DeLuxe Sport Car	24.98
No. 1441-M614	F.B.I. Cruiser	23.70
No. 1442-M621	Police Safety Patrol	29.85
No. 1443-M300	Chain Dr. Tractor	30.55
No. 1444-M302	Chain Dr. Tractor	25.90
No. 1445-M320	Dump Tractor	10.90
No. 1446-M950	Good Humor Truck	31.75
No. 1447-951	Police Cycle	32.55
No. 1448-M900	Super Sonic Jet	32.70
No. 1449-M90	Wagon	17.65
No. 1418-M450	10" velo	19.95
No. 1419-M451	12" velo	21.70
No. 1420-M452	16" velo	23.85
No. 1421-M431	10" velo	14.85
No. 1422-M431	12" velo	16.35
No. 1423-M432	16" velo	18.15
No. 1424-M420	10" velo	12.15
No. 1425-M421	12" velo	13.65
No. 1426-M422	16" velo	15.70
No. 1427-M385	10" velo	8.95
No. 1428-M386	12" velo	10.35
No. 1429-M387	16" velo	11.95
No. 1430-M380	10" velo	8.25
No. 1450-M111	Stroller	19.80
No. 1431-M506	16" DeLuxe Park Cycle	29.05
No. 1432-M507	16" Std. Park Cycle	26.80
No. 1433-M505	14" Parkcycle	25.50

COMMENDED PARENTS

MURRAY

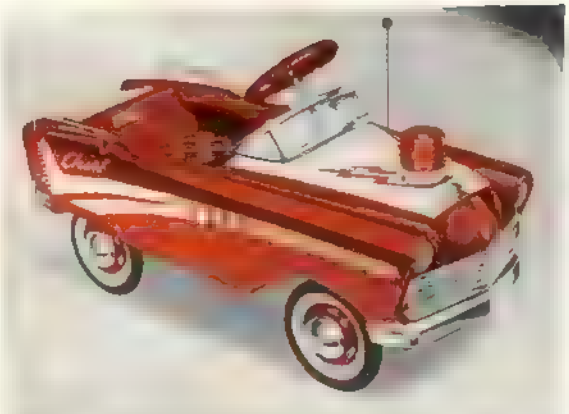
The World's most famous Wheelgoods. Nationally advertised. "Parents" seal of approval. Newest in design. Finest in quality — tops with kids!

Model M-760 The Lancer
Full Ball Bearing

DIMENSIONS: Length 39", width 17"
MATERIAL Heavy gauge steel used in body and undergear
WHEELS: Ball bearing 8", double disc, hard baked vermilion with white stripe
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
REAR TRUNK DOOR: Heavy gauge steel, hinged
BUMPER Aluminum baked enamel
WINDSHIELD: Aluminum **RADIATOR ORNAMENT:** Bright plated
SEAT PAD: Fabric type, blue plaid
TIRES: 1" solid rubber **PEDALS** Black rubber
FINISH. Body two-tone baked fatham blue with peacock blue panels on engine hood and rear deck. White trim on side panels
PACKING: One per carton. Shipping wt. 39 lbs.

Model M-761 The Country Squire
Full Ball Bearing
Dyna-Chain Drive with Motor Tone Shift

DIMENSIONS: Length 39", width 17"
MATERIAL: Heavy gauge steel used in body and undergear
WHEELS: Ball bearing 8", double disc, hard baked vermilion with white stripe
DRIVING MECHANISM: Ball bearing chain drive mechanism. Drive ratio affords maximum pedaling ease
REAR TRUNK DOOR: Heavy gauge steel, hinged
BUMPER Aluminum baked enamel
WINDSHIELD. Aluminum **RADIATOR ORNAMENT:** Bright plated
SEAT PAD: Fabric type, green plaid
ANTENNA 15" high, coil spring with wooden tip
TIRES: 1" solid rubber **PEDALS** Black rubber
FINISH Body two-tone baked metallic green with Vermont green panels on engine hood and rear deck. Side panels in mahogany with white trim
PACKING: One per carton Shipping wt 40 lbs



Model M-762 Deluxe Fire Chief
Full Ball Bearing
Fire Chief Flasher

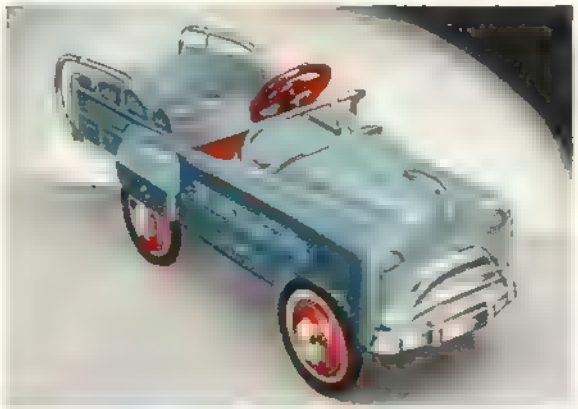
DIMENSIONS: Length 39", width 17"
MATERIAL: Heavy gauge steel used in body and undergear
WHEELS: Ball bearing 8", double disc, hard baked vermilion with white stripe
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
REAR TRUNK DOOR: Heavy gauge steel, hinged
BUMPER Aluminum baked enamel
WINDSHIELD: Aluminum **RADIATOR ORNAMENT:** Bright plated
FIRE CHIEF FLASHER Real flasher with 6 volt battery holder and switch Battery not included
ANTENNA: 15" high, coil spring with wooden tip
SEAT PAD: Fabric type, red plaid
TIRES: 1" solid rubber **PEDALS:** Black rubber
FINISH Body in two-tone baked vermilion with white baked enamel panels on engine hood and rear deck. Side panels trimmed in white
PACKING: One per carton. Shipping wt. 40 lbs

THE FAMOUS MURRAY AUTOS AND TRACTORS

Model M-740 — Fire Truck

Full Ball Bearing

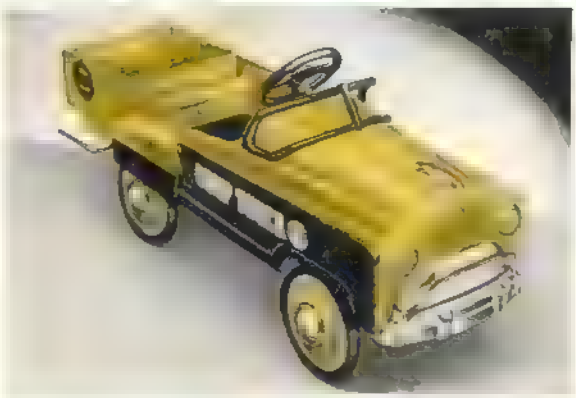
DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8" double disc. Yellow with black trim
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated
HAND RAIL: Two tubular rails, baked yellow enamel
WINDSHIELD. Yellow
TIRES 1" solid rubber **PEDALS** Rubber block
LADDERS Two wooden varnished ladders
SEAT PAD: Fabric type, yellow
FINISH: Body in vermilion and white baked enamel. Side panels white with fathom blue trim. Bumper aluminum enamel
PACKING One per carton Shipping weight 37 lbs



Model M-741 — Ranch Wagon

Full Ball Bearing

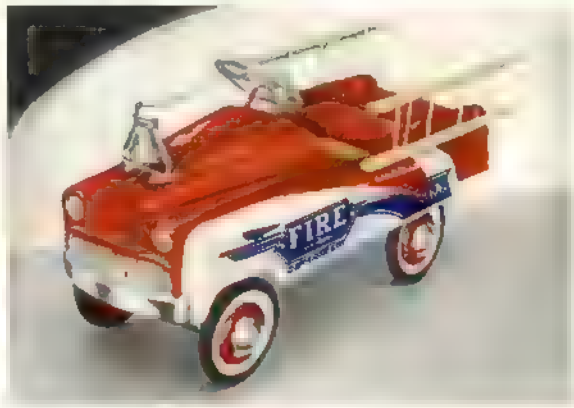
DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8" double disc, vermilion with white trim
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
BUMPER Front bumper aluminum baked enamel
RADIATOR ORNAMENT: Bright plated
WINDSHIELD: Aluminum enameled
HANDRAILS: Tubular steel enameled aluminum
SEAT PAD Fabric type in vermilion
TIRES: 1" solid rubber **PEDALS:** Rubber block
FINISH Body in mecca blue with peacock blue baked enamel body panels
PACKING: One per carton. Shipping weight 37 lbs



Model M-742 — Dump Truck

Full Ball Bearing

DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8" double disc, yellow with black trim
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
BUMPER: Front bumper aluminum baked enamel
RADIATOR ORNAMENT: Bright plated
WINDSHIELD: Black baked enamel
DUMP BOX: Easily operated from seat position
SEAT PAD: Fabric type in black
TIRES: 1" solid rubber **PEDALS** Rubber block
FINISH. Body in yellow baked enamel. Side panels black enamel with white trim
PACKING: One per carton. Shipping weight 38 lbs.



Model M-621 — Fire Truck

Full Ball Bearing

BODY: New 1956 body styling
DIMENSIONS Length 43", width 17"
WHEELS: Ball bearing, 8" double disc, vermilion with white trim
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated
HAND RAILS: Steel white baked enamel
LADDERS Two wooden varnished ladders
TIRES 4½" solid rubber
SEAT PAD: Fabric type, yellow
FINISH: Body in vermilion baked enamel, side panels in white, fathom blue trim. Aluminum grille
PACKING: One per carton, Shipping weight 34 lbs

THE FAMOUS MURRAY AUTOS AND TRACTORS

Model M-610 — Champion
Ball Bearing Construction

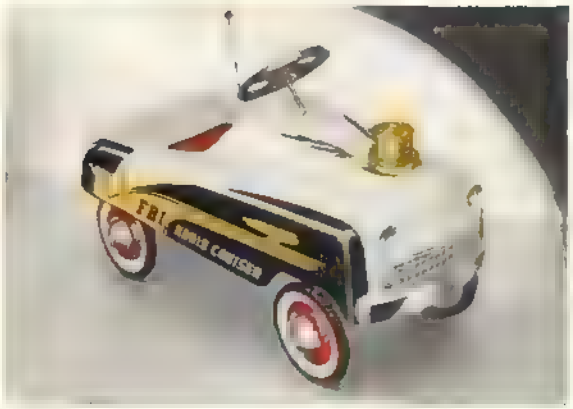
BODY: New 1956 body styling
DIMENSIONS: Length 36", width 17"
WHEELS: 8" double disc, baked vermilion with white trim
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
TIRES: ⅞" solid rubber
RADIATOR ORNAMENT: Bright plated
SEAT PAD: Fabric type, vermilion
FINISH Body in acacia blue baked enamel with fathom blue trim. Grille aluminum enamel
PACKING: One per carton. Shipping weight 28 lbs.

Model M-611 — Fire Chief
Ball Bearing Construction

BODY: New 1956 body styling
DIMENSIONS Length 36", width 17"
WHEELS. 8" double disc, white with black trim
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
BELL: Bright plated
TIRES: ⅞" solid rubber
SEAT PAD: Fabric type, white
FINISH: Body in vermilion baked enamel with white trim. Aluminum enameled gri le
PACKING: One per carton. Shipping weight 28 lbs.

Model M-612-Royal DeLuxe Sport Car
Dyna Chain Drive with Motor Tone Shift
Full Ball Bearing

BODY: New 1956 body styling
DIMENSIONS: Length 36", width 17"
WHEELS: 8" double disc, fluorescent green with white trim
DRIVING MECHANISM: Ball bearing chain drive mechanism
GEAR SHIFT: Realistic motor-tone
CONTINENTAL SPARE WHEEL: 8" double disc, ⅞" solid rubber
RADIATOR ORNAMENT Bright plated
SEAT PAD: Fabric type, green plaid
WINDSHIELD Aluminum baked enamel
TIRES- ⅞" solid rubber
FINISH: Body two tone Vermont green and fluorescent green with white trim
PACKING- One per carton. Shipping weight 32 lbs.



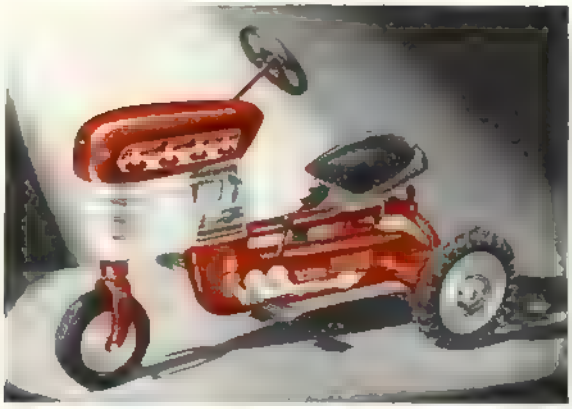
Model M-614 — F.B.I. Radio Cruiser
Full Ball Bearing
Police Flasher

BODY: New 1956 body styling
DIMENSIONS: Length 36", width 17"
WHEELS 8" double disc, baked vermilion with white trim
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
TIRES: ⅞" solid rubber
ANTENNA: 15" high, coil spring with wooden tip
POLICE FLASHER Real flasher with 6 volt battery holder and switch Battery not included
SEAT PAD: Fabric type, vermilion
FINISH Body in two tone white baked enamel and jet black side panels with brilliant gold trim
PACKING: One per carton. Shipping weight 29 lbs.

THE FAMOUS MURRAY AUTOS AND TRACTORS

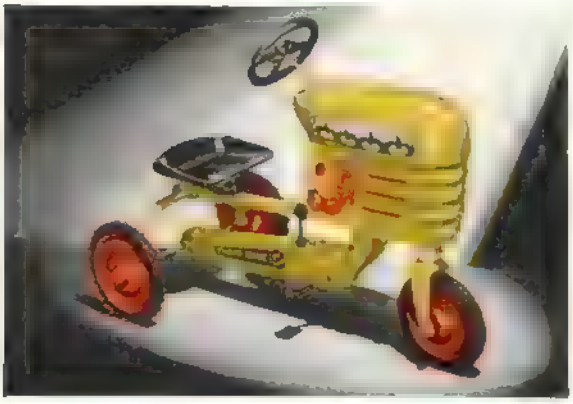
Model M-620 — Police Safety Patrol
Dyna Chain Drive with Motor Tone Shift
Police Flasher
Full Ball Bearing

BODY: New 1956 body styling
DIMENSIONS: Length 43", width 17"
WHEELS Ball bearing 8" double disc, vermilion with white trim
DRIVING MECHANISM Ball bearing chain drive mechanism
TIRES: ⅞" solid rubber
ANTENNA: 15" high, coil spring with wooden tip
POLICE FLASHER: Real flasher with 6 volt battery holder and switch. Battery not included
SEAT PAD Fabric type, vermilion
FINISH: Body in two tone white baked enamel and fathom blue side panels with brilliant gold trim
PACKING: One per carton. Shipping weight 32 lbs.



Model M-300—DeLuxe Chain Drive Tractor
With Motor-Tone Shift

DIMENSIONS: Length 38½", width 22", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
PLATFORM: Stamped of heavy gauge steel
SEAT: All steel, spring type, adjustable
HOOD: Heavy gauge steel, tractor type
WHEELS: 8" ball bearing front, 10" ball bearing rear
DRIVE MECHANISM Ball bearing chain drive mechanism
GEAR SHIFT: Realistic motor tone
TIRES: 1¾" semi-pneumatic front and rear. Rear tires have tractor tread
FINISH Body in vermilion baked enamel with aluminum rad otor shutter Seat and steering wheel, black. Wheels white
PACKING: One per carton. Shipping weight 39 lbs.



Model M-302
With Motor-Tone Shift

DIMENSIONS: Length 38½", width 20½", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HOOD: Heavy gauge steel, tractor type
SEAT: All steel, adjustable
WHEELS: 8" ball bearing front, 10" rear, baked vermilion
DRIVING MECHANISM: Ball bearing chain drive mechanism
GEAR SHIFT Realistic motor tone
TIRES: 1¼" semi-pneumatic front and rear. Rear tires have tractor tread
FINISH: Body in highway yellow with black and vermilion trim Seat and steering wheel black
PACKING One per carton. Shipping weight 34 lbs

Model M-320 — Dump Trac
Full Ball Bearing

DIMENSIONS Length 33", width 15½"
BODY: Heavy gauge steel
WHEELS: 8" double disc, ball bearing, white baked enamel
TIRES: ⅝" solid rubber
DUMP BOX: Easily operated from seat
SEAT PAD Fabric type, black
FINISH Body in vermilion baked enamel with white trim
PACKING: One per carton. Shipping weight 16 lbs.

THE FAMOUS MURRAY WHEEL GOODS

Model M-950

Good Humor Truck

DIMENSIONS: 36" long, 20" high, 22" wide
MATERIAL: Heavy gauge auto body steel
TANK AND GRILLE. Embossed, realistic grille and gas tank
REAR DOOR: Heavy gauge steel hinged door
SEAT PAD: Fabric type peacock blue
WHEELS: Full ball bearing, 8" double disc, baked peacock blue
TIRES 1¾" semi-pneumatic front, 1⅛" solid rubber rears
DRIVING MECHANISM: Ball bearing chain drive mechanism
STEERING MECHANISM Universal joint allowing 360 turning
CHAIN: Standard bicycle roller type
BELL: Bright plated
HANDLEBAR: ¾" white enamel
GRIPS Red plastic with multi-colored streamers
FINISH Body in white baked enamel Tank in vermilion. Trim red and white. Aluminum enameled grille
PACKING: One per carton. Shipping wt. 36 lbs.

Model M-951

Police Cycle

DIMENSIONS· 36" long, 20" high, 22" wide
MATERIAL Heavy gauge auto body steel
TANK AND GRILLE. Embossed, realistic grille and gas tank
REAR DOOR: Heavy gauge steel hinged door
SEAT PAD· Fabric type, vermilion
WHEELS· Full ball bearing, 8" double disc, vermilion baked enamel
TIRES: 1¾" semi-pneumatic front, 1⅛" solid rubber rears
DRIVING MECHANISM Ball bearing chain drive mechanism
STEERING MECHANISM: Universal joint allowing 360° turning
CHAIN: Standard bicycle roller type
HANDLEBAR ¾" enameled
SIREN: Realistic Police type with push down lever, bright plated
ANTENNA: 15" high, coil spring with wooden tip
GRIPS· Red plastic with multi-colored streamer
FINISH· Body in Fathom Blue baked enamel Tank white with red trim, aluminum enameled grille and door
PACKING· One per carton. Shipping weight 36 lbs.

Model M-900 — Super Sonic Jet

Full Ball Bearing

DIMENSIONS: Length 45", wing spread 25"
WHEELS: 8" double disc, ball bearing, vermilion baked enamel
TIRES: 1¾" semi-pneumatic front, 1⅛" solid rubber rears
DRIVING MECHANISM: Chain drive, ball bearing crank hanger and rear axle mountings.
STEERING MECHANISM: Universal joint 360° turn Full sleeve head bearing
CONTROLS· Realistic Dual Jet Controls — Simulated gauges and instruments
GEAR SHIFT Realistic motor-tone. **REFLECTOR.** Jeweled
FINISH: Fuselage and delta wing Mecca blue. Cowling, wheels, chain guard vermilion. Nose, cockpit and steering wheel in fathom blue.
PACKING: One per carton — Weight 42 lbs.

Model M-90 — DeLuxe Wagon

Full Ball Bearing

DIMENSIONS: Length 36", width 17"
HUB CAPS· Bright plated
WHEELS: Full ball bearing, 10" double disc
TIRES: 1¾" semi-pneumatic
FINISH: Box vermilion baked enamel, Undergear, aluminum enamel, Wheels, vermilion
PACKING One per carton Shipping wt 34 lbs

THE FAMOUS MURRAY VELOCIPEDES

Model M-450

Multi-spoke Full Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Double block, red vinyl.
HANDLEBAR: ¾" adjustable, chrome plated.
SADDLE: White vinyl with red piping, chrome springs and crash rail.
WHEELS: Full ball bearing, multi-spoke.
KNUCKLE GUARDS: Wire coil, chrome plated.
BELL: Velocipede type chrome plated. **TRUSS RODS:** Chrome plated.
TIRES: 1¾" semi-pneumatic, front and rear.
GRIPS: Red plastic with multi colored streamers.
REFLECTORS: Two, rear of platform.
FINISH: Frame, platform and fork in black baked enamel. Fender and fender brace chrome plated. Trim is vermilion and white. Wheels aluminum with red stripes.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-450	10"	8"	22 lbs.
MODEL M-451	12"	8"	25 lbs.
MODEL M-452	16"	10"	29 lbs.

Model M-440

Deluxe-spoke Full Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Double block, red vinyl.
HANDLEBAR: ¾" adjustable, chrome plated.
SADDLE Red vinyl with white piping, chrome springs and crash rail
WHEELS: Full ball bearing, deluxe spoke.
KNUCKLE GUARDS: Red plastic.
GRIPS. Red plastic with multi colored streamers.
TRUSS RODS: Chrome plated. **TIRES:** 1¾" semi-pneumatic, front and rear.
FINISH: Frame, fork, platform metallic red with white panels. Fenders white with vermilion paneling and striping. Wheels white.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-439	10"	8"	22 lbs
MODEL M-440	12"	8"	25 lbs.
MODEL M-441	16"	10"	27 lbs
MODEL M-442	20"	12"	33 lbs

Model M-430

Front Wheel Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Double block, red vinyl
HANDLEBAR ¾" adjustable, white baked enamel.
SADDLE. White vinyl with red piping, double spring.
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS: Red plastic with multi colored streamers.
TRUSS RODS. White baked enamel.
TIRES 1¾" semi-pneumatic front and rear. 1½" on M-430 rears.
FINISH Frame, platform and fork metallic blue. Fender vermilion, white panel. Wheels white.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-430	10"	7"	22 lbs.
MODEL M-431	12"	8"	25 lbs.
MODEL M-432	16"	10"	27 lbs.

Model M-420

Front Wheel Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS: Block rubber. **HANDLEBAR:** ¾" adjustable, baked white enamel
SADDLE: Metal, adjustable.
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS: Red plastic with multi colored streamers.
TRUSS RODS Baked white enamel.
TIRES: 1¾" semi-pneumatic front and rear. 1½" on M-420 rears.
FINISH: Frame, fork and platform fathom blue baked enamel. Fender vermilion, with white panel. Saddle vermilion. Wheels white.
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-420	10"	7"	19 lbs.
MODEL M-421	12"	8"	22 lbs
MODEL M-422	16"	10"	26 lbs

THE FAMOUS MURRAY VELOCIPEDES

Model M-400
Front Wheel Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
PEDAL Block rubber
HANDLEBAR: ¾" adjustable, white baked enamel
SADDLE Metal adjustable
WHEELS: Heavy gauge machine spoke, front wheel ball bearing
GRIPS Red plastic
TIRES: 1½" semi pneumatic front and rear
FINISH Frame, saddle, fork, platform in vermilion baked enamel with white trim. Wheels, fender and handlebar in white baked enamel
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-400	10"	7"	17 lbs
MODEL M-401	12"	8"	19 lbs
MODEL M 402	16"	10"	23 lbs

Model M-385
Front Wheel Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS Block rubber.
HANDLEBAR: ¾" adjustable, white baked enamel
SADDLE Metal adjustable.
WHEELS Heavy gauge machine spoke, front wheel ball bearing.
GRIPS. Red plastic
TIRES: ¾" solid rubber
FINISH: Frame, fork, fender, platform in vermilion baked enamel. Wheels and saddle in white baked enamel. White trim
PACKING: One per carton.

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M 385	10"	6"	14 lbs
MODEL M-386	12"	8"	15 lbs.
MODEL M-387	16"	10"	16 lbs

Model M-380
Front Wheel Ball Bearing

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed.
PEDALS Block rubber
HANDLEBAR: ¾" adjustable white baked enamel.
SADDLE: Metal adjustable
WHEELS: Heavy gauge machine spoke, front wheel ball bearing.
GRIPS Red plastic.
TIRES ¾" solid rubber.
FINISH: Frame, fork, platform, saddle in vermilion baked enamel. Wheels white baked enamel.
PACKING One per carton

SIZES	FRONT WHEEL	REAR WHEELS	WEIGHT
MODEL M-380	10"	6"	13 lbs

Model M-111 — Murray-Go-Round
Full Ball Bearing

FRAME: Tubular steel
FORKS: Non-shimmy
SEAT: Acid resistant enamel
WHEELS: Ball bearing
TIRES: Semi-pneumatic rubber
BUMPERS Flexible steel, white rubber covered
PLAY BEADS: Wood, non-toxic color finish
BRAKE. Sure action, easily operated
PUSH HANDLE: Adjustable, chrome plated
PACKAGE CARRIER Large capacity, steel wire
FINISH Peacock blue baked enamel
PACKING: One per carton
SHIPPING WEIGHT 25 lbs.

THE FAMOUS Murray PARK CYCLES

Model M-506
16" DeLuxe Park Cycle

FRAME: 1¼" heavy gauge steel tubing equipped with large 2" head
FRAME BEARINGS Ball bearing crank hanger
WHEELS: 16" heavy gauge multi spoke, ball bearing
TIRES 1¾" semi-pneumatic
SADDLE: Red vinyl top, white piping, chrome springs and crash rail, adjustable
HANDLEBAR ¾" chrome plated, adjustable
PEDALS: Double block, red vinyl
GRIPS: Red plastic with multi-colored streamers
KNUCKLE GUARDS: Red plastic
TRUSS RODS: Chrome plated
CROSS BAR New type, double tube, removable
SAFETY AID Steel disc wheels 6" x ¾" tires with nylon bearings
FINISH Frame, fork, luggage carrier, chain guard metallic red baked enamel with white trim Fenders white with two vermilion stripes and vermilion panels. Wheels white.
PACKING: One per carton. Shipping weight 40 lbs.

Model M-507
16" Standard Park Cycle

FRAME: 1¼" heavy gauge steel tubing equipped with large 2" head
FRAME BEARINGS: Ball bearing crank hanger
WHEELS: 16" heavy gauge deluxe spoke, ball bearing
TIRES. 1¾" semi-pneumatic
SADDLE: White vinyl top, red piping, chrome springs, adjustable
HANDLEBAR ¾" chrome plated, adjustable
PEDALS Double block, red vinyl
GRIPS: Red plastic with multi-colored streamers
KNUCKLE GUARDS: Red plastic
SAFETY AID: Steel disc wheels 6" x ¾" tires with nylon bearings
FINISH. Frame, fork, chain guard and fenders metallic green baked enamel with white trim. Wheels white
PACKING: One per carton. Shipping weight 37 lbs.

Model M-505 — 14" Park Cycle

FRAME: 1¼" heavy gauge steel tubing equipped with 2" head
FRAME BEARINGS: Ball bearing crank hanger
WHEELS: 14" heavy gauge deluxe spoke, ball bearing
TIRES. 1¾" semi-pneumatic
SADDLE: White vinyl top, red piping, chrome springs, adjustable
HANDLEBAR ¾" chrome plated, adjustable
PEDALS Double block, red vinyl
GRIPS Red plastic with multi-colored streamers.
KNUCKLE GUARDS Red plastic
CROSS BAR New type, double tube, removable
SAFETY AID: Steel disc wheel, 6" x ¾" tires with nylon bearings
FINISH: Frame and fork in fathom blue with white trim. Fenders and chain guard in vermilion with white panels. Wheels white
PACKING: One per carton Shipping weight 34 lbs.

Model M-501 — 10" Park Cycle

FRAME: 1¼" heavy gauge steel tubing equipped with large 2" head
FRAME BEARINGS: Ball bearing crank hanger
WHEELS: 10" heavy gauge machine spoke
TIRES: 1½" semi pneumatic
SADDLE: Metal, adjustable
HANDLEBAR: ¾" baked white enamel, adjustable
PEDALS: Single block, black rubber
GRIPS Red plastic with multi colored streamers
SAFETY AID: Steel disc wheels 6" x ¾" tires with nylon bearings
FINISH: Frame, fork and saddle in vermilion baked enamel Chain guard vermilion with white panel Fenders and wheels white
PACKING: One per carton, shipping weight 26 lbs.

Printed in U S A

22K Gold Plated Hostess Pieces

Luxurious 22K gold-plated service pieces and sets. Add a note of richness with these graceful pieces—varied designs to blend with every interior. Their true glittering beauty is highly treasured by every hostess.

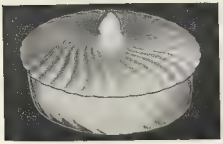
AFTER-DINNER COFFEE SET

22K gold plated—gracefully shaped set for serving after dinner coffee. Also a beautiful decorative set when not in use. **Set consists of:** 8 cup pot 7½x8", creamer 4x4½", and sugar bowl 3¾x5". Ship. wt. 5 lbs.

640B2-850 ..... RETAIL, SET **$15.50**

As above: Sugar and creamer only.

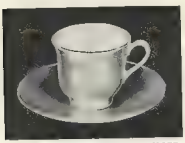
640B7-395 ..... RETAIL, SET **$7.25**



COVERED CANDY BOX

22K gold plated oval shaped candy box that will make a useful as well as decorative item in your home. Decorated on the inside of the box with a beautiful Gainsborough Lady. **Size:** 2x5¾". Ship. wt. 3 lbs.

640B6-375 ..... RETAIL **$3.50**



AFTER-DINNER CUP AND SAUCER

22K gold plated demitasse cup and saucer. Ideal collector's item as well as useful in serving after dinner coffee. 4 oz. cup and 5" saucer.

640B4-150 ..... RETAIL **$2.95**

22K GOLD PLATED TEA SET

A dainty tea set with bell shaped covers which greatly add to the beauty of the set. Tea pot is **two cup size.** Sugar bowl and creamer are bridge size. Pot. 2x5¼" Sugar bowl 3x3½"; creamer, 2½x4". Ship. wt. 4 lbs.

640B1-450 ..... RETAIL, SET **$6.75**

22K GOLD PLATED TEA SET

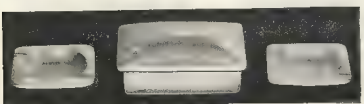
This gracefully styled tea set has new square tea pot with matching sugar and creamer. An outstanding set for serving an important occasions. Ideal gift item for weddings, anniversaries, birthdays, etc. **Pot 7x7¼"** high. Creamer 4½x3½" high, sugar bowl 5½x4" high.

640B11-795 ..... RETAIL, SET **$15.00**

22K GOLD PLATED 3-PIECE SERVING SET

A perfect sugar, creamer, and tray for serving at bridge parties. Outstanding value. Sugar bowl, 3x3¾"; creamer, 2½x4". **Tray,** 5½x8". Ship. wt. 3 lbs.

640B5-480 ..... RETAIL, SET **$7.50**



22K GOLD PLATED CIGARETTE SET

Square shaped set, ideal for the modern home. Set consists of covered box 2x5½", and two trays 3½x3½". Ship. wt. 3 lbs.

640B9-335 ..... RETAIL, SET **$4.95**

ORDER EARLY FOR HOLIDAY DELIVERY

22K GOLD PLATED SALT AND PEPPERS

Gracefully tall salt and pepper shakers that will add greatly to your dinner service. 5¼" high.

640B10-195 ..... RETAIL **$2.95**

- **What result does an average retailer get from TV toy merchandising?**
- **What about TV as an advertising medium for toy wholesalers and retailers?**
- **What can the toy industry do to make TV toy merchandising more profitable?**

THE TOY INDUSTRY this fall will witness the largest number of manufacturers ever taking the plunge into television advertising and promotion. The next few years, according to Printer's Ink, business magazine of advertising, "will show a tremendous increase in over-all toy advertising expenditure, which last year totaled $1,500,000 (national) for magazines, television, radio and Sunday supplements."

Where do the toy wholesalers and retailers fit into this picture of an expanding promotional push? What do they think about television merchandising? What has been their actual experience on the firing line with the sale of toys which are tied-in with television?

On the following 22 pages, TOYS & NOVELTIES presents the first national round-up of factual information on this controversial subject. We've broken it down into four categories to make it easy for you to read.

• First, we took a typical town—here, our staff members spoke with every dealer who retails toys—specialty stores, department stores, variety chains, drug stores—even seasonal discount houses. "What happens in your store," we asked, "when toys are shown on TV?" Read their answers, and check the results against your store's records.

• Second, we went into a dozen different cities in various regional areas. Here, we checked with toy wholesalers and retailers who themselves are using TV as an advertising medium. We popped question after question at them: "What results have you had from your TV program?" "Just how do you use TV?" "What does your TV budget amount to?" From their answers, we've amassed a treasure-trove of valuable know-how, tried and tested.

• Third, we interviewed outstanding producers of TV shows. "Here's an industry which is expanding its investment in TV," we said. "The toy industry, in general, feels it's getting good results from TV promotions but knows that it hasn't capitalized to the fullest potential. What advice," we asked, "do you have to give the industry regarding television and the merchandising of toys?" The TV industry really came through—the producers even tell you how to get your items on TV for free!

• Finally, we canvassed toy manufacturers and TV character licensors to learn what is planned for fall and the coming Christmas season. The promotional push will be strong. The manufacturing industry is out for a ten per cent increase in dollar volume over 1955. And, it plans to put a bigger share of its ad dollars into television as a medium, backed up by a constructive program of trade and consumer advertising.—*Cy B*

TV SELLS TOYS

"WE PLUG nationally-advertised toys in our radio and newspaper promotion. Only thing is, though, we non-metropolitan dealers face a time lag for deliveries when the TV mention comes without warning." — *George Wolf and Merwin Constable of Wolf's.*

IN POUGHKEEPSIE:

Here's what toy merchants think about television

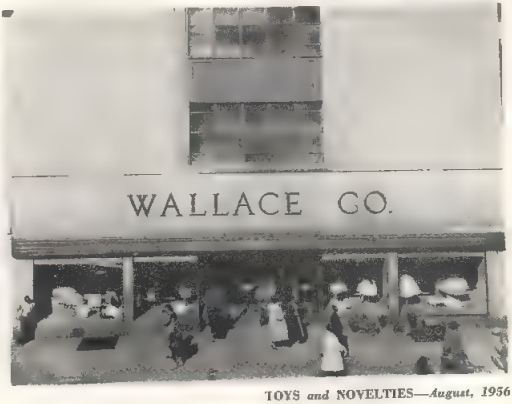
Our editors probed the TV toy tie-in question with every retailer in this typical small city. Here's the lowdown.

By CY BERNSTEIN and JACK McDERMOTT

1. Television is uniformly accepted by retail merchants as being the most powerful single promotional medium with consumers. Its chief impact lies in pre-selling the child and the parent.

Retailers' enthusiasm varies in its intensity. Not all can claim the same good experience with pre-sold merchandise. For example, a top TV program for children has had contrasting effect on toy sales for two leading toy retailers. In essence, whether the monies spent annually on TV pay off at the retail level depends on each individual dealer's buying acumen, his ability to capitalize on national advertising, and his

"THERE should be a periodic bulletin telling us retailers what is scheduled for appearance on TV—plus the program's estimated listening audience. With such information, I'd be inclined to order sample lots for a start."—*John D. Postlethwaite of Wallace's.*



"TV is a sure source of temporary increase in toy sales—but, as soon as the promotion is turned off, the sales die out. Right now Mickey Mouse and Captain Kangaroo items are 'hot.' Our average off-season toy sale is $1."—*Howard T. Wiggers of Wiggers.*

accessibility to a quick source of supply.

One aggressive toy and juvenile furniture merchant described what TV promotion means to him: "When the Winky Dink show was on twice a week," he said, "I sold two to three dozen Winky Dink games a week. Since TV promotion slackened, I've been selling just a few items a month."

2. TV loses full impact because most retailers (and their wholesale resources) are kept in the dark as to what toys will be shown and when.

Each retailer interviewed concurred

(Continued on following page)

This is Poughkeepsie

Population: **225,000 in the trading area; 36% of family units in $4,000-$6,999 income bracket; little unemployment; few marginal income groups.**

Sales: **City merchants do $100-million annually at retail. Toy sales are estimated by dealers themselves at approximately $300,000 a year.**

Toy Retailers: **Bulk of the year 'round toy business is handled by the city's two department stores, six toy shops (some in combination with juvenile furniture or sporting goods), four variety chain stores, two automotive supply and accessory stores, several independent and chain drug stores.**

Location: **On the Hudson River, 75 miles north of New York City.**

Television: **No local station. All New York City channels are received which means coverage by ABC, CBS, Dumont and NBC.**

"TELL me how much television time a toy is going to get—and I can gauge its sales potential for Jack 'N Jill. I figure on duration of the promotion and whether or not the toy is demonstrated for viewers."—*Fred J. Heidemann of Jack 'N Jill Stores.*

TV SELLS TOYS

"THE MOTHERS among my customers are more influenced by toys they see demonstrated on TV than by toys that only bear a performer's name. TV games that had demonstration were terrific last winter. I ran low on supply."—*George Seaman of Luckey, Platt, Inc.*

on one TV merchandising shortcoming. The retailers were unanimous in citing their troubles in tieing-in with TV promotions. The complaint is that either the television promotion was sprung without any prior notice to the retailer or, that once being made aware of the TV publicity he was unable to get adequate follow-through in the form of merchandise from his jobber.

Granted that the toy retailer overlooks studio technicalities which can make advance notice improbable, he does feel that the manufacturer who pays to put toys on television (be it a sponsored program, participating or just publicity) should take the obvious step and be sure his jobbers and dealers can profit thereby.

Most blunt in criticism was a department store advertising manager who said, "Cooperation between the manufacturer and the retailer in the toy business stinks. He (the manufacturer) doesn't tell the retailer about his national or localized television advertising."

At another store, with about $70,000 annual toy volume, the buyer stated that if he received periodic notice advising him what is scheduled to be shown on television, he would sample-order as a matter of course on each item to be shown.

Many dealers pointed out that they are unable to watch the shows their customers see. They dislike being placed in the position of having to wait for a child or parent to request an item shown on TV before the retailer has a chance to stock it. Often, several merchants indicated, it takes them several days to track down the item shown so that they can place an order for it.

3. Getting stock of TV toys in time to sell while interest is high is more difficult for non-metropolitan area retailers than for big-city stores.

A long-established, conservative toy shop in town mentioned at length the trouble encountered in getting quick delivery in time to share in the impetus created by TV. The proprietor finds his jobbers unprepared to meet a sudden demand created by TV promotion.

TELEVISION is big sales impetus, according to Jack Haber, shown here before his combination toy, juvenile furniture and bike repair shop. Haber says his healthy volume in all lines is due to family following, good will.

TOYS COMPRISE the largest single section at Kresge's Main street store, which is soon to be superseded by a brand new outlet with triple the floor space. John W. Liggett, store manager, takes position near toy counter.

He, and several other operators in town, claim they are at a disadvantage when it comes to quick capitalizing on a promotion. These dealers resent the fact that big-city stores can advertise availability of TV toys immediately following a show because the telecasting studios often check the big stores for stock availability and mention their names. "We're in the receiving area of every New York TV program," one chain store buyer pointed out, "but the networks who gloat over their national coverage rush out to tie-in with a single big-city store. We often see the big-name stores advertising in the bulldog editions of the city papers merchandise tied-in with a TV show which we don't even know is on schedule. The cream-off-the-top sales then are taken from our area by mail-order to those stores."

4. Those toys that are demonstrated on TV are the toys that sell best. A toy which is well-demonstrated pulls better than one which merely is shown.

The appearance of a toy on a "name" show is not enough to stimulate top sales appeal, but will sell some.

The merchants were unanimous in naming the same shows as being "good kid shows." They agreed on those performers who did a good job of demonstrating, of actually knowing the toy and what it would do. They also knew those performers who most often gave a product the brush-off by handling it as if they'd never seen it before.

One department store buyer said he was tempted to carry only the toys that are demonstrated on TV and to "do away with his catalog."

The owner of a toy and juvenile furniture store, doing about $80,000 a year on toys and wheel goods, said, "If any of my salespeople couldn't do a better demonstration job than is done by many of the TV performers, I'd can them."

5. A TV personality can be over-promoted and so kill the goose that's laying the golden eggs.

A number of store-owners and department buyers or managers cite the bitter experience that can result when a TV personality is over-exploited. All point to inventories still on shelves from last year's Davy Crockett promotion when non-licensed manufacturers rushed in to climb on the bandwagon and glutted the market. They are still apprehensive of "big-name" TV personalities who extend licensing arrangements into myriad types of merchandise.

"There is a period," one manager mentioned, "where mama will buy TV-promoted things just to keep Johnnie happy. But, the time arrives when if he asks for just one more thing with that name on it—brother, that's it—he gets slapped down. Davy Crockett just went too far afield and mama got mad."

6. The time to gather the golden eggs is immediately. Demand starts immediately after TV presentation. It can be revived, in most cases, even after a dormant period.

Dealers agree that the time to cash in on TV promotions is within 24 hours after its presentation. Several dealers claimed they could judge the life and intensity of demand for a toy according to how it was demonstrated by the TV performer. "Your phone starts ringing as soon as the show is off the air, if it's a good seller," said one retailer.

SIZABLE toy department at W. T. Grant's is located in store basement under direction of Shirley Meddaugh. Elevated displays give 'tone' to section.

A majority of dealers reported excellent results with Winky Dink items. Some of the games identified with TV quiz, giveaway or feature programs sell. Those which sell best are those which simulate the action of the program, not merely capitalize on the performer's name. A number of retailers reported continuing success with Betsy Wetsy and Tiny Tears dolls, Woodniks, Potato Head.

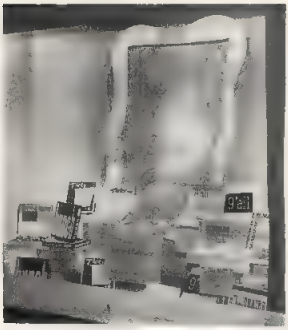
The impact on sales, however, produced by TV promotion is of transitory importance, according to all dealers interviewed. They claim that when an item goes off the air, sales collapse. In

(Continued on page 96)

"WE'VE had real trouble in getting toys in time to capitalize on some television promotion. The manufacturer seems to be late in tipping us off on scheduled TV spots."—*Robert Siring of Siring Brothers.*

THE SALES staff at J. J. Newberry keeps tab on customer requests, knows (and gets!) the TV tie-ins that are in demand. Ed Porter, assistant manager, says that store is following trend to greater emphasis on toys and hobbies.

"DISNEYLAND IN MINIATURE" was the toy selling theme last Christmas at Schuneman's. The large corner window above and smaller displays lured shoppers to a Disneyland-decorated toy department.



WINDOW FEATURE for TV-advertised Happy Hour games was part of coordinated promotion: Sunday paper ads, demonstrations.

IN ST. PAUL, SCHUNEMAN SAYS:

Great traffic and sales builder

TV SELLS TOYS

THE wide-awake toy department of Schuneman's, Inc., St. Paul, Minn., which operates on a year-round basis, knows the value of pushing merchandise which ties in with TV programs.

"Television is a great medium for advertising toys," said Mildred Ryan, buyer. "Children follow television programs closely and continuously. Toys which are seen on such programs are the ones for which there is the greatest demand.

"A toy department which recognizes this appeal to children becomes a popular place. We tie-in at Schuneman's with every local and national program possible and find it effective in building traffic and getting sales."

Schuneman's past Christmas promotion stressed a Disneyland theme. A large corner window and a bank of supporting window displays featured toys from Disneyland.

To tie-in with popular cowboy programs appearing on television, Schuneman's features cowboy suits identified with the particular program on which the costume was worn. Full use is made of display material supplied by the manufacturers to bring recognition of the merchandise and the program.

A completely coordinated promotion was recently made with a number of games in the Happy Hour line. The line is extensively advertised on a number of television programs and Schuneman's made a neat and attractive promotional package with Happy Hour game ads in the Sunday newspaper, window displays and a selling-demonstration feature in a big traffic aisle. In the toy department a special booth was set up for selling and demonstration.

During last summer's Crockett craze Schuneman's went all out with newspaper advertising, each insertion mentioning the television show, "Frontierland."

Toy buyer Ryan admits she is an avid televiewer of children's programs. "I learn a lot from them," she says.

IN BOSTON, JORDAN, FILENE AND STEARNS

Tie-in displays with televised toys

• Boston merchants are well aware of the sales benefits resulting from a toy's television appearance. All toy merchandisers, even those not using the television advertising medium, are keenly interested watchers of programs on which toys are introduced and demonstrated. They recognize many a toy's path of fame and fortune is along the coaxial cable and they are alert to the potential best sellers being shown.

The toy department of the Jordan Marsh store makes regular use of TV spot advertising. The spots are of twenty-second duration, and are not presented in any regular sequence.

Jordan's keeps a close eye on its toy inventory, watching with particular care the rate of sale of each item. When a promising item is spotted, it is given the added impetus of a spot commercial. Such efforts are coordinated with counter features at key traffic points and window displays.

The toy shop of William Filene's Sons store frequently arranges interior displays to tie-in with a television toy presentation. Illustrations and cut-outs of cartoon and other characters are prominently displayed in the toy department and on ledges where they can be seen across the entire youth floor.

R. H. Stearns makes occasional use of television and radio spots and reserves front-space display for any TV-advertised toys.

IN PHILADELPHIA, WANAMAKER SAYS:

This year TV will exert an even greater influence

"ONLY a surface job has been done in working television for greater toy sales," according to Eugene Bruni, buyer at John Wanamaker's.

Television, he believes, has a vast sell potential which is still virtually untapped. "I don't think we've reached the peak. In 1956 television will exert a greater influence on toy sales than it has in the past," says Bruni.

Wanamaker's recently witnessed proof of the pull that a TV idol has for his young fans. Although a civic parade had been widely announced and drew crowds to downtown Philadelphia, a local TV performer, "Uncle Pete" Boyle of WRCV-TV's Fun House, entertained hundreds of kids in Wanamaker's toy department at the precise time that the parade outside was at its peak.

In Philadelphia, "Uncle Pete" appears with Crusader Rabbit, symbol of Tryne Sales Inc.'s Crusader Rabbit TV game.

Bruni says his department accepted this experience as "a pretty good indication of the drawing power of television, and its demand-creating capacity."

The success of a program and its main star are of prime importance to any promotion that uses them, Bruni states. The Pete Boyle show, which he offers as an example, has child appeal and a strong following in the city.

PHILADELPHIA YOUNGSTERS, the first to meet Crusader Rabbit in person, thronged to shake the paw of TV's funny bunny. "Uncle Pete" Boyle autographed games.

His appearance in the Wanamaker department was heralded in the daily papers and he (Pete Boyle) made frequent announcement during his program that he was scheduled to appear at Wanamaker's with Crusader Rabbit. A spurt in mail and phone orders for the game was noted.

Boyle appeared at Wanamaker's on a Saturday afternoon and greeted his young guests from a stage set up for him by the store. The youngsters were encouraged to sit on the carpeted floor while viewing his show. Purchasers of the Crusader Rabbit game received an "Uncle Pete" autograph.

A similar promotion at Wanamaker's was held for Tryne's "Think" game, which had likewise been given TV publicity. This time, the creator of the game was on hand in the department following a newspaper announcement.

IN PHILADELPHIA, LIT BROS. SAYS:

Toys in action create demand

"SO LONG as the children see how they work, toys get excellent response – whether they are actually tied-in with a TV character or are simply promoted on the program." The quote is from David Levington, buyer at Lit Brothers.

Lit's confidence in the "pull-power" of kiddie TV programs shows in its in-store promotion. For Christmas, 1955, Lit's converted the toy department into a miniature Disneyland, complete with replicas of Tomorrowland, Frontierland, Fantasyland and the Mickey Mouse Club.

Stage-settings were closely patterned after the originals in Anaheim, Calif. Tomorrowland featured miniatures of the buildings of the future, including Mickey Mouse as a space cadet.

Frontierland and Fantasyland similarly played-up the Disney characters with whom the kids have become familiar via the Mickey Mouse show.

To get a still greater variety of interest in the department, a character from another TV show was recruited. An appearance by the Lone Ranger in November drew about 22,000 persons during the four hours he was at the store. "This," says Levington, "was a pretty good indication of the drawing power of TV personalities."

In order to meet demands for toys due to be presented on manufacturer-sponsored programs, Lit's gives the item a prominent display position and alerts toy departments at branch store operations.

"So far," says Levington, "manufacturers have done a good job of letting us know well in advance about toys they intend promoting, so that we are well prepared for the new demand."

THE LONE RANGER was not alone at Lit Bros. The cowboy star drew about 22,000 in a 4-day visit to the store.

GEORGE AND BETTY GOLDSTEIN gather Babyland toys and games to be given away on the "Dusty Walker Show" on KVAR, NBC-TV's Phoenix outlet.

IN PHOENIX, BABYLAND

Provides toys as prizes, gets TV plugs

TV SELLS TOYS

TV is credited with being the main prop for maintaining toy volume during off seasons by George Goldstein, owner of Babyland, who has made direct and indirect use of television for approximately one year with what Goldstein considers to be excellent results.

The type of television promotion most consistently used by Goldstein is an indirect one, but the results from it have proved very favorable. Instead of directly sponsoring a television show, Babyland regularly provides toys for prizes and birthday gifts awarded to participants from the studio audience at a local children's program. In return for the toys the store is given identification at the time each gift is presented.

The program is the "Dusty Walker Show," a 30-minute live show followed by an hour of western movies. Dusty Walker, the master of ceremonies and chief entertainer, comments on the prize itself and talks about other interesting things to be found at Babyland.

Goldstein says, "The value of the toys we donate is approximately $25 a week. One or two or more are given on each show. The arrangement with the show is an exclusive one for Babyland.

"Toys and games are chosen at random from our stock," he continued, "and they are usually in the $1 to $2 class. Occasionally we give a $3 or $4 toy when we have some novelty to which we wish to direct attention, or to dispose of a slow item.

"Not only do these giveaways create a demand for the toys used, but they keep the name of Babyland constantly in the minds of the youngsters and any older folks watching."

On two or three occasions Mrs. Goldstein has made personal appearances on programs to demonstrate a new or out-of-the ordinary toy. In each instance there was a marked display of interest from viewers, and increased demand for the toys demonstrated has been experienced not only by Babyland, by wholesalers of the area as well.

Spot TV sells seasonal items

In June, Babyland used a series of television spots to promote plastic swimming pools and swim accessories. Goldstein used a large display of pools and playground equipment on a vacant lot across the street from the store, and this attracted passersby and those drawn by the television spots.

"We count on television spots not only to increase pool business, but, along with our giveaways, they keep the Babyland name in the public mind and eye," Goldstein commented. "TV has already proved its worth to us for maintaining toy volume in the ordinarily slack seasons, and we expect to make the best use of it that our advertising budget will permit in the forthcoming season and in the future."

IN ROSWELL, WILMOT HARDWARE USES TV

Gets good results from series promoting a toy category weekly

• Mrs. Ruth Uhrig, manager, Wilmot Hardware Co. Toyland, Roswell, N. M., reports: "In 1956 we used television for the promotion of toys during the Easter season. Stuffed toys were featured when we found they were lagging in sales. Good results were secured from only one showing of our Easter bunnies."

All television promotions of toys at Wilmot's Toyland have been in the form of one-minute spot announcements. Mrs. Uhrig always makes a personal appearance on the program, which is held once a week for about four weeks. Then another series starts. One series is devoted to toddler toys, and one each for boys and girls toys. Each program is given to a showing of toys of different age groups and of varying activity.

Mrs. Uhrig has high regard for the recognition value of television. "They see it on television and find it in our store," she noted.

The Wilmot firm has made use of one-minute films distributed by Universal Mfg. Co. for its Gym Dandy line and by Mattel, Inc.

CLYDE FRENCH at right discusses merchandise promotional plans with his two assistants — Edward Hoffman on the left and James Mekellar. They are seen in a section of the doll department.

IN BUFFALO, ADAM, MELDRUM & ANDERSON SAYS:

Complete tie-in assures success

TV SELLS TOYS

A THREE WAY tie-in with TV, newspaper and store promotions gets the consumer dollar.

Clyde French, buyer at Adam, Meldrum & Anderson Co., works the triple-play routine beginning with a Friday night TV show. On Sunday, he runs a full page ad in the local paper to feature the same merchandise. A large display is simultaneously prepared in the toy department for early week store traffic.

French has checked the results of this promotion and found that every sale made on Monday and Tuesday of such a week was to a person who had seen the TV demonstration and the ad!

But, cautions buyer French, a TV show that tries to play up too many toys, or that has too much activity among the items, may draw an unsatisfactory response. He advises featuring a "few appealing items which are well demonstrated allowing for the viewers to form an impression."

The staff at A. M. & A. keeps an alert eye on television for in-store promotion possibilities. Says French "It is necessary to follow TV advertisements for toys and games. We want to be ready when parents and youngsters ask for promoted items.

"However, we have found that it is not wise to stock too heavily of such merchandise until there is an established demand."

When there is a request for some special item seen on a TV program and not yet carried by the department, every effort is made to get it in stock for the interested child or parent.

The Macy Santa Claus parade in New York has a considerable effect on toy purchases in Buffalo, French has learned. Both the kids and their parents feel the impetus of this giant promotion.

As French puts it, the trick is to gauge the demand that will be created; interest may be short-lived on one-shot appearances.

"We can always put a quick order through for a special item. Just to be on the safe side, we usually order a dozen or so of any new toy or game until we see what the customer response will be."

During the holiday season, French and his sales staff make a special point of telling customers to watch television programs that show character toys or games to be available in the store.

Recent practice at Adam, Meldrum & Anderson has been to "air" its own television show. These have generally evolved around "canned" programs which are provided by toy manufacturers.

French reports reasonably good cooperation with suppliers where there can be a tie-in with a regular television program and store demonstration. Coordination with the Captain Kangaroo show has been particularly good.

A regular year-round highlight at the store is a section of tables for display of popular TV toys. These are grouped around posters which call attention to them as "TV Favorites."

IN HONOLULU, HAWAII TOY HOUSE

Plans aggressive layaway series

• JUST LIKE on the continental U.S., businessmen here are TV-oriented. To date, the most aggressive promoters on the island are wholesalers and manufacturers.

Foremost among them is Hawaii Toy House, a wholesaler and manufacturer of Kiddy-Pak Toys. Toy House has used 120-second live demonstration spots on KGMB-TV's "Sheriff Ken's Posse" and will repeat the series in the coming season. First-off is to be a layaway promotion (this month) for plastic Christmas trees made by Warren Christmas Trees of San Bernardino, Calif.

Klik Klak Blocks (Pico Novelty Co., Los Angeles) also plans extensive TV coverage via Hawaii Toy House.

KONA-TV's "Just Kids" has had live and film spots in past seasons from toy departments at Mark Young Co., Sears, Boystowne and Eki Cyclery.

IN ALBUQUERQUE, TOY STORES

Open doll layaway push early

TV SELLS TOYS

C. B. Davis, Davis 5 & 10c Stores, Albuquerque, N. M., is a toy dealer who has scored outstanding results from the use of TV. Each of Davis' three stores has a large toy department featuring nationally advertised lines. The firm also operates a store selling toys and gifts exclusively, Toyland.

Each year since 1952 Mrs. Davis has made an appearance on a half-hour doll show early in August. The television program features film and live entertainment: cartoons, local musical talent, and a regular doll fashion show. On every show the announcement is made that "Next week is Davis' layaway sale!"

Another volume builder for the Davis stores, starting in September, will be a series of live demonstrations of new additions to the Davis toy stocks.

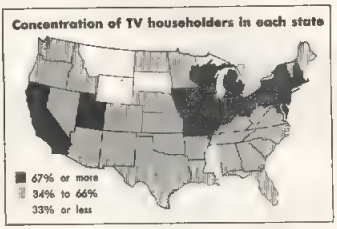
Last December KOB-TV, Albuquerque, the channel that handles all of the Davis programs, cooperated with a Christmas toy festival featuring a group of local entertainment favorites. It proved to be an outstanding promotion, sales-wise and by the good public relations created, and will be repeated this year.

Another major toy dealer in Albuquerque, the Toy and Yarn Shop, uses a fifteen-minute program once a week. It begins in September and runs until Christmas, with the main promotional drive being directed to trains and dolls.

In 1955 the Toy and Yarn Shop purchased the Little Rascals film to be shown by live commercials. The Toy and Yarn Shop sales message was delivered by a local girl personality who gave the required demonstration of each item

67% of all U. S. households now have television

If you plan to use television as a marketing medium, use these figures to plot your target areas



state	total in state	% of all households in state	in metropolitan counties & towns within state	in non-metropolitan areas within state
Alabama	362,400	45	187,470	174,930
Arizona	139,720	50	118,140	21,580
Arkansas	186,000	36	39,660	146,340
California	2,984,910	71	2,629,510	355,400
Colorado	239,720	53	163,740	75,980
Connecticut	530,180	80	370,508	159,672
Delaware	83,050	79	57,410	25,640
District of Columbia	206,090	82	206,090	.....
Florida	541,450	52	338,580	202,870
Georgia	502,470	53	265,050	237,420
Idaho	80,070	45	.....	80,070
Illinois	2,227,440	77	1,764,100	463,340
Indiana	967,430	72	482,670	484,760
Iowa	561,630	68	204,710	356,920
Kansas	354,040	52	162,820	191,220
Kentucky	380,970	47	186,140	194,830
Louisiana	400,120	51	229,090	171,030
Maine	168,140	64	28,751	139,389
Maryland	552,650	77	431,470	121,180
Massachusetts	1,191,590	81	975,467	216,123
Michigan	1,623,370	77	1,182,320	441,050
Minnesota	574,980	63	354,510	220,470
Mississippi	158,810	28	21,160	137,650
Missouri	885,130	67	608,600	276,530
Montana	51,060	26	.....	51,060
Nebraska	252,490	59	115,280	137,210
Nevada	27,990	41	.....	27,990
New Hampshire	110,360	68	20,448	89,912
New Jersey	1,346,390	83	1,203,190	143,200
New Mexico	78,020	38	32,090	45,930
New York	3,949,570	81	3,405,260	544,310
North Carolina	525,490	51	154,750	370,740
North Dakota	62,300	37	.....	62,300
Ohio	2,149,070	82	1,528,380	620,690
Oklahoma	385,250	58	159,740	225,510
Oregon	240,760	45	139,570	101,190
Pennsylvania	2,472,930	78	2,008,490	464,440
Rhode Island	204,760	83	171,372	33,388
South Carolina	260,220	48	91,340	168,880
South Dakota	57,080	29	18,270	38,810
Tennessee	464,500	53	266,300	198,200
Texas	1,337,330	56	849,130	488,200
Utah	142,350	60	92,260	50,090
Vermont	58,080	53	.....	58,080
Virginia	537,760	59	314,030	223,730
Washington	490,480	60	316,690	173,790
West Virginia	271,440	55	123,970	147,470
Wisconsin	709,040	67	357,230	351,810
Wyoming	18,920	21	.....	18,920
U. S. totals	32,106,000	67	22,375,756	9,730,244

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IN RALEIGH, BRIGGS' HARDWARE TELLS

How to create an SRO show with local talent, low cost

"THE WAY to reach children via television is by advertising with t h e m—n o t *a t* them."

Briggs' Hardware Co. is convinced that this is done by using kid performers on TV shows. Sales results have been so gratifying that the firm appears to have proved its point.

"Toy sales will climb and climb," says James E. Briggs of his TV Christmas Parties.

"A program like this snowballs and is among the least expensive shows that a merchant can produce. It has intense local interest that holds and grows. It promotes itself and never becomes old."

Briggs builds his show on child appeal and the small fry's desire to perform.

The talent search in Raleigh is no problem. Groups of kids from private, public, dancing, dramatic and Sunday schools are among those used on the program. They work up their own show format; each performing group supplies its own master of ceremonies.

Briggs holds that children, when untrained, make fine performers. He says they are more popular for local audiences than professionals.

As planned for Christmas, 1955, the show was on for a quarter-hour from 5:45 p. m. beginning the day after Thanksgiving and for three times a week until December 24. Each session opened up with the TV camera played on a sign proclaiming that the viewer was watching "Briggs' Christmas Party."

Seconds later the camera faded into a full shot of the 20x12′ background disclosing shelves of toys. A close-up of the individual toys followed, then the camera picked up the studio audience with children and parents applauding.

After each show in the series, candy, bubble gum, pop guns or ice cream and cake was distributed. These were generally provided free by local distributors in exchange for a plug at the end of program.

"One of the economies of a show like this, in addition to low talent cost," observes Briggs, "is that there is practically no promotional cost. You have the best advertisers in the world in happy, enthusiastic children who have appeared on the program, or whose friends recognized them in studio audience shots.

"After the initial two programs we had all the talent and audience we could handle."

Actually, as Briggs points out, such a show can become so successful that it will outgrow itself and the limitations of local television facilities.

Briggs Hardware Co. not only retails toys but wholesales them as well. Hardware, variety and department stores in the local TV area who purchase toys through Briggs are "plugged" on the shows.

The "hard sell" advertising is got in during a two-minute commercial in the middle of the program. Sometimes toys are indicated by special spotlight, other times they are sold "Arthur Godfrey" style, being wheeled in on a cart for special demonstration.

The seeds are here for a successful toy television presentation, says dealer Briggs. "Plant 'em and jump back! Get out of the way because the show will grow so fast that it will knock you down."

In-store promotion

A "magic" box at Briggs' Toyland is set up for the youngster to drop in a card bearing his name, address and the name of the toy he would most like to possess.

This is for prospect list purposes!

For each of the shows in the TV series, however, a child's name is drawn from the box. He (or she) becomes guest of honor on a subsequent show—and is publicly presented with his cherished toy.

Televiewers learn how to spin a top

MISS ADRIENNE FALCON, emcee of "It's Time For Coke" WBKB, Chicago, is pictured during a recent telecast with Bob Horvath, who demonstrated the proper usage of a Monsekatop. Last year, Horvath was champion of the Chicago Free Fair's Returning Top Contest. In conjunction with this year's Fair on July 11, Admiral Toy Corp., 3555 W. Peterson ave., Chicago, sponsored a Monsekatop contest.

IN LUBBOCK, THREE TOY RETAILERS REPORT:

Womack's phones ring while show is on

Mrs. Rufus Womack, who with her husband owns and manages Womack's stores at a downtown location and also in the newest shopping center in Lubbock, Texas, reports: "Television time has proven very profitable for us. Judged on the basis of dollar sales return," she said, "this type of promotion is the best."

The Womacks purchased time at the half-way break of a 30-minute show, "Saturday Playtime." The program is live, with local children displaying their talents as guests on the show.

Mrs. Womack personally selected a boy or girl from store customers to model clothes and to play with and demonstrate toys sold in the store.

As Mrs. Womack states: "We always include appropriate toys during the performance of the youngsters. It is a splendid opportunity to introduce and describe the new merchandise in our line. We often receive telephone calls while the program is still on requesting information on the merchandise being shown."

Contrasting this on-the-spot response to that of customers who show a delayed reaction, Mrs. Womack cites the lasting effect of a television presentation. Some customers, she says, will recall an earlier program and come in to ask for a toy a considerable time after it was first shown.

Mrs. Womack is particularly pleased to note that the program has an impact on youngsters over a wide trade area. They come to Womack's recalling the events seen on the television program, and are drawn from stores nearer their homes. The youngster have specifically requested their parents to take them to Womack's

S. S. S. Drug attributes 100% volume gain to its TV show

S. S. S. Drug toys sales rose 100 per cent in 1955, and the entire gain is attributed to its television program.

R. J. Simmons, owner-manager, reports: "Our new toy department for 1956 is considerably larger than it was last year. S. S. S. Drug is using television on a much greater scale to promote the sale of toys. We fully expect to gain another 100 per cent at the close of toy business, Christmas 1956, as we had the preceding year." The firm has had such outstanding success with television that 98 per cent of their advertising budget is presently allocated for this medium.

The S. S. S. Drug 1956 Christmas promotion of toys and general merchandise will be launched in July to allow time for an anticipated increase in layaway business. In putting their program on television screens, S. S. S. Drug provides the television announcer with a fact sheet listing the prices of the sale items. Three or four promotional items are stressed each week and each is compared to the price of the same item in competitive outlets. The announcer is allowed to sell the merchandise in his own language.

Last year, S. S. S. Drug began its Christmas selling season in September with live demonstration commercials spotted throughout the day and after 10:30 at night. Time was purchased on two late movies a week to carry the evening program. The store's layaway plan was the big promotional punch delivered at the start in September.

Profits from the sale of televised toys directly account for the purchase of the bank building next door and the expansion of S. S. S. Drug facilities.

TV impetus leads Milam's to expand

T. E. Milam, owner of Milam's Toyland, 1402 Broadway, Lubbock, Texas, is a long-time user of television to give added impetus to the sale of toys. He states: "We have used one-minute spots on both channels covering this area. He adds that at the present time Toyland is using spots preceding "Disneyland" and the response, in terms of floor traffic and sales, has been highly satisfactory.

Toyland's television audience is one representing better than average income and an intelligent interest in new toys and their play value

"We have found the television medium to be very successful in reaching this type of audience. We can explain the characteristics of a toy," said Milam, "pointing up its play value and construction features. And then we can demonstrate its action."

The Milam store uses both spot commercials and bits on the weather program.

The increase in sales and profits by the television merchandising of toys is a considerable factor in the Milam expansion program now under way. Milam's will soon open a new Toyland at 2862-72 34th st. in Lubbock, the second unit there, in addition to the shop operated in Amarillo. The overall cost of the new Toyland is approximately $100,000.

Television advertising figures prominently in the operating plans, present and future, of the Milam organization. Like many other retailers, the Milam merchandisers know that nothing, but nothing, sells a toy like seeing it and that television is the ideal medium to show it.

Previously described as a long-time user of television, T. E. Milam can also be identified among the strongest advocates of this type of advertising.

IT'S A **NEW** LOWELL GAME

You're Always Top Winner—with

LOWELL TOY'S

Top Selling TV Fun Games

Pre-sold to Millions All Year 'Round

"$64,000 QUIZ GAME"
"I'VE GOT A SECRET"
"MAMA"
"BIG TOWN"
"JOE PALOOKA"
"JINGLE DINGLE"

—and still breaking sales records!...

"BEAT THE CLOCK"
"DOLLAR A SECOND"
"YOU BET YOUR LIFE", *and many others*

LOWELL TOY MFG. CO. 43-34 37th St., Long Island City, N. Y.
Can. Repr.—International Games of Canada, Toronto

See them!
Mail Will Reach GIL SMITH

Rooms 738-740 · McAlpin Hotel
Room 518 · Fifth Ave. Building
Room 953 · Fifth Ave. Building

MIXEE MIXER

Just like Mom's! Actually works like a real mixer. Made of durable metal and colorfully enameled. Size 6⅜" high base 7" and a bowl 4¼" in width Operates on 2 medium flashlite batteries. In action a red lite goes on

No. 1257 List $5.95

TOY MALTED MIXER

Battery operated malted mixer, that actually mixes drinks. Colorful enamel finish Red lite shines when working Size: 9" high.

No. 1258 List $5.95

OSTERIZER BATTERY BLENDER

An 8¼ " high toy blender (with beaters) that actually mixes kids' drinks. Sturdily made of plastic and metal. Container is removable, can be used as cup. Uses one flashlite battery.

No. 1259 List $4.95

REMINGTON TOY BATTERY SHAVER

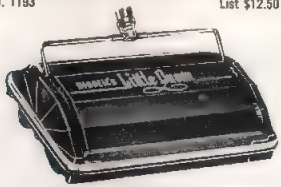
In operation the shaver vibrates against the skin SAFE — HARMLESS When in use a brilliant red lite shines. Size 8⅞" high, 3¼" wide Shaver rests on stand Operates on one standard flashlite battery.

No. 1260 List $3.95

TOY HOOVER VACUUM CLEANER

An exact, motorized scale model of the original Works with batteries. Actually picks up dirt. It hums, puffs up and fills up the bag. Also lights up. Made of high impact styrene and shipped complete with batteries

No. 1193 List $12.50



BISSELL TOY SWEEPER

Toy replica of full size sweeper, that works so well that the kiddies will use it to help mother. Sturdily made with rubber tired wheels, Bissell brush, and dust pans that empty. Size: 9" x 5¾" x 2⅜".

No. 1194 List $2.98

UNION HARDWARE SKATES NO. 5

The most wanted and most popular roller skate in the world. Kids love its ball-bearing speed, and parents love its rugged construction. Every child wants to own this ever popular favorite

No. 722 List $4.98

SWISS MUSICAL LUL-A-BYE BELLS

A perfect gift for any child Hung on crib, carriage or playpen this eye catching pair of bells will delight any child. A guaranteed Swiss Musical Box is concealed in the bell and will play Brahms Lullaby Unbreakable plastic. Individually Gift Boxed.

No. 1028 List $3.95

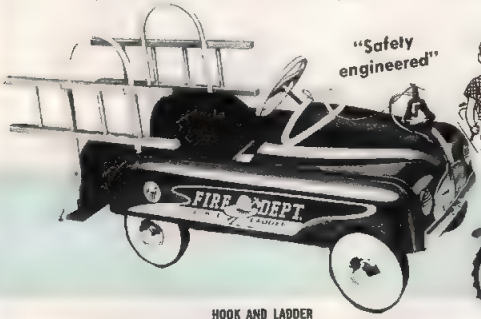
58 PIECE ELECTRIC TRAIN SET
Everything for the Junior Engineer 58 piece electric train set includes steel cars, 102" oval track, 34 piece cardboard village plus U L Approved transformer
No. 1178 **List $19.95**

JUNIOR POOL TABLE
Folding pool table, made just like big ones Has hidden ball return, and rubber cushions Complete with set of pool balls, cue ball, Rack, and two 34" cues Size 22½" x 42".
No. 1212 **List $34.95**

For the Big Fella!

"Safely engineered"

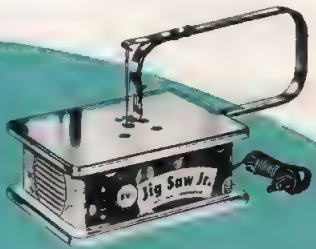
AMF



HOOK AND LADDER
A big real-looking hook and ladder fire truck. Heavy duty all steel construction. Adjustable pedal drive, solid rubber tires, fiber seat pad, red body with white lettering, yellow ladders, silver bumpers, head lamps and bell hanger The young fireman will be thrilled 42" long.
No. 1185 **List $33.95**

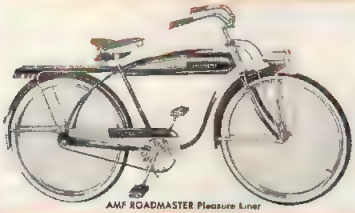
SUPER TRACTOR
A realistic toy tractor. Sturdily constructed to "take it." Bicycle type chain drive, adjustable seat with trailer hitch, heavy duty tires, finished in red, baked enamel with white trim 38" long, 21" wide, 27" high. All steel construction.
No. 1184 **List $29.95**

BUCKING BRONCHO
Full of action, lots of fun, gives a realistic pony ride Ideal for youngsters from 2 to 5 Built to take the roughest rider Steel Pony on a tubular frame base, that can't trip over. Extra heavy springs.
No. 1209 **List $19.95**



BURGESS JIG SAW JR.
Portable, electric jig saw made especially for youngsters Cuts wood up to ½" thick. Saws to the center of a 17½" circle A terrific saw for the youngster who is mechanically minded. Safe to use.
No. 1289 **List $10.00**

AMF Wheel Goods give you



AMF ROADMASTER Pleasure Liner

AMF SHELBY Flying Cloud

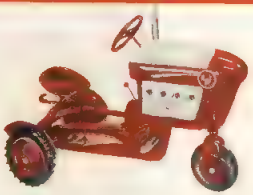
models . . . sizes . . . prices

AMF JUNIOR Velocipede—Series 660

AMF JUNIOR ROADMASTER Sidewalk Bike—Model 624

to suit every customer need!

AMF Pedal Drive Hook & Ladder—Model 618



AMF De luxe 2-speed Chain Drive Tractor—Model 625

Name your Wheel Goods requirements and AMF will fill them. The AMF line offers you bold new styling . . . unmatched mechanical advances . . . and more value per dollar than ever before. Further, you're backed by consumer advertising and promotion that reaches up to 10,000,000 prospects every month. For more information on AMF Wheel Goods, write AMF WHEEL GOODS, AMF BUILDING, 261 Madison Avenue, New York 16, New York.

Visit the
AMF Wheel-O-Rama
Suite 814,
Fifth Avenue Building, N.Y.
to see
the AMF
wheel goods line
for 1956
See bold new styling...
brilliant mechanical advances
...new sales-making
features in
America's top line.
A
B
C
D
E
F
Junior
ROADMASTER
CARS TRACTORS WAGONS
SHELBY
HERCULES
WHEEL GOODS DIVISION
261 Madison Avenue, New York 16, N.Y.

You've seen the rest — Now choose the Best*!

*Look at Page 1

FAIRFORM FLYER

SYMBOL OF YACHT PERFECTION

So . . . you're going to buy a boat! And now that you have scanned the wordy and pictorial presentation of cruising yachts in this voluminous magazine, you have doubtless drawn one of two conclusions. Either that you should place your order, on the evidence presented, or you are so completely befuddled by the similarity of claims, among boatbuilders, for Quality and Performance, that further intelligent investigation is certainly warranted.

No written word or picture can possibly portray the *difference* in Quality and Performance between the Fairform Flyer and other boats. Nor can viewing a boat on the showroom floor prove anything. They may all seem perfect until you get them afloat!

You should make the same searching investigation of *boats* as you would in making any *other* important investment. Boats vary in quality far more than you probably realize. They are a complex combination of movement and living. As a vehicle they must survive the roughest waters and tumultuous storms they ever encounter, with no handy roadside service station to tinker them if they fail. As Habitation, they must have all the comforts of home, in more compact form, totally free from chronic irritation; with culinary, sanitary and other apparatus that functions unfailingly. Also — and this is most important — do not overlook the vital matter of Safety.

Operating and upkeep economy are vastly more consequential than in a car. Nor do you turn her in every couple of years, for a new one, any more than you do your home, whereby durability and longevity are of great importance. Almost none of these factors are realized in a cheap boat and few of them in anything but the very best boat. You buy a boat for *Health and Happiness* and unless she is safe, comfortable and free from irritation, you have wasted your time and money. It is much simpler to select the Fairform Flyer in the first place.

Hence, if you contemplate acquiring a cruiser or Sport Fisherman, we urge that you visit the Huckins plant and marina, to examine Fairform Flyers under construction, run on them and investigate with the same care as in making any less romantic investment. It pays.

HUCKINS YACHT CORPORATION

Roosevelt Highway and Ortega River

P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel. EVergreen 9-1125

Above: The Bascome Boat Holder holds small craft securely in individual slips.

Right: The Plath Yachtsman spherical dome compass has a ring-type magnet.

MAMARONECK MARINE

Bumps and scrapes are the inevitable lot of many a small boat tied up at a busy dock—that is, unless the dock is equipped with a new device called the Bascome Boat Holder. It actually makes it impossible for a boat to swing, touch, or damage its neighbors. The Bascome Boat Holder provides a private slip at all times.

Adjustable to all floats, the Bascome Boat Holder is a mounted pair of crossed arms which gently embrace the bow of the boat as she noses into the dock. Shock coils in the shoulder of the Holder bring the slowly-moving boat to a bumpless halt and hold her in proper position. The Holder does the same trick for dinghies, prams, small sailboats, and most other craft of 16 feet or less in length.

The Bascome Boat Holder is manufactured by Mamaroneck Marine Specialties Co., Inc., Box 188, Mamaroneck, N. Y.

PLATH MAGNETIC COMPASS

The Plath T-51 magnetic compass, made in Germany for the American market, is being offered by Weems & Plath, Inc., Annapolis, Maryland. This compass represents a good utility type for motor or sailing craft of all sizes. It contains a new "ring magnet" which is being introduced for the first time on the American market although it has been used to some extent in other countries previously. The ring magnet produces better lines of magnetic force and the circular pattern of the magnets creates less resistance in the compass liquid than the usual two parallel bar magnets. The overall effect is a much steadier card with less oscillation.

Another advantage of this compass is the internal gimballing of the card and the lubber line. The lubber line remains in the same relative position to the card when the boat is heeled over. This is especially advantageous in a sailing craft which is heeled over in the same direction for a considerable period of time when running on a given tack. If the lubber line is painted or attached to the bowl on an internally gimballed (spherical domed) compass the card takes a slightly different position with respect to the lubber line during a roll

SCOTT HYDRO-PAK

Hydro-Pak, a new self-contained underwater breathing equipment, introduced by Scott Aviation Corporation, Lancaster, New York, permits you to stay underwater for over a half hour in perfect comfort and safety.

Hydro-Pak features a full face mask for natural breathing through nose and mouth. A large, safety-glass "picture window" permits a wide, clear field of vision. The unit is ideal for underwater maintenance and marine repair work. Automatic air regulators located at both sides of the mask permit easy breathing.

Other features include an Air Economiser for conserving the compressed air supply while wearing the Hydro-Pak above water. The unit also features a short, tough breathing hose that's out of the way where it can't snag or interfere with freedom of movement. Other important details are the full back plate, air reserve mechanism and water ejection button.

DRESSER ELECTRIC

Dresser Electric Co. celebrates their tenth year in the marine battery charging field by expanding their marine rectifier line to include a battery-charging pack for outboard and utility users and an individual trickle charger, both in six-volt and twelve-volt, for the small boat owner.

The tremendous advance in electrical devices and accessories used on small and large craft today makes it a must to have a battery-charger, either on board or portable type to assure the owner his batteries are fully charged. The large D. C. power equipment in voltages from six volt up to 110 volt at amperages from ten amp up to any desired requirement has been used for years by the largest pleasure craft builders in the world and is designed and engineered on the same lines as the industrial units being used by Government agencies, laboratories and the automotive field furnished by Dresser.

The small battery box portable pack, with either six-volt or twelve-volt charger, is Dresser's latest offering to the outboard field, together with the six-volt or twelve-volt overnight charging unit, which may be used in the owner's small boat, garage or convenient location for 110 volt A. C. input.

Right: Dresser's battery box portable pack with a 6- or 12-volt charger for outboarders. Left: With the Scott Hydro-Pak you can stay below for over half an hour.

New Kleets for men, of elk-tanned leather, are marketed by Cambridge Rubber Co. and are non-skid on wet decks.

CAMBRIDGE KLEETS

Cambridge Rubber Company, Cambridge, Mass., makers of Kleets yachting shoes, introduce a new leather sports shoe. These new Kleets for men are of rich, elk-tanned leather, soft, supple and durable. They are styled in an easygoing, two-eyelet oxford model with plain toe and smooth, uncluttered lines. They feature nylon stitching throughout, and have water-repellent uppers.

One of the most important features of the new leather Kleets is the DecKork Soles. DecKork will not pick up dirt or pebbles, and are non-skid on a wet deck or floor. They give the wearer a cushiony, cloud-light platform that prevents foot fatigue.

Nylon sailcloth Kleets, already established favorites with skipper and crew, both men and women, are available in navy, faded blue, and white. Like leather Kleets, they have an arch-supporting feature . . . what's more, they float.

ACME Instruments for Band and Orchestra

Built in America by one of the most renowned instrument makers in the music industry . . . Acme trumpets, trombones and cornets are famous for superb quality of tone, flexibility of scale and ease of response. Preferred by accomplished and well known artists . . . choice of beginners too.

Every Acme instrument a masterpiece! Hand tempered of finest brass . . . polished and engraved, then perma-lacquered to preserve the mirror-finish. Precision machined valves are leakproof and hand-honed for ease of operation. Complete with accessories (except cases). Shipped from Michigan.

ACME MASTER . . . CORNET, TRUMPET, TROMBONE

Unquestionably the finest in the world! Deluxe, custom built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo. Flexible of scale, absolute in response, and always under the control of the performer, they are preferred by the greatest artists of our time

Capable of executing every effect a modern arranger can devise . . . cornet, trumpet and trombone are equipped with a patented device for micromatic tuning . . . leakproof, precision fitted, hand-honed valves that are feather-light, fully responsive in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating. Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls, are made of pure nickel silver.

All necessary accessories are included with each instrument. Cases are sold separately. (See description at right.)

76-1015 D13450 Master Cornet and Accessories.....**$225.00**
76-1023 D13450 Master Trumpet and Accessories..... **225.00**
76-1031 D11950 Master Trombone and Accessories..... **195.00**

ACME ARTIST . . . CORNET, TRUMPET and TROMBONE

Superb instruments with easy, responsive tone, perfect intonation and sensational action. Each one is capable of every effect an arranger can devise, a musician can execute

Patented tuning device permits micromatic tuning and enables the player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim.

76-1049 D8950 Artist Cornet and Accessories.....**$150.00**
76-1056 D8950 Artist Trumpet and Accessories..... **150.00**
76-1064 D8450 Artist Trombone and Accessories..... **140.00**

ACME STANDARD . . . CORNET, TRUMPET, TROMBONE

Constructed with all the care and perfection of the masters, by the makers of America's finest medium priced band instruments. Recommended for and used extensively by the music student in high school and college who wants an instrument moderately priced. Acme Standard cornets, trumpets and trombones look, feel and perform like much higher priced instruments because of their light, easy action and smooth tonal quality. Finest materials and workmanship make them top-notch performers Made of golden brass, polished and lacquered.

Trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing

Slides of the Acme Standard Trombone are perfect. Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made.

76-1072 D7250 Standard Cornet and Accessories.....**$120.00**
76-1080 D7250 Standard Trumpet and Accessories **120.00**
76-1098 D6950 Standard Trombone and Accessories..... **115.00**

CASES FOR CORNETS, TRUMPETS, TROMBONES

Choice of shaped cases with finest quality fabricoid coverings and plush linings . . . or Gladstone luggage type cases, also covered with fabricoid and lined with plush. The Gladstones have convenient fitted compartments for accessories. The best cases for keeping and carrying your instrument safely

76-1106 D1950 Cornet Gladstone Case.....**$32.00**
76-1114 D895 Cornet Shaped Case **15.00**
76-1122 D1950 Trumpet Gladstone Case..... **32.00**
76-1130 D895 Trumpet Shaped Case **15.00**
76-1148 D3250 Trombone Gladstone Case..... **54.50**
76-1155 D1950 Trombone Shaped Case **34.50**

Sweet Sue Walkers

The same lovely, little charmer in four complete costumes on this page! Fully jointed for easy stepping, durable plastic heads, rooted Saran curls.

SWEET SUE AS PROM QUEEN . . . beautiful fully jointed walking doll, dressed in a ballerina ball gown! Durably made with a pretty plastic head, rooted Saran curls to stay as sweet as she is. Walks along with a regal stride, she's so proud of the lovely way she looks! Gown has a no-iron nylon net skirt, showered with silver flocked dots. Satin bodice is lavished with lace. And underneath, there's a hoop-skirted satin petticoat with dust ruffle that bellows out to great fullness. A Queen from head to toe, with dancing slippers and head scarf, too. She's a real little promenading princess, guaranteed to make any little girl a delightful, dutiful daughter. And Sweet Sue Prom Queen is available in two adorable sizes.

88-7125 B925 Sweet Sue Prom Queen, 19" Tall. $12.98
88-7133 B1135 Sweet Sue Prom Queen, 22" Tall. 15.98

SWEET SUE, COED—AND AMERICAN BEAUTY . . . she's here in two romantic roles, elegantly ensembled for each! Fully jointed walkers with plastic heads, rooted Saran hair. As Campus Queen, she wears felt skirt laced with contrasting ribbon, matching print blouse, dust ruffle, panties. Shoes, socks, hat and handbag, too!

88-7091 B840 18" Campus Queen Sweet Sue. $11.98
88-7109 B1000 22" Campus Queen Sweet Sue. 13.98
88-7117 B1215 25" Campus Queen Sweet Sue. 16.98

And as Queen of Roses, her costume includes a magnificent nylon net gown, satin bodice, lace-trimmed, rows of ruffles on skirt, hooped petticoat, hair ornament and evening slippers.

88-7158 B1285 22" Queen of Roses Sweet Sue. $17.98
88-7166 B1570 25" Queen of Roses Sweet Sue. 21.98

SWEET SUE BECOMES A BRIDE . . . and, of course, she can even walk down the aisle herself. Dressed in a full-length dress of white nylon lace over satin, she's completely equipped for the ceremony, even to a lovely lace corsage. White nylon tulle skirt, with a dust-ruffled, hooped petticoat underneath. Pretty pancake hat has a full circular veil of lace and tulle. Evening slippers, too.

88-7182 B1070 18" Sweet Sue Bride Doll. $14.98
88-7190 B1285 22" Sweet Sue Bride Doll. 17.98

Complete with Trunk-Trousseau. Steamer trunk holds 2 complete extra outfits—separate drawers for shoes, socks and underwear. There's even a negligee, in this marvelous wardrobe of many changes!

88-7174 B1135 15" Doll with Trunk and Trousseau. $15.98

"LOVE-ME" BABY DOLL IN SUITCASE WITH WARDROBE . . . all vinyl and very adoptable. This charming "Love-Me" baby is unbreakable and boasts patented flexible legs for any amount of casual cuddling. Beautifully dressed in a tweed-finished 2 piece suit with felt crown hat. And there's a suitcase included to take her traveling with ease. Inside, a whole wardrobe of beautiful baby clothes. Dress with pinafore, silk hat and coat, swim suit, pajamas, knit panties, silk undies. Vinyl shoes and rayon socks. Plus such important baby grooming aids as soap, sponge, plastic curlers for her hair, comb, brush and mirror. She's a healthy little bundle 13" tall—and just one look at her will make her "mother's" favorite offspring!

88-7547 B695 Baby Doll in Suitcase, with Wardrobe. $9.98

The newest DOLLS . . .

The answer to your little girl's fondest dreams!

CUDDLE-UP BABY . . . softest, most huggable doll ever!

Wait 'til your child sees her . . . holds her! Her soft, cuddly body is made of finest quality washable vinyl . . . petal-soft as a baby's skin. Her molded legs, arms and head are vinyl plastic, too, so that she can be washed from head to foot! She has large expressive eyes that go to sleep . . . and because she has just cut two front teeth, she is usually seen with her finger in her mouth.

She has her very own little plush toy with her!

Every baby needs a soft toy to hug . . . and Cuddle-Up Baby is no different! She comes with a little plush pet in her arms and manages to look so much like a real baby . . . you'll be fascinated, too!

She's all dressed up for her carriage in bunting and hood!

Her combination bunting and hood are made of soft, chinchilla-cloth with a looped edge and pompon trim. Around the bunting . . . a wide ribbon sash with bow. Underneath, she wears a pretty flannel robe, diaper and booties socks tied with ribbons.

With molded hair, neatly fashioned in the latest "coiffure."

88-7430 B780 20" Cuddle-Up Doll..... **$10.95**

With rooted Saran hair, that tumbles into curls . . . can be washed, combed, curled. Firmly rooted to stay . . . like real hair.

88-7448 B1000 20" Cuddle-Up Doll..... **$13.95**
88-7455 B1215 23" Cuddle-Up Doll..... **16.95**
88-7443 B1570 27" Cuddle-Up Doll..... **21.95**

POSIE . . . The Walking Doll with Magic Knee-Action

Posie is just about the most talented doll ever! Her knees bend naturally. And when she sits in a toy chair, her feet touch the floor! She walks beside you . . . coquettishly turns her head from side-to-side . . . even kneels to say her prayers.

Beautiful vinyl head and go-to-sleep eyes. Luxurious rooted Saran hair can be shampooed and styled (keeps little mothers happily "fussing" with it for hours). And she brings her own curlers.

Fashionably dressed, Posie wears a dainty slip, undies, shoes and stockings. She's an armful of charms for any little girl!

88-7661 B695 17" Posie Magic Knee-Action Doll..... **$ 9.95**
88-7679 B1065 23" Posie Magic Knee-Action Doll..... **14.95**

TONI WALKING DOLL With Toni Play-Wave Kit

Toni playmate walks beside her little mother . . . proudly turning her head from side-to-side as if to ask "How do you like my new coiffure?" Her walking enchants all . . . but your little girl will be doubly thrilled when she finds a make-believe permanent wave-kit inside! There's creme shampoo for her Toni playmate's silky, nylon hair . . . comb, curlers, paper, instructions, even a perfectly safe "lotion!" Her long-lashed glassene eyes open and close . . . and she wears a Deluxe Dress with slip, undies, socks and vinyl shoes.

88-7687 B695 16½" Toni Walking Doll..... **$ 9.95**
88-7695 B900 19½" Toni Walking Doll..... **12.95**
88-7703 B1120 21½" Toni Walking Doll..... **15.95**

HONEY WALKER

HERE'S HONEY WALKER . . IN 3 WONDERFUL VERSIONS!

These charming dolls have a fool-proof walking mechanism that is so flexible it even permits ballet splits! Of durable plastic with Vinyl heads, rooted Saran hair which can be washed, combed and curled with their own little curlers. Asleep or awake eyes, real lashes.

E Honey Walker in Bolero Costume. Bolero-effect taffeta dress is ruffle-trimmed, belted with black velvet. Straw hat. Lace-trimmed petticoat and panties, black patent slippers, white socks.

88-7265 B560 Honey Walker, 15" tall . . . . . $ 7.95
88-7273 B695 Honey Walker, 19" tall 9.95
88-7281 B1125 Honey Walker, 25" tall 15.95

F Honey Walker in Jumper Costume. Beautiful broadcloth jumper with blouse and underskirt of fine checked gingham. Matching sailor hat, white shoes and socks. Hair in pert bow-tied pigtails.

88-7299 B925 Honey Walker, 19" tall $12.95
88-7307 B1410 Honey Walker, 25" tall. Has movable knees that bend when doll is in sitting position $19.95

G Honey Walker as a beautiful bride. Exquisite satin gown with nylon tulle yoke, lace-trimmed. Satin bridal bonnet of embroidered nylon tulle, rosebuds and lace. Ruffled crinoline petticoat, satin panties. White satin slippers, long nylon hose with a borrowed blue garter.

88-7315 B775 Honey Walker, 15" tall $10.95
88-7331 B1125 Honey Walker, 18" tall 15.95

WALKING JOANNE . . AND HER WARDROBE.

She's 16" of unbreakable plastic . . . sits, walks, flirts outrageously with her open-and shut eyes! Her blonde Saran hair is easy to wash and set, and Joanne is all set to go places with a durable simulated airplane cloth cabinet that holds a 30-piece ensemble. Includes party dress, street dress, lounging robe, vinyl garment bag, hat, purse, sunglasses, ski and golf outfit, and many other play-ful accessories.

88-7497 B925 Walking Joanne and Cabinet Wardrobe . . . $12.95

JOANIE WALKER

JUST 8 INCHES TALL . . BUT SHE WALKS BY HERSELF!

Now, the little-priced walking doll you've longed for! Joanie Walker is small, dainty, adorable . . . and oh how she goes. Any little girl would love to own her. Durably made of unbreakable acetate . . . high impact acetate that accounts for her amazing ability to with-stand a little mother's loving ways. Only 8 inches tall, but she can walk with ease, sit up straight as a soldier. Her beautiful, wide-awake eyes are fringed with real lashes . . . and at bedtime, they close dreamily in sleep. Her pretty dynel wig combs and curls nicely for fumbling little fingers.

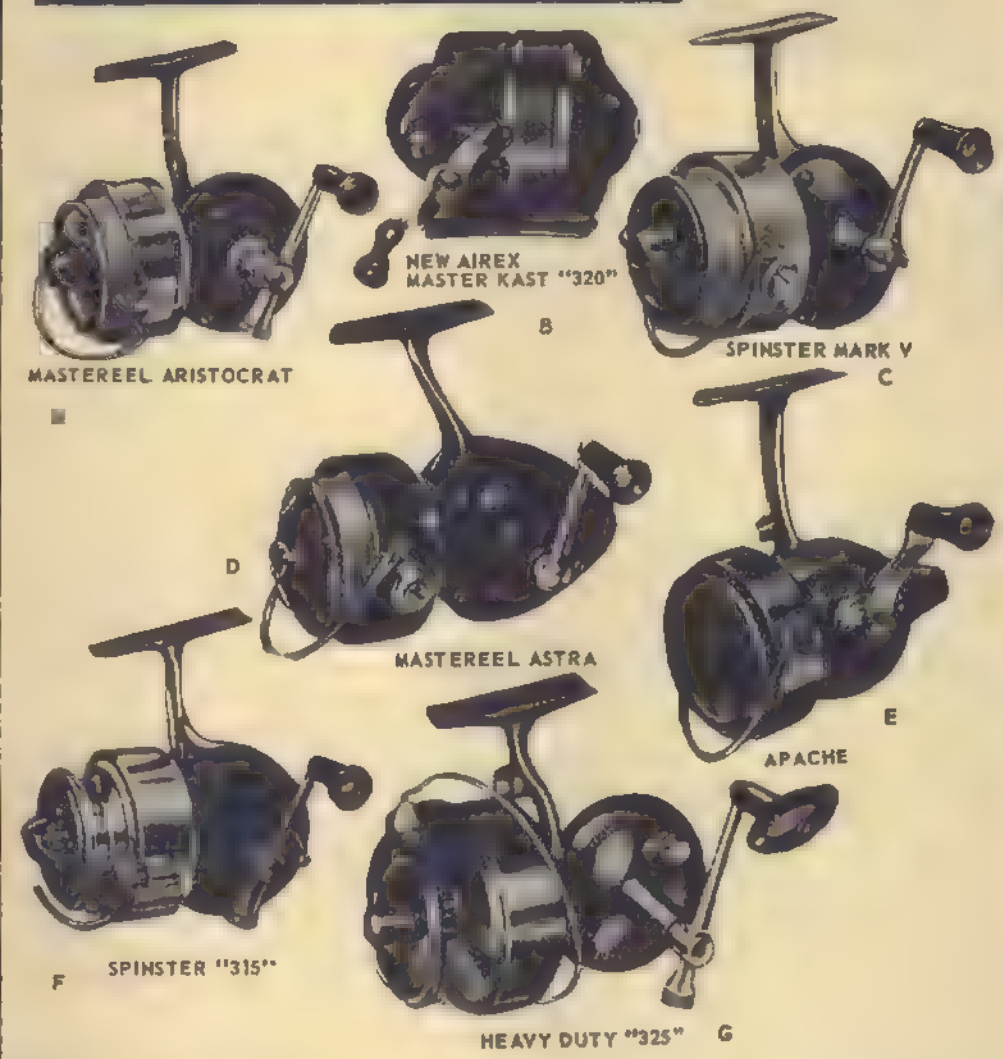
And Joanie comes with a whole well-balanced wardrobe, so she need never worry about what to wear! Beautifully dressed as a blush-ing bride, she's completely ensembled in traditional white. And her trousseau consists of five additional dresses for every occasion all in the height of fashion. Casual dresses, dress-up dresses, so mothers can change her to their heart's content—keep her outfits right in step with the current season.

Just the right size to sew for, Joanie looks wonderful in every-thing she wears. Means little mothers can supplement her wardrobe with their very own handiwork.

And Joanie's so modestly priced, she can enchant every little girl with her grace, her pace, her simply delightful charm. There just isn't a young miss anywhere who wouldn't adopt her on sight, love her for ages!

88-7489 B350 Joanie Walker, 8" tall $4.95

Popular Top Quality Spinning Reels Made by AIREX



H AIREX LARCHMONT

100 yards braided nylon line pre-wound on reel, New exclusive quadrant type drag brake, Extra metal spool included with each reel, Packed in sturdy leatherette carrying case, Stainless steel full bail and roller pickup, Flawless action of bail places line on spool in perfect cross-wind pattern, Precision balanced cam mechanism internally activates the bail with trigger action, Machined brass pinion gear is guaranteed for life of reel, Spool can be changed in ten seconds without disturbing brake setting, Spool can be changed in ten seconds without destroying brake setting, New finger-tip slide-type anti-reverse control. Counter balanced handle reverses for easy storage, Gear 3.44 to 1. Spool capacity 200 yards of 6 lb. test Airex braided spinning line. Sturdy construction, yet light in weight. PLUS

The Exclusive Airex Quadrant Brake

(1) Really fool-proof
(2) Takes the guess work out of brake settings
(3) Can be preset for any test line in a second
(4) Without releasing the handle, the brake may be changed from free spooling to maximum line test with flick of a finger
(5) The free spooling feature is perfect for paying out line without opening the bail or touching the line.

No. 312F1617 Weight 10.2 oz. Retail $26 95

(A) MASTEREEL ARISTOCRAT "311"

100 yards braided line pre-wound on reel, Perfectly balanced cup, Exclusive nylon expansion drum brake, Finger-tip anti-reverse control, Convex-face gears guaranteed for life of reel, Durable bronze bearings for friction-free long life, Gear ratio 3.44 to 1, Counter balanced handle reverses for easy storage Spool capacity 200 yards of 6 lb. test Airex braided line, Extra metal spool packed with each reel.

INTERNALLY ACTIVATED FULL BAIL WITH ROLLER PICKUP CONVERTS IN SECONDS TO MANUAR

No. 311F1377 Weight 10½ oz. Retail $22.95

(B) MASTER "320"

This reel has been designed for the left and right hand fisherman – can be used for either Bait or Spin Casting. With positive anti-reverse action – thumb type brake – The gear ratio is 3 to 1. Has an extra single handle grip handle included for spin casting – 100 yards 6 lb. monofilament prewound on reel. Shpg. wt. 1 lb.

No. 320F957.....Retail $1595

(C) SPINSTER MARK V "316"

100 yards monofilament line pre-wound on reel Sturdy stainless steel full bail Lifetime guaranteed convex-face gears, Gear ratio 3.44 to 1, Removable handle for quick, easy storage, Finger-tip anti-reverse control, Duraloy constructed housing, Anti-corrosive finish on cup, Line capacity 200 yards of 6 lb. test Airex braided line, Exclusive nylon expansion drum brake.

EXCLUSIVE ON THE SPINSTER MARK V– THE BAIL RELEASE. JUST A FLICK OF THE BAIL FOLDS AGAINST HOUSING FOR COMPACT AND SAFE STORAGE.

No. 316F897 Weight 9.6 oz. Retail $14.95

D NEW MASTEREEL ASTRA

Greater line capacity makes this the ideal reel for all fresh water and light salt water fishing 100 yards braided nylon line pre-wound on reel 100% fully ambidextrous, for right or left hand use, Positive full bail, internally activated, Fool-proof anti-reverse, Gear ratio 3.44 to 1 Perfectly balanced cam mechanism, Machined brass pinion gear guaranteed for life of reel Total spool capacity–220 yards 8 lb. test line Removable handle for quick, easy storage, Anti-corrosive finish, exclusive nylon expansion brake.

A finely engineered reel designed to answer the needs of all fishing conditions. Sturdy, perfectly balanced and constructed to give many years of service.

No. 314F1197 Weight 10 oz. Retail $19.95

(E) BACHE BROWN SPINSTER "315"

Duraloy streamlined case, Convex-faced gears guaranteed for life of reel, Gear ratio 3.39 to 1, Stainless steel finger pickup, Removable handle for handy storage, Exclusive Airex nylon expansion drum brake, Spool capacity 200 yards of 6 lb. test Airex braided line. Finger-tip anti-reverse control keeps the big ones from getting away.

No. 315F750 Weight 9.6 oz. Retail $12.50

(F) HEAVY DUTY "325"
(Beachcomber)

Complete anti-corrosive construction, Exclusive Airex nylon expansion brake, Full stainless steel bail with roller pickup, Bail activated by nylon roller cam on stem, Converts in seconds to manual operation, Conveniently located new slide-type anti-reverse button, Convex-faced gears guaranteed for life of reel Gear ratio 3.88 to 1. Large torpedo handle reverses for quick storage. A favorite among sport fishermen because of its extra large capacity die-cast spools which hold 270 yards of 12 lb. test line.

No. 325F1650 Weight 14 oz. Retail $27.50

(G) NEW APACHE "318"

An ideal low-priced reel for the beginner with many features of the high-priced reels Ambidextrous for right or left hand use, Metal spool holds 100 yds. 8 lb. test line, Die-cast housing and cover, Guaranteed convex faced gears, Stainless steel full bail, Finger-tip tension brake, Line cross winds on spool, Finger-tip anti-reverse lock

No. 318F597 Weight 7 oz. Retail $9.95

A Well Balanced Low Priced Kit

LARCHMONT KIT
Cat. No. 712 **List $33.95**

- 1 No. 312 Larchmont Reel with 100 yards of Airex Braided Spinning line pre-wound on spool
- 1 extra spool
- 100 yards of Airex Monofilament spinning line
- 8 of the best selling Airex spinning lures in lucite box
- 4 stainless steel leaders
- 6 snap swivels and 6 anti-twist keels
- 2 nylon line clips and 1 plastic ball float
- 3 hook guards
- one-piece tough gauge steel tackle box

No. 712F2037 Shpg. Wt. 2 lbs. Retail $33.95

MASTEREEL ASTRA KIT
Cat. No. 714 **List $25.95**

- 1 Mastereel Astra Reel with 100 yards of Airex Braided Spinning line pre-wound on spool
- 1 extra spool
- 100 yards of Airex Monofilament spinning line
- 5 of the best selling Airex spinning lures in plastic box
- 2 stainless steel leaders
- 6 anti-twist keels and 2 snap swivels
- 2 nylon line clips and 1 plastic ball float
- 3 hook guards
- metal tackle box

No. 714F1557 Shpg. Wt. 2 lbs. Retail $25.95

AIREX SPINSTER MARK V KIT
Cat. No. 716 **List $21.95**

- 1 Spinster Mark V Reel with 100 yards of Airex Monofilament spinning line pre-wound on spool
- 1 extra spool
- 100 yards of Airex Braided spinning line
- 5 select Airex lures in plastic box
- 2 stainless steel leaders
- 6 anti-twist keels and 2 snap swivels
- 2 nylon line clips and 1 plastic ball float
- 3 hook guards
- metal tackle box

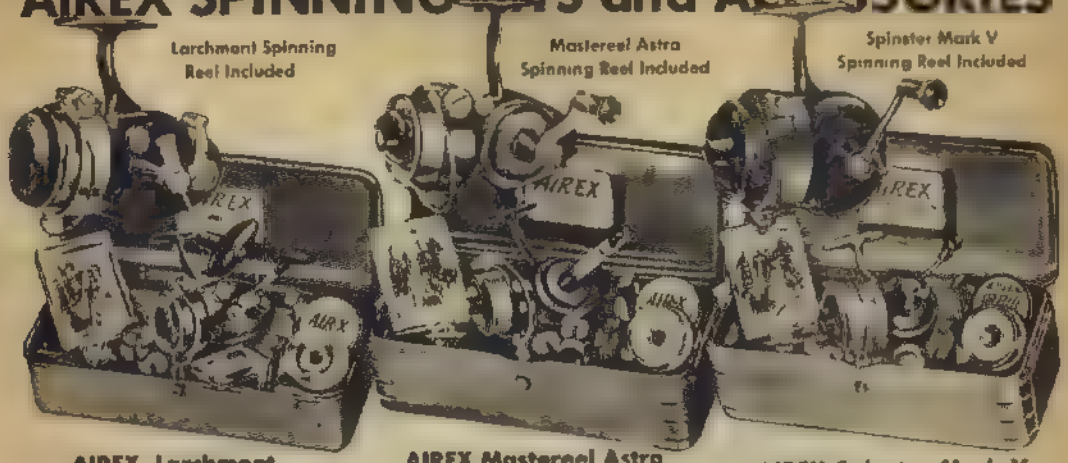
No. 716F1317 Shpg. Wt. 2 lbs. Retail $21.95

AIREX APACHE KIT
Cat. No. 718 **List $13.95**

- 1 Airex Apache Spinning Reel
- 100 yards of 6 lb. test braided line
- 3 Airex lures in plastic box
- 2 stainless steel leaders and 3 anti-twist keels
- 1 nylon line clip and 2 snap swivels
- 3 hook guards
- 1 ball float
- packed in attractive display box

No. 718F837 Shpg. Wt. 1½ lbs. Retail $13.95

AIREX SPINNING KITS and ACCESSORIES


Larchmont Spinning Reel Included
Mastereel Astra Spinning Reel Included
Spinster Mark V Spinning Reel Included
AIREX

AIREX Larchmont
34 Piece Spinning Kit

- With Larchmont Reel, Steel Tackle Box and Accessories
- 100 Yards Braided Spinning Line Prewound on Spool
- 6 Top-notch Spin Lures

Everything for the spin-fisherman who desires the very best. Packed in a one piece, tough gauge steel tackle box, this top-quality set includes the Larchmont spinning reel with the exclusive quadrant type drag brake, stainless steel full ball and roller pick up, 100 yds. of Braided Spinning line pre wound on spool, 1 extra spool, 60 yds. of Monofilament spin line, 6 Airex spin lures in lucite box, 6 stainless steel leaders, 6 snap swivels and 6 anti twist keels, 2 nylon line clips, 1 plastic ball float, 3 hook guards, metal tackle box.
No 622 Wt 2 lbs List $32.95. Dealer's, each **10.17**

AIREX Mastereel Astra
25 Piece Spinning Kit

- With New Mastereel Astra Reel, Steel Tackle Box and Accessories
- 100 Yards Braided Spinning Line Pre-Wound on Spool
- Astra Reel for Right or Left Hand Use

A complete spin fishing outfit featuring the Mastereel Astra reel for right or left hand use with full ball. Kit includes Astra Reel with 100 yards of Airex Braided spinning line pre-wound on spool, 1 extra spool, 100 yards of Airex Monofilament spinning line, 6 of the best selling Airex spinning lures in plastic box, 2 stainless steel leaders, 6 anti-twist keels and 2 snap swivels, 2 nylon line clips, 1 plastic ball float, 3 hook guards, metal tackle box. Astra reel has fool proof anti-reverse, 220 yd. 8 lb. test spool capacity. Nylon separation brake.
No. 624 Wt. 1½ lbs List $25.95 Dealer's, each **15.57**

AIREX Spinster Mark V
25 Piece Spinning Kit

- With Spinster Mark V Spinning Reel
- Steel Tackle Box and Accessories
- 100 Yards of Braided Spinning Line
- 100 Yards Monofilament Spinning Line
- 5 Select Airex Lures in Plastic Box

A complete spinning outfit that contains everything the spin-fisherman needs at a surprisingly low price. Packed in rugged metal tackle box–kit contains Spinster Mark V spinning reel with full ball and extra spool has finger-tip anti-reverse control, gear ratio 3.44 to 1, life-time guaranteed convex face gears, [illegible] 100 yards of Airex Monofilament spinning line, 100 yards of Airex Braided spinning line; 5 select Airex lures packed [illegible] 2 stainless steel leaders, 2 anti-twist keels and 2 snap swivels, 2 nylon [illegible] plastic ball float.
No 719 Wt 2 lbs. List $2[illegible] Dealer's, ea. **13.17**

AIREX 17 PIECE APACHE SPINNING KIT
Complete With New Apache Reel and Accessories

- Includes Line, Lures, Keels, Swivels, Leaders Line Clip Guards and Float

A complete spinning kit with all the Airex top quality features at a surprisingly low price. Contains the new Airex Apache for either right or left hand use Metal spool holds 100 yds. 8 lb. test line. Die-cast housing and cover, guaranteed convex faced gears. Stainless steel full ball finger tip tension rak. Line cross winds on spool. Finger-tip anti-reverse lock. Includes 100 yds of 8 lb. test braided Line 3 Airex lures in plastic box, 3 plastic keels and 2 snap swivels, 2 stainless steel leaders, 1 nylon line clip, 3 hook guards, 1 ball float. Ship. weight 2 lbs
No. 723. List $13.95. Dealer's, each **8.37**

AIREX 11 Piece Spinning Lure Assortment

This complete Airex assortment contains 1 Presko Perche lure—bait for game and pan fish, natural rubber body, treble hook 1 Devonaire lure—bait for game fish, gold finish treble hook 1 Merry Widow wobbling lure—bait. Pike, Pickerel, scale finish on brass blade treble hook 3 Anti Twist Keels, 2 steel leaders, 3 special spinning snap swivels, vest pocket size plastic box. A real value at this low price. Stock up for volume sales.
No. 635. Wt. 6 oz. List $2.50 Dealer's, ea. **1.50**

AIREX 10 Lure Gift Spinning Assortment

Spinning assortment packed in an attractive pocket sized plastic utility box. This hand some Airex assortment contains 1 each Presko, Perche Black lure Presko Perche Natural lure – nickel blade, Presko Perche Natural lure—brass blade, Brown Godart lure single hook, Airex Gold Digger lure Airex Merry Widow lure, Devon-Aire Silver lure, Devon-Aire Gold lure, Brown Godart treble hook, and one Tippy lure. Perfect for gifts. Weight ¾ lbs
No 2329 List $6.50 Dealer's, each **3.90**

AIREX Change-A-Lure Kit

A fisherman can actually change the original 6 lures to 100's of different combinations of design and weight to fit most fishing conditions. Packed in a compact [illegible] apart ment plastic box this new little kit contains 6 durable metal screw machine lures, 2 stainless steel leaders, 2 snap swivels, 4 Airex anti-twist beads, 4 Airex hook guards. It's simple to construct the exact "right" lure for any [illegible] A real "Do It Yourself" lure kit. Wt. 8 oz.
No. 621 List $5.95. Dealer's, each **3.57**

SHAKESPEARE Quality Spin WONDEREELS

SHAKESPEARE Model 1770 Casting or Spinning Wondereel

- A Three Way Reel—For Bait Casting, Spin Fishing and Fly Fishing
- Complete with 150 Yds. Mono 6 lb. Test Line
- 3 Unit Takedown Construction

The reel that does everything. Ideal for open fishing with bait casting, fly or spinning rods. Sturdily [illegible] of green anodized aluminum, 3-unit takedown. Thumb opening is used for controlling casts or "direct" drag on fish; mechanical drag when used on fly or spin rods. Brass gears, chrome hardened steel pick-up pin, 2" diameter aluminum spool and click alarm for live bait fishing. Comes loaded with 150 yds. of 6 lb. monofilament Nylon Line. Carboloy line guide and diamond hard chrome plated wear rings. Wt. 6.7 oz.

No. 746. List $12.50
Dealer's, each **7.50**

SHAKESPEARE Spin Wondereel Deluxe

- Complete with 200 yds. 6 lb. Mono Line
- With Non-Reversing Crank

A spinning reel with smooth, quiet, perfect performance. Cross level winding feature and easy to reach, non-reversing crank control. Luster green baked enamel finish over anodized aluminum alloy frame. Anodized aluminum spool. Wind-weather guard turns for drag adjustment. Precision made with case hardened steel and phosphor bronze bearings, case alloy gears lapped during assembly for quiet operation. Designed especially for the fisherman who wants the best. Gear ratio 4 to 1 ratio. Line capacity 200 yds. 6 lb. test mono. Nylon. Wt. 12.6 oz.

No. 684. List $28.50
Dealer's, each **17.10**

SHAKESPEARE Spinning Reel Model 1755

- Complete with 150 yds. 6 lb. Mono Line
- With Non-Reversing Crank

Low priced spinning reel is designed with the very latest features. A click device on the side plate to make crank non-reversing. Brilliant luster-green enamel finish. Anodized aluminum alloy frame and cone. Wind weather guard turns for drag adjustment. Crank is chromed brass with large white grip. 4 to 1 gear ratio. This rugged, dependable reel is noted for speed, efficiency and ease of operation. Line capacity 150 yards of 6 lb. test mono line.

No. 682. Wt. 11.2 oz. List $17.95
Dealer's, each **10.77**

No. 748. Same as above only without line. Wt. 10½ oz. List $15.95.
Dealer's, each **10.17**

SHAKESPEARE Wonder Spin Open Face Spin Reel—Model 1780

- Complete with 150 yds. 6 lb. Mono Line
- Easy to Use Automatic Operation

No more spinning snarls and tangles with this 150 yd. capacity trouble free spin reel. Operates on a direct wind principle. Just touch face, back up crank and line is delivered on finger tip, ready to go. Baked enamel over anodized aluminum frame. Knurled nut turns for drag adjustments with a touch, even while fighting a fish. Sturdy pick-up and gearing mechanisms. 4 to 1 gear ratio, non-reverse crank, heavily chromed brass crank, large handle grip. Filled with 150 yds., 6 lb. test mono. Nylon line. Wt. 11.1 oz.

No. 683. List $17.95. Dealer's, each **10.77**

FAMOUS MADE SOUTH BEND SPIN REELS

South Bend Spin Cast Deluxe

- Complete with Line
- Big Line Capacity—200 Yds.
- Finger-tip Control
- Non-Reversing Crank

A strong, light spinning reel—easy to use—all operations at handle. Finger tip control for accurate casting. Non-reversing crank. All working parts enclosed, casts lightest lures without backlash. Micrometric drag adjustment gives exact degree of line tension. Corrosion resistant alloy frame anodized a rich maroon. 4 to 1 gear ratio. Carboloy pick-up mechanism, steel drive shaft, level wind mechanism. With 150 yd. 6 lb. line.

No. 689. Wt. 12.5 oz.
List $28.50. Dealer's, each **17.10**

South Bend Spin Cast

[illegible]

- With 150 Yds. 6 lb. Test Capacity
- Automatic Crank for Release and Retrieve

An exceptional value at a moderate cost. A durable, smooth operating spinning reel with protective cone design which feeds line straight to guides and eliminates line slap and bunching. Permits longer, smoother casts. Housing turns for adjusting line tension. Corrosion resistant alloy frame anodized a rich maroon. 4 to 1 Automatic crank for release and retrieve. Crank is chrome-plated brass. Crackle maroon finish. Spool capacity—150 yds. 6 lb. test. 4 to 1 gear ratio.

No. 688. Wt. 10.9 oz.
List $13.50. Dealer's, each **8.10**

South Bend Combination Casting-Spinning Reel

[illegible]

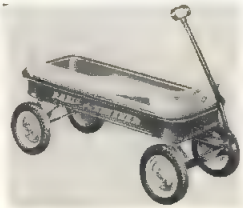
- Backlash Free
- For Fly, Bait Casting or Spinning
- Complete with 150 yds. 6 lb. Line

An absolutely backlash-free reel with foolproof thumb control for precise casting accuracy. Micro-accurate drag adjusts to exact degree of tension desired—no line slap. Brass gears with 4 to 1 ratio. Thumb control opening is rimmed with hard chrome. Positive click control. Rod clip designed to fit any standard reel seat. Finished in rich, deep maroon. 150 yds., 6 lb. mono. line capacity.

No. 687. Wt. 8½ oz.
List $12.50. Dealer's, each **7.50**

Good Merchandise Priced Right—Speedily Delivered

New Toys on parade



RADIO RANCHER WAGON has four removable patented interlocking stakes, 36x 17x8" body, semi-pneumatic tires and the Congo Graphite Bearing which "never needs oiling." Radio Steel and Mfg. Co., 6515 W Grand ave., Chicago, Ill.

NO. 100 DE LUXE FENCE GAME combines game board strategy and skill in word and sentence formation. Consists of heavy masonite game board, over 225 posts, 145 cards. $3.95. L. J. S. Sales and Mfg. Co., Greenville, Ohio.

SPACE SEARCHER is a battery-operated transistor radio set compactly and completely contained in three-color futuristic head set. Can pick up radio signals up to 15-25 miles away. Saunders-Swadar Toy Co., Aurora, Ill.

SATELLITE EXPLORER HELMET is aluminum headpiece for "space adventurers"; has "cosmic ray" acetate one-way vision shield, with earphones and spring communication antenna. $3.95. Aluminum Goods Mfg Co., Manitowoc, Wis.

MR. MAGOO AND GERALD McBOING BOING Hallowe'en costumes are tie-ins with movie cartoon characters. Other costumes available TV's Winky Dink, MGM's Tom and Jerry, Droopy and Barney Bear. J. Halpern Co., 810 Penn ave., Pittsburgh.

KEYBOARD ACCORDION has a full scale keyboard with 13 white and black keys that play sharps and flats. Has wide tonal range, easy-action bellows. $4 retailer. Emenee Industries, Inc., of 200 Fifth ave., New York, N. Y.

B-798 PLAYGROUND BALLS, latest addition to the Blue Bird line have a fine pebble-grain finish molded into the body of each ball. Measure 7½" in diameter. National Latex Products Co., Ashland, Ohio.

GYM SET NO. 1301 is constructed of 2½" tubing—9' headbar—8½' legs. Includes 2-seater Air-flite swing, 3 full swings, 2 trapeze bars, vinyl-covered gym rings, 2 oversize chianing bars. Turco Mfg. Co., 7812 Maplewood, Ind. ct., St. Louis.

ALVIN STERLING

Place settings and complete sets of Sterling flatware are furnished with anti-tarnish flannel rolls at no extra cost

CHATEAU ROSE

...Alvin's most popular pattern

(NOTE Please specify Chateau Rose pattern when ordering)

PLACE SETTINGS

5-pc. Place Setting (no butter spreader)
12-6359 A1334 Luncheon Size ..$25.75
12-6367 A1503 *Dinner Size 29.00

6-pc. Place Setting (with butter spreader)
12-6375 A1542 Luncheon Size $29.75
12-6383 A1710 *Dinner Size 33.00

COMPLETE SETS

52-pc. Set Eight 6-pc place settings, 2 tablespoons, butter knife, sugar spoon
12-6391 A14072 Luncheon Size $271.50
12-6409 A15416 *Dinner Size . 297.50

*Dinner size is ½" longer than luncheon size

OPEN STOCK . . . prices are each

12-6417	A194	Teaspoon	$3.75
12-6425	A311	Luncheon Fork	6.00
12-6433	A298	Luncheon Knife	5.75
12-6441	A415	*Dinner Fork	8.00
12-6458	A363	*Dinner Knife	7.00
12-6466	A272	Salad Fork	5 25
12-6474	A259	Cream Soup Spoon	5.00
12-6482	A207	Butter Spreader	4.00
12-6490	A311	Oval Soup Spoon	6.00
12-6508	A259	Iced Drink Spoon	5.00
12-6516	A117	Small Coffee Spoon	2 25
12-6524	A194	Oyster Fork	3.75

OPEN STOCK . . . prices are each

12-6532	A415	Butter Knife	$ 8.00
12-6540	A311	Sugar Spoon	6.00
12-6557	A505	Tablespoon	9.75
12-6573	A609	Gravy Ladle	11 75
12-6581	A324	Cream or Sauce Ladle	6 25
12-6599	A518	Cold Meat Fork	10.00
12-6607	A777	Salad Fork (serving)	15.00
12-6615	A777	Salad Spoon (serving)	15.00
12-6623	A518	Pie Server	10 00
12-6631	A246	Olive Fork	4.75
12-6649	A324	Jelly Server	6.25
12-6664	A1026	Steak Carve Set, 2-pc.	20.00
12-6672	A2837	Roast Carve Set 3-pc.	54.75

RETAIL PRICES on this page Include 10% Federal Excise Tax

ALVIN STERLING

by the Alvin Silversmiths . . .

Place settings and complete sets of Sterling flatware are furnished with anti-tarnish flannel rolls at no extra cost

PRINCE EUGENE

. . . deeply carved, extra heavy weight

PLACE SETTINGS

5-pc Place Setting (no butter spreader)
12-6003 A1658 Luncheon Size . . . $32.00
12-6011 A1814 *Dinner Size 35.00

6-pc Place Setting (with butter spreader)
12-6029 A1891 Luncheon Size . . . $36.50
12-6037 A2047 *Dinner Size . . . 39.50

COMPLETE SETS

52-pc. Set Eight 6-pc place settings; 2 tablespoons butter knife, sugar spoon
12-6045 A17256 Luncheon Size $333.00
12-6052 A18501 *Dinner Size 357.00

*Dinner size is ½" longer than Luncheon size

OPEN STOCK . . . prices are each

12-6060	A259	Teaspoon	$ 5.00
12-6078	A415	Luncheon Fork	8.00
12-6086	A337	Luncheon Knife	6.50
12-6094	A518	*Dinner Fork	10.00
12-6102	A389	*Dinner Knife	7.50
12-6110	A337	Salad Fork	6.50
12-6128	A311	Cream Soup Spoon	6.00
12-6136	A233	Butter Spreader	4.50
12-6144	A363	Oval Soup Spoon	7.00
12-6151	A311	Iced Drink Spoon	6.00
12-6169	A130	Small Coffee Spoon	2.50
12-6177	A233	Oyster Fork	4.50

OPEN STOCK . . . prices are each

12-6185	A453	Butter Knife	$ 8.75
12-6193	A376	Sugar Spoon	7.25
12-6201	A648	Tablespoon	12.50
12-6219	A687	Gravy Ladle	13.25
12-6227	A402	Cream or Sauce Ladle	7.75
12-6235	A713	Cold Meat Fork	13.75
12-6243	A946	Salad Fork (serving)	18.25
12-6250	A946	Salad Spoon (serving)	18.25
12-6268	A544	Pie Server	10.50
12-6276	A285	Olive Fork	5.50
12-6284	A389	Jelly Server	7.50
12-6292	A1114	Steak Carve Set, 2 pc.	21.50
12-6300	A2993	Roast Carve Set, 3-pc.	57.75

RETAIL PRICES on this page include 10% Federal Excise Tax

ALVIN STERLING

by the Alvin Silversmiths .
subsidiary of Gorham Manufacturing Co.

ROSECREST

...carved roses on tapered shafts

Place settings and complete sets of Sterling flatware are furnished with anti-tarnish flannel rolls at no extra cost

Note: Please specify Rosecrest pattern when ordering

PLACE SETTINGS

5-pc. Place Setting (no butter spreader)
12-6359 A1334 Luncheon Size....$25.75
12-6367 A1503 *Dinner Size 29.00
6-pc. Place Setting (with butter spreader)
12-6375 A1542 Luncheon Size....$29.75
12-6383 A1710 *Dinner Size 33.00

COMPLETE SETS

52-pc. Set. Eight 6-pc. place settings; 2 tablespoons, butter knife, sugar spoon.
12-6391 A14072 Luncheon Size..$271.50
12-6409 A15416 *Dinner Size 297.50
*Dinner size is ½" longer than Luncheon size

OPEN STOCK . . . prices are each

12-6417	A194	Teaspoon $3.75
12-6425	A311	Luncheon Fork 6.00
12-6433	A298	Luncheon Knife 5.75
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12-6458	A363	*Dinner Knife 7.00
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12-6474	A259	Cream Soup Spoon. 5.00
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12-6490	A311	Oval Soup Spoon 6.00
12-6508	A259	Iced Drink Spoon..... 5.00
12-6516	A117	Small Coffee Spoon.... 2.25
12-6524	A194	Oyster Fork 3.75

OPEN STOCK . . . prices are each

12-6532	A415	Butter Knife .. . . . .$ 8.00
12-6540	A311	Sugar Spoon 6.00
12-6557	A505	Tablespoon . .. 9.75
12-6573	A609	Gravy Ladle 11.75
12-6581	A324	Cream or Sauce Ladle. 6.25
12-6599	A518	Cold Meat Fork . 10.00
12-6607	A777	Salad Fork (serving) 15.00
12-6615	A777	Salad Spoon (serving) 15.00
12-6623	A518	Pie Server 10.00
12-6631	A246	Olive Fork 4.75
12-6649	A324	Jelly Server 6.25
12-6664	A1036	Steak Carve Set, 2-pc. 20.00
12-6672	A2837	Roast Carve Set, 3-pc.. 54.75

RETAIL PRICES on this page include 10% Federal Excise Tax

AMERICAN CRAWLER CRANES

- EASY TO OPERATE
- LOW MAINTENANCE
- BIG CAPACITY
- HIGH PRODUCTION

MODELS FROM ½-YARD TO 2-YARD DRAGLINE CAPACITY

ALL FRONTS AVAILABLE

421-9-56

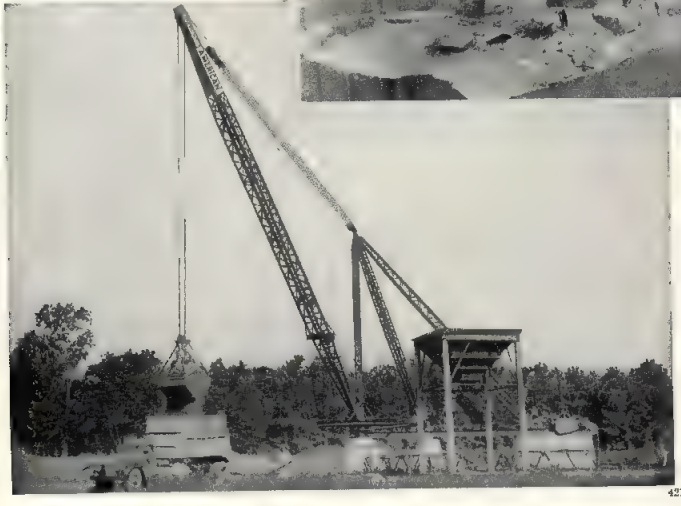
AMERICAN STEEL DERRICKS

GUY—STIFFLEG—STEEL ERECTORS—BARGE DERRICKS AND SPECIAL TYPES

For over 67 years AMERICAN has been the world's leading manufacturer of steel derricks. Check what AMERICAN has to offer you in the derrick line:

- Scientific design by a staff of qualified engineers give AMERICAN Derricks length and strength without excess weight.
- AMERICAN is the only derrick manufacturer to offer a complete line ranging from 3 to 250 tons.
- AMERICAN Derricks are of welded steel construction.
- AMERICAN Derricks go up fast; work smoothly and safely, are economical to operate.
- AMERICAN Derricks are available in the following types: Steel Erectors; Guy; Stiffleg; Barge Derricks; and Special Types—in Standard, Medium or Heavy Duty sizes.

For complete information and specification on AMERICAN Derricks, ask for a Catalog.



421-G-56

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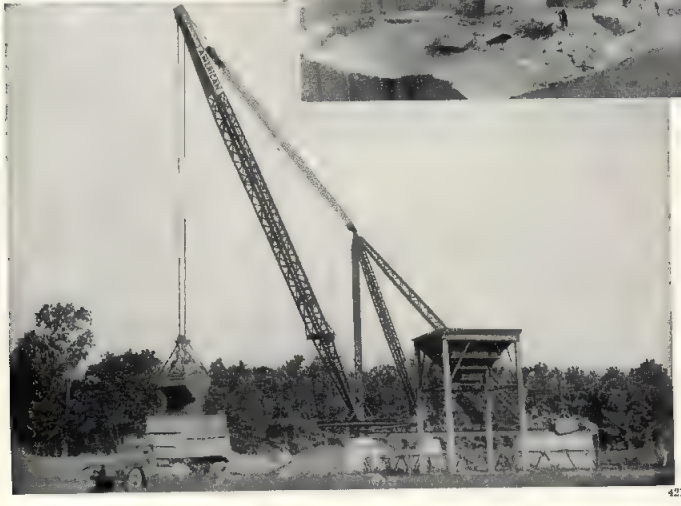


421-G-56

Finest Authentic American milk glass . . . *Pearl-like jewels . . . designed by master craftsmen . . . and picturesquely fashioned by hand of purest white Milk Glass in the beloved Hobnail and Thumb Print patterns . . . Functional and graceful . . . an eloquent expression of gracious living to be cherished through the years.*

A FOOTED CAKE PLATE. Gives added appetite appeal to any cake Generous 13" plate has rhythmic hand-scalloped edges room for easy cutting Ht 3" Sh wt 6½ lbs
53-21-02 W383 Retail **$5.95**

B COMPOTE. Slender lines of chalky milk glass woven in a lattice-like border forms a fascinating centerpiece when filled with fruit or fresh flowers Ht. 9" Sh wt 5 lbs
53-21-09 W546 Retail **$8.50**

C EPERGNE. New excitement for your table gleaming white milk glass highlighted with your favorite flowers! Remove flower holders and you have a 10 in. fruit or snack bowl Height 9" Sh wt 6 lbs
53-21-12 W479 Retail **$6.50**

D 9-PC. BEVERAGE SET. When not in use for serving versatile 80-oz jug changes to a stunning vase for fresh-cut flowers Eight 12-oz. tumblers Sh. wt 12½ lbs
53-21-03 W893 Set . . . Retail **$13.95**

E SALAD-DESSERT PLATES. Wonderful for luncheons and teas, too! Sparkling edges of hand-span crystal enhance the lustrous glow of milk glass Diam 8 ½" Sh wt 6 lbs
53-21-19 W493 Set of 4 Retail **$7.50**

F SHERBET GLASSES. Give delicious desserts new flavor Sh wt 5 lbs
53-21-20 W316 Set of 4 Retail **$4.95**

G GOBLETS. Perfect for any occasion blend happily with modern or traditional settings. Sh. wt 5 lbs
53-21-21 W316 Set of 4 Retail **$4.95**

H 2-PIECE MAYONNAISE AND JAM SET. What a pretty way to serve sauces, salad dressings, jellies, jams or relishes! Delicately styled in chalky white milk glass, with crystal clear servers Sh wt 1¼ lbs
53-21-13 W383 Set Retail **$5.95**

J SERVING PLATE. You'll delight in using it for rolls sandwiches, pastries makes an enchanting centerpiece filled with rich, ripe fruit Diam 11" Sh wt 3½ lbs
53-21-01 W219 Retail **$3.30**

K HURRICANE LAMPS. A Provincial flavor captured in lustrous white milk glass the soft glow of candle-light to cast a warm friendly spell over table, buffet, or living room mantle Ht. 8" Sh wt 5 lbs
53-21-07 W479 Pair Retail **$7.50**

L SALT AND PEPPER SHAKERS. Add flavor to foods and your table setting Height 4" Sh wt 1 lb
53-21-14 W132 Set Retail **$1.95**

M 3-PC. OIL AND MUSTARD SET. Smart condiment servers styled in milk glass. 7" tray Ht 5" Sh wt 4lbs
53-21-15 W321 . . . Retail **$4.95**

N 3-PC. SUGAR AND CREAM SET. Picturesque containers stand proudly on a handled tray for easy serving Ht. 5" Tray 7" long Wt 4 lbs
53-21-16 W291 . . . . . Retail **$4.50**

P LAVABO. Transplanted from an old Colonial garden into a wall decoration of rare beauty and charm Authentic reproduction of old thumb print pattern on gleaming milk glass You'll fill the lower container with your favorite plants and water them by simply turning the knob on the lavabo Ht 13½" Sh wt. 12 lbs
53-21-17 W1530 . . . . . Retail **$24.95**

R FOOTED COVERED COMPOTE. Milk glass graced with the authentic thumb print pattern A lovely candy dish accessory for table or buffet Ht 10" Sh. wt 6 lbs
53-21-18 W587 . . . Retail **$9.95**

INLAND Carafes

For more gracious, efficacious living . . . these deluxe tapered servers styled in glistening hand-blown heat-resistant glass and copper or platinum trim! Designed to serve beverages formally or informally, to accent table or buffet settings! Warmers complement the server decor in either sleek black or burnished copper!

GIFT BOXED FOR GIFT GIVING . . .

A COPPER-TRIMMED CARAFE AND WARMER. The bold gleam of copper metal and a fired-in copper stripe decoration further emphasizes the sparkling clarity of the glass body. Contrasting black handle, streamlined and of ever-cool plastic. Coppertone candle-warmer with 3 candles. A smart companion for the friendly relaxation of "coffee time!" Handsomely boxed for gift occasions Sh wt. 2¾ lbs

8-CUP CARAFE AND WARMER.
53-26-06 W296 . . . . . Retail **$4.50**

12-CUP CARAFE AND WARMER.
53-26-07 W331 . . . . . Retail **$5.00**

B 2-PC. COPPER-TRIMMED CARAFETTE SET WITH 2 WARMERS. Styled to make a gracious ceremony of a traditional American custom the "coffee break." Each gleaming server is hand-fashioned of the finest of glass . . . completely heat-proof, yet of brilliant transparency! Handles are cool black plastic; the metal accessories and the fired-in stripes are rich copper. There are 2 individual copper-tone warmers, and 6 candles Wonderfully intimate for two . get several sets for individual serving at dinners or buffet parties. Gift boxed Sh. wt. 2½ lbs.

53-26-13 W331 . . . . . Retail **$5.00**

C D WAFFLE SETS. Makes the waffles look even better! Two smart decanters of the same fine workmanship and materials that goes into Inland's famous coffee carafes . . . fired-in stripe decorations, sleek black plastic handles that stay cool to the touch, and a smart metal stand Six 4-hour smokeless candles included Handle band and covers are metal Gift boxed Sh. wt. 2 lbs

C COPPER. Bright as the sun!
53-26-16 W331 . . . . Retail **$5.00**

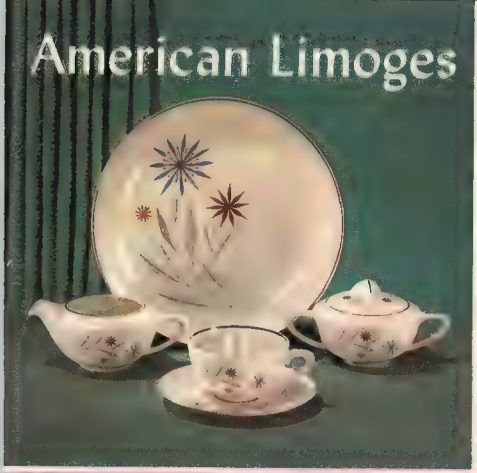
D PLATINUM. Silvery loveliness!
53-26-18 W331 . . . . . Retail **$5.00**

E 2-PC. PLATINUM-TRIMMED CARAFETTE SET WITH 2 WARMERS. Fired-in platinum stripes on the shining glass decanters match the metal accessories Cool, black, sleek handles 6 candles. Gift box. 2½ lbs
53-26-19 W331 . . . . . Retail **$5.00**

F PLATINUM CARAFE AND WARMER. Fired-in platinum stripe, trim. Heat-proof glass. Cool black plastic handle. Sh wt. 2¾ lbs
8-CUP CARAFE AND WARMER. Gift Box. Sh. wt 2¾ lbs
53-26-20 W296 . . . . . Retail **$4.50**

12-CUP CARAFE AND WARMER. Gift Box Sh wt. 2¾ lbs.
53-26-21 W331 . . . . . Retail **$5.00**

American Limoges



Nationally Known Dinnerware of Distinction

Semi-Vitreous AMERICAN LIMOGES MADE IN U.S.A. *Dinnerware*

1 YEAR FREE BREAKAGE REPLACEMENT

Every American Limoges set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free.

American Limoges is one of America's oldest names in pottery. Its label reflects quality made possible only by famous Sebring craftsmen who, for generations, have been masters of their trade. All patterns are permanent and glaze is guaranteed against crazing.

Star Flower... A smart modern design—soft, subdued and appealing, that will evoke admiration from all. Scintillating, colorful stars in a floral arrangement on the lovely Glamour shape, with 22K gold edge line. Non-crazing glaze, semi-vitreous

D6885-1070	32-Pc Set for 6	.. Retail	$18.00
D6886-1825	53-Pc Set for 8	Retail	30.50
D6887-3170	93 Pc Set for 12	Retail	52.00

Thistle... Attractive, dainty thistles on the graceful Glamour shape. Flowers are smartly spaced around the border to complete an appealing pattern that adds a decorative note to all dining occasions. Non-crazing glaze, semi-vitrified

D6813-1015—32-Pc	Set for 6	Retail	$16.90
D6814-1790—53-Pc	Set for 8	Retail	30.00
D6815-2950—93 Pc	Set for 12	Retail	49.50

Grey Blossom... A Trojan shape that brings distinction and beauty to any table. Gold palladium (platinum effect) feature edge. Center floral design in soft orchid like colors, a bower of petals and entrancing leaves. Non-crazing glaze, semi-vitrified

D6891-1000—32-Pc	Set for 6	Retail	$16.70
D6892-1700—53 Pc	Set for 8	Retail	28.25
D6893-2925 93 Pc.	Set for 12	Retail	48 75

Crocus... Dainty, dignified, exquisite in its simplicity —featuring the famous crocus center decoration used in the most expensive genuine china. The Glamour shape is beautiful with its gold palladium (platinum) edge line. Non-crazing, semi-vitrified.

D6888-1045—32-Pc	Set for 6	Retail	$17 25
D6889-1790—53 Pc	Set for 8	Retail	30.00
D6890-3090—93 Pc	Set for 12	Retail	51.50

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1 -1" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 cream soups
8 desserts
1 covered sugar
1 covered
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs

12 cups
12 saucers
12—10" plates
12—6" plates
12 cream soups
12 mint plates
12 desserts
1—13" platter
1—11" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

Nationally Known Dinnerware of Distinction

Semi Vitreous OVINGTON'S *Fifth Avenue* *Dinnerware*

Ovington's *fifth avenue*

1 YEAR FREE BREAKAGE REPLACEMENT

Every Ovington set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free of charge.

Nationally advertised, the Ovington label has become synonymous with good taste and luxurious quality. All patterns are permanent and glaze is guarantee against crazing.

Gardenia . . . Beautiful, colorful gardenia pattern, ringed with bright half-open buds, nestled in a wreath of rich green leaves. Each piece trimmed with luxurious 22K gold line. A truly magnificent pattern to grace any home on either formal or regular occasions. Non-crazing glaze, semi-vitreous.

D681-1255	32-Pc. Set for 8	Retail	$21.00
D682-2240	53-Pc. Set for 8	Retail	37.50
D683-3780	93-Pc. Set for 12	Retail	63.00

Delight . . . The famous "candlelight" shape used only on most expensive dinnerware. Warm, lovely floral center pattern in soft browns and yellows. 22K gold band around center and outer edge. Non-crazing glaze, semi-vitreous.

D6896-1090	32-Pc. Set for 6	Retail	$18.25
D6895-1875	53-Pc. Set for 8	Retail	31.25
D6896-3248	93-Pc. Set for 12	Retail	54.25

Cotillion Pink Tea Rose.. A delightful pattern. Delicate coral pink tinted border in charming contrast to ivory white center. Features the lovely Tea Rose center in soft tans, green and yellows. Non-crazing glaze. Semi vitreous.

D6882-1045	32-Pc. Set for 6	Retail	$17.25
D6883-1790	53-Pc. Set for 8	Retail	30.00
D6884-3090	93-Pc. Set for 12	Retail	51.50

Exotic . . . Embodying the new trend in color harmony. A fascinating charcoal gray and pink combination edge in warranted gold palladium or platinum effect on famous Glamour modern shape. Highly glazed, semi-vitreous.

D6879-1070	32 Pc. Set for 8	Retail	$18.00
D6880-1825	53-Pc. Set for 8	Retail	30.50
D6881-3170	93-Pc. Set for 12	Retail	52.00

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" o ptes
6—8" plates
6 desserts
1—11" platter
1 sauce
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt 36 lbs.

8 cups
8 saucers
8—10" plates
8—9" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 saucer
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt. 65 lbs

12 cups
12 saucers
12—10" plates
12—9" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 sauce
(open vegetable dish)
1 creamer
1 covered casserole

*IMPORTANT: Note that every 93 piece set includes full size 13" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

American Limoges

Nationally Known Dinnerware of Distinction

Semi-Vitreous AMERICAN LIMOGES MADE IN U.S.A. *Dinnerware*

1 YEAR FREE BREAKAGE REPLACEMENT

Every American Limoges set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free.

American Limoges is one of America's oldest names in pottery. Its label reflects quality made possible only by famous Sebring craftsmen who, for generations, have been masters of their trade. All patterns are permanent and glaze is guaranteed against crazing.

Star Flower . . . A smart modern design . . . soft, subdued and appealing, that will evoke admiration from all. Scintillating colorful stars in a floral arrangement on the lovely Glamour shape with 22K gold edge line. Non-cracking glaze, semi-vitreous.

95-95-13	W1070	32-Pc	Set for 6	Retail	$18.00
95-95-14	W1825	53-Pc	Set for 8	Retail	30.50
95-95-15	W3170	93-Pc	Set for 12	Retail	52.00

Thistle . . . Attractive dainty thistles on the graceful Glamour shape. Flowers are smartly spaced around the border to complete an appealing pattern that adds a decorative note to all dining occasions. Non-cracking glaze, semi-vitrified.

95-95-19	W1015	32-Pc	Set for 6	Retail	$16.90
95-95-20	W1790	53-Pc	Set for 8	Retail	30.00
95-95-21	W2950	93-Pc.	Set for 12	Retail	49.50

Grey Blossom . . . A Trojan shape that brings distinction and beauty to any table. Gold palladium (platinum effect) feature edge. Center floral design in soft orchid-like colors, a bower of petals and entrancing leaves. Non-cracking glaze, semi-vitrified.

95-95-22	W1000	32-Pc	Set for 6	Retail	$16.70
95-95-23	W1700	53-Pc	Set for 8	Retail	28.25
95-95-24	W2925	93 Pc	Set for 12	Retail	48.75

Crocus . . . Dainty, dignified, exquisite in its simplicity —featuring the famous crocus center decoration used in the most expensive genuine china. The Glamour shape is beautiful with its gold palladium (platinum) edge line. Non-cracking, semi-vitrified.

95-95-16	W1045	32-Pc	Set for 6	Retail	$17.25
95-95-17	W1790	53-Pc	Set for 8	Retail	30.00
95-95-18	W3090	93 Pc.	Set for 12	Retail	51.50

SERVICE FOR 6—32 PIECE SET
Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—8" plates
6 desserts
1 11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt. 36 lbs.

8 cups
8 saucers
8—10" plates
8—6" p ates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1 –11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET
Shipping wt 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 coupe soups
12 salad plates
12 desserts
1 11" platter
1 –13" platter
1 gravy boat
1 nappy
(open vegetable dish
1 covered sugar
1 creamer
1 covered casserole

IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 3 Weeks for Delivery

Nationally Known Dinnerware of Distinction

Semi-Vitreous OVINGTON'S *Fifth Avenue* *Dinnerware*

1 YEAR FREE BREAKAGE REPLACEMENT

Every Ovington set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free of charge

Nationally advertised, the Ovington label has become synonymous with good taste and luxurious quality. All patterns are permanent and glaze is guaranteed against cracking

Gardenia . . Beautiful, colorful garden-a pattern, ringed with bright half-open buds, nestled in a wreath of rich green leaves! Each piece trimmed with luxurious 22K gold line. A truly magnificent pattern to grace any home on either formal or regular occasions. Non-cracking glaze, semi-vitreous.

95-95-10	W1255	32-Pc Set for 6	Retail $21.00
95-95-11	W2240	53-Pc Set for 8	Retail 37.50
95-95-12	W3780	93-Pc Set for 12	Retail 63.00

Ovington's *fifth avenue*

Delight . . . The famous "candlelight" shape used only on most expensive dinnerware. Warm, lovely floral center pattern in soft brown and yellows. 22K gold band around center and outer edge. Non-cracking glaze, semi-vitreous

95-95-04	W1090	32-Pc Set for 6	Retail $18.25
95-95-05	W1875	53-Pc Set for 8	Retail 31.25
95-95-06	W3248	93-Pc Set for 12	Retail 54.25

Cotillion Pink Tea Rose . . . A delightful pattern Delicate coral pink toned border in charming contrast to ivory white center. Features the lovely Tea Rose center in soft rose, green and yellows. Non-cracking glaze. Semi-vitreous.

95-95-07	W1045	32-Pc Set for 6	Retail $17.25
95-95-08	W1790	53-Pc Set for 8	Retail 30.00
95-95-09	W3090	93-Pc Set for 12	Retail 51.50

Exotic . . . Embodying the new trend in color harmony. A fascinating charcoal grey and pink combination edge in warranted gold palladium in platinum effect in famous Glamour modern shape. Highly glazed, semi-vitreous.

95-95-01	W1070	32-Pc. Set for 6	Retail $18.00
95-95-02	W1825	53-Pc. Set for 8	Retail 30.50
95-95-03	W3170	93-Pc Set for 12	Retail 52.00

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

8 cups
8 saucers
6—9" plates
6—6" plates
6 desserts
1—13" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt 36 lbs.

8 cups
8 saucers
8—9" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1 14" platter
1 nappy
(open vegetable dish)

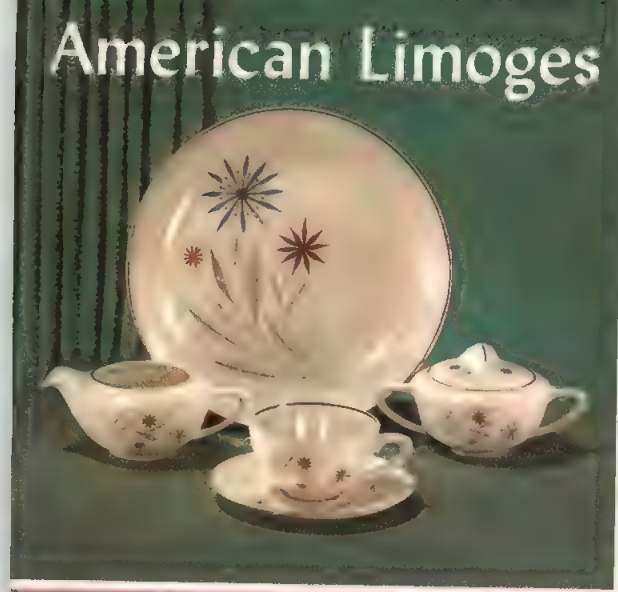
SERVICE FOR 12—93 PIECE SET

Shipping wt 65 lbs

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 se al plates
12 desserts
1—11" platter
1 -13" platter
1 gravy boat
1 nappy
(open vegetab e dish
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 93 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

American Limoges



Nationally Known Dinnerware of Distinction

Semi-Vitreous AMERICAN LIMOGES MADE IN U.S.A. *Dinnerware*

1 YEAR FREE BREAKAGE REPLACEMENT

Every American Limoges set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free.

American Limoges is one of America's oldest names in pottery. Its label reflects quality made possible only by famous Sebring craftsmen who, for generations, have been masters of their trade. All patterns are permanent and glaze is guaranteed against cracking.

Star Flower . . . A smart modern design—soft, subdued and appealing, that will evoke admiration from all. Scintillating, colorful stars in a floral arrangement on the lovely Glamour shape, with 22K gold edge line. Non-cracking glaze, semi-vitreous.

10H31X1070	32-Pc. Set for 6	Retail	$18.00
10H32X1825	53-Pc. Set for 8	Retail	30.50
10H33X3170	93-Pc. Set for 12	Retail	52.00

Thistle . . . Attractive, dainty thistles on the graceful Glamour shape. Flowers are smartly spaced around the border to complete an appealing pattern that adds a decorative note to all dining occasions. Non-cracking glaze, semi-vitrified.

10H37X1015	32-Pc. Set for 6	Retail	$16.90
10H38X1790	53-Pc. Set for 8	Retail	30.00
10H39X2950	93-Pc. Set for 12	Retail	49.50

Grey Blossom . . . A Trojan shape that brings distinction and beauty to any table. Gold palladium (platinum effect) feature edge. Center floral design in soft orchid-like colors, a bower of petals and entrancing leaves. Non-cracking glaze, semi-vitrified.

10H40X1000	32-Pc. Set for 6	Retail	$16.70
10H41X1790	53-Pc. Set for 8	Retail	28.25
10H42X2925	93-Pc. Set for 12	Retail	48.75

Crocus . . . Dainty, dignified, exquisite in its majesty—featuring the famous crocus center decoration used in the most expensive genuine china. The Glamour shape is beautiful with its gold palladium (platinum) edge line. Non-cracking, semi-vitrified.

10H34X1045	32-Pc. Set for 6	Retail	$17.25
10H35X1790	53-Pc. Set for 8	Retail	30.00
10H36X3090	93-Pc. Set for 12	Retail	51.50

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups	6 desserts
6 saucers	1—11" platter
6—10" plates	1 nappy (open vegetable dish)
6—8" plates	

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups	1 covered sugar
8 saucers	1 creamer
8—10" plates	1—11" platter
8—8" plates	1 nappy (open vegetable dish)
8 coupe soups	
8 desserts	

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups	12 salad plates
12 saucers	12 desserts
12—10" plates	1—11" platter
12—8" plates	1—12" platter
12 coupe soups	1 gravy boat
	1 nappy (open vegetable dish)
	1 covered sugar
	1 creamer
	1 covered casserole

***IMPORTANT: Note that every 12 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery**

Nationally Known Dinnerware of Distinction

Semi-Vitreous Ovington's Fifth Avenue Dinnerware

1 YEAR FREE BREAKAGE REPLACEMENT

Every Ovington set contains a written guarantee that anytime within 1 year from date of purchase, any pieces broken or chipped will be replaced free of charge

Nationally advertised, the Ovington label has become synonymous with good taste and luxurious quality. All patterns are permanent and glaze is guarantee against cracking

Ovington's *fifth avenue*

Gardenia . . Beautiful, colorful gardenia pattern, ringed with bright half-open buds, nestled in a wreath of rich green leaves. Each piece trimmed with luxurious 22K gold line. A truly magnificent pattern to grace any home on either formal or regular occasions. Non-cracking glaze, semi-vitreous.

10H28X1255	32-Pc. Set for 6	Retail $21.00
10H29X2240	53-Pc. Set for 8	Retail 37.50
10H30X3780	93-Pc. Set for 12	Retail 63.00

Delight . . . The famous "candlelight" shape used only on most expensive dinnerware. Warm, lovely floral center pattern in soft brown and yellows. 22K gold band around center and outer edge. Non-cracking glaze, semi-vitreous.

10H80X1090	32-Pc Set for 6	Retail $18.25
10H81X1875	53-Pc Set for 8	Retail 31.25
10H82X3248	93-Pc Set for 12	Retail 54.25

Cotillion Pink Tea Rose . . . A delightful pattern. Delicate coral pink toned border in charming contrast to ivory white center. Features the lovely Tea Rose center in soft rose, green and yellows. Non-cracking glaze. Semi-vitreous.

10H25X1045	32-Pc Set for 6	Retail $17.25
10H26X1790	53-Pc Set for 8	Retail 30.00
10H27X3090	93-Pc Set for 12	Retail 51.50

Exotic . . Embodying the new trend in color harmony. A fascinating charcoal grey and pink combination edge in warranted gold palladium in platinum effect in famous Glamour modern shape. Highly glazed, semi vitreous.

10H22X1070	32-Pc Set for 6	Retail $18.00
10H23X1825	53 Pc Set for 8	Retail 30.50
10H24X3170	93-Pc Set for 12	Retail 52.00

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

8 cups
8 saucers
6—10" plates
6—9" plates
8 desserts
1—11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt 36 lbs.

8 cups
8 saucers
8—10" plates
8—9" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1 11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt 65 lbs.

12 cups
12 saucers
12—10" plates
12—8" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 gravy boat
1 nappy
(open vegetable dish
1 covered sugar
1 creamer
1 covered casserole

*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from factory in Ohio . . . Allow 2 Weeks for Delivery

American Milk Glass

WESTMORELAND'S authentic reproductions of Old Colonial White Milk Glass. Handmade to satisfy a connoisseur's taste and at budget-wise prices. Each piece is a faithful copy of early American traditional design produced by Deming Jarvis and other master craftsmen in Cape Cod. Distinctive, deep-white color and authentic design. Truly collectors' items.

WEDDING BOWL

Wedding Bowl and Cover. An exquisite hand-made reproduction of bride's cake. Hand decorated in delicate Dresden design of Roses on 4 sides, and cover with overset bows at corners. When serving, cover can be set into hollow base with charming result. **Height 8"; 4½" square.** Ship wt 4 lbs.

418G38-875.....RETAIL **$10.00**

COVERED COMPOTE

Square low footed compote in the charming and authentic pattern of "The Old Quilt." Gift item with a wealth of tradition—smart extra serving piece that blends with any table setting. **5" high; 5" square.** Ship. wt 4 lbs.

418G32-185.....RETAIL **$2.75**

HOBNAIL BON BON DISH

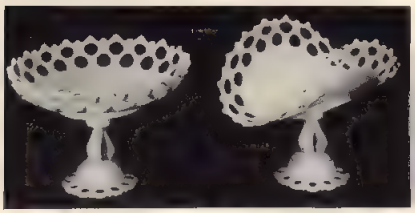
Lovely, handled bon bon dish. Westmoreland's authentic reproduction of the famous Hobnail Milk Glass. The lure and tradition of milk glass makes this candy dish an outstanding seller—always popular **8" diameter.** Ship wt 2 lbs.

418G47-125.....RETAIL **$1.75**

VICTORIAN JAR

A truly significant and authentic reproduction of the Victorian era. Grape design and beaded edges—hand made by expert craftsmen bringing out every detail of artistic achievement. Useful for candies, nuts, and numerous other delicacies. **Overall height 5½"; 4" square.** Ship. wt. 2 lbs.

418G46-225 . . . . .RETAIL **$3.25**



FOOTED BOWL

Lacy edge bowl with delicate "Doric" border, fluted stem and lace edge base. Entirely hand made authentic reproduction. Useful and decorative as centerpiece fruit bowl, effective in period or modern setting. **Height 7¾; diameter 10".** Ship wt 6 lbs.

418G28-495.....RETAIL **$7.50**

FOOTED BANANA BOWL

An interesting and impressive piece—completely hand-made. Has "Doric" lacy edge bowl, tripod stem and lace edge base. Made with meticulous craftsmanship every detail. **Height 8½"; width 11½".** Ship wt 5 lbs.

418G28-485 . . . .RETAIL **$7.50**

LACY EDGED SERVING BOWLS

Choice Early American piece faithfully reproduced. All hand-made with lacy edge "Doric" border, footed tripod stem and lace edge base. **Height 4⅝; diameter 11".** Ship. wt. 5 lbs.

418G30-495 . . . . .RETAIL **$7.50**

FENTON TIDBIT TRAY

3-tier Milk Glass tidbit tray with hand-spun crystal edges. An exclusive favorite tray provides for a most tempting display of tapered sizes. **Plate sizes:** 6¾", 8½" and 10". Bright chrome handle. Ship wt 7 lbs.

418G8-645 . . . . . RETAIL **$9.95**

SALT and PEPPER SET

Westmoreland's milk glass with the famous hobnail style body and smooth white base. Shiny multi-hole chrome tops—will not tarnish. A gift set of traditional value that lends distinction to every table setting. **Size: 4½" high.**

418G43-265. . ....RETAIL, PER PAIR **$3.90**

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ALL-TIME FAVORITE GIFT ITEMS

DAINTY PANSY BASKET. (At left). An outstanding piece of intricate design in Westmoreland's Milk Glass. Decorative as well as useful for candies, nuts, etc. 4¾" wide

418G31-100 . . . .RETAIL, EACH **$1.65**

SUGAR and CREAMER SET. (At right). Luxurious all over maple leaf pattern—a masterpiece of craftsmanship in Milk Glass. An authentic reproduction of traditional beauty highlights any table setting. **Height 3⅝".**

418G38-155. . . . . .RETAIL, SET **$2.25**

PANELED VASE

Graceful Milk Glass vase with paneled grapes and leaves in bold relief. This bell shaped footed vase makes a charming centerpiece for contemporary or period settings. Can be used singly or in pairs. **8" high.** Ship wt 3 lbs.

418G48-335 RETAIL EACH **$5.95**

Similar to above: Pair of vases 6" high are for garden flowers

418G18-295 RETAIL PAIR **$4.50**

EXTRA ★★★★★

SALES BUILT DAILY

"With Fibre-Bilt Toys"

EXTRA ★★★★★

Vol. 110 LONG ISLAND CITY, NEW YORK 1956

HOUSING SHORTAGE

FOR 8 INCH & 10 INCH DOLLS SOLVED!

Fibre-Bilt Toys Introduces "SPLIT-LEVEL"

Long Island City, N. Y. — The great public demand for homes to shelter thousands of homeless 8 inch or 10 inch dolls has been answered by the construction engineers of Fibre-Bilt Toys

No longer will it be necessary for "little mothers" everywhere to house their 8 inch or 10 inch "darlings" in empty packing boxes, shoe boxes,—or other make-shift play-shelters.

The Fibre-Bilt "Split-Level" is truly a "dream-house" come true—a play version of the home of "today."

Built of sturdy fibre-board — it is a five-room house, printed in the realistic gay colors of modern exteriors and interiors-die-cut windows, doors that open-a real sundeck-simulated landscaping-2 car garage and other appealing and interesting effects.

FRONT VIEW

LIVING ROOM, SOFA, EASY CHAIR, T.V. SET, TABLE TWO CHAIRS, BED & DRESSER INCLUDED.

SIZE—34" LONG, 25½" HIGH, 14" WIDE

PACKED KDF (Knocked Down Flat) **individual cartons approved for Parcel Post Mailing.**
SHIPPING WEIGHT — 8½ lbs.

$5.00 LIST PRICE

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WILL OUT-SHOOT AND OUT-SELL ALL COMPETITION

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EAST DETROIT, MICHIGAN

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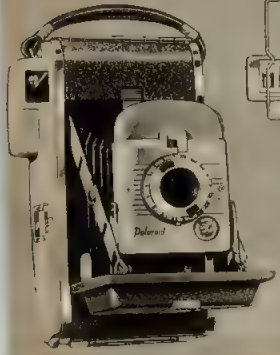

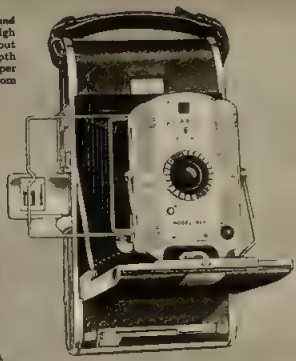

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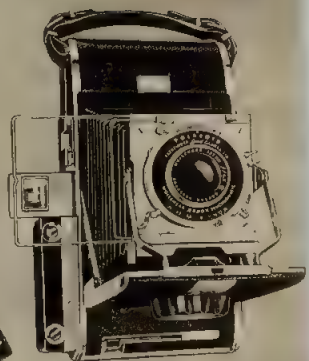

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33-0325-5875	Camera	Retail	**69.95**
33-0346-650	Ctn. of 6 Std. Film Rolls		**7.74**
33-0339-769	6 Rolls PolaPan 200 Film		**9.18**

Highlander Accessories (See below)

33-0330-1075	Flash Gun	Retail	**12.95**
33-0340-1170	Exposure Meter	Retail	**13.95**
33-0342-475	Filter Kit	Retail	**5.95**
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THE POLAROID SPEEDLINER. Makes 3¼"x4¼" prints with deckle edges. Single dial control on lens and shutter for easy setting. Combination optical and press-type view-finder gives pin-point accuracy. Two built-in flash systems: regular and ultra hi-speed electronic. Four shutter speeds and five lens apertures. A flash synchronized for perfect pictures in any light. Fine, coated anti-stigmat lens. Simulated leather covered body.

33-0326-7540	Camera	Retail	**89.75**
33-0347-880	Ctn. of 6 Std. Film Rolls		**10.50**
33-0348-995	6 Rolls PolaPan 200 Film		**11.88**
33-0349-1100	6 Rolls PolaPan 400 Film		**13.14**

Speedliner Accessories (See below)

33-0331-1130	Flash Gun		**13.95**
33-0341-1195	Exposure Meter		**14.25**
33-0342-475	Filter Kit		**5.95**
33-0344-715	Close-Up Lens Kit		**8.95**
33-0336-2380	Carry-All Case		**29.75**

THE POLAROID PATHFINDER. Makes 3¼"x4¼" prints by professional standards. Depth-of-field range-finder and with extra-large focus knob for absolute, hair-line accuracy. Optical view-finder has parallax correction down to 10'. Regular-and-electronic flash synchronized Raptar shutter has 9 speeds—from time and bulb to 1/400 second. Exposure-computer, brings dim scenes to life or stops action. Wollensak Raptar 4.5 lens—coated and critically sharp.

33-0327-21000	Camera	Retail	**249.50**
33-0347-880	Ctn. of 6 Std. Film Rolls		**10.50**
33-0348-995	6 Rolls PolaPan 200 Film		**11.88**
33-0349-1100	6 Rolls Polapan 400 Film		**13.14**

Pathfinder Accessories (See below)

33-0332-1595	Flash Gun	Retail	**19.95**
33-0341-1195	Exposure Meter	Retail	**14.25**
33-0343-850	Filter Kit	Retail	**10.95**
33-0345-1195	Close-Up Lens Kit		**14.95**
33-0337-2680	Carry-All Case	Retail	**33.50**

POLAROID Cameras, film and accessories are available only to retailers buying for resale and located in towns of 5000 population or less and outside of any metropolitan area. They are also not available in any city or town, regardless of size, where a regularly authorized Polaroid photographic dealer is located

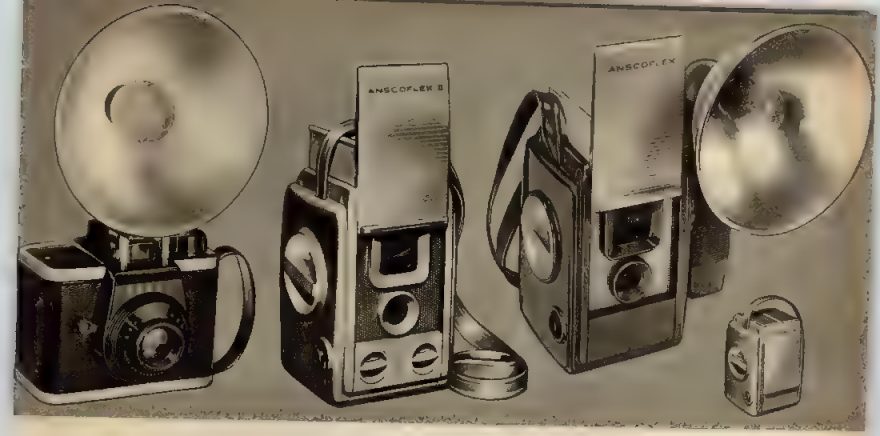
EXPOSURE METER. Gives correct lens-shutter setting instantly. Fits right into the accessory clip. Ready to use. Number on meter dial gives correct number setting for camera.

POLAROID FLASH GUN. Chps on without wires. Designed to fit the Polaroid Land cameras illustrated above. Highly polished reflector. Unit has a built in exposure guide and comes complete with all customary equipment included.

CARRY-ALL CASES. Handsome top grain leather compartment case especially designed to carry and protect the cameras shown above, extra film, flash bulbs and all the necessary photographic accessories. Over the shoulder strap

POLAROID PICTURE ROLLS. Special film for cameras listed above. Rolls take 8 black and white snaps of exceptional clarity, depth and richness with or without flash bulbs and produce a finished, dry print in a minute!

Catalog Numbers and Prices of Polaroid Accessories are Listed Under the Cameras Illustrated Above.



Popular Ansco Cameras . . . Synchronized for Flash

ANSCO READYFLASH

- **Just Right for Your Youngster**
- **Use Day or Night—Indoors or Out**

Here's the simple, inexpensive way for the beginner to get started in the fascinating hobby of photography. Easy-to-use camera makes it possible for the youngsters to make good pictures of family or friends. Handy, compact flash synchronized camera with hand strap for easy carrying. Takes 8 pictures, 2¼x2¾ inches, using 620 black and white or Kodachor roll film. Camera lens is fixed focus. Takes sharp pictures from 7 ft. to infinity. No adjustments to make, no guessing, no focusing. Eye-level viewfinder for rapid aiming. Ruggedly constructed all metal body with attractive plastic lens mount. Synchronized flash unit, shown above, fits right on camera. Put in a bulb . . . aim and shoot . . . you've got the picture.

33-0220-491 . . . . . Retail **6.95**

Flash Attachment for ReadyFlash. Sturdily constructed for thorough service.

33-0201-208 . . . . . Retail **2.95**

ANSCOFLEX II REFLEX

- **Built-in yellow filter**
- **Built-in close-up lens**

New reflex camera with built-in close-up lens which allows the user to move in as close as 3½ ft. for thrilling close-up portraits. New built-in yellow filter adds more natural beauty to cloud effects and skin textures, snow and beach scenes. Has giant, brilliant "Picture window" view-finder, "watch-winding" film knob and reliable flash-synchronized push button shutter, double exposure prevention. Easy fold-out film loading design. Sturdy metal clad body smartly styled in rich gray and silver and equipped with a shoulder carrying strap.

33-0236-1338 . . . . . Retail **18.95**

Matching-design Flash Unit.

33-0233-349 . . . . . Retail **4.95**

Leather snap-front Carrying Case.

33-0234-247 . . . . . Retail **3.50**

ANSCOFLEX REFLEX

- **Sliding Metal Lens Cover**
- **Special f/11 Two-Element Lens**

Striking new two-tone gray and silver color styling. Sliding metal lens cover and self-erecting finder hood open and close with the touch of a finger, protecting the camera when it is not in use. Exclusive "watch wind" film knob transports film by quick, easy ratchet action. Special f/11 two-element lens gives sharp, clear distortion-free pictures even in poor light. Easy-to-use shutter release has inter-locking double exposure prevention. Built-in neck strap. Takes 8 pictures, 2¼x3¾ inches, using 620 black and white or color roll film.

33-0232-1126 Retail **15.95**

Flash Unit for Anscoflex. New-type, lock-on flash attachment for indoor shots.

33-0233-349 . . . . . Retail **4.95**

Case for Anscoflex. Leather eveready case attaches easily with tripod thumbscrew.

33-0234-247 . . . . . Retail **3.50**

COMPACT ANSCO FLASH CHAMPION OUTFIT. Includes: Ansco Flash Champion camera, detachable flash attachment, six No. 25 bayonet base flash bulbs; one roll of 616 film—takes 16 pictures 2½x2½" size. Beautiful brown plastic shoulder gadget bag, zip top. In easy storing carton.

33-0221-1831 . . . . . Retail **24.95**

ANSCO REFLEX CAMERA OUTFIT. Built-in "8¾ ft." close-up lens. Built-in yellow filter; flash-synchronized push-button shutter; double exposure prevention. "wrist watch winding" fold-out film-loading design. Incl strap, flash gun, 4 Bantam flash bulbs, 2 rolls 620 film, leather carrying case, traveler's case.

33-0235-1973 Camera Outfit. Wt 4 lbs. Retail **27.95**

35mm AND STEREO ACCESSORIES

MAGNA VIEW ELECTRIC SLIDE VIEWER — Equipped with adapter for instant viewing of 35 mm, 2 x 2" and 2¼ x 2¼" slides. Precision ground optical lens magnifies 1¾ times. Lens can be removed from outside with screws for easy cleaning. Brown hammertone finish. 6 ft. cord; on-off switch; easily replaceable light bulb. Portable. 4¼ x 6 x 5". U.L. approved. Sh. wt 2½ lbs.

6P32X430 ..... List **$6.50**

ARCADIA POCKET SIZE VIEWER — Circular lens. Its unique folding design provides greater enlargement and still retains its pocket size. Self contained batteries provide brilliant illumination for months of ordinary service. New diffusing sheet passes maximum light of uniform brightness. Takes 2 x 2 slides and is slotted for 35, 16 and 8 mm strip film. Complete with batteries. Sh. wt. ½ lb.

6P31X263 ..... List **$3.95**

DABRITE 35 MM METAL SLIDE FILE — All metal, dust proof slide file that holds 300 2 x 2 ready mounts or 150 2 x 2 glass slides. Finished in attractive gray hammeroid. Has two toggle locks. Slide grooves are numbered and index is shown on inside of cover. Sturdily built carrying handle. A must for keeping 177 slides in order and in good condition. Size: 8 x 14 x 2". Sh. wt. 3½ lbs.

14P28X177 ..... List **$2.95**

STERLING STEREO VIEWER — With interocular adjustment and binocular individual eye focusing for the sharpest, clearest pictures adjusted to the viewer's own eyes. Light switch on bottom of viewer. Accommodates all 35 mm stereo slides, horizontal and vertical foremat slides. Sh. wt. 1 lb.

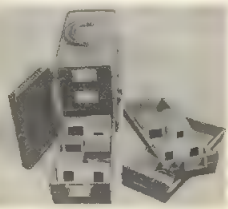
6P29X530 ..... List **$7.95**

BATTERIES FOR ABOVE—(Takes 2 batteries.)

8P41X13 (Sh. wt. ½ lb.)..... Each **$0.20**

ARROW VIEW 35MM VIEWER—Self illuminating. Designed for easy handling and brilliant viewing. Large 2" x 1½" lens in handheld, self-illuminating viewer. Lights with slight pressure on slide and ejects slide when pressure is released. Dial knob controls exclusive telescoping wide angle lens. Accommodates all 2x2 slides. Complete with batteries. Durable high impact plastic case. Sh. wt. 8 oz.

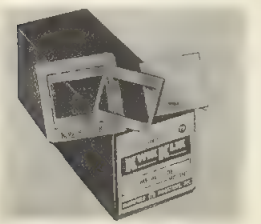
6P33X397 ..... List **$5.95**



SLIDE FILE — Dustproof plywood case with pyroxylin coated fabric covering and rubber feet. Rugged, easy to keep clean. Drawers are molded Styrene, 11⅝ x 4⅛ x 2½". Each drawer accommodates 170 glass 2x2 slides, 85 glass stereos; 250 stereo redimounts or 500 2x2 slides.

14P14X797 3-drawer file.
(Sh. wt. 8 lbs.)..... **$11.95**

14P15X587 2 drawer file.
(Sh. wt. 7 lbs.)..... **$8.95**

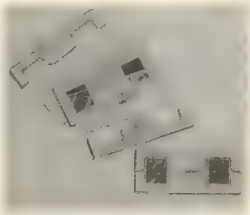


KWIK KLIK 35 MM METAL SLIDE MOUNTS—Mounts are self-fastening and easy to use. 35 mm all aluminum mounts. No tapes . . . no masks . . . no kits required. Comes complete with glass sets. Box of 20

4P56X123 (Sh. wt. 10 oz.)..... List **$1.85**

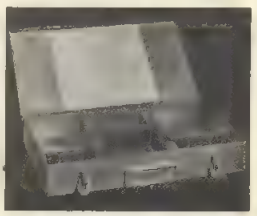
BOX OF 100—Sh. wt. 4½ lbs

4P57X550 List **$8.25**



KEYSTONE STEREO SLIDE MOUNTS — All aluminum slip on frames for easy binding and protection of stereo transparancies in Kodak Stereo Ready-Mounts. Set of 20 mounts includes 40 aluminum frames and 40 pieces of vinylite plexiglas. Ideal for the "Do It Yourself" enthusiast. Sh. wt. 1 lb.

4P20X300 ..... List **$4.50**

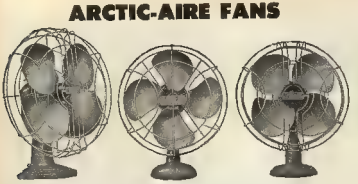


LOGAN STEREO SLIDE FILE—Stereo file holds 150 ready mount stereo slides or 75 glass mounts. Separated dividers prevent scratching of slides. All steel welded construction for lifetime use. Beautiful silver gray hammertone finish. 2 catches handle, index card, etc. Size: 2" x 7½" x 14". Sh. wt. 3 lbs.

14P31X217 ..... List **$3.25**

GIFT WRAPPINGS ON PAGE 171

ARCTIC-AIRE FANS



Oscillate through a full 75° arc. All oscillating gears and links are enclosed within the motor housing, free from dirt and harm. May be used for stationary or oscillating operation—turn of the knob does it. Can be adapted for wall mounting as well as for desk or table use. Give no radio interference. Powerful, brushless, 4 pole, shaded pole motors do not affect radio circuits. Operate on 110 volt 60 cycle alternating current only. FULLY GUARANTEED against electrical and mechanical defects for one year.

	Size	C.F.M.	Speeds	Retail
120N1123-P1119	10" osc.	725	1	$16.50
120N1127-P2302	12" osc Deluxe	1075	3	23.95
120N1124-P1797	12" osc. Standard	840	2	20.50
120N1153-P3048	16" osc.	1725	3	44.95
120N1185-P4385	16" Pedestal osc.		3	99.50

FASCO CEIL-N-WALL

Kitchen Ventilator—10"

This new FASCO Kitchen Ventilator is adaptable for a wide range of installations—in side wall above stove—through cabinets—in ceiling. Housing 3½" thick. Engineered for most difficult type of exhausting—by pressure, through ducts. New FASCO Turbo-Radial wheel develops pressures unobtainable by ordinary fan blades. 550 C.F.M. FAN-GRILL ASSEMBLY — includes pressure wheel, quiet 4 pole FASCO motor, automatic shutter preventing back drafts. Die cast polished aluminum grille easily removed for cleaning. Designed for easy, inexpensive installation. OUTSIDE WALL CAP — cast aluminum, rustproof. Built-in balanced louvre. Keeps out rain, snow, cold and drafts. SPEED CONTROL—multi-speed operation, 3 speed Controller which fits any standard 2X box. DUCT—Uses standard 8½ x 19" furnace or air conditioning duct. Duct not supplied. One per carton—6 per case. Chrome grill.

120N1167-P3080
2-LP5035

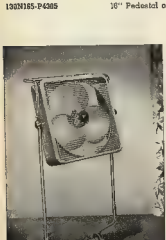
Retail $46.95

KITCHEN VENTILATORS

AUTOMATIC — Release Chain — Door Opens and Motor Starts. Pull the Chain — Motor Stops. Door Closes. Easy to install. Box built into outer wall of new or old house; grill attached inside. For walls 9" to 18½" thick. Protected outer door seats perfectly into felt packing—keeps out dust, water, cold. Chrome grill.

120N1045C-P2027 8". 510 C.P.M.
2-LP1976 Retail $30.25

120N1045C-P2479 10". 725 C.P.M.
2-LP2244 Retail $37.00



FRESH'ND-AIRE PORTABLE HI-LO STAND MODEL

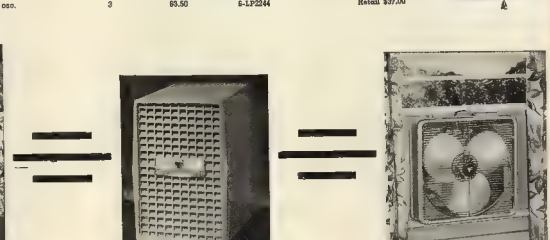
It's an all purpose Room Air Circulator—Big propeller quietly circulates air draftlessly through several rooms. Stand it anywhere—roll it from room to room. Use it high or low—tilt it too. Fan may be raised to 46" above floor—or lowered to 17" from floor. Tilts to any desired angle for maximum cooling.

It's a Portable Window Fan—Roll it to the window and use it to exhaust hot room air—as an intake fan to bring in cool outside air. Roll it quickly anywhere.

20" 3 speed push button controlled 2500 CFM (NEMA 2250 CMF.) Watts 150. 118 Volts A.C. Size 28½" x 20¼" Wt. 52 lbs

504NF20MS-P5185
3-LP4787

Retail $79.95



FRESH'ND-AIRE HUMIDIFIER

This great new Fresh'nd-Aire Portable Electric Dehumidifier protects your furniture, expensive equipment, clothing, books, photographic equipment, valuable files and records, expensive tools and from costly moisture damage. It's a top quality air drying unit in every respect. Features a new improved type 1/6 H P compressor which provides increased efficiency at lower operating cost. Removes up to 2 gallons of water from the air every 24 hours. Thanks to low current centers you can quickly and easily roll this new Fresh nd-Aire Dehumidifier anywhere. It's so quiet too and costs but a few pennies a day to operate. Their smart styling of the unique waffle-grid grille and the handsome grey-green baked enamel finish on the furniture steel housing combine to complement the most luxurious home or office installation. Size 20¼" high, 13½" wide, 20½" long. 275 watts. 115 volts A.C only. Shipping wt. 75 lbs

504NDT50B-P8997

Retail $129.95

FRESH'ND-AIRE WINDOW FAN

Fresh'nd-Aire air circulators world famous these new 20" Fresh nd-Aire window fans offer features of beauty and performance unmatched in any other line of window fans today. Fresh'nd-Aire gives you economical, automatic push-button controls . . . 3 speeds . . . high, medium and low and reverse. Whether used to exhaust stale air—or bring in fresh outside air, you'll find it the most quiet and efficient fan you've ever had. Metal case is of grey green baked enamel.

20" propeller of rust-resistant aluminum . . . safety guard is of chrome steel. Matching grey-green window panel is available easy to install. Fan size 22" x 22" x 5½". NEMA CMF 2650. 150 Watts A.C only. Wt. 41 lbs

504NER20-P5285
3-LP4875

Retail $79.95

HANDY-HOT ICE CREAM FREEZER

The ultra-modern in electric ice cream freezers. A natural for outdoor, patio living—equally at home in the playroom or den. The beautiful natural cedar tub is trimmed in copper and wrought iron hoops. Makes from one pint to four quarts of delicious ice cream in any flavor you want. Operates electrically and freezes in only twenty minutes. Ideal companion for the food freezer—eat some, store some!

Wt. 17 lbs. 115W, 115V, 60 cycles A.C only. UL approved.

506N2214-P1972
6-LP1826

Retail $29.95

FAN TIMER

Here's how your customers can enjoy the extra comfort and economy of automatically controlled ventilating fans. Just plug the Timer cord into any convenient electric outlet . . . fan cord into the Timer. Timer automatically shuts off the fan after any pre-selected time up to 20 hours. Cuts current costs, prolongs fan life. All-electric, dependable, accurate. Powered by a quiet, self-starting industrial type motor. Can be used with any window fan up to ½ hp. 120 volts, 60 cycle A.C.

The compact, attractively styled case is finished in gray with gray knob and dial. Time ranges up to 20 hours. Wt. 1½ lbs.

342MPF21X-P863

Retail $9.95

Sheer Beauty!

You sense it at first glance. Here's class. It's the thrillingly beautiful new Arkansas Traveler Custom Sportman for 1956!

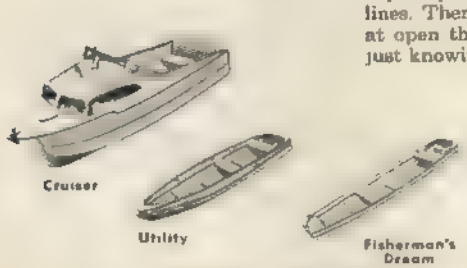
There's newness and quality written all over this boat. Exciting red cushions —comfortable, waterproof and filled with bouyant kapok. Matching Beacon Red on decks, bottom and bow. Sparkling Cloud White sides. Rugged Storm Black Gunwales.

A test run confirms the promise of superb performance given by its sheer lines. There's a smooth, dry ride even at open throttle on rough water. And just knowing it's an Arkansas Traveler tells you a lot more. You know there is unstinting quality in even the hidden details

There's neatness of separate compartment for battery and gas tank. And too, there's the assuring thought that Arkansas Traveler engineers extra strength into its boats. *This one is rated for 40 HP!*

Here in one beautiful package is Everything that makes a boat great! There is so much that is new in the Arkansas Traveler for '56. Write for illustrated literature—

ARKANSAS TRAVELER BOATS
2024 E 14th Street, Little Rock, Arkansas



Arkansas Traveler®
CUSHION - AIRE - GLIDE® ALUMINUM BOATS

BEN SOKOLOFF ANNOUNCES SKAT, NEW WORD GAME

A new spelling game called Skat, manufactured by Alphablox Unlimited and for which Ben Sokoloff of New York is the distributor, promises to become an important addition to the word-game category.

Introduced into Macy's without fanfare two weeks before Christmas, this $1.50 retailer managed to fascinate several thousand buyers with its special word-building qualities, Mr Sokoloff asserted.

The game, which can be played solitaire or by any number of players, without boards or turntables, consists of 12 polished hardwood blocks, each block having a different combination of letters, each block having a vowel, and each block having letters on four sides running in the same direction around the blocks: one letter in black, one in green with a single dot under it, one letter in blue with two dots under it and one letter in red with three dots under it for different scoring values. The top and bottom of each block is blank. All the letters of the alphabet are included plus a star, which may be used in place of any letter. Duplicates of those letters most frequently used in the English language make up the balance of the 48 letters on the blocks. Patents are pending.

The game comes in an attractive transparent, hinged plastic box which can be carried in a woman's purse or man's pocket, and contains a tough cardboard shaker surrounded by the colorful blocks, with playing rules in full view.

The object of the game is for each player, in turn, to toss all the blocks onto the playing table and spell out as many interlocking or crosswords as possible with the letters that fall face up, discarding the blanks.

Players score one point for each letter they use plus the dots. Players who spell out all their face-up letters earn a double score. There is an additional bonus of 25 points for players who spell out the word Skat.

BEN COOPER MAKING RIN TIN TIN COSTUMES

The beloved hero of the tremendously popular TV program, "Adventures of Rin Tin Tin," is now being presented in a realistic and attractive masquerade costume by Ben Cooper, Inc.

This costume will feature a remarkably realistic latex mask and will be completed by a coverall type of costume made of rayon taffeta decorated with authentic screen design. Traditionally, animal costumes have been very popular for Hallowe'en costumes, and the Ben Cooper firm feels that this nationally televised animal character promises to be one of the best sellers in their line of authentic character costumes.

The Rin Tin Tin costume is being made to retail for $2.98, and is on display at the permanent Cooper showrooms at 200 Fifth Avenue, Room 325, as well as in Rooms 441-3 at the Sheraton-McAlpin Hotel during the Toy Fair. In attendance will be Ben Cooper, Nat Cooper, Al Grossberg, Sam Drelich, Herbert Drelich, Mildred Levy, and the entire sales staff.

Katz Announces Addition to "Toy Lines of Distinction"

A Buddy-L truck, 1956-style ...

... and one of years-ago vintage

Henry Katz, president of the Henry Katz National Sales Organization, 200 Fifth Avenue, New York City, has announced the addition of another line of outstanding toys to the list of "toy lines of distinction" represented by his firm on an exclusive basis throughout the United States. The new line is that of Tot Guidance, Inc., manufacturers of play-tested

toys for preschool children.

All the items in this new line will be made in colorful, unbreakable plastic, each item individually boxed in an attractive display package. Two of the Tot Guid-

ance items, pictured here, are: the "Count-a-Clock" and Plastic Beads. Another, just introduced, is the "Junior Milkman Set." These toys are available for immediate delivery, with several additional items to be added to the line shortly.

The principals of Tot Guidance, Inc., are Moe Levensfeld and Mack Buxbaum.

Mr. Katz had this to say about the new line: "Our entire sales staff is very enthusiastic about the new Tot Guidance line. They feel certain their customers will have as much success with it as they have had in the past with our other lines of distinction.'"

Among the latter are the Buddy-L Lifetime Steel Toys, Bar-Zim Games and musical toys; Mello-Tone pianos; easel boards from the T. J. Ely Mfg. Company; Globe Sporting Goods' baseball, football, basketball and boxing equipment; Kiddie Brush & Toy Company's Susy Goose Sets and the new Super Market and Superette, Walter Kraemer & Company's bicycles, soldier sets, musical tops and dolls; Main Machine's juvenile lawn furniture, table and chair sets, and the new Mustang paper-shooting machine gun; Ranger Steel's metal games; Union Hardware Company's Springfield Roller Skates; Stevens Products' Donald Duck Projector and Disney Picture Gun; Western Stamping Company's brand new line of Tom Thumb Cash Registers and a new model of the Tom Thumb Typewriter ("a sellout for the fifth straight year"); C. G. Wood Company's electric irons, ironing boards, laundry sets, stoves and pool tables; and Worcester Toy Company's tea sets, and polyethylene telephones.

VOGUE DOUBLES N.Y.C. SHOWROOM SPACE FOR CUSTOMER CONVENIENCE

Vogue Dolls, Inc., has doubled the size of its New York office-showroom, Room 656, 200 Fifth Avenue, to enable buyers to view the entire new "Ginny" and "Ginette" lines. Regional Vogue representatives will greet buyers there during the Toy Fair this month.

The new system will provide superior service for Vogue customers, as all records will be on file and up-to-the-minute at the expanded space.

With the new arrangement, buyers may place orders as they examine the line, which has been completely redesigned in every detail to include 60 new "styles of tomorrow" plus matching new accessories for the Vogue family.

As in the past, clothing displayed on "Ginny" and "Ginette" at the Fair will preview the actual styles of children's apparel to appear throughout the coming year.

Two new features have been added to the Vogue lines this year as added selling aids. One will see each item pre-marked, eliminating a time-consuming chore for the retailer. The tag will be perforated, and may be removed easily for gift items.

Another plus for the 1956 Vogue dolls: the *Parents* Magazine seal of approval recently awarded both "Ginny" and "Ginette" for meeting the high standards of safety, design, and durability established by the Parents Institute. Each Vogue package will carry the seal.

Wendling and Martineau Named Sales Reps by Davis Products

Jack Wendling

Ray Martineau

Davis Products, Inc., Santa Monica, Calif., manufacturers of a complete line of plastic inflatables, rainwear, boats and toys, has announced the appointments of Jack Wendling and Ray Martineau as representatives in the southwest and southeast, respectively

Mr Wendling, formerly sales manager of Glazer's Wholesale Drug Company, Dallas, will cover the states of Texas and Oklahoma

Mr. Martineau, who maintains offices in Jacksonville, Fla., will travel Florida, Georgia, North Carolina, South Carolina, Alabama, Mississippi, Tennessee and Virginia

The Champion DeLuxe Sno-Liner From Kalamazoo Sled Company

Reputed "tops" in performance and value, Kalamazoo Sled Company's popular Champion Deluxe Sno-Liner is expected to be one of the best sellers at the New York Toy Fair to be held March 5 through 14.

Special features include quick, sharp steering—insured by runners that bend full length on "floating knees" and exclusive "free play" connections; lightness of weight that permits faster getaways, with grooved runners that assure quick pick-up and slick speeding, and balance features, plus sharp steering without skids, that mean extra speed on curves. Kalamazoo Champion's new Saf-T runners assure no more spiked ankles or shins—there are no unprotected points on the Sno-Liner to endanger youngsters.

The sled will be displayed, along with Kalamazoo's complete line of Champion standard sleds, in the concern's Toy Fair showrooms, Rooms 918-920 at the Hotel Sheraton-McAlpin

LLOYD TROIKE HEADQUARTERS AT STATLER DURING TOY FAIR

Lloyd R. Troike, popular Chicago toy sales representative, is looking forward to greeting his many friends during the Toy Fair at the Statler Hotel, where he will be making his headquarters.

Mr. Troike maintains a permanent display room at the State Street Toy Center, Republic Building, 209 So. State Street, Chicago. He is currently featuring many new items in tom-toms, tents, Easter toys, mechanical toys, dolls and a number of carnival items

ED-U-CARDS' NEW "STOP AND GO BINGO" TEACHES TRAFFIC SAFETY

"Stop and Go Bingo," a new game especially designed to teach children between the ages of 5 and 10 the elements of everyday traffic safety, has just been released by the Ed-U-Cards Manufacturing Corporation, 13-05 44th Avenue, Long Island City, N. Y., it has been announced by Irving Brambier, president of the firm

The game has won the endorsement of Ed-U-Cards' consultant, Rowena M Snow-

maker, assistant director of The Play Schools Association, who says about it: "You can be assured that as you help your children become familiar with traffic situations they will become more aware of safety in all everyday activities. As the game is played with the children, they will become more and more familiar with safety situations. Playing the game is fun—and they are also learning."

Ed-U-Cards' new "Stop and Go Bingo," consists of two spinners, cut-out policeman cards and traffic signals, and four laminated playing boards, attractively packaged in a box designed by Prichett & Plevin Studios. The game, which can be played by from 2 to 5 players, has been manufactured to retail for $1

The game was developed with the cooperation of Stephan Plumer, play school director of Public School 125, New York City

NEW KATHRYN KAY SALESMEN: BAAR, BROUNT, FISHER, SEFFER

Kathryn Kay, Inc., sole distributors for Ginger Dolls, doll outfits and doll accessories, has added four men to the sales staff: Art Baar, Charles Brount, Burtt Fisher and George Seffer

Mr Baar, one of the best known salesmen in the west coast area, will represent Miss Kay's sales organization throughout the states of California, Oregon and Washington.

George Perlin, in charge of the midwest territory, with showrooms in the Merchandise Mart, Chicago, has added Mr. Brount to his sales staff

Mr. Fisher, whose headquarters are in Boston, will direct sales in the New England area

Mr Seffer is joining the eastern division and will assist Harold Lituchy calling on part of the Atlantic states customers.

With these men added to the sales organization, Kathryn Kay, Inc., reports it can now claim complete sales coverage of the American toy market

NATIONWIDE PROMOTIONS PLANNED FOR EFFANBEE'S "MELODIE" DOLL

Bernie Baum, president of Effanbee Doll Company, 200 Fifth Avenue, New York City 10, states that their "Melodie" talking doll has been meeting with a reception that exceeds his most optimistic expectations. Introduced earlier this year and aptly described as the talking doll with the "golden voice," Effanbee's "Melodie" does just about everything—it talks, walks, sings, kneels and prays.

Says Mr. Baum: "In all our years in the doll business I cannot recall when we have ever come up with a doll idea that is so completely new and different. It is the result of our determined effort to produce a doll that would do just about everything a little girl would want a doll to do. Just

think, there is nothing to wind up, all the little lady has to do is to push the magic button and—presto!—Melodie recites her favorite poems and jingles, sings "Rock a-Bye Baby" and other nursery songs, and even kneels and says her prayers."

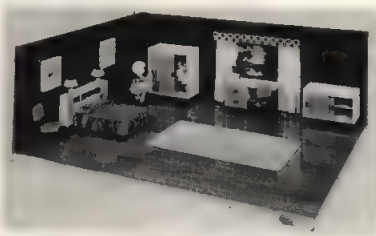
Mr. Baum went on to say that behind Melodie's "golden voice" is a simple, foolproof talking unit which runs on only two flashlight batteries—good for hundreds and hundreds of playings—and is so easy any child can operate it without complicated instructions.

Reflecting the Effanbee tradition of quality in every particular, the "Melodie" Doll is 30" tall and dressed in a fine-quality, printed organdie dress with a lace-trimmed taffeta slip and panty, shoes and socks. She has a high grade straw bonnet modeled in "sweetheart" style and her beautiful vinyl head is graced with rooted Saran hair that can be washed, combed and set. Her jointed knees have been carefully designed to give great flexibility and the doll can walk, sit or kneel with the greatest of ease. Each "Melodie" Doll comes with three unbreakable records with an assortment of songs, jingles, poems and prayers, together with a song sheet with words for all records so that "Melodie's" little mother can learn to recite, sing or pray right along with her doll.

"TO BE OR NOT TO BE"

In Shakespeare's day, a maiden's hope chest consisted chiefly of toys for her future children. The term "hope chest" originated from the fact that the chest would eventually go into a maiden's "home of her hopes."

Doll Furniture from Doepke Designed for 8-11" Numbers



The Charles William Doepke Manufacturing Company, long known as a maker of Model Toys primarily for boys, has entered the world of "little women" with an add-a piece assortment of doll furniture.

Designed by Gaston, long associated with the design and manufacture of wooden toys, the new Doepke doll furniture has been built for today's popular eight, ten and eleven-inch dolls. To open the new line, Doepke offers a bedroom suite in turquoise blue, with tan on ivory for a blonde effect and strikingly contrasting black accents.

Included in the suite are a bookcase bed, wardrobe, chest, double chest, desk and chair, and vanity and bench. For the most part, construction is of solid wood and Duron. With the exception of the bookcase styled headboard, the bed is constructed of steel with a foam mattress. All furniture is nailed and glued together—there are no eyelets and no cardboard.

The bed comprises a speckled beige bookcase headboard with turquoise sliding doors; the metal frame and foam mattress; a turquoise tailored spread to match the doors; a bolster; and two felt covered pillows—one orange and square in shape, the other yellow and circular.

The wardrobe has shelves on one side and a clothes rod on the other to take 10-inch doll hangers. Sliding doors in turquoise blue have a powder pink floral design silk-screened on them. The finish is washable.

Desirable features are present throughout the entire line, the manufacturer states. The vanity has a recessed mirror; the chair and bench are skillfully upholstered in turquoise with an abstract motif; door knobs, drawer pulls and legs are all black to accent the other colors.

Fred W. Doepke, vice president of the manufacturing firm, points out that Gaston has designed this furniture specifically for popular size dolls.

"Moreover," he added, "the furniture has educational value in that it teaches basic housekeeping and orderliness. Generally, fine doll furniture will increase many times the enjoyment of dolls. Our new line is tough and will easily withstand the little 'accidents' which happen to toys."

Retail prices on the furniture pieces are as follows: A bookcase bed, $7.95; wardrobe, $5.95; double chest, $7.95; chest, $4.95; desk and chair, $5.95; chair (separate), $2; and a vanity and bench, $7.95.

Mr. Doepke noted that his firm has offered the furniture to wholesalers, as well as directly to retailers.

HANNON ELECTED DIRECTOR OF MURRAY OHIO MFG. CO.

William M. Hannon has been elected a director of the Murray Ohio Manufacturing Company, Cleveland.

In January 1956 Hannon was elected a

William M. Hannon

vice-president of the company.

Murray Ohio manufactures juvenile autos, trucks, tractors, wagons, velocipedes, bicycles, park cycles and baby walkers.

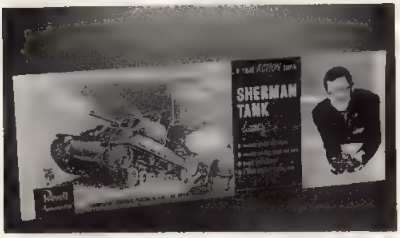
OFFICIAL SIGNALS OFFERED AS MODEL RR ACCESSORIES

Retailers trying to reach the model train market are expected to be interested in an illustrated sheet of railroad signals which R. E. Dietz is making available.

Designed especially as a tie-in for the Dietz Comet Electric lanterns and model train sets, the sheets of official railroad signals are suitable both for counter display or customer handout.

Wholesalers and retailers interested in obtaining copies may write to R. E. Dietz Company, 225 Wilkinson Street, Syracuse, N. Y.

Famous M-4 Sherman Tank New Addition to Revell Line



Revell rolls a new line into the hobby kit field, the famous M-4 Sherman Tank with real moving parts, complete with six sculptured, action-posed G.I. soldiers.

The most widely-used American tank during World War II, the "General Sherman" medium tank was one of the most important pieces of heavy equipment of the U. S. armored divisions during the war and was widely used in North Africa, Italy, France and Germany.

Major promotional support will create heavy interest in this new item, according to Henry Blankfort, Revell PR Director. An important tie-in publicity campaign will be set into motion with the release of the Paramount picture "The Proud and Profane," starring William Holden. Window banners (see above) featuring Holden and the Revell M-4 Sherman Tank will be available to all dealers. Theatre exhibitors showing this film will be happy to cooperate in setting up tie-in lobby displays.

At the same time, local U. S. Army Recruiting Officers will help dealers build exciting attention-arresting windows by supplying them with posters and other material in keeping with the theme.

Scaled from actual specifications, this 7¼-inch tank features two individual tracks driven by two sprocket wheels with eighteen suspension and idler wheels. As the tank is pushed forward, the track slides smoothly over the entire wheel assembly.

The revolving turret boasts a 75 mm gun which can be elevated or depressed. Other armaments include a turret-mounted 50-caliber machine gun which can be raised or lowered and a stationary 50-caliber machine gun on the forward bow plate of the tank. Three hinged hatches, one atop the turret, can be cemented in an open or closed position.

Even such details as the phone box, tank lights, hull lifts, antenna and travel rack are clearly defined. Official U. S. Army Ordnance insignias are pointed up on the colorful decal sheet.

Simulating an actual battle scene, five life like sculptured G.I. foot soldiers, carrying bayonets, rifles and grenades, and one figure of a tank commander directing the action from the turret hatch are included in the easy-assembly kit.

Revell has designed an eye-appealing point of purchase three dimensional die cut display piece to silhouette this dramatic new Sherman M-4 Tank. Available through Revell jobbers, this display piece is free to dealers with each made-up model.

TIM SKINNER APPOINTED REP BY STERLING MODELS

For the first time in its history, Sterling Models, Belfield Avenue & Wister Street, Philadelphia 44, has appointed a manufacturers' representative for the hobby trade. The man selected is T. L. "Tim" Skinner, widely known in the trade.

"He has an exceptionally fine background for the job of representing our products," states Ed Manulkin, partner of Pete Timchal at Sterling.

"While we have long recognized that

T. L. Skinner

many companies in the hobby industry employ representatives, this move represents a major departure from Sterling's past marketing pattern," Mr. Manulkin advises. "I believe it will broaden our service and generally benefit our customers."

Sterling currently manufactures some 38 different model boat and plane kits, balsa and plastic. The firm is the new occupant of a 45,000-square-foot plant equipped with modern machinery for the production of quality hobby items. A separate administration building is utilized to house all administrative and executive offices, as well as the engineering and modelmaking departments.

HIGHWAY DEPARTMENT TOY SET OFFERED BY TONKA

With highway building and maintenance crews a common sight along the nation's thoroughfares again this summer, it is figured the new miniature highway department toys shown here will draw more than a little attention from the youngsters.

Four scale working models, authentic

down to the orange paint and identification signs, comprise this set, recently introduced by Tonka Toys, Inc., Mound, Minn. Mimicking their adult counterparts, boys can operate the road grader, the hydraulically-operated highway service truck, the regular dump truck and a pickup model. Six highway signs and two road barriers are included in the set.

"PUSH-BUTTON" PROJECTORS HELP OAKES DISTRIBUTORS SELL TOYS

Oakes Consumer Catalogs, Chicago, have developed a new merchandising tool for distributor-members of the Oakes Toy Book Program. In use since the Toy Fair, the selling aid is an automatic, portable, push-button-control projector that projects onto a screen large, full-color illustrations of the toys which make up the program. Each toy item on the film strip is flashed on the screen individually and described in detail.

"Either the Oakes distributor's salesman or the dealer himself can change from item to item by just pushing a button," Ed Bernardi of Oakes advises. "Time can be taken to discuss each item and its features, to ask and answer questions and . . . write orders."

These projectors, he adds, can be used by distributors while they are working with dealers in the showrooms; at meetings of distributor salesmen; during group meetings with dealers; and for showing dealers the Oakes offerings right in their own stores or homes.

"With many dealers unable to travel to their wholesaler's showroom to see samples, the projector gives them the very next best thing," Mr. Bernardi notes. "It enables them to get a look at finely-detailed, colored pictures of the catalogued toys. The descriptive copy tells them all they need to know about sizes, prices, and so forth."

STITCH IN TIME

"Sewing parties" where little girls brought along their toy sewing sets to make pretty things for their dolls, were popular in colonial days in America.

Jon Gnagy

"LEARN-TO-DRAW" SET

In a class by itself. No jobber or dealer has ever failed to reorder the Jon Gnagy "Learn to Draw" set. It sells surely and steadily. Backed by television and national promotion —it sells wherever it is shown.

Retail $2.95

AVAILABLE AT JOBBERS OR WRITE

ARTHUR BROWN & BRO., INC.
2 W. 46 St., New York 36

MAKE IT YOUR BUSINESS TO SEE THE YEAR'S

TOY and HOBBY SENSATION!

Cardinal's Original "make-it-yourself"

CAMERA ASSEMBLY KIT

Retails Profitably at $3.00

See Our Display —

200 FIFTH AVE., N. Y. C.
ROOM 430
CARDINAL CAMERA CORP.
36-12 34th St., L. I. City 6, N. Y.

Away-we-go with Gleason-gimmick promotions

The Jackie Gleason *Away-we-go* climbing toys have appeared on the Robert Q. Lewis, Garry Moore, and Dorsey Brothers Stage Show programs, it has been announced by the manufacturer, Tomar Co. They are scheduled for additional TV plugs on these and other national shows, in addition to being featured in national publications and children's magazines The toys will also be incorporated into editorials on Jackie Gleason, it was said

GLEASON and Gleason

An attractive red, white and blue, 24-inch window streamer, which reads "Jackie Gleason action toy! Now—Available here" may be obtained from Tomar Co., Inc., 2709 N. Lincoln ave., Chicago, Ill.

Away-we-go toys Reggie Van Gleason III, Rudy the Repairman, Charlie Bratton, The Poor Soul, Ralph Kramden, and Fenwick Babbit—are individually double-carded for counter protection. Packed with a 3- or 6-doz. assortment to a carton, the toys weigh 2 lbs. per dozen and retail for 59c each

Gerry M. Kalmanson Associates, sales representative firm, will be on hand at the Toy Fair to display the Away-we-go line of climbing toys, in Rooms 746 and 748 at the Sheraton McAlpin Hotel

Sudler Company announces another addition to staff

Stan Progar, former eastern newspaperman, radio news analyst and publicist, has joined the staff of Sudler Advertising, Beverly Hills, Calif., according to Culbreth Sudler, agency head

Progar will be in charge of publicity and promotions for the Milt Grey Associates of Beverly Hills, national sales representative for western and eastern toy and hobby manufacturers, and other accounts, Sudler said.

Before joining the Sudler staff, Progar was copy editor of the Los Angeles *Examiner*. He also has been associated with the Stockton *Record*, Stockton, Calif.; Pittsburgh *Post Gazette*, Pittsburgh *Sun-Telegraph*, both of Pittsburgh, Pa.; Canonsburg *Daily Notes*, Canonsburg, Pa., and the Washington *Observer*, Washington, Pa.

A seasoned reporter-writer, Progar also served as program director and news analyst for three years with Radio Station WJPA, Washington, Pa

Remote control games added to Tarrson line

Sidney A. Tarrson Co., 712 N. Franklin st., Chicago, Ill., will premiere a new line of "electronic" remote control skill games at its Toy Fair exhibits, Room 532, Hotel New Yorker, and Room 1111, Fifth Avenue Building.

Games are designed for one or more players in a wide age group. A steering device enables players to move a plastic car, boat or rocket ship—according to the game involved—along a marked course on the game's playing field, by remote control.

Currently in production are *Skill-Drive*, a cross-country auto driving game; *Skill-Cruise*, featuring a voyage among the South Sea Islands; and *Skill-Flight*, which has an inter-planetary travel theme. Playing fields are realistically designed and colorfully lithographed

SKILL-DRIVE

Extra interest is provided by several playing suggestions contained in the rules for each game. Each game also includes skill tests such as driving through tunnels and over bridges, sailing into and out of docks, and landing and taking off from space ports Games are set to retail at $1.98.

Super Yardbird Featured on "Beat the Clock" TV Show

Bud Collyer supervises "Beat the Clock" contestants.

The Super Yardbird railroad made by the Charles Wm. Doepke Mfg. Company, Rossmoyne, Ohio, was recently the featured star on a nationally televised network program

It was believed to be the first time in the history of network TV that an entire program had been built solely around one toy

Reaching an estimated audience of 40-million people, the June 30 edition of "Beat The Clock," was devoted in its entirety to spectacular stunts built around the Doepke railroad equipment

Sponsored by Fresh Deodorants and cosmetics, "Beat The Clock" had been working with Doepke for nearly two months in preparation for the broadcast. There was no buying of, time involved; "Beat The Clock's" producers simply thought the Yardbird equipment would form the basis for a number of clever stunts

"Next to the layout at our engineering building," Fred W. Doepke, vice president said, "the 'Beat The Clock' layout was the most extensive we have assembled at the factory All told, nearly $500 worth of equipment was shipped to New York.

"About 200 feet of track was shipped in assembled five-foot sections. Along with it went two Super Yardbird battery-powered locomotives; two hand-driven locomotives, two flatcar trailer units; a miniature rail road station and various 'railroad crossing' and 'men at work' signs.'

All equipment was assembled and thoroughly pre-tested at the factory before being shipped. Mr. Doepke noted. John Massey, a member of the Doepke engineering department, was in New York for rehearsals and broadcast to supervise the setting up of the equipment there.

Realizing the potential of such publicity Doepke informed all its dealers of the forthcoming program, urging them to tie in with ads in Sunday or Monday papers to capitalize on the "Beat The Clock" showing.

"Working with the CBS-TV 'Beat The Clock' team was a pleasure," Mr. Doepke said. "Their cooperation was complete from beginning to end and we feel it was most generous of them to use our equipment as the basis for an entire program.

"Our main interest in supplying the equipment was so that we could furnish our dealers with a sales tool of tremendous power and impact. Naturally, we felt that 'Beat The Clock' was all of that. Whenever we can aid our dealers with something like this, we make every endeavor to push it through to a successful conclusion."

"Beat The Clock" was shown on approximately 80 CBS-TV stations throughout the country at 7.30 p.m., E.D.T

SPECIAL $100 HOLSTER SET MADE UP BY KEYSTON BROS.

"Make me the finest holster set in the country," said Harold L. Bohn of the Toy Center, Inc, New Orleans. This statement was directed to Keyston Bros., holster

manufacturers in San Francisco.

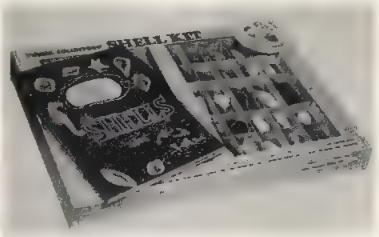
Artisans at Keyston went to work and produced the herein-illustrated top grain holster outfit, a $100 value that was hand carved in a flower pattern, double stitched and hand-finished. To add lustre, hand-engraved Sterling silver ornaments with 14K gold horsehead overlays were added.

SCREEN GEMS' "BENGAL LANCERS" TO HAVE GEN'L FOODS AS SPONSOR

Screen Gems, Inc., announces it has sold the television production, Tales of the 77th Bengal Lancers to the General Foods Corporation for network telecast during the 1956-7 season. It will be seen on NBC-TV at 7 7 30 P M. on Sundays.

The northwestern frontier of India in the late 19th century is the locale for the Bengal Lancers show. The story relates the adventures of a British light cavalry regiment assigned to that trouble-ridden territory.

New Young Collectors' Kit



One of the latest additions to Capitol Publishing Company's Young Collectors' Series is a Shell Kit designed to retail for $2.95

Describing the number, the manufacturer notes that "shells are fun to collect not only because there are so many different kinds, but also because each one of them is an enchanting jewe."

The Young Collectors' Shell Kit contains shells gathered from the waters of the Atlantic, the Pacific and the Mediterranean plus a full-length, fact-filled "Adventure Book" with over 100 photographs.

Capitol is located at 737 Broadway, New York City 3

"ZEV" GOLDBERG JOINS MILT GREY ASSOCIATES

"We are delighted to announce," says Milt Grey, head of the marketing organization bearing his name, "our newest associate, A. 'Zev' Goldberg, one of the best known merchandisers in the hobby field. As a member of our executive planning board, he will contribute to the planning and program of all MGA clients. In addition, he will serve as our eastern account executive and liaison officer."

Mr. Goldberg, just 39, spent his early youth in the field of electronic research,

"Zev" Goldberg

was involved in the early development of the Geiger Counter. He served as an engineer with the Army Signal Corps, where his work included the purchase of millions of dollars worth of matériel.

He returned to the hobby field in 1938 where he started the first unit in his chain of E and H Model Hobby shops. Later, he established one of the largest hobby mail order businesses, and also opened a manufacturing division producing items in the HO railroad field.

Mr. Goldberg has been active in the affairs of the Hobby Industry Association, both at the local and national levels, and of the Model Railroad Manufacturers' group. Consultant, advisor and friend of many of the leaders in the industry, he brings to the Grey organization a wealth of knowledge and know-how in marketing, merchandising and promotion at all levels of the industry.

He will continue to direct the activities of E and H Model Hobbies and of Universal Model Products, by remaining as president and board chairman of both

ATOMIC AGE TOY EXHIBIT AT N. Y. CHILDREN'S SHOW

An "Atomic Age Toy" Exhibit will be one of the highlights at the National Baby & Children's Show, August 4-12, being held at the New York Coliseum.

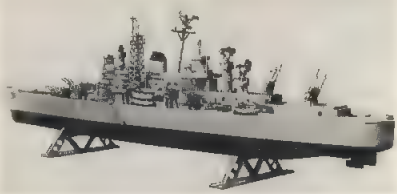
The exhibit includes electronic toys inspired by government inventions harnessing the atom for peacetime use. Among the companies participating will be Admiral Toy Corporation, Vintage Products, Magnetix, Inc., and Ideal Toy.

A daily drawing, with Robert, a nine-foot Robot as master of ceremonies, will be a feature of this exhibit. Prizes will be electronic toys donated by the exhibitors.

New Betsy Ross Sew It Yourself Hat and Pouch Set by Avalon

Avalon Manufacturing Company, 128 Middleton Street, Brooklyn 6, N. Y., presents the new Betsy Ross Sew It Yourself Pixie Hat & Pouch set. A practical little outfit that the young miss can sew for herself and wear as her own creation, the set contains hats and pouches in a variety of materials and colors and all the necessary parts and instructions. Fabrics are all washable and come pre-cut.

The U.S.S. Boston, a Guided Missile Cruiser, In Revell Line



The world's first missile-carrying combat ship joins Revell's model Naval Fleet with the launching of the authentic scale replica of the Guided Missile Cruiser U.S.S. Boston, reproduced from official U. S. Navy blueprints.

Heralding a new era, the 17 inch long plastic kit model is armed with four needle-nosed missiles and two Terrier launchers and guidance directors.

While the general dimensions of the U.S.S. Boston are the same as those of a Baltimore class heavy cruiser, her outward appearance has been radically changed. Gone is her after stack, as well as most of the structure on the after deck. In place of normal gun turrets on the after deck are the two Terrier launchers, each servicing two missiles.

Molded with a full hull and rudder, the Revell kit is precision-engineered with every detail of the prototype. Armaments include two 8" turrets with guns, five 5" turrets with guns, and six 40 mm guns. These armaments supplement the Terrier missiles, which are designed as supersonic anti-aircraft weapons that can intercept targets at a longer range and higher altitude than conventional weapons.

The ship's radar, used in the full-size ship to find the target for the missiles; the large and small tracking towers, tracking screens, radar masts and screens, radar cluster and antennas are highly detailed.

Also included in the easy-to-assemble 79-piece kit are two lifeboats, two open motor launches and two covered launches. Official U. S. Navy decals and display stands for mounting the ship model complete the kit. Retail price is $1.69; catalog #334.

Several New "Electronatic" Toys from Saunders-Swadar

"What's new?"

To this, the most frequent query heard at the Toy Fair, the Saunders-Swader Toy Company answers with several new versions of the "Electronatic" motor so successfully employed last year by Saunders in the Marvelous Mike tractor. (When the latter was introduced last year it employed a mechanical motion hitherto unknown to toys and for want of a descriptive name the unique action was dubbed "Electronatic," which is to imply an electronic device with automatic action.)

Among the items expected by the manufacturer to be volume sales producers for

'56 is this year's model of the popular Nash Rambler. Working in conjunction with American Motors, Saunders Swadar developed a 10-inch scale model replica of the Nash Rambler which incorporates the "Electronatic" motor and provides swift and sure action as the car proceeds in a forward direction and then backs and turns by itself upon encountering an object. The Rambler is finished in three colors and comes replete with white side wall tires. Considerable promotion will be used during the year to assure a constant and large demand for this new item, the manufacturer promises.

Sloo Foot, the Pup, another of Saunders' new items, is a sad-eyed bloodhound "that all little boys and girls will cherish." Equipped with an "Electronatic" mechanical device, the pup will turn out of corners, extricate himself from under tables and chairs and perform many hilarious feats of locomotion. Sloo Foot also has an attractive collar and leash, and when the dog is in motion a slight pull on the leash will cause him to change direction or back up as the youngster wills.

A doll and a fire engine with "Electronatic" motors are also under development and both will probably be at the Saunders Toy Fair exhibits.

Recognizing the current interest in space ships and the space experiments to be conducted by our government, Saunders has developed the Space Searcher Radio. Actually, this item is a transistor radio compactly contained in one ear-piece of a head set while the other ear-piece is the receiver. Battery-operated, the set, in tests, is said to have successfully brought in a number of stations in suburban areas, and in outlying areas produced a strong signal from radio stations as far as 15 to 25 miles away. The set has a definite futuristic appearance, is simple to operate and is finished in three colors.

Marvelous Mike, of which 260,000 are reported to have been sold last year, will be a highlight again in the Saunders' line. Paul Saunders, president of the Saunders-Swadar Toy Company, who developed the "Electronatic" device used in Marvelous Mike, points out that there are many critical parts used in the manufacture and only the most expert workmanship can guarantee that a toy using the device will operate satisfactorily. Considerable time and money has gone into the developing of the "Electronatic" motor and patents covering the construction have been granted he adds. The firm advises that every legal measure shall be taken to prevent violation of the patents and to protect their property from imitators.

Jack Cloud, sales manager, who has been closely identified with this year's developments and with the working out of promotional plans, feels that the record made by Marvelous Mike will most certainly be eclipsed and that buyers will find in this year's presentations items that will produce real profit. The Saunders line will be at the Hotel New Yorker in Room 723 and at Milton A. Jacobs' showroom, Room 561, in the Fifth Avenue Building.

SOLLMANN AND WHITCOMB REPRESENTING AKTOY LINE

Sollmann & Whitcomb, 200 Fifth Avenue, New York City 10, report that they are now representing, in the eastern and New England states, the Aktoy Mfg. Company, located at 1035 Post Street, San Francisco.

Aktoy manufactures a line of rubber whistle toys judged particularly suitable for rack jobber and chain store distribution. Among the numbers, all 6½" high or higher, are a bear, dog, elephant, monkey, kitten, pig, squirrel, clown, rabbit, duck and seal.

BATTERS' HEAD PROTECTORS FROM DRAPER-MAYNARD CO.

For safety sake, more and more emphasis is being put on batters' head protectors in baseball today. In fact, a number of major league teams compel their players to wear a head protector when batting.

In order to make it possible for every batter playing in organized, or sand lot, baseball to wear a head protector, the Draper-Maynard Company is offering two inexpensive protectors made of heavy molded fibre. These protectors are well

padded and provide positive protection to temples, ears and the back of the head. An elastic head harness fits all size heads holding the protector firmly in place, and allows easy removal. Both type protectors are worn on the outside of the cap.

These protectors, the manufacturer states, have saved many a boy's life or kept him from serious injury and should be worn by every boy playing baseball. The protectors, the DH940 and DH94, may be secured from any Draper-Maynard wholesale distributor. Information may be secured by writing Draper-Maynard Company, 4861 Spring Grove Avenue, Cincinnati 32.

TIP-TOP TOYS INTRODUCES NEW CRIB, CARRIAGE TOYS

Tip-Top Toys, a division of Tip-Top Products Company, Omaha 2, Neb., is now showing its new 1956 Toy line.

Tip-Top Toys retail nationally in the 25c to $1 price range exclusively. The Tip-Top Company produces infants' toys and

rattles, doll accessories and gift and novelty package sets for little girls.

The new crib and carriage toys have been added to the infants' toy and rattle line.

Illustrated is the #7925 Crib and Carriage Toy made of pearl-effect plastic. The trio of perky chick rattles stand 3" high on a colorful plastic carry case. The beads are ½" in diameter and color-match the rattles. The carry case comes in opaque pink, blue and yellow, with a clear, hinged top. Retail on the item is 79c.

LOW PRICE POWER PACK OFFERED BY K&O MODELS

An inexpensive power pack designed for all HO and TT pikes is now being offered by K&O Models, of Van Nuys, Calif.

Retailing at $7.95, the "Choo Choo Pack" is called "the perfect power source" for model trains and accessories, by its manu-

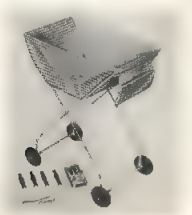
facturers. It operates two trains and switches simultaneously. Each pack is accompanied by a 60-day guarantee.

Second in the K&O line of model railroad accessories, the Choo Choo Pack is complete with a two way (forward & reverse) control, a circuit breaker, speed control, and easy to use terminals. Measuring 2¾ x 5½ x 3¼", it is shipped six to a carton, with a 20 pound weight factor on each carton. The first K&O Railroad item introduced was last month's "Hobo Loco the unusual new battery-powered HO-Gauge locomotive.

AMSCO LAUNDRY CART "JUST LIKE MOTHER'S"

A little girl can be mother's little shadow on washday when she totes her dolly's clothes to the clothes line in Amsco's new Doll-E-Laundry Cart.

The cart comes complete with a checkered laundry bag that lifts out easily, and has a pocket for the four Doll-E-Clothes



Pins and colorful Doll-E-Clothes Line. Also included is a miniature filled package of Doll E Vel, a miniature Chix Diaper and a laundry basin.

Rolling it inside or out is easy for the youngster because of the large, easy-rolling wheels. The all-steel frame is finished in blue Lustranamel with bright red wheels.

Retail price: $2.98.

MENTAL CRUELTY

A Sydney, Australia, wife applied for a divorce because her allowance did not enable her to buy enough dresses for her many dolls

Comic Book, "The Friendly Cootie Bug," from Schaper

National sales manager Sheldon Seyles and W. H. "Herb" Schaper.

The story of Herb Schaper's famous Cootie game has become well known the land over. Yet, this year Schaper Plastic Games will tell the Cootie Bug tale to actually millions of new customers, according to Schaper Company officials.

One major addition to the schedule of Schaper promotional activities this year has been the creation of a 32-page, full color comic book, aptly entitled, "The Friendly Cootie Bug." More than one million of these books have already been printed and delivered to the Schaper plant in Minneapolis, where they are being inserted in every game that leaves the factory.

The book is the result of a combined effort of Schaper management, the firm's advertising agency and Custom Comics, Inc., a New York firm that did the art, script and actual production.

In addition to the fetching story of the central character, Cootie, full-page plugs are given to a dozen other games in the Schaper line. This means, of course, that no matter what game the customer buys, he gets a sales message on at least 11 other games from the comic book.

Preliminary work on the book began shortly before the first of the year. A general approach was decided upon by Herb Schaper and his staff and sent to Custom Comics. There, a page-by-page color layout, with suggested story, was created and returned to Schaper. Minor revisions were made and the advertising copy was written by Schaper's ad agency.

Final art was completed and the books were put into production. Schaper placed an initial order for one-million books, plus an extra 3,000 for the March Toy Fair, where they were first distributed.

The actual story of "The Friendly Cootie Bug" is written in easy-to-understand style, designed to tell the tale in the most attractive manner to children. According to the story, Cootie Bug was once the saddest little bug in Insectland because he couldn't serve any worthwhile purpose in life. Things go from bad to worse with all the other insects telling him of his uselessness (Freddie Firefly snaps, "Out of my way How can the world see my fine glow if you block the view?"). Finally the proverbial Good Fairy shows up and tells our hero that to be friendly is kind . . . and to be kind makes others happy. This, says the Fairy, is a good and noble virtue. Then, she gives Cootie one wish, which he states is that he can become a new and special Cootie Bug—one children can enjoy.

Things end up "just right" to make all the kiddies happy and Cootie himself says:

Now every girl and every boy
Thinks me cute enough to hug
I've filled them all with sheerest joy—
I'm the "Friendly Cootie Bug."

The free distribution of the comic book is expected to extend far beyond the enclosure of a book in each Schaper game package. Already letters and requests are coming into the Minneapolis offices asking for the book, it is reported.

HENRY KATZ APPOINTS SUMNER BAUM TO STAFF

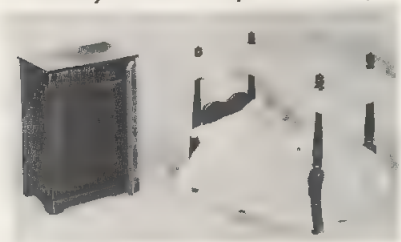
The Henry Katz Company recently announced the appointment of Sumner Baum to their sales staff. Mr. Baum will make his headquarters at the firm's New York showroom, in the Toy Center, 200 Fifth Avenue.

A graduate of the Boston University College of Business Administration, Mr. Baum brings to his new connection with the Katz organization a valuable background of merchandising experience garnered from his previous association with several well-known toy firms.

Wholesaler's Salesman "Licensed" To Auto-Travel with Toy Lines

No mistaking the vocation of William Fraidowitz, salesman for Harold Hahn Company, Inc., of New Haven, Conn., toy wholesaler. Fraidowitz put in a request for the number plate with the Connecticut Registry of Motor Vehicles and this (see photo) is what he got.

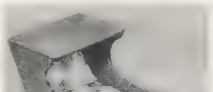
New Doll Furniture Brought Out by Hall's Lifetime Toys



Three of the new items brought out this year by Hall's Lifetime Toys, P. O. Box 787, Chattanooga, Tenn., makers of Linda Lou Doll Furniture, are shown herein.

Above are illustrated the #10 C Small Four-Poster Bed and the #11-C Small Wardrobe. The first is 11⅛" long, 7¼" wide and 11½" high and comes complete with a mattress, dotted Swiss spread, canopy and pillow. Finish on the bed is mahogany or maple. The wardrobe is 7 ⅜" wide, 4½" deep and 10⅛" high . . . doors open to reveal a shelf and hanger . . . This item, too, comes with a mahogany or maple finish.

Also pictured, separately, is Hall's #7 CR Small Early American Cradle, which is 13" long, 7" wide and 8⅛" high. Complete with mattress, spread and pillow, it is finished in mahogany or maple.



IDEAL TOY'S REVLON DOLL A 'TEEN-AGE BIG SISTER

Expected by the manufacturer to be one of the most talked about dolls of 1956, Ideal Toy Corporation's new Revlon number, shown here, will be available next month, September, according to spokesmen for the company.

A "big sister" intended to be as glamorous as the girl in the Revlon ads and on TV programs such as the "$64,000 Dollar Question," the new doll has a bust, a turning waist which permits her to bend forward, backward or to pirouette; new

"Magic-Touch" skin, exclusive with Ideal, washable and wavable rooted Saran hair; and long shapely legs dressed with high-heel, open-toed shoes and full-length nylons.

The Revlon doll's high-styled wardrobe is accented by jewelry which includes—in the the most expensive style—a rhinestone necklace, earrings, an engagement ring and fur stole. Less expensive models have simulated pearl jewelry.

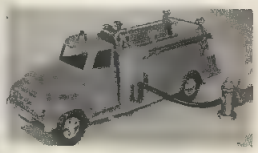
The doll comes in three styles inspired by Revlon's best-selling cosmetics: Kissing Pink, $12 $20 retail; Cherries a la Mode, $14 $22, and Queen of Diamonds, $16-$25. In each style the dolls range in size from 18 to 23 inches.

PREMIER DOLL TOGS OFFERS FREE RACK WITH ASSORTMENT

Premier Doll Togs, Inc., 351 Canal Street, New York City, well-known manufacturers of doll clothes, are featuring a new free rack with a $50 initial starter assortment consisting of 17 highly-styled 8" numbers to retail from 69¢ to $1.19. Also included are 25 additional 8" styles bagged and boxed to supplement the line.

During a recent conversation with a PLAYTHINGS' representative, the manufacturer pointed out that they are also turning out a quality line of bagged doll clothes designed to fit 10" to 31" baby, girl and toddler dolls that offers 100 custom-made styles at popular prices. High heel dolls also come in for their share of attention with a line of smart, highly-styled dressy clothes.

An attractive catalog of the complete line, together with details regarding the $50 starter assortment, will be mailed on request, the manufacturer advises.



New Models, Styling in Tonka Line

MANUFACTURERS of the Tonka Toy line of scale model, metal trucks and equipment are entering the 1956 toy season with a new company name, six new models or sets and new front-end and other styling for the entire line.

Effective the first of the year, the Mound, Minnesota, firm officially became Tonka Toys, Inc. It had previously been named, Mound Metalcraft, Inc. The change, according to company president, L. E. Baker, is intended to give greater emphasis to the firm's product and to better identify it in the trade and among consumers.

Company title was the only change made at the firm, Mr. Baker emphasized; ownership, officers, personnel and plant facilities will remain the same as under the previous name.

The company, which was originally founded in 1946 to produce garden implements and closet storage accessories, has been manufacturing Tonka Toys for nine years and now employs 350 workers, Mr. Baker said. He also stated that the company increased production by 25 per cent with the completion of a new plant last year and that further expansion is being considered for the future.

At the same time he announced the firm's new name, the Tonka Toy president released details on six additions to the line that will be introduced at the March Toy Fair in New York. He also announced complete restyling of vehicle front ends and other details on the entire Tonka fleet that will now total 25.

Foremost among the new models, according to Mr. Baker, is a "Suburban Pumper" fire engine that comes equipped with a real, operating hydrant. The hydrant permits the pumper to be linked to any standard garden hose so that a continuous stream of water can be supplied to the unit's 40" fire hose.

According to Mr. Baker, the new pumper is one of the most workable units the firm has ever produced. It is designed to sell at a suggested retail price of $8.98 and measures 17" in length, 6" in width and is 6½" high. In addition to the hydrant the unit is equipped with a removable ladder and two hydrant-connecting hoses carried along either side of the truck. The fire hose, that is wound on a realistic reel when not in use, has a hook so that it can be attached to the top of a Tonka Aerial Ladder or other equipment.

The new pumper, Baker said, is a scale model of the versatile units found in some cities and in most suburban and rural communities. It is being sold as part of the new "Tonka Fire Dept." set as well as individually and has been identified as model #0950-6.

Another new Tonka Toy that, according to Mr. Baker, was designed to offer greater toy truck play value through added operating details, is the "Hi-Way Hydraulic Dump Truck." The new unit uses a miniature hydraulic mechanism for its dumping action and has a tail gate that can be adjusted for either straight dumping or spreading. In addition, Mr. Baker said, the truck's two sides can be dropped, as on real models, for "road sanding" and similar tasks.

Bright "Highway" yellow paint and simulated warning and operating lights heighten the new dump truck's realism, Mr. Baker said, as do the "Highway Dept." door decals. Suggested retail price of the new truck is $5.98 and it measures 13" long, 6" wide and 5¾" high. The unit has been identified as #980-6.

Other individual additions to the Tonka line are a light blue finished "Farm Stake Truck" (#925-6, retail: $3.98) and a new "Tonka Wrecker" (#960-6, retail: $4.98) that, according to Mr. Baker, is a particularly rugged model.

Two big Tonka Toy sets will also make their debut at the March Toy Fair, Mr. Baker said, and, for the first time, both will be packaged with material not available individually. The "Tonka Fire Dept." (#900-6, suggested retail: $28.95) will contain a metal, scale replica of a fire chief's badge and a special "Rescue Squad" truck in addition to the new "Suburban Pumper" and a "Tonka Aerial Ladder." The badge and rescue squad truck will be available only in the set.

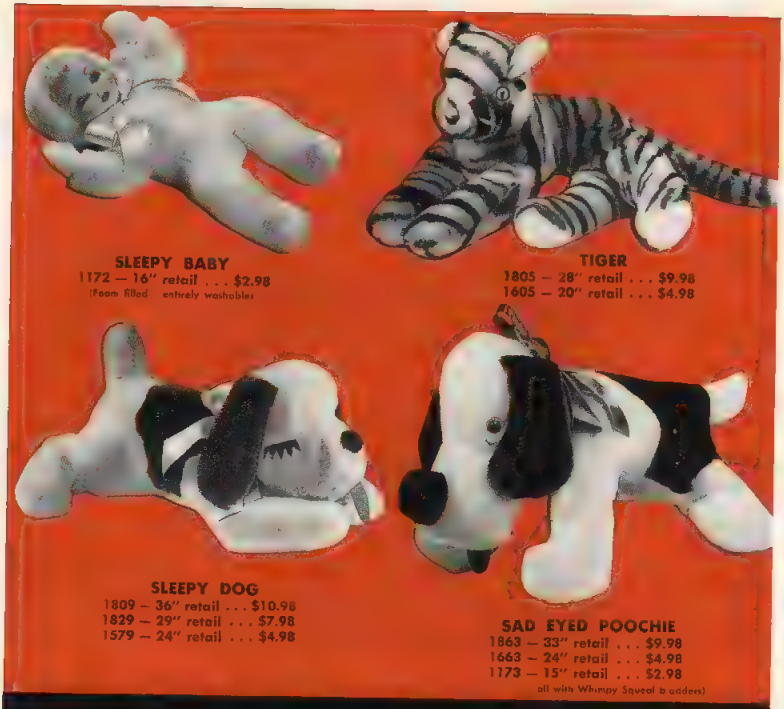
Six metal road signs, two "construction area" barriers, special "Highway Dept." decals and "highway" yellow vehicle paint will be exclusive features of the second new Tonka set, the "State Highway Dept." (#975-6, retail: $19.95). In addition, the set's road grader, Mr. Baker reported, has been equipped with additional simulated operating and warning lights that do not appear on the standard model. This is also true of the warning light that has been added to the pick-up truck which, along with the standard design and new hydraulic dump trucks, fills out the set. The hydraulic dump will be the only unit sold individually with the same paint and decals used in the set.

As to complete-line restyling, this year's Tonka models will have new chromate plated grills, bumpers and headlights that faithfully reproduce current, real truck design. In addition, the "standard wheels" on all trailers have been redesigned and several details on the company's Aerial Ladder have been improved.

Mr. Baker also stated that individual unit boxes will this year have a drawing of the enclosed toy and that particular attention has been paid to the packaging of the mult-unit set—all intended to produce more attractive-looking retail displays.

Tonka Toys, Inc., is looking forward to its best year in 1956, Mr. Baker said, and will begin full-scale production early in anticipation of continuing heavy demand. This, coupled with the company's increased production facilities, will permit Tonka to offer even better service during the year, he added.

Details on Tonka Toys, prices, names of representatives and other information can be obtained by writing: Tonka Toys, Inc., Dept. KP, Mound, Minn.



SLEEPY BABY
1172 — 16" retail . . . $2.98
(Foam filled entirely washable)

TIGER
1805 — 28" retail . . . $9.98
1605 — 20" retail . . . $4.98

SLEEPY DOG
1809 — 36" retail . . . $10.98
1829 — 29" retail . . . $7.98
1579 — 24" retail . . . $4.98

SAD EYED POOCHIE
1863 — 33" retail . . . $9.98
1663 — 24" retail . . . $4.98
1173 — 15" retail . . . $2.98
(all with Whimpy Squeal b uddies)

beautiful . . . lovable . . . SALEABLE

ARTISTIC TOYS

SELL ON SIGHT!

Made right for sales . . . priced right for profit . . . that's the all new cute and cuddly line of stuffed dolls and animals by ARTISTIC. Every item in this terrific bright, new Artistic line features eye appeal . . . buy appeal, designed to sell on sight.

ORDER NOW, to assure full selection and prompt delivery.

Color Catalog, available upon request.

Artistic
TOY COMPANY

3RD & CAMBRIA STS., PHILA. 33, PA.

"you can always recognize an Artistic Toy"

you're on the right track for

BIG EASTER VOLUME

with

ARTISTIC

the big news in toys!

Woven Terry Cloth
Foam Rubber
Begging Bunny

Whimsy "Bunny"
Furry Bunny

Plush and Percale
Foam Rubber
Sister Bunny

Washable Plush
Foam Rubber Duck

Better get aboard NOW . . .
before you know it that early Easter will be here! Write today for your new Artistic catalog. It's crammed full with a whole trainload of bright, brand new lines that lead to roaring sales!

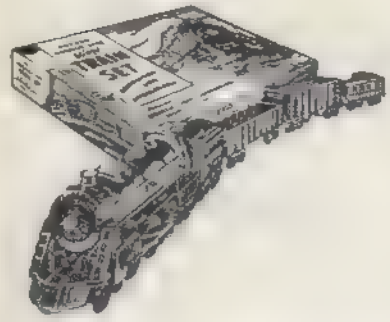
Artistic
TOY COMPANY

3RD & CAMBRIA STS., PHILA. 33, PA.

makers of lovable stuffed animals of plush, terry cloth and plastic

"you can always recognize an Artistic Toy"

TOY TRAINS
AUBURN



All vinyl true design train consisting of engine-tender, coal car, gondola, caboose in assorted colors. Positive hitch connections. No track needed.

Accurately realistic, colorful, durable and flexible units in bright five color display box.

Per set
No. 115-525—30½ in. long $1.98

Twelve sets in a carton.

LECTRIC TRAINS
STRAUSS

The most beautiful electric train ever made for the money. Runs forward and backward w/powerful headlight. 2 flashlight batteries inserted into the engine and two passenger cars, and 12 sturdy tracks. When tracks are set up it makes an oval of 13½ feet of track.

Each
No. 2049-755-238 ..... $7.00

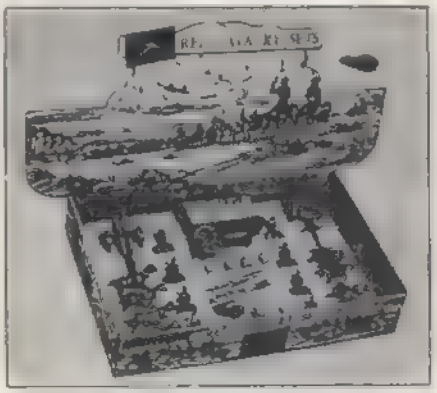
Six in a carton.

JUNGLE FIGURE SETS
TRADING POST

Deluxe jungle set containing pieces made of polyethlene plastic. Included are assorted animals, mountain ranges, hunters, natives, raft, animal cage, lean-to tent, numerous hunting accessories and jungle colored base with lake in center

Per set
No. 468-1101—18x22 in. base $4.00
Twelve sets in a carton.

CAVALRY FIGURE SETS
REL



Plastic figure set containing 1 cannon, weapons carrier, mess detail wagon, 4 team horses, 3 wagon riding soldiers, 5 mounted soldiers, 5 saddles, 4 riding horses.

Per set
No. 180-1036—25-pc. set $1.98
Twelve sets in a carton.

WRITE — PHONE — OR TELEGRAPH YOUR ORDERS!

Our stock is complete and offers a wide choice. Only lines of National reputation are included.

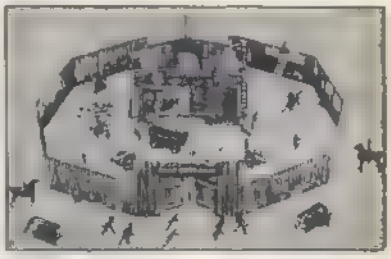
Our many years of service and consistent growth is the Dealer's assurance that our knowledge of selections is a real asset.

FRONTIER FIGURE SET
COWBOYS AND INDIANS

All pieces are soft and harmless for the smallest child. It consists of one log cabin 6¾" x 6¼" x 5", three Indian wigwams 6¼" x 5¼", six Indians, five frontiersmen and one frontiers woman 3" high, 2 horses and riders, covered wagon with team, and 20 North American animals. Packaged in a 5-color box 12" x 18" x 2½".

Per set
No. 116-563 ..... $4.00
Twelve in a carton.

TOY FORT AND TRADING POST
SUPERIOR



An all-metal lithographed Western Fort and Trading Post, with plastic figures and objects. So constructed as to enable the child to simulate an attack by Indians on frontiersmen and cowboys at a frontier outpost.

Consists of two-story trading post, stable and blacksmith shop; ten section stockade constructed to enable its rearrangement into various shapes; 36 plastic figures, horses, Indians, cowboys, blacksmiths; two plastic cannons which actually fire shells; 6 plastic shells, plastic wagon and driver with moving horse; flags; anvil and water barrel; plastic ladder, two metal hitching posts and three metal barricades.

Per set
No. 602-47—Set, set up size: 26 in. long, 25 in. wide, 8⅛ in. high; wt. per carton 25 lbs. $5.00

Six sets in a carton.

TOY FIGURES
U.S. SOLDIERS SET

This 30 piece set has our new figures in various actions, showing both offensive and defensive positions. Made of unbreakable polyethylene and accurately detailed on a three inch scale. Packed in a sturdy saran bag with colorful header, which is not easily broken in shipping or counter handling.

Each
No. 111-162 ..... $1.00

Twenty-four sets in a carton.

U.S. SOLDIERS AND TANK SET

The tank and soldiers are made of unbreakable polyethylene. There are 18 army figures and one tank with movable turret and easy rolling wheels. A realistic army scene can readily

scene can readily be made with this action set. Completely packed in a sturdy saran bag with a colorful army action scene on header.

Each
No. 112-163 ..... $1.00

Twenty-four sets in a carton.

TOY FIGURES
INDIAN—COWBOY SET

This saran bag, with colorful western picture on header, contains 25 pieces of of unbreakable polyethylene toys, scaled to three inch size, including 3 horses with riders, 6 indians, 5 cowboys, camp fire and 7 assorted western animals. The bag has sufficient figures in assorted colors to create an authentic wild west scene.

Each
No. 110-156 ..... $1.00

Twenty-four sets in a carton.

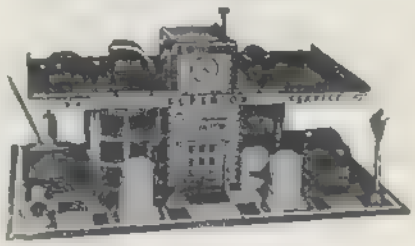
— OPEN STOCK FIGURES —

An assortment of 72 pieces of polyethylene figures packed in Display container.

Per assortment
No. 113-170 ..... $3.60

One assortment in a carton.

TOY SERVICE STATIONS
SUPERIOR, METAL



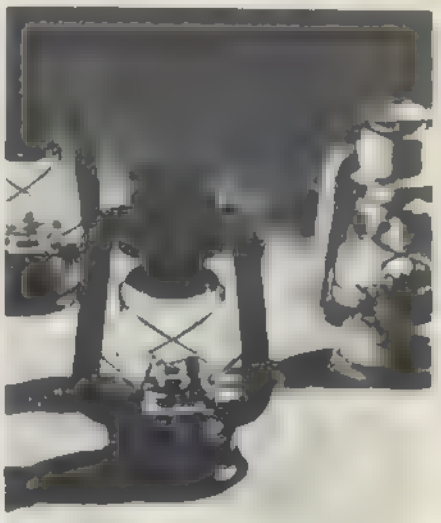
All metal construction with all edges turned and corners rounded. Bright four color lithography.

Features upper parking level, car display room with curved transparent plastic front, plastic air reel, revolving oil rack with oil sludge tank, two gas pumps with water level gauges and hose unit to fill up cars, plastic washing unit, gear operated elevator,stop and go light and bottle vending machine. Two plastic cars, 4⅞ in. long, with fill er-up tank and oil emptying unit; cars are ejected automatiently from elevator. Car ramp from upper level to lower floor. Bottle vending machine is a bank that actually works. Penny ejects bottle.

Each
No. 605-25—25 in. long, 16 in. wide, 10¼ in. high set up; wt. each 8½ lbs. $5.29

Six in a carton, KD.

ELECTRIC LANTERN
COMET



NEW LOOK COMET Electric Lanterns feature new colors—locomotive black, fire engine red, and bulldozer yellow. Wire guards and bails are copper color. Two of each color to a 6-lantern carton.

Each
No. 2053-Comet $3.00

Six in a carton.

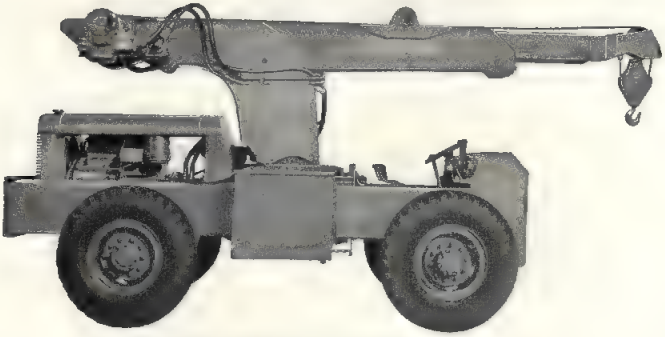
ELECTRIC STORM LANTERN
STRAUSS

Attractively chromed finished. With brilliant white light and flashing red bulb.

Each
No. 2052-755/314 ..... $1.00

Thirty six in a carton.

AUSTIN-WESTERN HYDRAULIC CRANES



THE INDOOR-OUTDOOR CRANE OF MANY USES

The tractor-mounted Hydraulic Crane, with its pick-up, carrying, and placement capabilities, combines the best features of crawler, truck, and erection cranes with those of industrial shop cranes. All movements are actuated by fast, smooth, positive hydraulic power.

Steering, too, is done hydraulically—the front wheels power-booster steered, while the rear axle has a straight hydraulic, lever-actuated steering control—affording the shortest possible turning radius of 15 feet.

This tractor crane can be equipped with either a gasoline or diesel engine and has a full reverse six-speed transmission.

The telescopic boom can be raised from the horizontal to an approximate 45° angle or to any intermediate point, and is continuously rotatable through a full 360°. Two or more movements of the boom and cable are possible while the tractor is in motion. The angle of the boom is quickly and easily changed while operating under load.

The crane can lift and transport its maximum load any distance, through low-clearance doors, and then, with the boom extended, the hook can be raised 24 feet or lowered 30 feet below ground level.

Manual boom extensions in 6, 8, 10, 12, 14 and 17 foot lengths are available as optional equipment, affording a maximum horizontal reach of 35 feet.

The tractor crane is available with either two- or four-wheel drive, and special attachments include an orange peel bucket, clamshell bucket and electric magnet.

For added working capacity outriggers, front-mounted winch and front-mounted carrying platform are also available.

It weighs approximately 18,000 pounds, and traveling speeds range from 1.88 mph in low to approximately 20.56 mph in high at full engine throttle.

TRUCK-MOUNTED MODEL

The Austin-Western Hydraulic Crane can be mounted on any truck meeting the minimum chassis requirements, and proves particularly advantageous for long-distance, high-speed runs on the job or from job to job.

Complete hydraulic operations include: continuous 360° turntable rotation, extension and retraction of the boom, raising and lowering of the cable and boom elevation.

Outriggers are added to prevent frame distortion, as well as to insure sufficient stability.

121-7-56

AMERICAN

TRUCK CRANES

- EASY TO OPERATE
- LOW MAINTENANCE
- BIG CAPACITY
- VERSATILE...MOBILE

MODELS FROM 12½ TO 45 TON CAPACITY

ALL FRONTS AVAILABLE

121-8-58

DANCING SURPRISE BALLS BROUGHT OUT BY GREGOR

A Dancing Surprise Ball has been added to the line of hand-rolled, hand-painted Surprise Toys made by Charles Gregor Creations, Inc., Metairie (New Orleans), La.

Offered in eight models bearing the likenesses of a pirate, pixie, clown, Uncle rabbit, monkey, witch and Santa Claus the Dancing Surprise Balls are individually

packaged in see-through bags and are priced to retail at about $1.50.

Each model is basically a Surprise Ball, with fake money, whistles, puzzles and so forth concealed. After unrolling yards of multi-colored crepe paper, the youngster discovers these contents. Jiggling arms and legs, made of special pleated crepe paper by a new patented process, add a new dimension of entertainment.

During the past five years Gregor Creations have manufactured over 1,000,000 items and report that demand has increased to a point where doubling of production has become necessary. A new warehouse is presently being added to the already block-long plant

SEWING FASHION FESTIVAL ATTRACTS YOUNG AND OLD

A good percentage of the 70,000 persons thronging the New York Coliseum for the first annual Sewing Fashion Festival were children and teen-agers, it was revealed in a breakdown of attendance figures for the seven-day show.

Special student groups, engaged in sewing class demonstrations, graduation exercises and fashion shows, totalled 14,500 Sewing classes from 11 different public schools demonstrated classroom techniques for Coliseum visitors, while contestants in the Junior Dressmaking Contest sponsored by the Singer Sewing Machine Company went to sewing class in view of the public.

"Fashions for the Lollipop Set," sponsored by the Grenet Manufacturing Company, reportedly drew a rapt audience of fashion-minded youngsters. Certain aspects of the Sewing Fashion Festival fascinated the children, such as the gay focal units which revolved slowly, merry-go-round style. Children and adults alike sat on the huge display, getting a ride while they rested their feet

BMC Marks Production of Its Millionth Tractor Since 1947

Rolling off the line at the BMC Manufacturing Corporation plant in Binghamton, N. Y., on May 22 is the one millionth AMF tractor produced by the American Machine & Foundry Company subsidiary since it started manufacturing the item in 1947. On hand to witness the event are (left to right) Philip Forman, vice president in charge of sales; John W. Dean, Jr., president and general manager; and Carter Quisenberry, chief engineer.

Electronic Number, Atomic Sub Navigator, from Magnetix, Inc.

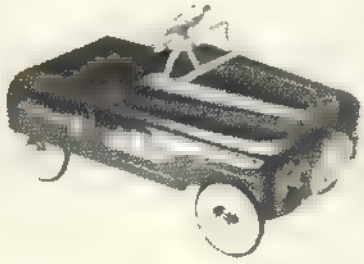
Inspired by the U. S. atomic submarine, Nautilus, Magnetix, Inc., has come out with a new electronic toy, the Atomic Submarine Electronic Navigator. All of the action of the atomic submarine is said to have been incorporated in this new item to intrigue youngsters from ages 6 to 15.

A child starts the action of the submarine by turning on the power control; then, by manipulating the steering wheel, he takes the ship through a charted course of all of the waterways of the world. An electronic sonar system buzzes and a red light flashes should the child veer off the course. Underwater life and activity, and the profiles of islands and continents can be seen through a periscope viewer. Blue sparks show the atomic reactor at work. There is a telegraph buzzer key to send messages. A moving navigation chart pin points the submarine's exact position on a world map.

Priced to retail at $6.95, the Atomic Submarine Electronic Navigator operates on two standard flashlight batteries and is on display in the showrooms of Luttinger & Weil, Room 356, 200 Fifth Avenue, N. Y.

JUVENILE AUTOMOBILES

BMC JET ACE



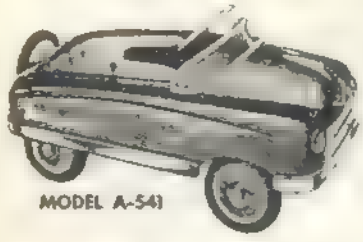
Dimensions—Length 36" width 19". **Styling**—New sports car grille, louvered hood. Drive—Pedal drive with pull straps that are adjustable to three positions **Bearings**—Ball bearings in pedal pull straps. **Tires**—7½ x 5/8" solid rubber. Seat Pad—Tough fiber. Red. **Finish**—Blue body. White wheels, steering wheel, windshield and trim. Silver painted grille.

Each

No. 1480-A611—Weight each 31 lbs. $18.20

One in a carton.

BMC THUNDERBOLT CONVERTIBLE



Two Speed, Speed-O-Matic Chain Drive

Body—One-piece heavy gauge steel stamping.

Trim—Chrome plated hub caps and headlamps.

Drive—Two speed, Speed-O-Matic chain drive. Same as described above. Gear shift actually works.

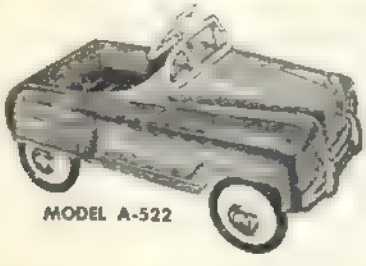
Wheels—Simulated wire wheels with 8x1½ in. semi-pneumatic tires. Two ball bearings in front wheels, two in rear frame. Oil-less bronze bearings in sprocket assembly and on rear axle.

Finish—Iridescent Hawaiian bronze body. Cream steering wheel, windshield, wheels, seat and side trim. Grill and bumpers painted silver.

Each

No. 1483-A541—39 in. long, 20 in. wide $22.50

BMC SUPER JET CONVERTIBLE



Two Speed, Speed-O-Matic Chain Drive

Body—Steel stamping.

Trim—Chrome plated hub caps, hood ornament.

Drive—Two speed, Speed-O-Matic chain drive. Same as described above. Gear shift actually works. With red plastic knob.

Wheels—Six in. wheels with 5/8 in. solid rubber tires. Two ball bearings in rear frame. Oil less bronze bearings in sprocket assembly and on rear axle.

Finish—Light blue body. White wheels, steering wheel, windshield, lettering. Grill, bumpers and headlamps painted silver. Tough fiber, red seat pad.

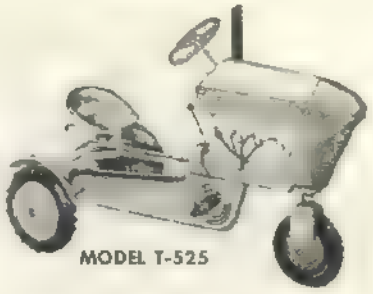
Each

No. 1482-A522—36 in. long, 19 in. wide $19.95

All above, one in a carton.

JUVENILE TRACTORS

BMC DELUXE



Chain Drive

Hood—Heavy gauge steel; simulated motor block and realistic spark plugs. Rear frame of heavy gauge steel with step platform for second rider; fenders over rear wheels. Molded rubber exhaust pipe.

Chain Drive—Chain drive with ball bearings in sprocket assembly. Completely covered.

Ball Bearings—Two in front wheel, two in sprocket assembly and two in rear frame.

Front Fork—Massive, with knee action to absorb shocks.

Seat—Spring mounted, adjustable.

Tires—Heavy duty tractor type, semi-pneumatic. 8x1¾ in. front, 10x1¾ in. rear.

Trailer Hitch—Has trailer hitch for pull type attachments.

Finish—Red baked enamel with white and silver trim; plated hub caps.

Each

No. 1479-T620—44 in. long, 21 in. wide, 28 in. high $34.49

One in a carton

IRISH MAIL

CASTELLI JET RIDE

Chain Drive

Constructed to provide maximum body building exercises while speeding down the sidewalk.

All metal construction. Bucket seat for increased leverage. Rubber handle grips and foot rests.

Red with white trim.

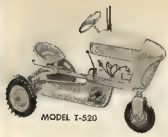
Each

No. 1474-700—34 in. long, 14 in. wide, 14 in. high . $17.50

One in a carton.

OUR TOY DEPARTMENT

Visit our big, new Toy Department where you will see a grand array of extra profit items for your year 'round sales. Games, trucks, trains, dolls can mean an added bonus to your business and bring new customers into your store. Attractive and colorful displays advertise and sell merchandise. Visit our Toy Department and be convinced.


MODEL T-520

BMC DELUXE TRACTOR

CHAIN DRIVE MODEL

44" long, 21" wide, and 28" high, with Knee Action front fork assembly, realistic shifting lever, adjustable seat, Safety covered bicycle type chain drive with ball bearings in sprocket assembly and rear frame. Ball bearings in front wheel. Sturdy rear frame with fenders over rear wheels. Semi-pneumatic tires, front 8" x 1¾"; rear, 10" x 1¾". Baked enamel finish. Shipping wt. approximately 41 lbs.

424ANT520-P2120 **Retail $32.95**

DUMP CART ATTACHMENT

Will support up to 100 lbs. Handle within easy reach of the driver. Finished with bright red baked enamel. Shipping wt. approximately 13 lbs.

424ANC930-P765 **Retail $10.95**

MODEL A-538

BMC HOOK & LADDER

CHAIN DRIVE MODEL

48" long, 19" wide. Bicycle type chain drive with guard. 2 ball bearings in front wheels, 2 in rear frame, and Ollite in sprocket assembly. 7½" x 1¼", semi-pneumatic tires. Heavy gauge steel step-platform and hood rests for second rider. Plated hub caps, bell and headlamps. Red, black and silver emblem. Shipping wt. 39 lbs.

424ANS538-P2206 **Retail $32.45**

MODEL A-521

JET LINER CHAIN DRIVE

CHAIN DRIVE

SPEED-O-MATIC DRIVE

Ball bearings in rear frame. Oilless bronze bearings front and rear axle. 8½" x 2½" solid rubber tires. Plated hub caps and hood ornament. Fibre seat pad. Finished in light blue baked enamel with white and silver trim. Shipping wt. approximately 34 lbs.

424ANA521-P1575 **Retail $22.95**

MODEL A-534

BMC STATION WAGON

CHAIN DRIVE MODEL

42½" long, 19" wide. 7½" x 1¼" semi-pneumatic tires. Iridescent hubs, ivory trim body. Ball bearings and oilless bearings. Simulated wire wheels 7½" x 1¼" semi-pneumatic tires. Shipping weight approximately 35 lbs.

424ANA534-P2095 **Retail $29.45**

BMC SPECIAL

With wind swept streamlining, short, sturdy turning and extra large back wheels you sell the fastest car on the sidewalk today when you sell the BMC Special. Engineered for the growing child from 3 to 8. Push pedal drive, adjustable black rubber pedals, 8" x 1¼" pneumatic tires on front, 16" x 1½" on rear. Double disc ball bearing wheels. Auto type front axle. Exhaust pipe silver painted. Hand brake lever. Finish red baked enamel with steering wheel and lettering white. Length 41". Width 18½". Shipping weight 33 lbs.

424ANS70-P1795 **Retail $24.95**

AIR FORCE JEEP

CHAIN DRIVE

Sturdy, welded steel construction. Ball bearing rear axle and push rods. Baked enamel Official Air Force Blue. Realistic markings. Two seat levels, three pedal adjustments. Front and rear bumpers. Tow-ring on rear bumper. Large 8" wheels, semi-pneumatic 1¼" tires. Pressed on permanent locking hub caps. Packed one to a carton 18½" x 10½" x 9½". Running gear pre-assembled. Shipping weight 33 lbs.

442ANS40CD-P1747 **Retail $26.50**

EVANS-COLSON

"THE CADET"

Finest of the Machine-Spoke Velocipeder Ball Bearing Front Wheel. Glide centrivac on rear. 1.75 Semi-Pneumatic Tires, 1.50 tires on rear wheels of 12" model. Nylon Head Bearings. Stamped Steel Fork. Heavy Frame, Chrome Plated Handle Bar, Fender Tread Pads. Color: Metallic Blue and White with Cream trim.

	F. Rear Wh.	Retail
197N2805 P1200 10"	7"	19 lbs. $17.95
197N2815-P1320 12"	8"	21 lbs. 19.95
197N2825-P1495 16"	10"	25 lbs. 21.95

EVANS-COLSON

"DE LUXE"

Deluxe Tangent Spoke, Full Ball Bearing wheels with 1¾" semi-pneumatic tires. Speed Jet Tank, Chrome Handle Bars, Hub Caps, Ball-bearing Pedals, Ivory colored Troxel Saddle, Adjustable Plastic Grips. Metallic Matador Red with White Trim.

197N3615 P1735 12"x8" Wt. 25 lbs. Retail $25.95

197N3625-P1885 16"x8" Wt. 28 lbs. Retail $27.95

197N3635-P2035 20"x8" Wt. 35 lbs. Retail $29.95

EVANS-COLSON

SMALL FRY TRIKE

Here's a low-slung, wide-base Evans-Colson design built for every tot in the country who's just learning to walk, or has just started to toddle. The easily-to-operate Evans-Colson design gives the Small Fry Trike an extra-safe, low center of gravity. Wheel size 10" x 7". 1" rubber tire front, ¾" rear. Finished in Sun Glo Pink with Chevenel Grey Trim. Weight 17 Lbs.

197N1005-P865 **Retail $12.50**

BUCKLEY IRISH MAIL

3 - 10 YEARS

Authentic, automobile-type transmission with Diamond Chain drive. Ball-bearing wheels. Firestone semi-pneumatic tires. Single front wheel scaler to steer . . . eliminates "foot punch" hazard. Rust-proof, Alcohol-luminized and baked enamel, fire engine red finish. Adjustable, weather-proof Durun upholstered seat. Rubber hand grips. Tubular steel frame and handle chromium plated for added durability. 32" long, 13½" wide, 11" high. Packed 1 in carton. Completely assembled, except handle. Shipping weight, 28 lbs.

198N2000-P1330 **Retail $19.95**

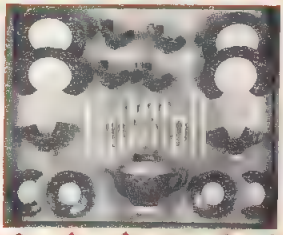
ROY ROGERS "NELLYBELLE"

Heavy gauge, welded steel body. Ball bearing rear axle and push rods. Baked enamel finish, light blue with red wheels and white trim. Tow ring on rear of body. Royal front bumper. Folding windshield. Removable overhead rack. Operating tail gate. Roy Rogers and Nellybelle markings. 8" wheels, molded rubber 1¼" semi-pneumatic tires. Authentic copy of license plate. Packed one to a carton 1586" x 1294" x 2859". Running gear preassembled. Shipping weight 40 lbs.

442N543-P1680 **Retail $24.00**

Banner TOYS

SMASH HITS FOR '56

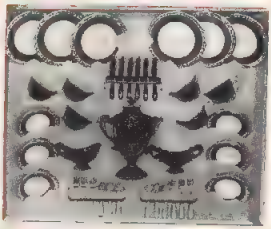


No. 1823 - PRINCESS TEA SET

Safe, unbreakable polyethylene plastic in sparkling two-tone combination of turquoise and yellow; colorful matching tableware. 28 pieces.

No. 1826 - EVENING STAR TEA SET

Exquisite maroon and white design with gold trim . . . tableware in gold Metaltone finish. Service for 6 . . . 40 pieces.



No. LT401 - LITTLETOWN MOTEL UNIT

Scaled replica of modern, luxurious structure and accessories in colorful plastic. Simple assembly; vividly-illustrated packaging.

COMMENDED PARENTS MAGAZINE

Banner PLASTICS CORPORATION

REPRESENTATIVES

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Southern Fred X Brownstein Asso M & M Building, Memphis 3, Tenn
Fred X. Brownstein Asso., Merchandise Mart, Suite 332, Dallas, Tex
Midwest James Cavanagh 290 S State St Suite 1613 Republic Bldg Chicago, Ill.
Western A H Greenburg 7206 So Maple Avenue Los Angeles 15, Cal
Banner Export Company Walter Kramer, New York City, N Y.

BANNER TEA SET

NO. 2427 28 Pc. $ 57.60 Doz.

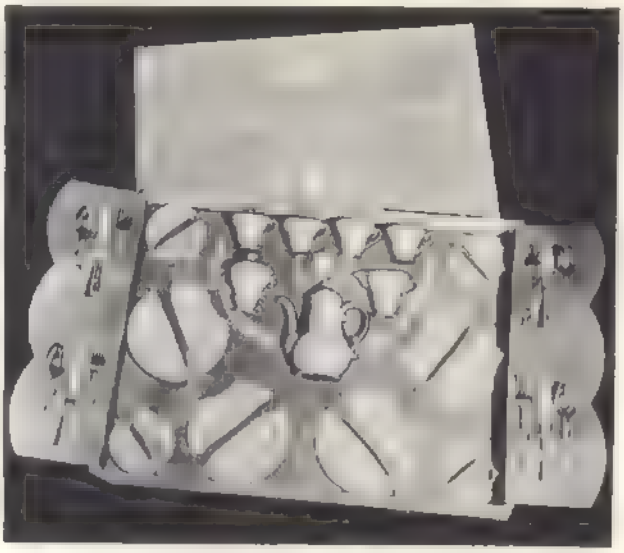
Dimensionally designed serving pieces and plate rims in luxurious copper-tone with pretty pink centers and cups provides a regal tea set for the younger queen in the household. Metaltone tableware matches perfectly. Popularly priced.

NO. 1219 17 Pc. $ 30.00 Doz.

Banner introduces the ever-popular fluted design to the tea set field! Little girls' eyes will pop at attractive pink, black and red coloring combination, with a proud rooster on each dish to capture their imagination. The pleasing fluted design is carried out in every place. Two larger sets complete with Metaltone silver-like tableware; smallest set with white tableware.

NO. 1823 28 Pc. $ 42.00 Doz.

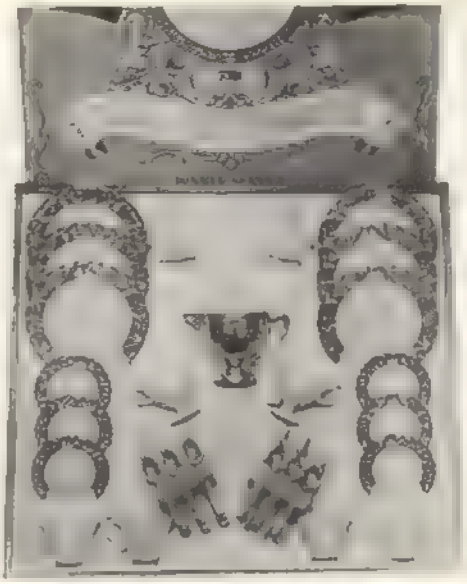
For the practical consumer, an entirely new polyethylene tea set with unmatched eye-appeal. Shiny turquoise and yellow combination, with colorful tableware. An attractive design that's sure to please.



No. 4607 16 Pc. $45.60 Doz.
No. 4608 28 Pc. $78.00 Doz.

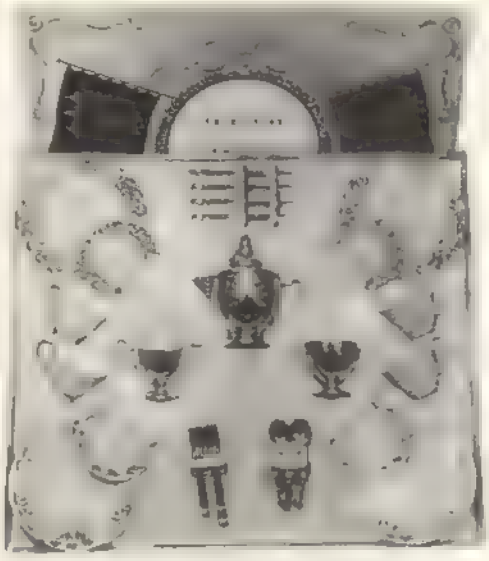
Raised decoration adds extra charm to these sets which capture the delicate beauty and color of luxury dinnerware. Each set in box.

PLASTIC TEA SETS



NO. 9213 40 Pc. $ 7.50 each

Yellow plates, saucers, cups, sugar, creamer, and tea pot cover. Gold-Glo lace rims on plates and saucers. Gold-Glo tea pot and cup handles. Each set in carton.



NO. 9200 28 Pc. $ 72.00 Doz.

Saucers and plates have gold plated lace work rims with ivory centers, ivory cups, gold plated tea pots, sugar bowl, creamer and cutlery. Each set in lithographed box.

NO. 9207 31 Pc. $ 7.50 Each

Plates and saucers have two color floral design with blue rims, blue lazy susan, blue and white candles and all other pieces. Muscial lazy susan. Each set in lithographed display box.

NO. 4628 21 Pc. $ 45.60 Doz.

A Russell Wright designed and colored modern tea service of high impact plastic. Each set in display box.

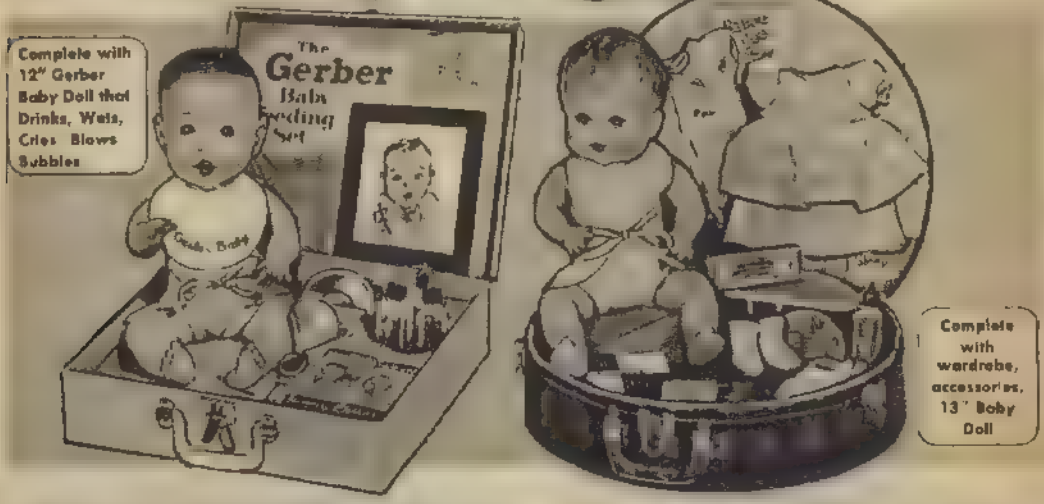
Baby Doll Sets

BANNISTER BABY DOLL SET

- Drinks water . . . wets diapers
- Blows bubbles from pipe
- 18" tall . . . all vinyl plastic
- Sleeps . . . cries realistically

Inspired by Constance Bannister's famous baby photographs, this soft, appealing doll is not only beautiful but has all the lifelike actions of a real baby. She drinks from her own bottle, blows real bubbles from a plastic pipe, cries when squeezed and closes her eyes when sleeping. Elaborate wardrobe includes a stylish pink nylon dress with lace trim, hooded robe, booties, undershirt and panties. The entire outfit is attractively packaged in handled carrying case with ample room for nursing bottle and bubble pipe. Doll is washable vinyl plastic fully jointed and styled fashion doll to withstand all the careful rough handling a child will give it. Safe, non-toxic materials used throughout. Weight 4 lbs.

No. 8218. List $9.50. Dealer's, each $6.33. 6 lots, each **5.89**


Complete with 12" Gerber Baby Doll that Drinks, Wets, Cries, Blows Bubbles
The Gerber Baby Feeding Set
Complete with wardrobe, accessories, 13" Baby Doll

GERBER BABY BOTTLE AND FEEDING TIME

This Gerber Baby feeding set is complete with every one of the accessories a little mother needs. Set includes silver spoon, bottle, nipples, funnel and bottle brush to make formulas just like the ones used for real babies! The crowning touch is Gerber Baby doll, just the right size for baby doll's 12" doll is replica of famous Gerber Baby seen in national advertisements for many years. It wets, cries, blows bubbles and drinks. Dressed in diaper and bib. Made of vinyl plastic with stationary eyes, movable head, arms and legs. Packed in attractive luggage-type carrying case 13 x 9½ x 4 with plastic handle.

NOT AVAILABLE

"BABEE-BEE" BOTTLE BABY CASE

A complete layette set with washable 3" rubber doll that actually drinks, wets, blows bubbles, cries when squeezed and closes her eyes at night time. Washable vinyl plastic long lashed sleeping eyes, jointed movable head, arms and legs. She wears undershirt and panties under a long kimona and comes with a smart dress, booties and cap. Accessories include a weighing scale, plastic diaper bag, diapers, soap, bottle and bubble pipe. Complete set comes in a fashionable oval carrying case in a handsome plaid design. Size, approx. 15¼"x16¼"x5¼". Weight 5¼ lbs.

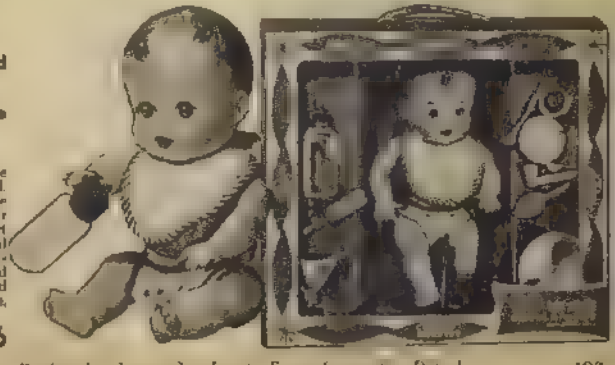
No. 8226. List $10.00. Dealer's each $6.67. Lots of 6, each **6.21**

"SO-WEE" BOTTLE BABY SET

- 10" flesh colored doll drinks, wets, cries and blows bubbles
- Includes nursery bottle, bubble pipe, bottle brush, funnel and teething ring

The "So-Wee" doll set offers an irresistible baby doll whose play time accessories assure hours of fun for any young girl. The lifelike doll drinks from its own nursing bottle then wets diaper. Its jointed arms and legs make diaper changing easy for little mothers and a dip in the tub liquefies pipe in doll's mouth, squeeze body and the baby blows real bubbles! Famous SUN construction insures metal parts to insure a child or get broken. Safe non-toxic materials used throughout . . . completely washable vinyl plastic. Packaged attractively in a gay carton with carrying handle. A sure, instant hit with any little girl. Wt. 1 lb. 12 oz.

No. 8230. List $3.00. Dealer's, each $2.00. Lots of 3, each **1.86**



SOUTH BEND Doll Strollers and Doll Carriages

CINDY LEE

CINDY LEE. Just like the kind a real mommy would push! Beautiful blue leatherette body with sewn two color decoration, 4-bow hood has white piping, real visor. Body size 24"x 12", ½" tubular plated handle is 29" high. Real Duchess link-action gear gives the buggy the same spring action baby carriages have; baked aluminum enamel finish. New horizontal body style gives dolly more room. Foot brake locks securely. Heavy 7½" wheels have strong wire spokes, new pyramid ⅝" rubber tires, hub caps.

No. 8232 Ship. wt. 13½ lbs. List $12.95
Dlr's., ea. $8.98 3 lots,
ea. $7.60, 6 lots, ea. **7.16**

SUSAN

SUSAN. Here's a complete doll carriage outfit designed to please little mothers. Even includes a detachable diaper bag, plus these deluxe features. 2-color, 4 bow leatherette hood with exclusive "Viso-ramic" design, full length retractable visor, 12x24" body in mauve gray with red scotch plaid decoration; handle 29" high ½" tubular steel construction. Duchess link action gear for easy rolling, handy foot brake, baked aluminum enamel finish; 7½" wheels have white enameled wire spokes, ⅝" tires.

NOT AVAILABLE

VICKI

DEBBY

DEBBY. Irresistably appealing to the modern little mother with its smart quilted leatherette body in opalescent blue. Here's a folding doll carriage that features South Bend's exclusive 'Viso-ramic' hood with 2 color 4 bow design and full length retractable visor. Body measures 10½x22" handle 28" high in baked aluminum finish. Gear and hand brake of baked aluminum enamel finish. 6½" wheels with multiple spokes and hub box, white enameled. ½" pyramid tires. A value that you can offer at very low prices.

No. 8863 Ship. wt. 8 lbs. List $9.95.
Dlr's., ea. $6.35 3 lots
ea. $5.80, 6 lots, ea. **5.46**

VICKI. A deluxe folding carriage that is designed to be the envy of the Junior Set! Beautiful blue leatherette body has covered top rail, 2 sewn decorative stripes with white edging. Body size 27"x13½"x31" long with foot extension opened. Smart 4-bow hood has gay red insert, visor and plated spreaders. Plated ½" tubular handle, 30" high. Duchess link action gear and foot brake in baked aluminum enamel finish. Big 8½" 12-spoke wire wheels, new pyramid ⅞" tires and plated hub caps.

No. 8233 Ship. wt. 16 lbs. List $19.95
Dlr's. ea. $13.40 3 lots,
ea. $12.20 6 lots, ea. **11.49**

DELUXE SUBURBANETTE

SHELLY

VERA-DORIS

DELUXE SUBURBANETTE. Here's a smart and sophisticated folding doll stroller with many of the features of real strollers. The adjustable 4 bow hood with real visor is attractive blue leatherette and the sturdy sides are finished in blue enamel with panel decorations. The reclining back and blue leatherette foot well assure dolly's comfort—and extra fun. 7" wheels, ⅝" rubber tires. Real, workable hand brake for extra safe parking. Body is 21" long; seat 9"x10" with 26½" aluminum baked enamel finished handle.

NOT AVAILABLE

SHELLY. The little girl who has one of these delightful Shelly strollers will be the envy of her friends. Futurama body with a maroon hood and body trim. The new 5 bow 'Viso-ramic', two color hood has white piping trim and concealed hood spreaders, just like on a real stroller! The stroller has rugged smooth riding Duchess link action undergear and an extra safe hand brake has baked aluminum enamel finish. Body is a big 29"x 13¼". White enameled heavy wired 8" wheels. Plated pusher handle. Height 30½".

No. 8869 Wt. 14½ lbs. List $15.95. Dlr's., ea. $10.60, 3 lots, ea. $9.70, 6 lots, ea. **9.11**

VERA-DORIS. Here's a neat and trim little folding carriage that will delight the Small Set. Rich toned quilted fawn and red leatherette plastic body. Set off by decorative trim. Adjustable 4-bow hood and sun visor set off with smart white decoration. 21½"x9½" body. 26" handle of baked aluminum finish. Smooth running gear has 8¼" multiple spoke wheels with latest ⅞" pyramid tires and hub boxes. Gear and wheels in durable baked on aluminum enamel finish. Hand brake for safe parking. Shipping weight 7½ lbs.

No. 8860 List $8.50. Dlr's., ea. $5.45, 3 lots, ea. $5.00 lots of 6, ea. **4.68**

Barbour BETTER BUILT BOATS

GREATER EVERY YEAR!

NOW A NEW SERIES OF WALK-THRU MODELS

Barbour's new Walk-Thru outboard boats for 1956 provide greater safety, comfort and congeniality for your boating parties through the elimination of seat jumping. Other new features are removable solid floorboards and extra wide mahogany seats. Barbour's traditional life-time, mahogany, lap-strake, brass screwed construction is standard in all 1956 models. All brightwork is natural finished with the best marine varnish. All hardware is approved salt-water type.

The BARBOUR 14-Foot Walk Thru Utility (above) and 15-Foot Walk-Thru Vacationer (right) have seating capacities for five to six persons, ample stowage space for gear, plus glove compartment and bow locker. Both models are exceptionally fine, dry running, economical and top speed boats with any outboard motor. Barbour open and center deck models in the 12' Utility, 14' Utility and 15' Vacationer sizes are again available for 1956, giving you a wide price range from which to select your new BARBOUR.

BARBOUR 21-FOOT OVERNITER INBOARD *and* OUTBOARD

Water sportsmen and their families will find nothing quite equal to the famous BARBOUR Overniter for all purpose boating. This open, improved for 1956, has full opening windshield, two 6'2" berths, foam rubber cushions, navigation lights, etc. The Overniter is available either as a Convertible or Hard Top.

The inboard powered OVERNITER, above, with twin 60 H.P. or 75 H.P. motors, has speeds of 26 to 34 m.p.h.; with single 60 H.P. to 110 H.P., the speed is 24 to 32 m.p.h. This boat has worm pinion steering, large capacity tanks, deep keel for propeller protection and many extras. The Outboard Overniter (right) gives top speed with either single or twin motors. Has steering wheel, lifting rings, etc. Optional equipment includes toilet and other trim.

See the 1956 BARBOURS at your dealers' now, or write us today for complete information.

BARBOUR BOATS, NEW BERN, NORTH CAROLINA

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A lifetime of seeing pleasure is yours to enjoy when you own a good binocular. Vacation trips, hunting, indoor and outdoor spectator sports events become more thrilling when you see detail with close-up clarity and complete eye comfort
Be sure the binocular you choose is designed and constructed to give you a lifetime of dependable service and satisfaction; learn what to look for in a binocular; know the tests you can make to pick a model which will give you the most satisfaction. You'll find 32 pages of helpful information in "Binoculars and How to Choose Them."
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7X,35mm Binocular
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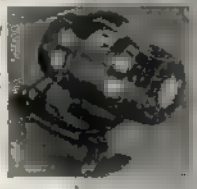
BAUSCH & LOMB

You can enjoy your boating days for years to come by taking your wire or tape recorder aboard. Log events of the day, travel, time and performance data, comments of shipmates, dockside conversation, etc. Make recordings on board to match your movies of the cruise. Operate right from your boat battery with a CARTER CONVERTER that supplies the required 110 volts AC.



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Carter Motor Co.
Chicago 47, Illinois

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"CRUISEPAY" PLAN

When you buy a dependable new or used boat, select an equally dependable finance plan. Our convenient low cost terms have been tried and proven by thousands of owners.

Service east of the Mississippi River

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COMMERCIAL BANKING CORP.

Marine Financing Since 1919

20TH & CHESTNUT STREETS
PHILADELPHIA 3, PA.

DETROIT SANDER

A new type of sanding machine is announced by the Detroit Surfacing Machine Company, manufacturers of pneumatic and electric reciprocating (straight-line) Detroit Easy Finishers.

The new Model DA is air-powered. Its dual sanding action moves in two directions at the same time, turning 6000 rpm to the right, and at the same time moving in a fast reverse action to the left. The result is faster cutting and abrasive savings (sandpaper) of up to 80%. Applications range from smoothing fiberglass hulls and refinishing Plexiglas to such heavy work as removing paint, rust, etc.

A high-speed "off-center" spinner reduces normal abrasive swirls and makes it practically impossible to gouge even older wooden hulls when removing paint to refinish or to apply fiberglass.

For literature on the new Model DA and the company's line of straight-line reciprocating sanders, write the Detroit Surfacing Machine Company, 1333 East Eight Mile Road, Detroit 20, Michigan.

BOAT 'N BEACH

Encouraged by widespread acceptance of their economical polystyrene Marine Utility Chest, the Boat 'n Beach Co., Lynbrook, N. Y., has announced new additions to their marine products.

Featured is a line of rugged plastic laundry bags, clothes stowaways, shoe bags, blanket covers, pillow case covers and tablecloths. Of plastic fabrics, these items are designed to enhance cabin decor and keep things shipshape below.

Boat 'n Beach is introducing three pieces of folding marine furniture that stow flat—deck chairs, chaise lounges and cots—made of corrosion-resistant anodized aluminum, with fabric portions of rot-resistent nylon.

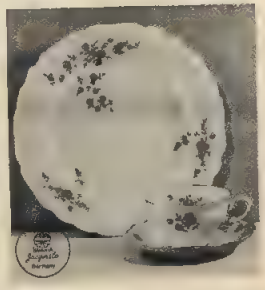
To round out their list of over 60 marine specialties there is an imported mahogany-encased wall or desk barometer mounted on a ship's wheel, also offered in a barometer-thermometer combination.

UHU MARINE ADHESIVE

A powerful new chemical formula, Adheson 22, used with success in European shipbuilding and glider manufacture, makes UHU a versatile all-purpose marine adhesive. It glues and tenaciously holds together a wide range of both like and unlike materials used in the manufacture and maintenance of boats, boat equipment, accessories, furnishing, and sports gear—woods, metals, fabrics, rubber, glass, and laminated materials.

Leakproof and elastic, UHU is resistant to heat expansion, cold contraction, and all weather conditions. It is colorless and non-staining, cannot harm paint or varnish work and is ready to use, right from the tube. Marine dealers are now beginning to stock UHU. An explanatory leaflet is available from the manufacturer, UHU Products Corp., 820 Greenwich St., New York 14, N. Y.

The World's Most Beautiful China



Imported from Bavaria

Famous JAEGER CHINA by ROSENTHAL

La Vie En Rose China of Distinction . . . will thrill your artistic taste. Dominated by a minutely detailed huge pink rose nestled among pale green leaves, this lovely china by Schumann of Bavaria is encircled with an wide gold edging. Delicately translucent
50-40-01 W9250 63-Pc. Serves 8 **$139.50**
50-40-02 W13890 93-Pc Serves 12 **$209.50**

Rambler Rose China of Eternal Beauty tiny pink roses nestled among a spray of green leaves with just a hint of shadowy lavender. Exquisitely detailed by perfectionist artists. Lovely delicate China by Jaeger of Bavaria for people who want the best
50-40-03 W6590 63 Pc Serves 8 . **$ 99.50**
50-40-04 W9490 93 Pc Serves 12. **144.50**

Wild Flower China of Elegant Loveliness . . Jaeger of Bavaria presents this distinguished masterpiece with subtle colorings of silvered greens, misty rose, white and sweet butter yellow to give this dinnerware an ethereally beautiful translucency.
50-40-05 W5990 63-Pc Set Serves 8 **$89.95**
50-40-06 W8880 93-Pc Serves 12 **$132.50**

Fine NAGOYA China

Golden Pine China by Nagoya will thrill you with its beauty. Three rich golden and ebony black pine cones nestled among gold en bows are centered on pure white porcelain. Its lustrous glaze and translucency with gold edging make the pattern a triumph.
50-58-01 W6650 98-Pc. Serves 12 **$99.75**

Regis China by Nagoya . . . a charming contemporary design to decorate the modern dinner table. Beautiful translucent white china is set off by the ebony black and rich gold delicate pattern, surrounded by a gold edging. The exquisite design for any decor
50-58-02 W5335 98-Pc. Serves 12 **$79.95**

Pinehurst China by Nagoya delightful pinecones in sand tones set amongst misty gray needles distinguish this classic design. A rich silver edging emphasizes the pure white translucent china for special-occasion settings. The contemporary mood at its best
50-58-03 W4795 98-Pc. Serves 12 **$72.50**

98 Piece Set: 18 tea cups, 12 saucers, 12 bread & butter plates, 12 salad plates 12 dinner plates 12 fruit saucers, 12 soup bowls, 1 covered sugar bowl, 1 creamer, 1 gravy boat, 1 small platter, 1 large platter, 1 oval baker, 1 round salad bowl

63 Piece Set: 8 tea cups 8 saucers 8 bread & butter plates, 8 salad plates 8 dinner plates, 8 fruit saucers 8 soup bowls, 1 covered sugar bowl, 1 creamer, 1 gravy boat fast plate 1 medium platter 2 oval vegetable dishes

93 Piece Set: 12 tea cups, 12 saucers, 12 bread & butter plates, 12 salad plates 12 dinner plates 12 fruit saucers, 12 soup bowls, 1 covered sugar bowl 1 creamer 1 gravy boat, fast plate, 1 small platter, 1 medium platter, 1 oval vegetable dish, 1 casserole with lid.

Bay Craft

51 YEARS *In the Prefabricated Boat Business Present:*

OUR 1956 LINE

Bay Craft [illegible] model 1620 EXPRESS CRUISER [illegible] cruising at 30 mph with [illegible] hp engine

Bay Craft 24' model 1624 SPORT FISHERMAN traveling at 33 mph with 150 hp engine.

Bay Craft 28' MARINER EXPRESS CRUISER (model 1628) cruising at 15 mph with twin screw 90 hp engines

The above pictures show three of our ten models of power boats and cruisers from 17' to 34' in length, available in COMPLETE PREFABRICATED form, for the constantly growing "Do It Yourself" market.

Our selection of the finest materials and subject to your inspection while you are building the boat, together with top notch engineering and design together with complete outfitting and powering services, together with our 51 years of experience and established quality in the boat building trade, all add up to the finest possible arrangement for YOU to SAVE YOURSELF 50% of the cost, and still get a top quality boat.

Instead of depending on your friends for a boat ride or a cruise, PROMOTE YOURSELF TO CAPTAIN, OWN and BUILD YOUR OWN boat using the 51-year TRIED AND PROVEN BAY CITY SYSTEM.

Complete illustrated catalog and information, 25¢ (refundable)

Note: If you are interested in securing a fine finished boat ready for running, our model 1624 Sport Fisherman, pictured in center above, is being assembled and sold finished by the "Bay Hama Boat Division Bay City Boats, Inc., Delray Beach, Florida."

Division 1016 P. O. Box No. 552 BAY CITY BOATS, INC. Bay City, Michigan, U. S. A.

AUDIO CHIEF MEGAPHONE

A new, heavy-duty portable megaphone, called Audio Chief, has been announced by Audio Equipment Co., Inc., Great Neck, New York, as a super-powerful version of their self-contained Audio Hailer. Like Hailer, the Chief model operates on dry batteries, and incorporates the same exclusive "anti-feedback" design. Batteries and electronic amplifier are housed in a separate, watertight case, connected by flexible cable to the speaker unit. In acoustic output and range, the Chief delivers more than twice the power. Full description of both Audio Hailer and Audio Chief may be obtained from Audio Equipment Co., Inc., 805 Middle Neck Road, Great Neck, New York.

Audio Chief portable megaphone.

Universal's light-weight deck chair.

UNIVERSAL DELIGHTER

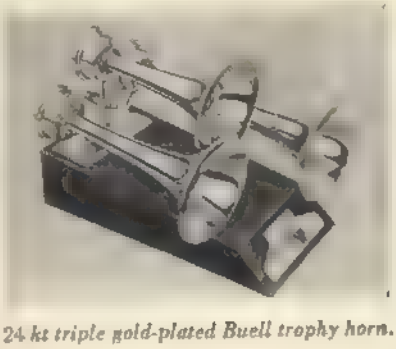
The Universal Converting Corp. of New Bedford, Mass., one of New England's largest manufacturers of aluminum furniture and prime source for marine chairs and seats, has just invested nearly a third of a million dollars to install a 1250-ton capacity Watson-Stillman Aluminum Extrusion Press. The new press enables the company to control quality for the first time all the way from the raw aluminum billet to finished product. Delighter aluminum furniture for yachts and boats is strong, light weight and compact for easy stowage.

BUELL TROPHY HORN

A new Commodore Trophy Horn, manufactured by the Buell Manufacturing Company is featured at the New York, Chicago and Miami Boat Shows.

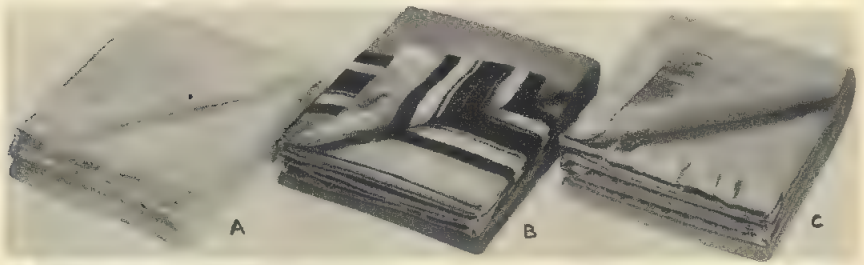
The entire unit is triple gold plated with 24 kt. gold. It is a Triplex model consisting of 3 horns 12", 14", and 17".

This is an exclusive type of Trophy that is a real dazzler, yet it is also a usable marine horn that produces a beautiful and distinctive musical tone and meets the requirements of all larger types of craft. This new Trophy Horn can be procured only from Abercrombie & Fitch in New York and Von Lengerke & Antoine in Chicago. Write them for full particulars. Manufactured by Buell Manufacturing Company, 919 W. 49th Place, Chicago 9, Illinois.



24 kt triple gold-plated Buell trophy horn.

Beacon Boxed Blankets



(A) Wellington. 100% orlon. Size 72x90 in. Boxed. Solid colors in shades of Horizon blue, goldenrod, gypsy red, turquoise, bittersweet, misty green, petal pink, camel and toast brown. 6 to carton.

154C1140 ..... Retail **$17.10**

Windsor. 100% orlon. Size 72x84 in. Boxed. Colors: Horizon blue, goldenrod, gypsy red, turquoise, bittersweet, misty green, petal pink, camel and toast brown. 16 to carton

155C1065 .....Retail **$16.00**

(B) Surrey. Rayon and nylon. Size 72x90 in. Boxed. Black and grey border with solid colors of blue, rose, gold, green, red, toast brown. 16 to carton

156C630 .....Retail **$9.40**

BEACON BLANKETS
MAKE
WARM FRIENDS

(C) Cambridge. 90% rayon 10% nylon. Size 72x90 in. Boxed. Solid colors in shades of rose, azure blue, goldenrod, sea green, gypsy red, hunter green, lilac and toast brown. 16 to carton

169C630 .....Retail **$9.10**

Maple. 90% rayon 10% nylon. Size 72x84 in. Boxed. Solid colors in shades of rose, azure blue, goldenrod, sea green, red, green, lilac, toast brown. 16 to carton.

158C430 .....Retail **$6.40**

Willow. Rayon and cotton. Size 72x84 in. Boxed. Solid colors in shades of blue, cherry, dusty rose, green, hunter green, maize and wine. Pkd 16 to ctn.

159C410 .....Retail **$6.10**

(D) Dundee. 90% rayon 10% nylon. Size 72x90 in. Boxed. Plaid colored striped blanket. Shades of blue, hunter green, raspberry and toast brown. 16 to carton.

111C630 .....Retail **$9.40**

Maple Plaid. Rayon and nylon. Size 72x84 in. Boxed. Colored in plaid shades of blue, rose, green and toast brown. Packed 16 to carton.

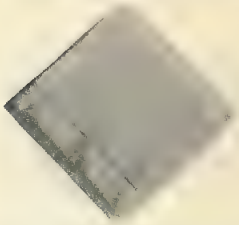
166C440 .....Retail **$6.60**

(E) Yukon. Rayon and nylon. Size 72x84 in. Boxed. Sportsman blanket. Overlock stitched ends. Color combinations: White with blue, gold and red border, green with black bar border, red with black bar border. Packed 16 to carton

157C440 .....Retail **$6.60**

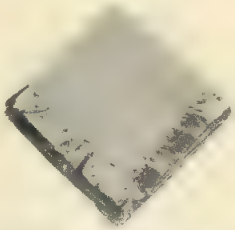
(F) Heather. Rayon and nylon. Size 72x84 in. Boxed. Pastel shaded plaid. Colored in shades of blue, green, rose and toast brown. Packed 16 to carton

153C455 .....Retail **$6.80**



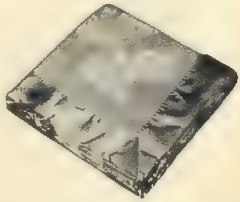
Orlon Baby Crib Blanket. 100% orlon. Size 36x50 in. Boxed. Solid colors of blue, pink, canary, nile and white. Packed 12 to carton.

161C485 .....Retail **$6.50**



Bambi Crib Blanket. A blend of acetate and cotton. Size 36x50 in. Boxed. Colors of blue, pink, canary, nile and white. Packed 24 to carton.

162C295 .....Retail **$4.40**

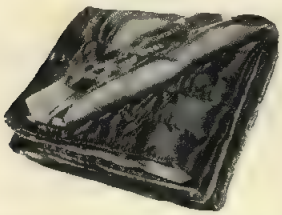


Topaz Crib Blanket. An all over print. Size 36x50 in. Boxed. Blue and white, pink and white, nile and white and canary and blue. Packed 24 to carton

163C225 .....Retail **$3.35**

Comforters — Bed Spreads

RUGS — ELECTRIC BLANKETS — HEAT PADS



Reversible Comforter. Large, 72x84 cut size comforter covered with rayon taffeta on both sides, filled w th 100% wool stuffing. Fancy scroll stitched design on both sides. Choice of reversible color combinations, rose and blue, wine and gold, hunter green and chartreuse. Each comforter packed in an individual plastic bag bearing a Good Housekeeping Seal of approval label.

124C540 ..... Retail **$9.75**

Double Peacock Chenille Bedspread. Soft velvet chenille, with two large peacock designs. The wavy chenille lines are very close, on fine quality pre shrunk sheeting. Can be used on any size bed. Colors: Rose, gold, green and white. Each spread is packed in a re-usable pliofilm bag.

117C560 ..... Retail **$9.95**

Loop Shag Rug. Heavy looped pile w th rubberized non skid back. Short loop one in in length. Colors: Blue, rose, burgundy, white, gray and green. Size 18x30 in.

107C6887/105 ..... Retail **$1.75**

Shag Rug. Same as above. Size 24x36

108C6S120/140 ..... Retail **$2.40**

Shag Rug. Same as above. Size 27x48 in

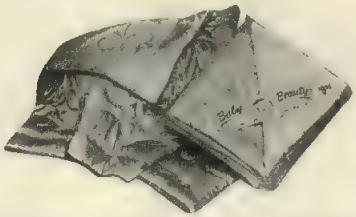
100C68170/200 ..... Retail **$3.40**

Shag Rug. Same as above. Size 30x54 in

110C68220/250 ..... Retail **$4.50**

Chenille Bedspread. Made of soft velvet chenille, in close wavy lines on fine quality pre-shrunk sheeting. Plain design, with fringed edge. Can be used on any size bed. Colors: Rose, gold, green and white. Packed in re-usable pliofilm bag.

118C400 ..... Retail **$6.05**



Crib Comforter. A baby beauty satin crib comforter. Packaged in polyethylene bag. Two color combinations, pink and blue or mint and maize. Size of comforter 38x51 in.

172C290 ..... Retail **$5.80**

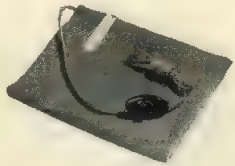
Electric Blankets. Available in single control or dual control. Exquisite workmanship and stylish materials throughout for luxurious sleeping comfort. Temperature selected on illuminated bedside control box stays constant all night regardless of changing room temperature. Washable as any fine non-electric blanket because there are no therm stats in the blanket itself. Fits double single or twin size beds. Available in single control or dual control. For individual heat selection on either side of the blanket. Dual control illustrated above left. Specify color: Melon red, Peruvian green, Petal pink, Powder blue. Full size 72x86 in. Listed by Underwriters' Laboratories, Inc. 200 watts, 60 cycles, 115 volts, AC only. Ship. wt. 12 lbs.

Dual control.

1823C383147/3280 ..... Retail **$49.95**

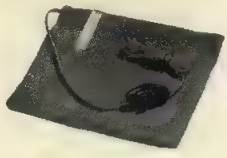
Single control

180C382517/2624 ..... Retail **$39.95**



K-M DeLuxe Heating Pad. High quality, expert workmanship throughout, three distinct heats (low-medium-high-off). Moistureproof covering. Snap fastened, flannel covering. Easily removable for cleaning. 75 watt, 115 volt, AC or DC. Individually packed in display cartons, six in ship. carton. Approximate ship. wt. 13.5 lbs. Listed by Underwriters' Laboratories, Inc.

201C68501/522 ..... Retail **$7.95**



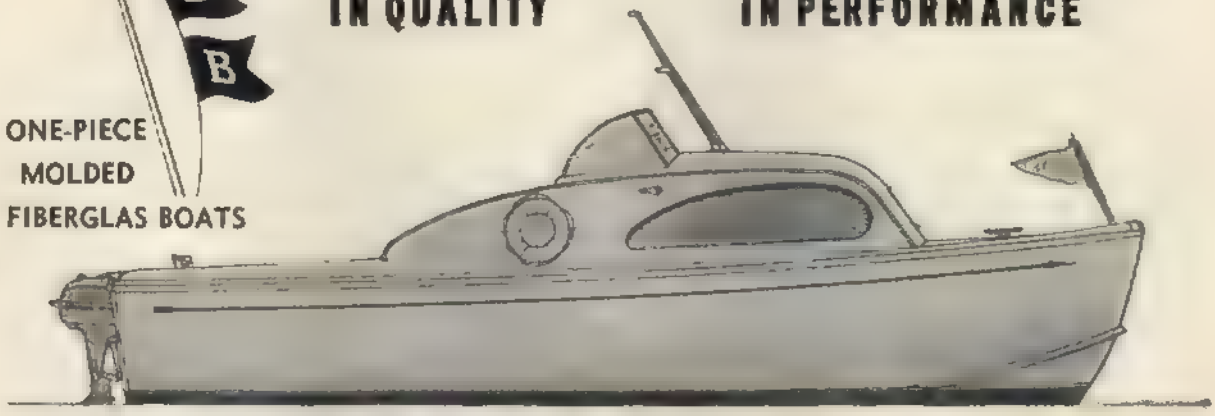
K-M Heating Pad, Similar to DeLuxe model, 3 speeds: High, medium, and low.

200C68375/391 ..... Retail **$5.95**

MORE FOR YOUR MONEY

IN QUALITY IN PERFORMANCE

ONE-PIECE MOLDED FIBERGLAS BOATS



ALL NEW 21' INBOARD OR OUTBOARD

You'll find more room, greater seaworthiness, faster speed and big economy in this new BB 21. Designed by Eldredge-McInnis, one of America's leading naval architects, she is available with cuddy cabin or full cabin complete with sleeping and cooking facilities. She has an 8'2" beam, largest offered in a boat of her length, and a deep 3'6" freeboard. Hull, deck and cabin top are fiberglas, cabin sides are solid mahogany. She's built to cut maintenance to a minimum and give you a lifetime of boating pleasure.

9' round bottom, ideal tender

8' and 10' rowing-outboards

8' and 10' 3-in-1 all-purpose

Famous "Tech" sailing dinghy

BB Swan, for family or racing

BIG ALL-NEW RUNABOUTS: There's more of everything in this deep (35") beamy (6'2") runabout. More room than you've ever had for fishing or cruising. Speeds better than 35 m.p.h., hairpin turns without tripping. Unheard of stability, exceptionally dry and seaworthy. Extra sturdiness to stand up with large motors. Available with one or two cross-seats (in addition to stern quarter-seats) and with centerdeck. Walk-through backrests, solid floorboards, water-tight stowage compartments under every seat, glove compartments. Fiberglas hull with mahogany decking, outside rails and seats.

PLUS MANY POPULAR DINGHIES, ROWING-OUTBOARDS & SAILBOATS

ALL RUGGED, ALL MAINTENANCE FREE: Beetle Boats are unbelievably strong and rugged. The color is molded right into the hull. It never needs scraping, caulking, puttying, sanding or re-fastening. The hull cannot leak, rot or rust. It is unaffected by salt water, by extreme heat or cold. It is impervious to worms. It absorbs no water, needs no swelling — is always ready for instant use!

ALL GUARANTEED TO GIVE SATISFACTION: Use your BB boat 60 days. Money will be refunded if not completely satisfied

PAY-AS-YOU-RIDE: You can own a BB boat for as little as $62.49, balance on easy terms.

WRITE TODAY: For free literature on all BB boats.

WORLD'S LARGEST MOLDERS OF ONE-PIECE FIBERGLAS BOATS

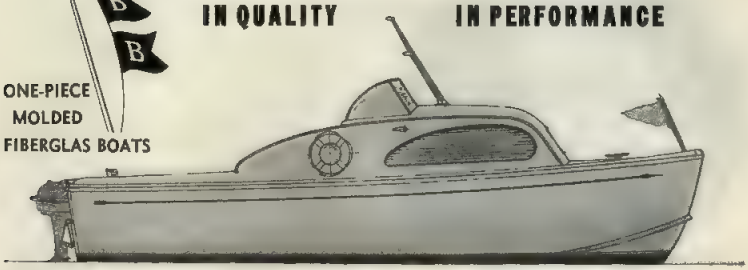
BEETLE BOAT CO., INC.

NEW BEDFORD 4 MASS.

MORE FOR YOUR MONEY

IN QUALITY IN PERFORMANCE

ONE-PIECE MOLDED FIBERGLAS BOATS



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9' round bottom, ideal tender

8' and 10' rowing-outboards

8' and 10' 3 in 1 all-purpose

Famous "Tech" sailing dinghy

BB Swan, for family or racing

BIG ALL-NEW RUNABOUTS: There's more of everything in this deep (35") beamy (6'2") runabout More room than you've ever had for fishing or cruising Speeds better than 35 m.p.h., hairpin turns without tripping. Unheard of stability, exceptionally dry and seaworthy. Extra sturdiness to stand up with large motors. Available with one or two cross-seats (in addition to stern quarter-seats) and with centerdeck Walk-through backrests, solid floorboards, water tight stowage compartments under every seat, glove compartments Fiberglas hull with mahogany decking, outside rails and seats.

PLUS MANY POPULAR DINGHIES, ROWING-OUTBOARDS & SAILBOATS

ALL RUGGED, ALL MAINTENANCE FREE: Beetle Boats are unbelievably strong and rugged. The color is molded right into the hull. It never needs scraping, caulking, puttying, sanding or re fastening. The hull cannot leak, rot or rust. It is unaffected by salt water, by extreme heat or cold. It is impervious to worms. It absorbs no water, needs no swelling — is always ready for instant use!

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PAY-AS-YOU-RIDE: You can own a BB boat for as little as $62.49, balance on easy terms.

WRITE TODAY: For free literature on all BB boats.

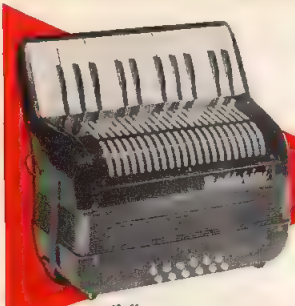
WORLD'S LARGEST MOLDERS OF ONE-PIECE FIBERGLAS BOATS

BEETLE BOAT CO., INC.

NEW BEDFORD 4, MASS.

Ballarini Accordions

ITALIAN ACCORDIONS
CAREFULLY MADE BY TOP CRAFTSMEN



Ballarini PIANO ACCORDIONS

2280MF8750—Perfectly finished with the same attention to quality of material and fine workmanship as in larger accordions. Excellent tone, easy playing, air-tight and good volume. Has features usually found only in large and expensive accordions: hand-type reeds, sturdy body of many veneers, lined bellows, removable reed blocks, and warp proof fingerboards of American walnut. 25 treble keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds. Black, Gray, White or Red. Please give first and second color choice. Complete in Gladstone case. Weighs 8½ lbs. Ship. wt. 18 lbs. F.O.B. New York.
Mfr's. Sugg. Retail $75.00

Ballarini BABY GRAND ACCORDION

2323MF10500—Lighter and smaller than any other 120-bass accordion made. Perfect for the younger player or lady accordionist. Weighs less than 15 lbs. 120 bass. 41 treble keys, 2 sets of treble reeds, 4 sets of bass reeds, one 2-lever fully automatic treble switch. Reeds are hand-made type, tuned and voiced to perfection. Black, Gray, White or Red. Please give first and second choice. Complete in Gladstone case, lined with silk plush and covered in Leatherlex. Ship. wt. 30 lbs. F.O.B. New York.
Mfr's. Sugg. Retail $210.00

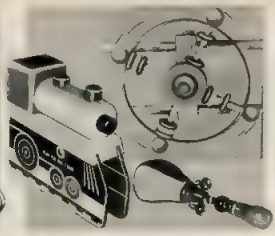
EXCLUSIVE BALLARINI FEATURES

The Reeds: Longer rounder reed tongues for volume yet sensitivity. Case and accurate fitting of reed tongues. Polished reed plates for closest fit. Tuned by master tuners to a brilliant, powerful tone.

Bass Mechanism: Multi-riveted pins for durability. [illegible] of seven [illegible] bass [illegible] [illegible] [illegible]

FAMOUS RIGHT-TIME CRADLE TOYS "Cradle Gym" has bells, bracelets and bright balls that keep baby amused. Lets him enjoy healthful tugging and pulling. "Cradle Symphony" also has a tinkling music box. Both have a solid bar, fasten to sides of crib with a bouncy spring mechanism

89-2885 B140 Cradle Gym..... **$2.00**
89-2893 B350 Cradle Symphony **5.00**



3 RIGHT-TIME PLAY PEN TOYS . . . colorful sturdy fun-makers . . . just right for the creeper crowd. "Whirl" attaches to side of pen clocks cheerily when baby spins it. "Train" slides along top rail of pen, encouraging faltering footsteps. "Thumper" is a mite-size, soft punching bag with bells that jingle when baby whacks it

89-2901 B285 Set of 3 Toys . **$4.00**

3 TOYS FOR TINY TYKES . . . in bright, safe plastic. Each makes a pleasant sound when baby grabs it . . . all can be hooked to crib, carriage, play pen . . . to keep baby happily occupied. There are multicolor beads on an elastic cord; a rattle-bracelet designed to ease teething troubles, an enticing bird in a dangling cage.

89-2919 B230 Set of 3 Toys **$3.25**

SOFT, CUDDLY SQUEEZE TOYS . . . "Babs" and "Butch" are adorable little girl and boy dolls. "Eager Beaver" paddles a floating soap dish that's big enough to hold the wash cloth, too. Sure to be favorites in or out of the tub. Each has whistle that can't come out. Made of pliant, gentle-textured plastic that has a permanently sweet scent.

89-2943 B210 Set of 3 Squeeze Toys **$2.98**

BEND-ME-TOYS . . favorite characters from Disneyland that perform all sorts of entertaining antics. Twist 'em, turn 'em—heads, legs, bodies, easily bend into countless comic poses. Gay-colored "Pluto," "Donald Duck" and "Mickey Mouse" of pure foam rubber with flexible aluminum wire skeletons. Completely safe, loads of fun

89-2950 B210 Set of 3 Bend-Me-Toys.. **$2.98**

TWO TOYS FOR THE TODDLER "Rock-A-Bye" 13-piece stack-up toys keeps little folks busy piling blocks and rings on the twin pegs . . . and they're fascinated by the simple rocking motion. "Mambo Duck" pull toy is lots of fun to take apart and reassemble. Both have simple, safe parts that are easy for a child to handle. Bright safe colors

89-1523 B250 Set of 2 Toys..... **$3.50**

FAIRY-GO-ROUND . . . combines color, motion and music to delight the nursery set. Fairy queen touches the musical pipes with her wand as she revolves, playing a tinkling tune. A covey of fanciful winged figures twirl about with her. Takes only 30 seconds to wind, plays for 10 minutes. Attach it to crib or hang it from the ceiling

89-3008 B285 Fairy-Go-Round .. **$3.98**

CHARMING CLOTH BOOKS . . "Choo-Choo to the Zoo" and "Baby's Mother Goose." Each has its most lovable character attached to it in the form of a squeaky-voiced, foam rubber stuffed toy. Colorfast, safe, and practically indestructible! Both toy and book can even go right into the tub with your darling. Toy doubles as bath sponge.

89-2968 B250 Set of 2 Books, Toys. **$3.50**

LITTLE FOLK'S LIBRARY . . . "Squeekum Book" responds to baby's touch with entertaining noises that help illustrate the story. "Baby's Things" and "Baby's Own Book" are washable books with doubled cloth pages, printed in full color with safe vegetable-dye inks. Wee ones love to look at the familiar objects pictured so sweetly

89-3057 B235 Set of 3 Books **$3.29**

HI-STANDARD Hand Guns

"Sport-King" Hammerless Automatic. Famous .22 caliber pistol. It's an ideal gun for hunters, trappers, as well as target shooters. New positive safety lock; push-button take down; solid steel stop lug; square notch rear sight. Magazine holds ten .22 long rifle cartridges. Choice of 5¾" (40 oz.) or 4½" (37 oz.) barrels or both.

29-6525 A3552 4½-inch barrel **$43.75**
29-6533 A3552 6¾-inch barrel **43.75**
29-6541 A4152 4½-6¾ combination . **51.75**

"Dura-Matic" Hammerless Automatic. A lower cost field-model autoloader in your choice of two barrel lengths. Positive cross-bolt safety; slide lock; square-notched rear sight, diamond checkered grips. Magazine holds ten .22 caliber long rifle cartridges. Choice of 4½" (31 oz.) barrel or 6½" (34 oz.) barrel or both barrels.

29-6566 A3046 4½-inch barrel **$37.50**
29-6574 A3046 6½-inch barrel **37.50**
29-6582 A3609 4½-6½ Combination . **45.00**

"Sentinel" .22 caliber Revolver. Low cost, precision made for all around use. 9-shot, .22 short, long or long rifle—high speed or regular cartridges. Rebounding hammer, automatic safety lock. Single stroke, multiple ejection. Movable, square notched rear sight. High-tensile steel barrel, cylinder, aluminum alloy frame. Blued finish. 3" barrel (23½ oz.) or 5" barrel (26 oz.).

29-6608 A2836 3-inch Barrel **$34.95**
29-6616 A2838 5-inch Barrel **34.95**

H & R "Sportsman" M999 .22 Caliber Revolver. Newly redesigned model that is handsomer, more accurate than ever before. Chambered for .22 caliber long rifle, long or short, regular or high speed ammunition. 6-inch barrel with bull's-eye broach rifling. Single or double action. 9 shots. Top breaking action with automatic ejection. Elevation front, windage adjustment rear sights. Checkered walnut grip. Blue finish.

29-6665 A3995 Weight 30 oz. **$49.75**

Beretta "Bantam"...world's most beautiful .22 caliber pistol! When equipped with pearl handle, it is magnificently handsome. Truly, a proud possession for any man or woman. With squeeser safety; indicator pin shows when pistol is cocked. Only 4½" overall. Weighs only 12 ounces. 9 shots. Length of barrel 2½-inches. In your choice of chrome or Blued finish.

29-6723 A3400 Chrome & Pearl. . . . **$43.50**
29-6731 A3495 Blued Finish . . . . . **[illegible]**

"Astra" Vest Pocket Automatic Pistol Made in Spain of the finest materials, the Astra .25 caliber vest pocket pistol has automatic and manual safeties (at thumb, hand grip and magazine disconnector). Has a fine, smooth-feed system, foolproof loading indicators. Anti-jerk squeeze-type trigger; comfortable hand grip, 6 shell magazine. 4¾ inches long. The perfect pocket-purse gun for personal protection.

29-6906 A2240 With cleaning brush. . . **$29.90**

H & R .22 Caliber M922. 9 shot revolvers. Tops for all around utility. H & R patented safety rim cylinder; positively locked to independent cylinder latch. Chambered for any .22 caliber cartridge. Single or double action. Solid frame. One thrust extraction—just push, shells come out. Newly designed, comfortable checkered Tenite grips. Crown Lustre Blue finish.

29-6681 A2215 6" barrel, 28 oz. **$38.75**
Bantamweight (Not shown) 6½" overall.
29-6699 A2215 2½" barrel, 20 oz. **$38.75**

Beretta "Minx" .22 Caliber Pistol. Now enjoy all the fun of plinking with a compact pocket model pistol. Now for the first time in an automatic...a cartridge may be inserted directly into the pistol. This is done by means of a hinged barrel, making it a single action as well as an automatic. 8 shot magazine release. Sturdy Duraluminum alloy frame in handsome blued finish. Your choice of four or two inch barrel

29-6764 A2775 M-4, 4" barrel . . . **$35.00**
29-6772 A2625 M-2, 2" barrel. . . **33.50**

Astra "Cub" .22 Caliber Automatic Pistol. Produced to meet a demand for a low priced .22 cal. automatic. Takes .22 cal. short cartridges. With high speed cartridges, muzzle velocity is actually greater than that of a .25 caliber! 5 shot magazine; non-snag sights, simulated ivory grip; blued finish. Has 2½" barrel... measures only 4⅞" overall. Perfect for home, personal or business protection. Ideal for hunters, trappers or just plain all-around plinking fun.

29-6814 A2240 "Cub" Wt. 12¼ oz. . . **$29.90**

Automatic and Single-Shot Pistols—Target Guns

(A) STAR .22-CAL. PISTOL. Ideal for hunter as well as plinking. 1-second slide-takedown for cleaning from breech; thumb-rest grips, checkered backstrap. Hand-honed trigger pulls insure clean "let-off". Fixed sights, 10 shots. Extra magazine and cleaning rod. 4¾" barrel.
720-6309-3035 Wt. 25 oz. . . . . Retail **41.15**
STAR 6' Model. Adjustable sights. 6' barrel.
720-6310-3410 Wt. 27 oz. . . . . Retail **46.05**

(B) ASTRA CUB .22-CAL. PISTOLS. Compact for "2nd-gun" purposes; economical for plinking since shots are less than 1c each. Quick takedown for cleaning. Three safeties. 6 shots. Non-snagging sights. Blue or engraved chrome. 2¼" barrel
720-6307-2240 Blue Wt. 12¼ oz. Retail **29.90**
720-6308-3160 Chrome. Wt. 12¾ oz. Retail **43.35**

(C) ASTRA .25-CAL. AUTOMATICS. Vest-pocket 3-safety gun. Load indicator tells at a glance whether cartridge is in chamber . . . visible by day—or, in the dark easily felt with thumb. 6 shots. In superbly hand-engraved heavy chrome plate, or in regular Blue. Barrel 2⅛".
720-6306-3000 Chrome. Wt. 11¾ oz. . **40.00**
720-6305-2240 Blue. Wt. 11¼ oz. . . . **29.90**

(D) PUMA .32-CAL. PISTOL. The finest pocket pistol made. Red thumb indicator exposed shows firing position. Slide stays open after last shot. Fixed, partridge-type sights. Half-cocked hammer safety. 9 shots. Blue finish. 3½" barrel.
720-6304-3400 Wt. 18 oz. . . . Retail **43.50**

(E) BERETTA PLINKER .22-CAL. PISTOL. Red safety indicator; skeletonized external hammer; 5-second-takedown magazine; thumb web-spur 3⅛" barrel fires 22-cal. long
720-6303-3475 Wt. 17 oz. . . . .Retail **43.95**

(F) BERETTA BANTAM .25-CAL. PISTOL. Beautiful design with squeezer safety. Indicator pin shows when pistol is cocked. 2⅛" barrel.
720-6300-2495 Wt. 10 oz. . . . Retail **32.00**

(G) BERETTA MINX .22-CAL. PISTOLS. The compactness of pocket pistols coupled with longer plinker barrel-length. Designed for economy with .22-cal. short duraluminum frame, hinged barrel. Automatic or single action, as desired. Push-button magazine release and direct blow-back system are extra features.
720-6301-2625 2⅜" barrel. Wt. 9 oz. **32.50**
720-6302-2775 4" barrel. Wt. 11 oz. Retail **35.00**

(H) HY-SCORE .177-.22-CAL. AIR RIFLE*. Only 1 break required for full-power cock. Doesn't store air or gas- pressure created instant of discharge—all darts or pellets travel with same velocity giving perfect scores. Knife front sight; military trigger, 500 ft. per sec. missile-velocity. Rifled bore. Adjustable rear sight 15¾" barrel
20-6352-1400 Wt. 5 lbs. . . . . Retail **19.95**

(J) HY-SCORE .22-CAL. AIR PISTOL. Dry-practice mechanism; safety; drop-in loading, non-skid thumb-rest; smooth, backlash-free trigger-fire. Single-shot. Partridge-type front sight; adjustable rear sight; 350 ft. per sec. velocity Walnut stock. 10¼" barrel.
20-6351-1400 Wt 30½ oz. Retail **19.95**

PELLETS FOR ABOVE GUNS. 500 14-gr. .22's.
20-6353-145 . . . . . Retail **2.15**

(K) MARKSMAN AIR PISTOL SET. For beginners or experts. All metal. Shoots BB's, pellets, darts from same barrel. Looks like a 45 service automatic. Pellets, BB's, darts, targets, illustrated inst. folder included.
20-6350-360 Wt. 1¾ lbs. . . . Retail **5.95**

*This is the only gun on this page which does not require shipment by express.

ALL PISTOL-PURCHASERS: NOTE

Sale of pistols is prohibited in South Carolina & Tenn. Due to the United States' postal regulations, pistols must be shipped by express only, except to licensed dealers who must show federal license number.

If you live in a city or state that requires permits or licenses to buy pistols, the license or permit must be enclosed with your order Check requirements in your locality with local police or judicial officer. Law requires you to enclose the necessary permit, as well as your signed copy of the certificate at right.

Certificate *(when pistol is not for resale)*

I certify that to the best of my knowledge, _____, residing at _____, desires to purchase a pistol from Continental Products, Inc.; is a citizen of the United States; is over 21 years old; is not under indictment, nor a drug addict or alcoholic, nor a fugitive from justice, and has never been convicted of a crime of violence.

Date _____ *Signature of Officer of Law*

Official Address _____ *Official Position or Title*

I certify that the above statements are true, that my occupation is _____, and that I am buying the pistol(s) for the purpose of ☐ sport, or ☐ protection.

Signature of Purchaser

BAR ZIM SPELLING AND COUNTING BOARD

Colorful plastic spelling and counting board has letters on one side, numbers on other side. These are moved in groove to center slots to form words or numbers, yet are permanently attached to board. Board diameter 9½ inch. In gay litho box; packed 24 individual boxes per carton, shipping weight 14 lbs.

1251 ..... List $0.98

CAPT. KANGAROO'S SHOE BOX

Every morning a feature of the program is the construction of some object. Set includes paper, modeling clay, scissors, etc., equipment needed to make all items. Packed 24 individual boxes per carton, shipping weight 30 lbs.

1852 ..... List $0.98

STRATHMORE MAGIC SLATE BLACKBOARD

Write, draw, figure on the slate film; then lift film sheet and all is erased — like magic! Lasts indefinitely. Use stylus that comes with slate, or ordinary lead pencil. The "black-board" model is 11¼ x 17 inches with frame and easel. Attached is a binder holding assortment of two-color charts — alphabets, numbers, cartoons, pictures - more than 50 in all — for child to copy. Slate can be used upright or flat on table. Packed 24 individual boxes per carton, shipping weight 22 lbs.

125 ..... List $0.98

GIMMICK BOX

For children 4 to 7 years. This box contains six activity boards, each one having a novelty gimmic: Sing and Play the Number Way, Animal Change-About, A Coloring Board, Clock Inlaid Puzzle, Kitten Inlaid Puzzle Board and Let's Go Shopping Game. Packed 1 individual box per carton, shipping weight 30 lbs.

6188 ..... List $1.98

JIG-A-RAMA GIRAFFE & DOG HOUSE PUZZLES

Entirely new concept. Puzzle parts can be assembled three dimensionally to create the full-scale, life-like scene. 16 piece giraffe puzzle assembles into a circus scene, and the 20 piece Dog House into a full scale Dog House. Unbreakable. Multi-colored. For children 3 to 6 years. Packed 2 Dozen per carton, shipping weight 28 lbs.

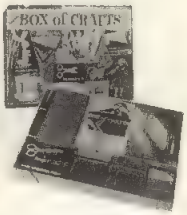
150/151 ..... List $1.98

BETSY McCALL PAPER DOLLS

Big! Life-size 3-Dimensional paper sculpture doll that stands 32 inches high! Includes large supply of Dennison Very Best crepe paper in 6 colors, plus other doll-dress materials by Burlington Mills and Roylies—with detailed instructions, patterns for making big, doll wardrobe and accessories. Ages 6 to 12. Packed 12 individual boxes per carton, shipping weight 20 lbs.

D90 ..... List $1.98

BOX OF CRAFTS



Contains clay, leathercraft, foil, muslin, pipe cleaners, yarn, plus fully illustrated and detailed instruction booklet for making many interesting things. Ages 7-12. Packed 12 individual boxes per carton, shipping weight 14 lbs.

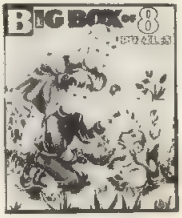
T419 . . . . List $1.98

BRADLEY MAGIC MARY ASSORTMENT

4 Brand new dolls with smart new wardrobes. Magic Mary and her pals, Magic Mary Ann, Magic Mary Jane, and Magic Mary Lou in a popular assortment for children 3 to 8 years. Concealed magnet holds dresses in position without tabs or glue. Each doll is over 10 inches tall, each has 15 different stylish and colorful cut-out dresses. Metal stand for each doll. All dresses are interchangeable. Colorful, lithographed box 10½ x 10½ inches. Packed 24 individual boxes per carton, shipping weight 16 lbs.

4010 . . . . . List $0.98

SAALFIELD BOX OF 8 PUZZLES



Big box of 8 picture puzzles. Each box is 10¾ x 12½ inches and contains 8 puzzles on heavy board. Packed 1 individual box per carton, shipping weight 24 lbs.

7468 . . . . . List $0.98

LAISON DOLL

Six Standing Dolls with Lace-On Costumes—4 to 10 years. A feature attraction of this box is the 3 "windows" which display all of the dolls and the 4 small purses, 8 rayon laces 18 inches long, 4 rayon laces 9 inches long and 6 ribbons 9 inches long. There are 2 die-cut boards with 4 large dolls and 2 smaller dolls with standards. Also 10 sheets of costumes printed on board 13-5/8 x 11 inches. The costumes are die-cut and punched ready for lacing. Packed 12 individual boxes per carton, shipping weight 20 lbs.

6189 . . . . . List $1.98

SAALFIELD LACE-ON PAPER DOLLS

Paper Dolls with Lace-On Costumes for little girls from 4 to 9. Box is 15 x 10¼ inches and contains 3 punched and die-cut dolls on heavy board, with standards, and six 18 inch strands of colored rayon yarns in a cellophane bag. There are also six 14½ x 9-7/8 inch costume sheets printed on board. The costumes are die-cut and punched for the lacing, which holds costumes in place and makes a simple design on the dresses. Packed 12 individual boxes per carton, shipping weight 15 lbs.

6068 . . . . . List $0.98

SAALFIELD SEWING CARDS

Toymaker Pushouts—To Sew and Stand Up. Box is 16 x 11 inches and contains six large cards with three subjects on each card, and 18 tipped lacings in assorted colors. Each card is die-cut so the toymakers can be pushed out. Each toymaker is punched, ready for the child to sew and stand up. Packed 12 individual boxes per carton, shipping weight 16 lbs.

6062 . . . . . List $0.98

CHRISTMAS STOCKING

Baby's First Christmas Stocking. Solid red stocking — Red and Green trim. Including 2 soft toys, a Clown and a Giraffe. Packed 12 individual boxes per carton, shipping weight 6 lbs.

B20/2T . . . . . List $1.98

BOBO, THE CLOWN

America's favorite clown. Newly designed twice selected as one of America's outstanding toys. 54 inches tall. Packed 6 individual boxes per carton, shipping weight 22 lbs.

514 . . . . . List $3.98

11 INCH BABY WALKER WITH KNEE ACTION

Doll dressed in a panty, socks, shoes, washable and combable wig. With a wardrobe consisting of 2 outfits with accessories (in a large variety of combinations).

1312 . . . . . List $3.98

BLOCK ANSWER DOLL

A 10 inch baby doll with sleeping eyes, assorted wigs, dressed in variety of colorful cotton and rayon dresses with trimmings. Press her tummy and she nods "Yes"; press her back and she shakes her head "No". Can sit, sleep or stand. Packed 24 individual boxes per carton, shipping weight 22 lbs.

251 . . . List $2.98

BLOCK BABY WALKER

Head turns when doll walks. Sturdy, all steel mechanism. Doll can sit, sleep and stand. 10 inch Baby Doll with sleeping eyes, assorted Wigs (washable and combable) dressed in a large variety of colorful Cotton and Rayon dresses with trimmings.

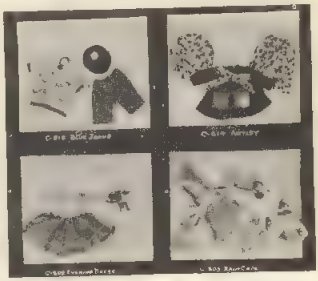
351 . . . List $2.98

PLAY MATE WALKING DOLL

8 inch all plastic, non-breakable doll, wigged with Dynell hair that can be washed and curled. Dressed in little girl's costumes that are removable. (24 numbers) Dolls and clothes are assorted.

P801-824 List $1.98

ASSORTED CLOTHES PACK



8 inch Playtime Dress Ups. 24 costumes in all, assorted individual costumes wrapped in cellophane covered box.

C801-824 . . . . . List $0.98

BON VOYAGE CASE

8 inch Dressed doll set in a traveling trunk. Traveling trunk is of Kromecote finish and is carried in two colors: Red and blue with a printed design to simulate overseas stickers. The 8 inch doll set in this traveling trunk is dressed in a cotton dress with ruffled straps and felt bonnet. Additional clothes are included on the opposite side which includes pajama set and felt jacket with doll hanger.

300 . . . . . List $2.98

BETSY WETSY DOLL

She Wets and Weeps. All flesh-like vinyl body and head, sleeping eyes with lashes. Wears shirt and diaper; complete layette includes slip, dress, bonnet, diapers, soap, powder, clothes pins, bottle with nipple, etc. Betsy drains her bottle and wets her diaper; squeeze her and she sheds "real" tears. Crying voice. Each in fancy box.

1001 Size 11½ Inch . . . . . List $5.95

1006 Size 13½ Inch . . . . . List $7.95

BETSY WETSY DOLL

America's most lovable drink and wet doll now Cries Real Tears. Betsy Wetsy does all of these things: she drinks, wets, cries real tears, blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed and powdered. Betsy Wetsy's curly lamb's wool wig can be washed and combed. She comes in a deluxe suitcase with handle and a complete layette incikding: two dresses, bonnet, booties, clothespins, bar of soap, bottle and nipple, shirt, slip, diaper, package of facial tissues and three cotton puffs. Packed 6 individual boxes per carton, shipping weight 25 lbs.

1007 ..... List $11.95

BETSY WETSY DOLL

Soft, life-like vinyl head. Betsy Wetsy drinks, cries real tears, blows her nose, cries and goes to sleep. The only tearing doll with separate baby fingers and toes. Her baby pink vinyl body can be cleaned with a damp cloth and bathed, powdered and lotioned. Her lustrous rooted Saran wig can be washed, waved and shampooed. She comes packed in a deluxe suitcase with handle with complete layette including: dress, bonnet, cotton powder puffs, bottle and nipple, bar of baby soap, clothespins, shirt, diaper.

1029 ..... List $12.95

IDEAL SAUCY WALKER DOLLS

She walks, flirts, sits, cries. She turns her head from side to side and rolls her eyes. Vinyl head with rooted Saran wig. Fully jointed with concealed walking mechanism. No key to wind, nothing to go out of order. Her exquisite long Saran hair can be combed, brushed and waved She has plastic curlers. High styled outfits include, slip, panties, socks and vinyl shoes.

2009 17 inch Size ..... List $ 7.95
2019 23 inch Size ..... List $12.95
2012 17 inch with Hat & Coat ..... List $ 9.95
2013 23 inch with Hat & Coat ..... List $14.95

IDEAL BABY BIG-EYES DOLL

Cuddly baby doll with the biggest, most expressive eyes! Soft vinyl head and saran washable wig; molded arms and legs, sleeping eyes, vinyl coated body that can be bathed; ribbon-tied nightie and blanket—nile green and maize. A big armful of doll—23 inches overall.

0423 ..... List $11.95

IDEAL MAGIC LIPS DOLL

The most unusual baby doll ever. A pert face with an appealing smile molded into her vinyl head. When her tummy is gently squeezed she brings her lips together and cries ever so gently. She has baby teeth and a minature doll toothbrush. Her patented crying and lip-moving mechanism is another Ideal exclusive. She has a rooted Saran wig that can be washed, combed and brushed. She comes in an organdy dress with slip, panties, socks and vinyl shoes. Magic Lips has a washable vinyl-coated body. 23 inches tall.

2350 ..... List $14.98

IDEAL POSIE DOLLS

The Walking Doll of a Hundred Life-Like Poses with Exclusive Magic Knee Action. Posie is a doll that can do almost everything a little girl can do. With Ideal's exclusive Magic Knee Action Posie kneels to pray, sits in a chair as naturally as a child; takes a stroll if you lead her by the arm; bends her knees in assuming dozens of life-like poses. With each step, Posie's head turns from side to side. There is nothing to break in Posie's walking mechanism because it is all concealed in her unbreakable plastic body. No wind-up key is necessary. Posie has a beautiful Vinyl Magic Flesh nead with Rooted Saran hair which can be shampooed and styled. A supply of plastic curlers is included. Posie has go-to-sleep eyes. She is dressed in an assortment of high fashion frocks with a cotton slip, panties, socks and vinyl walking shoes.

2701 23 inch ..... List $14.95
2650 17 inch ..... List 9.95

(A) CHET NICHOLS MODEL. Here is a four-finger fielder's glove for all future major leaguers. Made of sturdy tan glove cowhide with a half leather lining. Some of the features of this model are streamlined fingers, welted palm and thumb, finger-tip lacing, jute felt pad and vinyl plastic binding. Weight 2½ lbs.
20-5409-330 R.H. Player .... Retail **4.95**

(C) BILLY LOES MODEL. Five-finger fielder's glove made of tan glove cowhide. Full leather lining, felt padding with stuffed heel, laced wrist, full welted seams, streamlined fingers. With leather finger tip lacing, greased Grip-Tite pocket. Fully oiled and has a sturdy vinyl plastic binding. Wt. 2½ lbs.
20-5411-500 R.H. Player Retail **7.95**

(E) JIM PIERSALL PROFESSIONAL. Four finger model. Constructed of high grade tan cowhide with full lining. Has laced wrist, greased pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing Wt. 2½ lbs.
20-5414-1247 R.H Player Retail **19.95**
20-5415-1247 L.H. Player Retail **19.95**

(B) PHIL RIZZUTO MODEL. An exact duplicate of the glove used by popular Phil Rizzuto, sensational Yankee shortstop. Designed for sure-fire fielding. Selected full-oil cowhide in larger "big league" size. Flat leather binding Regular back with wide wrist strap. Felt welted for comfort. Full closed web trap. Wt. 2½ lbs
20-5410-600 R.H. Player..... Retail **9.75**

(D) JIM GREENGRASS MODEL. Tan glove cowhide. This five-finger glove has top quality features—finger-tip lacing and streamlined fingers. Fully lined with leather. Felt padding, stuffed heel, laced wrist, welded seams and vinyl plastic binding. Wt. 2½ lbs.
20-5412-400 R.H Player . . . . Retail **6.45**
20-5413-400 L.H. Player..... Retail **6.45**

(F) BILLY MARTIN PROFESSIONAL. Large size 5 finger model. Made of tan glove cowhide Wool felt pad with hand formed heel Roll leather binding, full lining, "Grip-Tite" pocket and laced palm. Streamlined back fingers and leather finger-tip lacing. Fully oiled. 2½ lbs
20-5416-847 R.H. Player. .Retail **12.95**
20-5417-847 L.H. Player... Retail **12.95**

(G) OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All-Star, World Series and American League games. Cushioned cork center, wound with fine yarns. Alum-tanned leather cover Double hand-stitched
20-5426-225 Wt. 6 oz. . . . . Retail **3.00**

(H) OFFICIAL LEAGUE BALL. Made to exact major league specifications. Cushion cork center wound with fine yarn. Horsehide cover.
20-5425-165 Wt. 6 oz. . . . . Retail **2.40**

(J) OFFICIAL LITTLE LEAGUE BALL. Approved by Little League Baseball
20-5427-144 Wt. 6 oz. . . . . Retail **2.25**
HARVEY KUENN BALL. (Not illustrated) Wt 6 oz.
20-5428-78 . . . . . Retail **1.25**

(L) OFFICIAL RUBBERHIDE BASEBALL. Rubber-cov'd, rubber-cork center
20-5440-99 Wt. 5 oz.. . . . . Retail **1.50**

(K) 12' AAA OFFICIAL SOFTBALL. Kapok center. Hand-stitched cover.
20-5429-180 Wt. ½ lb. . . . . Retail **2.65**
12' SOFTBALL. (Not illustrated). Official Regulation ball.
20-5430-160 Wt. ½ lb. . . . . Retail **2.40**

(M) OFFICIAL TOP NOTCH SOFTBALL BAT. Brown hickory bat, white grip
20-5432-159 Wt. 2 lbs.. . . . . Retail **2.45**
OFFICIAL SOFTBALL BAT. (Not illustrated). Brown finish, tape grip.
20-5433-120 Wt. 2 lbs. . . . . Retail **1.80**

(N) FAMOUS PLAYER PROFESSIONAL MODEL. White ash, natural finish
20-5436-260 Wt. 2 lbs. . . . . .Retail **4.00**

(P) OFFICIAL LITTLE LEAGUE BAT. Approved by Little League Baseball, Inc. Maximum circumference 2¼". White ash with natural finish
20-5438-194 Wt. 1½ lbs. . . . . Retail **3.00**

(S) REGULATION BASEBALL SHOES. Black Mello leather uppers, black Elk tip, full leather sole, Richardson Parkerized spikes, spring steel plates, oversize cone rivets. In Boys' sizes 13 to 4 and Men's sizes 5 to 12 including half-sizes. State size when ordering.
920-1729-310 Pair. Wt. 3 lbs. FOB N. Y.. . . . . Retail **7.95**
(R) BOYS' LITTLE LEAGUE SHOES. Same as above with rubber spikes. In Boys' sizes 5 to 12 including half sizes. State size when ordering. Wt. 3 lbs FOB N. Y.
920-1730-465 Pair. . . . . Retail **7.50**

(665)

(605)

BABY. NUN. RAG. & WALKING DOLLS

(AO) BLACK HABIT NUN DOLL
A doll that a little girl will love and cherish. Dressed in fine celanese taffeta with heavy plastic head piece and yoke. White soutache cord around waist with silver colored crucifix attached. Doll has plastic body with moving eyes, head, arms and legs. She can sit or stand without support.
No. 3600T330 16" doll. .Retail $5.00

No. 6000T197. .12½" doll.....Retail $3.00

No 55798 - 18" one piece vinyl body, cotton stuffed, coo voice. Vinyl head with moving eyes Rooted miracle hair in pony tail style. Dressed in printed nylon skirt, solid red nylon voile. Lace trimmed collar, taffeta half slip, panties, plastic shoes, stockings Red ribbon bow in hair. Shipping weight 2½ lbs.
No.55798T397. ..... Retail$5 95

No 66596 - 21" all vinyl one piece body and arms with swing legs. Cotton stuffed coo voice. Vinyl head in pout expression with moving eyes and eyelashes Rooted miracle hair in curly style. Dressed in flannel shirt and diaper, chinchilla cloth bunting outfit. White plush bear cuddled in the arm Large ribbon bow tied around the middle
No 66596T730 ... Retail$10 95

DAISY AND DANNY DOLLS
The adorable cuddly soft dolls featured on Ding Dong School. Saucy faces of life-like vinyl that can be washed. Cute freckled faced dolls children simply love, and they learn as they play, by toning the dress or shirt tieing the bow putting the belt through loops etc. Dolls sit up, kneel and walk Shpg. wt 2 lbs
No.4100T267 - Daisy . . Retail$3 98
No 4150T267 - Danny .. . Retail$3 98

WINNIE THE BRIDE
"Winnie the walking-talking Bride doll" that's my name. I can walk, I can talk and sing the Wedding March all by myself. Just wind me up 26" tall. Shpg.wt.8 lbs
No 6655T453 .....Retail$21.95

14" ELECTRONIC DOLL
I'm Winnie the walking-talking doll -Just flip my switch and away I go alone 14" high. Shpg wt.6 lbs. I'm all electronically operated
No.605T997.....Retail$14 95

Same as No.75 except in Faille Dress and recites nursery rhymes
No.660S1284.....Retail$19 95

(AQ) BRIDE DOLL
The doll every little girl dreams about. . the bride doll in white satin, with veil and large bow at waist, and flowers attached to hand. White shoes and stockings. Doll has plastic body, moving eyes, head, arms and legs.
No. 3600T330.....16" doll .Retail $5.00

WORLD GLOBES Just the thing for the young student to learn geography. Great gift. Clear easy to read globes Makes a shiny more fun Metal w... lbs. WORLD MASTER ... 8" Metal Full Semi-Meridian
No PW-801T267 .Retail $3 95
THE SECRETARY 12" Machine Full Semi Meridan. Wt 5 lbs
No M-2697661 ..Retail$9 95

NEW MIDNIGHT 12" Machine Ball, Semi-Meridan. Wt 5½ lbs.
No.M-1299T797 .Retail$11.95

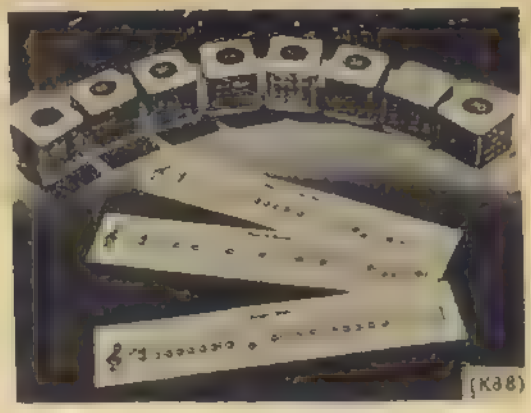
ILLUMINATED GLOBE, THE SECRETARY 12" Glass ball Semi Meridian Wt.8 lbs
No 1260T1984.....Retail$29 95

Featuring famous TV Personalities Miss Frances Nursery Classics Read ... Animal Books Roller Skate Wendy Hickock Zippy the Chimp Sergeant Preston Spark, the Fire Dog...and many others 12 books per pkg
DING DONG ASSORTMENT
No 2000T199..... Retail$2 98
ELF BOOK ASSORTMENT
No.4000T199 . Retail$2 98

No 77750 - Approximately 24" baby doll with latex body, swing legs and vinyl jointed arms Molded head (sprayed hair), moving eyes, coo voice Dressed in flannel bunting and hood trimmed with wool looping and binding and two rows of buttons. Ribbon bows tied at ankles Rattle tied to hand Shpg Wt 4½ lbs
No 77750T597
Retail$8 95

MUSICAL PULL TOYS FOR THE YOUNG

(K32)


(K88)

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(K21)

DESSERT SET

The DESSERT SET featuring Jell-O Pudding and Pie Mix. Jell-O gelatin and Pillsbury's Best Pie Mix in a brilliant new Junior Cook Set containing the child's own utensils for mixing and baking delicious miniature pies and puddings. This set contains 1 package PILLSBURY junior size Pie Crust mix (enough for 4 pies), 1 package JELL-O brand coconut pie filling or pudding, 1 package JELL-O raspberry gelatin dessert, 1 package CUT RITE waxed paper, 2 packages sugar sparkles, 2 packages graham cracker crumb, 2 packages vanilla cookie crumb, 1 package chocolate wafer crumb, 1 package non-pareils, 2 packages chocolate sprinkles, 1 package toasted coconut, 1 star JELL-O mold, 1 pie tin, 1 rolling pin, 1 spatula, 1 mixing spoon, 6 dessert crimpette cups, 1 mixing bowl, 2 measuring spoons, 1 cake pan, 1 cook book. Ship. weight 3 pounds.
No. J81T 199 .....Retail $3.00

The following are numbers preferred by children just like mothers--they Bake real cakes. Ideal gifts

No.P301T199 Cake Mix Set.....Retail$2.95
P75T330 Baking Contest Set.....Retail$4.95
-2T663 Fashion Show.....Retail$9.95
B1T663 Catch Em-Bat Em.....Retail$9.95
K91T199 Candy Maker.....Retail$2.95
109T67 Assorted .....Retail$1.00

KWEENIE THE WEENIE, A "red hot" dog for fun loving boys.... and girls... Kweenie can't tree a 'coon, but....she'll follow a kid all day long. Kweenie 18 inches of underslung pooch from her cold nose to her curly, vinyl tail. Gentle but tough, she'll out last any other two to one. Kweenie is packed in a beautiful gift box, complete with the mustard jar. Shpg wt 1 lb
No.K32T133.....Retail$1.98

KAMPANILE, tower of Musical bells. A magnificent bell tower that rings out beautiful music far and wide. At the softest touch of the keyboard each precision tuned bell swings and rings out its note in the scale. Do Re Mi Fa So La Ti Do. For quick identification the bells are color keyed to the six children's "hit parade" songs on the keyboard. Children of all ages will enjoy playing the "musical bells" by color, by note, or by ear. KAMPANILE is big, measuring 14 inches high with self-erecting floor sign. Shpg wt 4 lbs
No K87T133 .....Retail$4.95

LOCOMOTIVE LID, A train of load easy fillin fun for junior engineers. From cow catcher to caboose the new LOCOMOTIVE LID is 21 inches of sparkling plastic. The "blox" cars are equipped with removable ABC blocks for extra play value. Shpg. Wt 1½ lbs
No K21T133 ..... Retail$ 1.98

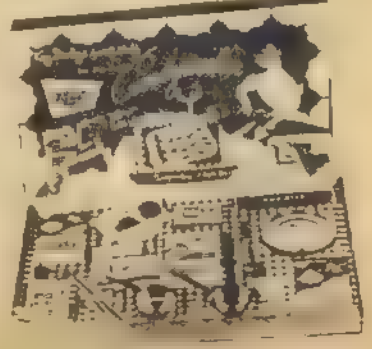
CANDYMAKER

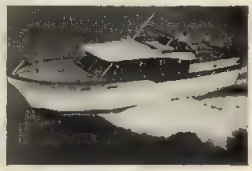
Every child his own candy manufacturer. Here are his own utensils together with his own ready to-fix ingredients, all in one beautifully designed, skillfully wrought package. This set contains, 3 boxes quick fudge (2 packages each), 1 asbestos heating pad, 1 cook book, 1 Cut Rite waxed paper roll, 1 fudge form, 1 Rice Krispies, 1 metal mixing spoon, 1 plastic mixing spoon, 1 spatula, Crinkle Cups, 1 sponge, 1 cake plate, candy box, 1 ribbon, 1 double boiler, aluminum foil, 1 measuring spoon, paper measuring cups, decorations. Ship wt 3 lbs
No. K91T 199 .....Retail $3.00

KARILLON. Eight sparkling, two-inch MUSICAL BLOCKS EACH with a tuned bell ringing one note in the scale. The six popular childrens songs included are color keyed to the blocks for easy playing. Shpg wt 1½ lbs
No.L88T199.....Retail$2.98

MUSICAL ANIMALS. Durable all-metal musical animals play a song at a turn of the crank. Each gayly litho'd, each contains Mattel patented Music Box. Little Brown Bear plays "Little Brown Jug" and Lil' Dog's tune is "Where Oh Where Has My Little Dog Gone." Display card included.
Shpg wt 1 lbs
Size 3 3/4" x 4 1/2" x 2 3/4"
No.54-T67 Dog.....Retail $1.00
No.54-T67 Bear.....Retail $1.00

DICKORY DOCK MUSICAL CLOCK. Action! Music! An all metal clock, beautifully 4-color litho'd, set on strong base. Contains patented Mattel Music Box. Turn the crank and play "Hickory Dickory Dock." At end of song mouse "runs" up the clock, the hands whirl and bell rings. A child delights in pushing the mouse back down the pendulum and starting the action again. Helps child learn to tell time. Individually packaged in colorful box. Shpg wt 2 lbs. Size 15" x 6 1/4" x 4 1/2"
No 539T199 Retail $3.00





Sturdier and handsomer boats are made with

ILCO Philippine Mahogany

Philippine Mahogany is the best of all possible hardwoods for fine boatbuilding. It is light in weight and has great elasticity. It has far greater resistance to rot and decay than other woods of equal strength because it is much less absorbent. Easily workable, Philippine Mahogany offers the boatowner enduring beauty as well. And it is so economical it can be used for planking, decking and trim

Of all Philippine Mahoganies, we consider Ilco brand the best. First of all, the wood itself—because of the continuous growing season on the Island of Negros, from which it comes, its firm texture, no alternate soft and hard layers. Second, the Ilco people are extremely careful in the processing of their product. It is milled right on the island; only the most modern equipment is used, and it is scientifically kiln dried *before shipment.*

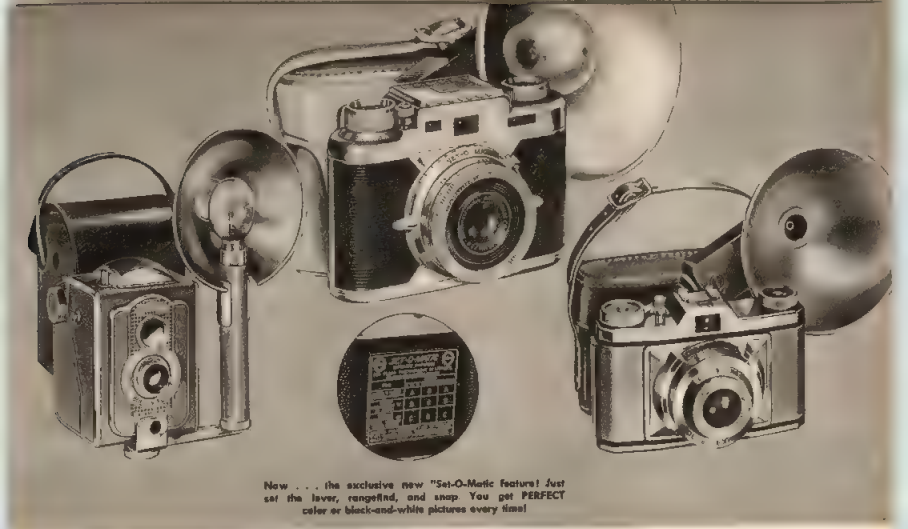
We will gladly submit estimates on orders of any size. Write 157 Varick Avenue, Brooklyn 6, New York, or telephone HYacinth 5-5170.

Black & Yates, Inc.

Largest Importers of Philippine Mahogany for the Boat Trade

157 Varick Avenue, Brooklyn 6, N.Y.

ILCO BRAND PHILIPPINE MAHOGANY IS PRODUCED BY INSULAR LUMBER COMPANY, PHILADELPHIA 2, PA.



Now . . . the exclusive new "Set-O-Matic feature! Just set the lever, rangefind, and snap. You get PERFECT color or black-and-white pictures every time!

Famous Quality Bolsey Reflex and 35 mm. Camera Outfits

BOLSEY FLEX "TRIO." Reflex camera, "telescopic" flashgun and carrying case. The camera has all precision die-cast aluminum construction that'll last forever—a double exposure preventive; coated 7 7 lens with a 3-stop diaphragm and internal synchronization . . . takes twelve 2¼"x2¼" pictures with a roll of No. 120 film. Excellent for color pictures as well as black and white—ground glass reflex screen allows you to see the exact picture before snapping, thus insuring perfect compositioning. Camera is finished in gray leatherette. Flash gun is all aluminum—pencil battery—screws on in a jiffy. Fully lined leather case.

33-0190-2246 Set Wt. 4 lbs.... Retail **29.95**

BOLSEY "JUBILEE" THREESOME. 35mm camera, modern-design flashgun, and cowhide case. The camera has a "Set-O-Matic" diaphragm that gives perfect flash pictures every time—just set it, range-find, and shoot! Daylight "Set-O-Matic" makes the Jubilee the first automatic camera for night-and-day pictures on the market. High speed 2.8, 45mm. Steinheil lens and Gauthier shutter; rapid-wind lever, no-double-exposure device, shutter speeds 1/10 to 1/200 second; internal synchronization. Single motion of wind lever transports film, counts it, cocks shutter. Die-cast aluminum body; all-metal flashgun

33-0913-5962 Set Wt. 4 lbs Retail **79.50**

BOLSEY "EXPLORER" SET. 35mm. camera, flashgun and leather case. Camera has a high speed 2.8, 45mm. Steinheil-Cassar lens and Gauthier shutter; rapid-wind lever; film counter; optical view-finder; body shutter release, no-double-exposure device; shutter speeds from 1/25 to 1/200 second; depth-of-field ring showing perfect focus distances at various apertures. Film transport, counter, and shutter cocking mechanism operate by a single motion of the rapid-wind lever. Camera is metal with die-cast aluminum body covered in gray leatherette. Flashgun is crinkle-finish metal has bulb ejector, no dangling wires.

33-0191-3596 Set Wt. 4 lbs.... Retail **47.95**

Flip the Set-O-Matic lever . . rangefind and shoot. It measures, calculates, and interprets for you. Takes sharp pictures indoors or out, day or night—easily!

BOLSEY B-2 "THREESOME." Precision-made 35mm. camera, flash gun and leather carrying case. Camera takes high quality 1"x1½" pictures. New film lead catch saves 10% or more of film . . . gets 2 to 4 extra pictures from every roll . . means extra savings on color pictures! Camera has fast coated and corrected f:3.2 Anastigmat lens; split image couple range-finder; internally synchronized shutter; T, B, 1/10 to 1/200 second shutter; no-double-exposure device; helical mounted lens and shutter for smooth focusing action. True optical axis of lens always maintained . . lens moves straight in and out in focusing. No lens rotation—this is important with Polaroid filters and attachments. Optical eye-level view finder set close to range finder for faster operation. Ejector-type flash gun takes pencil batteries.

33-0194-4987 Set Wt. 4 lbs Retail **66.50**

BOLSEY C-22 TWIN LENS REFLEX "SET-O-MATIC." Ground glass reflex focusing for critical work plus eye-level coupled split image range finder for speed shots. Exclusive flash "Set-O-Matic" couples mechanism to diaphragm, assures perfect flash pictures automatically. Matched, coated, corrected 3.2 Anastigmat lens. 44mm lens for wider scope. Internal synchronization. T, B, 1/10 to 1/200 second shutter; no-double-exposure device; helical mounted lens and shutter; optical eye-level view finder close to range finder. Film lead catch gets 2 to 4 extra pictures to a roll. New flash gun mount

33-0195-7462 Camera only. Wt. 4 lbs..... Retail **99.50**

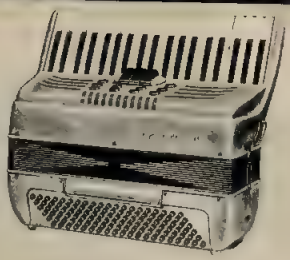
33-0196-735 Leather Carrying Case Wt. 1 lb. ..... Retail **10.50**

Flash Gun for above Camera. Ejector type.

33-0197-696 Wt. 1 lb . . . . . Retail **9.95**

BONTEMPI SEMI-PROFESSIONAL ACCORDION. A professional type instrument of outstanding quality. Has 41 treble keys, 120 basses, 3 sets of treble reeds, 4 sets of bass reeds, 4 treble switches, 1 bass switch. Complete in deluxe, silk plush lined Gladstone case. Specify color: Black, Black pearl, Red pearl, or White pearl. Shipped from New York.

76-1692 D17950 Semi-Professional Model.....**$300.00**



BONTEMPI MULTI-SHIFT ACCORDION. Has 41 treble keys, 120 basses, 2 sets of reeds in the treble, 4 sets of bass reeds, 3 treble switches, bass shift . . . offers wide variety of tonal combinations. Complete in silk plush lined Gladstone case. Colors: Black, Black pearl, Red pearl or White pearl. In Small (14 lbs.) and Medium (15½ lbs.) size. Shipped from New York.

76-1338 D14950 Specify color and size.....**$250.00**

BONTEMPI ACCORDIONS

Made in Italy by master craftsmen . . . Bontempi accordions possess the rich, full tonal qualities that master performers demand. Wonderfully lightweight, they are made of seasoned woods covered in plastic, with bass mechanism of hollow brass tubing and hand-filed, hand-fitted reeds of Swedish steel. From N.Y.

PROFESSIONAL MODEL. Superlative piano accordion by Bontempi. Used extensively by leading professionals. 41 treble keys, 120 basses, 4 sets of treble reeds, 5 sets bass reeds, 11 treble switches, 5 bass switches, 1 master treble switch. Hand-finished and hand-tuned reeds. Magnificent tone and power plus superb workmanship. The "Professional" provides every type of tonal color combination. In deluxe, custom case with silk plush lining. Specify: Black, Black pearl, Red pearl or White pearl.

76-1684 D29950.....**$500.00**

BONTEMPI DELUXE ACCORDION. 41 treble keys, 120 basses, 2 sets of reeds in treble, 4 sets of bass reeds, 1 (2-lever) automatic treble switch. An outstanding accordion in workmanship and materials! Complete in silk plush lined Gladstone case. Colors: Black, Black pearl, Red pearl or White pearl. In Medium size (15½ lbs.) or Small size (14 lbs.). From New York.

76-1320 D12450 Specify color and size.....**$210.00**

BEGINNERS' or CHILDREN'S ACCORDION. Made by Bontempi with 25 treble keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds. Plays easily with excellent tone, airtight volume. Hand-type reeds and warp-proof fingerboard of American walnut. Complete in Gladstone case. Colors: Black, Black pearl, Red pearl or White pearl. Shipped from New York.

76-1346 D4450 Beginners' Accordion. Specify color.....**$75.00**

45 Piece Service for Eight

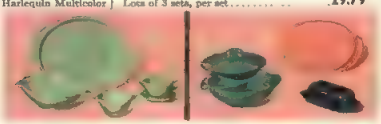
- Modern dinnerware design at its best and most practical
- Combines appeal of square shape with handling ease of round
- Exclusive square-in-the-circle shape fits with any decorating style
- New "Gourmet Colors" mix or match—are fashion-right for years to come
- Pleasing, substantial weight and feel, lasting lustre
- Safe in a dishwasher's hottest water
- Insulates—keeps hot foods hot, cold foods cold

All the dishes needed for everyday use and company dinners too. A gift that is sure to delight both the newlywed and the house-keeper who wants to add color and sparkle to her table settings. 45 piece service for eight Boontonware Belle contains eight each of the following: 10 inch dinner plates, 6¼ inch dessert or salad plates, 12 oz. salad or soup bowls, 8 oz. cups and saucers, plus 14¾ inch dinner platter, 10 inch vegetable serving bowl, sugar and creamer set. In a choice of 5 colors plus Harlequin multicolor. Wt. 47 lbs. 8 oz.

5384 Honeydew Green
5385 Butter Yellow
5365 Turquoisette
5367 Smokey Charcoal
5368 Bonbon Pink
5389 Harlequin Multicolor

List $49.65 per set. Dealer's, per set $33.10

Lots of 3 sets, per set..... **29.79**



5 Pc. Continuation Service Piece Set

These service pieces match both Deluxe and Belle dinnerware sets. The 5 piece continuation service piece set contains: large 14¾" dinner platter; 10" vegetable serving bowl; sugar and creamer set. For big dinners, parties and luncheons, this handy set is a "must". Ship wt. 4 lbs. 8 oz.

No. 6282. Honeydew Green
No. 6283. Butter Yellow
No. 6308. Turquoisette
No. 6309. Smokey Charcoal
No. 6310. Bonbon Pink
No. 6287. Harlequin Multicolor

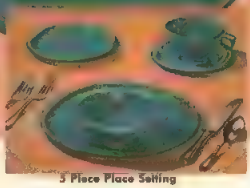
List $11.65 per set. Dealer's per set $7.77. Lots of 6 sets, per set..... **6.99**

5 Pc. Completion Service Piece Set

No dinner service is complete without these handsome service pieces. The 5 piece completion service set match both Boontonware Belle and Boontonware Deluxe sets. Set contains, 10" divided vegetable serving bowl, vegetable bowl cover—fits both divided and regular bowl—11" platter, covered butter dish. Ship. weight, 4 lbs. 6 oz.

No. 6276. Honeydew Green
No. 6277. Butter Yellow
No. 6205. Smokey Charcoal
No. 6306. Turquoisette
No. 6307. Bonbon Pink
No. 6281. Harlequin Multicolor

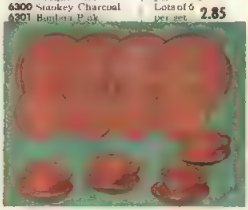
List $11.80 per set. Dealer's per set $7.87. Lots of 6 sets, per set **7.08**



5 Piece Place Setting

A perfect set for the newlywed she can build her set and mix her colors. Four makes an ideal starter set. A colorful Harlequin setting can be made by ordering a place setting of each color. Each set contains one each 10" dinner plate; 6¼" dessert or salad plate, 12-oz salad or soup bowl, 8-9 oz. cup & saucer.

No.	Colors	Ship. Wt. 23½ lbs.
6288	Honeydew Green	List $4.75 per set. Dealer's per set $3.17
6289	Butter Yellow	
6299	Turquoisette	
6300	Smokey Charcoal	Lots of 6 sets, per set **2.85**
6301	Bonbon Pink	



16 Piece Starter Set

Budget-minded young mothers or the newly wed housewife find this set just right. Makes an ideal gift for anyone with an appreciation for beautiful dinnerware. 16 piece starter set contains, four 10 inch dinner plates, four 7 inch salad or dessert plates, four 8-oz. cups and four 6 inch saucers. Boontonware is family dinnerware, makes mealtime dishwashing time happy time for grownups and children—no fear of breakage. Wt. 7 lbs.

No. 6293. Honeydew Green
No. 6294. Butter Yellow
No. 6302. Turquoisette
No. 6303. Smokey Charcoal
No. 6304. Bonbon Pink
No. 6298. Harlequin Multicolor

List $13.95 per set. Dealer's per set, $9.30. Lots of 6 sets, per set **8.37**

NEW! Translucent!

Spaulding

DECORATED

BREAK-RESISTANT DINNERWARE

These new translucent decorated patterns are molded in—cannot wear or chip off! Safe in boiling water. Will not break, chip, or crack. Available in two elegant designs that complement any home. The delicate color of the designed pieces are reflected in the cups, bowls, and service pieces.

Guaranteed by Good Housekeeping

16 PIECE STARTER SET

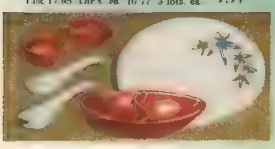
The brilliant beauty of these 16 piece starter sets is molded into every delicately designed piece. Set includes 4 cups, 4 deluxe-oil saucers, 4 decorated 10" dinner plates, 4 cups and saucers and cereal bowls with 4 white decorated saucers. Ship wt. 6 lbs.

CELESTIAL PATTERN—16 Pc. Starter Set

No. 51110. Turquoise and White.
No. 51092. Coral and White
List 17.95. Dlr's., ea. 10.77. 3 lots, ea. **9.91**

SPRING PATTERN—16 Pc. Starter Set

No. 51113. Coral and White
No. 51114. Turquoise and White
List 17.95. Dlr's. ea. 10.77. 3 lots, ea. **9.91**



7- PIECE SERVING SET

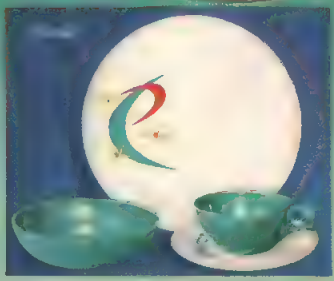
These colorful serving pieces blend perfectly and enhance any table setting. Set contains large 15½" white decorated platter, pair of white jumbo servers, sugar bowl with lid, creamer and divided vegetable bowl. Shipping weight 4 lbs.

SPRING PATTERN—7 Piece Serving Set

No. 51096. Coral and White
No. 51097. Turquoise and White.
List 14.95. Dlr's., ea. $8.97. 3 lots, ea. **8.24**

CELESTIAL PATTERN—7 piece serving set

No. 51098. Coral and White
No. 51099. Turquoise and White.
List $14.95. Dlr's., ea. $8.97. 3 lots, ea.. **8.24**



47 PIECE SERVICE FOR 8

This lovely translucent decorated break-resistant dinnerware is available in a complete service for 8—47 perfectly matched pieces. Molded of Melamine—safe in boiling water—won't break crack or chip. Set includes 8 cups, 8 decorated saucers, 8 bread and butter plates, 8 decorated dinner plates, 8 soup and cereal bowls, 1 creamer, 1 sugar bowl with lid, 1 vegetable bowl, pair of jumbo servers, 15½" decorated serving platter. Shipping wt. 16 lbs.

CELESTIAL PATTERN—47 Piece Service for 8

A delightfully modern pattern, featuring a whimsical moon and stars pattern. Designed to please the most discriminating housewife.

No. 51109. Turquoise and White.

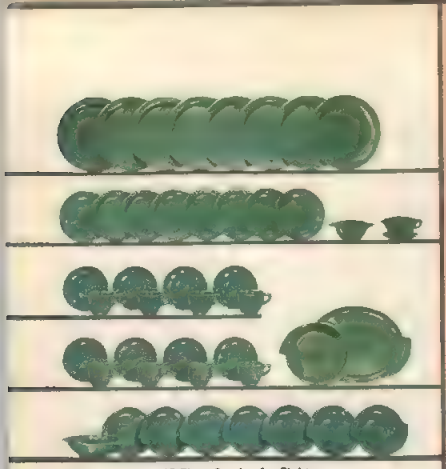
No. 51093. Coral and White

List $59.95. Dlr's., ea. $35.97. 3 lots, each.... **33.12**

SPRING PATTERN—47 Piece Service for 8

Lovely, delicately shaped flower pattern designed to add beauty to any table setting—breathtaking in their rich color combinations!

No. 51111. Coral and White.
No. 51112. Turquoise and White.
List $59.95. Dlr's., ea. $35.97. 3 lots, each **33.12**

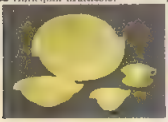


45 Piece Service for Eight

All the dishes needed for everyday use and company dinners too A gift that is sure to delight both the newlywed and the house-keeper who wants to add color and sparkle to her table settings. 45 piece service for eight Boontonware Deluxe contains eight each of the following: 10 inch dinner plates, 6½ inch dessert or salad plates, 12 oz salad or soup bowls; 8 oz cups and saucers; plus 14½ inch dinner platter, 10 inch vegetable serving bowl; sugar and creamer set In a choice of 5 colors plus Harlequin multicolor. Wt. 17 lbs. 8 oz

5359 Honeydew Green
5360 Butter Yellow
5361 Smokey Charcoal
5362 Turquoisette
5364 Bonbon Pink
5363 Harlequin Multicolor

List $54.95 per set. Dealer's, per set $36.60. Lots of 6 sets, per set **32.97**



5 Pc. Continuation Service Piece Set

These service pieces match both Deluxe and Belle dinnerware sets The 5 piece continuation service piece set contains: large 14½" dinner platter; 10" vegetable serving bowl; sugar and creamer set. For big dinners, parties and luncheons, this handy set is a "must" Ship wt 4 lbs. 8 oz.

No. 6282. Honeydew Green
No. 6283. Butter Yellow
No. 6308. Turquoise
No. 6309 Smokey Charcoal
No. 6310. Bonbon Pink
No. 6287. Harlequin Multicolor
List $11.65 per set. Dealer's, per set $7.77 Lots of 6 sets, per set **6.99**

5 Pc. Completion Service Piece Set

No dinner service is complete without these handsome service pieces The 5 piece completion service set match both Boontonware Belle and Boontonware Deluxe sets. Set contains 10" divided vegetable sefving bowl, vegetable bowl cover—fits both divided and regular bowl 11" platter; covered butter dish Ship wt 4 lbs. 6 oz.

No. 6276. Honeydew Green
No. 6277. Butter Yellow
No. 6305. Smokey Charcoal
No. 6306. Turquoisette
No. 6307 Bonbon Pink
No. 6281 Harlequin Multicolor, List $11.80 per set. Dealer's, per set $7.87 Lots of 6 sets, per set **7.08**

Boontonware® Deluxe

MELMAC Dinnerware at its finest

Deluxe Molded Melmac Plastic Dinnerware

GUARANTEED AGAINST BREAKAGE—For one year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped crazed or broken during normal household use

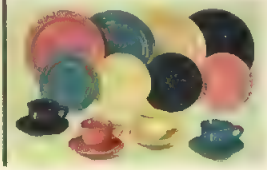
Nationally Advertised Deluxe Boontonware the finest in dinnerware A magnificent heavyweight quality molded from the inside out for outstanding service and in the finest quality feel A natural insulator keeps hot foods hot cold foods cold Practically indestructible, stacks and handles easily safe in hottest water

5 Piece Place Setting

Your customers can buy just the number of place settings they need Four makes an ideal starter set Mix or match their colors any way they choose A delightful Harlequin setting can be made by ordering a place setting of each color . . . and what a splendid multi-colored array they make for parties and luncheons. Each set contains one each: large 10" dinner plate, 7" salad or dessert plate; 16-oz. bowl for cereal or soup, 8-oz cup and saucer. Ship weight 3 lbs.

6265 Honeydew Green
6266 Butter Yellow
6314 Turquoisette
6315 Smokey Charcoal
6316 Bonbon Pink

List $5.75 per set Dealer's per set $3.84 Lots of 6 sets, per set . . **3.45**



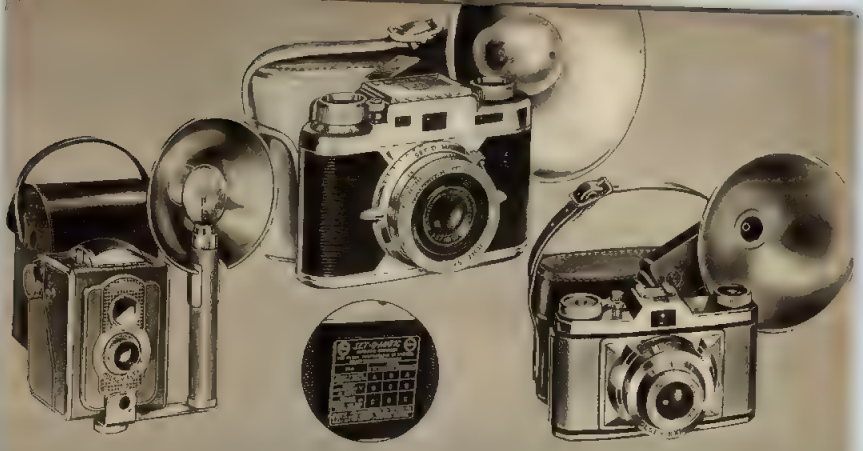
16 Piece Starter Set

A very popular set for a small family or young married couple An ideal gift . . . practical for any occasion. A complete service for four that will charm the most discriminating housewife Set contains four 10" dinner plates; four 6" bread and butter plates; four 8-oz. coffee cups and four 6" saucers. These colorfully styled serving pieces arranged to make an exciting table setting that is both delicately lovely and delightfully cheerful Available in five decorator colors and Harlequin multi-color Ship wt. 9 lbs

No. 6270. Honeydew Green
No. 6271. Butter Yellow
No. 6311. Turquoisette
No. 6212. Smoke Charcoal
No. 6313. Bonbon Pink
No. 6275. Harlequin Multicolor
List $15.95 per set. Dealer's, per set $10.64. Lots of 6 sets, per set . **9.57**

BEST COLORS BEST PACKAGING IN DINNERWARE FIELD

Gay new striped box attracts customers. Pop-up features beautiful full-color reprint plus selling copy. New "Gourmet Colors of Dinnerware mix or match—are fashion-right for years to come.



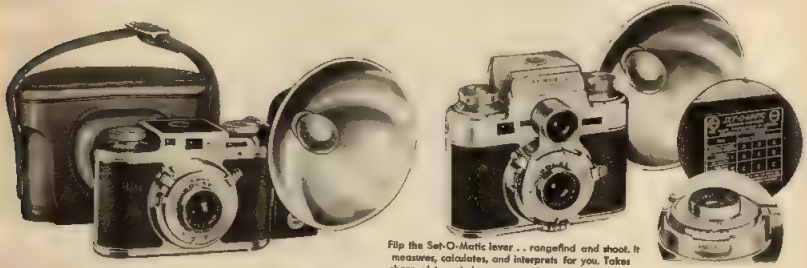
Now . . . the exclusive new "Set-O-Matic feature! Just set the lever, rangefind, and snap. You get PERFECT color or black-and-white pictures every time!

Famous Quality Bolsey Reflex and 35 mm. Camera Outfits

BOLSEY FLEX "TRIO." Reflex camera, "telescopic" flashgun and carrying case. The camera has all precision die-cast aluminum construction that'll last forever—a double exposure preventive; coated 7.7 lens with a 3-stop diaphragm and internal synchronization . . . takes twelve 2¼"x2¼" pictures with a roll of No. 120 film. Excellent for color pictures as well as black and white—ground glass reflex screen allows you to see the exact picture before snapping, thus insuring perfect compositioning. Camera is finished in gray leatherette. Flash gun is all aluminum—pencil battery—screws on in a jiffy. Fully lined leather case.
33-0190-2246 Set Wt. 4 lbs. . . .Retail **29.95**

BOLSEY "JUBILEE" THREESOME. 35mm. camera, modern-design flashgun, and cowhide case. The camera has a "Set-O-Matic" diaphragm that gives perfect flash pictures every time—just set it, range-find, and shoot! Daylight "Set-O-Matic" makes the Jubilee the first automatic camera for night-and-day pictures on the market. High speed 2.8, 45mm. Steinheil lens and Gauthier shutter; rapid-wind lever; no-double-exposure device; shutter speeds 1/10 to 1/200 second; internal synchronization. Single motion of wind lever transports film, counts it, cocks shutter. Die-cast aluminum body; all-metal flashgun.
33-0913-5962 Set Wt. 4 lbs .Retail **79.50**

BOLSEY "EXPLORER" SET. 35mm camera, flashgun and leather case. Camera has a high speed 2.8, 45mm. Steinheil-Cassar lens and Gauthier shutter; rapid-wind lever, film counter; optical view-finder; body shutter release; no-double-exposure device, shutter speeds from 1/25 to 1/200 second; depth-of-field ring showing perfect focus distances at various apertures. Film transport, counter, and shutter cocking mechanism operate by a single motion of the rapid-wind lever. Camera is metal with die-cast aluminum body covered in gray leatherette. Flashgun is crinkle-finish metal—has bulb ejector, no dangling wires.
33-0191-3596 Set Wt. 4 lbs. Retail **47.95**

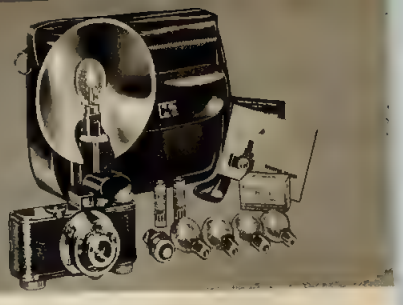


Flip the Set-O-Matic lever . . . rangefind and shoot. It measures, calculates, and interprets for you. Takes sharp pictures indoors or out, day or night—easily!

BOLSEY 8-2 "THREESOME." Precision-made 35mm camera, flash gun and leather carrying case. Camera takes high quality 1"x1½" pictures. New film lead catch saves 10% or more of film . . . gets 2 to 4 extra pictures from every roll . . means extra savings on color pictures! Camera has fast coated and corrected f3.2 Anastigmat lens; split image couple range-finder; internally synchronized shutter; T, B, 1/10 to 1/200 second shutter; no-double-exposure device; helical mounted lens and shutter for smooth focusing action. True optical axis of lens always maintained . . lens moves straight in and out in focusing. No lens rotation—this is important with Polaroid filters and attachments. Optical eye-level view finder set close to range finder for faster operation. Ejector-type flash gun takes pencil batteries.
33-0194-4987 Set Wt. 4 lbs. . . . . .Retail **66.50**

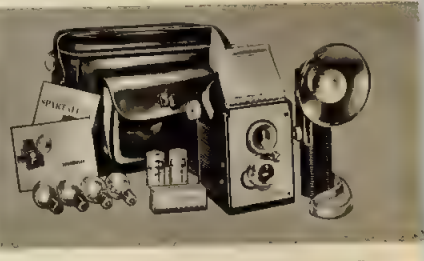
BOLSEY C-22 TWIN LENS REFLEX "SET-O-MATIC." Ground glass reflex focusing for critical work plus eye-level coupled split image range finder for speed shots. Exclusive flash "Set-O-Matic" couples mechanism to diaphragm, assures perfect flash pictures automatically. Matched, coated, corrected 3.2 Anastigmat lens. 44mm lens for wider scope. Internal synchronization. T, B, 1/10 to 1/200 second shutter; no-double-exposure device; helical mounted lens and shutter, optical eye-level view finder close to range finder. Film lead catch gets 2 to 4 extra pictures to a roll. New flash gun mount.
33-0195-7462 Camera only. Wt. 4 lbs. . . . . Retail **99.50**
33-0196-735 Leather Carrying Case Wt. 1 lb Retail **10.50**
Flash Gun for above Camera. Ejector type.
33-0197-696 Wt. 1 lb . Retail **9.95**

SPARTAFLEX REFLEX 14-PC. CAMERA OUTFIT. A precision camera featuring the famous f/7.7 Achromat lens. Has new automatic dual-focusing mount with settings for dull, average and bright scenes. Takes 12 big pictures in black-white or color on 120 film. Accommodates all size midget bulbs. Press flash gun into camera—no wires, no adjustments! Includes camera, chrome-ejector flash gun, adapter, 4 GE flash bulbs, 2 Eveready batteries, 120 film, gadget bag, 2 photo books.
33-0174-1997 (Set) **33-0174-1797** (6 or more sets)..... **29.95**



SPARTUS 13-PC. 35mm CAMERA OUTFIT. New f/8.3 coated Achromat lens, 4 lens settings. Easy loading with standard 35mm. color or black-white film. Synchronized for flash. Optical eye-level view-finder. Focusing mount. Automatic exposure counter and film stop. Camera, flash gun, gadget bag, 35mm film, 4 GE bulbs, 2 batteries, 2 books.
33-0161-1497 (Set) **33-0161-1663** (6 or more sets)..... **24.95**
Camera and Gun only. **33-0162-1263** (Ea.) **33-0162-1137** (6, more) **18.95**
Carrying Case only. **33-0162-334** (Ea.) **33-0162-300** (6, more) . . **5.00**

SPARTUS PRESS FLASH 11-PC. CAMERA OUTFIT. World-famous Press Flash is the only camera with a built-in flash unit. No awkward flash shield protruding. New adapter permits use of all size bulbs. Takes eight album-sized pictures, 2¼"x3¼", on black-white, 6 on color. Handy telescopic eye-level view-finder. Striking Gray top. Includes camera, gadget bag, 4 GE flash bulbs, 2 batteries, 120 film, 2 books.
33-0150-997 (Set) **33-0150-897** (6 or more sets)..... **14.95**
Flash Camera only. **33-0151-663** (Ea.) **33-0151-597** (6, more) . . **9.95**
Carrying Case only. **33-0152-267** (Ea.) **33-0152-240** (6, more) . . . **4.00**

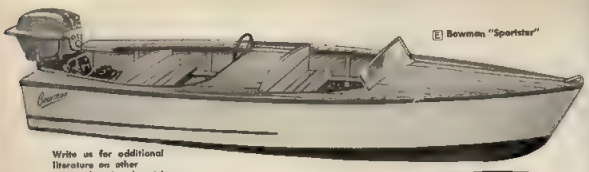


SPARTUS SUPER R-7 REFLEX 14-PC. CAMERA OUTFIT. Super Reflex allows finger-tip focusing from 8 feet to infinity with new Super R1 coated achromat f/7.7 lens. 4 lens settings and the big viewer let you see the picture before you take it. Takes 12 big true-to-life pictures on 120 roll film. Plug-in flash gun—no wires, no brackets. Includes camera, chrome-ejector flash gun and adapter, gadget bag and shoulder strap, 120 film, 4 GE flash bulbs, 2 batteries, 2 flash photo books.
33-0175-1330 (Set) **33-0175-1377** (6 or more sets)..... **22.95**
Camera and Gun only **33-0176-1197** (Ea.) **33-0176-1077** (6, more) **17.95**

X-PANDO GADGET BAG. There's always room for that added equipment with the X-Pando . . . just open the special zipper on the main section or on the outside pocket. Opens to twice its size . . . gives you plenty of room for all your photographic accessories. Made of scuff-proof, waterproof, stainproof Texhyde. Top zipper with lock; brass hardware; carrying strap. 12"x10½"x3½".
33-0601-896 Retail **14.95**

TEXHYDE GADGET BAG. As durable as leather at a low price! Scuff-proof-waterproof-stain-proof. Large outside pocket, roomy inside pockets. Hard bottom. Adj. straps. Full zipLock.
For 35mm., Reflex, 8mm. Movie.
33-0602-111 Size. 9"x10"x3" Retail **10.50**
For 2¼"x3¼" Press-type Cameras.
33-0603-800 Size: 12x10x3¼" Retail **13.75**
For 3¼"x4¼" or 4"x5" Press-type Cameras.
33-0604-896 Size: 14x10½x5" Retail **15.45**

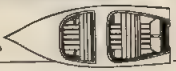
ADJUSTO MOVIE CAMERA CASE. Fits almost any 8 or 16mm. movie camera perfectly. Adjusts in 10 seconds by simple movement of specially designed "Adjusto Block." Finest top grain cowhide in handsome, light "California Tan" shade. Luxurious corduroy inner lining; brass hardware; double stitching. Size: 8¼"x6"x4".
33-0600-1050 ..... Retail **17.95**
As above; in economical, long-wearing Texon.
33-0605-650 ..... Retail **11.00**



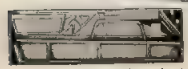
[E] Bowman "Sportster"

Write us for additional literature on other plywood and cedar strip boats, plus boat trailers.

Bowman boats are shipped prepaid from Arkansas

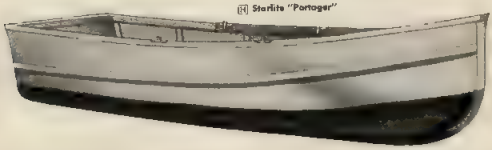


[F] Bowman "Resorter"

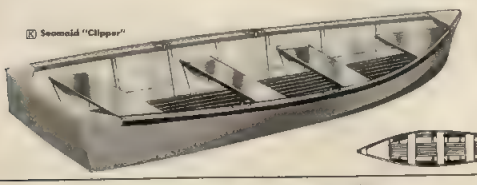


[G] Vagabond

[H] Starlite "Portager"



[K] Seamaid "Clipper"



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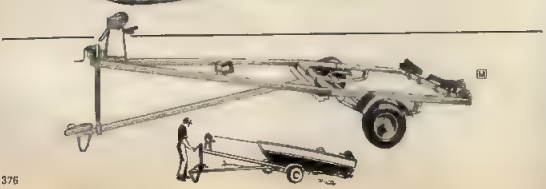


[M]

376

[E] Bowman Flyglas "Sportster" Runabout. Full V-bottom gives amazing performance! Marine plywood construction: ⅜" 5-ply bottom ⅛" sides 3-ply 1⅜" heavy duty transom. Fiber-glass covered seams and joints stay leak-free! No soaking or caulking, no upkeep! Brass fastened Chromed hardware. (Windshield, wheel, not incl.) Cedar deck. White topside, green bottom. 3 seats. Takes up to 25 HP motor. Actual wt. 265 lbs. Price includes freight. 56" beam, 26" deep

80-9509 D25865 14 ft. long **$369.50**

[F] Bowman "Resorter" Fishing Boats. Wide beamed and extra deep! Marine plywood construction. ⅜" 5-ply bottom, ¼" sides, select oak frame. All wood Chemi-seal impregnated, all seams and joints fiber-glass covered Brass fastenings, removable floor mats; solid bow seat Green enamel outside, marine varnish inside Prices incl freight.

80-9525 D11865 14 ft. long, 49" beam, 17½" depth, 4 seats Takes up to 7½ HP motor Actual wt 160 lbs **$169.50**

80-9533 D10465 12 ft. long, 49" beam, 16½" depth, 3 seats. Takes up to 6 HP motor. Actual wt 125 lbs **$149.50**

[G] Vagabond Boat Kits. For car top use. ¼" plywood construction. All materials, instructions. Prices include freight

80-9541 D7315 14 ft. long, 49" beam, 14" depth, 4 seats Actual wt 140 lbs. Takes up to 7½ HP motor **$104.50**

80-9538 D6265 12 ft. long, 42½" beam, 14" depth, 3 seats. Actual wt 110 lbs. Takes up to 5 HP motor **$89.50**

[H] Starlite Aluminum Portager Semi-Vee Bottom. Speedy, lightweight right for car-top carrying Double strength aluminum gunwales, sturdy V keel and full length spray rails. Styrofoam flotations under seats. All seams riveted water tight Inside bottom finished with non-slip material From Indiana.

80-9624 D18950 14 ft. long, 52" beam, 17" deep Actual wt 125 lbs **$200.00**

80-9632 D14950 12 ft. long, 52" beam, 17" deep. Actual wt. 90 lbs **$198.00**

[K] Seamaid Galvanized Steel "Clipper" Combination rounded V bow and flat-bottom stern give stability, eliminate wave slip Stern seat Takes motor up to 8 HP. Green outside, light Green inside From Ind. Wts. are actual

80-9665 D10950 14 ft. long, 50" beam, 17" deep 4 seats Wt. 210 lbs **$144.50**

80-9673 D9950 12 ft. long, 47" beam, 17" deep, 3 seats. Wt. 190 lbs **$129.50**

Seamaid "Silver Star" (not shown). Safe, sturdy, flat bottom galvanized steel resort type boat Styrofoam flotations under seats All metal ribs gunwales reduce repair costs. Will take up to 6 HP motor Gray exterior, Green interior From Ind. Wts. are actual.

80-9681 D8950 14 ft. long, 49" beam, 15" deep, 4 seats. Wt. 210 lbs **$117.50**

80-9699 D7950 12 ft. long 47" beam, 15" deep, 3 seats. Wt. 175 lbs **$104.50**

[L] White Bear Water Skis. Select Ash, specially water-proofed Adjustable foot harness fits sizes 3 to 13 6 ft. for motors less than 22 HP, 5½ ft. for motors 22 HP or more. From Minn.

80-9749 D2263 State 5½ or 6 ft **$33.95**

[M] All Steel Boat Trailers. For boats up to 14 ft long 750 lb capacity. Tilt bed action and positioning control . . . one person can load it! 4.00 wheels, 4-ply tires. Includes: Winch and stand, fenders, padded cradles, skid leg, 2 adjustable rollers, tie down strap, tail-light. license bracket From Wisconsin 190lbs.

80-9764 D13950 With Tilt Action **$181 40**

80-9772 D11450 Trailer without tilt action. 165 lbs **$146.25**

80-9780 D8250 Trailer without tilt action or accessories. Includes cradles and skid leg. 150 lbs **$102 95**

All boats and boat trailers shipped prepaid from Denver and east of Denver. Boat accessories shipped FOB Little Rock, Arkansas.

***Please write on deliveries WEST of Denver.**

Bowman "Manatee" Boat

ALUMINUM MODEL 5114. A new concept in performance . . . the exclusive Bowman combination chine out-classes all other aluminum boats It assures stability. Features extra-full bow for modern forward drive. Extra heavy, full length extruded bilge stringers give a quiet ride and a bottom free from undulation. Protected, properly-designed air tanks provide over 27% more flotation. Extrusions are specially designed and super-strong. Convenient side steering accessory permits the low-priced "Manatee" to handle almost any size motor Roomy storage shelf is built-in beneath the deck With 3-seats. Overall length of the sleek "Manatee" is 14 ft. Measures 56" across the beam. Transom width: 48½". Depth amidship: 23". Bow depth is 28", and the deck length is 22" OBC Rated HP: 25 MPH. Prepaid Denver or east of Denver*

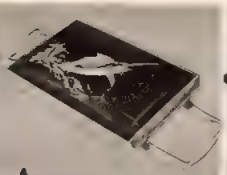
20-5041-29963 Wt. 209 lbs. . . Retail **399.50**

Bowman Aluminum "Rio" Runabout

MODEL 6314E. Buoyant as a breeze . . . it's the sporty, high speed, twin-decked "Rio" runabout. Unusually fast and quick planing . . . wide, deep, and full-sized . . . unique structural design and hull process—it all adds up to superior performance and the smoothest ride you've ever enjoyed! Heavier aluminum hull makes it ideal for roughest water and rugged use. Won't skip, skid, trip, or porpoise. Keel, rub rails, stringers and spray rails are extra heavy . . . impart sturdiness you can't duplicate in aluminum boats. Chemically impregnated wood gunwales and seats. Individual air tanks insure maximum buoyancy . . . 27% more flotation! Bow is extra full for modern forward drive. Fully equipped with custom fitted seat cushions, chrome-trimmed wrap around windshield, complete steering assembly, hardware—bow light and pennant with flag pole, stern light and flag pole combination, ensign flag, set of bow chocks and deck cleat, pair of fender cleats and pair of stern lift handles. Deck is beautifully Red enameled Interior bottom is coated with a special safety non-skid finish. Overall length of the luxurious "Rio" is 14 ft. The beam is 56" wide. Transom width: 46¼". Depth amidship is 23", and bow depth is 28" Deck lengths: 64"—9". OBC Rated HP is 30 MPH Prepaid from Denver or east of Denver*. Wt. 229 lbs.

20-5039-54713 Fully Equipped.....Retail **729.50**

20-5040-41213 Model 6314. Not Equipped . . . . . Retail **549.50**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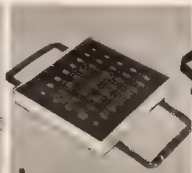

B

C

D

1956 U. S. Coast Guard Approved Boat Cushions

These cushions conform to the latest U S C. G. regulations governing the manufacture of life-saving cushions. Each contains 4 separate compartments filled with Grade A Kapok, sealed in vinyl casings.

(A) 21" OVERSIZE DELUXE BOAT CUSHION. Leatherette covering with design. Saran boxing. 13"x20"
20-3550-439 (Each) Wt. 2 lbs.
20-3550-415 (6 or more) . **6.95**

(B) 15" STANDARD BOAT CUSHION. Tartan plaid with reinforced life saving straps. Covering is Red and Black vinyl with heavy White welt construction. 15" x 15" x 2".
20-3551-337 (Each) Wt. 2 lbs.
20-3551-317 (6 or more) **5.35**

(C) FISHERMAN'S FAVORITE CUSHION. Fabric is water repellent . cool . . mildew, spot and stain resistant. Double stitched grab straps. 14"x17"x2"
20-3553-365 (Each) Wt. 2 lbs.
20-3553-339 (6 or more). **5.75**

(D) SPECIAL MARINE BOAT CUSHION. Enjoy easy-chair comfort and save Vinyl plastic covering is water-proof and scuff-proof. Will not crack or peel . . . defies spots, stains, and mildew. Hand stuffed with finest Kapok filling for utmost comfort. Double stitched grab straps give added strength Size: 15"x15"x2". Wt. 2 lbs.
20-3552-247 (Each)
20-3552-233 (6 or more) **3.95**

Bowman "Orleans" Utility Boat

1956 MODEL 7114. For fun on the water, here's your best buy in a low-priced utility boat. It's the sharp-looking, leak-free "Orleans" by Bowman. And a mighty trim craft it is, too! Features the famous Bowman non-tip design that keeps you whizzing along on even keel in choppy water, no matter how tight you turn or how heavy the load you carry. Construction is sensational fiberglas and solid core resin bonded 5-ply ¾" bottom and ¼" sides. Heavy duty 9-ply 1⅜" transom is supported by oversize quarter and transom knees—trouble-free performance with largest motors. Brass fastened for salt water boating. In addition, the spruce new "Orleans" is engineered to provide natural flotation for maximum safety and styled to perform admirably with a wide range of motors—the smallest to the largest, giving you a soft, spray-free ride every time. Deep enough to accommodate seats that do not cramp legs. Matched 29" dark Red mahogany deck with handy built-in dry storage space beneath. Attractive Cream colored vinyl coaming. Length: 14 ft. Measures 56" across the beam. Transom width is 52⅜". Depth amidship: 21". Bow depth: 25". OBC Rated HP is 25 MPH. The Bowman "Orleans" has three roomy seats. An ideal craft for the amateur trying out his "sea legs", the veteran boating enthusiast, and the fisherman and duck hunter, and at this low price, it's the perfect choice for use on weekends at the lake, vacations, and for pleasure at sea. Freight prepaid from Denver or east of Denver.* Wt. 230 lbs.

20-5042-26213. . . . Retail **349.50**

Ply-Glas Boat Hull

BOWMAN "GENEVA" HULL. Ready answer for the enthusiast who wants to personalize his craft without labor and the uncertainty of hull building. Ply-glas hulls are completely constructed. A 9-ply heavy-duty transom is properly installed. Machine sanded and Fiberglas-covered seams and joints form a 1-piece, leak-free hull that never needs soaking, caulking, or upkeep. Seats are shaped. Pre-assembled deck requires only placement of edge trim boards to complete. Deck is located merely by driving a few screws. Complete, except paint. Hull is solid core resin-bonded marine plywood; ⅜" 5-ply bottom and ¼" 3-ply sides. Mahogany deck. Brass fastened. 14 ft. long. 56" beam width; 88" deck. Prepaid from Denver or east of Denver.* Wt. 245 lbs.

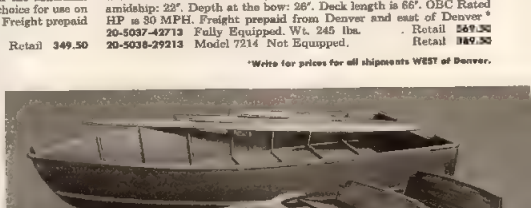
20-5044-20962 . Retail **279.50**

Bowman "Geneva" Runabout

1956 MODEL 7214E. Enjoy carefree cruising! Fast . . leak-free . . lightweight for easy manuevering, but ruggedly built to last for years. Ideal for fishing and cruising or duck hunting, here's a lot of quality-built boat for a little money. Bowman's bottom design gives you the smoothest, spray-free ride ever . . full "V" shape eliminates skipping, skidding, hopping, tripping and porpoising. Safer to ride, because it's practically tip-proof, even on rough water. Deck is beautiful matched dark Red mahogany trimmed and protected by durable vinyl plastic coaming in rich Cream color. Brilliant White topside, Green bottom, and Red splash rails. Bow lift handle and bow winch ring are highly polished. Inside is coated with new super-tough plastic finish for enduring beauty. Latest fold-down seats fitted with handy swim suit and towel rack. Brass fastened for salt water. Full equipment includes factory-installed custom-fitted seat cushions; chrome-trimmed wrap around windshield; complete steering assembly; hardware—bow light and pennant with flag pole, stern light with flag pole combination and ensign flag, set of bow chocks and deck cleats and a pair of stern lift handles. The natty "Geneva" runabout has 3 seats. Overall length is 14 ft. The width across the beam is 56", and the transom width is 52⅜". Depth amidship: 22". Depth at the bow: 26". Deck length is 66". OBC Rated HP is 30 MPH. Freight prepaid from Denver and east of Denver *

20-5037-42713 Fully Equipped. Wt. 245 lbs. . Retail **549.50**
20-5038-29213 Model 7214 Not Equipped. Retail **389.50**

***Write for prices for all shipments WEST of Denver.**



Bradley YOUNGTIMERS

THRIFTY WATCH VALUES

THE BARTON. Smart, dependable timepiece. Round silvertone dial, gilt numerals. Chrome plated case. Stainless steel back. Expansion Bracelet.
2301J465 Retail $6.85

THE BRAD Handsome Chrome plated slim case. Round dial with gilt numerals. Stainless steel back. Genuine leather strap.
2312J407 Retail $5.95

WATER-RESISTANT 1-JEWEL Attractive rugged, smart, slim, Chrome plated case. Stainless steel back. Silvertone dial. Luminous numerals and hands. Genuine leather strap.
1431J1685 Retail $9.95

WATER-RESISTANT 1-JEWEL Same as above with matching Expansion Bracelet.
1431J1730 Retail $10.95

COPLEY 2-JEWEL A truly distinctive de luxe timekeeper at modest cost. Rich Gold finished case. Matching Expansion Bracelet. Stainless steel back.
1431J1597 Retail $8.95

COPLEY 2-JEWEL Same watch as above with Chrome plated case and matching Expansion Bracelet.
1431J1530 Retail $7.95

PENDANT FOB WATCH Dainty Bow-pin and exquisite watch smartly Bouliqued with brilliant rhinestones and simulated pearls. Round, slim Gold finished case with clear faced white dial.
1431J1530 Retail $7.95

SUPERMAN

Reg. U.S. Pat. Off.

WATCHES for BOYS and GIRLS

THE SUPER Chrome plated case. Stainless steel back. Leather strap with insignia and fittings.
1431J1338 Retail $4.95

SUPER DELUXE Same as above with Expansion Bracelet.
1431J1407 Retail $5.95

It's Animated!

DANCING *Ballerina* WRIST WATCH

Colorful ballerina on dial tells time as she dances. Smart round lustrous Chrome plated case with Stainless steel back. Tailored blue Nylon stretch band trimmed with light blue leather endpieces. Excitingly packaged in a 3-dimensional, full color, Clear-Vue presentation gift box.
1431J2465 Retail $6.95

OFFICIAL

Robin Hood

WRIST WATCHES

Lustrous Chrome plated slim oblong case. Stainless steel back. Leather strap. The 3 ring scenes of Robin Hood beautifully illustrated in 3 dimensions, full color. Clear-Vue presentation gift box.
1431J1338 Retail $4.95

Bradley TIME

DAVY CROCKETT by Bradley

WRIST WATCHES

FRONTIER-SCOUT. Slim, oblong Chrome plated case. Stainless steel back. Genuine leather strap and western fittings. In captivating 3-dimensional, full color, Clear-Vue presentation gift package.
1431J1338 Retail $4.95

DELUXE FRONTIER-SCOUT. Same as above with matching Expansion Bracelet.
1432J1407 Retail $5.85

KING OF THE COWBOYS

Roy Rogers

OFFICIAL
WRIST WATCHES and JEWELRY SETS

America's favorite Western Star and his horse Trigger colorfully reproduced on Autographed Dial. Thrilling gifts for every youngster.

Advertised in LIFE POST LOOK

N B C. TV coast to coast!

NEW! OFFICIAL

ROY ROGERS DeLuxe Round Expension. Gold finished smart, slim case with matching Expansion Bracelet. Stainless steel back. In 3-dimensional, full-color, Clear-Vue gift box.
143041465 Retail $8.95

ROY ROGERS DeLuxe Round. Same Gold finished watch as above with genuine leather Western strap and fittings.
143031407 Retail $5.95

ROY ROGERS Slim Oblong. Lustrous Chrome plated case. Stainless steel back. Genuine leather strap and Western fittings. Excitingly packaged in a unique 3-dimensional full color Clear-Vue gift box.
143002338 Retail $4.95

ROY ROGERS Deluxe Oblong Expansion. Slim Chrome plated oblong case. Matching Expansion Bracelet. Stainless steel back. In captivating 3-dimensional, full color, Clear-Vue gift box.
143021407 Retail $5.95

NEW! OFFICIAL

ROY ROGERS "BOOTS & SADDLE" JEWELRY and WRIST WATCH SET. Features Chrome plated watch with matching Expansion Bracelet, Official Roy Rogers Boots & Saddle cuff links and tie bar in rich Rhodium Finish. Packaged in exciting 3-dimensional, full color, Clear-Vue presentation gift box.
143011500 Retail $7.50

QUEEN OF THE WEST

Dale Evans

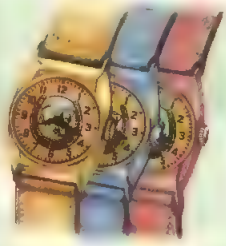
OFFICIAL
WRIST WATCHES and JEWELRY SETS

Dale Evans and her pal, Buttermilk, colorfully reproduced on Autographed Dial. Exciting gifts for Young Westerns.

Bradley TIME

NEW! OFFICIAL

DALE EVANS "LUCKY HORSE SHOE" JEWELRY and WRIST WATCH SET. Features a dainty western style Official Dale Evans "Lucky Horse Shoe" necklace in rich Rhodium finish, a Lustrous Chrome plated wrist watch with matching Expansion Bracelet. In Clear-Vue, 3-dimensional, full color presentation gift package
143091500 Retail $7.50



DALE EVANS Colorful Western. Choice of Blue, Pink Enamel or Gold Finished cases with matching leather strap in exciting 3-dimensional, full color, Clear-Vue gift box. Specify color when ordering.
143071407 Retail $5.95

DALE EVANS DeLuxe Round Expansion. Gold Finished case with matching Expansion Bracelet. Stainless steel back. In 3-dimensional, full color, Clear-Vue gift box.
143061485 Retail $8.95

DALE EVANS Slim Oblong. Lustrous Chrome plated case. Stainless steel back. Genuine leather strap and Western fittings. Excitingly packaged in a unique 3-dimensional, full color, Clear-Vue gift box.
143081338 Retail $4.95

DALE EVANS DeLuxe Oblong. Same as above with matching Expansion Bracelet.
143051407 Retail $5.95

Prices are subject to 10% Federal Excise Tax

SUPERMAN

Reg. U. S. Pat. Off.

WATCHES for BOYS and GIRLS

SUPER. Chrome plated case. Stainless steel back. Strap with Superman insignia and fittings.

15-01 11 X330
Retail $4.85

DE LUXE. Expansion bracelet model. Chrome plated case. Stainless steel back.

15-01 10 X480
Retail $5.95

OFFICIAL *SUPERMAN* SWEEP STOP POCKET WATCH

Sweep second hand with slide stop for split-second timing. Chrome plated case. Unbreakable crystal. Shock resistant. Rugged timekeeper.

15-01 21 X205
Retail $3.95

CORBETT DE LUXE. Stainless steel expansion bracelet. Chrome plated case, stainless steel back.

15-01-17 X483
Retail $8.95

CORBETT CADET, not illustrated. Same as above with Space design strap and fittings.

15-01 16 X330
Retail $4.85

DAVY CROCKETT by Bradley

WRIST WATCHES

FRONTIER-SCOUT. With leather strap. Chrome plated case. Stainless steel back. Western fittings.

15-01-28 X335 Retail $4.95

DE LUXE FRONTIER-SCOUT (Not illustrated) Same as above with matching de luxe expansion bracelet.

15-01-29 X483 Retail $6.85

Copr. National Comics Pub., Inc.

NEW! DANCING Ballerina

It's animated! Hour and minute hands are the ballerina's legs. Tells time as she dances. Lustrous Chrome plated case. Stainless steel back. Trim tailored matching band.

15-01 23 X483
Retail $8.95

Bradley YOUNGTIMERS THRIFTY WATCH VALUES

THE BARTON Handsome, dependable time piece. Round silvertone dial with gold finish numerals. Chrome plated case, stainless steel back. Expansion bracelet.

15-01 15 X480
Retail $5.95

THE BARTON (not illustrated) Genuine leather Strap.

15-01 14 X330
Retail $4.95

JEWELED WATERPROOF. Attractive, rugged he-man styling. Smart slim Chrome plated case. Stainless steel back. Silvered dial. Luminous numerals and hands. Genuine leather strap.

15-01-24 X330
Retail $10.95

JEWELED WATERPROOF (not illustrated) with matching expansion bracelet.

15-01-25 X800
Retail $11.95

COPLEY 2 JEWEL. A really distinctive Deluxe time keeper at modest cost. Rich gold finish case. Stainless steel back. Matching expansion bracelet.

15-01-27 X597
Retail $8.95

COPLEY 2 JEWEL as shown above with Chrome case and matching expansion bracelet.

15-01-26 X483
Retail $6.85

Prices are subject to 10% Federal Excise tax.

Many Happy Trails
Roy Rogers
&
Trigger

DE LUXE OBLONG. Slim case Chrome plated. Stainless steel back. Expansion bracelet.

15-01-01 X400
Retail $5.95

THIN ROUND Chrome plated case. Stainless steel back. Genuine leather western strap.

15-01-04 X330
Retail $4.95

DE LUXE THIN ROUND (not ill.) with 10KT ROLLED GOLD Case Leather strap

15-01-05 X400
Retail $5.95

DE LUXE PLAQUE
Stainless steel, expansion bracelet with engraved signature of Roy Rogers and Trigger Chrome plated case. Stainless steel back

15-01-03 X483
Retail $6.95

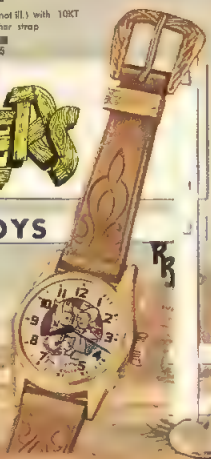
OFFICIAL ROY ROGERS SWEEP STOP POCKET WATCH
Sweep second hand with side stop for split second timing Chrome plated case Unbreakable crystal Shock resistant Rugged timekeeper

15-01-19 X265
Retail $3.95

KING OF THE COWBOYS

ROY ROGERS

WATCHES FOR BOYS



NEW DOUBLE-R 2 JEWEL DE LUXE
Ultra modern round thin lustrous gold finish case. Stainless steel back. 5 vertone dial. Matching western fittings.

15-01-20 X463
Retail $8.95

LIFE
Advertised in BOTH!
LOOK

QUEEN OF THE WEST

Dale Evans

WRIST WATCHES FOR GIRLS

Roy + Dale
ON N.B.C. TV
COAST TO COAST

DE LUXE OBLONG.
Expansion bracelet Smart, thin Chrome plated case. Stainless steel back.

15-01-05 X400
Retail $5.95

SLIM ROUND Chrome plated case. Stainless steel back. Smart round dial Genuine leather western strap and fittings.

15-01 06 X330
Retail $4.95

DE LUXE SLIM ROUND (not ill.) with 10KT. ROLLED GOLD CASE Leather strap.

15-01 08 X400
Retail $5.95

DE LUXE EXPANSION ROUND.
Chrome plated slim case Stainless steel back Smart round dial. Stainless steel expansion bracelet

15-01 07 X463
Retail $8.95

Prices are subject to 10% Federal Excise tax

SUPERMAN

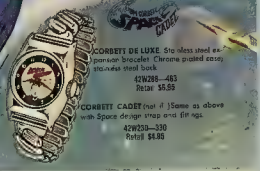
Reg. U. S. Pat. Off.

WATCHES for BOYS and GIRLS

SUPER. Chrome plated case. Stainless steel back. Strap with Superman insignia and fittings.
42W289—330
Retail $4.95

DE LUXE. Expansion bracelet model. Chrome plated case. Stainless steel back.
42W280—400
Retail $5.95

OFFICIAL *SUPERMAN* SWEEP STOP POCKET WATCH
Sweep second hand with slide stop for split-second timing. Chrome plated case. Unbreakable crystal. Shock resistant. Rugged timekeeper.
42W249—265
Retail $5.95



CORBETT DE LUXE. Stainless steel expansion bracelet. Chrome plated case, stainless steel back.
42W288—463
Retail $6.95

CORBETT CADET (not illustrated) Same as above with Space design strap and fittings.
42W230—330
Retail $4.95

DAVY CROCKETT by Bradley

WRIST WATCHES

FRONTIER-SCOUT. With leather strap. Chrome plated case. Stainless steel back. Western fittings.
42W306—395 Retail $4.95

DE LUXE FRONTIER-SCOUT. (Not illustrated) Same as above with match-ing de luxe expansion bracelet.
42W307—493 Retail $6.95

Copr. National Comics Pub. Inc.

NEW! DANCING Ballerina

It's animated. Hour and minute hands are the ballerina's legs. Tells time as she dances. Lustrous Chrome plated case. Stainless steel back. Trim tailored matching band.
42W304—463
Retail $6.95

Bradley YOUNGTIMERS THRIFTY WATCH VALUES

THE BARTON. Handsome, dependable time piece. Round silvertone dial with gold finish numerals. Chrome plated case, stainless steel back. Expansion bracelet.
42W264—400
Retail $5.95

THE BARTON (not illustrated) Genuine Leather Strap.
42W282—350
Retail $4.00

JEWELED WATERPROOF. Attractive, rugged he-man styling. Smart sun Chrome plated case. Stainless steel back. Silvered dial. Luminous numerals and hands. Genuine leather strap.
42W117—720
Retail $10.95

JEWELED WATERPROOF (not illustrated) with matching expansion bracelet.
42W118—890
Retail $11.95

COPLEY 2 JEWEL. A really distinctive Deluxe time keeper at modest cost. Rich gold finish case. Stain ess steel back. Match ng expansion bracelet.
42W33—597
Retail $8.95

COPLEY 2 JEWEL as shown above with Chrome case and match-ng expansion bracelet.
42W28—493
Retail $6.95

Prices are subject to 10% Federal Excise Tax.

DE LUXE OBLONG. Sm m case Chrome plated. Stainless steel back. Expansion bracelet

42W281—400
Retail $5.95

THIN ROUND Chrome plated case. Stain ess steel back. Genuine leather western strap.

42W168—330
Retail $4.95

DE LUXE THIN ROUND (not ill.) with 10KT. ROLLED GOLD Case. Leather strap.

42W256—490
Retail $5.95

DE LUXE PLAQUE. Stainless steel expansion bracelet with engraved signature of Roy Rogers and Trigger. Chrome plated case. Sta nless steel back.

42W211—483
Retail $6.95

OFFICIAL ROY ROGERS
SWEEP STOP POCKET WATCH

Sweep second hand with slide stop for split-second timing. Chrome plated case. Unbreakable crystal. Shock resistant. Rugged timekeeper.

42W255—285
Retail $3.95

KING OF THE COWBOYS

ROY ROGERS

WATCHES FOR BOYS

NEW! DOUBLE-R 2 JEWEL DE LUXE

Ultra modern round, thin lustrous gold finish case. Sta n less steel back. Silvertone dia Matching western fin ngs.

42W276—463
Retail $6.95

LIFE
Advertised in BOTH!
LOOK

QUEEN OF THE WEST

Dale Evans

WRIST WATCHES FOR GIRLS

DE LUXE OBLONG
Expansion bracelet Smart, th n Chrome plated case Stainless steel back.

42W292—400
Retail $5.95

SLIM ROUND. Chrome plated case Stainless steel back. Smart round dial Genuine leather western strap and fittings

42W186—330
Reta $4.50

DE LUXE SLIM ROUND (not ill.) with 10KT ROLLED GOLD CASE leather strap

42W257—400
Retail $5.95

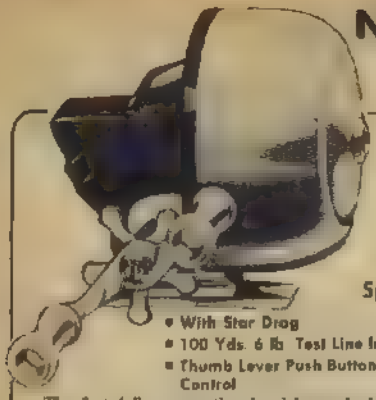
Roy + Dale
ON N.B.C. TV COAST TO COAST

DE LUXE EXPANSION ROUND
Chrome plated s m case Sta nless stee back. Smart round dial. Stainless stee expansion brace et.

42W132—483
Retail $6.95

Prices are subject to 10% Federal Excise tax

NATIONALLY FAMOUS
SPINNING REELS

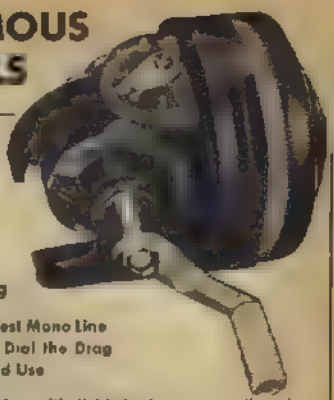


BRONSON Fully Automatic Spin King Spinning Reel

- With Star Drag
- 100 Yds. 6 lb. Test Line Installed
- Thumb Lever Push Button Feathering Control

The first fully automatic, closed face spinning reel with star drag. Forget about line twist—the Spin King spool never turns, so line can't twist. Line feathering control is top—no rubber snapping or grabbing. Smoothest thumb lever action ever devised. Precision machined spiral gears, self lubricating bearings, automatic 4 pound line pick up, non reverse handle. Anodized aluminum spool housing, ebony plastic, aluminum trim. Reel spool filled with 100 yds. 6 lb. test Mono line. Wt. 10 oz.

No. 632. List $19.95. Dealer's each.. .. .. **11.97**



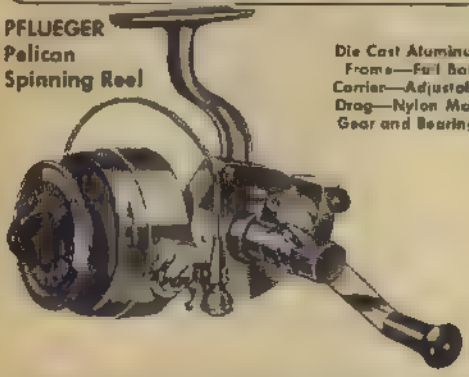
JOHNSON Century For Spinning, Casting or Fly Fishing

- Equipped with 6 lb. Test Mono Line
- With Selecto-Dial to Dial the Drag
- For Right or Left Hand Use

Now—a positive, smooth drag with dial indicator to assure the spin fisherman the same adjustment—every time. Selecto-Dial drag adjustment, right or left hand retrieve, dual anti reverse. Plus click control, simplified change-easy spool. Die-Chromed hardened rotor, Tungsten Carbide pick-up pin and rugged precision construction. With full spool. Set up for rod and reel right or left hand operation. Corrosion proof. So perfect experts choose it, so simple a child can operate it. Wt. 8 oz.

No. 600. List $17.95. Dealer's, each **10.77**

PFLUEGER Pelican Spinning Reel

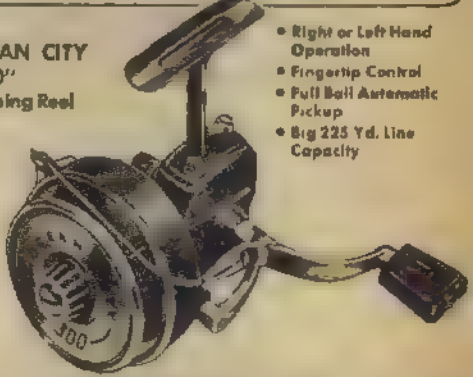


Die Cast Aluminum Frame—Full Bail Carrier—Adjustable Drag—Nylon Main Gear and Bearings

The Pflueger Pelican is chromium plated on aluminum finish. Makes reel highly resistant to corrosion. Lightweight—aluminum frame, bail carrier and spool. Spool holds 150 yards. 6 lb. mono. Line guide in line holder keeps line from ballooning. Drag can be adjusted while playing fish with the folding crank. Full bail of stainless steel. Precision nylon main gear with metal pinion gear. Rests on nylon main gear. Stainless steel pinion gear. Nylon bearings at 4 gear ratio—line recovery 20" per revolution of crank. Anti-reverse. Spool does not reciprocate. Wt. 10 oz.

No. 2501. List $22.95. Dealer's, each .. **13.77**

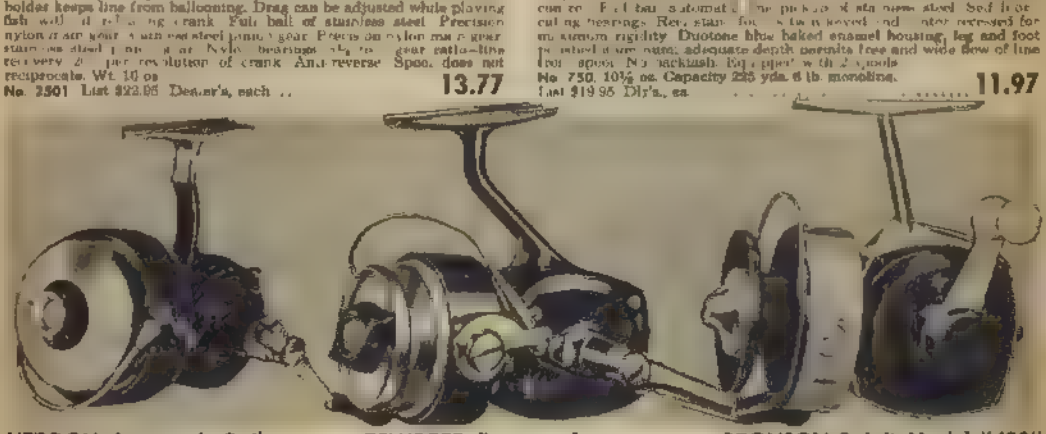
OCEAN CITY "300" Spinning Reel



- Right or Left Hand Operation
- Fingertip Control
- Full Bail Automatic Pickup
- Big 225 Yd. Line Capacity

Made of durable, lightweight diecast aluminum. Handle easily removed to convert reel from right to left hand operation. Adjustable drag has oversize clutch for positive pressure. Anti-reverse fingertip control. Full bail automatic line pick-up of stainless steel. Self lubricating bearings. Rear stainless steel grooved and center recessed for maximum rigidity. Duotone blue baked enamel housing, leg and foot polished aircraft nickel; adequate depth permits free and wide flow of line from spool. No backlash. Ball bearing with 2 spools.

No. 750. 10½ oz. Capacity 225 yds. 6 lb. monoline. List $19.95. Dlr's., ea. **11.97**



HEDDON Automatic Bail Spin Pal Spinning Reel

- 200 yd. Line Capacity
- Bronze Gears

The automatic Spin-Pal is really a pleasure to operate. When handle is reversed, bail moves smoothly out of the way. Simply pick up line, reverse handle and cast. Oversize clutch gives smooth positive drag. Anti-reverse button. Holds 200 yds. 4 lb. mono line. Each turn retrieves 18" of line. Bronze gears. Cast aluminum frame for salt water protection. Ribbed rod clip insures firm grip on shipping rod. Weight 12 oz.

No. 737. List $25.00. Dlr's., each **15.00**

PFLUEGER Freespeed Spinning Reel

- Die Cast Aluminum Body
- Full Bail Pickup

Drag is located on front of spool and has smooth, slow, take-up. Anodized aluminum spool. Die-cast aluminum frame and bail carrier for rugged service. Baked-on finish, corrosion resistant. Highest quality stainless steel full bail and line roller for lifetime wear. Gear ratio 3½ to 1, retrieves 20" per crank revolution. Capacity 150 yds. 6 lb. test line. 11 oz.

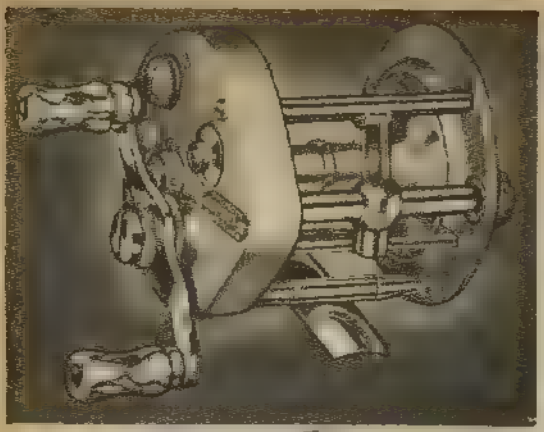
No. 2497. List $14.95. Dlr's., ea. **8.97**

BRONSON Spinit Model "400" Spinning Reel

- Adjustable Fingertip Drag
- Full Bail Pickup

Has smooth, geared action drag. Drag button adjusts in action. Pinion gear is beveled nylon—shaft bearing, nylon. Full bail pickup. Hardened roller guide. Non-reverse crank button. 4 to 1 retrieve ratio. Black anodized aluminum spool and plates with satin finish aluminum frame. Pinch free line device. Capacity 175 yds. 6 lb. test monofilament. Weight 10 oz.

No. 631. List $17.95. Dlr's., ea. **10.77**



Famous PFLUEGER FISHING REELS

PFLUEGER "Supreme"

- **Instant Action—Perfect Balance**
- **Sensitive Dial Regulator for Backlash**
- **Attractive Satin Nickalum Finish**

An extremely popular reel, designed and made with rare skill! Sensitive response, instant action, perfect balance—lightweight one-piece Nickalum spool starts and stops quickly with no momentum to over-run sensitive dial regulator for backlash. Level wind mechanism made and fitted with greatest accuracy; rustproof steel shaft and half nut—all Diamolite chrome coated. Unique oiling system. Kit includes cork arbor, screwdriver, rubber back plate ring, leather bag, oil, grease, handle grips attractive satin Nickalum finish. Wt. 7 oz. Capacity 155 yds. 15 lb. test line.

No. 2524. List $35.00. Dealer's, each **21.64**

PFLUEGER "Akron"

A fine level-winding anti-back-lash reel at a popular price with built-in Pflueger quality for excellent service. Has brass gears and bronze bearings. Quadruple multiplying design, level wind mechanism made for long service. Extra wide phosphor bronze line guide recess at both ends permits laying line full width and easy button regulates anti-backlash device automatically thumbs reel same as drag or open reel. Polished Diamolite finish. Wt. 8¾ ozs. Line capacity 150 yds. .5 lb. test line.

No. 2516. List $11.50. Dealer's, each **6.90**

PFLUEGER "Rocket" with Star Drag

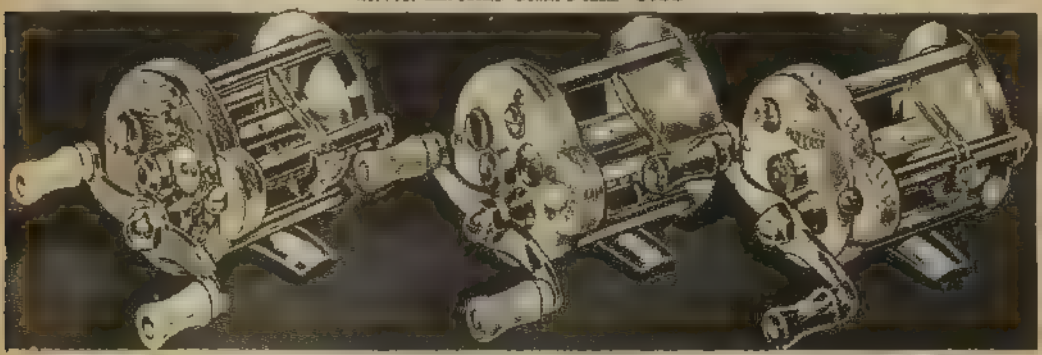
The highest quality materials and workmanship have gone into the Rocket reel to produce one of the most accurate, sensitive casting reels ever made. Suitable for either salt or fresh water fishing. Has anti-backlash level wind, star drag, spiral cut gears, bronze bearings, Diamalloy pivots, polished Diamolite finish. Tension oil cups permit adjustment of end play of spool as desired. Level wind mechanism can be removed without taking reel apart. An ideal reel for lake trolling or surf casting. Line capacity 250 yds. 15 lb. test line. Wt. 14 ozs.

No. 798. List $14.25. Dealer's, each. **8.55**

PFLUEGER "Trump"

A fine, accurate, sensitive reel for the man who knows and wants Pflueger quality. "Trump" is a level-wind, anti-backlash reel, quadruple multiplying type, built for long wear and satisfactory service. Anti-backlash operated by knurled button near edge of front cap. Screw tension adjusts. Simple smooth operation are the big features! Hardened steel pivots, adjustable sliding click, steel pinion, jeweled tension oil cups. Polished Diamolite finish, pyralin handles. Line capacity 145 yds. 15 lb. test line. Wt. 7 ozs.

No. 2529. List $6.95. Dealer's, each **4.17**



PFLUEGER "Summit"

High in popular favor—level-wind and anti-backlash design, compact and convenient in size, easy to palm. Extra wide line guide of phosphor bronze with shoulder on both sides for longer service, recess at both ends permits laying line full width of spool. Level-wind mechanism designed for long satisfactory wear, parts heavily Diamolite chrome coated. Indicator button regulates anti-backlash device, automatically thumbs the spool and stops it at proper moment. Used as a drag in trolling or open reel. New greasing disc, tension oil cups, rustproof. Adjustable sliding click. Bronze gear. Line capacity 150 yds. 15 lb. test line.

No. 2525. Wt. 7¾ oz. List $15.25. Dealer's, each **9.15**

PFLUEGER "Nobby"

Made almost entirely of strong aluminum alloy extremely light weight for greatest possible ease in handling, and highly resistant to corrosion. Light weight spool adds to sensitivity and response. With extra wide line guide of phosphor bronze with shoulder on both sides. Level-wind, anti-backlash design, quadruple multiplying type, large Diamalloy pivots, bronze bearings and cut gear steel pinion. Indicator button regulates anti-backlash device, automatically thumbs spool. Line capacity 150 yds. 15 lb. test line. New greasing disc, tension oil cups, adjustable sliding click. Satin finish Nickalum, polished Diamolite trim.

No. 2510. Weight 8¾ ozs. List $13.25. Dealer's, each. **7.95**

PFLUEGER "Skilkast"

Perfectly balanced level-winding, mechanical thumber reel, quadruple multiplying type with extremely light weight aluminum spool that starts quickly, spins freely, does not over-run. Cork arbor cemented to spool. Adjustable mechanical thumber does away with thumbing after cast is started; operates only when line is running out. Line capacity 150 yds. 15 lb. test line. Gives distance without over-run or back-lash. Replaceable bearings for double thread shaft, wide line guide, with recess at both sides to permit laying line full spool width. Phosphor bronze line guide. Polished Diamolite finish.

No. 2534. Wt. 8 oz. List $12.50. Dealer's, each **7.50**

Elegant Dinnerware

SILVER MIST

Unusually simple pattern with luxurious platinum edges. Taylor, Smith & Taylor quality, with design by John Gilkes. 53 pc set consists of 8 cups, 8 saucers, 8 soup plates, 8 large platters, 8 small platters, 8 dessert dishes, sugar bowl, creamer, large serving platter and large vegetable bowl Goes perfectly with any color scheme

No 1047—53 Piece Service For Eight **List $59.50**

GOLDEN WHEAT

Gorgeous wheat design with 24 kt gold trim A new era in smart dining by Taylor, Smith & Taylor brings you this gorgeous pattern to grace the finest table You'll be proud to serve on this 53 pc set, full service for 8 which consists of 8 each of cups, saucers soup plates, large platters, small platters and dessert dishes Also matching sugar and creamer set, large serving dish and vegetable bow

No 1046—53 Piece Service for Eight **List $59.50**

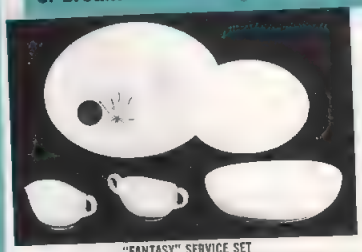
53 PIECE DINNERWARE SET

Famous dishes by Taylor Smith and Taylor in a striking pattern Beautiful flower center on each piece Green border with 24 kt gold trim. Full service for 8 includes 8 each cups, saucers, soup plates, large platters small platters and dessert dishes Also one sugar and creamer, large serving dish and vegetable bowl

No 1045—53 Piece Service for Eight **List $49.95**

BROOK PARK...

Melmac Dinnerware — guaranteed safe in dish washers, won't chip, crack or break!



"FANTASY" SERVICE SET

5 pc completion service set to blend with "Fantasy" dinnerware by Brookpark Contains large & small platters, vegetable bowl, sugar & creamer made of unbreakable Melmac.

No. 1053 **List $15.95**

"FANTASY" BY BROOKPARK

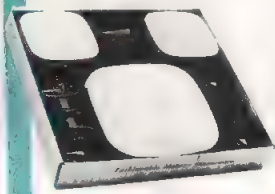
Decorated translucent unbreakable Melmac by Brookpark. Unusual Fantasy design moded in, can't wear or wash off 16 Pc starter set consists of 4 each dinner plates cups, saucers and dessert bowls. In turquoise and white combination

No 1052 **$17.95**

"MODERNE" SERVICE SET

A stunning service set to go with "Moderne" Melmac by Brookpark Set contains large platter 2 vegetable bowls, covered sugar and creamer Choice of pink and black combination or turquoise & white combination Please specify colors

No 1051 **List $14.95**



BROOKPARK "MODERNE"

16 Pc starter set of unbreakable Melmac dinnerware by Brookpark in an ultra modern design Set consists of 4 dinner plates 4 cups, 4 saucers and 4 dessert bowls Available in combination sets of pink and black or turquoise and white Please specify colors

No. 1050 **$15.95**

BRUMBERGER

THE *Buy Word* FOR QUALITY AND VALUE!

New!

–for little "BUSYBODIES!"

#213...Battery Operated

HOOVER

Vacuum Cleaner

An exact, motorized scale model of the original!

—really picks-up dirt!

A fabulous action toy... just the thing for little girls who like to play grown-up. Absolutely SAFE! Operates on flash-light batteries... does not have to be plugged into electric socket!

Miniature motor really works! It hums, puffs-up and fills-up the bag... and it lights up, too!

Ruggedly constructed! Attractive two-tone housing is molded of practically unbreakable Hi-Impact Styrene.

#213 HOOVER Vacuum Cleaner
—complete with batteries!

$10.00 LIST Packed 6 to the master carton
Shipping wt. 22 lbs.

Western Union RADIO-TELEGRAPH TRANSMITTERS!

They BUZZ — BLINK — and Click!

#164—SINGLE UNIT: Excellent for premiums, 5 & 10's with $1.00 limit. As a self-liquidating premium it can be mailed to anywhere in the U.S.A. for 8c.
Packed 4 doz. to the master carton.
Shipping wt. 20 lbs. **$1.00 LIST**

#165 DOUBLE UNIT. For Variety and Hardware stores where batteries and wire are handled as separate items.
Packed 2 doz. to the master carton.
Shipping wt. 20 lbs. **$2.00 LIST**

TOY DEALERS

To help your selection we recommend our #200 Deluxe Sets, complete with wire, batteries and self-selling display carton. Our sales records prove they outsell our #164 and #165 models more than 4 to 1.

BRUMBERGER THE *Buy Word* FOR QUALITY AND VALUE SINCE 1904

New!

FULL 8½" x 7" x 4½" SIZE

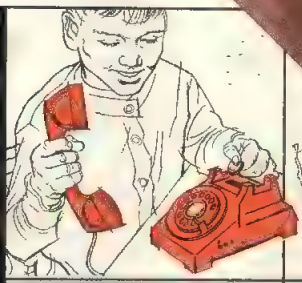
#305 Telephone AND Bank!

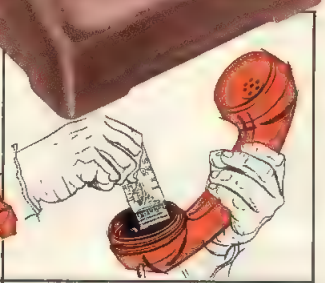
DIAL TURNS—BELL RINGS!

Outstanding! Sells on Sight!

Combines the PLAY value of a phone . . . the money saving value of a BANK!

$2.00 LIST





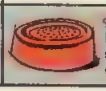
#305 Phone Bank. Latest, official desk style. Molded of practically unbreakable Hi-Impact Styrene. Base contains a steel plate with a strong steel door with sturdy lock and key.

Individually and colorfully packaged in a self-mailing, corrugated carton.

COLORS. Black, Red and Yellow

Packed 12 to the master carton
Shipping wt. 14 lbs.

TERRIFIC CAPACITY! Holds over $100.00 in coins and dollar bills!



SECRET COMPARTMENTS! Both mouth and earpieces unscrew...messages and money can be hidden in the handle.

#300 *New!* King Size Mail Box Bank

— Looks and Operates like the Original

$2.00 LIST CONSTRUCTED OF HEAVY GAUGE STEEL

COLORS: Red, Blue, Post Office Green.
Packed 12 to the master carton.
Shipping wt. 23 lbs.

SIZE: 4½" x 4½" x 9"

Handsome and unusual toy bank with an immense appetite for coins and bills. Package drop handles bills . . . letter slot, all coins! The removable front panel, just like the real thing, is fitted with a strong lock and key. Front is also decorated with a gold-bordered mail pickup notice . . .

Individually packaged in colorful, sales stimulating display carton which also can be used as a self mailer.

BRUMBERGER GENERAL OFFICES AND SHOWROOM
34 — 34th Street • Brooklyn 32, N. Y.
NEW YORK SHOWROOM: Room 1216 at 1107 Broadway

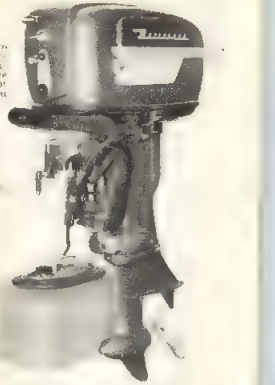
DURING TOY FAIR: Room 451, Hotel McAlpin & Wm. A. Sayre Assoc., Room 1236, Hotel New Yorker

Buccaneer Outboard Motors—

Div. of Outboard Marine & Mfg Co.

Buccaneer Outboard Motors the outstanding motors manufactured by the company that makes the world famous Johnson and Evinrude motors. The Outboard Marine & Manufacturing Co. does

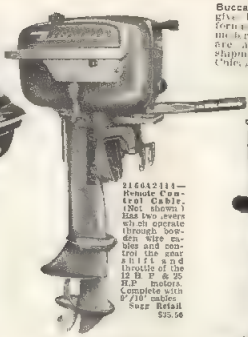
Buccaneer motors are designed to give boat owners trouble free performance and modern features at moderate prices. Parts and service are available everywhere. Prompt shipment from our New York and Chicago stocks



3 H.P. DELUXE

2818A9525 The three H P deluxe outboard motor is a powerful yet easy-to-carry single cylinder motor. Automatic rewind starter 3/0 degree full arc rotary 2 blade semi-weedless propeller gear ratio 13 to 22, single lever speed control, single jet carburetor 0.5 gal gas tank capacity 1 cylinder made of aluminum alloy Speed (average boats) 12 to 10 M P H Wt 29 lbs Ship wt. 34 lbs.

Mfr's. Sugg. Retail $167.80



2156A2114—Remote Control Cable. (Not shown) Has two rods which operate through wooden wire cables and control the gear shifts and throttle of the 12 H P & 25 H.P. motors. Complete with 8'/10' cables.

Sugg Retail $35.50

5 H.P. DELUXE

2312A16375 Alternate firing twin cylinder motor with "Gear Shift" that permits starting the motor in neutral—just shift into forward when ready. Features, single jet carburetor, forward-neutral-reverse steering and synchronized speeds, 2 cylinders 6.2 cu in displ, gas tank capacity and 15 to 26 gear ratio Speed (average boat) 12 to 2 M P H Net wt 41 lbs., ship wt 61½ lbs

Mfr's Sugg Retail $205.00

12 H.P. DELUXE

2318A25305—New model twin cylinder 12 H P motor Automatic rewind starter—**forward neutral-reverse gearshift** Twist grip speed control operates at range boat from 2 to 22 M P H Complete with 6 gal fuel tank as shown Net weight (motor) 68 lbs. ship wt complete 100 lbs

Mfr's Sugg Retail $340.00

2318A32250—Same as above with electric starter. Net weight (motor) 81 lbs; ship. wt. complete 115 lbs.

Mfr's Sugg Retail $430.00

25 H.P. DELUXE

2315A32250—**The New Quiet 25 H.P Deluxe Twin Outboard Motor.** Three bade rubber floated propeller O 41 Horsepower 25.0 at 4000 R.P.M. Speed up to 30 M P H on average boats Automatic rewind starting—**forward, neutral and reverse gearshift.** Synchronized speed control Stuffing box and water jacketed exhaust insures quiet operation with 6 gal fuel tank as shown Net weight 116 lbs. ship wt 160 lbs.

Mfr's Sugg Retail $520.00

2315A39000—Same as above with electric starter. Net wt 127 lbs. ship wt 180 lbs.

Mfr's. Sugg Retail $520.00

Corsair Outboard Motors—

Div. of Scott-Atwater Mfg Co

Corsair Outboard Motors—Surging power that takes you places in a hurry controlled power that flows smoothly at the slowest trolling pace dependable for year after year of outboarding pleasure Corsair motors are a division of Scott-Atwater Mfg Co

Enjoy the effortless luxury of Gear Shift Drive, the ease of Twist-Grip speed control that puts the throttle right in your hand Six exclusive corsair features made possible by the Pump-O-Matic tank Corsair engineers have packed every worthwhile thrill into these power-packed motors Prompt shipment from our New York and Chicago stocks

5 H.P. MOTOR

2238A14096—Sturdily constructed 5 H P motor with gear shift, forward-neutral-reverse, Twin cylinders Pump-O-Matic tank with 3¼ gal. capacity twist grip speed control; one knob carburetor control, Rotoflex water pump Propeller dia 7½", pitch 8" Approximate net weight, 42 lbs.

Mfr's. Sugg Retail $199.95

7½ H.P. MOTOR

2239A18496—Power packed 7½ H P motor with gear shift which permits starting in neutral easily shifted into forward or reverse Features Pump-O-Matic 5 gal capacity tank twist-grip speed control, one knob carburetor control, automatic fuel pump, Rotoflex water pump, twin cylinders. Propeller dia. 8", pitch 7½" Approximate net wt 50 lbs.

Mfr's. Sugg. Ret. $219.95

16 H.P. MOTOR

2240A25496—The 16 H P motor has what every boat owner wants power performance and ease of han ling Equipped with gear shift forward-neutral-reverse, Pump-O-Matic 6 gal capacity tank, twist grip speed control, one knob carburetor control automatic fuel pump; Rotoflex water pump twin cylinder Propeller dia. 9", pitch 9". Approximate net wt. 85 lbs

Mfr's. Sugg. Retail $350.95

30 H.P. MOTOR

2261A41246 The Corsair 30 H P Outboard Motor is designed for greater power for the heavy boats This great motor has dual exhaust and is spring mounted for quiet operation **Electric push-button starter.** Six gallon fuel tank that can be stowed away, remote control connection, push-button cables. Two blade propeller. Gear ratio 2.22 Two cylinders. Full twist grip speed control, single knob carburetor control. Speed 2 to 40 M P H Net weight 116 lbs

Mfr's. Sugg. Retail $549.95

take time out for living—

buy a *Buccaneer*

Head out where the fun begins! Outboarding starts where the traffic ends, and the *best* outboarding starts with a new GALE BUCCANEER

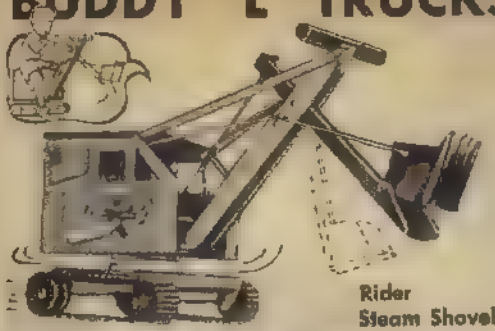
Here in these fine outboard motors is all the dependability, simplicity, and quality a man could ever want. Best of all -when you see the low prices, you'll know it makes good sense to head for fun with one of these beautiful 1956 GALE BUCCANEER motors.

There's a choice of eight brilliant new models—three to twenty-five horsepower. In this line of really fine outboards you'll find every feature for boating convenience and enjoyment: super-quiet motor; gear shift; remote control and gas tank; electric starting; and smart years-ahead styling.

Why delay any longer—there's *outboarding* water near you, just waiting for you to take time out for *living!* If you'd like to know more about Buccaneer outboard motors, see your local hardware or sporting goods dealer or drop us a line.

GALE PRODUCTS Galesburg 1, Illinois
Division of Outboard, Marine & Mfg. Co.
Makers of LAWN-BOY Power Lawn Mowers

BUDDY "L" TRUCKS and RIDE 'EM TOYS



Rider Steam Shovel

Youngsters actually ride this exciting steam shovel. Removable flat roof is seat. Has rubber grip steering handle at top of boom. Wide base and oversize heavy rubber tractor treads provide sturdy support for rugged riders. Steam shovel revolves right and dumps at any direction. Operated by a hand crank on body that has Rattle Tat motor sound. Steam shovel and cab body finished in brilliant orange baked on enamel with green trim. Plated high caps. Size 23½" high with boom up 7½" wide x 13½" Weight 7½ lbs.
No. 6490. List $5.50. Dealer's, each, $3.60. Lots of 3, each $3.30. Lots of 6, each ... **3.07**

Mobile Power Digger Unit

This Mobile Digger provides any Jr. builder with hours of realistic, constructive play. Just like the real thing it has three exciting controls to raise, lower, open and shut the clam bucket at the end of the boom. And the whole digger unit swivels on the truck chassis! Dual tandem rear wheels with 10 rugged rubber tires. The entire digger unit is made of heavy gauge steel that will take a lot of punishment a healthy youngster can give it. Is hand finished in baked enamel. Size 30" long 17½" high. Weight 4½ lbs.
No. 6760. List $5.50. Dealer's each $3.70. Lots of 3, each $3.20. Lots of 6, each ... **4.89**

So real looking are these authentic scale model toys that they fill an important and delightful place in the juvenile play-world. Built-to-last from rugged all-heavy gauge steel.

No. 6756

Conveyor Can Be Raised and Lowered

No. 6757

Loading Conveyor and Delivery Truck

With play merchandise for loading and unloading truck

Made for long hauls and the block or short runs to the living room, this exciting delivery truck and conveyor will keep any child busy and happy for hours. The conveyor raises and lowers to load the toy merchandise that comes with the outfit. Operated by a hand crank the belt is reversible. Both the truck and the conveyor are made of heavy gauge steel. Both are finished in durable baked-on enamel. Truck 15⅜" long x 6" wide. Conveyor 14¼" long.
No. 6756. Wt. 4½ lbs. List $5.50. Dealer's, ea. $3.60. Lots of 3, each, $3.20. Lots of 6, each ... **3.02**

No. 6759

Auto Jack Repair-It Unit

With 3 tools, auto jack and removable wheels

The most fascinating scale model repair unit ever designed! Metal bumper jack will actually "jack up" any corner of the truck. Hub Cap Wrench, Hammer and Screwdriver will remove flat tire and replace it with spare mounted in the boom. All seven wheels are removable and interchangeable. Wrecker Boom with removable weighted hook to convert to hauling truck 7 rugged tires, extra tool box. Red and white enamel finish. 24½ long, 8¾ high, 6¼" wide.
No. 6752. Wt. 8 lbs. List $6.50. Dealer's each, $4.25. Lots of 3, each, $3.80. Lots of 6, each ... **3.66**

No. 6758

Army Transport Truck with Howitzer

Complete with real shooting Howitzer, pellets and targets

The most exciting toy a playtime soldier can own. The transport truck is big, sturdy and real looking. And best of all, the Howitzer actually shoots pellets at targets that come with the set. The targets simulate attacking infantry, artillery and tanks. The truck includes a tarpaulin cover that comes off for Summer campaigns. Heavy all-steel construction. The toggle action rear tires have heavy duty deep tread rubber tires. Size 2" long, 6½" wide, 8½" high.
No. 6759. Wt. 8¾ lbs. List $6.50. Dealer's, ea. $3.80. Lots of 3, each $3.35. Lots of 6, each ... **3.08**

No. 6757

U.S. Mail Truck

• Real hinged doors open and close • Big 23½" long

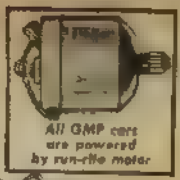
An accurate copy of real U.S. Mail Trucks that's sure to score a hit with boys and girls everywhere. The massive truck measures a big 23¾" long with real hinged doors that open and close. The rear compartment is large enough to carry real letters. Ruggedly made of heavy gauge steel. Removable top. Tandem tongue action rear wheels with deep tread rubber tires. Size 23¾" long, 8¾" wide, 9¾" hi.
No. 6758. Wt. 9¾ lbs. List $7.50. Dealer's ea. $4.60. Lots of 3, each $4.60. Lots of 6, each ... **4.31**

Machinery Service Truck with Transverse Hoist

With 4-way action traverse boom and hoist

A real working transverse hoist and boom that moves four different ways. Just the thing for the beach gang or big basket. Both the truck and hoist are made of heavy gauge steel that will take years of "work" on the road. This big 23¾" long truck has 8 deep tread heavy duty rubber tires. The Service Truck comes finished in baked enamel with painted hub caps. Size 23¾" long. Wt. 7 lbs.
No. 6757. List $5.50. Dealer's, each $3.60. Lots of 3, each $3.30. Lots of 6, each ... **3.08**

GMP REMOTE CONTROL MOTOR DRIVEN CARS



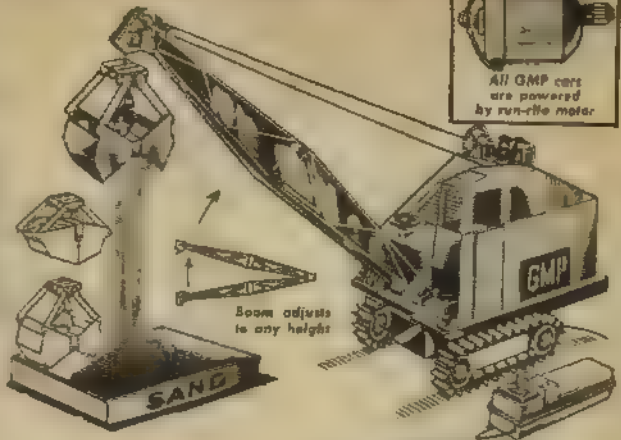
"BIG JIM" ELECTRIC MAGNETIC REMOTE CONTROL CRANE

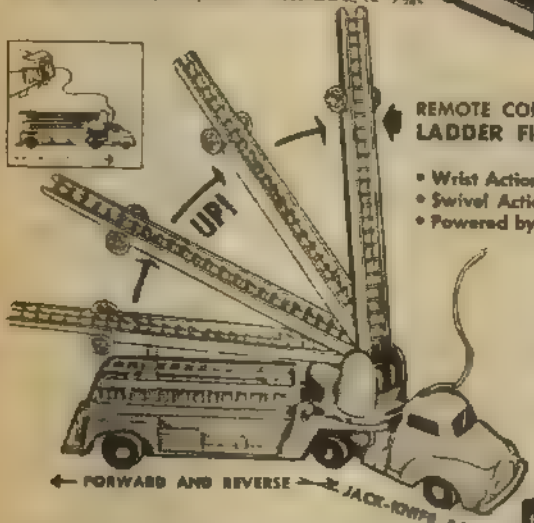
- **Press button—it runs forward or backward!**
- **Press button—bucket and magnet operate by remote control**

Here's the most stunning, action packed toy any youngster could dream of owning! The big real looking crane lumbers back and forth, the power packed boom sweeps up and down carrying a load of sand in the magic clam shell bucket or a load of metal on the strong magnet attachment. And All by Remote Control!!! Every realistic action of this tremendously exciting toy is controlled by a push button unit easily held in one hand. When the bucket reaches the end of its travel, it drops its load and lowers to scoop up another—all automatically!! The height of the boom is adjustable too. The thrillingly authentic crane is patterned after the most modern real crane design. Even has treaded, caterpillar type tracks. Durable acetate plastic construction. Uses ordinary flashlight batteries.

No. 8128 Less batteries. List $14.95. Dlr's. ea. [illegible]. Lots of 3, ea. $9.52. Lots of 6, ea. $9.52. **8.52**

No. 14014 Batteries, 2 required. List 15c. Dlr's., ea. 9¾c





REMOTE CONTROL LADDER FIRE TRUCK

- **Wrist Action With Button Control**
- **Swivel Action Ladder Base**
- **Powered by 2 Motors**

It's the most exciting toy a Jr. Fire Chief can have! It can race to the fire, back up into position and raise its big swivel ladder all by remote control! The roof directs all the operations as easy by pushing buttons and pulling levers. The extensible ladder is mounted on a swivel base that rotates for hard to reach fires. Comes with 3 extra ladders hooked to side. Real chrome trim and rubber wheels too! Truck and ladder are driven by two built in Run Rite motors powered by 2 ordinary flashlight batteries contained in control unit. Truck body is tough, durable Acetate Plastic construction. Size 16¾"x 11 16"x4 11 16". Ship. wt. 2 pounds. Batteries not included.

No. 8130. List $9.95. Dealer's each, $6.40. Lots of 3, each $5.90. Lots of 6, each [illegible]. **5.64**

No. 140 4 Batteries for above. List 15c. Dlr's., ea. 9¾c

POWERHOUSE REMOTE CONTROL TRAILER AND TRACTOR

- **Tractor Goes Forward or Backward**
- **Can Climb Hills and Push Heavy Objects**
- **Merely Press Button and Away It Goes**

Does just about everything a real tractor will do, and all by push button remote control. Climbs hills, rolls over obstacles, pushes and pulls many times its own weight, and goes forward and backward. Operator can stand several feet away, directing tractor with the push button control box. Tractor is driven by a mighty electric Run Rite Motor, 2 ordinary flashlight batteries provide all the power. Built with realistic design, tractor has rear rubber cleated tractor treads. Trailer and tractor both are made of Durable Acetate Plastic for lightness and strength. Size 12" long, 4" wide. Less Batteries.

No. 8127. List $4.98. Dealer's ea. $3.20. Lots of 3, ea. $3.05. Lots of 6, ea. [illegible]. **2.86**

No. 14014. Batteries for above. List 15c. Dlr's., ea. 9¾c

Remote Control Stake Trailer

- **Full Trailer Remote Control Jack-Knife**
- **Removable Stakes and Detachable Trailer**
- **Push button control—truck goes forward or backward**

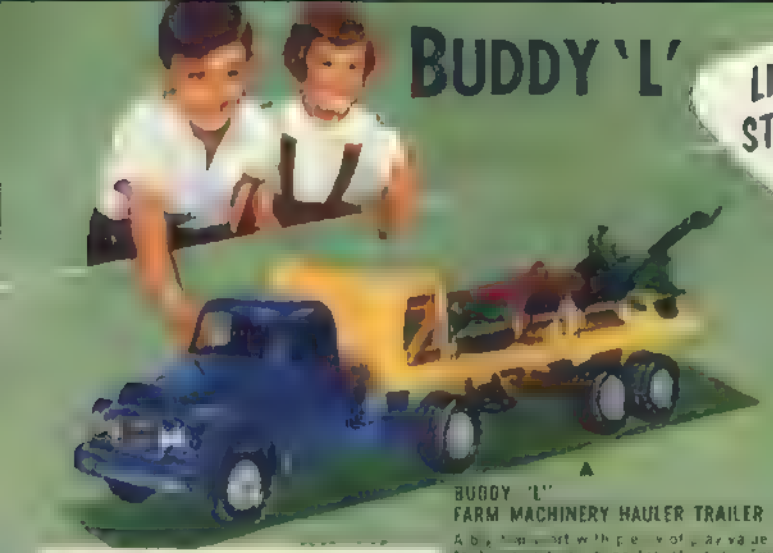
The authentic features of this remarkable toy are your assurance of top sales. It features full trailer action including Jack Knife. It has motor torque steering and parking, dual rubber wheels, trailer support wheels, chrome arm cab. Cab and stake sides are detachable just like a real truck and trailer. And here's the best feature. Push button control. It's completely automatic in operation, its powerful little motor is operated by 2 batteries in a simple hand control unit. Goes forward or backward. Durable plastic for long usage. Measures 18½" long, 9½" wide, 4½" high. 12 lbs.

No. 8129. List $4.95. Less batteries. Dlr's. ea. $3.25. 3 lots ea. $3.05. 6 lots ea. [illegible]. **2.86**

No. 14014. Batteries, 2 required. List 15c. ea. Dlr's. ea. 9¾c

BUDDY 'L'

LIFETIME STEEL TOYS



BUDDY "L"
FARM MACHINERY HAULER TRAILER

A big [illegible] with plenty of [illegible] that [illegible] and unbreakable [illegible] get a smooth ride on [illegible] with [illegible] tandem rear wheels, [illegible] and [illegible] Rubber [illegible] 14" heavy duty rugged rubber tires. 31¼" long. Sh. Wt. 7 lbs.

E5586B500 Retail $7.50

BUDDY "L"
DOUBLE HYDRAULIC
SELF-LOADER-N DUMP

[illegible] Double Hydraulic! 2 separate, real Hydraulic Mechanisms. One operates the Front Scoop which automatically loads the truck, and the other dumps the huge Dump Box on this mamouth 10-Wheeler. Cab Protector and Swinging Tailgate. Buddy "L" quality throughout in the rounded corners and baked-on enamels. 29" long. Sh. Wt. 11¼ lbs.

E5892B863 Retail $12.95

BUDDY "L" EXTENSION LADDER TRAILER FIRE ENGINE

Here's a [illegible] for fire fighter's dream. This beautifully [illegible] fire engine has extension ladders rear hung [illegible] which not only [illegible] and lower, but also rotate in a complete circle. Gleaming authentic baked on enamels and flashing chrome grille with plated hub caps. 29½" long. Sh. Wt. 7 lbs.

E5751B500 Retail $7.50

BUDDY "L" ARMY COMBINATION

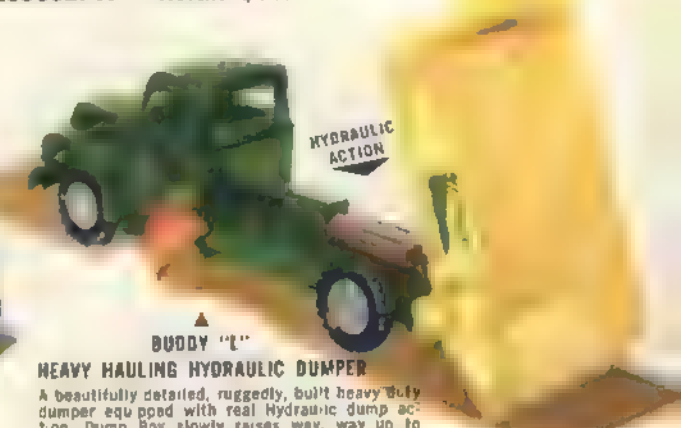
What fun for Dad and Son. So much to do! Back up the Supply Truck . . . Unload the Ammo Cases down the rubber belt Conveyor . . . Load up the big Howitzer and aim and fire it where the powerful Searchlight shines. Even remove and change the tires on the Searchlight Truck in case of a flat! . . . and there are seven fighting soldiers to carry out the action. Authentically designed and constructed of "auto fender" steel with gleaming baked-on enamels. (Flashlight batteries for Searchlight not supplied.) Shipping carton is 30" long. Sh. Wt. 9½ lbs.

E5560B797 Retail $11.95

BUDDY "L" SIT-N-RIDE HEAVY DUTY DUMP

This big, sturdy dump truck is big enough and rugged enough for a youngster to really ride. Has automobile type steering and a safety lock so truck won't tip while riding. And the formed Saddle Seat is removable for regular back yard operations as well. Heavy gauge auto-fender sheet construction with baked enamel finish. The Buddy "L" name is your assurance of quality. 29½" long. Sh. Wt. 8 lbs.

E5832B433 Retail $6.50



BUDDY "L"
HEAVY HAULING HYDRAULIC DUMPER

A beautifully detailed, ruggedly built heavy duty dumper equipped with real Hydraulic dump action. Dump Box slowly raises way, way up to empty full load. All rounded edges and heavy duty rubber tires. Made in the Buddy "L" tradition. 22" long. Sh. Wt. 8 lbs.

E5762B297 Retail $5.95

A. ELY FLOOR MODEL SPINET PIANO WITH BENCH

With "Play-by-Color" Chart and Concert Mirror front panel. This beautiful piano with famous Feather-Touch Action Keys is a wonderful instrument to develop a child's interest in music. Full, Clear Melotone Chimes. 30 Plastic Keys including 12 raised Half Notes. Piano is 21" high. Song and Instruction Book included. New Provincial Amber Clear Finish. Sh. Wt. 28 lbs.

E5830CMB1997 **Retail $29.95**

B. Same as A, but larger and with 37 Plastic Keys including 15 raised Half Notes. Piano is 25" high. Sh. Wt. 32 lbs.

E5837CMB2663 **Retail $39.95**

C. LITTLE MODISTE SEWING MACHINE

All little girls will be delighted with this sewing machine which really works and sews just like mother's. All parts are precision made and constructed of heavy metal. Table clamp for extra rigidity. 8¾" long. Sh. Wt. 2¾ lbs.

E7611B330 **Retail $4.95**

D. TOM THUMB CASH REGISTER

What a thrill youngsters will get ringing up their own sales and learning how to make change. Sales from 1¢ to $1.00 show through plastic window and separate push lever opens cash drawer. Metal play money adds to the excitement. S-s-sh! there is a secret drawer too! Opens only with special key included with instructions. 8¾" high. Sh. Wt. 4 lbs.

E348B266 **Retail $3.98**

E. MICKEY MOUSE CLUB PROJECTOR AND THEATER

Kids will have a barrel of fun running their own movie theater with this realistic Mickey Mouse Club Projector. Complete with 12 films . . over 300 different pictures . . and the box is its own Theater. Easy to use, runs on regular flashlight batteries (not supplied). Can also be shown on flat surfaces . . walls and ceilings, etc. Sh. Wt. 1¾ lbs.

E488/12B266 **Retail $3.98**

F. TOM THUMB TYPEWRITER AND CARRYING CASE

More than a toy! Here's a typewriter that really types 84 characters including capitals, lower case letters, numerals and figures. Arranged just like a standard typewriter, with ball bearing carriage, ribbon shift, finger tip spacer, shift keys, etc. Uses a standard ½" ribbon, and takes full 8½" x 11" stationery sheet. A beautifully finished machine with chrome trim. Sh. Wt. 10 lbs.

E450B1330 **Retail $19.95**

G. MODERN BOY DELUXE FLOOR MODEL POOL TABLE

A real junior pool table the whole family will enjoy. Durably constructed of steel with baked on enamel finish. Green billiard cloth covered non-warp playing surface. Automatic ball return and tray. One white cue ball and 15 numbered balls, 1¼" dia., an enameled steel triangle for racking and 2 rubber tipped, highly lacquered 34", hardwood cues. Legs fold for easy storage and have non-skid rubber feet. Size: L. 50", W. 28", H. 27". Sh. Wt. 30 lbs.

E254B2167 **Retail $32.50**

H. Same as G except larger.
Size: L. 66", W. 36"; H. 30¾". Sh. Wt. 50 lbs.

E256B3997 **Retail $59.95**

I. Same as G except smaller.
Size: L. 42", W. 23½", H. 27". Sh. Wt. 23 lbs.

E251B1500 **Retail $22.50**

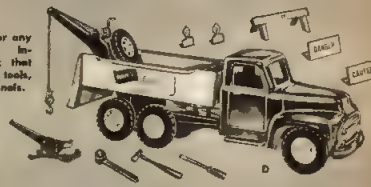
SET OF 4 FRICTION TRUCKS. Steel assortment includes a dump truck with hydraulic lift, lumber truck with siren, wreck truck with siren and revolving crane, and a 3-piece truck with cab, trailer and crane with chain that lowers and raises when crank is turned. Boom can be worked up and down manually. Trucks are 16" long. Wt. 3 lbs.
21-6932-260 Each **21-6932-240** (3 or more) . . . Retail **3.95**

4-PIECE BUDDY "L" STEEL TRUCK ASSORTMENT. Loaded with play value, this exciting big set features three of the best-liked trucks designed. Sturdily constructed in heavy steel, it includes a U.S. Mail Truck, a rugged sand and stone dump truck and a stake delivery truck with a conveyor for freight loading. Weight 4¼ lbs.
21-6930-695 (Each) **21-6930-625** (3 or more) Retail **9.95**

Looks just like actual big-size machinery service trucks! Equipped with crane and boom.

Heavy duty track tread truck pulls detachable artillery unit.

Equipped for any repair job. Includes jack that lifts up, tools, warning signals.



18" x 3½" x 8" Conveyor, 13½" x 4¾" x 6¼" Dump Truck, 9½" x 3" Shovel.

(A) HEAVY MACHINERY SERVICE TRUCK WITH TRAVERSE HOIST. Four-way action boom and hoist lifts load right into truck! Six heavy duty tires. All steel construction. Baked enamel finish 23¼" long, 9¼" high, 6¼" wide. Wt. 7 lbs.
21-6931-345 (Each) **21-6931-310** (3 or more). Retail **4.98**

(B) ARMY HALF-TRUCK. Mechanized "Big Bertha" rolls on rubber track treads. Howitzer shoots ammunition pellets—mounts on a separate, detachable trailer with 2½" wheels. Heavy gauge steel. 22½"x4½"x4¼". Wt. 3 lbs.
21-6219-203 (Each) **21-6219-187** (3 or more) **2.98**

(C) LOADER, DUMP TRUCK & SHOVEL SET. Shovel loads conveyor scoop. Crank transfers it to conveyor belt, another crank to waiting dump truck. All three toys made of heavy gauge steel. Rubber tires, conveyor belt. Wt. 6 lbs.
21-6788-275 (Each) **21-6788-253** (6 or more) . Retail **9.95**

(D) REPAIR-IT UNIT. All steel, it "jacks up"! Tools remove a "flat" tire, replace it with spare. 7 interchangeable, rubber tired wheels. Remove wrecker boom with weighted hook—it's a hauling truck! 25"x6"x9". Wt. 8 lbs.
21-6222-417 (Each) **21-6222-384** (3 or more) . . . **5.98**

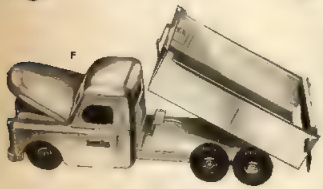
DRAWBRIDGE SET. Action packed to keep children busily engaged for hours on end! Bridge spans raise and lower—gates go up and down. 25¼"x5¾"x4¼" bridge is mounted on a 25¼"x 11⅜" platform. Includes a river, road, garage, boat slip, pier shed, two cars and two boats which add to its realistic appearance. 2½ lbs.
21-6245-210 (Each)
21-6245-193 (6 or more) . . . . . Retail **2.98**

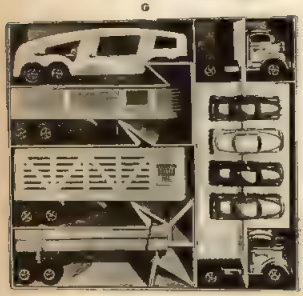
HEAVY HAULING DUMP TRUCK. Rugged scale model of the trucks that haul bulky and weighty materials for contractors, coal companies, etc. Realistic dump action. Heavy duty rubber tires. All heavy gauge steel construction. Measures 20½" long, 7¾" wide and 11⅜" high with box up. Wt. 6½ lbs.
21-6221-275 (Each
21-6221-253 (3 or more) . . Retail **2.98**

JUNIOR FIRE DEPARTMENT. Hook and ladder truck with movable ladder is 16" long; realistic fire truck is 15". Plus a sleek-looking, brilliant red and white fire chief's sedan, a motorcycle cop and an authentic looking fire alarm.
21-6789-210 Each Wt. 2½ lbs.
21-6789-193 (6 or more) . . . . . Retail **2.98**

STRUCTO

Steel Pull Toys





(A) TRANSPORT TRAILER TRUCK. A detachable trailer. Rear doors open and shut. Reinforced heavy-gauge steel. Retractable rubber dolly wheels. Chrome-plated hub caps. Size: 22"x6"x8" high Enamel finish. 6 lbs.
21-6212-270 (Each)
21-6212-238 (6 or more) Retail **3.98**

(B) TRUCK WITH STEAM SHOVEL. Hood raises revealing "Fireball motor." Cranks control automatic operation of shovel—raise, lower boom and load and unload steam shovel on removable ramp Engine cab revolves like real. Heavy-duty rubber tractor treads. 6 wheels. Heavy-gauge steel. Size: 26½"x6⅝"x8" high. Wt. 7 lbs.
21-6210-478 (Each)
21-6210-436 (6 or more) Retail **6.95**

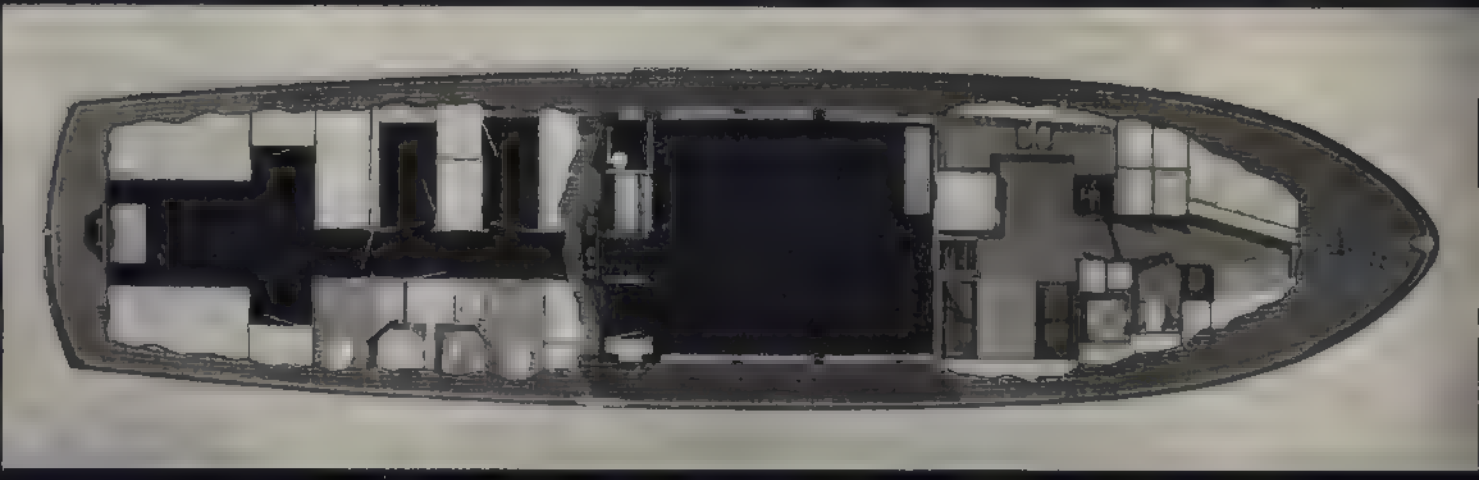
(C) UTILITY DUMP BUCKET. Crank raises bucket, top opens automatically to dump load. Hood lifts revealing "Fireball" motor. Steel body. Heavy rubber wheels. Size: 21½"x6½"x7" high. Wt. 7 lbs
21-6211-343 (Each)
21-6211-309 (3 or more) Retail **4.98**

(D) HOOK AND LADDER TRUCK. Little firemen will be delighted by this replica of a big siren-screaming fire truck. Ladder can be cranked to raise and extend to 34" at a maximum angle of 60° and swivels completely around. 2 auxiliary ladders. Movable tiller seat. Heavy-gauge steel and aluminum. 10 metal wheels with rubber tires. Size: 33¾"x6¾"x7" high Wt. 10 lbs.
21-6926-679 (Each)
21-6926-612 (6 or more) . .Retail **9.95**

(E) STEEL CARGO TRAILER. Fun-packed play hours with this heavy-gauge steel reinforced scale-model trailer truck. Cab and chassis of die-cast aluminum. High gloss baked enamel finish. 14 heavy-duty rubber wheels with chrome-plated hub caps. 2 retractable dolly wheels. Ramp lowers. Size: 25½"x5⅝"x5¾". Wt. 6 lbs.
21-6213-272 (Each)
21-6213-245 (6 or more) . Retail **3.98**

(F) DUMP TRUCK. Loads of fun filling and emptying this realistic truck. Tailgate goes up as load is automatically dropped Rubber tires. Steel construction. Size. 20"x6¾"x6¼" high. Wt. 4½ lbs.
21-6232-207 (Each
21-6232-187 (6 or more) .Retail **2.98**

(G) TRUCK AND TRAILER ASSORTMENT. A wonderful 10-toy fleet for the young trucker. 2 chrome-plated aluminum cabs, die-cast chassis. Tractors have 6 metal wheels, oversize-type rubber tires. Trailers are heavy-gauge steel to take the rough handling of daily play Have 8 tandem rear dual wheels with heavy rubber treads. Except Auto Transport, trailers have 2 retractable rubber dolly wheels. Cargo Trailer: Skid plate. Size when attached to cab: 25⅜"x5⅝"x5⅝" high. Timber Toter: 6 logs; double-chain locks. 21"x5⅝"x6½" high. Cattle Trailer: Doors open. 21½"x5½"x7¾" high. Auto Transport Trailer Ramp for loading and unloading 4 metal sedans. 27"x6"x6¾".
21-6929-1215 (Per set) Wt. 20 lbs.
21-6929-1094 (6 sets or more) **17.95**



Burger sets the pace

Once again, with the new 65, Burger has taken the lead in presenting the ideal modern yacht for gracious living and entertaining. No detail for living comfort, pleasure or beauty has been overlooked in either the interior arrangement plans or the quality materials, master craftsmanship and joinerwork used throughout.

Though yachts half its size will boast of "sleeping" six or eight, the Burger 65 has been designed for the most discriminating yachtsmen and host who does not care to leave the refinements of life on shore. The Burger 65 will accommodate owner, family, guests and crew in the utmost privacy, comfort and luxury.

Throughout its long and reputable history in the yacht building field, Burger has been way out ahead. Not only, the first to pioneer the steel hull and make the most of the safety features and many economies of modern building materials and construction methods, but also, the first to develop the flush deck type of cruiser for complete enjoyment and use of the entire deck area, fore and aft, with no awkward detours through the interior. Again today, Burger has set the pace in meeting the demands of truly gracious living and entertaining afloat.

The Burger Boat Company will occupy "Booth 80" at the New York Boat Show. Stop or send for the new brochure.

Burger BOAT COMPANY
MANITOWOC, WISCONSIN

FIRST IN STEEL YACHTS

FEDERAL PAINT

A new and improved line of yacht finishes, offering greater beauty and protective efficiency, has recently been developed by the Federal Paint Company, Inc., 33 Rector Street, New York 6, N. Y.

With its new formulation, Federal Yacht Bottom Paints completely shield a boat bottom from all types of marine growth, regardless of locality or length of season.

Federal Yacht Whites and Federal Yacht Colors have a full-bodied brilliance and long-lasting gloss that resists deteriorating effects of salt air, water and sunlight. The Yacht Colors are available in eighteen hues, including black and white. They bring within easy reach of the boat owner, the most advanced aspect of color treatment on a hull.

Also included in the Federal line is Fed-Ex Degreaser, a solvent which frees boats of oil and grease deposits in minutes.

PAIGE BOTE-TOTE

A collapsible carrying carton, called Bote-Tote, which will prove a boon to the boat owner has been announced by the Paige Company, New York. Though Bote-Tote—measuring only 12" x 15" x 10"—is specifically designed for transporting and storing provisions, grog, togs, linens and other miscellaneous gear, its chief advantage is that it can be knocked down for flat storage in just two seconds.

Bote-Tote can be stored or stacked conveniently under bunks, decks and other out-of-the-way places. And when back in port after a long or short cruise, Bote-Tote, in one simple pushing movement, may be popped open, ready to carry home all the gear.

Bote-Tote, made of double thick, white moisture-resistant corugated, is rugged and durable. It provides a fine place to store various items of cabin gear during the winter. The boxes can be compactly stacked in any home closet, cellar or garage.

While The Paige Company is now in the process of setting up distirbution at marine supply stores, Bote-Tote may be purchased direct from the company, 114 East 32nd Street, New York 16, N. Y.

PENETROL

The question of rust is a problem on boats and yachts. Not only do mechanical parts and tools suffer, but there is also the condition which arises when ferrous metal fastenings have been used in the construction. Bleeding through the paint will spoil the appearance of a boat.

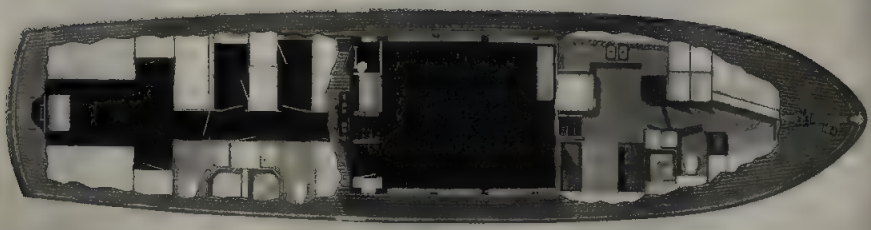
For upwards of twenty years the Flood Company of Hudson, Ohio have been making their product Penetrol, which is designed to combat this condition. Penetrol is a clear air-drying oil-based product. It is not a paint or a substitute for paint although it is frequently used as a fortifier for paints and can be applied by either a brush or spray. It has been extensively used for the control, prevention, and elimination of rust and corrosion on wood and metal. It makes marine painting, waterproofing and rust control easier and more effective.

FULTON WINTER SEALS

For those whose occupations call for long periods of exposure to the winter weather, adequate insulated garments are essential. The Fulton Supply Company, New York, specialize in this type of clothing which is recommended for fishermen and other outdoor services. Made of an ultra-light, air cell, insulated product, they will maintain normal body temperatures and still allow breathing through the porous material. The insulation is secured between two layers of strong durable nylon and the garments are so light that the wearer hardly is aware of the garment.

Made as both under and outer wear, it comes in the form of Long Johns and suits of both tops and bottoms. Parkas with hood and separate vests are also included as well as long-coat style called Refrigerator Coat designed for the wearer who must enter cold storage spaces frequently. Another style is designed to be worn under the ordinary light topcoat or raincoat. A hood which encloses the head and throat and a head warmer with knitted sides to protect the ears are designed to keep the head and neck of the wearer comfortable in the coldest weather.

SAFE...from gas explosions aboard your boat
Protect life and property with a J-W SNIFFER!
Assure yourself of carefree boating safety with this dependable, low cost gas detection equipment. Simply constructed, seaworthy, and weatherproof, your J-W SNIFFER will give many maintenance-free years of service. Install it yourself quickly and easily or have it installed by your local boat equipment dealer. Models from $59.50. Don't postpone safety! Write for detailed information; name of your nearest dealer.
JOHNSON-WILLIAMS, INC.
PALO ALTO 2, CALIFORNIA
Over 25 years of leadership in explosion prevention



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Burger BOAT COMPANY
MANITOWOC, WISCONSIN

FIRST IN STEEL YACHTS

Boontonware' Deluxe

Deluxe Molded Melmac Plastic Dinnerware
AT ITS FINEST

GUARANTEED AGAINST BREAKAGE

For one year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, crazed or broken during normal household use

NATIONALLY ADVERTISED Deluxe Boontonware—the finest in dinnerware. A magnificent heavyweight quality molded from the inside out for outstanding service and in-the-hand quality feel. A natural insulator—keeps hot foods hot—cold foods cold Practically indestructible, stacks and handles easily—safe in hottest water. Color harmonized in charming decorator styled colors.

GUARANTEED AGAINST BREAKAGE

5 Piece Place Setting

Your customers can buy just the number of place settings they need—four makes an idea. starter set Mix or match their colors any way they choose A delightful Harlequin setting can be made by ordering a place setting of each color . and what a splendid multi-colored array they make for parties and luncheons Each set contains one each: large 10" dinner plate; 7" salad or desert plate, 16-oz bowl for cereal or soup 8-oz cup and saucer Shipping weight 3 lbs

No	Colors	
6265	Seafoam green	List $5 75 per set Dealer's, per set $3.84 Lots of 6 sets, per set **3.45**
6266	Golden yellow	
6267	Stone grey	
6268	Copper rose	
6269	Forest green	

5 Pc. Completion Service Piece Set.

No dinner service is complete without these handsome service pieces The 5 piece completion service set matches both Boontonware Deluxe and Boontonware Deluxe sets Set contains 10" divided vegetable serving bowl vegetable bowl cover—fits both divided and regular bowl 11" platter covered butter dish Available in five sparkling, attractive colors plus Harlequin multi-color This complete 5 piece set is really a wonderful, valuable addition to the regular serving pieces Ship weight 4 lbs. 6 oz

No.	Colors	
6276	Seafoam green	List $11 80 per set Dealer's, set $7 87 Lots of 6 sets, per set . . . **7.08**
6277	Golden yellow	
6278	Stone grey	
6279	Copper rose	
6280	Forest green	
6281	Harlequin multi-color	

16 Piece Starter Set

A very popular set for a small family or young married couple. An ideal gift practical for any occasion A complete service for four that will charm the most discriminating housewife Set contains four 10" dinner plates, four 6" bread and butter plates, four 8 oz coffee cups and four 6" saucers. These colorfully styled serving pieces arranged to make an exciting table setting that is both delicately lovely and delightfully cheerful. Available in five decorator colors and Harlequin multi-color Ship. wt, 9 lbs.

No	Colors	
6270	Seafoam green	List $15 95 per set Dlr's. per set $10 64. Lots of 6 sets, per set **9.57**
6271	Golden yellow	
6272	Stone grey	
6273	Copper rose	
6274	Forest green	
6275	Harlequin multi-color	

25 Piece Service for Four

There is no occasion too fancy, no day too festive to use this deluxe 25 piece service for four In fact everyday's a colorful holiday when the table is set with sparkling Boontonware Deluxe Set contains four each large 10" dinner plates, 7" salad or dessert plates; 16-oz bowls for cereal or soup, 8-oz. cups and saucers plus these beautiful service pieces: 14½" dinner platter, 10" vegetable serving bowl sugar and creamer set Available in a choice of 5 attractive colors and Harlequin multi-color Shipping weight 13 lbs 6 oz

No.	Colors	
5372	Seafoam green	List per set $34 50. Dealer's, per set $23.00 Lots of 3 sets, per set **20.70**
5373	Golden yellow	
5375	Copper rose	
5376	Forest green	
5377	Harlequin multi-color	

35 Piece Service for Six

Bootonware deluxe service for six sets a table any housewife will be proud of for company . . . yet it takes rugged family wear every day. Set contains six each: 10-inch dinner plates, 7 inch salad or dessert plates, 16 oz. bowls for cereal or soup, 8 oz. cups and saucers plus these beautiful service pieces. 14½ inch dinner platter 10 inch vegetable serving bowl, sugar and creamer set. A set designed for those who demand the very best in dinnerware . . . a gift that will always be cherished and enjoyed Ship. wt 17 lbs 12 oz

No.	Colors	
5378	Seafoam green	List $45 95 per set. Dlr's. per set $30 64. Lots of 3 sets. per set . . . **27.57**
5379	Golden yellow	
5380	Stone grey	
5381	Copper rose	
5382	Forest green	
5383	Harlequin mult.-color	

Boontonware® Belle

Molded Melmac Plastic Dinnerware of its Finest

GUARANTEED AGAINST BREAKAGE

Magnificently Modern—Intensely Practical—Stunningly different design with a sculptured look. Boontonware Belle blends the freshness of the square shape with the practicality of the round, fits with any period of decorating. Smooth and lustrous Boontonware Belle is practically indestructible, stacks and nests easily, safe in hottest water. Keeps hot foods hot, cold foods cold. Available in 5 popular colors plus Harlequin mixed colors.

GUARANTEED AGAINST BREAKAGE—For one year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, crazed or broken during normal use.

5 Piece Place Setting

A perfect set for the newlywed—she can build her set and mix her colors. Four makes an ideal starter set. A colorful Harlequin setting can be made by ordering a place setting of each color. Each set contains one each: 10" dinner plate, 6½" dessert or salad plate; 12-oz. salad or soup bowl; 8-9 oz. cup and saucer. Comes in a choice of five attractive colors.

No. Colors. Ship. Wt. 2 lbs. 8 oz.

6288 Seafoam green
6289 Golden yellow
6290 Stone grey
6291 Copper rose
6292 Forest green

List $4.75 set. Dlr's. set $3.17. Lots of 6 sets, Per set **2.85**

16 Piece Starter Set

Budget-minded young mothers or the newly wed housewife find this set just right. Makes an ideal gift for anyone with an appreciation for beautiful dinnerware. 16 piece starter set contains four 10 inch dinner plates, four 7 inch salad or dessert plates, four 8 oz. cups and four 6 inch saucers. Boontonware is family dinnerware—makes mealtime dishwashing time a happy time for grownups and children—no fear of breakage. Wt. 7 lbs.

No. 6293 Seafoam green
No. 6294 Golden yellow
No. 6295 Stone grey
No. 6296 Copper rose
No. 6297 Forest green
No. 6298 Harlequin multicolor

List $13.95 per set. Dealer's per set $9.30. Lots of 6 sets, per set **8.37**

45 Piece Service for Eight

All the dishes needed for everyday use and company dinners too. A gift that is sure to delight both the newlywed and the housekeeper who wants to add color and sparkle to her table settings. 45 piece service for eight. Boontonware Belle contains eight each of the following: 10 inch dinner plates, 6½ inch dessert or salad plates, 12 oz. salad or soup bowls, 8 oz. cups and saucers, plus 14½ inch divided vegetable serving bowl, sugar and creamer set. In a choice of 5 colors plus Harlequin multicolor. Wt. 17 lbs. 8 oz.

5384 Seafoam green
5385 Golden yellow
5386 Stone grey
5387 Copper rose
5388 Forest green
5389 Harlequin multicolor

List $49.65 per set. Dealer's per set $33.10. Lots of 3 sets, per set **29.79**

25 Piece Service for Four

Mothers choose Boontonware Belle for safety, for economy, for beauty. Boontonware is a natural insulator—keeps hot foods hot—never needs preheating—keeps cold foods cold. Satiny smooth Boontonware Belle 25 piece service for four includes four each 10 inch dinner plates, 6½ inch dessert or salad plates, 12 oz. salad or soup bowls, 8 oz. cups and saucers, plus 14½ inch vegetable serving bowl, sugar and creamer set. Boontonware Belle comes in a choice of five attractive colors plus Harlequin. Mixed colors. Ship. weight 11 lbs. 6 oz.

No. 5390 Seafoam green
No. 5391 Golden yellow
No. 5392 Stone grey
No. 5393 Copper rose
No. 5394 Forest green
No. 5395 Harlequin multicolor

Individual $29.95 per set. Dealer's, per set $19.98. Lots of 3 sets, per set **17.97**

Will not Break, Chip, Crack, or Craze

5 Pc. Continuation Service Piece Set

These service pieces match both Deluxe and Belle dinnerware sets. The 5 piece continuation service piece set contains large 14½ dinner platter 10" vegetable serving bowl, sugar and creamer set. For big dinners, parties and luncheons, this handy set is a "must". Ship. wt. 4 lbs. 8 oz.

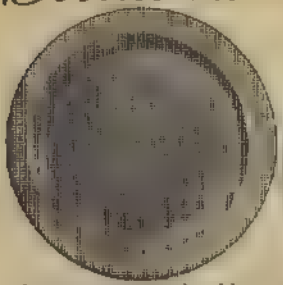
No. Colors

6282 Seafoam green
6283 Golden yellow
6284 Stone grey
6285 Copper rose
6286 Forest green
6287 Harlequin multicolor

List $11.65 per set. Dlr's. per set $7.77. Lots of 6 sets, per set **6.99**

Boontonware® Deluxe OPEN STOCK

GUARANTEED AGAINST BREAKAGE
For 1 year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use



The finest of all Melmac plastic dinnerware—almost indestructible. Now, available in open stock—build any size sets desired. Ideal for restaurants, large families etc. Perfect for formal or informal meals. Easy to wash, safe in a dishwasher's hottest water. Lasting satin-smooth finish that feels so rich

10" DINNER PLATES—Pkg. of 6, only 2 lbs.
No. 51200 Sea foam green. List $11.10 per pkg. Dlr's. $7.44 per pkg. 6 lots, per pkg. **6.66**
No. 51201 Golden yellow
No. 51202 Stone grey
No. 51203 Copper pink
No. 51204 Forest green

7" SANDWICH PLATES—Pkg. of 6, only 2½ lbs.
No. 51205 Sea foam green. List $6.00 per pkg. Dlr's. $4.02 per pkg. 6 lots, per pkg. **3.60**
No. 51206 Golden yellow
No. 51207 Stone grey
No. 51208 Copper pink
No. 51209 Forest green

7 OZ. DESSERT DISHES—Pkg. of 6, only 1¾ lbs.
No. 51220 Sea foam green. List $4.50 per pkg. Dlr's., $3.22 per pkg. 6 lots, per pkg. **2.61**
No. 51221 Golden yellow
No. 51222 Stone grey
No. 51223 Copper pink
No. 51224 Forest green

16 OZ. SOUP BOWLS—Pkg. of 6, only 3¼ lbs.
No. 51225 Sea foam green. List $7.20 per pkg. Dlr's. $4.82 per pkg. 6 lots, per pkg. **4.32**
No. 51226 Golden yellow
No. 51227 Stone grey
No. 51228 Copper pink
No. 51229 Forest green

8 OZ. CUPS—Pkg. of 6, only 2 lbs.
No. 51215 Sea foam green. List $6.00 per pkg. Dlr's. $4.02 per pkg. 6 lots, per pkg. **3.60**
No. 51216 Golden yellow
No. 51217 Stone grey
No. 51218 Copper pink
No. 51219 Forest green

6" SAUCERS—Pkg. of 6, only 2 lbs.
No. 51210 Sea foam green. List $4.80 per pkg. Dlr's. $3.22 per pkg. 6 lots, per pkg. **2.88**
No. 51211 Golden yellow
No. 51212 Stone grey
No. 51213 Copper pink
No. 51214 Forest green

Boontonware® Belle OPEN STOCK

GUARANTEED AGAINST BREAKAGE
For 1 year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use

The most practical of modern designs in lovely Melmac plastic. Combines the freshness of the square shape with the practicality of round dinnerware. Available in open stock to build any size set desired. Ideal for restaurants, large families etc. Easy to wash, safe in a dishwasher's hottest water. Satin smooth finish

10" DINNER PLATE—Pkg. of 6, only Ship. wt. 2¼ lbs.
No. 51230 Sea foam green
No. 51231 Golden yellow
No. 51232 Stone grey
No. 51233 Copper pink
No. 51234 Forest green. List $10.80 per pkg. Dlr's. $7.08 per pkg. 6 lots, per pkg. **6.30**

8½" LUNCHEON PLATE—Pkg. of 6, only Ship. wt. 2½ lbs.
No. 51235 Sea foam green
No. 5 236 Golden yellow
No. 51237 Stone grey
No. 51238 Copper pink
No. 51239 Forest green. List $8.10 per pkg. Dlrs., $5.42 per pkg. 6 lots, per pkg. **4.86**

7" SANDWICH PLATE
Pkg. of 6, only 2 lbs.

No.	Color
51240	Sea foam green
51241	Golden yellow
51242	Stone grey
51243	Copper pink
51244	Forest green

List $4.80 per pkg. Dlrs. $3.22 per pkg. Lots of 6, per pkg. **2.88**

9 OZ. DESSERT DISH
Pkg. of 6, only 2 lbs.

No.	Color
51305	Sea foam green
51306	Golden yellow
51307	Stone grey
51308	Copper pink
51309	Forest green

List $6.60 per pkg. Dlrs. $4.42 per pkg. Lots of 6, per pkg. **3.96**

12 OZ. SOUP BOWLS
Pkg. of 6, only 2 lbs.

No.	Color
51310	Sea foam green
51311	Golden yellow
51312	Stone grey
51313	Copper pink
51314	Forest green

List $7.50 per pkg. Dlrs. $5.02 per pkg. Lots of 6, per pkg. **4.50**

8 OZ. CUPS, Pkg. of 6, 1¼ lbs.
No. 51300 Sea foam green.
No. 51301 Golden yellow
No. 51302 Stone grey
No. 51303 Copper pink.
No. 51304 Forest green
List $6.60 per pkg. Dlrs. $3.62 per pkg. 6 lots, per pkg. **3.24**

6" SAUCERS, Pkg. of 6, 1¼ lbs.
No. 51245 Sea foam green
No. 51246 Golden yellow.
No. 51247 Stone grey
No. 51248 Copper pink.
No. 51249, Forest green.
List $4.50 per pkg. Dlrs., $3.01 per pkg. 6 lots, per pkg. **2.70**

Service Pieces to match both Belle and Deluxe Patterns—

BUTTER DISHES, Wt. 12 oz
No. 2860 Sea foam green
No. 2861 Golden yellow
No. 2862 Stone grey
No. 2863 Copper pink
No. 2864 Forest green
List $2.95. Dlr's ea. $1.97. 3, ea. **1.77**

SALT & PEPPER SETS ½ lb.
No. 2872 Sea foam green.
No. 2873 Golden yellow
No. 2874 Stone grey
No. 2875 Copper pink.
No. 2876 Forest green.
List $1.95. Dlr's., per set $1.30. 3, per set **1.17**

VEGETABLE DISH, Wt. 1¼ lbs.
No. 2877 Sea foam green.
No. 2878 Golden yellow
No. 2879 Stone grey
No. 2880 Copper pink.
No. 2881 Forest green.
List $3.75. Dlr's., ea. $2.50. 3, ea. **2.25**

14½" PLATTERS, Wt. 2 lbs.
No. 2882 Sea foam green
No. 2883 Golden yellow
No. 2884 Stone grey
No. 2885 Copper pink
No. 2886 Forest green
List $3.95. Dlr's., ea. $2.63. Lots of 3, each. **2.37**

11" PLATTERS, Wt. 12 oz.
No. 2887 Sea foam green
No. 2888 Golden yellow
No. 2889 Stone grey
No. 2919 Copper pink
No. 2920. Forest green
List $2.25. Dlr's., ea. $1.50 Lots of 3, each. **1.35**

SUGAR & CREAMER SETS Wt. 1 lb.
No. 2866 Sea foam green
No. 2867 Golden yellow
No. 2868 Stone grey
No. 2869 Copper pink
No. 2870 Forest green
List $3.95 per set. Dlr's per set $2.63 Lots of 3, per set **2.37**

BREAD SERVER, Wt. 1½ lbs.
No. 2921 Sea foam green
No. 2922 Golden yellow
No. 2923 Stone grey
No. 2924 Copper pink
No. 2925 Forest green
List $3.95 Dlr's., ea. $2.63. Lots of 3, each. **2.37**

FANCY GIFT TOWEL SETS

"Rosettes" 6-pc. Embroidered Towel Set

Fresh as a morning bath—Dainty, colorful Sweetheart Roses embroidered into the extra fine fluffy cotton terry pile of luxurious Martex Towels. Mercerized Dobby cotton borders. Wash fast colors will retain their lovely luster. Set contains two 22x44" bath towels, two 15x28" face towels and two 12x12" wash cloths. In choice of today's most wanted colors—White, Pink or Sunflower. Towel set comes in beautiful gift box. Ship. wt. 3¼ lbs

No. 9400. White
No. 9401. Pink
No. 9402. Sunflower

List $7.98. Dlr's., each $5.45. 3 lots, each . . **4.98**

"Tu-Tone Daisy" 6-pc. Embroidered Towel Set

Beautiful 'Tu-Tone Daisies woven right into the French loops of these extra fine Cannon towels in elegant harmonizing colors. Beauty Fluff finish, sturdy long wearing cotton terry with mercerized cotton Dobby borders. Washfast colors will keep their vibrant beauty for years. Set contains two generous 20x40" bath towels, two 15x26" face towels and two 12x12" wash cloths. Beautifully gift packaged. Shipping weight 2¼ pounds.

No. 9403. White
No. 9404. Sungold
No. 9405. Whisper Pink

List $5.98. Dlr's., each $4.20. 3 lots, each **3.80**

Diamond Rose Hand Painted Decorative Towel Set

Luscious Roses in hand printed, six color detail on white background to add a touch of elegant decoration to your bathroom. Thick, Thirsty, long wearing Cannon Towels with the famous Beauti-Fluff finish. Decorative floral design applied by hand in guaranteed washfast colors. Choice of three or six piece gift boxed sets.

3-pc Set contains one 20x40 bath towel, one 15x26" face towel and one 12x12" wash cloth. Ship. wt. 1¾ lbs.
No. 9406. List $2.98. Dlr's., ea. $2.00. 3 lots, each **1.88**

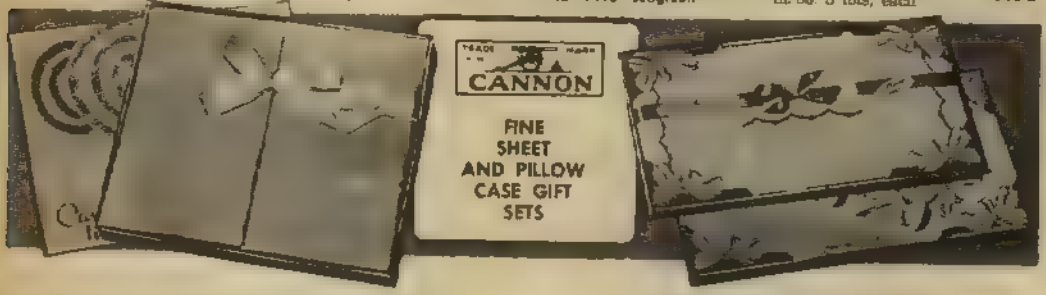
6-pc. Set contains two 20x40" bath towels, two 15x26" face towels and two 12x12" wash cloths. Ship wt. 2 ¾ lbs
No. 9407 List $5.25. Dlr's., ea. $3.65. 3 lots, each.... **3.40**

His and Hers 4-pc. Embroidered Towel Set

Fine Cannon quality masterfully embroidered in matching His and Hers towel sets. Each set contains two 20x40" bath towels, and two 12x12" wash cloths. Towels and wash cloths come in Cannon's newest washfast shades—Whisper Pink, Sungold, or Seagreen, with beautifully contrasting lettering woven right into the extra fine, thirsty cotton terry. Beauti-Fluff finished. Towels come beautifully packaged in clear container. Wt. 2 lbs

No. 9408. Whisper Pink
No. 9409. Sungold
No. 9410. Seagreen

List $3.98. Dlr's., each $2.86. 3 lots, each **2.55**



3-pc. Fine Muslin Sheet, Pillow Case Set

Cannon's outstanding new high fashion sheet and pillow case sets—a splendid gift for many occasions, weddings . . . house warmings . . . bridal showers . . . and many others. The fine quality muslin is trimmed with a choice of pink, green or blue piping. Set consists of one 81x108" full sized sheet and two generous sized 42x36" pillow cases. Shipping weight 3 lbs.

No. 9296 White, Pink Piping
No. 9297 White, Green Piping
No. 9298 White, Blue Piping

List $5.75. Dlr's., each $4.10. 3 lots, each ... **3.74**

3-pc. Combspun Percale Sheet and Pillow Case Set

Another Cannon masterpiece in extra fine combspun percale. A really luxurious set of bed linens that make a superb gift for the many gift giving occasions over the entire year. Extra fine white comb-spun percale with white scalloped trim for that extra touch of elegance. Sheet and pillow cases are generous sized for those who appreciate real luxury. Set contains one 81x108" sheet and two 42x38½" pillow cases. Ship. wt. 3½ lbs.

No. 9299. List $8.49. Dlr's., each $5.95. 3 lots, each **5.39**

battery-operated toys—a thrill to own

Plenty of moving parts to keep the youngster's interest in toys at its very peak tempt Dad, too, to try his operating skill.

11 2.98

5.79

12 12.95

14 5.49

15 2.29

13 3.98

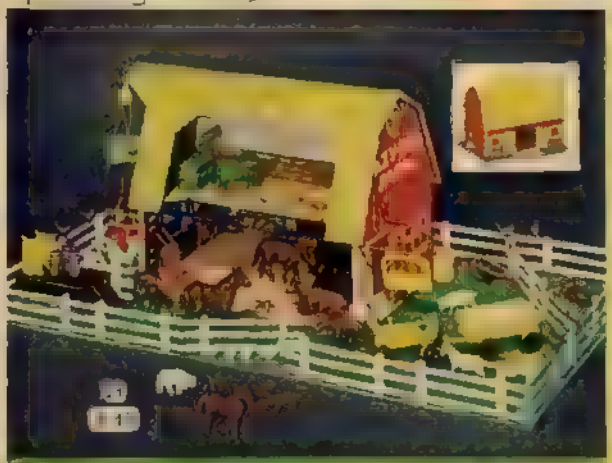
17 4.95

18 2.98

16 1.95

Nos. 14 and 17 are fully lever-operated

Directional signals. Can be set to go in circle or figure "8".

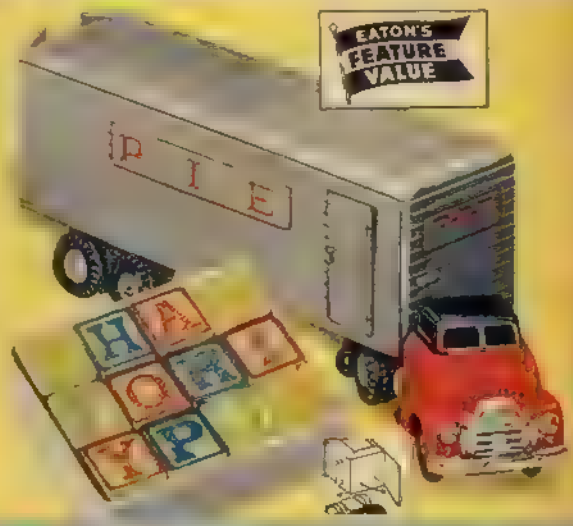


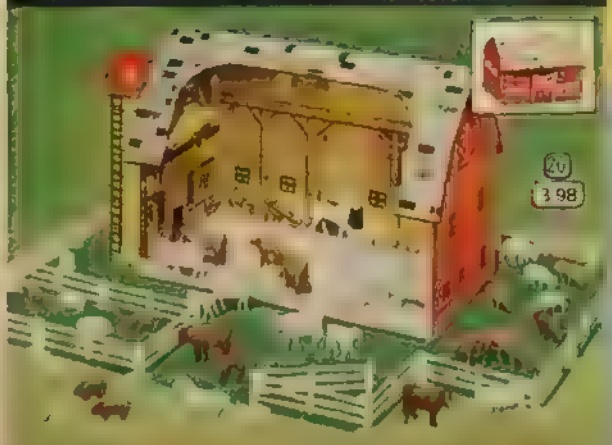
HEY, LOOK!

BIG TOY TRUCK COMPLETE WITH SET OF BLOCKS 2.98 del'd

Outstanding toy value! Huge, semi-trailer Transport Truck looks just like an actual make—set of 12 blocks each with two embossed, coloured letters. Realistic All-Steel transport is brightly enamelled with plated front end and trim. Detachable "semi" with corrugated panels, opening doors at side, rear, and front. Six sets of rubber-tired dual wheels—plus front wheels—14 in all. Over-all length about 17¼ inches.

FEATURE VALUE.
27-P-544. Set, del'd 2.98





20 3.98

A LOW, LOW PRICE ON METAL ROAD GRADER WITH "LUG-GRIP" RUBBER TIRES 1.69

Powerful friction motor moves Grader along floor easily. Lever raises and lowers scraper—adjustable to different positions. Steering wheel operates the front wheels. Sturdy Metal construction with smooth enamel finish and rubber wheels that won't mar floors. About 12½ inches long.

27-P-556. FEATURE VALUE.
Price 1.69

mechanical, battery-operated and electric trains

48-Pc. COMMUTER TRAIN AND VILLAGE SET

Here's a toy to stir any young lad's imagination. All Metal Mechanical Train that rings a warning as it rolls along. Colourful lithographed finish and safety rolled edges. Speedy clockspring motor with brake. Two straight and eight curved sections of track, making an oval of about 27 by 36 inches. Bustling cardboard village includes eight assorted buildings (built of two or three sections), six figures, two trees, billboard, two semaphores, crossing gate, and 14 assorted signs.

27-P-587. Price, 48-piece set, delivered 5 69

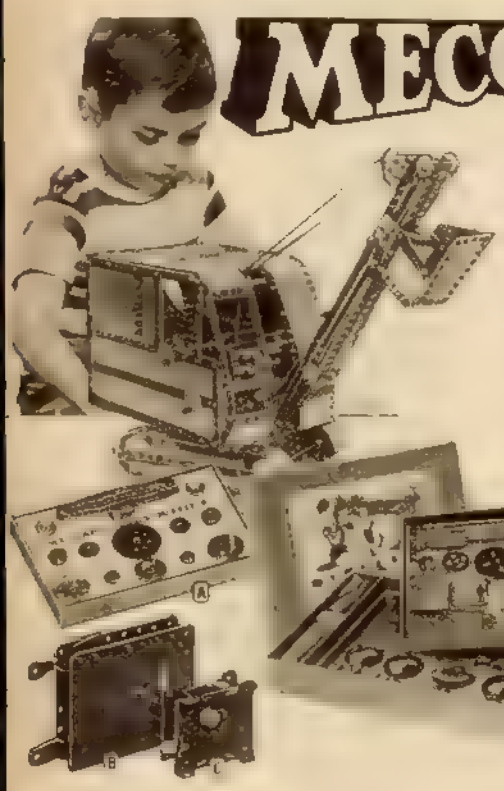
Train No. 2 is operated by two "C" batteries (not included with the set). Train No. 3 is operated by an EATON'S VIKING flash light battery (not included). (For battery see item 27-P-258 on this page.)

1 4.95

2 3 98

3 2 95

MECCANO



There is no substitute for a MECCANO set for reproducing, in model form, ingenious mechanical devices and movements such as are used in engineering. Every outfit from the smallest to the largest provides great fun and scope for interesting development. Larger sets enable you to build realistic models of engines with cylinders and pistons, motor cars with gear boxes and differentials. Meccano is more than a toy—it's engineering in miniature!

Nine Set Sizes—from $1.80 to $31.50

COMPLETE MECCANO SETS

27-P-0306. No. 0. Price **1.80**

27-P-0307. No. 1. Price, del'd **2.75**

27-P-0308. No. 2. Price, del'd **3.75**

27-P-0309. No. 3. Price, del'd **5.25**

27-P-0310. No. 4. Price, del'd . **7.35**

27-P-0311. No. 5. Price, del'd **10.75**

27-P-0312. No. 6. Price, del'd **12.95**

27-P-0313. No. 7. Price, del'd **18.50**

27-P-0314. No. 8. Price, del'd **31.50**

(A) 27-P-0322. Meccano Gears Outfit. Assortment of gears for any set. Price, delivered . **2.50**

(B) 27-P-0326. Meccano Reversible Clockwork Motor. Has turn-key of power. Price, delivered . **3.10**

(C) 27-P-0325. Meccano "Magic" Clockwork Motor. Non-reversing type. Price **1.15**

MECCANO ACCESSORY OUTFITS

Meccano is made in different outfits. These are listed together by Accessory or "A" sets (listed below) which enable you to build up from one set to the next larger without unnecessary duplication of parts.

27-P-0315. Set No. 1A. Converts No. 1 set to No. 2. Price **1.30**

27-P-0316. Set No. 2A. Converts No. 2 set to No. 3. Price, delivered **2.25**

27-P-0317. Set No. 3A. Converts No. 3 set to No. 4. Price, delivered **2.75**

27-P-0318. Set No. 4A. Converts No. 4 set to No. 5. Price, delivered **3.70**

27-P-0319. Set No. 5A. Converts No. 5 set to No. 6. Price, delivered **2.95**

27-P-0320. Set No. 6A. Converts No. 6 set to No. 7. Price, delivered **5.75**

27-P-0321. Set No. 7A. Converts No. 7 set to No. 8. Price, delivered **13.75**

27-P-0323. Extra Nuts and Bolts. Package of 24 . . . . **35c**

27-P-0324. Extra Clips. Price, box of 50 . . . . **25c**

1 NEW YORKER GENTRA. Sparking Mechanical Train. The long-running clockwork motor carries train speedily around track. Sturdy Metal construction with colourful lithographed finish, engineer, fireman and coal. All edges are safely turned. Locomotive, steam-type, has brake and a bell; two straight and eight curved tracks making a track oval about 27 by 36 inches overall.
27-P-0508. Price delivered **4.95**

2 DIESEL FREIGHT TRAIN BATTERY OPERATED. About the cutest train you're liable to see anywhere. Made of colourfully lithographed Metal with locomotive and each of the cars designed to be of interest to the young operator. There's a streamlined Diesel locomotive, box car with sliding doors, tank car, hopper with three miniature wooden logs) and a caboose. Locomotive is powered by two "C" batteries (supplied). Three-position switch on engine for forward or reverse operation. Generous-size ten-piece oval track, about 27 by 36 inches overall.
27-P-586. Price with batteries, delivered . . . **3.98**

3 BATTERY-OPERATED "CHOO-CHOO"—an inexpensive three-unit train that should give plenty of fun in return for its low price. Standard flash light battery in locomotive is for powers the wheels gives plenty of speed over the circular 8-piece track (diameter about 27½ inches). Forward and reverse over-control. Made of Metal, finished in bright lithographed colours. Exposed edges are safely rolled to help prevent injury to tiny fingers.
27-P-585. Price, without battery, delivered **2.95**

"C" LONG BATTERY to fit above.
27-P-258. Price . . . . **2 for 25c**

Descriptions of Electric Trains and Building Sets Shown on Opposite Page

4 LOW PRICED ELECTRIC FREIGHT TRAIN and Accessory Set. Deft manipulation of remote-control speeds it up or slows it down or puts it to a quick stop. Dependable transformer. Steam-type locomotive of sturdy Metal. Metal coal car, gondola and caboose are lithographed to look like actual railway rolling stock. Safely rounded edges. Accessories include a semaphore, crossing gate, crossing sign, two lamp posts, street sign and traffic light. Circular eight-section track about 2[illegible] inches in diam.
27-P-578. Price with 60-cycle transformer, delivered . . . **10 95**

5 ELECTRIC DIESEL SWITCHER WORKTRAIN with powerful motor that looks like a real Diesel. A three-unit locomotive [illegible] light and sturdy metal [illegible] by remote control. The authentic-looking switcher locomotive can be started up, accelerated, stopped and reversed in quick order by manipulation of the 50-watt transformer. Couples and uncouples cars by remote control when shunting. Train is moulded in fine detail of colourful high-impact Plastic with metal wheels, axles, etc. Heavy locomotive pulls along a searchlight car with a revolving light, drop-centre cable car with two removable cable reels, flatcar loaded with three miniature lengths of pipe, working car with a swivel-mounted crane having a crank-operated hook and a wrecker caboose. Eight curved and four straight sections of large radius track [illegible] type formation, about 56 by 74 inches.
27-P-571. Price with 60-cycle 50-watt transformer with built-in circuit breaker. Price, delivered . . . **25 95**

6 TWIN DIESEL ELECTRIC FREIGHT with [illegible] locomotives, streamlined, rocket-like [illegible] All Metal trains beautifully enamelled in a high-gloss finish. Metal edges are rounded. A feature is the "feature 8" track made of four straight sections, 12 curved sections and a [illegible] over all measurements of about 63 by 72 inches. Train runs in forward or reverse, at fast or slow speeds, responding promptly to the remote-control operator at the control unit and former (90-watt) Locomotive, rear unit and caboose belong to the "Kansas City Southern" line, with a "Banger" boxcar and two gondolas from the [illegible] line. Locomotive, tender and [illegible] have [illegible] Metal wheels and axles. Moulded plastic accessories include six lithograph poles, crossing gate, watchman, and three railroad signs. Locomotive has diecast drive wheels; others bronze bearings, and a dependable motor in forward unit.
27-P-570. Price, with 60-cycle, 50-watt transformer, with built-in circuit breaker. Price, delivered **19.95**

7 EXTRA TRACK FOR ELECTRIC TRAINS
27-P-580. Curved sections. Price **4 for 69c**
27-P-579. Straight sections. Price **4 for 69c**

8 EXTRA TRACK FOR MECHANICAL TRAIN SETS
27-P-582. Curved sections. Price **2 for 29c**
27-P-581. Straight sections. Price **2 for 29c**

9 REMOTE-CONTROL SWITCH SET for electric trains. Right and left-hand switches and control panel.
27-P-584. Price, 3-piece set, delivered **9.95**

27-P-583. [illegible] OPERATED SWITCH SET [illegible] Right and left-hand switches with lever to throw switches. Price, 2-piece switch set, del'd **2.79**

10 STA-LOK MINIATURE BRICK BUILDING SETS. Safe, scratch-proof [illegible] with [illegible]. Five different shapes of bricks: three lengths of foundation blocks, roof material, doors and windows fit together so that many different projects can be built from them. Each set assortment of necessary shapes [illegible] bricks are moulded from a flexible [illegible] material—come apart as easily as they go together. Children will really enjoy putting up the houses, garages and other structures shown in the instruction book provided with several sets; they can build more and larger buildings—an absorbing pastime.
27-P-576. Set with 288 pieces. Del'd **2 95**
27-P-577. Set with 448 pieces. Del'd **3 95**
27-P-578. Set with 616 pieces [illegible] for more advanced buildings. Del'd **5 95**

11 SKYLINE PLASTIC CONSTRUCTION SETS—developed after years of study of [illegible] play habits and designed to bring out their creative ability in building true-to-life skyscrapers. True-to-life [illegible] parts make it easy to assemble many fine models (¼ inch per foot, actual size). Interlocking pieces of simple design with three basic parts [illegible] Details for safe play [illegible] Building [illegible] especially with the simulated [illegible] provided for floors and roofs. Fine modern building kits for hours of creative fun. Colourfully boxed.
27-P-575. 229-piece set. Price, del'd **2 59**
27-P-574. 476-piece set. Price, del'd **4.95**
27-P-573. 723-piece set. Price, del'd . **7 95**

Budget Plan Terms Available. See Page 163 for Details.

NEW . . . ADVANCE DESIGN! 1956 CHRIS-CRAFT SHOWBOAT

Futura

SPORTS EXPRESS

Here it is—hot off the drawing boards . . . a refreshing, new concept in express cruisers, boasting daring design and styling features never before available! A limited-edition Chris-Craft Showboat, the 33-ft. Futura offers accommodations for four; twin engines to 440 hp, with speeds to 36 mph . . . the ultimate in boating for those who want to be first with the best. See your Chris-Craft dealer now!

Chris-Craft

BOAT DIVISION, CHRIS-CRAFT CORPORATION . . . ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

THE ORIGINAL

Nationally Advertised

COLORAMA

America's Most Beautiful Anodized Aluminum Serving Aids

Colors fused into quality aluminum for permanent brilliance won't fade, chip, tarnish or stain

Yours Right IF IT'S COLORAMA

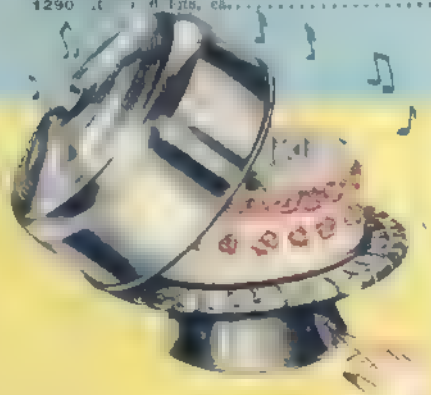
"COLORAMA" 8-Pc. STEIN SET 12-oz. Steins in assorted Colorama colors. Ideal for iced drinks, small potted plants. Wt. 2¾ lbs.
1344 [illegible] List per set $[illegible] Dlrs. per
1376 [illegible] set only, set $5.83. [illegible] $4.70

"COLORAMA" 8-Pc. TUMBLER SET. Smartly shaped and beautifully blended 12-oz. tumblers have sparkling chrome rims, crystal bottoms prevent sticking. 8 assorted colors of transparent acetate gift tube. Wt. 4 lbs.
298 List per set $[illegible] Dlrs. per set 6 ots. set $2.84

"COLORAMA" 2 Qt. PITCHER Charmingly designed with chrome plated with [illegible] Wt. 1 [illegible] lbs.
1252 [illegible] List $2.[illegible] Dlrs., ea. $2.[illegible]
1256 [illegible] ea. [illegible] **$1.76**

"COLORAMA" SERVING TRAY. Beautifully embossed design and scalloped edge, 14½" aluminum tray Wt. [illegible] lb.
1334 [illegible] List $2.75. Dlrs., ea. $1.83.
1290 [illegible] Dlrs. ea. [illegible] **$1.62**

"COLORAMA" 8-Pc. BEVERAGE SET Stunning 2 qt. Pitcher and 6 beautiful 12-oz. Tumblers . . . each in a different Colorama color. Embossed design and scalloped edge 14" aluminum tray in colorful display box. Wt. 2 [illegible] lbs.
1372 [illegible] List [illegible] set
1374 [illegible] set only, set $[illegible] **$4.70**



14" MUSICARE" PLATE AND COVER Plate revolves as it plays "Happy Birthday" or Sweet Music movement. Cover and base are highly polished aluminum. Crystal plate and cover can be used separately for serving. Wt. 3 lbs.
3828 List $8.75 Dlrs. ea. $5.65
Less [illegible] **$5.00**

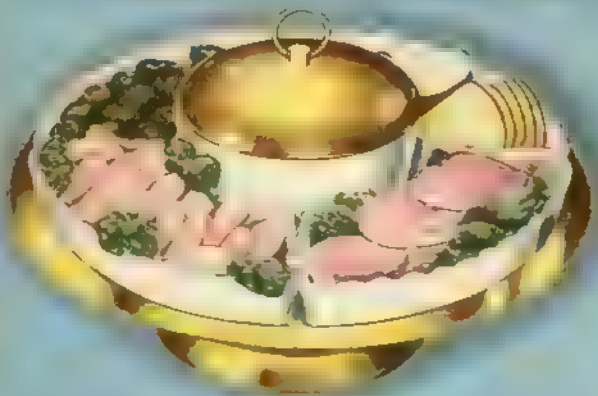
COPPERAMA" ALUMINUM HOT 'N COLD SERVER Attractively designed bucket of highly polished aluminum. Cover and handle polished in red, copper color. Double wall interior construction with fiber glass insulation. Holds 2 trays of ice cubes solid for hours. Wt. 2¾ lbs.
1926. List $7.00 Dlrs. ea. $4.66
Less [illegible] **$4.12**

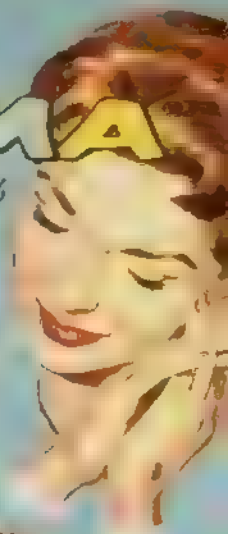
THE ORIGINAL
Nationally Advertised

COLORAMA

America's Most Beautiful Anodized Aluminum Serving Aids

Colors fused into quality aluminum for permanent brilliance — won't fade, chip, tarnish or stain. Designed by BELLE KOGAN





You're Right
IT'S
COLORAMA®

Guaranteed by Good Housekeeping

"COLORAMA" LAZY SUSAN. Brilliant, color-anodized 14" tray 4 sectional heat-proof mix with to glass dishes and colored casserole. Ball-bearing anodized-color base and cover. Smart match ing ring. Wt. 5 lbs.
1933. Gold) List $7.00. Dlrs., ea. $4.86.
1946. Copper) 6 lots, ea. **$4.12**

"COLORAMA" 2½-Qt. ALUMINUM FOOTED PITCHER. Contemporary design in 2-tone finish . . . beautiful Colorama with satin finish aluminum foot and handle. Spout with ice guard. 1¼ lbs.
1370. Gold) List $3.00
1368. Copper) Dlrs., $2.33
1366. Green) 6 lots, ea. . . **$2.94**

"COLORAMA" SERVING TRAY. Modern oblong design with non-slip linear embossing. Size 21½" x 12". Protective gallery and handles. Wt. 1¼ lb.
1338 . . . . .
1340 . . . . . per Dlr., $4.00
1363. Green . . . . . 6 lots, ea. **$3.53**

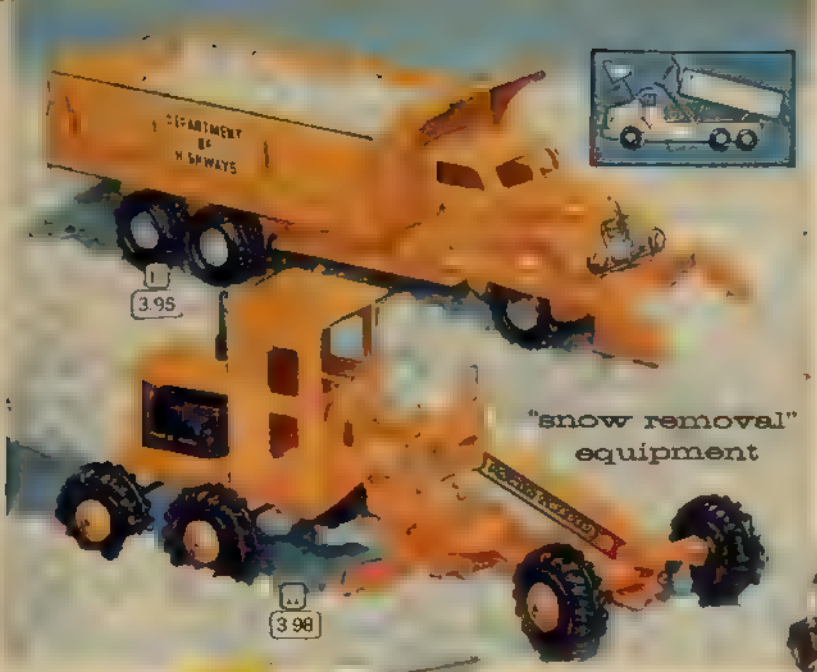
'COLORAMA" 8 Pc. SHERBET SET. A complete service for seafood cocktails, fruits, sherbets, desserts, etc. Base finished in brilliant Colorama colors. Crystal glass inserts. Wt. 2¾ lbs.
1291 . . . . . $7.70. Dlrs. per set $4.33. . . . . **$3.82**

"COLORAMA" NEW DELUXE 7 Pc. BEVERAGE SET. 6 deluxe heavy gauge aluminum 14-oz. footed Tumblers in 2-tone finish—Colorama color combined with satin finish aluminum base. 2½-qt. pitcher with ice guard in same 2-tone combination, with satin finish aluminum handle. Wt. 2.4 lbs.
1691 . . . . .) Pitcher) List $10.00
1692. Wt. . . . . per Dlr. . . . $5.65
1693. With Red Pitcher . . . . . 6 lots, per set **$5.88**

COLORAMA" DELUXE 8 Pc. FOOTED TUMBLER SET. Exquisite heavy gauge tumblers in smart 2-tone finish—Colorama color combined with satin finish aluminum foot. Set of 8 in assorted colors. 14-oz. size. In gift box. Wt. 2.4 lbs.
1930 . . . . . per set $7.00. Dlrs., per set $4.66
8 lots, per set **$4.12**

construction toys

Every Canadian youngster has a stake in Canada's future, but first they must build its roads, drill its oil and excavate its mineral resources. That is why these big rugged action toys are just right for young Canadians giving them an idea of just what they want to do to help Canada grow



1 3.95

"snow removal" equipment

11 3.98

14 3.49

12 1.59

13 4.98

15 3.49

16 3.49

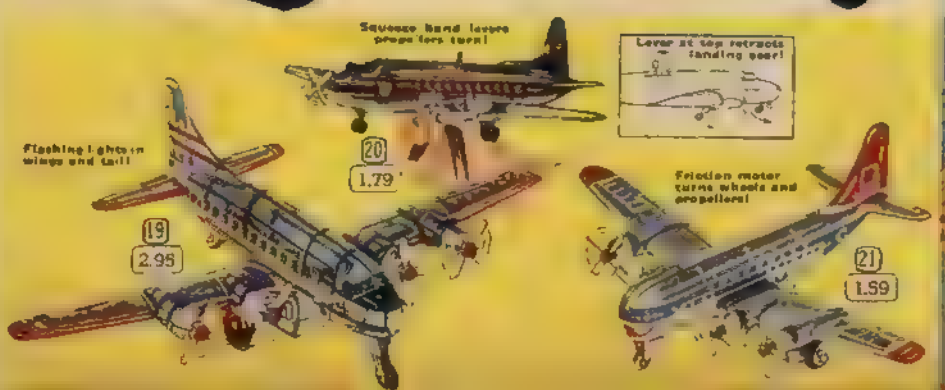
PACKED WITH PLAY VALUE!

18-PIECE "ROAD BUILDING" SET WITH FRICTION-POWERED VEHICLES FROM 5 TO 6¼ INCHES LONG **2.98** del'd

Enough to keep half-a-dozen youngsters busy at play at the same time — making it a wise investment at this unusually low price. Earth hauler dump truck, "hi-lift" loader, crane truck, grader and road roller run under their own power, with wailing sirens. Trip lever dumps the truck. Other vehicles have similar moving parts. Twelve assorted plastic road signs for the young boseman to set up around the construction scene. Made of Metal, colourfully lithographed. Rubber tires. 27-P-524. FEATURE VALUE. Set, del'd 2.98

17 4.95

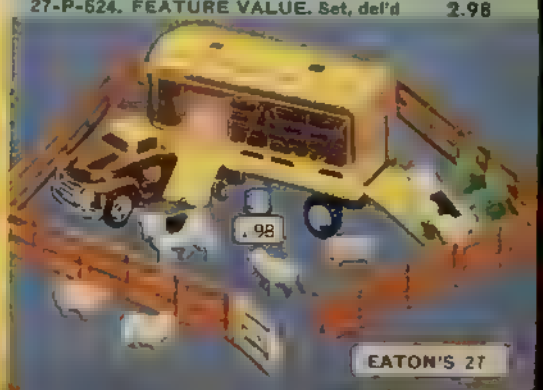
18 3.79


Squeeze hand levers propellers turn!
Lever at top retracts landing gear!
Flashing lights in wings and tail!
Friction motor turns wheels and propellers!

20 1.79

19 2.98

21 1.59



98

Alamo and soldier set

Fortress Measures 29¾ by 17½ by 3½ Inches High

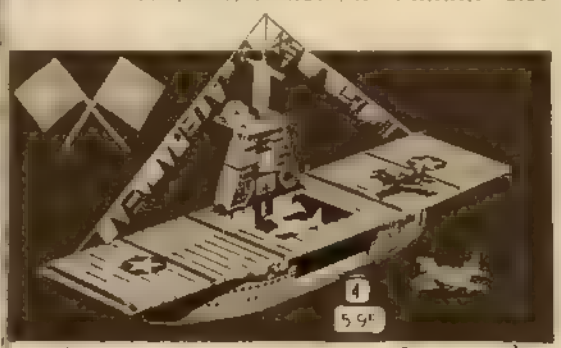
5.95 de d

RECREATES ONE OF HISTORY'S GREAT STORIES!

(1) Children are not likely to forget the Alamo after pleasant hours spent masterminding the battle between the American defenders and the Mexican marauders. Building walls, gateway and four catwalks are of Metal construction with exposed edges carefully rolled; authentically designed and lithographed inside and out for the appropriate sun-baked weatherbeaten look. Realistic moulded plastic figures and accessories include 20 cavalry figures, 10 Mexicans, six horses; cannon with shells; log pole, well, pump, anvil, grinding machine; forge; axe in log; pile of fire wood; rain barrel; hitching post; ladder etc.
27-P-541. Price, complete set, delivered 5.95

1.39

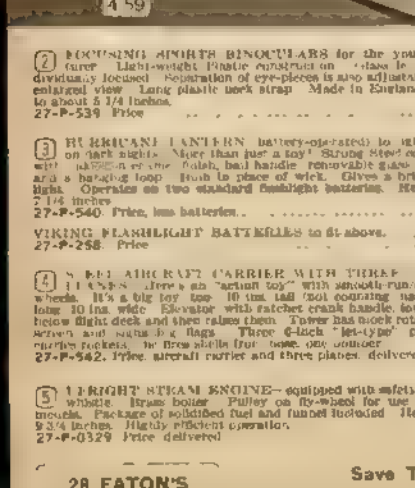
98c (3)



(4) 5.95

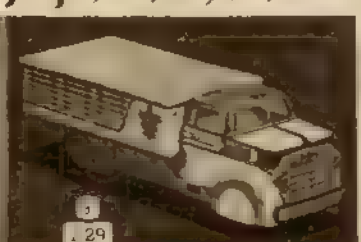
Fun Pellets and Funnel Included

(8) 1.98



(6) 98c

(7) 7.99



(5) 4.59

(9) 1.29

(2) FOCUSING SPORTS BINOCULARS for the young adventurer. Light-weight Plastic construction. Glass lenses are individually focused. Separation of eye-pieces is also adjustable. Clear enlarged view. Long plastic neck strap. Made in England. Extend to about 5 1/4 inches.
27-P-539. Price 1.39

(3) HURRICANE LANTERN battery-operated to add fun and safety on dark nights. More than just a toy! Strong Steel construction with baked-enamel red finish, and handle removable giving wide range and a hanging loop. Bulb in place of wick. Gives a bright, safe light. Operates on two standard flashlight batteries. Height about 7 1/4 inches.
27-P-540. Price, less batteries. 98c

VIKING FLASHLIGHT BATTERIES to fit above.
27-P-258. Price . . . . . 2 for 25c

(4) NAVAL AIRCRAFT CARRIER WITH THREE ACTIONS. It's a big "action toy" with smooth-running rubber wheels. It's a big toy, too—10 ins. tall (not counting mast) 36 ins. long, 10 ins. wide. Elevator with ratchet crank handle, lowers planes below flight deck and then raises them. Tower has mock rotating radar screen and signalling flags. Three 6-inch "jet-type" planes one carries bombers, the three skids (not loose, one counter.
27-P-542. Price, aircraft carrier and three planes, delivered . 5.95

(5) UPRIGHT STEAM ENGINE—equipped with safety valve and whistle. Brass boiler. Pulley on fly-wheel for use with small models. Package of solidified fuel and funnel included. Height about 9 3/4 inches. Highly efficient operation.
27-P-0329. Price, delivered 4.59

(6) FOUR PIECE ACCESSORY SET for model steam engines consists of a grease cup which fits directly on the shafting all with collars to lock in with fly-wheels on engines. Made of Metal with brightly lithographed colours. Will add to the fun and interest of owning a model steam engine.
27-P-0330. Price 4-piece set. 98c

RABBIT DRY FUEL. Concentrated heat tablets for use with engines (5) and (7). Steam engines will also run on "Sterno" or solid-fuel alcohol.
27-P-0331. Price, box of 20 . . . . . 29c

(7) HORIZONTAL STEAM ENGINE with positive reverse drive. Suitable for running small models. Brass boiler has safety valve and whistle. Large fly-wheel with governor. Burning Rabbit fuel solidified alcohol or Sterno. Size of engine and base of steam plant about 9 1/2 inches by 7 1/2 inches. Package of solidified fuel and small funnel included. A perennial favourite of mechanically minded young men.
27-P-0328. Price, delivered 7.59

(8) 21-PIECE LEAD SOLDIER SET with a realistic Steel howitzer with rubber tires that projects flat lead pellets with considerable force. Five mounted and 15 foot soldiers. 20 in all are finished in bright colours. Infantrymen are in various positions to add to the battle strategy.
27-P-538. Price, set (with package of pellets) 1.98

(9) STREAMLINED STAKE TRUCK with sport-red finish to delight the lad. Sturdy All-Metal construction with rolled edges that shouldn't hurt tiny fingers. Embossed rubber wheels. About 13 1/2 inches long.
27-P-543. Price 1.29

Descriptions of Items Shown on Opposite Page

(10) DUMP TRUCK AND SAND-LOADER SET. (Operates on two flashlight batteries.) A real challenge to young engineers! Multi-operation truck has forward, reverse and neutral gears and controls for raising, lowering and turning dump; all easily operated by an easy-does-it system of levers except turning which is hand-operated. Conveyor, about 7 1/4 inches high is geared so that truck's drive wheel runs the leatherette conveyor belt dumping buckets into chute. Truck is made of [illegible] rounded Metal with high-gloss enamel finish. Truck has rubber tires, two sets of decals at rear and plated front [illegible]. Conveyor is 5 1/4 inches long. Metal runways.
27-P-546. Truck and Loader less batteries. Price delivered 5.79
27-P-258. VIKING BATTERIES for above. Price, 2 for 25c

(11) DUMP TRUCK WITH ELECTRIC HEADLIGHTS AND SIREN. A battery-operated model with remote control for steering making it go forward or reverse and stop. Dump body is operated by a crank. Lights for headlights. Siren wails to warn pedestrians. To make operating realistic, the Siren wails only when the truck is moving. Strong Metal construction is due [illegible] Chromium-plated front end and trim. Smooth-running rubber wheels. About 9 1/4 inches long.
27-P-550. Price, less batteries, delivered 2.98
27-P-258. VIKING BATTERIES to fit above. Price 2 for 25c

(12) CATERPILLAR TRACTOR WITH ELECTRIC HEADLIGHT. A remote-control battery-operated "Cat" with forward and reverse gears. Bulb in headlight lights up automatically when tractor is in motion. Wide rubber caterpillar treads give good grip for climbing. Complete with driver. Sturdy Metal construction with [illegible] finish. Plated grille. About 6 1/2 inches long.
27-P-548. Price less batteries delivered 2.95
27-P-258. VIKING BATTERIES to fit above. Price 2 for 25c

(13) ELECTRIC FORK-LIFT TRUCK that does practically everything a full-sized model would do. Exceptionally realistic right down to load on the steel and a hook and [illegible] can be operated like a crane. When lever A is pulled, lever B causes fork to go backward or forward. When lever A is pushed lever B causes the lift [illegible] and [illegible] to go up and down. [illegible] Has rubber-tired wheels. Enclosed bottom. Sturdy chain lift. Operates on two batteries that fit neatly under hood. About 11 1/2 inches long, 12 1/2 inches high extended. Great fun to operate!
27-P-547. Price less batteries, delivered 3.98
27-P-258. VIKING BATTERIES to fit above. Price. 2 for 25c

(14) BATTERY-OPERATED WRECKING CRANE. A battery-operated highway crane constructed to [illegible] all jobs that truck [illegible] forward or backward, [illegible] crane in a full circle and stop it in any desired position. Hook on one side of crane cab raises and lowers boom—another crank on opposite side raises, lowers, opens and closes [illegible]. Plated chains on crane run on smooth-working [illegible]. Wide tires have Metal [illegible] and [illegible] front end and rear. Rubber tires. Rich enamel finish. Operates on two flashlight batteries. About 12 1/4 inches long over all.
27-P-545. Price less batteries, delivered 5.49
27-P-258. VIKING BATTERIES to fit above. Price 2 for 25c

(15) FIRE-CHIEF SEDAN with siren and flashing warning light. A speedy remote-control car that you can steer, stop and reverse by pressing buttons on battery box. Great excitement when you're racing to the scene of the fire—red light flashing, siren going full blast and taking corners on two wheels. Operates on two flashlight batteries. A [illegible] sedan, [illegible] make of car with plated grille, [illegible] front and back and ribs of chrome effect. Beautiful All-Metal construction with rubber wheels. About 7 1/4 inches long.
27-P-551. Price, less batteries, delivered 2.29
27-P-258. VIKING BATTERIES to fit above. Price. 2 for 25c

(16) BATTERY DRIVEN "S.S. UNITED STATES" in the brightest colours and fine detail that can appeal to a youngster. A flick of the rudder that can be set to run in a straight line forward or reverse or in a circle. Motor whirs readily when switch is thrown to get it started. Carefully made of smoothly finished Metal with glossy lithographed finish. About 14 1/4 inches long. Operates on one flashlight battery.
27-P-549. Price, less battery 1.95
27-P-258. VIKING BATTERIES to fit above. Price. 2 for 25c

(17) BATTERY OPERATED GRAB CRANE an amazingly real battery-operated model that does the work about everything a real crane does. Cab is [illegible] and you can see the workmen inside. Lights in cab [illegible] through the plastic windows in operating doors in each side of cab. Two levers at back of cab—one to raise and lower the grab, raise, lower, open and close bucket. Crane revolves on a full circle. Strong Metal construction with rubber caterpillar treads. Baked enamel finish. Over-all height about 12 inches. Operates on two flashlight batteries.
27-P-555. Price less batteries, delivered 4.95
27-P-258. VIKING BATTERIES to fit above. Price 2 for 25c

(18) ELECTRICALLY DRIVEN RACE CAR WITH SIREN SOUNDS. Realistic engine sounds. Proof high. Battery-operated. Can be used [illegible] in a circle. Lights on car [illegible] to take. Another light on roof of car [illegible] the siren sounds. Switch on left side of car for forward or reverse. A real realistic toy, a fine model of a racing car. Metal, rubber wheels with [illegible] plastic, grille, [illegible] and rear. Has [illegible] and real windshield. Rubber wheels with all tire. Needs one flashlight battery. About 8 1/4 inches long.
27-P-552. Price, less battery delivered 2.98
27-P-258. VIKING BATTERY to fit above. Price 2 for 25c

(19) BUSY DAY FARM SET that's packed with fun for the kiddies. Big set features [illegible] 9 1/4 inches high with all edges and corners safely rolled. Colourfully lithographed. Plastic accessories include tractor which hitches to all the farm implements. 16 sections of rail fence, milk platform, three milk cans, 3 bags of feed, two bales of hay, lots of barnyard animals and fowl. One each litter-carrier that slides in and out of barn on overhead rail, feed box, block-and-tackle garbage can, cow stall, feed trough, rail stool, shovel and pitchfork—all these accessories included with the big barn.
027-P-554. Price, Farm Set, delivered 5.49

(20) "SUNNYFIELD FARMS" SET WITH 36 ANIMALS. A big play-farm that's a "going concern" with its large number of livestock—eight each of cows, pigs and sheep, and four each of calves, horses and colts in finely-detailed Polystyrene (plastic material). There are also 16 sections of plastic rail fence to place around corrals and pastures. All-Metal barn (size about 13 3/4 by 8 1/2 by 11 inches high) has open back for easier access. Barn has colourful lithographed finish, inside and out, and rolled edges to help protect tiny fingers. Sliding front doors. Removable roof on silo. Always a favourite toy with the imaginative youngster!
27-P-553. Price delivered 3.98

for proper dolly care...

Go-carts (4), (5) and (6) easily convert to handy Doll Strollers

1 10.95

2 4.59

3 8.98

4 7.59

5 18.50

6 9.95

DOLL'S CONVERTIBLE GO-CART

Just Like a Baby Carriage!

REMOVABLE HOOD, TWO-POSITION HEAD-REST, ADJUSTABLE DASH AND SPECIALLY PRICED AT 14.79 del'd

What a lovely surprise for some deserving little girl! This lovely Go-cart converts realistically to a sidewalk stroller—folds up, too! Complete with such features as a combination anti-tip stand and brake; piped four-bow hood with retractable sun-visor and a "peek-a-boo" no-draught curtain; washable, fine grain leatherette upholstery; chromium-plated tubular pusher and arm-rests. Coil spring suspension. Strong enamelled Steel frame and gear. Chromium-plated mudguards on all wheels for that "de luxe look." 7-inch wheels with white rubber tires and plated hub caps. Bed size about 24½ by 9¾ inches. Handle height 28¼ inches.

FEATURE VALUE.

027-P-1086. Price, delivered . . 14.79

EATON'S FEATURE VALUE

11 1.49

12 2.79

13 1.39

14 10.75

7 4.69

8 2.98

9 6.98

10 1.98

15 2.95

16 1.29

17 3.59

Hatbox style case—like models carry!

1
4.95
2
Three Different Packs
12.95
3
1.39
4
4.89
5
3.89
6
1.79
7
1.59
8
9.75
9
3.49
CLUE
10
3.49
DRAGNET
11
3.95
12
2.49
WHAT'S MY LINE?
13
3.95
TRAFFIC JAM
14
1.39
15
4.49
THINK
16
2.98
17
1.39
18
3.69
1.98
20
2.49
21
89c
22
1.95
23
5.69
24
1.49
25
59c
EATON'S 23

ENTERTAINING GAMES THAT TEST YOUR SKILL AND TRY YOUR LUCK

(1) RUBBER HORSESHOE SET. Two-way—for indoor or outdoor use. A favourite of old and young! Four safe, durable, non-marking horseshoes in green and red; wooden pegs that fit firmly into rubber bases, and two ground stakes. Colourfully boxed and moderately priced.
27-P-438. Price, set 98c

(2) BOWLING GAME with automatic pin-setter. Plastic pins are attached to pin-setter, flying back at impact of ball. By pushing pin tabs down, pins are automatically reset for the next game. Pins do not fly all over the floor—no mess! Pin tabs that pop up indicate the pins knocked over—easy for a child to keep score. Slide switch can now, strikes and spares. All-Metal construction (about 42 inches long by 14½ inches wide, with realistic lithographed finish. Two bowling balls included.
027-P-1074. Price, delivered 4.95

(3) "SKORIT" BAGATELLE GAME. Five different games can be played on it. Lithographed Metal playing surface with interesting scoring arrangement. Should give lasting entertainment. Metal rail all around. Strong spring on shooting pin. Size about 22¼ by 12 inches.
27-P-442. Price 1.95

(4) MONOPOLY. Fascinating, popular with young and old. In constant demand for home entertainment and party gatherings. Three to eight persons can play. Plenty of playing "money" and instructions included. Neatly boxed.
27-P-0403. Price, delivered. 3.95
27-P-0404. EXTRA PLAYING MONEY. Price, per bundle 50c

(5) DURABLE CHECKER OR CHESS BOARD. An English-made board of strong Fibreboard, hinged on cloth so that it is little affected by constant sliding and unfolding. About 16 inches square.
27-P-431. Price 59c

(6) CHECKER MEN. Smooth finished Wood men 1¼ inches in diameter. Twelve each of Black and Red with well-defined crowns.
27-P-432. Price, set of 24 29c

(7) TABLE FOR TABLE TENNIS. Two-section type with eight legs. Plywood top (3-ply) with official markings (size about 9 by 5 feet over all). Smoothly finished. **Net not included.**
027-P-1075. Price, delivered 39.95

(8) TABLE TENNIS SETS. Complete with bats, balls, 5-foot net and metal end posts with table clamps. Very attractively boxed.
27-P-436. Double Set (as shown) Price, delivered 2.98
27-P-437. Single Set. Two bats, one ball and net. Price 1.98

(9) "SNAPTAP" TABLE TENNIS BAT similar in detail to the bats used to win the world championship. Plywood bat is faced with sponge rubber on both sides to give astonishing ball control. Made in England.
27-P-441. Price, each, delivered 2.95

(10) TABLE TENNIS BALLS. Low priced, British made balls that are durable and lively. One dozen in a box.
27-P-440. Price 12 for 89c

(11) "OLD FAVOURITE" GAME SET—Steeplechase, Snakes and Ladders and Parcheesi—at one low price. Games that have been popular for generations. Colourful boards in equally colourful boxes—complete with all playing equipment needed.
27-P-433. Price. . . . . 3 for 89c

(12) CHESS, CHECKERS AND BACKGAMMON BOARD — complete with chessmen (32 pieces) and checkers in durable moulded plastic. Reverse side of Metal board is equipped for Backgammon. Richly decorated, raised board about 13¾ inches square, with raised edge and rounded corners. A splendid investment in entertainment at this popular price at **EATON'S**. In an attractive partitioned box.
27-P-443. Price, set, delivered 2.49

(13) "HI-Q" SOLITAIRE PUZZLE GAME. Fun on trips, lonely evenings, etc. Two or more people can play. About 8¾ inches square, moulded of strong Plastic with red pegs. Takes luck and skill to work it out.
27-P-439. Price 98c

(14) EMBOSSED DOMINOES. Pieces measure about 1⅜ by 7/8 inch. Clean-cut with clear markings.
27-P-435. Double-Nine Set (55 pieces). Price 98c
27-P-434. Double-Six Set (28 pieces) (Not shown.) Price 45c

(15) TRAIN OF CARD GAMES. A trainload of children's favourite card games—six full packs—beautifully illustrated with Walt Disney characters. An attractive trainload of fun for the junior card-playing set.
27-P-444. Price, set of six games . . 98c

Descriptions of Toy Trucks, Cars and Garage Sets on Opposite Page

(16) FOUR-TRUCK FLEET for the youngster who likes to operate on a big way. Realistic semi-trailer trucks are powered by friction motors; rub wheels on floor and away they go! Detachable trailers with front end supports. Smooth Metal construction with lustrous baked enamel finish in two and three-tone combinations. Plated bumpers, grilles, headlights and trims. Non-scratching rubber wheels with metal hub caps—double sets of tandem duals on lumber and grain trucks. Van bodies have opening rear doors—drop tail gate on hauler. Fleet includes a logging truck (with seven miniature wood logs and binding chain), freight truck with cargo van body, grain hauler, and a cattle van. About 14½ in. long.
27-P-563 Price, 4-piece set, delivered 7.79

(17) STAKE-TYPE DELIVERY TRUCK featuring big rubber wheels (2¾ inches diameter) with big grips and plated hub caps. Runs extra smoothly—should not mar floors. All Metal construction with safely rolled edges and lithographed finish in extremely bright colours and fine detail. Large box has floor lithographed in realistic wood grain. About 17¾ inches long.
27-P-0514. Price, delivered. 2.19

(18) "HI-WAY" EXPRESS TRUCK. A reproduction of the trucks operating on cross-country runs. Large van body is colourfully lithographed to resemble a highway transport. Door at rear opens for loading. Built of Steel with smooth baked-on enamel finish. Plated grille. About 16 inches long.
27-P-564. Price 1.49

(19) FOUR-PIECE FIRE-FIGHTING SET—a flashing, friction-powered fire truck with a long aerial ladder and three firemen in action poses. Siren wails loudly and red warning light flashes off and on as the fire truck races along floor, propelled by its friction motor. Rubber wheels won't damage floor. Smooth metal truck has a running board all around for firemen to stand on. Lithographed in careful detail and bright colours. Plastic ladder has two extensions—raises high in air. Enclosed bottom—no sharp edges. Moulded plastic fire crew. Length about 14½ inches.
27-P-561. Price, less battery, delivered 2.98
27-P-258. VIKING FLASHLIGHT BATTERY for use with above. Price . . . 2 for 25c

(20) BRITISH AMERICAN OIL TRACTOR AND TANK TRAILER. Lithographed in the colour and lettering of the 5000-gallon B-A tank trucks. Sturdy All Metal construction. Opening side compartment with meters, register and rubber supply hose. Just lift the hinged panel and there it is! Detachable tank trailer. Length about 18¼ inches.
27-P-0515. Price 1.95

(21) "STEEL HAULER" Semi-Trailer Truck of heavy gauge Steel construction with baked-on enamel finish and plated front trim and hub caps. Detachable trailer and "roll-back" front end supports. Fourteen 2 5/16-inch rubber wheels with big grip tread. Tin chain at tail end. Length about 24 inches.
27-P-560. Price, delivered. 4.95

(22) WORKING WINDSHIELD WIPERS AND HORN make this "Thunderbird" Roadster fun for junior's set. Lithographed Metal, with rubber tires—powered by friction motor. Plastic wrap-around windshield. Plenty of shiny trims for chromed effect. Enclosed bottom—no sharp edges. About 13 inches long.
27-P-566. Price, with battery 1.79

(23) SEMI TRAILER PANEL TRUCK with Trailer—exceptionally realistic and well built. Van bodies are in authentic corrugated sheet Metal with opening doors in side and rear. Tractor is a miniature of a familiar truck make powered by a friction motor. Lustrous enamel finish with plated trim. Rubber wheels (all dual except at front). "Semi" has "roll-back" front end supports. Trailers are detachable. Over-all length about 23½ inches.
27-P-565. Price, 3-piece set, delivered. 4.59

(24) AUTO TRANSPORT AND FOUR CARS with friction motors in all vehicles. Semi-trailer hauler of enamelled Steel construction with ramps for both upper and lower decks. Metal friction cars. Rubber tires throughout. Miniature realistic truck and cars have plated front end. Dual rear wheels. No sharp edges. Enclosed bottoms on cars. Over-all length about 16½ inches—3½-inch cars.
27-P-562. Price, complete set, delivered 3.49

(25) "FILL-IT UP" SERVICE STATION with two plastic cars that pop out of garage automatically and have "fill-er-up" tanks and oil-emptying units. Metal conveyor with "lift" rack, wash unit, etc. Base, about 16½ by 12 inches.
27-P-558. Price delivered 2.98

(26) GARAGE WITH AUTOMATIC DOOR. Folding doors spring open when touched by bumper of the fire chief's car. Lithographed Metal. 8-inch car has speedy friction motor and a loud siren. About 7½ by 2¼ by 5¾ inches.
27-P-559. Price, garage and car 1.29

(27) REALISTIC "CITIES SERVICE" STATION at a very moderate price. Has 12 vehicles and car ejection mechanism. Realistic Metal garage with litho finish has ejector door which disposes of car when repairs are completed. Number of moulded Plastic accessories—two of the cars, lift and grease rack, gas pumps, air pump, signs, etc. Ten extra varied Metal vehicles with friction motors for a steady stream of traffic. Garage has open back. Rolled edges where necessary. Parking area on roof. Size of base about 26 by 14½ inches.
027-P-568. Price, set, delivered. 4.98

(28) GREAT BIG FRICTION CONVERTIBLE—a whopper of a toy about 20¼ inches long and 8¼ inches wide. Just give it a push and off it goes under its own power with a muffled, clicking sound. Sturdy metal construction with enclosed bottom. Colourfully lithographed in detail including dash and seats. Thick plastic wrap-around windshield. Rubber wheels to protect floor.
27-P-567 Price, delivered 3.98

1 1.9[illegible]

2 1.89

3 .9[illegible]

4 3.89

FLASHY SLING HOLSTER SET

"GENE AUTRY" TWO-GUN OUTFIT WITH SPURS AND BANDANNA, PLUS BADGE AND 12 BULLETS **4.79** del'd

Designed for junior gun-toters who are "quick on the draw"—quick too, to spot a top-notch value when they see one. A real humdinger with realistic shooting irons—cradled in sling type holsters with leg ties. Tooled Red and Tan Leather is handsomely decorated with bright medallions and studs. Fancy metal buckles. Matching die cast spurs that jingle jangle as the young lawmaker strolls along. Kerchief has a leather steerhead side. Scrolled "Gene Autry" cap pistols with repeating action. Plastic handles embossed with a wild mustang's head for pearl-handled effect. Set comes with a good supply of ammunition: 12 wooden bullets—in cartridge loops on slings. A "Gene Autry" badge and picture also included. FEATURE VALUE

27-P-600 Price, complete set, delivered **4.79**

5

For Junior Cowboys under 5 yrs. of age

3.95

6 3.98

7 2.95

8 4.95

9 4.95

3.95

"Wild Bill" Hickok Swing-style Holster Set

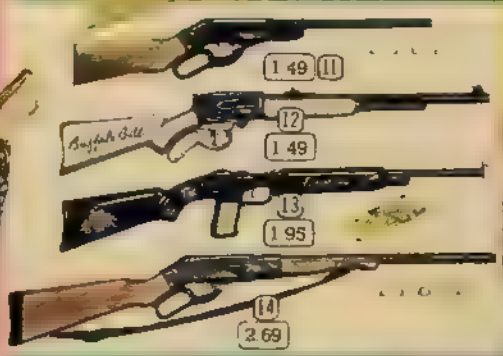
It dazzles the eyes with its bright ornaments!

With Badge, Picture and Certificate

9.95 del'd

Gutters with dozens and dozens of studs and simulated rawhide ornament it and the set of all with fine [illegible] quality leather. Rich Tan grain cowhide holsters are suspended in a Black and Tan leather [illegible] and studded belt. Holds pistols not shown. Metal [illegible] to the specific. Reversible leg ties. Wild Bill on the buckle. Leather stamped above holsters [illegible] with repeating action. Pearl handles [illegible] Sheriff's badge and [illegible] together with a picture of the popular TV star [illegible]

27-P-604 Price, complete delivered **9.95**



11 1.49

12 1.49

13 1.95

14 2.69

Sub Machine "Burp Gun"

(Less batteries)

4.49 del'd

15

Battery-Operated Firing

16

Mechanical Rabbit Flops over "Dead" When Hit by Dart!

SHOTGUN, TWO DARTS AND RABBIT

4.59 del'd

3-D VIEW-MASTER takes you "there"—in full colour

with the "magic" of three-dimension, "come-to-life" pictures

1 Order by No. 12-P-302 and state title and number **50c** per reel.

CANADIAN SCENES

3 Calgary Stampede
3[illegible] Lake Louise Rockies
3[illegible] Vancouver
3[illegible] Ottawa
37 Niagara Falls

SEE THE U.S.A.

[illegible] General [illegible] northern [illegible]
2[illegible] Big Sur Valley
16[illegible] Miami [illegible] Florida
9[illegible] Palm Valley, Arizona
[illegible] Washington, D.C. Cherry Blossoms

GRAND TOUR OF EUROPE

3012 The Tower of London
[illegible] Changing the Guard
[illegible] Palace of the Old Bailey
[illegible] Scenes
[illegible] Big Ben
[illegible] 1606 Venice
[illegible] Bridge of Sighs, Rome
2[illegible] Monte Carlo and Monte Carlo
2[illegible] St. Mark's Square, Venice

AFRICA AND THE ORIENT

3001 Cairo and the Pyramids
4[illegible] Bombay, India
4[illegible] Mount Fuji, Japan
4[illegible] Taj Mahal, Agra, India
3[illegible] Typical Native Village
[illegible] Arab Village Scene

LATIN AMERICA, SOUTH PACIFIC

511 Mexico City, Mexico
597 Native Hawaiians
[illegible] Rio de Janeiro, Brazil
5001 Scenes of Hawaii
[illegible] Hawaiian Outrigger Canoes
[illegible] Hula Dancers
[illegible] Typical Scenes, Argentina

RELIGIOUS SERIES

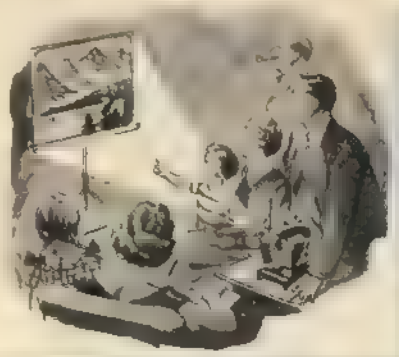
C[illegible] Faith Is Answered
C[illegible] Jesus the Good Shepherd
C[illegible] Wise Men Find Jesus
C[illegible] Good Samaritan
CH 554 Prodigal Son

FUN FOR KIDDIES

975 [illegible] Little Mouse
800 [illegible] Toys and Elmer Fudd
855 [illegible] Circus
[illegible] Mickey Mouse Fun
945 [illegible] Bugs Bunny Triple Feature
[illegible] [illegible] Mother Goose
701 A Day at Bugtown
320 Indian Days No. 1

THREE-REEL PACKETS, $1.50
21 SCENES

Mickey Mouse Club Musketeers
The [illegible] Story
[illegible] Adventures of [illegible]
[illegible] Bear
[illegible] Tales
[illegible] Scenes
[illegible] Animated Fables
[illegible] Classic Story
Circus (Ringling Bros.)



2 VIEW-MASTER [illegible] viewing View Master reels. Light-weight easy [illegible] stereoscopic pictures [illegible] with round [illegible] lenses. [illegible] and Motor [illegible] An ideal Christmas [illegible] adults. Way to learn for young and old. [illegible] know about [illegible] to Britain, [illegible] the world. [illegible] Battery [illegible]
2-P-301 Price delivered **2.95**

3 VIEW-MASTER JUNIOR PROJECTOR. [illegible] compact, [illegible] handy, [illegible] with View-Master Full-Colour Picture Reels. Projects two [illegible] stereoscopic pictures measuring up to 18 by 18 inches. Adjustable focus lens. Can be used [illegible] other [illegible] Master [illegible] watts with special bulbs.
12-P-303 Price delivered **14.98**

4 VIEW-MASTER [illegible] ATTACHMENT. Add to your viewing enjoyment with this compact, matching illuminator for your View-Master stereoscopic. Specially designed Back Plate for Motor. Operates by two standard [illegible] batteries or [illegible] Please note that batteries are not included.
12-P-304 Price delivered **2.95**

5 KODAK HAWKEYE FLASH OUTFIT. All the essentials for indoor and outdoor photography [illegible] a Christmas gift. Hawkeye camera has fixed focus lens and reflecting type viewfinder; [illegible] shutter instantaneous and bulb release and easy-to-attach flash unit. [illegible] roll of standard [illegible] takes 2 pictures; four bulbs [illegible] flash unit, and a smart [illegible] case with shoulder strap [illegible]
12-P-307. Price, delivered **16.95**

12-P-318. Camera and flash unit only. Price delivered **13.50**

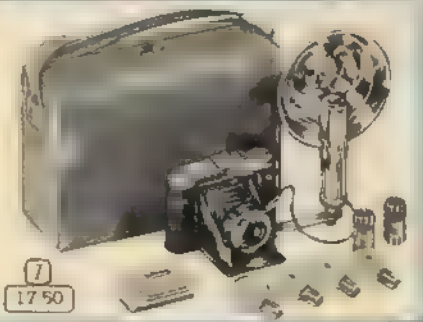
12-P-319. Case only **1.98**

9 MAKE YOUR OWN MOVIES! A famous Kodak team at a low low [illegible] Kodak Eight camera [illegible] Cameo lens and [illegible] and [illegible] Fabricated projector [illegible] with fast lever-focusing, 3-4 [illegible] 400 watt projection lamp [illegible] by simple knob control of forward and reverse rewind operation [illegible] A.C. only. This Christmas would be the perfect time to start your own home movies. Make [illegible] and record of [illegible] Projector [illegible] case for your [illegible] movie camera.
012-P-3 Complete, del'd **115.45**
12-P-324 Brownie Movie [illegible] delivered **36.95**
12-P-325 Projector [illegible] **78.50**

6 [illegible] FLASH OUTFIT. [illegible] flash [illegible] Speed [illegible] Has [illegible] Provides ground, fixed-focus [illegible] Lightweight flash unit takes regular or midget bulbs [illegible] with two batteries. Outfit also [illegible] standard 620 film [illegible] a [illegible] plastic jadget [illegible] the amateur [illegible]
2-P-326. [illegible] delivered **9.98**

12-P-323 [illegible] unit only [illegible] **8.95**

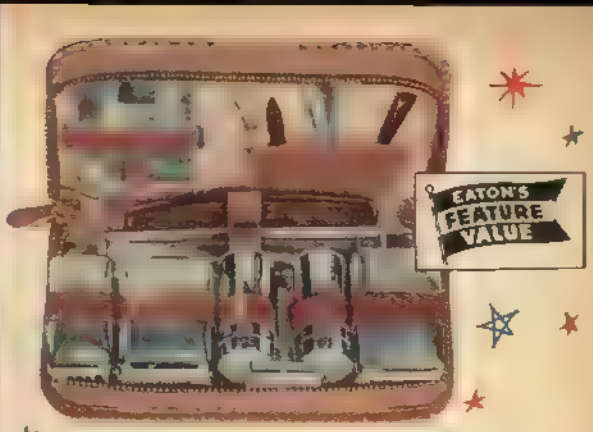
10 EATON'S OPTINA 35-MM. CAMERA with Camera case and Optina [illegible] Camera is fitted with Vero [illegible] flash synchronized, with speeds [illegible] 100 and bulb; f/2.8 Tripolon coated lens. Case is all metal construction covered with fine grain leather. Carrying cord fits on rings at each side of camera. Tripod socket is centrally [illegible] Film takes [illegible] exposures. Flash unit takes bayonet base bulbs and has shoe, sliding bracket and bulb ejector. Camera case is good quality Tan-colour Leather with carrying strap.
012-F-308. Complete, del'd **33.95**
012-P-320. Camera, flash unit and case as above but camera has Pronto VS shutter and a Lenton lens with speeds to 1/300. Price [illegible] **39.95**
12-P-326. Optina Flash [illegible] **16[illegible] 1.98**
2-P-327 Flash Bulbs [illegible] **8[illegible] 1.29**



7 OPTINA [illegible] FLASH [illegible] An [illegible] with [illegible] [illegible] camera is the well known [illegible] EATON'S own [illegible] [illegible] and [illegible] [illegible] Lens [illegible] Model [illegible] with Bulb [illegible] eye-level viewfinder and [illegible] Takes 2 pictures on 120 film. Outfit also includes a collapsible flash unit, four flash bulbs, two batteries, roll of film and midget bag with turn button [illegible]
12-P-309 Price delivered **17.50**

12-P-32 [illegible] only [illegible] **12.95**

8 BROWNIE [illegible] FLASH OUTFIT. [illegible] Brownie [illegible] Model [illegible] Flash [illegible] Flash [illegible] Flash



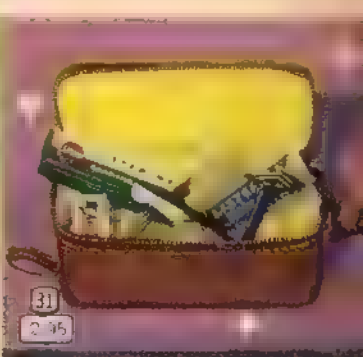
SOMETHING TO TOP HIS LIST!

IMPORTED GIFT SET IN
SMOOTH, LUGGAGE TAN LEATHER
PRICED EXCEPTIONALLY LOW

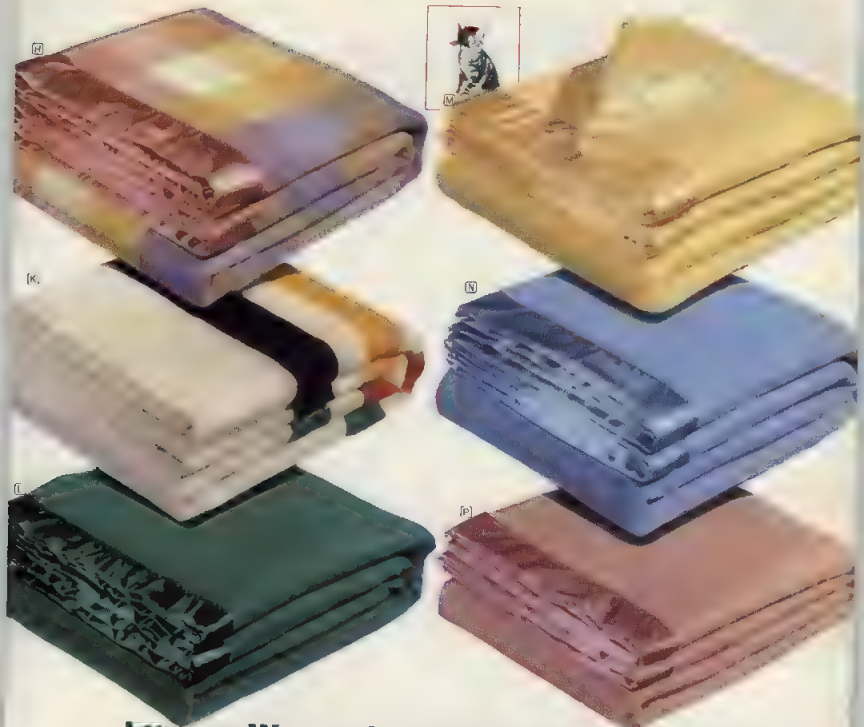
4.49 del'd

This set contains everything a man needs for complete good grooming, whether he travels or uses it at home. Six chromium-plated fittings, including two nylon brushes, soap dish, shaving brush holder, shave stick holder, metal razor. Also included is a toothbrush holder, comb, mirror, shoe horn, nail file, plastic handled cleaner, plastic cuticle pusher. A gift most men would be pleased to receive.

12-P-601. FEATURE VALUE. Price, delivered **4.49**



See Opposite Page for Descriptions of Items Shown Above.



Luxury-Woven in Beauty and Warmth

H NORTH STAR ALL WOOL BASKET WEAVE PLAID . . . pussy willow-soft pure wool with the easy drape and cuddly warmth you love in a blanket. Novelty basket weave makes it the ideal extra blanket or throw . . . to use 'round the clock, 'round the year. Heartwarming pastels: rose, blue and yellow are woven into a stunning, delicate plaid. 7" Skinner acetate satin binding

73-6272 B1325 Twin Size (66x90") **$16.95**
73-6280 B1550 Double Size (78x90") **19.95**

K HUDSON BAY "FOUR POINT" BLANKET . . . finest 100% wool. Almost imperishable . . . It's the world's most esteemed blanket! Renowned for supreme beauty, outstanding warmth and quality . . . this is the famous Hudson Bay blanket chosen for Admiral Byrd's exploration of the Antarctic. Washing restores its bright colors and resiliency without shrinkage. Four-point size: 72x90"; weight 6 lbs.

73-6298 B2650 White with Multicolor Stripes **$34.95**
73-6306 B2650 Scarlet with Black Stripes **34.95**

L ALL WOOL BLANKET by AMERICAN WOOLEN CO . . . for only $9.95! A beautiful all wool blanket by a famous maker . . . at a very special price! Soft, fleecy yarns are firmly woven to give you years of comfortable warmth. Stores away safely for the summer months too, for it is specially treated to resist moths. Luxuriously bound in acetate satin, 5" wide. Choose from two favorite colors.

73-6314 B750 Emerald Green. Size, 72x84" **$9.95**
73-6322 B750 Dark Blue. Size: 72x84" **9 95**

M CHATHAM'S FAMOUS "PURREY." You'll purr like a kitten under this blanket of Orlon and rayon. "Purrey's" new miracle blend gives you more warmth and wear without weight than you ever dreamed possible. New "Durachrome" binding, exclusive with Chatham, outwears ordinary bindings 4 to 1 and is "color-sealed" for the life of the blanket. Washable; guaranteed mothproof. Size: 72x90".

Yellow	*Bermuda Blue*	*Pink*	*Green*	*Retail*
73-6397 B795	**73-6405 B795**	**73-6413 B795**	**73-6421 B795**	**$10.95**

N PEPPERELL'S ACRILAN BLANKET . . . covering the country with a new kind of luxury! This is the blanket that has (and keeps) its deep, fluffy nap . . . that has (and keeps) its sparkling color through years of washing. It dries "on the double" . . . gives more warmth with less weight. It is non-allergenic and immune to moths and mildew, and gives no static problem. Size: 72x90".

Rose	*Blue*	*Spring Green*	*Yellow*	*Retail*
73-6330 B1250	**73-6348 B1250**	**73-6355 B1250**	**73-6363 B1250**	**$16.95**

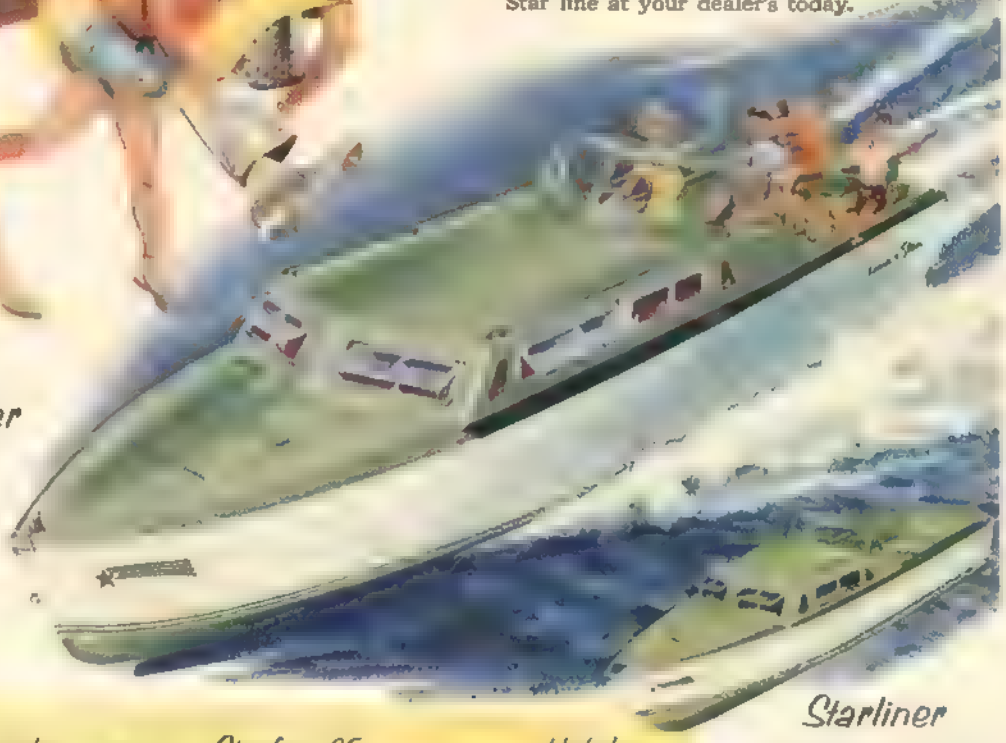
P "FLIGHT LITE" by FARIBO . . . a practical summer weight 100% wool blanket that spans all four seasons. Woven of the purest all virgin wool yarns with the home spun effect of a delicate open lacy weave, its light weight and soft draping qualities make it particularly welcome as a throw. 5 year guarantee against moth damage and mildew. Bound with shimmering 8" acetate satin. Size: 72x90".

White	*Green*	*Yellow*	*Pink*	*Retail*
73-6009 B790	**73-6017 B790**	**73-6025 B790**	**73-6033 B790**	**$10.95**

Get more out of Life with a Lone Star

Here it is! The carefree outdoor life you've always dreamed of sharing with your family! Now well within your reach with a *Performance-Designed* Lone Star aluminum cruiser. Add a Lone Star cruiser trailer and whisk away for adventure every weekend. Enjoy new freedom, new fun and sport in the snuggest, sleekest form of transportation possible. All the conveniences of home (provision for sleeping, cooking, enclosed sanitary facilities.)

Like all Lone Star boats, the **Cruise Master** is maintenance-free! *Lifeguard Flotation* for family safety ... Here's a lifetime of family fun that costs far less than a new car. Finance plan available. See the handsome 26-model Lone Star line at your dealer's today.



Cruise Master

New 21-ft full cabin outboard cruiser; pleasure to handle and own; fast and maneuverable. **$1795.00.** Inboard version with Universal engine. **$2795.00**

Starliner

21-ft outboard express cruiser plenty of speed space, and safety **$1745.00.** Aboard: 25, 60, 100 hp.

Commander

Outstanding performance has made this 14 ft aluminum model America's most popular boat. Safe! Versatile! **$298.00**

Starfire 25

Fast chase for cruising, skiing, and speed. Spirited 25 hp Universal engine speeds up to 35 m.p.h. **$1595.00**

Holiday

Completely new for luxurious fishing cruising. 16 ft aluminum pleasure outboard is perfect for the small family! **$795.00**

Get more out of Life with a Lone Star

The right trailer makes the difference! Lone Star **ROAD MASTER** for 21 ft outboard **$395.00**

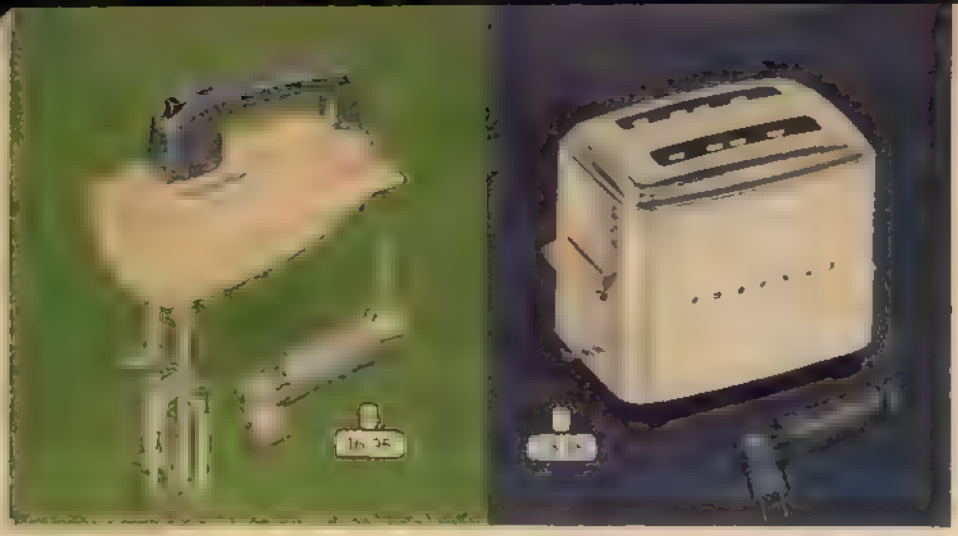
WRITE FOR FREE CATALOG

LONE STAR BOATS

Box 639-T, Grand Prairie, Texas

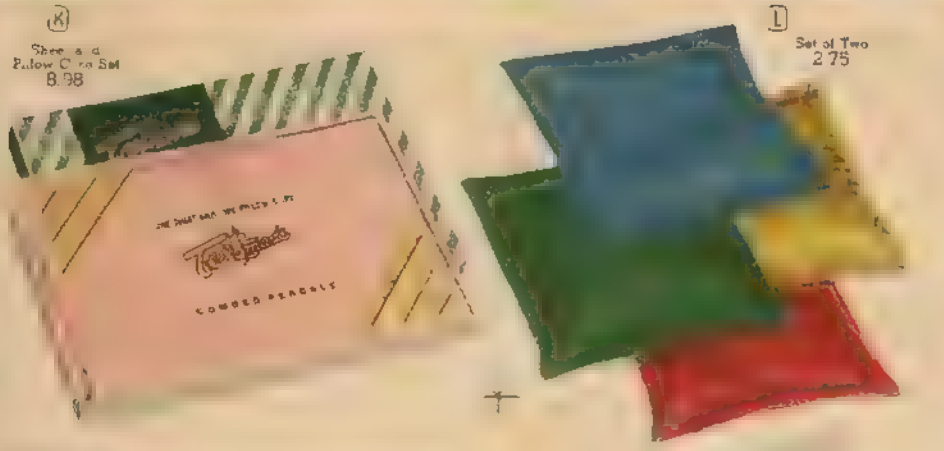
ALUMINUM AND FIBERGLAS BOATS • CRUISERS • TRAILERS

Prices F.O.B. Points in Grand Prairie, Tampa & Bremen, Ind-ana



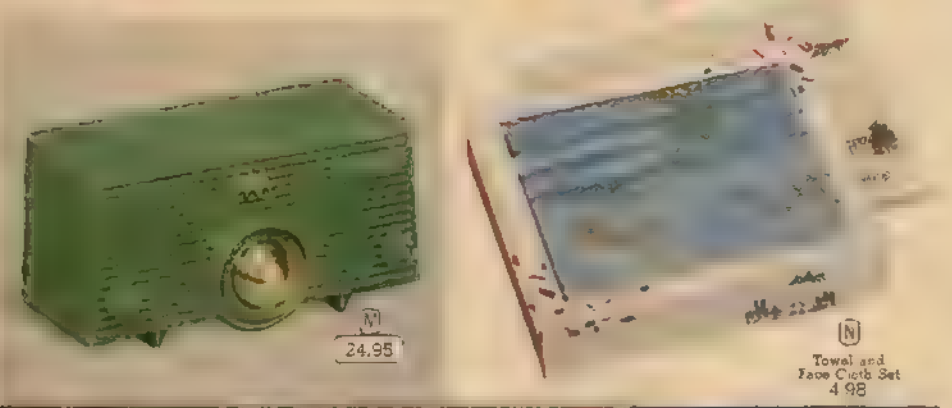
(H) COMPACT HAND MIXER with a built-in mechanism to reject the twin beaters when the switch is moved to "reject" position. This device simplifies storage and cleaning . . . saves space and time! Beaters are shaped to fit bowls. Its streamlined design incorporates other important features . . . mixer rests on base when not in use—it's versatile mixes heavy batters or frothy light souffles . . . control switch is right on the handle for speedy changing. Operates at three speeds. A grand gift for your homemaker friend. Two-tone colour combination of White with grey or Yellow with grey—please state choice when ordering. Operates on 110-120-volt, A.C. or D.C., 25 or 60-cycle.
077-P-767. Price, delivered 16.95

(J) QUIET AUTOMATIC TWO SLICE TOASTER . . . a beautiful gift . . . one that will be appreciated every day of the year by the whole family! Thermostatically controlled to do your toast just the way you like it—out it pops done light, golden brown or dark brown according to the setting you selected. Shining chromium-plated finish is easy to clean . . . "Like-lasting"! Two ivory Plastic handles and black Bakelite base. Operates on 110-120-volt, A.C. only. Cord included. Order early in time for Christmas giving.
077-P-768. Price, delivered 15.95



(K) LUXURIOUS PERCALE BED SET—a gift to delight your favourite homemaker. Solid colour hemstitched, combed Cotton Percale Sheet and Pillow Cases of extra fine quality from Tex-made Mills. She'll love the silky smooth texture and the glowing array of delicate colours. Petal Pink, Nile Green, Maize, Azure Blue . . . please be sure to state colour . . . Sheet measures 72 by 108 inches; two cases measure 42 by 36 inches. Gift packaged and boxed.
36-P-3000. Price, set, delivered 8.98

(L) DECORATIVE THROW CUSHIONS. Luxuriously soft, well filled forms are covered with sleek Rayon Celanese Chiffon velvet in a choice of four beautiful colours . . . add the new bright touch to living room, bedroom or den. Comfort styled with button in centre or plain. Size about 11 inches square. Colours Coral, Turquoise, Green, Gold. Please state colour choice when ordering.
024-P-680. Price, two cushions, one plain and one with centre button, delivered 2.75



(M) A GIFT TO MATCH ANY ROOM to give pleasure the year round. New modern-style Motorola 5 Tube Electric Radio with Motorola's world-famous Golden Voice speaker and precision tuning for superb round-sound reproduction. Operates on standard broadcast band. Automatic volume control to prevent blasting and fading. Built-in antenna. Handsome Plastic cabinet is easy to keep clean with the wipe-off of a damp cloth. Has large, clearly marked dial. Cabinet is 12⅝ by 6¼ by 5¾ inches deep and comes in attractive two-tone colours. Antique White, Mint Green; Turquoise Grey. For 110-120 volt, 25 or 60-cycle A.C. or D.C. Please be sure to state preference of colour when ordering. A happy choice for family . . .
060-P-0155. Cash price, delivered. 24.95

or $2.50 Down—$5.00 Monthly
(See page 163 for details)

(N) FINE-QUALITY TOWEL SET for the woman who wants lovely things in her home. A splendid gift idea for the busy shopper who wants to give a practical present. Solid colour Terry Towel Set with very thick, absorbent texture. Distinguished by the striking Jacquard . . . border in metallic gold colour thread. Set consists of Bath Towel about 22 by 44 inches, Guest Towel about 16 by 28 inches and Face Cloth about 12 by 12 inches. Very good value! Colours Frost Blue, Sea Green, Acacia Yellow; Ice Pink. Please be sure to state colour choice when ordering.
36-P-7000. Price, boxed set, delivered 4.98

(O) HADDON HALL FIVE PIECE BRIDGE SET . . . only at EATON'S. A high quality, modern styled set that will impress your card playing friends. Table and chairs are expertly built of rugged Steel in sunny smooth Grey enamelled . . . Table top . . . covered with a durable, heat resistant, textured Plastic material in a smart new Dobby pattern. Table . . . about 30 inches square. Top and underside. Three Beige, Coral, Yellow. Please be sure to state colour desired . . . chairs are . . .
070-P-489. FIVE-PIECE SET. Cash price, delivered. 34.50

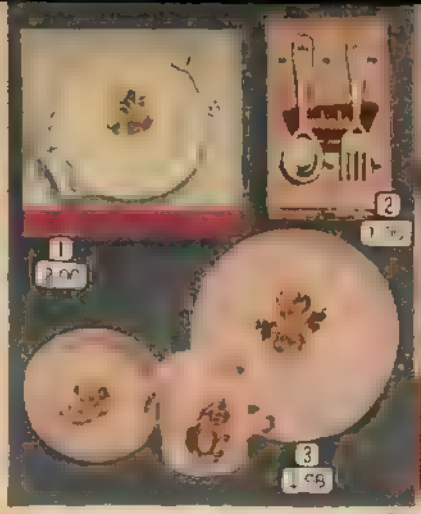
or $3.45 Down—$5.00 Monthly
(See page 163 for details)

070-P-490. TABLE ONLY. Price, delivered 9.95
070-P-491. CHAIR ONLY. Price, delivered 6.15

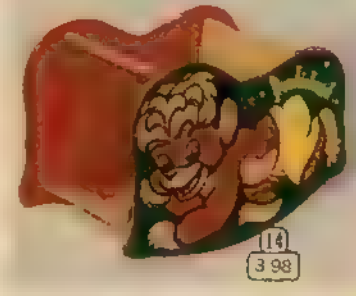
(P) TV CUP AND PLATE SET, a boon to to-day's modern homemaker. Snacks and light meals are served with a minimum of work and dish washing is reduced . . . A convenient way to serve refreshments when entertaining. No need to interrupt the enjoyment of favourite programs. Made of White China . . . with assorted fruit designs and edged with gold trim. Buy singly or in sets of three. One of each design per set.
052-P-306. Price, set of three, delivered 2.75
Price, each 1.00

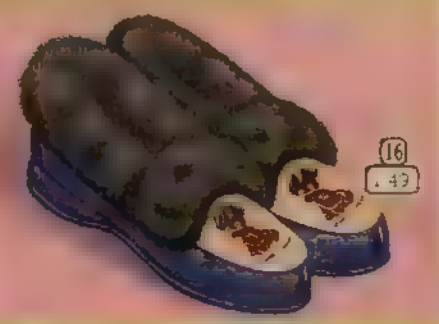
PUNKINHEAD and the Clock That Fell Asleep

The latest exciting Punkinhead story book will be included (while available) with every order from these items



"I'M EATON'S Punkinhead"





(1) BABY PLATE SET. Glazed Earthenware Plate sparkles with [illegible] Knife, Fork and Spoon are [illegible] Silver plated [illegible] and fork included.
S-P-9014. Price per set . . . 2.00

(2) CHILD'S FORK AND SPOON SET in sizes with Punkinhead on the [illegible] Silver plated, gift boxed.
15-P-9015. Price set . . . 1.00

(3) PLAY MUG AND BOWL SET. Punkinhead will delight little ones [illegible] with this sturdy Earthenware set! Well glazed for protection. Bowl has [illegible] Mug has [illegible] Set comes in [illegible] box.
052-P-9038 [illegible] . . . 1.98

(4) PERFECTED SHOULDER BAG [illegible] school and party use. Punkinhead [illegible] Fully lined [illegible] Adjustable [illegible] Assorted [illegible] Navy, Green, Brown. About 7 [illegible]
17-P-9017. Price . . . 1.00

(5) PUNKINHEAD HANDBAG [illegible] Top opens [illegible] with metal frame. Two handles and [illegible] Colours Red, Blue, Green, Brown. About 5½ by 4 inches
17-P-9020. Price . . . 75c

(6) PUNKINHEAD BIFOLD [illegible] Made of [illegible] Has [illegible] Holds [illegible] Ideal for [illegible]
17-P-9019. Price . . . 59c

(7) GIFT BOXED CARE [illegible] MIT [illegible] Brush and Comb [illegible] Wood Colours Red, Navy, Blue, Green. Nail [illegible]
-P-9000. Price boxed set . . . 1.65

(8) PUNKINHEAD MI[illegible] N[illegible] fine quality Australian A[illegible] Wool [illegible] Knitted [illegible] Has [illegible] Colours Red, Navy, Blue, Green. Sizes: [illegible] Years, 4 to 6 Years, 6 to 8 Years
1-P-9002. Price per [illegible] . . . 69c

(9) PLAID[illegible]IN[illegible] BELT [illegible] Made of [illegible] Has [illegible] Red, Navy, Kelly Green [illegible] Large [illegible]
3-P-9006. Price [illegible] . . . 89c

(10) [illegible] Knitted [illegible] Has [illegible] and lined [illegible] Colours Red, Navy, Green [illegible] Sizes [illegible] to [illegible] Years
-P-9001 Price [illegible] . . . 1.69

(11) PUNKINHEAD HA[illegible] Made of [illegible] Silk. Knitted [illegible]
3-P-900[illegible] Price [illegible] . . . 59c

PUNKINHEAD TOWELS AND FACE CLOTHS [illegible] Terry [illegible] with embroidered [illegible]

36-P-9032 **Punkinhead Terry Towel.** (12) About [illegible] by [illegible] ins. Each 1.00

36-P-9033 **Punkinhead Terry Face Cloth.** (13) About 12 by 12 ins. Each 29c

(14) [illegible] ROCKER with [illegible] Made of [illegible] Has [illegible] Natural finish with [illegible] Measures [illegible] Ideal for [illegible]
027-P-9026 [illegible] . . . 3.98

(15) PUNKIN HEAD MOCCASINS [illegible] Navy [illegible] Made of [illegible] Moccasins [illegible] Fully lined [illegible] Sizes [illegible] to [illegible] Years
39-P-9036. Price per pair . . . 1.99

(16) FUR TRIMMED PUNKINHEAD SLIPPERS [illegible] Navy [illegible] Made of [illegible] Fur trimmed [illegible] Sizes [illegible] to [illegible] Years
39-P-9035 Price per [illegible] . . . 1.49

(17) CHILDREN'S LIFT R[illegible] trimmed with rubber Punkinheads. Assorted Colours [illegible] Made of [illegible] with fun-down rayon and wool [illegible] Sizes [illegible] to [illegible] Years. Please state [illegible] when ordering. Hand wash only in care of [illegible]
39-P-9034. Price per [illegible] . . . 1.99

(18) CHILDREN'S PUNKIN HEAD [illegible] Made of [illegible] Has [illegible] Sizes [illegible] to [illegible] Years
39-P-9037 Price per [illegible] . . . 1.99

It Pays to Shop by Mail from EATON'S.

OLIVER

THE NEW MOTORS WITH MORE
and quiet, naturally

Tilt-a-Matic angle adjustment . . . Dura-Drive lower unit . . . Aircraft type ignition . . . Positive acting starter . . . Complete rubber suspension . . . Automotive styling . . . Choice of colors . . . Ball & roller bearings . . . Lower unit extensions . . . Remote controls . . . Ventilated cowling . . . Full-action gearshift . . . 18 mm spark plugs . . . Electric starting optional on 15 horsepower motor

Remote Feul-a-Matic gas tank standard equipment

Write for literature. Your Oliver dealer is listed in your phone book.

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OLIVER OUTBOARD MOTORS 116 S. McCamly St., Battle Creek, Mich.

Division of The Oliver Corporation, Manufacturer of the Best in Farm and Industrial Equipment

1956 CHRYSLER

Oversquare Short-Stroke

V-8 Marine Engines

CHRYSLER MARINE V-8s

Ahead of the Trend to Shorter Stroke

Undersquare—Smaller Bore than Stroke

Square—Same Bore and Stroke

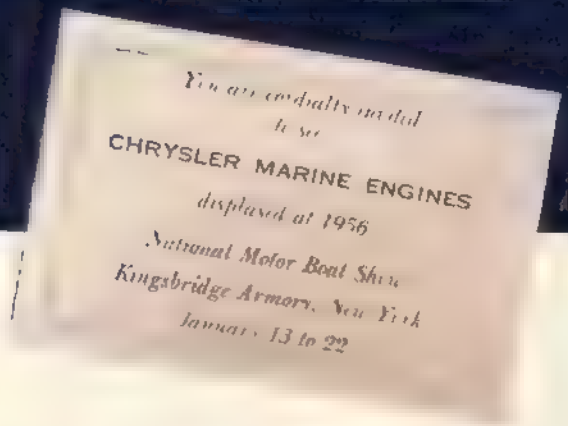
Chrysler **Oversquare**—Larger Bore than Stroke

First and Only . . . oversquare, short-stroke V-8 engine designed and built for marine service . . . hemispherical combustion for greater power and efficiency plus **oversquare** short-stroke construction where it really counts—in marine engines which usually operate at high speeds and high power output.

You get all the advantages of short-stroke: less piston travel . . . pistons and all moving parts operate at slower speeds . . . resulting in greater power from same amount of fuel, cooler engine operation, longer engine life.

The Royal V Special at 150 horsepower, Imperial V Special at 200 horsepower and the 250 horsepower Imperial V-250—each Chrysler Marine V-8 for 1956 puts something fresh, new and wonderful into powerboating.

Smart mariners will head for the nearby Chrysler Marine Engine Dealer or inquire of their boat builder. A 1956 Chrysler Marine Engine Catalog awaits you, simply write: Marine Engine Division, Chrysler Corporation, Trenton, Michigan.

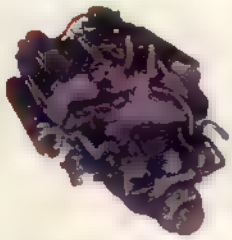


CHRYSLER

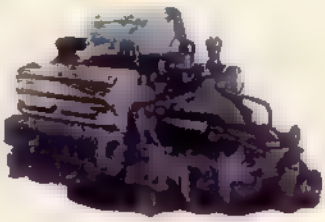
MARINE ENGINE DIVISION • CHRYSLER CORPORATION

ROYAL V SPECIAL (M-44S)
150 h.p. V-8 Engine

MAJESTIC (M-49)
160 h.p. In-Line 6 Engine



IMPERIAL V SPECIAL (M-45S)
200 h.p. V-8 Engine



IMPERIAL V-250 (M-45SP)
250 h.p. V-8 Engine

Highest quality handmade domestic pure white translucent china in patterns to complement the taste of the most discriminating hostess.

Finest American First Quality Translucent China by **PARAMOUNT**

WOODLAND VIOLETS PATTERN

Ever popular colorful violets intermingled with leaves and stems of green, arranged in small dainty sprays around the shoulder against the pure white translucent china background. As fresh and gay as a new spring morn. Embossed scalloped edge with burnished 24 Kt. gold trim. Here is captured the tonal effects of the most popular flower used for formal as well as informal table settings.

53 PIECE SET—Service for 8

No. 54000. Wt. 30 lbs. List $104.95
Dir's., per set $68.60. 3 sets, ea. **63.90**

93 PIECE SET—Service for 12

No. 54001. Wt. 70 lbs. List $194.95
Dir's., per set $126.95. 3 sets, ea. **118.50**

MAGNOLIA PATTERN

A center bouquet of lush southern Magnolias wax-white blossoms with pale yellow centers surrounded by green leaves. A continuous border of alternating matching leaves and blossoms decorate the scalloped shoulder. The pure white translucent china makes a perfect background reflecting all the charm of a southern garden. Gold flows round the outer and inner rims. Ideal for either a daytime setting or candlelight dinner.

93 PIECE SET—Service for 8

No. 54002. Wt. 30 lbs. List $104.95
Dir's., per set $68.60. 3 sets, ea. **63.90**

93 PIECE SET—Service for 12

No. 54003. Wt. 70 lbs. List $194.95
Dir's., per set $126.95. 3 sets, ea. . . **118.50**

ORLEANS PATTERN

Beautiful, pure white translucent china in the graceful coupe shape with delicate center spray of field flowers in soft tones of brown with muted blue leaves. 24 Kt. gold border around outer edge frame this enchanting pattern. Orleans has the gracious perfection that makes it ideal for a formal dinner as well as the casual table setting. Orleans will complement the taste of the most discriminating hostess.

53 PIECE SET—Service for 8

No. 54004. Wt. 30 lbs. List $111.95
Dir's., per set $73.20. 3 sets, ea. **68.30**

93 PIECE SET—Service for 12

No. 54005. Wt. 70 lbs. List $207.95
Dir's. per set $135.60. 3 sets, ea. . **126.40**

For composition of Each Set See Black and White Page Preceding this color Section.

ST. MORITZ PATTERN

This casual motif for all occasions interprets the trend in modern design. The exciting new coupe shape, in fine white translucent china decorated with blue snow flakes and platinum creates a pattern of exquisite delicacy. Truly, St. Moritz complements the good taste of the most discriminating hostess . . and makes dining an entertaining and beautiful event.

53 PIECE SET—Service for 8

No. 54006. Wt. 30 lbs. List $111.95
Dir's., per set $73.20. 3 sets, ea. **68.30**

93 PIECE SET—Service for 12

No. 54007. Wt. 70 lbs. List $207.95
Dir's., per set $135.60. 3 sets, ea.. **126.40**

COUNTESS CARMEN PATTERN

The exotic beauty and grace of a single rose and the delicate soft grey leaves dramatically centered on an exquisite background of fine pure white translucent china. Platinum rims the shoulder of soft gray. The effect of this gorgeously designed pattern is one of lasting loveliness and subtle sophistication. Idea for use in both formal and informal dining.

53 PIECE SET—Service for 8

No. 54008. Wt. 30 lbs. List $159.95
Dir's., per set $105.95. 3 sets, ea. **98.90**

93 PIECE SET—Service for 12

No. 54009. Wt. 70 lbs. List $294.95
Dir's., per set $193.70. 3 sets, ea. **180.50**

FLORENTINE PATTERN

A masterpiece of breath-taking elegance in extra fine translucent china. An exquisite filagree pattern that recalls the luxury of the Italian Renaissance. The delicate filagree design in white enamel on a soft turquoise shoulder rimmed in precious Palladium protected under diamond-hard glaze for everlasting beauty in settings of regal splendor.

53 PIECE SET—Service for 8

No. 54010. Wt. 30 lbs. List $159.95
Dir's. per set $105.95. 3 sets, ea. **98.90**

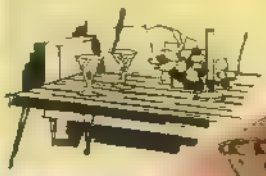
93 PIECE SET—Service for 12

No. 54011. Wt. 70 lbs. List $294.95.
Dir's., per set $193.70. 3 sets, ea. **180.50**

Sinclair Treasure Chest Stemware

Startling New Golden Crystal

Graciously elegant for formal settings . . or smartly casual for informal affairs. In distinguished good taste always, one complete set of Treasure Chest stemware is all you will ever need for all of your formal and informal entertaining.



TREASURE CHEST STEMWARE — A simple gathering of friends becomes an occasion when the table is set with this delicately, lovely, hand blown crystal stemware. From their graceful tapered shape to the gold swirl decoration with a touch of gold to accent the base . . . TREASURE CHEST STEMWARE will create an atmosphere of stylish refined charm. This sparkling new golden crystal stemware has been designed with a modern touch, but retains the elegance only found in the classic stemware of the late Renaissance. Sold in sets of four. Wt. 1½ lbs.

No. 51072. Set of 4. Goblets, 8 oz. (A) . . . . .
No. 51073. Set of 4. Champagne, 6 oz. (B)
No. 51074. Set of 4. Tumblers, 8 oz. (C) . . . . .
No. 51075 Set of 4. Sherbet 6 oz. (D) . . . . .
No. 51076. Set of 4. Cocktail 3 oz. (E)
No. 51077 Set of 4. Wine 3 oz. (F)

List $6.00 per set of 4
Dealer's each per set of 4, $3.90. 6 lots, per set of 4

3.60

Party-Perfect Hand Decorated Bar Ware

Generous glasses. Hand applied, raised enamel decorations. Permanent colors. Choice of Ballet Turquoise or Moderne Pink patterns.

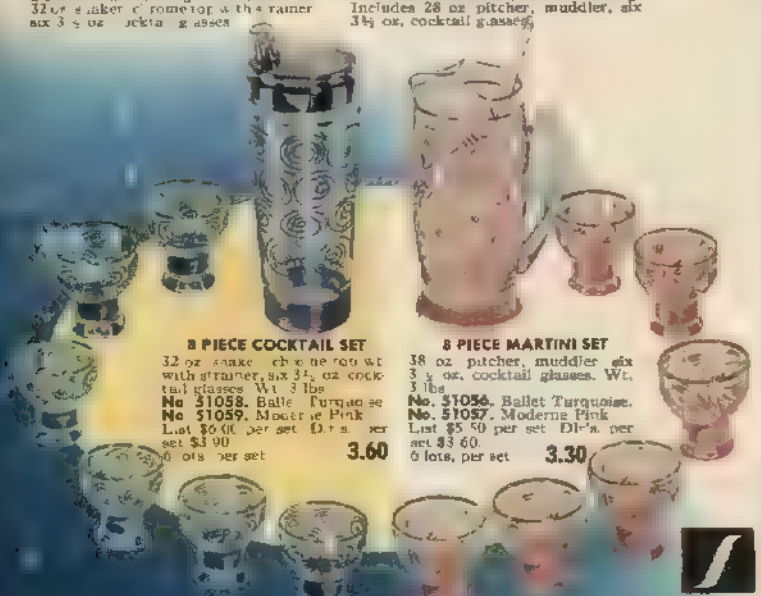
Sets furnished in either Moderne Pink or Ballet Turquoise patterns. Select one color for an entire drink service.

8 PIECE COCKTAIL SET

A cocktail set designed to put everyone in a gay party mood. The curving lines of the lovely Ballet swirl pattern has just the right amount of color to lend a gay setting. Set includes one 32 oz. shaker of chrome top and three 3 oz. cocktail glasses.

8 PIECE MARTINI SET

Beverages served in these elegant modern cocktail glasses are bound to look delicious and inviting. The subtle colorful free forms of the Moderne pattern make a cheerful, colorful setting. Includes 28 oz. pitcher, muddler, six 3½ oz. cocktail glasses.



8 PIECE COCKTAIL SET

32 oz. shaker, chrome top with strainer, six 3½ oz. cocktail glasses. Wt. 3 lbs.
No. 51058. Ballet Turquoise
No. 51059. Moderne Pink
List $6.00 per set. Dlr's. per set $3.90
6 lots, per set

3.60

8 PIECE MARTINI SET

38 oz. pitcher, muddler, six 3½ oz. cocktail glasses. Wt. 3 lbs.
No. 51056. Ballet Turquoise.
No. 51057. Moderne Pink
List $5.50 per set. Dlr's. per set $3.60.
6 lots, per set

3.30

8 PIECE OLD FASHIONED SET

An important set for hospitable entertaining. Eight 7 oz. gold rim glasses with sham bottoms. Wt. 4¾ lbs.
No. 51060. Ballet pattern-turquoise
No. 51061 Moderne pattern-pink
List $5.50 per set. Dlr's., per set $3.60. Lots of 6, per set

3.30

8 PC. DOUBLE OLD FASHIONED SET

Glasses with an air of festivity-for all occasions. Eight 15 oz. gold rim glasses with sham bottoms. Wt. 6 lbs.
No. 51062. Ballet pattern-turquoise
No. 51063. Moderne pattern-pink
List $6.00 per set. Dlr's., per set $3.90. Lots of 6, per set

3.60

8 PIECE HIGHBALL SET

A lovely set for gracious entertaining. Eight 10½ oz. glasses with sham bottoms. Gold rims. Wt. 5 lbs.
No. 51064. Ballet pattern-turquoise
No. 51065. Moderne pattern-pink
List $5.50 per set. Dlr's. per set $3.60. Lots of 6, per set

3.30

8 PIECE ZOMBIE SET

Tall slender beauty in a choice of two striking patterns. Eight tall 13 oz. gold rim glasses with shell bottoms. Wt. 4 lbs.
No. 51066. Ballet pattern-turquoise
No. 51067, Moderne pattern-pink
List $5.50 per set. Dlr's., per set $3.60. Lots of 6, per set

3.30

Sinclair Glass Company

(AA) 30-HOUR DESK TRAVEL ALARM

A rugged timepiece of superior quality. Elegantly styled genuine Texo covered case. Luminous figures and hands. 3½x3½x2". Wt. 12 oz.

No. 6685. Maroon
No. 6686. Brown Alligator
List $6.95.
Dealer's each **4.30**

(BA) 30-HOUR DESK TRAVEL ALARM

Strikingly handsome travel timepiece! For use on desk, table or anywhere else it's needed. Luminous figures and hands. **Genuine Leather Case.** 3½x3½x2½". Wt. 12 oz.

No. 6687. Brown **No. 6688.** Blue
List $7.95
Dealer's each **4.30**

(CA) 8-DAY TRAVEL ALARM

Most unusual week long timekeeping travel alarm case has Gold Embossed Texo covering. Raised figures and luminous dots. 3½x3½x1½". Wt. 12 oz.

No. 6689. Tan **No. 6691.** Maroon
No. 6690. Brown Alligator
List $11.95
Dealer's each **7.49**

(DA) 30-HOUR DESK CALENDAR ALARM

Convenient for the busy business man. Day, date and month advance at the click of a finger. Gleaming gilt case. Smart dial has fully luminous figures and hands. 4¾x4¾" h. 4¾" Wt. 1¾ lbs.

No. 6692. List $14.95. Dealers, each **9.35**

(GA) 30-HOUR ALARM CLOCK-CIGARETTE BOX

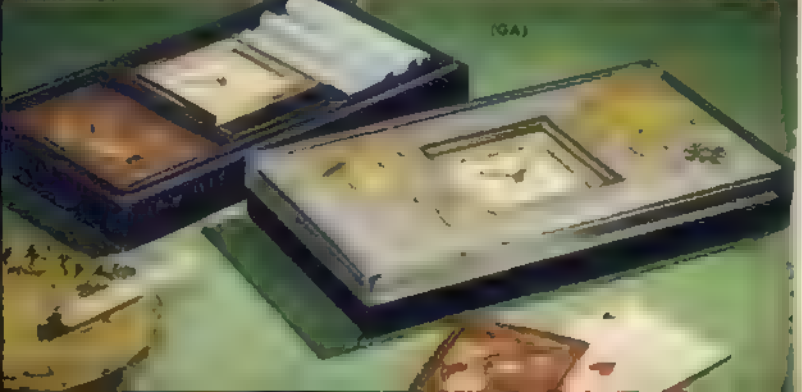
For home or office. Three dimensional effect in plastic over colorful wild bird picture on gold color container. Back base 2 compartments for cigarettes or cards. Clock has raised gilt figures, indicators, luminous hour dots. Hands. 8x4½x1¾".

No. 6696. Wt. 1¾ lbs. List $12.95. Dlrs., ea **7.95**

attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!



(EA) 8-DAY DESK BOUDOIR ALARM

A charming gilt boudoir or desk clock in graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour dots are luminous for easy reading. 3½x3½x2". Wt. 1 lb.

No. 6693. List $13.95.
Dealer's each **8.71**

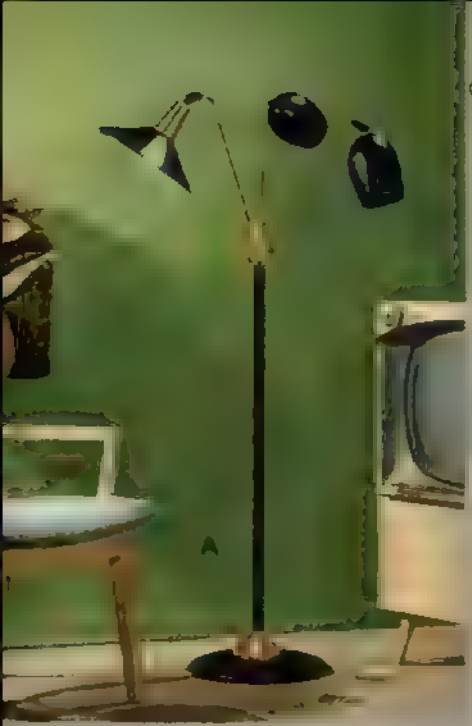
(FA) 8-DAY DESK-BOUDOIR ALARM

A delightful harmony of gleaming gilt and ivory. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous dots. Hands and hour dots. 4x4½x2". Wt. 1 lb. 6 oz.

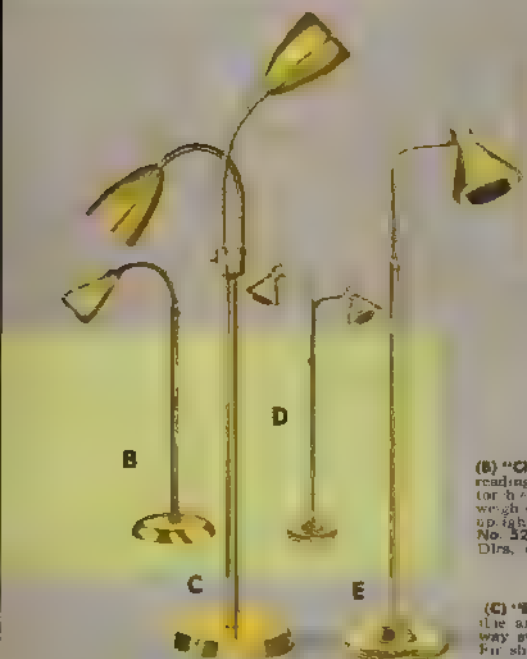
No. 6694. Ivory
No. 6695. Black
List $15.95
Dealer's, each **9.97**

Fashionable! Functional!

Lamps that turn and swivel . . . raise and lower. Focus light-beams for 'accent' lighting . . . highlight a setting, picture, or special object! Adjust to the desired position for reading or close work. Indirect lighting with the turn of a swivel. Combines utility with beauty . . . finished for long, pleasurable service.



(A) "TRI-LITE" A stark, simple functional design that will blend perfectly in any setting. 3 flexible-sectioned arms enable each 'any-position' swivel shade to adjust as desired. Use 11" metal shade as torchier, reading lamp, etc. 3 way switch, weighted base. Ebony and brass finish. Height upright 63", Wt. 27 lbs.
No. 5235 List $70.25. Dealer's, each $42.85. 4 lots, each **39.30**



(B) "CHAIRSIDE" For close work or reading. Turned up it's an indirect (or floor) lamp. 12" flexible arm. Heavily weighted, easy to assemble. Ht. 48" up-right, 64" Wt. 12 lbs.
No. 5238 List $27.90
Dlrs. ea. $16.45. 4 lots, ea. **15.25**

(C) "EVERY-WHICH-WAY" 15" flexible arms bend in all directions. 3 way switch. Heavy weighted base. Finished in satin brass. Height—arms extended 65". Wt. 19 lbs.
No. 5237 List $39.95
Dlrs., ea. $24.60. 4 lots, ea. **22.85**

(D) "TWIN-LITE" Twin metal helmets, 9" deep, smart v-slotted and pierced. Glare-proof metal light diffusers. Swivels to any position. Individual switches, weighted base. Polished brass finish. Ht. 58" Wt. 19½ lbs.
No. 5240 List $59.95
Dlrs. ea. $37.25. 4 lots ea. **34.80**

(E) "UNI-LITE" This lovely single light matches the Twin-Lite. Metal helmet 9" deep, slotted and pierced. Swivels to any position. Polished brass finish. Ht. 56" Wt. 19 lbs.
No. 5239 List $42.50.
Dlrs. ea. $26.15. 4 lots ea. **24.40**

(F) "TREE LAMP" Slotted metal shades 7" deep, mounted on graceful metal branches. 'Any position' swivels; focus each light as desired. Bright brass and ebony finish with multi-colored shades as shown. Ht. 65" Wt. 21 lbs.
No. 5241 List $48.50.
Dlrs. ea. $30.35. 4 lots. ea. **28.40**

(G) "VERSATILE"—3 way lighting in any position! Lower or raise the shaft to 51". Swing the arm! 14" reflector. Wt. 19 lbs.
No. 5242 Black and brass.
No. 5243 White and brass.
List $49.95
Dlrs. ea. $33.10. 4 lots ea. **31.00**

As fi[illegible] W[illegible] p[illegible] [illegible] Cra[illegible] Fa[illegible] [illegible] p[illegible] have ad[illegible] p[illegible] Fabulo[illegible] Preview" with [illegible] acid, and with gazes [illegible] on the finest import bone [illegible]. Skilled artisans have [illegible] [illegible] ware that [illegible] appear and [illegible] [illegible] [illegible]

KNOWLES

Semi-Porcelain Dinnerware

Lovely patterns in gay colors to meet the approval of the most discriminating hostess. Styled by today's foremost designers . . . in breath taking beauty to please any home maker.

FORSYTHIA PATTERN

A gracious floral pattern. Dainty bell-like yellow blossoms intermingled with graceful green leaves emphasize the simple lines of this Avant shape. Edges are accented with bands of 22K gold trim. Expert overglaze brings out the beautiful colorings and assures lasting scratchproof beauty.

35 PIECE SET
No. 54042. Wt. 25 lbs. List $17.95
Dir's., per set $11.70. 3 sets, ea. **10.95**

55 PIECE SET
No. 54043. Wt. 35 lbs. List $27.95
Dir's., per set $17.95. 3 sets, ea. **16.75**

96 PIECE SET
No. 54044. Wt. 66 lbs. List $49.50
Dir's., per set $32.55. 3 sets, ea. **30.45**

GRAPEVINE PATTERN

Beautifully illustrated with ripe, green leaves and grapes on a clean uncluttered background. Suitable for informal or formal occasions. Not only for its beauty, but also because it goes so well with either white or colored tablecloths. In popular new Avant shape.

35 PIECE SET
No. 54045. Wt. 25 lbs. List $18.50.
Dir's. per set $11.95. 3 sets, ea. **11.20**

55 PIECE SET
No. 54046. Wt. 35 lbs. List $28.50
Dir's. per set $18.45. 3 sets, ea. **17.20**

96 PIECE SET
No. 54047. Wt. 66 lbs. List $51.95
Dir's., per set $33.60. 3 sets, ea. **31.80**

TIFFANY PATTERN

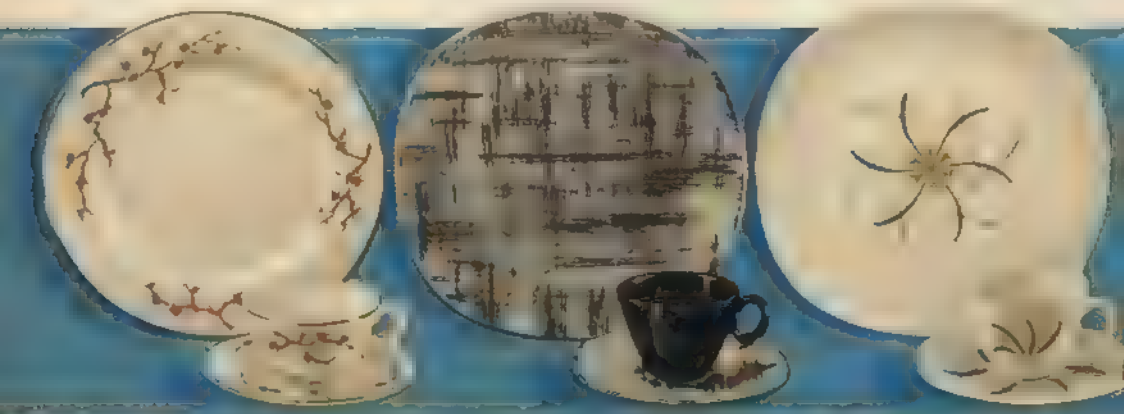
Today's smartest color combination—black and pink—in a delicate center motif. Design with a Avant shape and rich Platinum trim. This lovely pattern will add charm and luxury to your table. Both modern and traditional. Expert overglaze for lasting scratchproof beauty.

35 PIECE SET
No. 54048. Wt. 25 lbs. List $19.95
Dir's. per set $12.95. 3 sets, ea. **12.10**

55 PIECE SET
No. 54049. Wt. 35 lbs. List $28.95
Dir's. per set $17.25. 3 sets, ea. **17.95**

96 PIECE SET
No. 54050. Wt. 66 lbs. List $56.50
Dir's. per set $36.40. 3 sets, ea. **34.95**

For composition of Each Set See Black and White Page Preceding this color Section



PEACH BLOSSOM PATTERN

The rich loveliness of the Peach Blossoms will enhance the beauty of your most elaborately decorated table. Can be used as an accessory piece. Beautifully designed in Knowles new Criterion shape.

35 PIECE SET
No. 54051. Wt. 25 lbs. List $21.95
Dir's., per set $14.30. 3 sets, ea. **13.35**

55 PIECE SET
No. 54052. Wt. 35 lbs. List $31.95
Dir's., per set $22.05. 3 sets, ea. . . . **20.60**

96 PIECE SET
No. 54053. Wt. 66 lbs. List $61.95
Dir's., per set $41.10. 3 sets, ea. . . . **38.50**

EBONETTE PATTERN

A new [illegible] Harlequin motif [illegible] black and white [illegible] lovely when used with [illegible] Another favorite on the Criterion shape.

35 PIECE SET
No. 54054. Wt. 25 lbs. List $21.95
Dir's., per set $14.30. 3 sets, ea. **13.35**

55 PIECE SET
No. 54055. Wt. 35 lbs. List $31.95
Dir's., per set $22.05. 3 sets, ea. **20.60**

96 PIECE SET
No. 54056. Wt. 66 lbs. List $61.95
Dir's., per set $41.10. 3 sets, ea. **38.50**

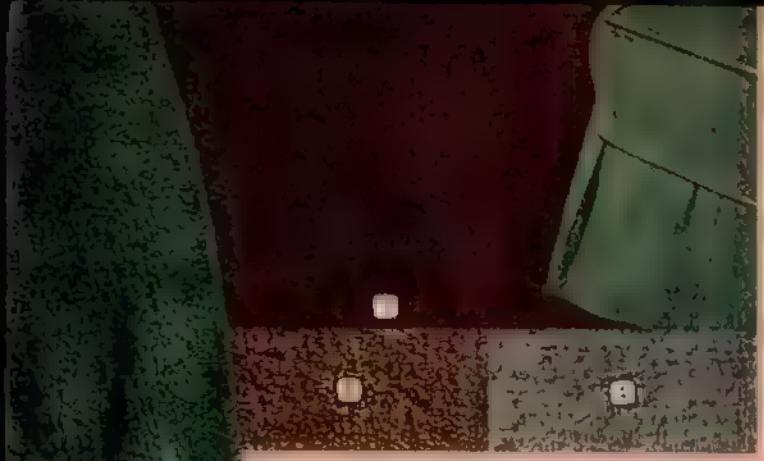
RIBBON PATTERN

Designed for today's entertaining! An outstanding floral modern [illegible] Combining the soft shades of charcoal grey with eye-appealing chartreuse. This striking Kiblah pattern [illegible] Knowles new Criterion shape.

35 PIECE SET
No. 54057. Wt. 25 lbs. List $22.95.
Dir's. per set $15.35. 3 sets, ea. . . **14.35**

55 PIECE SET
No. 54058. Wt. 35 lbs. List $36.95
Dir's., per set $23.85. 3 sets, ea. **22.30**

96 PIECE SET
No. 54059. Wt. 66 lbs. List $67.95
Dir's. per set $44.70. 3 sets, ea. **41.80**



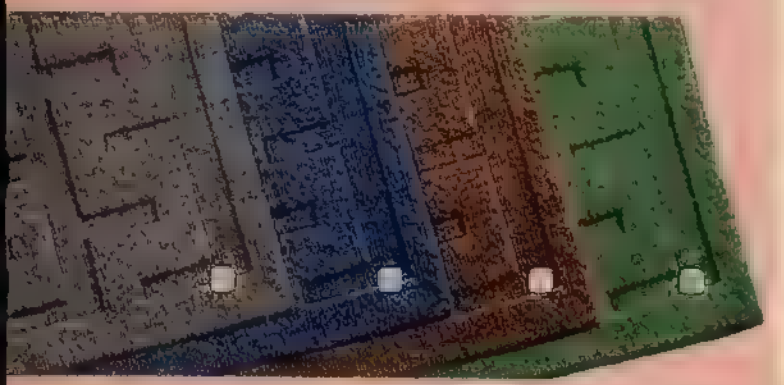
VISCOSE RUGS AND MATS WASHABLE AND LOW PRICED!

1 2 3 4 Luxurious Viscose Rayon Rugs and Mats look more expensive than they are. Soft, yet tough enough for hard wear. Underlay Viscose Rayon, prevents rugs from slipping, makes vacuuming easier. Rubber backing on mats prevents slipping and keeps moisture from getting through to floor. All sizes approximate. Assorted attractive colours.

072-P-560. Colours [illegible]

24 by [illegible] inches. Price, delivered	2.59
27 by 54 inches. Price, delivered	3.89
4½ by 6 feet. Price, delivered	11.49
6 by 9 feet. Price, delivered	22.89
8½ by 12 feet. Price, delivered	39.89

For a Wider Selection in Floor Coverings See EATON'S Fall and Winter Catalogue, Pages 477 to 485.

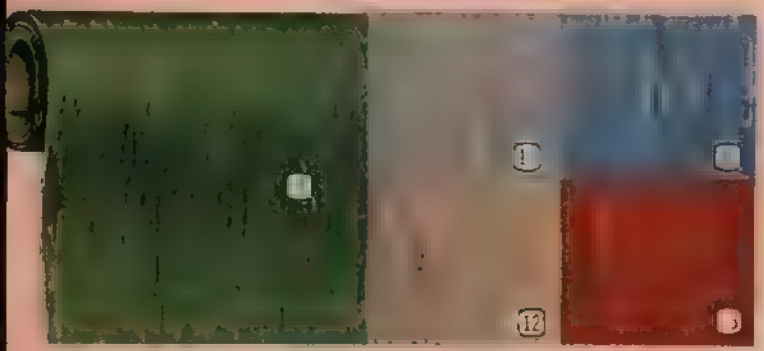


SHEENCHEX VISCOSE RAYON MATS

5 6 7 8 Here's a [illegible] and practical [illegible] every [illegible] use. These soft sheer [illegible] with [illegible] and [illegible] a [illegible] check effect. These [illegible] Viscose Rayon Mats [illegible] rubber backed to prevent skidding and to anchor pile. Washable [illegible] Square shape [illegible]

072-P-5602. Colours [illegible] (8). Please be sure to state [illegible]

24 by 36 inches. Price, delivered	3.95	2 [illegible] Price, delivered	5.95
36 by 60 inches. Price, delivered	9.50	4 by 6 feet. Price, delivered	15.50



FROM BRITAIN MOIRE INLAID LINOLEUM

9 10 11 12 13 We don't think there's a better [illegible] than this distinctive Moire Inlaid Linoleum. Its attractive [illegible] make it suitable for use anywhere in your home. Moire [illegible] and resists [illegible] If yes, [illegible] and [illegible] to suit. Clean [illegible] not wear off, [illegible] the shady, [illegible] work. [illegible] a new [illegible] Moire may [illegible] necessary to [illegible] and easy to [illegible] Order [illegible] Christmas [illegible] for your home for [illegible] season. Be sure to [illegible] of your [illegible]

072-P-5604. Colours (9) 10 (11) 12 [illegible] Price, running foot 89c

176 EATON'S **It Pays to Shop by Mail from EATON'S.** Christmas Book 1956-57

there's music in

14 INEXPENSIVE RCA VICTOR CAR RADIO. Features super heterodyne with 5 tubes F.M. speaker. Additional [illegible] control which [illegible] radio [illegible] receiver. Easily [illegible] operates [illegible] battery. [illegible] Combination of [illegible] and short [illegible] reception under [illegible] Low battery drain. Standard broadcast Band. About 4 by 5 by 8 ins. Installation instructions. For cars with 6 volt battery.

060-P-0100. Price, delivered 49.95

060-P-0101 As above for 12 volt car battery. Price, delivered 54.50

15 COMBINATION OFFER! Choice [illegible] automatic type [illegible] with an Acoustical [illegible] walnut [illegible] 78 r.p.m. record [illegible] Electrically operated turntable [illegible] and volume control. Smartly coloured [illegible] case is finished [illegible] an attractive Brite [illegible] that [illegible] carrying handle. Size about 10 by 12 by [illegible] ins. For operation on 110 volt 50 cycle [illegible] Record [illegible] control is [illegible] to [illegible] extended play. A [illegible] combination choice for [illegible] and [illegible] A splendid suggestion for [illegible] during the [illegible] season.

060-P-0102 Price, as [illegible] delivered 17.95

16 UKULELE. Well made in standard size with [illegible] Mahogany [illegible] Polished [illegible] Comes with [illegible] and [illegible] Fun at [illegible] and sure to be a welcome gift for the music lover. Note the low price.

060-P-0103. Price, delivered 3.19

17 IMPORTED MANDOLIN. In flat top [illegible] with body of Birch, finished in [illegible] Mahogany [illegible] with Walnut fingerboard [illegible] ceramic position markers. Complete with [illegible] understood instruction book and pick. All [illegible]

060-P-0104. Price delivered 6.95

18 ELECTRIC SPANISH GUITAR. Additional [illegible] Fancy [illegible] Hardwood [illegible] with [illegible] fingerboard, [illegible] and [illegible] Pick guard has attractive [illegible] motif. [illegible] Decorative [illegible] with [illegible] control. Fancy neck [illegible] plated [illegible] Has [illegible] an attractive [illegible] All [illegible] the [illegible] [illegible] Also [illegible] right above. Complete [illegible] instruction book and price. An attractive guitar that makes a worthwhile [illegible] a musical friend.

060-P-0105 Price, delivered 44.95

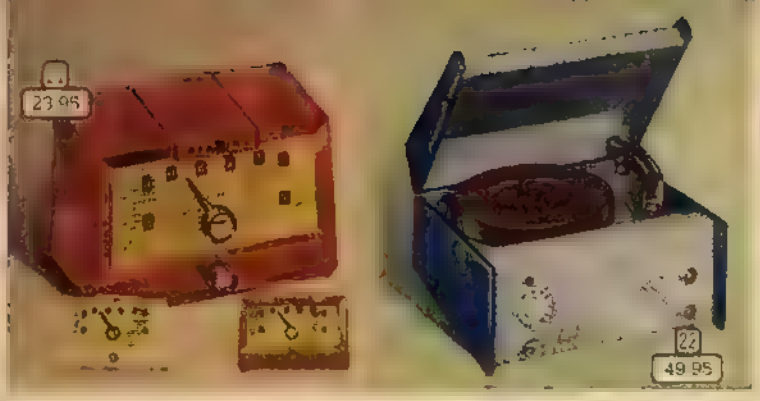
19 HAWAIIAN ELECTRIC GUITAR. Smart [illegible] with [illegible] and [illegible] top. Hardwood body with [illegible] finish. Extension [illegible] instruction book and carrying case [illegible]

060-P-0106. Price, delivered 39.95

20 AMPLIFIER with [illegible] response. Has [illegible] and [illegible] control. Covered [illegible] tan [illegible] Heavy-duty power [illegible] About [illegible] wide [illegible] high [illegible] deep.

060-P-0107. Price, [illegible] delivered 39.95

MT



the air at EATON'S

EATON'S FEATURE VALUE

THREE-SPEED RECORD PLAYER

HANDY PORTABLE— ATTRACTIVE CASE IN CHOICE OF 3 COLOURS **28.95** del'd

A specially priced Portable Record Player. Turn-over cartridge. Plays 33⅓, 45 and 78 r.p.m. records. 4½ in. speaker. Colours Brown and Tan; Green and Grey. Maroon and Grey. Cabinet is about 10½ by 12½ by 5½ ins. high. Covered with leatherette in rawhide and tweed-effect; metallic lining. Operates on 110-volt, 60-cycle A.C. only.
060-P-0119. FEATURE VALUE. Price, delivered **28.95**

21 STUBE V KING RADIO. A good- ... moderate-priced mantel ... It's ... styled Plast... stone. Large dial ... to-read ... 4 inch ... speaker. 2 ... Standard ... Short ... Broadcast ... Star... ... Plast... ... Operates on 25 or ... cycle A.C. or D.C. ... Please ... choice of colour.
060-P-0120 Price delivered **23.95**

22 PORTABLE RADIO PHONOGRAPH ... MP... A ... ... radio with ... ... Stroboscope ... Standard Broadcast ... Short ... Broadcast ... Tuning ... ... Speaker. ... ...

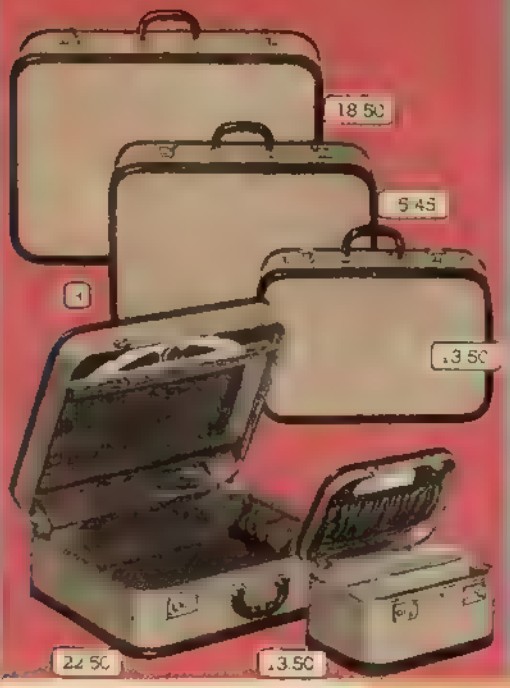
SAVE ON THESE SMART CASES!

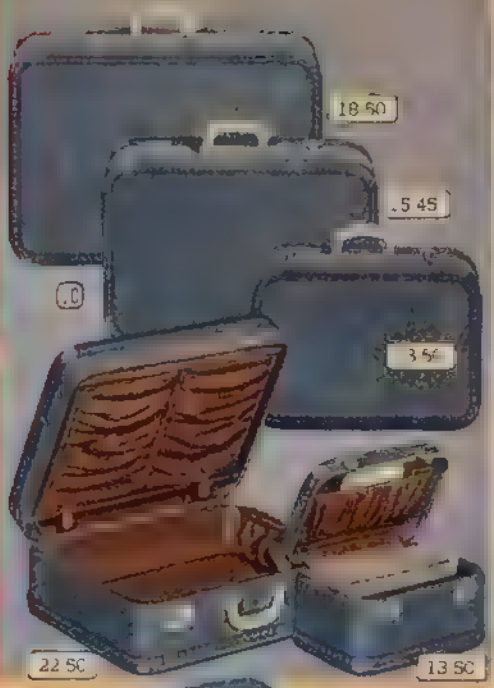
Two-Piece Set – Wardrobe and Overnight Cases

21.95 def'd

Matching Train Case

8.75 def'd





BOYS' HOCKEY OUTFITS

in Maple Leafs' and Canadiens' N.H.L. Colours

Sweater, Stockings and Toque 4.98 def'd

sure-to-please gift ideas

for greater varieties of Luggage, Car Seat Covers, Hockey Equipment and Bicycles, see EATON Spring and winter catalogue.

"JETSPUN" SEAT COVERS

Price set 16.95 def'd

BRITISH-BUILT GLIDER BICYCLES

Only at EATON'S

Budget Plan Terms Available. See page 163.

No boats in history have ever offered SO MUCH for SO LITTLE!

STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL • STEEL

38' Flagliner Express

30' Flagliner Express

30' Sportster

26' Deluxe Sedan

BUILT BY

E. W. & A. P. DUPONT INC.

MORGAN CITY, LA.

See the new 1956 line of

SAFTICRAFT

Pleasure Cruisers

WANT SAFE, DEPENDABLE CRUISING?

Safticraft cruisers are built of steel, rugged and dependable. The Jalten steel used is a special alloy with more strength, lighter weight, higher resistance to abrasion and corrosion. The entire hull is welded into one integral unit—no seams to open. Steel framing is engineered for maximum strength

WANT TO TALK ABOUT PRICES?

Compare Safticraft cruisers, size for size, feature for feature, with any boats of comparable construction and learn the true economy of Safticraft.

E. W. & A. P. Dupont, Morgan City, La
Please send me further information concerning 1956 Safticraft cruisers:

☐ 38' Flagliner Convertible Express ☐ 36' Flagliner Express ☐ 34' Flagliner Express
☐ 30' Flagliner Express ☐ 30' Deluxe Sedan
☐ 30' Sportster ☐ 26' Sedan ☐ 26' Sportster

Name . . .

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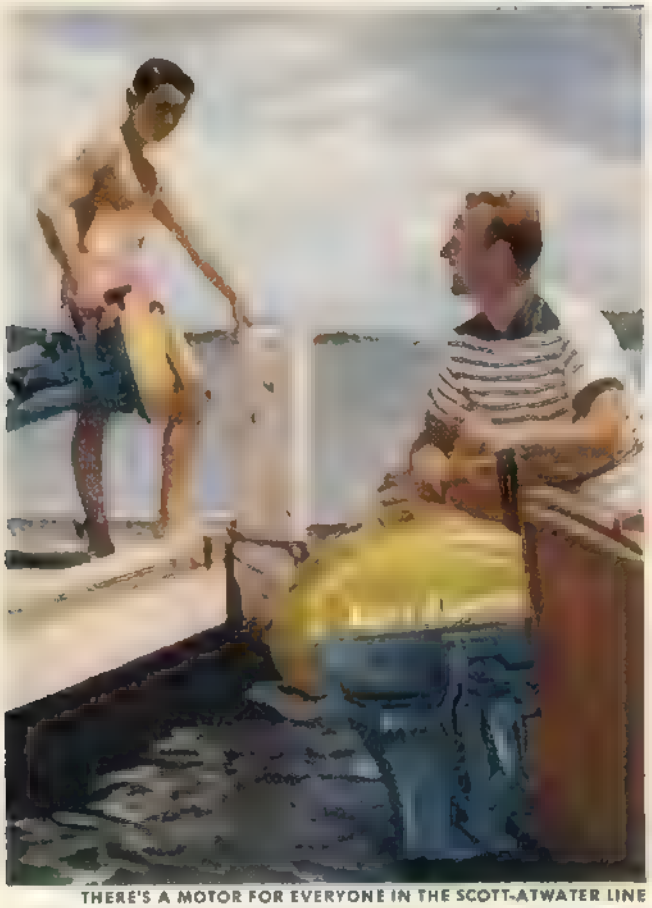
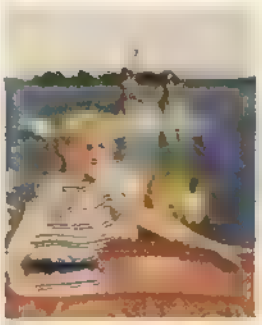
City . . . . State .



THERE'S A MOTOR FOR EVERYONE IN THE SCOTT-ATWATER LINE



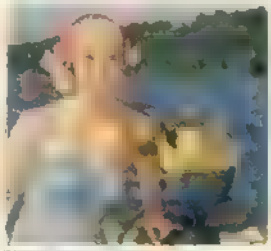
POWER FOR SKIING THRILLS!

QUIET AND SMOOTH AT EVERY SPEED

BAILS YOUR BOAT—OR ANY BOAT—QUICKLY

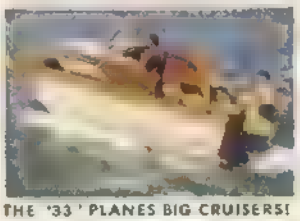
FAST, EASY STARTS

FULL GEARSHIFT MAKES MANEUVERING EASY



TWIST-GRIP THROTTLE

FAMILY FUN STARTS WITH A SCOTT ATWATER



THE '33' PLANES BIG CRUISERS!

BIG-CAPACITY REMOTE TANK

SIX GREAT OUTBOARDS—3.6, 5, 7½, 10, 16 AND 33 HP!

Which Scott-Atwater is your outboard?

Look them over . . . there's exactly the motor for your kind of boating fun in the new Scott-Atwater line. If you want power to plane a cruiser, for instance, the matchless 33 hp is for you. Puts new thrills in water skiing, too.

The all new "16" offers sleek good looks, sparkling performance on medium-size hulls. And for sleek and family boating in smaller craft the 10, 7½ and 5 hp models hit the bill perfectly.

All these motors have other features that make for luxury outboarding: Ball-bearing power bailing, quiet performance, full gearshift, remote fuel tanks, streamlined hood. And all have built-in connections that make it a simple, fast job to rig convenient remote controls.

Why not plan a family visit to your Scott-Atwater dealer's and inspect the whole line, including the rugged 3.6 hp model. You're sure to see exactly the outboard you've been looking for.

EASY TERMS AVAILABLE. The 33 hp with manual starting is $469.50; with electric starting $559.50. Other models as low as $114.50. Prices FOB factory, subject to change without notice. For illustrated booklet write Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn. Dept. VB-1c

Canadian Division 542 Mt. Pleasant Rd., Toronto 12, Ontario

Scott-Atwater ...the super-quiet outboard that bails your boat

Gifts by Spaulding fashioned of unbreakable Melmac

THE REFRESHER TRAY

Complete with Six 12-oz. Tumblers and Serving Bowl

The [illegible] modern server and six gay 12 oz. tumblers [illegible] Tray is 10" x 13" with [illegible] Needs no [illegible] Wt. 4 lbs.

No. 51100. List $8.95. Dlr's. cost $5.95. 3 to a carton. **5.37**

SHRIMP BOAT

Includes Bowl, Pick Holders and Twin Sauce Dishes. The [illegible] Breakfast Melmac [illegible] new [illegible] Wt. 3 lbs.

No. 51101. Ebony | Dlr's. cost $3.95. 3 to a carton.

No. 51102. Red | Dlr's. cost $3.95. 3 to a carton. **3.57**

REVOLVING CRUET SET

With Stand, Oil and Vinegar Cruets, Salt and Peppers, Mustard and Radish Jars, Spoons— [illegible] Melmac [illegible] with chrome rims, mustard and radish jars with spoons covers to match; stand 10" Tray. Wt. 4 lbs.

No. 51103 Ebony Tray. | List $6.95. Dlr's. cost

No. 51104 Red Tray. | $4.64. 3 lots to a carton. **4.17**

"TALLY HO"

30" High Party Stand and Snack Server

A delightful party server—a full 30" high. With removable unbreakable Melmac plastic serving pieces resting securely on a sturdy powdered wrought iron frame. Includes large 15" platter, 11½" bowl for serving fruits, rolls etc., two 6" bowls for [illegible] as a TV snack stand when serving a "cold cut" buffet any of dozens of delicious [illegible] The colorful Melmac serving pieces [illegible] against breaking [illegible] ping its normal usage. Wt. 8 lbs.

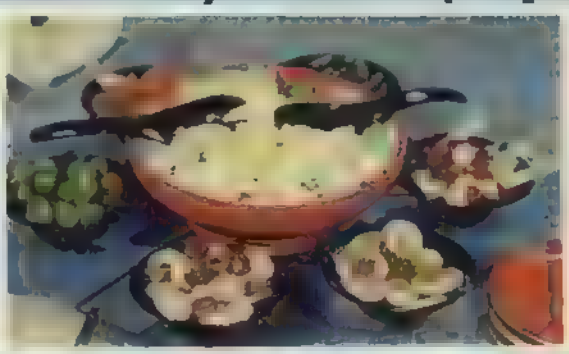
No. 51105 Red

No. 51106 Ebony

[illegible] $12.95

[illegible] each $8.64

4 to a carton **7.77**



TRAY MAID

With 15" Platter and Two Removable Serving Bowls. A novel and attractive unbreakable Melmac plastic serving piece with a large 15 inch partitioned platter and two 6" individual serving bowls [illegible] all removable. Styled in the casual modern manner—the Tray Maid is a delightful and colorful centerpiece for any occasion—formal or informal. Yellow platter and ebony bowls. Wt. 4 lbs.

No. 51107 List $9.95. Dealer's, each $6.60

Lots of 3, each **5.97**

LAZY SUSAN

With 11" Center Bowl and 6 Smaller Bowls. A Lazy Susan that will delight the discriminating hostess. 11 inch center bowl and six [illegible] for [illegible] servings with [illegible] servers. All [illegible] unbreakable Melmac plastic. Rotates gracefully [illegible] wrought iron stand. Comes with attractive large [illegible] bowl and 6 striking yet lovely ebony [illegible] bowls [illegible] Lazy Susan that makes a stunning [illegible] to-be-[illegible] Wt. 6 lbs.

No. 51108 [illegible] $3.95. Dealer's [illegible]

[illegible] each **8.37**

Imported Hand Decorated Porcelainized Cast Iron

MADE IN HOLLAND—OVEN-TO-TABLEWARE

Beautiful practical as a table or serving piece directly on the stove from refrigerator to table and serve in the same dish. Will be cooked in a pan of water to keep food moist and tender. Vary the heat to suit your needs. Each piece has a tight fitting cover which helps to keep in the natural juices and flavor. Be sure to add enough liquid to keep food from going out of the pan.

Deep Frying Pan—Wooden Handles

These versatile pans can be used for everything from southern fried chicken to poaching eggs

No. 2135 8½" size. Wt 3½ lbs. List $5.95 Dlr's. ea. $3.97
Lots of 3 each **3.57**

No 2136 10¼" size 4½ lbs. List $7.95 Dlr's. ea. $5.30
Lots of 3 each **4.77**

COVERS TO MATCH ABOVE

No 2137 8½" size 1½ lbs. List $3.45 Dlr's. ea. $2.60 each **2.37**

No 2138. 10¼" size. 1½ lbs. List $4.95 Dlr's. ea. $3.30 each **2.97**

Oval Casserole with Cover

Appropriate for a dinner party entrée or family casserole. Never necessary to rewarm. Take this attractive 'Dutch Oven' right from the oven and serve.

No 2130 1¼ Qt size. Wt. 4 lbs. List $7.45 Dlr's. ea. $4.97. 3 lots, each **4.47**

No. 2133. 2½ Qt size. Wt 5½ lbs. List $9.95 Dlr's. ea. $6.63 3 lots each **5.97**

No 2134 3½ Qt size Wt 7½ lbs. List $10.95 Dlr's. ea. $7.30 3 lots each **6.57**

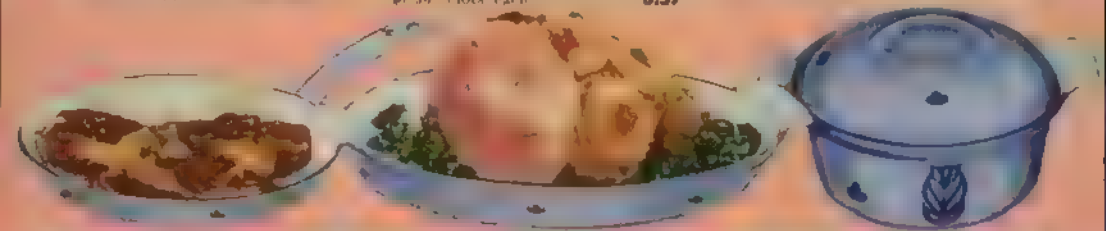
Hollow Handle Sauce Pan with Cover

Resembles the French Type casserole. Suitable for use on stove top or oven. Use as a cooking utensil and then put this attractive sauce pan right on the table to serve from

No 2128. 1 Qt size. Wt 3 lbs. List $5.95 Dlr's. ea. $3.97 3 lots each **3.57**

No. 2129. 2 Qt. size. Wt 5 lbs. List $8.95 Dlr's. ea. $5.97 3 lots, each **5.37**

No 2141. 3 Qt size. Wt 6 lbs. List $9.95 Dlr's. ea. $6.63 3 lots each **5.97**



9½ Inch Frying Pan—Metal Handle

Fry, bake or broil in this all purpose pan and use as a lovely serving piece at the same time. Its silver cast iron needs no special cleansers to keep sparkling. Has big 9½ inch diameter. Burnproof and stainproof

No. 2132. Wt. 3½ lbs. List $5.65 Dlr's. each $3.77.
Lots of 3 each **3.39**

Oval Dish

Can be used for hot or cold dishes. Marvelous for roasts or broiling. Take this attractive dish right from oven to a most charming table setting—carve and serve

No 2127. 10" size. Wt 3 lbs. List $4.95 Dlr's. each $3.30. Lots of 3 each **2.97**

No 2131 14" size. Wt 5¼ lbs. List $7.75 Dlr's. each $5.17. Lots of 3 each **4.65**

1¾ Qt. Round Casserole with Cover

Perfect for cooking or baking on range, in oven or over an open fire outdoors. Can be used as a sauce pan too. Foods stay piping hot through second and third servings. Fine textured finish washes as easily as china. Burnproof and stainproof

No 2125. Wt 4½ lbs. List $8.95 Dlrs each $5.97.
Lots of 3 each **5.37**

Butter Melter

An exceptionally useful item for serving. Ideal for butter and hot or cold sauces. Double pouring lips, separate base and cover. Will dress up any table setting. Fine textured finish washes as easily as china. Can be taken from the stove directly to the table

No. 2126 Wt 1½ lbs. List $4.45. Dlrs, each $2.97.
Lots of 3 each **2.67**

6 Qt Oval Roaster with Cover

Just the thing for preparing a delicious entrée for the family or dinner guests. Your turkey or roast can simmer at low heat to bring out the most delectable flavor. Has all the advantages of cast iron—all the beauty and cleansing ease of porcelain finish

No. 2139 Wt 12¼ lbs. List $16.95 Dlrs. each $11.30
Lots of 3, each **10.17**

Tea Kettle

Porcelainized sheet iron. An attractive spot of color for the kitchen. Functional as well as pretty. Never needs polishing. Will dress up any stove top. A bit of the old world in modern decor. Burnproof and stainproof. Fine textured finish washes as easily as china

No. 2140 Wt 2 lbs. List $7.95
Lots each $5.31
Lots of 3 each **4.77**

INTRODUCING THE "N.H.L. PRO" HOCKEY GAME

Now Complete with Six Full Teams of Players and Trophy

36 Players in All—Six Players for Each N.H.L. Team

"An excellent game that should be very popular."
LYNN PATRICK, Boston Bruins.

"The finest of its kind that I have encountered."
MUZZ PATRICK, N. Y. Rangers

"A really good game . . . every rookie will do it."
JACK ADAMS, Detroit Red Wings.

START YOUR LEAGUE NOW!

TABLE HOCKEY GAME—SIX TEAMS TO "BATTLE IT OUT" AND A TROPHY FOR THE WINNER **9.98** del'd

"Big League" Game in which the teams are represented in action by removable, individually-operated metal players in authentic N.H.L. colours. When teams finish a match, slip other teams on to decide who plays off for the championship cup. Each player can stickhandle, pass, shoot, score and block — including the goalkeeper. Players pivot completely around. Endless scoring combinations are possible with two to four players at the controls. Pennants of all N.H.L. teams mounted on sides. Colourfully decorated "rink" is of durable Masonite, wood and metal construction, lithographed in gala fashion. Rubber-cushioned bottom. Mesh nets with steel posts. Scoreboards to keep track of goals scored. Lever at each end to keep goalie moving from side to side of net. Plated Plastic trophy provided for the winner of the season's play. Size about 35¾ by 16¼ ins. 027-P-1066. FEATURE VALUE Price, complete, delivered **9.98**

DESCRIPTIONS OF THE ENTERTAINING AND POPULAR GAMES SHOWN ON OPPOSITE PAGE

(1) PEE-WEE" HOCKEY GAME. 6 players, three a side, and score. Playing completely about [illegible] each player guide moves from side to side of his end for [illegible] Metal ball for puck. Size about 24 x 12 by 10 3/4 inches. 027-P-01058. Del'd **4.95**

(2) MAGNETIC THREE-WAY HOCKEY GAME with [illegible] players are fixed [illegible] Timing device signals [illegible] when period ends. Two scoring indicators [illegible] with three different [illegible] for three types of [illegible] puck, a red [illegible] and a magnetic puck on the [illegible] [illegible] Price, delivered **12.95**

027-P-073. As above but [illegible] Price, delivered **10.95**

(3) BUSY BEE GAME for up to four players. 32 colourful plastic sheets to hold four insects and a [illegible] Getting your insect permits you to add another part. 27-P-04[illegible] Price **1.39**

(4) CROKINOLE BOARD. Good-quality Plywood board with seat ring numbered for scoring. Absolutely [illegible] diam. rings and wooden disks included. 027-P-01055. Del'd **4.59**

027-P-0[illegible]056. DE LUXE CROKINOLE BOARD. Solid [illegible] wood seat. Legs [illegible] Price, set of 4 **5.69**

27 P 0413. 24 PA[illegible] Price, set of 24 **45c**

(5) OPPI[illegible] DART BOARD. [illegible] rolled. Paper processed to [illegible] darts easily. Wire markings on [illegible] Metal binding [illegible] with three darts with [illegible] side plastic flights. Board is about 15 ins. in diam. 027-P-01054 Del'd **3.89**

27-P-419. METAL DARTS. Price **3 for 79c**

(6) COMBINATION GAME. Portable [illegible] Darts [illegible] each with [illegible] markers to record [illegible] Mets [illegible] Price, complete [illegible] Size about 35 x 23 ins. 027 P 072 Price delivered **12.95**

027-P-073. As above but [illegible] Price, delivered **10.95**

(7) TWO-IN-ONE GAME. Large size metal board (19 ins. in diam.) with Chinese Checkers on one side and [illegible] on the other. Complete with 50 no-spill marbles and 24 wood checkers. Baked enamel finish. 27-P-3409 Price **1.59**

(8) [illegible] GAME BOARD. Crokinole Carrom. Nine pins, 9 slip and carrom [illegible] Rules are [illegible] Board. Wood construction [illegible] 027 P-3 057 Del'd **9.75**

(9) ARCADE SHOOTING GAME with [illegible] Metal [illegible] with numbers. Metal binding [illegible] with three darts with [illegible] side plastic flights. Board is about 15 ins. in diam. 027-P-01054 Del'd **3.89**

27-P-419. METAL DARTS. Price **3 for 79c**

(10) DRAGNET-BADGE 714 GAME. Cloth-backed board [illegible] with mystery clue [illegible] and suspect cards, markers, dice and shaker and [illegible] rules. 27-P-423. Delivered **3.95**

(11) CAT AND MOUSE. Large [illegible] Good quality [illegible] Price, set **1.39**

(12) MAN [illegible] game for two to [illegible] Good quality [illegible] Price, set **2.49**

(13) WATCH MY LAKE [illegible] Price, set **2.49**

(14) PARLOR GAME [illegible] Price **1.39**

(15) ACADEMIC [illegible] Price **3.95**

(16) THINK. A bright new [illegible] game that provides a [illegible] of chance, skill and [illegible] Good quality board [illegible] 16 large [illegible] 27 P 427 Delivered **2.98**

(17) [illegible] Price, set **1.39**

(18) TIT-O-MATIC [illegible] Price **3.69**

(19) [illegible] GAME [illegible] Price **1.98**

(20) [illegible] Challenger [illegible] for each week of the year. Chinese Checkers, shuffleboard, Steeplechase, as well as many new variations. Full instructions [illegible] 27-P-422 Delivered **2.49**

(21) RODEO Shooting Game. Large Metal target (about 19 5/8 x 13 3/8 ins.) with metal pistol and two rubber-tipped darts. 27-P-0411 Price **89c**

(22) ANIMATED SHOOTING GALLERY. Three plastic crows, air [illegible] ducks [illegible] Metal target [illegible] by 11 ins. with [illegible] wire stand, plastic [illegible] and three suction-cup darts. 27-P-430 Price **1.95**

(23) MR. HAND AT HOME IN [illegible] TERY. Wood [illegible] Metal [illegible] and Metal [illegible] are [illegible] and dials. The [illegible] score when [illegible] Four rubber-tipped darts. About 14 x 8 x 3 ins. 27-P-4[illegible]6 Delivered **5.69**

(24) BIRD-SHOT TARGET GAME. Complete [illegible] Metal [illegible] Metal [illegible] 27 P 420 [illegible] **1.49**

(25) [illegible] Target [illegible] colourfully [illegible] with the heads of cartoon characters. Metal board with turned edges and [illegible] Shoot 12 [illegible] Price **59c**

POOL OR SNOOKER TABLES AND ACCESSORIES

(26) 8½ FOOT POOL TABLE. [illegible] covered with [illegible] Felt [illegible] Leveling legs and [illegible] Hard [illegible] Leather-reinforced rubber [illegible] Bead scoring rods on ends. Complete with two cues, rack, chalk, cue ball and 15 numbered balls (2-inch size). Size about 76 by 42 inches. 027-P-1067 Price, complete, del'd **79.95**

027-P-1068. Size about 66 by 36 ins. with 1¾ inch balls, ball-returning device and triangle included. Price, complete, delivered **59.95**

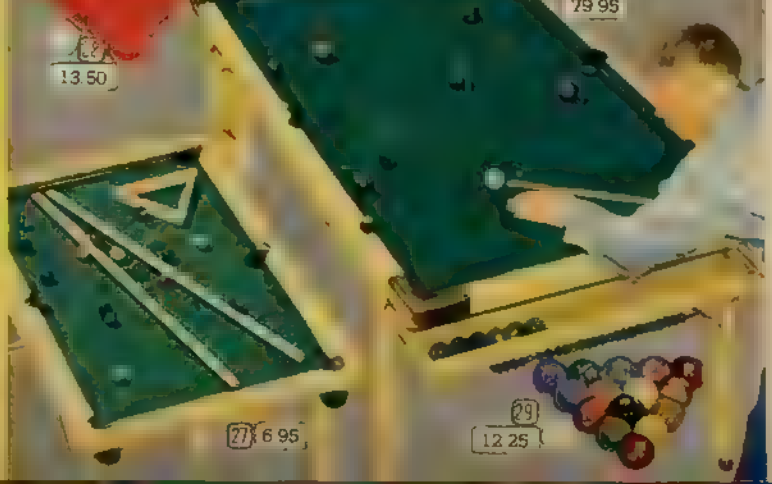
027-P-1069. Size about 55 by 31 inches with 1½ inch balls, ball-returning device and triangle included. Price, complete, delivered **44.95**

Budget Plan Terms Available. See Page 143 for Details.

(27) LOW-PRICED POOL TABLE. Well-braced Wood frame. Playing surface of Green fabric with rubber cushions. Sixteen 1 1/4 inch numbered balls, two 24-inch cues and a ball-positioning frame are included in the outfit. Table legs fold conveniently for storage. Size about 29 by 17 by 21 inches high. Here is a set up that should give plenty of competitive amusement. 027-P-1071. Price, delivered **6.95**

(28) SNOOKER BALL SET. 22 balls [illegible] Price, set **13.50**

(29) POOL BALL SET. Cue ball and 15 numbered balls (1¾ inch size). Triangle for positioning balls is not included. 027-P-415. Set of sixteen balls. Price, delivered **12.25**



"shootin' irons"

DESCRIPTIONS OF ITEMS ON OPPOSITE PAGE

(1) "RANGE RIDER" TWIN HOLSTER SET of felt-lined Tan Cowhide Leather. Decorated with shiny metal conchos, bright studs, and twelve silver-colour plastic bullets in plastic cartridge clips. Comfortable metal-tipped belt with large western-style buckle and keeper. Two repeating cap pistols about 10½ inches long, of smooth nickel-plated metal with heavy checkered grips.
27-P-601. Price, delivered 5.95

(2) "LONE RIDER" TWO-GUN HOLSTER SET in two-tone Leather and decorated with sparkling metal conchos. Nickel-plated guns about 7½ inches long with fancy scrolling and plastic inlays in handles. Removable belt with metal buckle.
27-P-0504. Price 1.89

(3) "RANGE RIDER" TWIN HOLSTER SET. 50-shot nickel-plated repeating cap pistols about 7½ inches long, have moulded plastic grips to simulate pearl handles. Tooled leather holsters and belt in eye-catching colour combination—decorated with shiny metal conchos and studs. Western-style buckle.
27-P-603. Price, delivered 2.95

(4) GENE AUTRY TWO-GUN SET with a Gene Autry badge and picture. Two-tone Black and White Leather is attractively tooled, stands out sharply. Glittering metal conchos, star reflectors and studs flash in the sunlight. Scrolled cap pistols are 50-shot repeaters (about 9¾ inches long) with raised plastic grips to give that "pearl handled" effect. Bright nickel-plated finish. Felt-lined belt with large metal buckle.
27-P-602. Price, set, delivered 3.89

(5) BUFFALO BILL" HOLSTER SET—designed for pint-sized gun-fighters aged 5 and under so they won't trip over their own guns. Sling-type holsters with cross straps are of rich Top-grain Leather decorated with plated diamond-shaped metal conchos centred by sparkling jewel ornaments. Metal studs. Plastic cartridge clips hold six silver-colour plastic bullets. Large engraved buckles. Scrolled die-cast metal pistols about 6½ inches long.
27-P-612. Price, delivered 3.95

(6) 8-PIECE RANCH HAND OUTFIT for the junior bronco-buster. Matching chaps and vest of gaily flannelette shirt, bandanna, gun belt, holster, plastic rifle, pistol and tarse. Cotton parts have plastic chaps. Studded, tasselled medallions add that rodeo touch popular with the young lad. Leatherette belt and holster with metal buckle. Sizes 4, 6, 8, 10. Please state size.
27-P-615. Price, outfit, delivered. 3.98

(7) "RANGE RIDER" OUTFIT. Chaps, vest and bandanna of velvety Cotton "Suedine"—a durable material in fancy colours. Studded leather conchos, tassels and rows of fringe on chaps add a "Western" effect. Bright bandanna—gathered in by a leather steerhead loop. Sizes Small (4 to 6 years), Medium (6-8); Large (8-10). (Shirt not included.) Please state size.
27-P-614. Price, outfit, delivered 2.95

(8) COMPLETE COWBOY OUTFIT. Chaps and vest are of sturdy "Suedine" (cotton with soft, suede-like finish). Pleasingly trimmed with stud-centred leather medallions and tassels. Rows of fringe. Flannel shirt and kerchief with steerhead loop fastener. Sizes Small (4 to 6 years), Medium (6-8); Large (8-10).
27-P-613. Price, five-piece outfit, delivered 4.95

(9) "ANNIE OAKLEY" COWGIRL OUTFIT for little admirers of the outstanding woman sharpshooter. Riding skirt, with matching vest, of strong "Suedine" cotton with studded leather conchos and Suedine fringe trims. Cotton blouse and cotton flannel kerchief with a leather loop tie. Lariat. Attractively boxed. Sizes Small (4 to 6 years), Medium (6-8); Large (8-10).
27-P-616. Price, outfit, delivered 4.95

(10) BIG GAME RIFLE WITH SCOPE SIGHT. Cap-shooting, lever-action repeater of hard moulded Plastic in very fine detail. Metal firing mechanism. Checkered stock and fore-end. It's big too—about 36 inches long—with a make-believe sight for young sharpshooters.
27-P-605. Price, delivered 3.95

(11) LEVER ACTION CORK RIFLE for the little marksman. Carbine-type of heavy-gauge Steel with varnished wooden stock. About 22½ inches long.
27-P-607. Price, with pouch of five corks 1.49

(12) BUFFALO BILL RIFLE. Designed like a western carbine, strong cap-firing mechanism. Extra ammunition chamber in butt. Moulded of hard Plastic authentically detailed. About 27 inches long.
27-P-606. Price 1.49

(13) AUTOMATIC CARBINE that shoots light-weight plastic pellets just as fast as you pull the trigger, one for each pull. Modelled in authentic detail of durable Plastic. Strong metal firing mechanism. Magazine in butt for ammunition. Length about 26¼ inches.
27-P-611. Price, with 24 pellets 1.95

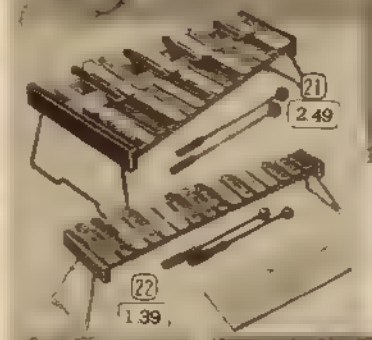
(14) TRAINING RIFLE"—a cork-shooting type complete with adjustable shoulder sling, "Manual of Arms" for the young trainee and a pouch of five corks. About 31½ inches long of strong heavy-gauge Steel construction with varnished wooden stock and fore-end. Lever action.
27-P-610. Price, with manual and corks, delivered 2.69

(15) BATTERY OPERATED SPARKING "BURP GUN" with the deep "burp-burp-burp" sound of a sub-machine gun when the trigger is pulled. Moulded of heavy Plastic in exceptionally fine detail. Rapid firing. About 24 inches long. Operates on two flashlight batteries. No winding or cocking.
27-P-609. Price less batteries, delivered 4.49
27-P-258. VIKING Batteries for above. Price ..... 2 for 25c

(16) MECHANICAL RABBIT HUNTING SET—a double-barrelled dart gun, about 25½ inches long, mechanical rabbit and two suction-cup darts. Rabbit (about 9 inches long) has a long-running mechanical motor that propels it in a wide circle. Motor automatically stops when rabbit is hit by a dart and knocked over. All the thrills of a real hunt for a youngster. Shot-gun loads two darts at one time. Moulded of high-impact Plastic with mechanisms in metal.
27-P-608. Price, set, delivered 4.99

Official "ROBIN HOOD" Guitar
5.98 del'd

FOR YOUNG SERENADERS
"MR. BANJO" with the rolling eyes
4.95 del'd



(17) REALISTIC PIANO ACCORDION with eleven White keys and seven black keys. Tunes can be played on it—no lessons needed! A reproduction of a professional accordion with exceptional tone quality. Has 52 hand-tuned reeds and operates with easy-action bellows. Adjustable shoulder harness and hook. Easy-play instruction book contains many songs that children can pick up easily with a little practice. Break-resistant Plastic construction with beautifully finished trim and fittings. Extends from 12 to 24 inches. In luggage-type case.
27-P-242. Price, with case, delivered 8.95

(18) "ROBIN HOOD" TOY GUITAR for "merry young men of Sherwood." Features accurately scaled, brass fretted fingerboard, for accurate fingering, friction-type tuning pegs, metal and nylon strings and nickel-plated tail-piece. Complete with neck cord, pick, song and instruction book. About 30½ inches long.
027-P-240. Price delivered 5.98

(19) "MR. BANJO" WITH NECK CORD. Its style, its strings, its fingerboard and raised frets for correct fingering. Friction type tuning keys. Mr. Banjo's colourful, amusing face has rolling eyes to appeal very much to youngsters. About 24½ inches long. Song instruction booklet and pick.
27-P-241. Price delivered 4.95

(20) WALT DISNEY'S "MOUSEGETAR" for the musically minded youngster. Plays tunes with a little practice. Music instructions are printed on the colourful box the instrument is packed in. High-gloss Plastic in rich mahogany effect—complete with neck cord, pick, tuning keys and strings. Gaily decorated with Disney characters. About 21 ins. long.
27-P-243. Price 1.49

(21) TWO-ROW 27-KEY XYLOPHONE. Raised extra row of keys gives wider musical range for the young musician who wants to improvise and experiment. Bell-like tones. Colourful keys are numbered to correspond with playing instructions provided. Wooden frame (about 17½ inches long, 10½ inches wide) on a metal stand.
27-P-244. Price, with two mallets, delivered 2.49

(22) 16-KEY XYLOPHONE. Wooden base on folding metal stand. Colourful keys are numbered so youngsters can follow music sheets provided. Has a sweet bell-like tone that will appeal to many a child. About 19½ inches long.
27-P-234. Price, with two mallets 1.39

(23) 12-KEY ACCORDION an inexpensive musical toy with which melodies can be played. Wooden frame with metal keys and bindings. About 10¾ inches in height.
27-P-233. Price, delivered 2.98

(24) 15-KEY TOY PIANO. The Baby Grand for kiddies to play simple melodies. Stimulate your toddler's musical interest. Will provide hours of entertainment. Strong Wood box with enamel finish. Removable legs. About [illegible] inches wide, 6 inches high.
27-P-235. Price, delivered 2.79

(25) 25-KEY "GRAND" TOY PIANO—complete with bench. Has 13 white and 10 black keys. A good-sized piano at an exceptionally low price. Size about 13 inches wide and 14½ inches high. The tonal range and the half tones make it possible for musically inclined children to play almost any song they know. Good tonal qualities. Well built of Wood with gleaming Black Enamel finish. Turned wooden legs are removable so piano can be stored in small spaces.
027-P-1065. Price, with bench, delivered 9.95

(26) DRUM-MAJORETTE BATON—available in two lengths. Regulation style and design with gleaming chrome-plated Metal shaft and correctly shaped rubber ends. Any pretty miss can become an expert baton-twirler.
27-P-239. In 22-inch length. Price 89c
27-P-238. In 29-inch length. Price 98c

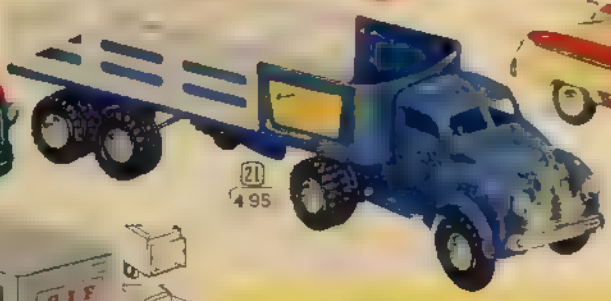
(27) HI-FI JUNIOR" TOY PHONOGRAPH—featuring a hand crank with governor that keeps turntable speed regulated—plays all standard records at any speed. Excellent reproduction. One of the most inexpensive and efficient toy record players available. Metal and Plastic construction. Size 6 by 10 by 8 ins. Two double-sided children's records included.
27-P-236. Price, delivered 2.98
27-P-237. SET OF FOUR JUVENILE RECORDS. Eight assorted tunes popular with children. Practically unbreakable. Price ..... 4 for 89c

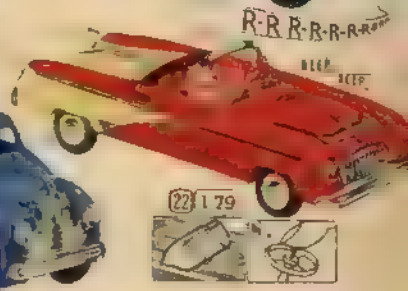
(28) "HOTSHOT" TRAP DRUM SET consisting of bass drum, side drum, tom-tom, triangle, cymbals and bells so the young drummer can really "beat it out" keeping time to a radio or record player. Metal bass drum has about a 16-inch diameter. Lithographed with dancing figures. Steel foot beater. Side drum and tom-toms have fabric heads about 6¼ inches across. Two bells, suspended on a wooden bar.
027-P-1064. Price, with two drumsticks, delivered 3.95

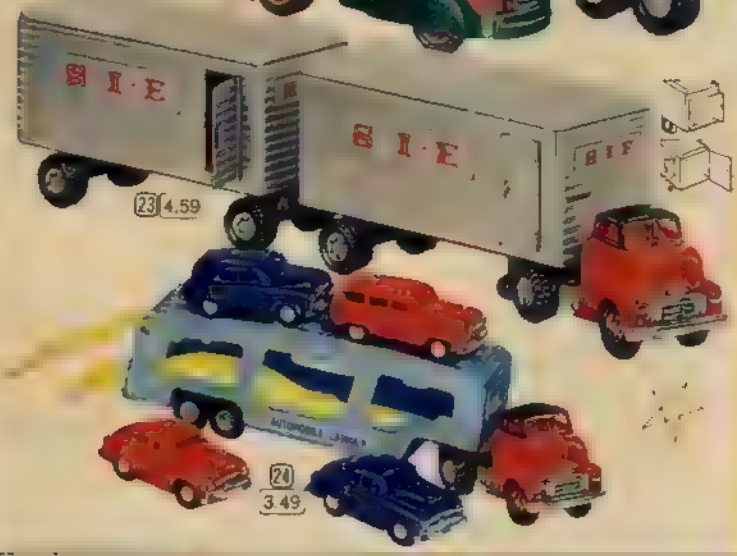
Remember! EATON'S Low Prices Include Shipping Charges on Orders of $2.00 and Over.

friction-powered, four-truck fleet

7.79 each







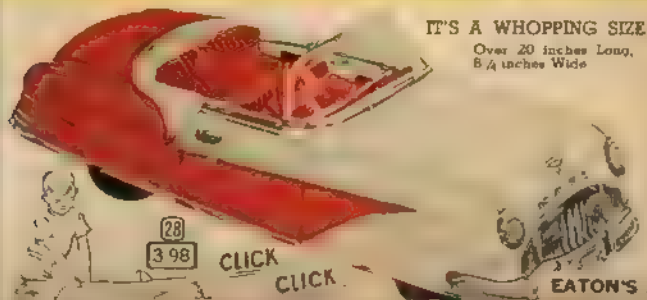
TOO GOOD TO MISS!

14-WHEEL SEMI-TRAILER TRUCK LOADED WITH 12 BLOCKS—A VALUE-PACKED COMBINATION 1.98

"Grain Hauler" Truck, with detachable semi-trailer, made of smooth, sturdy Metal with plated grille, bumper and trim for chromed effect. Friction motor. Lustrous baked-enamel finish. Non-scratching rubber wheels with hub caps —14 in all! Rubber-tired vertical supports on trailer's front end. About 14¼ ins. long. 12 colourful wooden blocks with two embossed letters on each, included. 27-P-577. FEATURE VALUE.
Price, set 1.98

Double-dual rear wheels. Tail-gate "Roll-back" front end supports

IT'S A WHOPPING SIZE!
Over 20 inches Long, 8¼ inches Wide



Well-made "Action Toys" reproduced in fine detail with realistic rubber tires. Every "reg'lar feller" will want one or more for his very own! Order your needs now!

action-packed!

Descriptions of the Trucks, Road-Building Equipment and Airplanes on Opposite Page

(10) SELF-LOADING HI-DUMP TRUCK with the extra large capacity needed to keep the road clear of snow. A 10-wheel beauty coloured and lettered like a Department of Highways truck. Good for fun indoors or out! Loaded scoop lifts over roof of cab to dump snow at back. Realistic rubber wheels (two sets of duals at rear) with tractor tread. Lever raises the dump body high for "snow-dump" clearing action. Tail gate swings open. Ribbed protector for roof of cab. Strong Steel construction with baked-on enamel finish. Shiny grille and bulbs. Over-all length about 22 1/4 inches.
27-P-537 Price, delivered 3 95

(11) REALISTIC ROAD GRADER scale-built to power graders that scrape away the snow and ice from highways when a blizzard strikes. Works like one, too—scraper blade can be rotated, raised and lifted. Front wheels steer. Heavy-gauge Steel construction with enclosed cab appropriately enamelled Bright Orange. Heavy-duty lug-grip traction tires are an inch wide. Plastic motor and exhaust pipe. Over-all length about 13 1/4 inches.
27-P-0510 Price, delivered 3.98

(12) INEXPENSIVE SELF-LOADING DUMP TRUCK. Scoop up earth, dump it into the box, then a lever trips the dump body so that the load empties through the tail-gate. Of sturdy Steel construction with bright three-colour enamel finish to please him. Plated grille and bumper bolt. Length over all, about 13 1/4 inches.
27-P-529 Price 1 89

(13) RUGGED BULLDOZER THAT SPARKS AND CLIMBS—pushes aside small obstacles in its path. Spring clockwork motor with stop-and-go lever and large winding key for easy reach. Hydraulic-type scraper is strongly supported. Harmless sparks shoot from exhaust when tractor is in motion. Realistic Metal construction. Lithographed in fine detail. Removable driver-operator to seat. White rubber "cat" treads help it to climb steep grades. About 10 1/2 inches long.
27-P-532 Price, delivered 4.98

(14) SCALE-BUILT ROCKER DUMP with crank-operated winch that raises and dumps the load. An earth-moving toy in exact proportions of the equipment used by large construction outfits. Ruggedly built of heavy-gauge steel with plastic "motor". Heavy-duty rubber tires (1 front, wide with husky traction tread. Every part built to last. Smooth enamel finish in the Orange colour popular with highway crews. Swivel coupler connects rocker body to tractor for top manoeuvrability when the going is rough. A big toy—about 17 1/2 inches long and as sturdy as it is big!
27-P-526 Price, delivered 3 49

(15) SCALE-BUILT FRONT-LIFT LOADER that is an authentic replica of loaders on road-building projects. Crank at side raises the bucket while a trip lever dumps it as well as latching it in place so that load can be held in any position. Smooth working steering wheel [illegible] Heavy-duty, all-steel strong Steel with the [illegible] Ruggedly built of heavy-gauge steel with plastic motor. Heavy-duty rubber tires (1 front, wide with husky traction tread. Every part built to last. Smooth enamel finish in the Orange colour popular with highway crews. Swivel coupler connects rocker body to tractor for top manoeuvrability when the going is rough. A big toy—about 17 1/2 inches long and as sturdy as it is big!
27-P-528 Price, delivered 3 49

(16) "SCALE MODEL" EARTH HAULER. Lever-operated grip throws open dump doors [illegible] Swivel coupler connector links body to tractor for added manoeuvrability. A husky toy built along the lines of an actual piece of earth-moving equipment by staying close to scale. Heavy-gauge Steel throughout, especially large [illegible] to the rugged use it will receive. Orange colour adopted by this type of [illegible] Steel bars to hold [illegible] Steel bars greatly heightening its appeal for the young [illegible] Over-all length about 15 1/4 inches long.
27-P-527 Price, delivered 3.49

(17) HEAVY DUTY STEEL POWER SHOVEL with full-circle rotating cab. Smooth, efficient operation. Scoop up earth, sand or gravel and dump it where you want it. Crank at side operates [illegible] Rugged all-steel construction throughout with heavy gears. Truck has wide rubber wheels, linked by rubber caterpillar treads to help prevent sinking in soft ground. An exceptionally sturdy toy with rich baked-on enamel finish that will last through many a road-building project. [illegible] Cab is about 4 1/2 inches long, 6 3/4 inches high.
27-P-536 Price, delivered 4.95

(18) HAULER TRUCK WITH REVOLVING POWER SHOVEL. A Metal toy we recommend highly for its ruggedness and outstanding [illegible] truck as a whole will give [illegible] and years of good service. Power-shovel is easily operated by [illegible] side crank and it goes through a full cycle of operations continuously—scooping earth, lifting it high in the air and then dumping it. Cab revolves in a complete circle, has such features as transparent plastic windows, dummy work light and a strong polished metal chain to operate the hoist. Truck is the [illegible] popular make. Realistically detailed with [illegible] Heavy-duty steel [illegible] Rubber tires are of [illegible] (heavy for weight). Fully enclosed at both ends to keep out dirt, with details at front and hub caps all [illegible] Diagonal warning stripes painted at rear.
27-P-530 About 12 inches long. Price, delivered 3.79

(19) AUTOMATIC FLASHING LIGHTS IN WINGS AND TAIL greatly heighten the appeal of this friction-powered TWA DC7 "Luxury Liner" especially on night flights in darkened rooms. Propellers revolve on the take-off. Speedy friction motor needs a little push to start the plane on its way under its own power. A good-sized, toy aeroplane (wing span about 19 inches, length 15 1/2 inches), with green plastic windows. Rubber wheels won't mar the floor. Sturdy Metal with lithographed finish.
27-P-535. Price, less battery delivered 2.95
27-P-258. VIKING FLASHLIGHT BATTERIES to fit above. Price . . . . . 2 for 25c

(20) HAND-OPERATED "TCA VISCOUNT" AIRLINER that simulates an actual flight through its clever controls. Hand levers at both ends are geared to keep all four propellers whirling in a most realistic manner. Lever at top can be pushed with the other hand so that all wheels of the landing gear retract when for taxiing and touch-down. Wheels when the plane is airborne next. Plane is a replica of the sleek four-engined TCA Viscount. [illegible] with safely rounded edges. Wing span is about 11 1/4 inches.
27-P-533 Price 1 79

(21) FRICTION-POWERED STRATOCRUISER with revolving propellers. Hold wheels and [illegible] are lettered in white on blue. Passenger [illegible] Rubber wheels for easy gear is easy on the floor. Metal construction with a wing span of about 14 1/4 inches. Lithographed finish in the type of detail [illegible]
27-P-534. Price 1.59

(22) BUILT-RIGHT HIGHWAY SERVICE TRANSPORT SET consists of [illegible] Fleet [illegible] of smooth sturdy Metal construction with a friction motor, detachable van body divided in three sections, side and rear doors smooth enamel finish, wheeled supports on van plated "bright parts" and rubber wheels. Lifelike [illegible] two cows, two pigs, two sheep) of moulded plastic to place around the farm. Two card board trees. Tools [illegible] Length of truck is about 11 inches, of [illegible] 50 inches.
27-P-531. Price, 11-piece set 1 98

hours and hours of fun...with any one!

(1) MECHANICAL POWER SHOVEL for the fellow who wants to "move the earth." Hand crank [illegible] Realistic rubber tires and [illegible] Heavy-gauge Metal construction with colourful [illegible] Big [illegible] about 2 1/2 inches long.
27-P-516. Price, delivered 2 79

(2) SEMI TRAILER AUTO TRANSPORT complete with three plastic automobiles to haul and an inch loading ramp. Heavy-gauge Metal construction with colourful [illegible] Big [illegible] about 2 1/2 inches long.
27-P-521 Price, delivered 2 69

(3) FRICTION MOTOR TRUCK FIRE [illegible] needs only a little speed away. Lever-operated self-loading dump truck; cattle truck, van express; tow truck with crank-operated winch, and logging truck with five miniature logs—each about 3 1/4 inches long. Sturdy Metal in bright assorted colours. Makes [illegible] Rubber tires.
27-P-523. Price, set of five 1 95

(4) SPARKING AND CLIMBING TRACTOR with road scraper and driver-operator. Sure-grip rubber "cat" treads for climbing steep grades. Harmless sparks shoot out of exhaust to thrill the young set. Realistic [illegible] and blade. Strong clockwork motor with stop-and-go lever, lithographed Metal. Large winding key. Length about [illegible] inches.
27-P-0509 Price 1.95

(5) TRACTOR AND FARM IMPLEMENT SET. Heavy die-cast Aluminum tractor about [illegible] inches long, [illegible] with [illegible] gripping rubber tires. Hitch at rear for connecting each of the [illegible] implements: a two-wheel trailer, disk harrow and drag harrow. Bright Red farm implements to [illegible] Rubber wheels on [illegible] metal tractor [illegible] have rubber metal treads. Plate [illegible] have rubber tires.
27-P-519 Price, set of four decks 3 29

(6) LARGE "TAKE-APART" PLASTIC CONVERTIBLE built of 50 individual parts that can be put together and taken apart again. Exceptionally interesting to the keen-minded modern youngster! Complete with motor tools and all the parts you see around it. Splendid value, too, for a "Take-Apart" toy [illegible] size.
27-P-520. Price 1.59

(7) SPARKING TRACTOR with Dump Waggon. Sparks shoot from exhaust when mechanical [illegible] is wound. Stop-and-go lever. Lever dumps contents of waggon through opening tailgate. Smooth Al. Metal construction with [illegible] rubber tires. He'll have great fun with this one! Combined length of 18 inches. Crank at front winds up the sturdy clock motor.
27-P-517. Price, delivered 3.79

(8) MASSEY HARRIS TRACTOR with Grain Waggon. Earth-moving toys of the well-known make. Tractor is about 8 ins. long of heavy Cast Aluminum construction, with lug-grip rubber tires. Adjustable front wheels [illegible] Steel. Steel waggon, with [illegible] tailgate [illegible] to carry A [illegible] toy well made and easy to run. Baked enamel finish.
27-P-522. Two-piece set. Price, delivered 3.79

(9) RUBBER TIRED TRACTOR AND TRAILER. Durable die-cast Aluminum tractor has heavy lug-grip rubber tires that dig in when the going is soft, will not scratch polished floors. Detachable two-wheel trailer has sheet metal box with rolled edge. Bright [illegible] enamel finish has authentic farm implement appearance. Over-all length about 2 inches.
27-P-518. Price, tractor and trailer 1.39

Since 1869—The EATON Guarantee: Goods Satisfactory or Money Refunded, Including Shipping Charges. MT

Christmas Book 1956 57

COMPLETE LAYOUT ONLY 38.95 del'd

Oval Track with Two Spurs, 6-Unit Electric Train and All Accessories

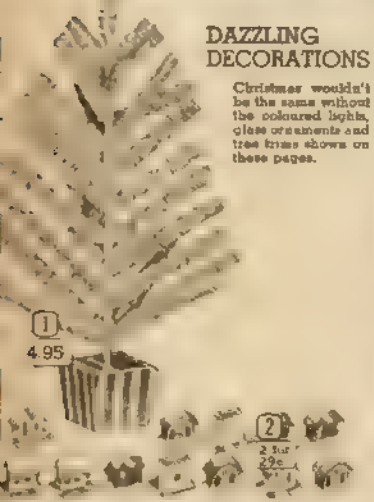
SMOKE-PUFFING ELECTRIC LOCOMOTIVE SETS THE PACE FOR THIS INTERESTING 64-PIECE TRAIN AND ACCESSORY LAYOUT

Set consists of:

- 16 section oval track
- Two manual right hand switches
- Two spur tracks with "dead end" bumpers
- Two uncoupler ramps
- Die cast steam-type smoking locomotive with tender, stake car, boxcar, gondola and caboose
- Railroad station
- Derrick loader
- Two bridges
- Girder bridge
- Six telegraph poles
- 10 miniature cartons
- Two lighted lamp posts
- Three automatic accessories
- Six people
- Two "Uncouple Here" signs
- Rugged 50 watt transformer
- Package of smoke pellets for locomotive

Packed with the action of a real-life railroad yard! Budding young trainmen can shunt the train in and out of the two spur tracks, speed it up or slow it down, stop it altogether and reverse it and couple or uncouple cars at two points in the track—just by operating the peppy 50 watt transformer. Minutely detailed train has a heavy die-cast metal locomotive with oilless bronze bearings. Puffs clean white smoke when in motion. Five cars have bodies moulded of high-impact plastic, with metal wheels and undercarriages. Other accessories are of moulded plastic. Note the revolving crane, the spacious station, the wide bridge, and all the other pieces. FEATURE VALUE.

027-P-569. Price 64 piece set with 60 cycle transformer, delivered **38.95**



DAZZLING DECORATIONS

Christmas wouldn't be the same without the coloured lights, glass ornaments and tree trims shown on these pages.

(1) FOLDING ARTIFICIAL CHRISTMAS TREE. Fire-resistant Viscose Rayon branches on twisted wire. Unbreakable tinsel foil on needles. Sturdy metal trunk. Thickly enameled. Stripped wooden stand. About 36 inches tall.
027-P-921 White.
027-P-922 Green. Price, each, delivered 4.95

(2) GLITTERING HOUSE SET. Coloured Rose dwellings that sparkle like snow frost.
27-P-925 Price 12 for 29c

(3) "NOMA" INDOOR MULTIPLE SETS. Coloured lights burn independently—no extra wiring. Extra bulbs and bulbs. Spring-clip sockets for pole tree-trimming. Connector included. For 110-120-volt alternating current only.
27-P-904 25-Light Set. Price, del'd 8 98
27-P-902 15-Light Set. Price, del'd 5 39
27-P-903 7-Light Set. Price, delivered 2 59
27-P-908 Extra Bulbs for indoor multiple sets only. Price 4 for 59c

(4) NOMA OUTDOOR MULTIPLE SETS. Specially weatherized to resist heat, rain and cold. Bulbs are coloured inside. Berry heads on wiring complete with connector for additional sets. Glows bright independently of each other. For 110-120-volt alternating current only.
27-P-907 25-Light Set. Price, del'd 12 98
27-P-905 15-Light Set. Price, del'd 7 95
27-P-906 7-Light Set. Price, delivered 3.75
27-P-909 Extra Bulbs for outdoor multiple sets. Price 4 for 72c

(5) BLADE-TYPE FLASHER to make tree lights flash on and off. Plug into wall socket. Capacity 600 watts.
27-P-938 Price 49c

(6) GLISTENING POLAR SNOW for a "White Christmas" effect. Soft, fluffy Plastic flakes adhere to branches.
27-P-911 Price, package 25c

(7) TINSEL FOIL ICICLES. An inexpensive tree-trimming. Fire-resistant Metal Foil, shredded to the ends.
27-P-912 Price 3 boxes for 29c

(8) ANGEL HAIR. Spun Glass in a shimmering mass. Drape over branches of tree.
27-P-919 Price 2 packages 45c

(9) SPARKLING ICICLES. "Diamond Ray" brand iridescent ornaments of spiralling Metal. Each box contains 16 pieces.
27-P-920 Price 2 boxes 29c

(10) SPUN GLASS TREE-TOP ANGEL. Coloured angel on a background and cloud of glass fibre. Fire-resistant. About 7½ inches in diameter.
27-P-913 Price 98c

(11) INEXPENSIVE TINSEL TREE TOP STAR. Red foil centre and wire fitting. Eight point style.
27-P-923 Price 29c

(12) CELLOPHANE WREATHS. Coloured Red wreaths with cannie motifs at bottom. About 9 inches in diameter.
27-P-917 Price 2 for 49c

(13) FASCINATING "WHIRL-GLO" SHADES that put motion into your tree. Put them on tree lights; they revolve gracefully. Coloured and illustrated with Christmas scenes.
27-P-941 Price, set of 8 shades 49c

(14) ADJUSTABLE TREE HOLDER. Adjustable thumbscrews in hands to hold tree firmly in place. Made of Metal with enamel finish. Rounded feet help to protect floors. Has container for water. Legs spread about 17 inches, band diameters 3 1/2 inches.
27-P-900 Price 1.49

(15) TREE HOLDER WITH COLOURED LIGHTS. An especially attractive 7-bulb holder complete with a set of seven 6-volt coloured Christmas lights. Has 360-degree circling flange of 6 hands. Steel to take stem of tree. Has 3 screws to hold tree and large water container. Requires 110-volt A.C. current. Cord 6 feet as illustrated.
27-P-901 Price, complete, delivered 4 29

(16) TANDY SPRIG. FOIL ROPING. Sparkling angel hair foil in 2 shades. Two bundles, Green and Silver. Red and Silver. Size 1 1/2 feet in each bundle.
27-P-915 Price 2 bundles for 49c

(17) CRÊPE PAPER ROPING. About 24 feet in each bundle, one Green the other Red.
27-P-916 Price 2 bundles for 49c

(18) GLITTER CASCADES for top-to-bottom tree beauty. Shimmering Aluminum foil streamers about 200 each 7 feet long are attached to a ring which fits over tree top, draping cascade all around tree for a lovely effect. Flame resistant.
27-P-924 Price 49c

(19) TINSEL GARLANDS to brighten up the tree or room. Sparkling silver colour about 1 inch in size.
27-P-910 Price 50 feet for 49c

DESCRIPTIONS OF CHRISTMAS DECORATIONS SHOWN ON OPPOSITE PAGE

Economy Priced Decorations

Here's a convenient, money-saving way to get those extra decorations always needed at Christmas. Set includes ● 2 boxes Icicles ● 6 foot Tinsel Garland ● Angel Hair ● Ornament Hooks (box of 50) ● three-colour Foil Roping (8 feet) ● colourful "Merry Christmas" Foil Placard.
27-P-914 Price, set 98c

Spray-On "Snow Flakes" with a Set of Seven Christmas Stencils

Add frosty Yuletide themes to doors, windows and other smooth surfaces by spraying the stencils provided with the pressurized mate. Just cover other areas with paper, then spray over and allow to dry. Simple and easy. Just press button to create your own miniature snow storm.
27-P-918 Price, set 98c

(20) "NOMA" 8-LIGHT INDOOR SERIES SET. Coloured bulbs with tri-plug connector for extra sets. Berry heads simply tree-trimming.
27-P-929. For 110-120-volt circuit. Price, set 1.59
27-P-931. For 32-volt Farm Lighting. Price, set 1.89
27-P-932. For 6-volt Battery. Price, set 1.98
27-P-930 Extra Bulbs for 110-120-volt series sets. Price 4 for 29c

(21) NOMA 8-LIGHT SERIES SET with pink glow bulbs and set of 8 lights give off a soft pink glow. Berry heads make tree-trimming easier. Tri-plug connector to add on sets. For 110-120-volt circuit.
27-P-933. Price, set 1.98

(22) "NOMA SANTA-LITES" an 8-light indoor series set with fancy bulbs that are all different. Berry heads make tree-trimming easier. Tri-plug. For 110-120-volt circuit.
27-P-934 Price, set 1.89

(23) NOMA BUBBLE-LITES. A novel 8-light series set. Lights burn with a "bubbling" effect. Miniature spirals for streaming, 6 tree figures, coloured bulbs. For 110-120-volt circuits using 7 watt bulbs.
27-P-936 Price, set, delivered 3.69
27-P-937 Extra Bulbs for "Bubble-Lite" series sets. Price 2 for 49c

(24) NEW NOMA OUTDOOR TRIM-LITES. A custom-built 12-light set of weather-proofed design for windows, doors and all outline decorations. Multiple wiring. Two add-on connectors at middle and end of set. Insulated staples included for easy installation. Bulbs have inside colouring. For 110-120-volt circuit.
27-P-935 Price, set, delivered 6 49
27-P-909 Extra Bulbs Price 4 for 72c

(25) TREE ORNAMENT SET. Six multi-coloured balls and six reflector ornaments make a fascinating set. Beautifully hand-decorated in brush stroke technique. Reflectors cunningly catch light and mirror it with unusual beauty. Diameter of balls about 2 1/4 ins.
27-P-943 Price 12 for 98c

(26) 24-PIECE GLASS ORNAMENT ASSORTMENT. Wide variety of shapes make tree "come alive". Wide colours. Has 8 reflector ornaments, 3 balls (1 3/4-inch), 3 birds, 2 musical instruments, 2 bells and 6 others equally fascinating.
27-P-945 Price 24 for 1.49

(27) 12-PIECE NOVELTY SET. Large, lovely imported glass ornaments in 12 widely varied shapes to make it the most fascinating tree. Delicately detailed in colours. Unusual set includes an angel, bugle, bell, trumpet, saxophone, violoncello, three birds and one ornament that has to be seen to be appreciated. A set that is full of surprises.
27-P-946 Price 12 for 1.95

(28) GLASS ORNAMENT SET. Crystal-like colors of reflector ornaments mirror light to twinkling tree lights. Twinkling Christmas effect. Set consists of 8 solid-colour balls (1 3/4-inch) and 6 reflectors with base, slotted striped design. In several sets at this price.
27-P-944 Price 12 for 59c

(29) GLASS BALL AND REFLECTOR ORNAMENT SET of brilliant hues. 25 pieces in all. Has 6 reflectors striped back and 8 solid-colour reflectors. Diameter about 1 1/2 inches. With go a 16-ft. way onward finishing the tree.
27-P-947 Price 24 for 98c

(30) SIX LARGE SIZE GLASS BALL ORNAMENTS. Dazzling ornaments to glamourize your Christmas tree. Delicately detailed in gay fiesta effects. Rich colours. Diameter of balls about 3 1/4 inches.
27-P-950. Price 6 for 89c

(31) GLEAMING PLAIN GLASS BALLS that are a characteristic of the Christmas season. An assortment of brilliant colours. 2 inches.
27-P-949 Price 12 for 98c

(32) SET OF 36—ALL DIFFERENT. A novelty set of 36 ornaments, each one consisting of brass colour base, reflectors, figurines and with no two alike in the entire. Here is a set that will add exciting interest to your Christmas tree. Dazzling shapes and colours. Balls are 1 3/4-inch size. Excellent value.
27-P-948 Price 36 for 1 98

(33) NEW! OUTDOOR REFLECTORS to enhance the beauty of outdoor lighting sets. Gleaming aluminium foil in dazzling colour to add a sparkling flower-like note to your outdoor display. Reflectors are insulated.
27-P-940 Price 8 for 69c

(34) COLOURED FOIL REFLECTORS for use with Roping sets. Reflect light to heighten the brilliance of your Christmas tree. Two-piece Aluminum foil-style with different coloured centres. C.S.A. approved insulators. About 3 inches diameter.
27-P-939. Price 8 for 39c

(35) NEW! CRYSTAL-LIKE ILLUMINATED STAR for the tree top—the 12-point "Star of Bethlehem". Provides a novel and extremely beautiful lighting effect. Made of Plastic with 6-foot cord and plug. Height about 5 1/2 inches. For 110-120-volt circuits.
27-P-952 Price with bulb 1.98

(36) "PUMP-PAK" BALLOON SET. No more huffing and puffing. Blow up balloons a new easy way with the "Pump-Pak". Colourful as an old-fashioned circus parade. Just the thing for holiday fun. A great strength saver. Package contains 40 assorted quality balloons in assorted shapes and colours.
27-P-953 Price, set 1.19

(37) SANTA CLAUS SUIT. Consists of roomy tunic, pants, hood, belt and leggings. Lightweight flannelette in a handsome Red shade. Generously trimmed with fleecy white. Hood has a flowing white beard to tuck out and a wide plastic belt. Here's what you need to give the kiddies a real Christmas treat. Dad can dress up and play Santa Claus for the amusement of the whole family. Large size only.
27-P-951 Price delivered 10.95

(38) CHRISTMAS FIRE-PLACE. Just adds a warm, cheery touch during the Yuletide. Sturdy metal reward reflector helps to create a bright, large fire effect. Coloured logs add realism, while the mantel completes the effect. Be prepared for Santa's entrance in this fashion. He's sure to bring your stocking on this fireside or kitchen wood range. Just the next size of a happy, merry yule treat. To be set up and used as a stove. Expect to use no more than about 4 1/4 by 40 by 8 inches.
027-P-1049 Price delivered 3.95

(39) TINSEL FOIL ICICLES. A box each of Red, Silver colour and Blue shredded Metal Foil to add extra colour to your decorations. Fire-resistant. Extra long.
27-P-942 Price 3 boxes for 69c

(40) LIGHT-LIKE HEAVEN SET that does a real new way toward facing the home and tree when Christmas comes. Couples real practical pair of decorations too. We have paired in the big package of Christmas ornaments a real attractive and very new set of other EATON Value to help out when extra cash is at a premium. Includes the following:
- 12 novelty glass ornaments
- 24 gleaming glass balls (1 1/4 and 3/4-inch diam.)
- 12 striped glass balls
- 18 "Diamond Ray" icicles for extra sparkle
- 24 glittering miniature houses
- 1 Tinsel bell to light Silver shade
- Tinsel star for the top of the tree

27-P-954 Price, complete set 1 95

400 DAY IMPORTED ANNIVERSARY CLOCKS

Silently, dependably, recording the march of time . . accurately keeping the minutes and hours for more than a year!

Precious jewel-like clocks . . breathlessly lovely in gleaming polished brass and glistening safety under crystal clear glass domes! Wind yearly on your anniversary! Pre-assembled pendulums, adjustable bases.

(A) TRADITIONAL 400-DAY ANNIVERSARY CLOCK

Magnificently proportioned to grace the home. Accurate movement. Accented in polished brass. Decorative hand painted floral design porcelain dial. 12" high 7¾" base. 3½" dial. Wt. 6 lbs.
No. 51013. List $23.50. Dealer's each **14.10**

JUNIOR 400-DAY CLOCK

Same as above but slightly smaller 4½ lbs.
No. 51014. List $20.90. Dealer's each **12.57**

(B) DELUXE 400-DAY ANNIVERSARY CLOCK

A time honored possession, hand-decorated with colorful floral designs permanently baked in on the enamel on posts base, dial. A fine dependable movement, solid brass throughout, raised golden numerals, grooved golden hands. 8x7¾", dial 4". 6 lbs.
No. 51015. List $29.95. Dealer's each **17.97**

(C) MODERNE 400-DAY ANNIVERSARY CLOCK

A gleaming beauty . . fascinating trim in fine curl design. Accurate movement, glittering brass accents and base set an unusual stylized hands and raised markers. Contoured sparkling glass oval dome. 9½x9¼" base. 5½" dial. Wt. 6 lbs.
No. 51016. List $39.95. Dealer's each **23.97**

(D) COACH STYLE 400-DAY ANNIVERSARY CLOCK

In an exclusively smart tapered fashion . . three sides of glass, bevel-edged with etched in leaf designs; mirror back reflects each graceful movement of the pendulum. Solid brass housing. Satin finish dial. 8½x4½x3½" Dia. 4½". Wt. 4½ lbs.
No. 51017. List $34.95. Dealer's each **20.97**

(E) LANTERN STYLE 400-DAY ANNIVERSARY CLOCK

Superlatively shaped . . Fluttering in the home with its polished brass design . . as sheer glass sides enhanced with the misty softness of etched in leaves, mirror back. Time true accurate movement. Full-numeral dial. 8x5½x4½" dial 3½". 5 lbs.
No. 51018. List $37.50. Dealer's each **22.50**

(F) HEXAGONAL 400-DAY ANNIVERSARY CLOCK

High-fashion! Magnificently new in smartness and styling . . shimmering brass and sparkling glass. Timeworthy movement, baroque dial, raised figures. Delicate leaf pattern etched on bevel-edged glass panels, mirror back. 11x7½x6½". Wt. 7 lbs.
No. 51019. List at $39.95. Dealer's each **23.97**

Exquisite timekeepers that melodiously strike the hours and fractional hours, that bring cheerful decor to the home! All cases have fine hand-rubbed woods.

(G) 8-DAY STRIKING CLOCK

Classic styling and superior craftsmanship. Cathedral spiral gong sounds the hours and half-hours. Key wind. 7½x7½x4½". Wt. 4 lbs.
No. 51020. List $24.95. Dealer's, each **14.97**

(H) 8-DAY STRIKING CLOCK

Traditionally enchanting in Tambour styling! Precision movement. Cathedral spiral gong sounds the hours and half-hours. Key wind. 12¾x7½x6" case; 4½" dia. Wt. 5 lbs.
No. 51021. List $29.95. Dealer's each **17.97**

(J) 8-DAY WESTMINSTER CHIME CLOCK

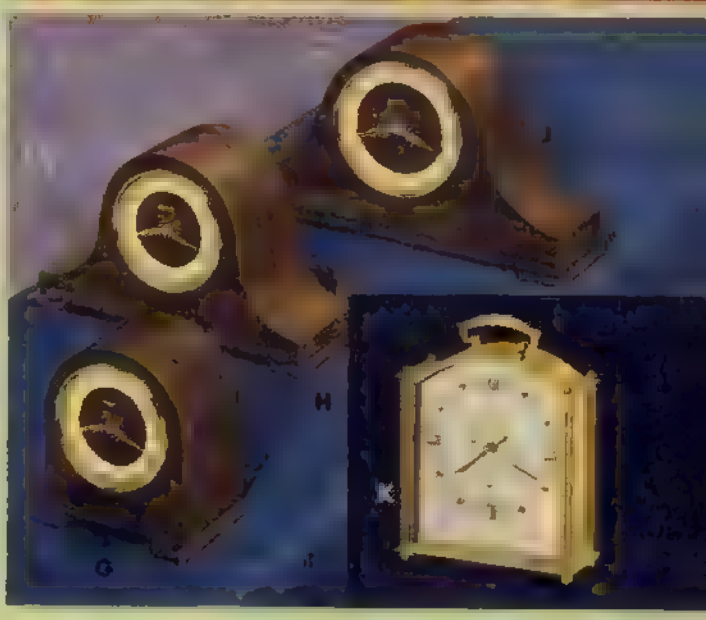
Full Westminster Chimes peal out quarter, half, three-quarter full hour and then strike the full hour, on 4 melodious chime rods. Tambour case. Precision movement. Full numeral dial, open hands. 15½x8½x4½". dia. 6". Wt. 8 lbs.
No. 51022. List $49.95. Dealer's each **29.97**

WESTMINSTER ELECTRIC CHIME CLOCK

Same fine features as above but self-start electric movement. Wt. 8 lbs.
No. 51023. List $49.95. Dealer's, each **29.97**

(K) 8-DAY GOLDEN STRIKING CLOCK

Classic, flawless symbol of ideal design! Solid brass, highly polished case. Precise, accurate movement. Strikes on hand for hours. Silver-finish metal dial, raised markers. 6¾x4½x1¾". Wt. 2½ lbs.
No. 51024. List $34.95. Dealer's, each **20.97**



(A) 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK

A handsome, fashioned seasoned traveler. Precision movement. Protected by hard-wearing genuine cattle case. Smart dial design with raised gilt figures, luminous hands and dots. 3¼ x 2⅝ x 1¼" W. 10 oz.

No. 6671 Brown. List $9.95
No. 6672 Red. Dlr's. ea. **6.10**

(B) 30-HOUR "WORLD-TIME" TRAVEL ALARM

Time at a glance anywhere in the world! Dramatic new styling. Dependable accurate jeweled movement. Dial has raised gilt figures, hour dots and hands glow in the dark. Genuine leather case. 3½ x 3⅛ x 1⅜" W. .4 oz.

No. 6673 Pig. List $13.95
No. 6674 Red. Dealer's, each **8.71**

(C) 8-DAY 7-JEWEL TRAVEL ALARM CLOCK

A smart traveling companion of exceptional value. Single key winds both time and alarm for a full week of reliable time-keeping. Handsome genuine leather case. Raised gilt figures, luminous hands, hour dots. 3¼ x 2⅞ x 1¼" W. 12 oz.

No. 6675 Blue. List $15.95
No. 6676 Pig. Dealer's, each **9.97**

(D) (E) (F) 30-HOUR 7-JEWEL "ROYAL" CONVERTIBLE ALARM CLOCK

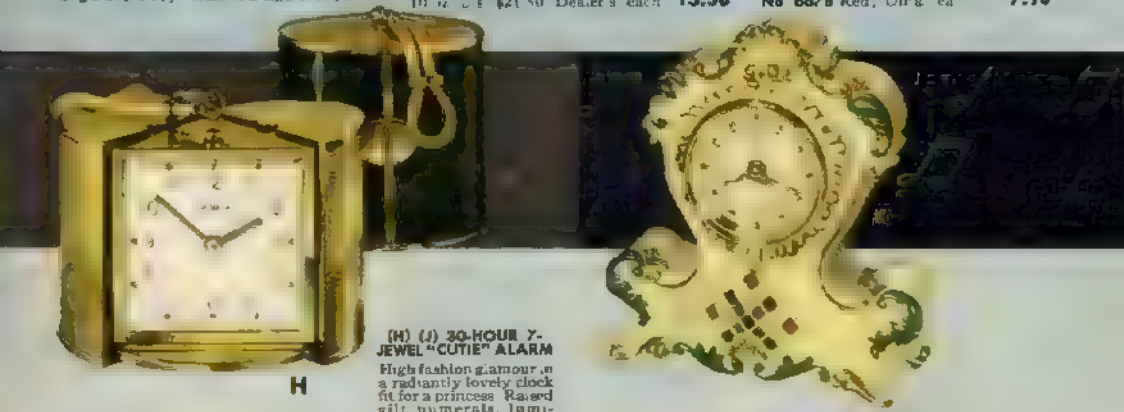
Truly regal in every way this superb timepiece is obtainable in 3 finishes. Dial has raised gilt numerals. Luminous hour dots and hands. Protective slide closure to 3⅛ x 2¾ x 1½". Size of a cigarette pack. Open 5½ x 2⅝ x 1¼". In gleaming gold-like gilt finish.

No. 6677 Pig. Wt. 10 oz. List $19.95. Dealer's, each **12.48**
No. 6697 Gold-Gilt finish. 10 oz. List $21.50. Dealer's, each **13.38**
No. 6698 Brown enamel finish. 10 oz. List $21.50. Dealer's each **13.38**

(G) 30-Hour Hat-Box Design Travel Alarm Clock

Novel, smooth raised case styling complements the smooth genuine leather case. Jeweled precision movement. Raised gilt numerals— luminous hands and hour dots. 3¼x3x1½". Wt. 12 oz.

No. 6679 Tan. List $14.95
No. 6678 Red. Dlr's. ea. **7.90**



(H) (J) 30-HOUR 7-JEWEL "CUTIE" ALARM

High fashion glamour in a radiantly lovely clock fit for a princess. Raised gilt numerals. Luminous hands and hour dots. Open 3⅜ x 1⅝ x 2½". In gold like gilt finish. Wt. 1 lb.

No. 6680 Gilt Finish. List $18.95. Dealer's, each **11.85**
No. 6681 Green enamel finish. List $19.95. Dealer's each **12.48**

(K) 30-HOUR MUSICAL ALARM

Parisian decor in beautiful plastic! Gilt figures, luminous musical notes, clef design hands. 4½x3⅜x1½". Wt. 1 lb.

No. 6682 Ivory
No. 6683 Gold } List $10.95
No. 6684 Pink } Dealer's, each **6.77**

ALL MOVEMENT PARTS GUARANTEED FOR LIFE*
NEVER TO BREAK

Shock-Resistant***

Wolbrook

ANOTHER FINE CLINTON PRODUCT

NEW HORIZONS in a rectangular heavy weight 14 K SOLID GOLD [illegible] expansion band and contemporary dial. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

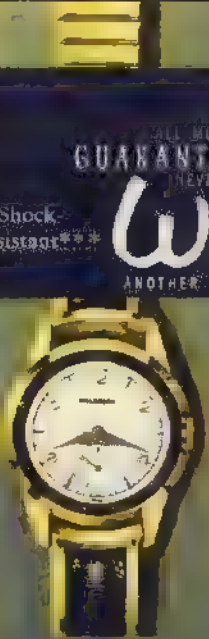
No. 7825 List 71.50
Dealer's each **32.29**

AUTOMATIC AND WATERPROOF** sweep second hand YELLOW case with stainless steel back has combination radium dial and Gold-filled expansion band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7826 List 58.50
Dealer's each **25.97**

Same as above with WHITE chrome top case and all steel expansion band.

No. 7827 List 55.00
Dealer's each **24.77**



MR. DAY MOOD a prominent fine gold number in the round YELLOW case with a striking black dial ring, steel back, handsome highstyled dial and dramatic genuine leather insert Gold-filled and stainless steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7828 List 39.50
Dealer's each **18.96**

DEAD BRUMMEL styling and fine overall design in this handsome YELLOW case with sturdy stem back, elegant dial and companion Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7829 List 46.00
Dealer's each **19.94**

SOLID GOLD for a lady who enjoys the finest! 14 K SOLID GOLD case with fluted endpieces, [illegible] band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7830
List 59.50
Dealer's each **25.77**

MORSE'S WATERPROOF** in YELLOW case with stem back. Sweep second hand, [illegible] dial and Color [illegible] same Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7831 List 47.50
Dealer's each **20.73**

As above in WHITE chrome top case and steel band.

No. 7832 List 45.00
Dealer's each **19.94**

TWO DIAMONDS in filigree setting keynote a 10 K WHITE rolled Gold plate case. Steel back Gold filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7833 List 58.50
Dealer's each **26.66**

Same as above in YELLOW

No. 7834 List 58.50
Dealer's each **26.66**

ADVANCE STYLING in a YELLOW watch with steel back and Gold-filled expansion band Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7835 List 45.00
Dealer's each **19.55**

As above with 7 JEWEL movement GUARANTEED FOR LIFE.*

No. 7836 List 33.75
Dealer's each **15.63**

TREASURED BEAUTY in a classic YELLOW case with steel back, cosmopolitan dial dome crystal and Gold-filled tubular expansion band with faceted links. A rare timepiece to treasure. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 7837 List 45.00
Dealer's each **19.55**

ALL MOVEMENT PARTS GUARANTEED FOR LIFE
NEVER TO WEAR

Wolbrook

ANOTHER FINE CLINTON PRODUCT

LIFE*

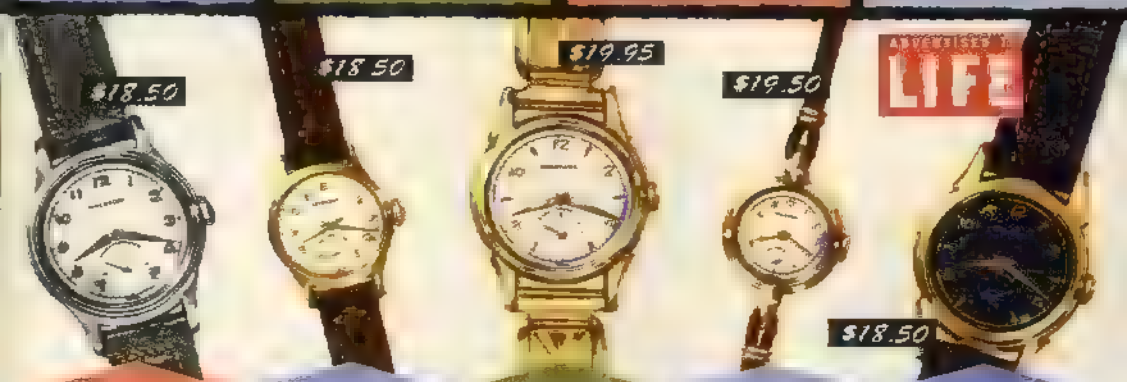
Shock-Resistant***

WATERPROOF YELLOW case steel back. Sweep second hand, radium dial. Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*
No. 7838 List 45.00
Dealer's each **19.55**
Same as above with WHITE chrome top case and all-steel expansion band.
No. 7839 List 37.50
Dealer's each **16.76**

EXCITING FASHION elegance is the key to this lovely YELLOW case with steel back, dome crystal, magnascope dial and matching Gold-filled expansion band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE*
No. 7840 List 45.00
Dealer's each **20.07**
Same as above in WHITE.
No. 7841 List 45.00
Dealer's each **20.07**

PRIDE'S ON TIMEPIECE designed for life in a YELLOW case with steel back, tailored dial, dome crystal and smart new Gold-filled expansion band. An ideal and lasting gift for a very important person. Mastercrafted with an eye to the future to give years of dependable wear. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7842 List 39.50
Dealer's each **18.23**

ELEGANCE AND PERFECTION combines in this smart round YELLOW case. Steel back, rock crystal, easy-to-read dial with second hand and Gold-filled expansion band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7843 List 45.00
Dealer's each **19.26**



WATER RESISTANT feature in a man's round chrome case with steel back, unbreakable curved crystal, radium figure-and-hand dial clearly defined second hand and genuine leather strap. Dust protected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7844 List 18.50
Dealer's each **10.29**

A LOVELY LADY will enjoy the beauty of a small YELLOW case with non-corrosive back, powder dial, second hand, curved crystal and leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7845 List 18.50
Dealer's each **10.68**

UNFAILING ACCURACY in a YELLOW case. Engraved expansion band is easily adjusted to any size. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7846 List 18.95
Dealer's each **11.77**
As above with leather strap.
No. 7847 List 18.95
Dealer's each **10.49**

CLASSIC SIMPLICITY describes this prestige round YELLOW case with non-corrosive back, second hand, tailored dial, curved crystal and link cord band. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7848 List 18.50
Dealer's each **11.22**

BLACK-AND-GOLD color of a round YELLOW case steel back, black dial, gilt numerals and matching black leather strap. Dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.*
No. 7849 List 18.50
Dealer's each **10.68**

Specially Priced Values of Super Quality and Style

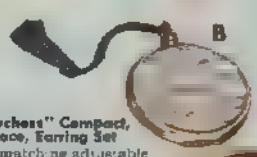
* Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee. ** Guaranteed waterproof so long as case, crown and crystal are intact. *** Shock resistant bounce staff for added protection. Diamonds slightly enlarged to show detail.

Fashion Portables by Zell

Gifted Accessories to Beauty . . .

(A) "Duchess" Compact, Necklace, Earring Set

Exquisite matching adjustable rhinestone necklace, earrings and matching silver inner door compact. Gift boxed
No 7197. List $14.95.
Dlr's, ea. **7.50**



(B) "Ocean Glow" Compact

Designed with delicate simplicity Genuine Mother of Pearl inlay watchcase style compact
No. 7198. List $6.95.
Dlr's, ea. **3.50**

(C) "India Fantasy" Compact

The colors of Royalty interpreted in plush velvet, with beaded medallion in a Jewelers bronze, Inner door type compact.
No. 7199. List $6.50.
Dlr's, ea. **3.25**

(D) "D'Elegance" Compact

Hand engine-turned sunburst on new black plate finish with stunning rhinestone jewel on this smart, inner door compact.
No 7200. List $5.00.
Dlr's, ea. **3.00**

(E) "Love Pact" Compact

Locket compartment holds two favorite photos in this polished gold watchcase type compact
No. 7201. List $5.00.
Dlr's, ea. **3.00**

(F) "Golden Glitter" Photo Album

The 22 Kt gold overlay of Miracle Mesh by Zell is guaranteed never to tarnish nor scuff. Album holds 16 photos. Perfect gift for purse or home decora tion
No 7202. List $5.00
Dlr's, ea **3.00**

(G) "Sea Treasure" Necklace, Earring, Compact Set

Single strand necklace, matching pearl earrings and pearl ornamented Silver and Gold engraved compact An ensemble to take pride in possession
No 7203. List $5.00
Dlr's, ea **3.00**

(H) "Her Majesty Carryall"

Distinctively different Jewelers Bronze carryall Foil beveled mirror, powder compartment, lipstick money compartment comb Reverse side a King or Regular cigarette case Overall pearl plaque with multicolor rhinestones. Attached flexible snake chain handle Gift boxed
No 7195. List $19.95
Dlr's. ea **10.00**

(J) "Royal Highness" Carryall

Quilted design in striking 2-tone Silver and Polished Gold finish Mirror powder and money compartments, lipstick comb Reverse side a cigarette case, Flexible snake chain handle Gift boxed
No. 7196. List $14.95
Dlr's. ea. **7.50**

(K) "This Is Our Life" Bracelet

Precious-like hand set jeweled charms depict the six happiest stages of one's life on this stunning gold plated cuff bracelet. Fashion-wise and conversational Gift boxed
No. 7208. List $12.50
Dlr's. ea. **6.25**

(L) "This Is Our Life" Compact

Matches "This is Our Life" bracelet Gaily scattered jeweled charms as above on engraved Jewelers Bronze compact So smart to own, such good taste to give Gift boxed
No. 7206. List $12.50
Dlr's, ea. **6.25**

(M) "Ocean Glow" Cuff

Genuine Mother of Pearl in bamboo stripes in a golden brace et
No. 7209. List $8.95.
Dlr's ea **4.50**

(N) "Comb D'Elegance"

"Foldaway" comb of lovely design matches the "Compact D'Elegance."
No. 7210. List $3.50.
Dlr's, ea. **2.10**

(P) "Ocean Glow" Comb

"Foldaway" comb with genuine Mother of Pearl in bamboo effect
No. 7211. List $5.00.
Dlr's, ea **3.00**

(Q) "Date To Remember" Compact

Solves every gift problem! Concealed dial is quickly rotated to set any month, any day. Silver and gold inner door compact.
No. 7212. List $7.95, Dlr's. ea **4.00**

(R) "Lip Flip D'Elegance"

Mirror pops up when lipstick is in use Swivel action fits all standard refills
No. 7213. List $4.00
Dlr's. ea. **2.40**

(S) "Ocean Glow" Lip Flip

Genuine Mother of Pearl inlay in bamboo stripe effect Gift boxed.
No. 7214. List $5.00
Dlr's. ea. **3.00**

SHOWPIECE HI-VALUE

"Interlocking" Diamond Rings

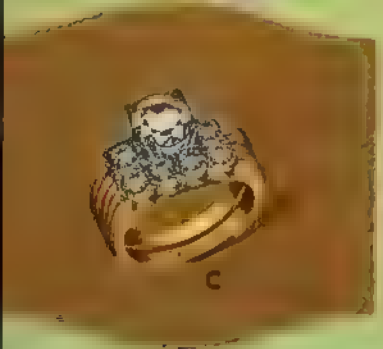
Fashioned to be Linked Together or Worn Apart

A

B

Learn the meaning of "Hi-Value" from SHOWPIECE

- Each ring in itself is a Showpiece
- Every diamond cut to 58 facet perfection
- Every diamond with utmost brilliance
- Every diamond a Blue-White color with no imperfections visible to the unaided eye

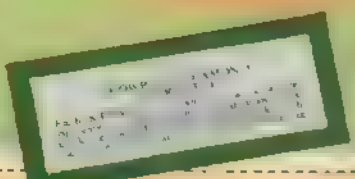


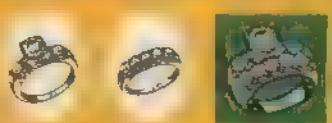
C

D

E

Each *Showpiece* diamond has a written guarantee—your assurance of buying only the best. Look for the *Showpiece* trademark in the band of each ring and for the identifying tag!





CAN BE WORN SEPARATELY OR TOGETHER

CAN BE WORN AS ONE SET RACE BY OR TOGETHER

The hidden device locks rings together to keep diamonds on top for maximum brilliance

(A) 14K YELLOW OR WHITE GOLD INTERLOCKING WEDDING RING only with [illegible] diamonds weigh 5/100 ct. *Specify white or yellow gold*

No. 99031F [illegible] Dealer's each — 24 99

ENGAGEMENT RING [illegible] Hi-value center diamond [illegible] side diamonds weigh 1 10[illegible] ct. *Specify white or yellow gold*

No. 99032F	[illegible]	53 92
No. 99033F	[illegible]	77 17
No. 99034F	[illegible]	97 73
No. 99035F	[illegible]	132 30
No. 99036F	[illegible]	160 23
No. 99037F	[illegible]	213 35
No. 99038F	[illegible]	344 56
No. 99039F	1.00 ct. List $1212.50 Dealer's, each	594 12

(B) 14K YELLOW OR WHITE GOLD INTERLOCKING WEDDING RING [illegible]

No. 99040F [illegible] 33 07

ENGAGEMENT RING only has Hi-value center diamond 6 side diamonds weigh 5/100 ct. *Specify white or yellow gold.*

No. 99041F	½ ct. List $132.00 Dealer's, each	64 68
No. 99042F	[illegible]	88 93
No. 99043F	¾ ct. List $223.50 Dealer's, each	109 51
No. 99044F	[illegible]	144 06
No. 99045F	[illegible]	171 99
No. 99046F	[illegible]	227 11
No. 99047F	¾ ct. List $756.00 Dealer's each	375 34
No. 99048F	1.00 ct. List $1212.50 Dealer's each	603 92

THREE SHOWPIECE FEATURE ATTRACTIONS—EXTRA LARGE SIDE DIAMONDS

[illegible] 14K yellow [illegible] *Specify white or yellow gold*

(C) INTERLOCKING WEDDING & ENGAGEMENT RING [illegible] weighing 7 total ct. diamonds—[illegible] ct.

No. 99049F. Both rings. List $333.00 Dealer's each 163 17

ENGAGEMENT RING [illegible] HI-VALUE [illegible] side diamonds weigh 5/100 ct.

No. 99050F Engagement ring only. List $185.00 Dealer's each 93 55

Interlocking WEDDING RING only has 4 extra large diamonds weighing 6 ct.

No. 99051F. Wedding ring only. List $138.00 Dealer's each 67 62

(D) INTERLOCKING WEDDING & ENGAGEMENT RING [illegible] has exquisite Hi-Value diamonds. Total weight of diamonds [illegible] ct.

No. 99052F Both Rings [illegible] List $486.00 Dealer's each 239 61

[illegible] ENGAGEMENT RING [illegible] weighing 5/100 ct.

No. 99053F. Engagement ring only. List $292.50 Dealer's each 143 32

[illegible] WEDDING RING [illegible] diamonds

No. 99054F. Wedding ring only. List $196.50 Dealer's each 96 28

(E) Extremely smart INTERLOCKING WEDDING & ENGAGEMENT RING pair contains 8 gorgeous Hi-Value diamonds. Total weight all diamonds 1.00 ct.

No. 99055F. Both rings. List $630.00. Dealer's each 308 70

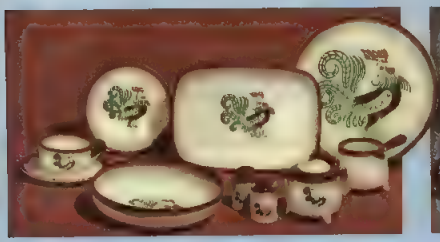
[illegible] ENGAGEMENT RING [illegible] HI-VALUE [illegible] side diamonds weigh 5/100 ct.

No. 99056F. Engagement ring only. List $363.00 Dealer's each 173 46

Interlocking WEDDING RING only with 5 large diamonds. Weight [illegible] ct.

No. 99057F. Wedding ring only. List $276.00 [illegible] 135 24

© 1935—Showpiece Rings—Chicago



CHANTICLEER . . . by Brock of California

A perky rooster struts on an ivory background, sports plumes of bright brown, green and yellow. Glazed semi porcelain in perfectly proportioned "coupe" design . . . a festive set to highlight day-by-day meals, to add that bright new look to parties.

70-8214 C863 16-pc. Set. Contents on page 504. . . . . **$ 12.50**
70-8222 C885 7-pc. Table Service. Contents on page 504. . . . . **13.25**
70-8230 C755 8-pc Set (4 ea: salads, cereal-soups). **11.25**

CHANTICLEER ACCESSORY PIECES . . . by Brock

Smart to match or contrast! 2-qt. chafing dish with black wrought iron stand, candle holder 15-hr. warming candle. 10-cup coffee server on wrought iron stand. 15-hr. candle. Burger set has 4 relish jars (with lids and spatulas); wrought iron stand.

71-4220 8563 Chafing Dish Set. 9½" high. **$7 95**
71-4238 8490 Coffee Server Set; 13" high. **6.95**
71-4246 8640 Burger Set, 17" long **8 95**

PINK BAMBU . . . Wall Ware of California

Artistically oriental . . . with the casual California spirit and freshness of color, so important to today's interior fashions. Bambu de picta wind-blown shafts of bamboo in melting shades of charcoal and soft grey against a luscious pink background. Square shaped, durable semi-porcelain with hand-painted designs under glaze.

70-8917 C1050 16-pc. Set. Contents on page 504 . . . . . **$14.95**
70-8925 C875 7-pc. Table Service. Contents on page 504 **12 50**

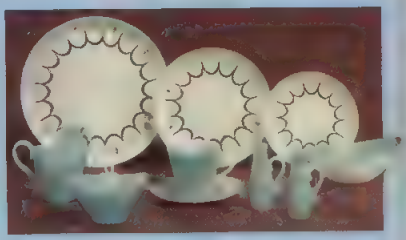
California Dinnerware

. . . by famous-name makers in imaginative patterns that surround every occasion with a refreshing, friendly glow

BIRCHWOOD . . . Wall Ware of California

Compliments fall fast when you glamourize your table with this distinctive dinnerware. It's a sleek, contemporary pattern flavored with oriental delicacy . . . deep brown branches with jungle green leaves highlight pink and white blossoms against an earthy birch ground. Hand painted and double glazed. Contents on Page 504.

70-8891 C1050 16-pc Set, Service for 4. . . . . **$14.95**
70-8909 C875 7-pc. Table Service Set **12.50**



DEL RAY . . . by Poppy Trail

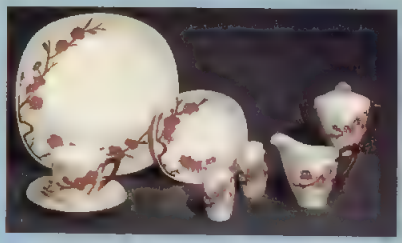
Never before dinnerware so versatile, so smart! Bursting black sunray dabbed with dove gray and turquoise hand decorated on a mat finish, textured white background. Contrasting solid turquoise match ups (as shown). Ovenproof, too! Contents on Page 504.

70-9899 C1075 16-pc. Set **$12.95**
70-9907 C750 8-pc. Set. 4 ea. Turquoise salads, soups **11.20**
70-9915 C985 7 pc. Table Service. **14.75**

CALIFORNIA IVY . . . by Poppy Trail

As modern as you wish . . . yet perfectly at ease with provincial settings. Luscious sun-ripe green ivy leaves on warm brown vines rest on a background of pure white . . . gives your table that "fresh as-spring" feeling. Hand decorated under glaze and oven-safe

70-9006	C1075	16-pc. Set. Contents on page 504	$13.95
70-9014	C815	8-pc. Set. (4 ea: salads and cereal-soups)	12.20
70-9022	C965	7-pc. Table Service. Contents on page 504	14.50



PEACH BLOSSOM . . . by Poppy Trail of California

For you, the lover of the beautiful and unusual. Each Peach Blossom petal is raised in exquisite "orchard-fresh" detail. Casual and functional, yet daintily at home with all types of linen and silver. Every piece is hand decorated under a protective glaze.

70-9923	C1300	16-pc. Set. Contents on page 504	$16.95
70-9055	C880	8-pc. Set. (4 ea: salads and cereal-soups).	13.20
70-9048	C1060	7-pc. Table Service. Contents on page 504.	15.90

HOMESTEAD PROVINCIAL . . . by Poppy Trail

A touch of history in the modern mode. Quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. You'll like the interesting shapes too, just like those made during the homestead era. Glazed semi-porcelain.

70-9097	C1075	16-pc. Set. Contents on page 504	$13.95
70-9113	C895	8-pc. Set (4 ea: salads and cereal-soups)	13.80
70-9105	C985	7-pc. Table Service. Contents on page 504	14.75

PROVINCIAL BLUE . . . Early American folk design

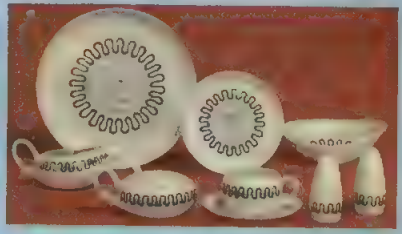
Charming story-book scene inspired by Early American folk art . . . and told in soft blue by famous Poppy Trail. The quaint shapes are like those formerly created in tin, pewter and wood . . . hand decorated here on gleaming white semi-porcelain. You'll cherish it always.

70-9931	C1075	16-pc. Set. Contents on page 504	$13.95
70-9147	C895	8-pc. Set (4 ea: salads and cereal-soups)	13.80
70-9139	C985	7-pc. Table Service. Contents on page 504	14.75

FREE FORM . . . exciting modern by Poppy Trail

To serve your taste for advanced decorating ideas! Free flowing design hand decorated in chartreuse, cocoa, yellow, blue on textured gray ground . . . a delightful, carefree, colorful pattern in glazed, oven as well as dish washer proof semi-porcelain.

70-9063	C1150	16-pc. Set. Contents on page 504	$14.95
70-9089	C870	8-pc. Set (4 ea: salads and cereal-soups)	13.00
70-9071	C1000	7-pc. Table Service. Contents on page 504	15.00



CALIFORNIA AZTEC . . . semi-porcelain by Poppy Trail

Out-of-the-ordinary, new pattern to grace your proudest tables . . . add flair to daily meals. Intriguing black and dove gray design . . . inspired by Mexican Aztec art and pleasingly hand-painted on a subdued mat finish, textured white background. Oven-proof.

70-9949	C998	16-pc. Set. Contents on page 504.	$12.95
70-9956	C695	8-pc. Set (4 ea: salads and cereal-soups)	10.40
70-9964	C850	7-pc. Table Service. Contents on page 504	12.75

Movieland Dolls

from CALIFORNIA DOLL CORPORATION

Little Stars of the Doll World

mama's little helper

She's ready to help play 'house' in her adorable flocked organdy pinafore. Soft, cuddly, all-vinyl, she brings her curlers so 'mama' can wash and set her rooted Saran hair. Take her in the tub, too—water won't hurt her!

66-17-09 W335
15-inch doll $4.95

most exquisite doll in the world

Here comes the Bride for your little girl's "play" weddings! She'll invite all the neighborhood dolls and everyone will 'ooh and 'aah' as the Bride walks down the aisle in her dainty silver slippers, carrying her bridal bouquet of miniature orange blossoms! And she'll beam with pride, as they admire the 1½ yard nylon net veil and bouffant lace-over-satin gown worn over a stiffened taffeta and lace petticoat. Your child will have hours of fun, too, styling and restyling her soft, lovely hair . . . for washing, combing and setting cannot harm her Saran hair.

66-17-01 W800 19-inch Bride Doll $11.95

irresistible young lady

This 20" charmer is ready for an afternoon walk with your little girl, in pert plaid taffeta and lacy organdy pinafore. Her head is life like soft vinyl in which her saran hair is rooted so it can be washed and set in any style.

66 17 03 W525 20-inch $7.95

"just like me" doll

Anything you can do—she can do, too! Has jointed knees . . . walks up stairs, kneels, sits demurely in a chair! Wears her Saran hair in a perky pony tail, but her little mother can wash and set it to match her own.

66 17 02 W800 23-inch. . . . $11.95

CALIFORNIA DOLL CORPORATION

UNCONDITIONAL TWO YEAR

GUARANTEE

Your California "Movieland Doll" carries the broadest comprehensive guarantee ever written for a doll!

TWO YEAR unconditional guarantee against defects in workmanship or materials.

TWO YEAR "hospitalization" service should your doll require repairs due to manufacturing or material defects.

STYLING—every costume is guaranteed to be an authentic style of its type.

VALUE—California "Movieland Dolls" are guaranteed to be equal or superior in value to any dolls of comparable size and quality

chubby and cute

So lovable, with dimpled knees and hands! So real, with her moving eyes, "voice" and soft, all-vinyl "skin" and Saran hair that can be washed! Wears a fine-striped cotton dress with lace trim

66-17-04 W395 17-inch ...$5.95

pretty child

Looks like a real little girl . feels real, too—for she's all vinyl! Eyes move and her Saran hair can be shampooed! Comes dressed in puffed sleeve pique dress and flocked organdy party apron

66-17-05 W465 20-inch $6.95

happy vacation

This doll just loves trips– imaginary or real ones with the family! She's ready, too—with her pink metal, brass-bound wardrobe trunk and resort wardrobe: polka dot blouse, skirt, bandeau top and sunhat to team with solid color shorts and torero pants! In the drawer are sunglasses, comb, brush, hand-mirror and curlers. She loves to walk—and her Saran hair is rooted in her vinyl "scalp" to stand repeated washings

66-17-08 W1200 20-inch "Happy Vacation" Doll..... $17.95

school days sweetheart

Ready to walk to school, wearing a cute little dress decorated with the Three Rs! She has a "voice" and her washable Saran hair is rooted in soft, natural feeling vinyl head.

66-17-07 W865 26-inch . $12.95

life-size playmate

Right out of your child's dreams! 30-inch breathtaking doll child that walks hand-in-hand with her "mother"! Lustrous washable Saran hair, rooted in vinyl head. Fuzzy French poodles on her dress.

66-17-08 W1135 30-inch Doll . . $16.95

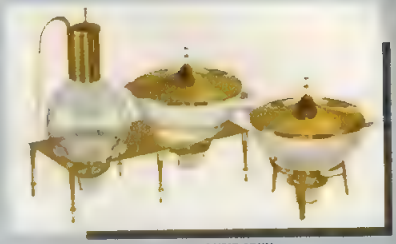
Little Stars of the Doll World *from* CALIFORNIA DOLL CORPORATION

NEW REVOLVING SUPPER SUSAN BY KENWOOD

Oven-proof semi-porcelain serving dishes and chafing dish on a revolving brass stand that boasts a candle warmer, too!

Designed for delightful dining—indoors or out! Removable 1-qt. casserole and 6 sectional serving dishes, 3 are White, 3 are Pink or Turquoise for colorful contrast. Warmer uses candle, sterno or alcohol. 18" diam., 6½" high.

71-7009 B1000 Pink and White Supper Susan $14.95
71-7017 B1000 Turquoise and White Supper Susan 14.95

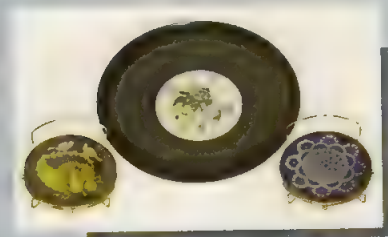


DELUXE HOSTESS SET DESIGNED BY ERNEST SOHN

Six-footed brass stand supports 16-cup Pyrex coffee carafe, 2-qt. brass-trimmed White china casserole, candle warmers.

The modern way to serve a buffet! Main course goes in the casserole, coffee in the carafe. And the 15½x7x4" solid brass stand holds 2 glass warmers with 15-hr. candles to keep everything hot! Available as set or as Casserole-Warmer.

71-7025 B2100 3-Piece Buffet Set $30.00
71-7033 B700 Separate Casserole and Warmer 10.00

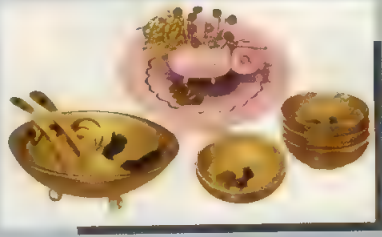


MERRY-GO-ROUND TRAY AND ATTRACTIVE TILE TRIVETS

Black metal tray, 14" in diameter . . . and a pair of brass plated tile trivets . . with removable 6" imported tile centers.

Both, beautifully hand-decorated—both, marvelously functional! Tray is perfect for passing snacks of all kinds to a hungry crowd, big enough for seconds. Table-protecting trivets have colorful cork-backed tile centers, handled and footed brass frames.

71-7041 B135 Merry-Go-Round Tray $2.00
71-7058 B150 Pair of Trivets, 7¾x1½" high 2.25



BARNYARD THEMES DECORATIVE GAY NEW SERVING PIECES

Fresh country charm in wood tray with hors d'oeuvres piggy, salad bowl sets . . . colorfully hand-painted, wonderful fun.

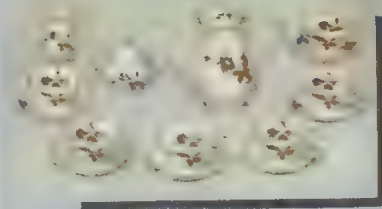
71-7066 B300 Hors d'oeuvres tray; Pink with Black and Gold rooster trim; 14" in diam 6½" piggy with 24 toothpicks $4.50
71-7074 B420 3-Pc. set: 10½" salad serving bowl with 10" fork and spoon. Bronze-finished, Black and Gold rooster $6.25
71-7082 B260 Four matching 6" salad bowls for individual servings. Black and Gold rooster trim. Set $3.95

Matching CANISTERS, SPICE SET, SALT, PEPPER MILL

High-glaze California pottery, hand-painted with a whimsical rooster, topped with rich hardwood lids.

So charming! Canister set holds tea, coffee, sugar, flour. Spice set identifies pepper, cinnamon, mustard, nutmeg, allspice, ginger. Salt shaker, pepper mill to match them.

(E) **71-7108 B810** 4-Pc. Canister Set. Ea. 4½x7¼" high $11.95
(F) **71-7090 B610** 6-Pc. Spice Set. Ea. 4½x2¾" high 8.95
(G) **71-7116 B410** 2-Pc. Salt and Pepper. Ea. 5¼" high 5.95



17-PC. TEA OR COFFEE SERVICE FOR SIX

Imported translucent china with the delicate Moss Rose pattern, 6 cups and saucers, covered sugar, creamer, 6-cup pot.

Such a gracious way to serve your guests coffee, tea or chocolate, in lovely rose-laden china. Well designed with footed cups, scallop-rimmed saucers, curved handles. And every piece is brightly bordered with gleaming gold. A delightful informal service to make someone a cherished gift, you a proud owner!

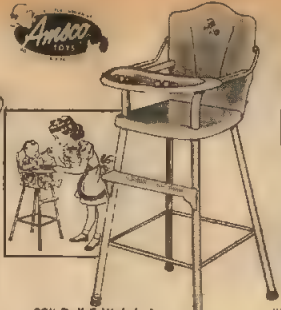
71-7124 B465 17-Pc. Tea or Coffee Set $6.95

Deluxe Doll-E-Bath
complete with Doll-E-Accessories

Duran Plastic Tub • All Steel Tubular Frame • Plastic Drain Hose with Nickel Plated Clamp • Plastic Hammock in Tub

Just like bathing baby — a perfect set for the little girl who loves her dollies and wants to keep them fresh and clean. The big, baby pink plastic tub is electronically sealed Masland Duran Plastic so it will drip on mommy's floor. No fuss or muss with the handy plastic drain hose. The sturdy steel tray holds the Doll E soap washcloth apron and other extras. Size 28" high, 22" wide, 14" deep. Weight 6 lbs.

No. 8809 Last $5.98. Dlr's., ea. $4.10. 6 lots, ea. **3.74**



29" Doll-E-Highchair

• Movable Feeding Tray • Semi-Tubular Steel Frame • Non-Skid Rubber Feet • Sturdy Foot Rest

Ideal for that "little mother" who wants to feed her dollies. Contains most of the features found in extra high hairs and big enough for her largest doll. Movable feeding tray with play beads makes it easy to place dollie in and out of chair. Non-skid rubber feet won't mar floors. ⅞" semi-tubular steel frame and rubber tray bumpers make this a long-lasting, durable toy. Finished in soft pink with ivory trim—enhanced with brightly colored nursery decals. 29" high, 18" deep, 12¾" wide. Wt. 6 lbs.

No. 8806. List $3.98. Dlr's., ea. $2.60. 6 lots, ea. **2.53**

Doll-E-Shopper
"Go to market", just like mommy, and take dolly too!

- Sturdy, all steel shopping cart, rust-proof, bright plated with red trim
- Removable, bright plated steel wire basket
- Full assortment of miniature brand-name packages • Large easy rolling wheels
- Doll F Seat with movable play-feed tray
- Heavy gauge steel construction through out

Sold steel shafts. Cart size 23" high, 17¾" long, 13⅛ wide. Basket is 5" long, 10½" wide, 4¼" deep. Doll not included

No. 8802 Wt. 9 lbs. List $4.98. Dlr's., ea. $3.60. 6 lots, ea. **3.28**

- Complete With Model's Hat Box with Zip-Around Lid and Accessories
- Toothbrush • Hair Brush • Comb
- Bottles of Nailpolish and Hand Lotion

Amsco 12-Piece Betsy McCall Pretty-PAC

Specially designed with the little glamour girl in mind. Gay tartan plaid hat box with zip-around lid is just the thing carried by Hollywood stars of Lucite Pretty-Pac includes lift-out permanent beauty tray. Fold-out tote of Trubay hair brush. Bit Naturally lipstick by Cutex. Blue bottle of Spiffed natural nail polish by Cutex tube of Pearl toothpaste Camay soap. This is no plain Jek toothbrush nylon or stiff hair brush comb covers board. Betsy McCall good grooming booklet. Diameter 9", deep. Wt. 3 lbs.

No. 8803. List $2.98. Dlr's., ea. $2.65. 6 lots, ea. **2.41**

"Campbell Kids" 30 Pc. Amsco Cooking Set

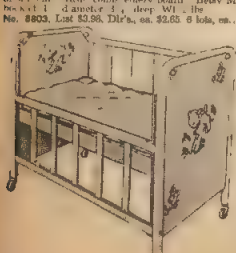
- 6 Filled Cans of Campbell's Delicious Soups
- All the "Kitchen Helpers" to Make Soup-Serving Easy
- "Campbell Kids" Cook Book—Full of Taste-Tempting Recipes

It's fun to "play grown up" with this exciting 30 pc. "Campbell Kids" cooking set. The little mothers helpers will have loads of fun preparing lunches with the 6 filled cans of eatable Campbell's soup

All these Pieces are Included:

• 6 filled cans of Campbell's soup 12 oz. (12 Tomato, 1 Celery, 2 Vegetable, 1 Beef) • 6 soft Campbell Kids chef's apron • Campbell Kids Chef's hat • Big soup ladle • Stirring spoon • Campbell Kids Cook Book full of tempting recipes • 7 Pieces piece mats—gay designs • 2 Soup bowls—5" • 2 Soup spoons • Pot holder • Genuine Wear Ever aluminum sauce pan • 2 fancy shaped Creation Cutters • Measuring cup • 6 napkins decorated napkins • Pantry Shelf cabinet with a place for everything—size 8½x19x4½" Wt. 5½ lbs.

No. 8805 Last $4.98. Dlr's., ea. $3.50 6, ea. **3.19**



← 26" Deluxe Doll-E-Cribs
with Plastic Mattress and Full Panels

Ivory enamel finish with lambs and bunnies gamboling about. All steel construction, plastic, inflatable mattress, steel springs, swivel casters. Full head and foot boards. Adjustable spring latch drop side and built in bed springs. 25½"x21¼"x15⅝. Wt. 13 lbs.

No. 8808. List $9.98 Dlr's., ea. $6.65. Lots of 6, ea. **6.34**

Hollywood Bed Set →

With Sheets, Bedspread, Mattress and Pillow Hollywood bed set includes washable Duran plastic mattress and pillow. 2 real Bates Sheets. 1 Bates Pillowcase and 1 Bates Bedspread in pastel colors. All steel construction with swivel casters on legs. Height 12½", length 25½" width 18½"

No. 8810. Wt. 6¼ lbs. List $7.98. Dlr's., ea. $5.35. Lots of 6, ea. **4.88**

Makes Up With Sheets, Bedspread, Mattress and Pillow . . . Just Like a Full Size Bed

GUNS

No. 2331 CAPTAIN SPACE ATOMIC RAY GUN

Measures 25¾" long.

Large signal light at the top is operated by pulling the trigger. At the same time the lever lights up the muzzle of the gun and a buzzing code is emitted, while light changes to red or green

PACKED: Each in a box—½ dozen to shipping carton

No. 2331 $64.00 Doz.

NEW! BURP GUN! *Stock #536*

New, improved only fully automatic cap gun made. Safe! 150 shots at trigger touch. Noisy fire bursts and smoking barrel. Easy to load-fire. Use perforated roll caps only. All metal working parts; rust resistant plated grip. Individually packaged in self-display box. Size 13" x 6¼" x 2". Std. Pack: 6/12 doz. Wt: 9 lbs.

No. 536 $48.00 Doz.

Stock #546

Turn the crank for a smoking Mattel-O-Matic machine gun burst or squeeze the trigger to clip off a single shot on this new kid-sized replica of the famous Mattel Burp Gun. "Tuff-to-break" construction, wire stock, all metal firing and loading mechanism. Use perforated roll caps only. Easy to load-fir
Size: 16" x 5½" x 2½
Std. Pack: 1 doz. Wt. 6½ lbs.

No. 546 $19.20 Doz.

Stock #547

Turn the crank and fire one shot or a burst . . . a cap gun with machine gun action. Authentic, air-cooled smoking barrel. Durable "tuff-to-break" construction with all-metal safety polyethylene tipped tripod for gun to swing full circle. Strong, durable all metal operating mechanism. Use perforated caps only.
Individually packaged in colorful box. Size: 17" long x 8" high (mounted) x 2½" wide. Std. Pack: 2 doz., Wt. 18 lbs.

No. 547 $28.80 Doz.

#77 SPARKLING MACHINE GUN

DESCRIPTION: A lithographed metal gun decorated in four colors with all edges turned. Equipped with a crank handle which, when turned, produces a rat-tat-tat sound and shoots sparks.

SIZE: Length overall 21 inches x 4¾ inches high x 1¼ inches wide.
PACKED: Individually boxed.

No. 77 $15.60 Doz.

#225 DUCK SHOOT WITH PLASTIC DART RIFLE

DESCRIPTION: A unique mechanical action target toy in which 3 ducks are mounted on a revolving floor stand to simulate ducks in flight. An all plastic dart shooting rifle, of new construction, is used to shoot the ducks off the arms to which they are attached by spring clips.
SIZE OVERALL: Height 4½ ft.; ducks fly in a 2½ ft. circle.
Rifle – Length 21½ inches
PACKED: The item is completely assembled except for the legs. It is shipped individually in a mailable corrugated container. 6 pieces per shipping ctn.
WEIGHT: 28 pounds per shipping carton.

No. 225 $78.00 Doz.

#1 DART SHOOTING RIFLE WITH TARGET

DESCRIPTION: A plastic dart shooting rifle and three darts and metal lithographed target. The rifle is mounted on the target for display purposes.
SIZE: Rifle 21 inches. TARGET: 23 inches x 8 inches.
PACKED: 2 dozen to shipping carton.
WEIGHT: Approximately 15 lbs. per shipping carton.

No. 1 $16.00 Doz.

No. 1810 $9.00 Doz.

No. 1810 Daisy Powder Horn

Realistic 7½ inch long powder horn looks like those carried by frontiersmen! Colored lock-tight caps removable. With shoulder cord

No. 1800 Daisy
Cross-Country Canteen

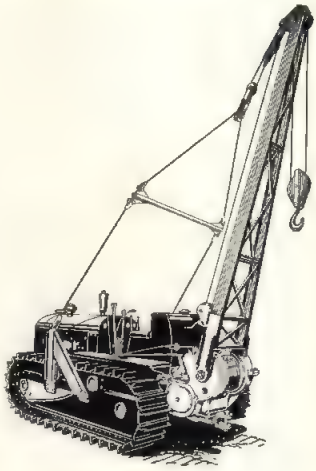
The most *useful* "toy" in years! This exclusive Daisy molded canteen is full six inches in diameter has capacity of one pint. It is non breakable and non-toxic. Children can carry milk, pop or water in it on hikes, to school, etc. Lock-tite cap is instantly removable. Handy adjustable shoulder strap

No. 1800 $15.60 Doz.

CARCO

TRACTOR CRANES

For Use With Tractor Winches



CARCO Cranes for tractors are made in various types, models and sizes for use in conjunction with CARCO hoists and winches.

WINCHES: Cranes are made for the following single drum winches: Models A, E, F, G, and J.

HOISTS: Cranes are made for double drum Hoist Models R and T.

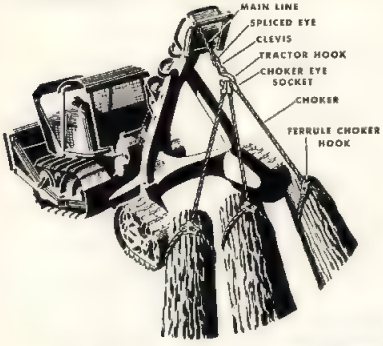
BACKSTAY structures or fastenings are of two types: Low backstays which fasten to the front of the track frame. Equipment backstays which may be anchored to the frames or structure of existing front-mounted equipment, such as dozers or shovel loaders.

BOOM RIGGING: Fixed booms or adjustable boom. Adjustable booms are equipped with blocks and can be raised or lowered by means of (1) a hand topping winch; (2) the haul back drum of a double drum hoist.

HERE ARE A FEW JOBS ON WHICH TRACTOR CRANES ARE USED:

1. Erecting steel power line towers.
2. Pile driving.
3. Dredging with dragline scraper.
4. Gravel pit operation.
5. Placing large pipe in trenches.
6. Backfilling with scraper.
7. Setting light posts.
8. Erecting construction steel.
9. Hoisting construction timbers.
10. Cleaning ditches.
11. Loading materials.
12. Hoisting transformers.
13. Handling logs and piling.
14. Loading cars and trucks.
15. Constructing oil derricks.
16. Stacking lumber in storage.

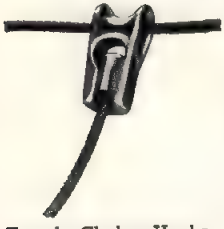
CARCO RIGGING for TRACTOR LOGGING



Typical Rigging System For Arch Logging

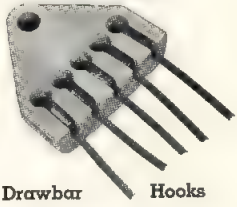
Here is a simple, popular arch rigging system adaptable to most logging jobs. The fittings shown are available for use with a wide range of wire rope sizes.

Besides the items cataloged here, Carco offers a complete line of End Loading Hooks, Rafting Dogs, Screw Pin Clevises, Winch Line Assemblies, and Choker Assemblies. Write for Carco Rigging catalog for complete information.



Ferrule Choker Hooks

Manganese steel; safe and fast for choker rigging for all types logging. Light. Eliminates wire rope splices. Hooks available for range of rope sizes from ⅝" to 1½".



Drawbar Hooks

These hooks provide a fast means of gathering a load without bunching. Hooks are available in five or ten choker capacity. The ten choker type has deeper openings which allow two ferrules to drop into each socket. Easy to couple or uncouple.

Cable Ferrules

Ferrules are cast of alloy steel for maximum strength and wear resistance and are specially heat-treated to hold their shape.

Tractor Hook

Hook is available with plain or arrow point for multiple chokers; forged of special alloy steel; designed for severe winch line service.

Flat Choker Hooks

These hooks for choker rigging are drop forged, heat-treated. Wearing surfaces are smooth and rounded. Provide maximum contact; give minimum wear on the wire rope.

Choker Sockets

These choker sockets eliminate eye splicing; save wire rope. Cast of Carcometal and are heat-treated for greatest strength.

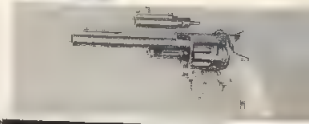
recipe for success

Take equal parts of the most successful holster line in the country . . . . . carnell

and the proven pulling power of the most successful TV personality Jack Webb . . . . . .

add the most sensational new pistol idea produced by the "Tiffany" of die-casters, Hubley . . .

mix with a smattering of "Badge 714" — "Dragnet"



Trim with handcuffs, badge, identification card and bullet clips. Give it an attractive name in a new "hot" box and . . . . voilá

A Toy Merchant's Dream

result

A new innovation in holster set ideas, our new 2 in 1 combination Dragnet & Western Holster Set. See the entire NEW Carnell line, including Kit Carson, at our showroom.

carnell mfg. co. inc.

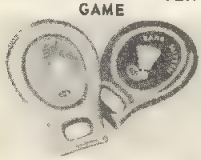
Room 324 200 Fifth Avenue, New York, N. Y. WAtkins 4-2277

CARNELL DOUBLE HOLSTER SET

Oversize, Genuine Top Grain Cowhide double holster set. Pockets are completely tooled and have western buckle crosspieces. Scalloped backs are decorated with nailheads, trim and "cut out" conchas with red metallic backgrounds. Wide, tooled belt of Genuine Top Grain Cowhide having two sets of cartridge clips. Cowhide center adjustment piece has "cut out" concha trim. Pistols: Two Stallion 38, cartridge loading six shooters. Packed 12 individual boxes per carton, shipping weight 37 lbs.

2038 . . . . . List $9.95

IDEAL BANG MITTEN GAME



Played with 2 inflatable paddles (assorted colors), and an unbreakable, harmless shuttlecock made of polyethylene. Can be played indoors or outdoors; with or without net. Comfortable hand grip. Made of tough vinyl material and colorfully decorated. Each set in fully printed polyethylene bag. Packed 12 individual boxes per carton, shipping weight 5 lbs.

5604. . . . . List $0.98

CARNELL DOUBLE HOLSTER SET

Genuine leather double holster set with Grey Pony grain pockets on contrasting black backs. Holster is trimmed with attractive "cut out" saddle concha with metalic background, leather trim, nailheads and leather fringes. Belt: Wide, shaped, Genuine leather, has conchas, trim and is adjustable to most children's sizes. Two, roll cap, 50 shot repeater pistols. Packed 24 individual boxes per carton, shipping weight 19 lbs.

1311U . . . . . List $2.98

CARNELL DOUBLE HOLSTER SET

Large, Genuine leather double holster set with black and white pockets and backs. Pockets are ornamented with jewels, nailheads, leather trim and "cut out" boot conchas with metallic background. Holster backs are completely felt lined and have nailheads and leather tie-thongs. Wide, leather, shaped belt completely felt lined and decorated with nailheads, silver bullets, "cut out" conchas and western buckle set. Two, break action, 50 shot, roll cap TEXAN JR. pistols. Packed 12 individual boxes per carton, shipping weight 33 lbs.

1713J . . . . . List $5.95

CARNELL DOUBLE HOLSTER SET

Double holster set with ginger pockets and white back. Pockets are trimmed with contrasting leather crosspieces, western "cut out" conchas and red metallic backgrounds, leather trim, nailheads and screening. Large shaped placques are screened and ornamented with backed conchas. Genuine leather hip slung belt with buckle adjustment. This belt is adjustable to most children's sizes. Two Western, 50 shot, roll cap pistols. Packed 24 individual boxes per carton, shipping weight 28 lbs.

1463W . . . . . List $3.98

FOR THE TOPS IN TOYS CONTACT US BY TELEPHONE OR MAIL

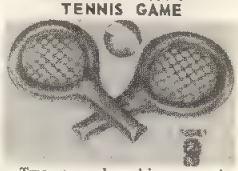
WE ASSURE PROMPT AND COURTEOUS SERVICE

IDEAL BASEBALL BAT, BALL AND GLOVE

A safe baseball game consisting of inflatable bat 24 inches long, an inflated ball and a glove complete with metal snap. Colorfully decorated and durably made of sturdy vinyl to take plenty of rough and tumble play. Each set in fully printed polyethylene bag. Packed 12 individual boxes per carton, shipping weight 6 lbs.

5603. . . . . List $0.98

IDEAL INFLATABLE TENNIS GAME



Two can play this game, indoors or outdoors with or without a net. Set consists of two inflated tennis racquets 19¼ inch x 9½ inch and one inflated ball 3½ inches in diameter. Perforated racquets permit free movement when ball is struck. Made of sturdy vinyl in new two-tone color combinations. In polyethylene bag with colorful closure. Packed 12 individual boxes per carton, shipping weight 6 lbs.

5265. . . . . List $0.98

CARNELL SINGLE HOLSTER SET

Hip-slung, Genuine Leather single holster set with ginger pocket and white back and ginger placque. Attractively ornamented with nailheads, screening, "cut out" western concha and leather trim. Genuine Bark Tanned leather belt with nickle buckle. Adjustable to most children's sizes. The Western, 50 shot, roll cap pistol. Packed 24 individual boxes per carton, shipping weight 15 lbs.

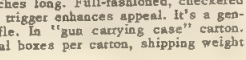
463W . . . . . List $1.98

DAISY CUB

Perfect for the mass market group. The Daisy "Cub" is a "man size", lever-action repeater holding over 350 BBs. Gun is 32 inches long. Full-fashioned, checkered stock. Bright-plated trigger enhances appeal. It's a genuine Daisy Air Rifle. In "gun carrying case" carton. Packed 10 individual boxes per carton, shipping weight 25 lbs.

102 . . . . . List $5.50

DAISY EAGLE



850-shot repeating air rifle. Juvenile counterpart of high-powered hunting rifle. 2-power scope. Overall length 37 inches. Top grain leather sling comes with scope instruction booklet, leather BB loader wallet, and 2 No. 707 BB refill packs. Packed 10 individual boxes per carton, shipping weight 56 lbs.

98 . . . . . List $12.95

RED RYDER COWBOY OUTFIT

Outfit includes world-famous Red Ryder Cowboy Carbine (94) with 2 BB packs, cowboy canteen, genuine leather canteen holster and belt. The 35 air rifle has a new golden jacket design; the brown molded canteen has a pint capacity; hand-tooled belt and canteen holster add big value. Packed 10 individual boxes per carton, shipping weight 48 lbs.

1094 . . . . . List $9.95

DAISY BB SHOT TUBE

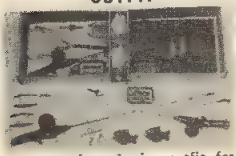
Genuine Daisy-made copper-coated BBs in paper tube. Packed 100 tubes per carton, shipping weight 13 lbs.

Per tube (small size) . . . . . 2/15¢

Packed 100 tubes per carton, shipping weight 26 lbs.

Per tube (large size) . . . . . 2/25¢

TRANSOGRAM ROD N' REEL FISHING OUTFIT



A complete Junior outfit for actual or play fishing. Extra safe. 2 section 45 inch rod, 11 inch landing net, bait box 3½ x 2½ inches, 2 25 lb. test nylon fishing lines, 2 lead sinkers, metal safety hooks, and plastic float, 24 inch rod for indoor fishing. Two 3 inch plastic fish, two plastic hooks, all for the indoors. Packed 12 individual sets per carton, shipping weight 14 lbs.

1965 . . . . . List $1.98

TRANSOGRAM ROD AND REEL FISHING OUTFITS

Same as No. 1965 above except set does not include any indoor equipment and contains fishing license. Packed 12 individual boxes per carton, shipping weight 7 lbs.

1955 . . . . . List $0.98

TRANSOGRAM SPIN AND DART GAME

Contains: 4 color 12 inch circular masonite target with 2 mounting suction cups and hole in top for nail, a precision balanced throwing dart with unbreakable polyethylene feathers and super grip rubber suction cup. Instructions included. Entire set in polyethylene bag. Packed 12 individual boxes per carton, shipping weight 19 lbs.

3065 . . . . . List $0.98

TRANSOGRAM ARCHERY SETS

A complete archery set. Black plastic 26 inch bow decorated with colorful Indian designs. Four 15 inch suction cup tipped arrows. Leatherette quiver, feathered Indian headdress, and masonite easel-type target that hangs on wall or stands on floor. Packed 12 individual boxes per carton, shipping weight 27 lbs.

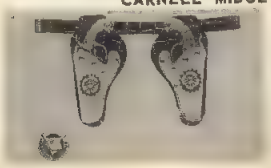
1993 . . . . . List $1.98

TRANSOGRAM "FLIP-A-RING" GAME

Contains four 21 inch sticks, four 5½ inch heavy duty rings, 2 enameled stakes, and instructions. Rings can be also used for deck tennis. Packed 12 individual boxes per carton, shipping weight 26 lbs.

3077 . . . . . List $1.98

CARNELL MIDGET HOLSTER SET



Miniature double holster set with Natural Top Grain cowhide pockets and alligator backs. Pockets are ornamented with embossed crease, conchas and trim. Alligator belt that is fully adjustable. Two Midget pistols. Packed 12 individual boxes per carton, shipping weight 9 lbs.

1103M . . . . . List $1.98

Feather Dolls — Hula Dolls — Fur and Feather Monkeys

4 In. Celluloid Feather Doll with Hat. With gold painted hair, and silver mica decoration. Full facial painted features. Bonnet and skirt made of red and blue feathers Overall height 4 in. Packed 6 dozen to box

4918B800 Gross .....Retail $ .10

5 In. Same description as listed above, but larger. Overall height 5 in. Packed 48 to box.

4961B100 Dozen

4961B900 Gross .....Retail $ .15

6 In. Same description as listed above, but larger Overall height 6 in Packed 3 dozen to box.

4955B120 Dozen

4955B1120 Gross ...Retail 2 for $ .35

7 In. Same description as listed above, but larger Overall height 7 in. Packed 1 dozen to box.

4930B150 Dozen

4930B1400 Gross . . . . .Retail $ .20

9 In. Same description as listed above, but larger. Overall height 9 in Packed 1 dozen to box.

4932B225 Dozen

4932B2400 Gross .....Retail $ .30

12 In. Same description as listed above, but larger. Overall height 12 in. Packed 1 dozen to box

4950B360 Dozen

4950B4000 Gross .....Retail $ .55

5 In. Hula Skirt Celluloid Feather Doll. A new number in celluloid feather dolls—life like. Has rayon silk fringed hula skirt, celluloid cane, bead necklace and metallic paper clown hat for trim Size 5 in Packed 3 dozen to box.

4964B90 Dozen

4964B000 Gross ....Retail 2 for $ .25

7 In. Hula Skirt Celluloid Feather Doll. Same general description as No 4964 with the exception of having metallic paper plug hat instead of clown hat, and 7 in. in height. Packed 1 dozen.

4977B110 Dozen

4977B1300 Gross .....Retail $ .15

9 In. Hula Skirt Celluloid Feather Doll. Same general description as No. 4977 but larger, size 9 in. Packed 1 dozen to box.

4983B225 Dozen

4983B2400 Gross .....Retail $ .35

4 In. Monkey. This jumping monkey comes with high hat and spring body fully covered. Overall height 4 in. Imported. Packed 3 dozen to box

4948B40 Dozen

4948B400 Gross .....Retail $ .05

5 In. Same description as listed above, but in a 5 in. monkey. Packed 3 dozen to box

4949B60 Dozen

4949B600 Gross ....Retail 2 for $ .15

6 In. Monkey. Has plastic head and hi-hat. Full painted features. Body attached to brass spring. A novel action toy, overall length 6 in. Packed 24 to box.

4942B75 Dozen

4942B735 Gross .....Retail $ .10

7 In. Same description as listed above, but larger. Overall height 7 in. Packed 2 dozen to box.

4990B80 Dozen

4990B800 Gross .....Retail $ .10

9 In. Same description as listed above, but larger. Overall height 9 in. Packed 1 dozen to box

4980B165 Dozen

4980B1660 Gross .....Retail $ .20

12 In. Same description as listed above, but larger. Overall height 12 in. Packed 1 dozen to box.

4950B250 Dozen

4950B2800 Gross .....Retail $ .35

7 In. Fez Hat Monkey. A unique new number Celluloid head and fez hat, hands and feet With ornamental pipe. Height 7 in. Packed 2 dozen to box.

4945B85 Dozen

4945B870 Gross ..... Retail $ .10

10 In. Fez Hat Monkey. Same general description as No. 1945 listed above but larger, size 10 in Packed 1 dozen to box

4951B195 Dozen

4951B2000 Gross .....Retail $ .25

12 In. Fez Hat Monkey. Same general description as No. 4945 listed above, but larger, size 12 in. Packed 1 dozen to box

4957B300 Dozen

4957B3300 Gross ....Retail $ .45

7 In. Feather Monkey. Something new in the spring jumping monkey, deviating from the usual but ever popular monkey Body covered entirely with natural feathers, in gay three-color combinations. Has celluloid head, full painted features, red top hat and wood pipe. Overall length 7 in. Packed 1 dozen to box.

4974B100 Dozen

4974B960 Gross .....Retail $ .15

12 In. Same description as above.

4965B260 Dozen

4965B2800 Gross .....Retail $ .35

15 In. Same description as above

4939B550 Dozen

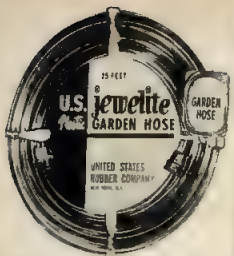
4939B4000 Gross .....Retail $ .75

18 In. Same description as above.

4986B750 Dozen

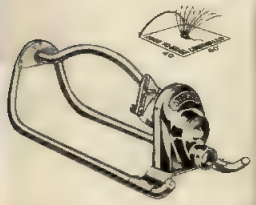
4986B8400 Gross .... ..Retail $1.20

Make Yard Jobs Easier, More Fun



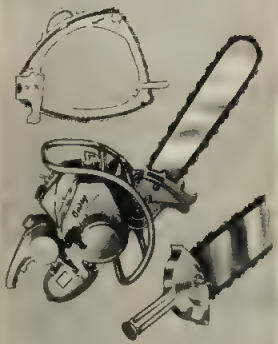
"JEWELITE" PLASTIC GARDEN HOSE . . . made by the U. S. Rubber Company . . . carries a 10-year written guarantee. Tough, transparent, light green plastic. Lightweight, flexible but really rugged! Resists cuts and bruises . . . will not crack or split. Has solid brass couplings.

52-4363 B310 25-ft. Hose $4.65
52-4371 B550 50-ft. Hose 8.25



SWINGING SPRAY LAWN SPRINKLER. Swings spray back and forth in a wide rectangular area. Moisture penetrates deeper without flooding because it gives soil time to soak up water as it waves. Arc adjusts to area you want sprinkled. Fewer resettings, less attention. Sturdily made of aluminum, brass, and stainless steel.

52-4249 B597 Covers up to 38x45' . . . . . $ 8.95
52-4413 B785 Covers up to 50x40' 11.95

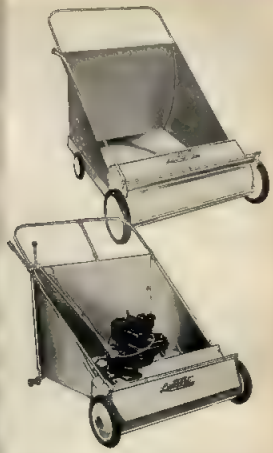


CASEY CHAINSAWS . . . fast-cutting, easy-to-use streamlined chain saw. Belt driven; no power is lost by friction . . . there are no costly complicated gears to repair or replace. Powered by world-famous Clinton 3 HP 2-cycle engine. The sharp biting chain does all the work, operator just guides it. Cuts full power in any position without adjustment; swivels for horizontal or vertical cutting. Balanced weight makes handling easy. Grouped controls operate at finger touch. From Missouri.

52-5071 D18200 20" Chain. 30 lbs. . . . $227.50
52-5089 D18900 26" Chain. 32 lbs. . . . 236.50
52-5097 D19400 30" Chain. 34 lbs. . . . 242.50

Bow-Saw Attachment. Fits engines above.
52-5105 D6725 Wt. 5 lbs. $89.70

Helper's Handle. For two-man cutting jobs.
52-5113 D787 Wt. 1 lb. $10.50



NEW LAMBERT 30" POWER LAWNSWEEPER. Cleans lawns and driveway in minutes—with little effort on your part. Powered by a 1.6 HP 4-cycle engine equipped with recoil starter. Chain driven brush shaft; wheels powered through machine cut gears. Finger-tip clutch and throttle controls mounted on handle. One handle lever adjusts height of brush and angle of cover shield. All steel hamper hinged for easy dumping. Holds 8 bushels. Wt. 120 lbs. From Ohio.

52-5477 D11900 Power Sweeper. $169.95

LAMBERT 30" "SWEEP-O-MATIC" Lawnsweeper. Cleans up yard, sweeps grass cuttings, serves as snow cart. All you do is push it along. Convenient lever controls brushes and cowl angle. Detachable hamper with transparent cover makes useful all-purpose garden cart. Steel chassis; semi-pneumatic tires.

52-5485 D4200 From Ohio. 53 lbs. $59.95
52-5493 D3150 Like above, but with stationary hamper, no cover. 50 lbs. . . . $44.95

"KART-A-REEL" . . . wheel the rustproof hose reel or galvanized "garden cart" anywhere in the yard with the tubular steel cart. Reel and cart can be attached or detached by raising or lowering cart; one bushel cup.

52-5154 D597 Reel Bracket. 9 lbs. . . . . $ 8.95
52-5162 D730 Carrier. 10 lbs. 10.95
52-5170 D463 Container. 17 lbs. 6.95

2-in-1 YARD CART AND SPREADER. It's a big leakproof, 24-gauge steel cart! Flick plate and it's a spreader for seed, fertilizer, etc.! Spreads a strip 12" wide. Thumb screw locks calibrated spreading control in any of 10 positions. Feeds evenly. Tray, 28x18x14", holds 100 lbs. fertilizer.

52-4983 D997 Wt. 20 lbs. From Ill. . . $14.95

PORTA-BURNER . . . wheel it around to collect trash and leaves . . . top lifts off for easy filling. Special design assures complete combustion even in wind and rain. 2½-bushel capacity. Extra safe. Won't mark lawn. With combustion section removed, ash-receptacle base becomes handy cart.

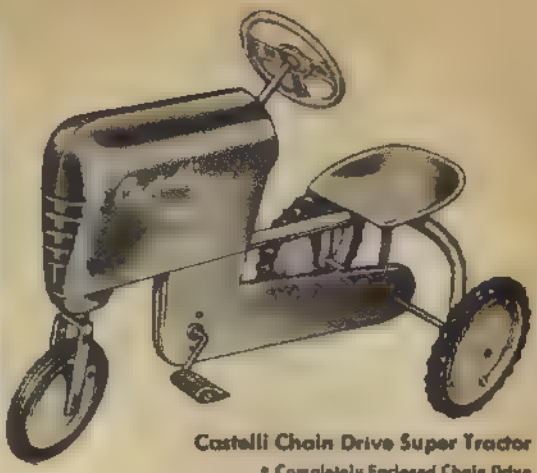
52-5147 D1060 Wt. 28 lbs. From Ind. . $15.95

Castelli Police Patrol Bike

- Authentic Police Emblem and License
- Enclosed Chain Drive Mechanism
- Complete with Luggage Carrier and Trainer Wheels

The badmen won't have a chance when a Jr. cop chases them on this slick speedy jet flow chain drive Bike. It has authentic looking emblems and real license plates. Removable trainer wheels, luggage carrier are mated on rear fender. Black and white baked enamel finish. 38" long, 25" high, 17" wide.

No. 3190. Wt. 27 lbs. List $24.50. Dealer's, ea. $16.20. 3 lots, each, $14.80. 6 lots, each **13.89**

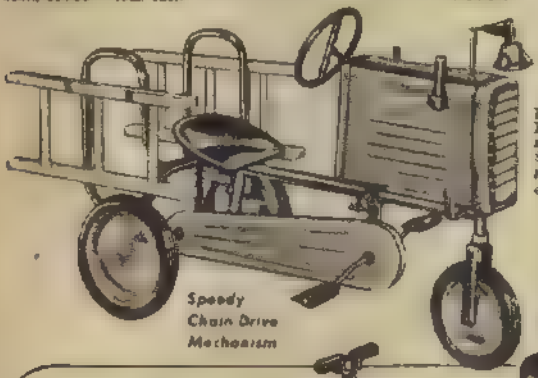


Castelli Chain Drive Super Tractor

- Completely Enclosed Chain Drive
- Beautiful Red and White Finish
- Large, Tread Tractor Rubber Tires

Country boys and city slickers both will love the big tractor 'feel' of the Castelli Super Tractor. Built for the toughest 'plowing' it has chain drive with a 3-1 gear ratio for extra power and speed. Made of heavy gauge steel finished in bright red with white trim. Wheels 6" front and 10" rear. 37" long, 28" high, 17¼" wide.

No. 3185. Wt. 28 lbs. List $22.50. Dealer's, ea. $14.85. 3 lots, each, $13.55. 6 lots, each **12.76**



Speedy Chain Drive Mechanism

Castelli Chain Drive Fire Cycle

- Big Fire Bell
- 2 Wood Ladders
- Enclosed Chain Drive Mechanism

Big bell and two wood ladders that come off for "skyscraper fires." Rugged, heavy gauge steel construction. Chain drive is enclosed for safety. Flashy red baked enamel finish. Wheels 8" front, 2 10" rear. Semi pneumatic tires. 42" long 19" wide, 28" high. Wt. 31 lbs.

No. 3199. List $26.50. Dealer's, each $17.65. Lots of 3, each $15.95. Lots of 6, each **14.98**

Trailer Attachment for Above

Hours of play hauling toys, sand, etc. Easily attached, easy to pull. Basket red enamel. 8" wheels. Wheel guards on body. 21⅛"x16⅛"x6¼". Wt. 14 lbs.

No. 3194. List $8.50. Dlrs. $5.70. Lots of 3, each $5.20. Lots of 6, each **4.91**

Healthy exercise for child

Steger's Irish Mail

Kids will love the clean, low slung lines and quick take off of this racy looking Irish Mail. Body is made of heavy gauge steel. The super strong ball bearing wheels have 1⅛" semi pneumatic tires. Finished in bright, fire engine red baked on enamel with white enameled wheels. Length 40", width 18".

No. 3785. Ship. wt. 28 lbs. List $16.95. Dealer's, each $10.70. 3 lots, each $9.90. 6 lots, each **9.19**

Jet Ride Irish Mail

- Enclosed Chain Drive Mechanism
- Rubber Handle Grips and Foot Rests
- Easy Drive Bucket Seat

Here's a toy packed with hours of play time fun and body building exercise. The Jet Ride Irish mail is propelled by a hand pump connected to the chain drive mechanism. A specially designed bucket type seat provides increased leverage for greater speed, more thrills. Made to take the most rugged wear, this beautifully simple mail has perfect balance construction. Large, sturdy wheels—10" rear, 7½" front and solid rubber tires. Durable red and white finish. Length 34" width 14", height 14". Weight, 28 lbs.

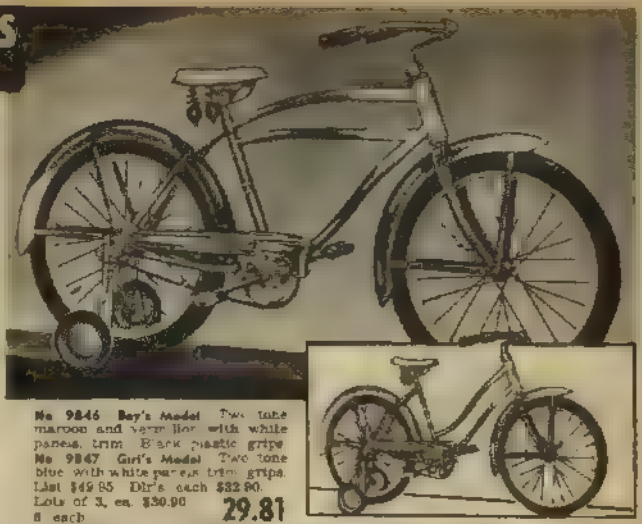
No. 3189. List $19.50. Dealer's, each $12.80. Lots of 3, each $11.70. Lots of 6, each **10.99**

MURRAY CONVERTIBLES
Junior Bikes

20" Special Convertible Junior Bike

- Coaster Brake
- DeLuxe Chain Guard
- 20x2.125 Balloon Tires and Inner Tubes
- Includes 6" Double Wheel Trainers

A de luxe 20" bike complete with training wheels that's priced many dollars lower than any comparable bike on the market. Features the Musselman coaster brake, de luxe chain guard and comfortable, spring saddle with tan vinyl top. Detachable 6" wheel trainers make learning to ride easy for youngsters and parents alike — no more worry of falling, no more running after beginner to keep him upright. Ball bearing pedals. Coaster brake for safe stopping. Reinforced joints and double-bar frame construction for extra strength. Chrome plated handle bars, durable baked enamel finish. Ship. wt. 45 lbs.



No. 9846 Boy's Model. Two tone maroon and cerise lilac with white panels, trim. Black plastic grips.
No. 9847 Girl's Model. Two tone blue with white panels, trim, grips.
List $49.95. Dlr's. each $32.90. Lots of 3, ea. $30.90. 6 each **29.81**

Park Cycle Convertible

- With Training Wheels and Removable Cross-Bar

A bicycle that all the children — boys, girls, beginners and "pros" will enjoy. Removable cross bar can be changed quickly and easily converts the cycle to either a boy's or girl's model. Trainer with nylon bearings and formed steel step plates is easily detached. Frame is 1¾" heavy gauge steel tubing. Tires 2¼" semi-pneumatic molded rubber. Single block pedals, tan vinyl covered Troxel saddle. Frame and fork maroon baked enamel, fenders and chain guard, vermilion. Painting white. Wt. 34 lbs.

No. 9814. 14" Model. List $36.95. Dlr's., ea. $17.85. Lots of 3 ea. $16.50. Lots of 6 each **15.34**

No. 9815. 16" Model. Baked enamel finish, frame, fork, chain guard are blue, white panelling, double block pedals. Wt. 38 lbs. List $39.95. Dlr's., ea. $20.20. 3 each $18.85. Lots of 6 ea. **17.34**

DeLuxe 16" Park Cycle Convertible

- With Training Wheels and Removable Cross-Bar

For boys or girls, for beginners or experienced riders. Removable cross-bar and training wheels makes this one of the most versatile bikes on the market — and economical, too. A truly de luxe bike constructed of heavy gauge 1¾" steel tubing. Has 1¾" semi-pneumatic tires, long full-line chain guard, streamlined luggage carrier, chrome plated truss rods and adjustable handle bar, bearing pedal hanger, double block rubber pedals with chrome rim. Frame, fork, chain guard, luggage carrier and fenders are bright ruby red baked enamel, trimmed in white. Training wheels have cycle bearing 6" wheels with 2¼" tires and safety step for mounting. Wt. 40 lbs.

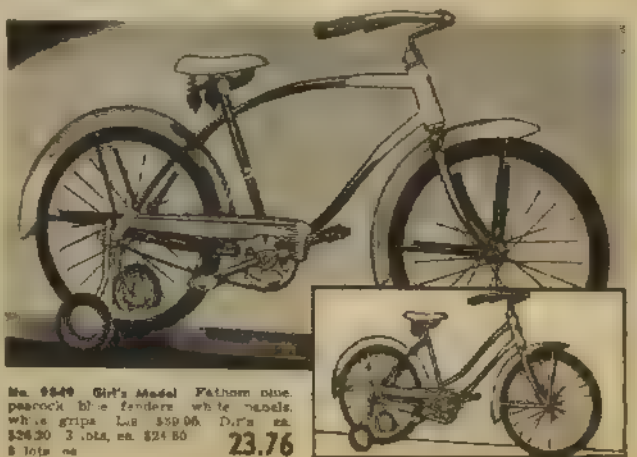
No. 9810. [illegible] Dealer's each $21.70. Lots of 3 each $20.05. Lots of 6 each **18.64**

16" Park Cycle Convertible

- With Coaster Brake and Training Wheels

Brightly colored in red, white and blue with rugged frame, quality parts and a number of thrilling accessories, it's sure to please any child. Heavy gauge steel trainer with 6" double disc wheels, nylon bearings and 2¼" tires will give the beginning cyclist confidence while learning to ride; prevent falls and accidents. Graceful fenders and streamlined enameled chain guard are examples of Murray's modern styling. Double chrome plated handle bar can be adjusted in seconds. Troxel saddle is covered with attractive tan vinyl, has chrome springs. Safe and sure stops assured by Musselman self-energizing coaster brake with exclusive chrome brake shoe. Double strength reinforced joints with sturdy 13/8" hydrogen brazed frame. Boy's and Girl's models have single and double bars, respectively. Full ball bearing tangent spoke wheels 1¾" semi-pneumatic 18" tires. Jr. size pedals. Plastic grips. Wt. 39 lbs.

No. 9848. Boy's Model. Fathom blue, vermilion fenders, white panels, red stripe. List $39.95. Dlr's ea. $26.20. 3 lots, ea. $24.80. 6 lots, ea. **23.76**



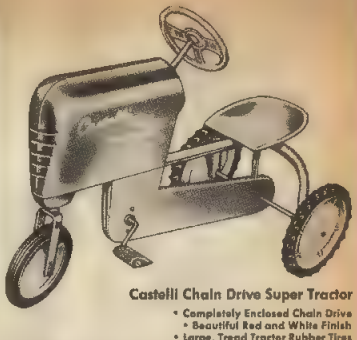
No. 9849 Girl's Model. Fathom blue, peacock blue fenders, white panels, white grips. List $39.95. Dlr's ea. $26.20. 3 lots, ea. $24.80. 6 lots, ea. **23.76**

Castelli Police Patrol Bike

- Authentic Police Emblem and License
- Enclosed Chain Drive Mechanism
- Complete with Luggage Carrier and Trainer Wheels

The 'badmen' won't have a chance when a Jr cop chases them on this slick speedy jet flow chain drive Bike. It has authentic looking emblems and real license plates. Removable trainer wheels. Luggage carrier mounted on rear fender. Black and white baked enamel finish 36" long 28" high, 17" wide

No. 3190. Wt. 27 lbs. List $25.95. Dealer's, ea. $16.90. 3 lots, each $15.40. 6 lots, each **14.48**

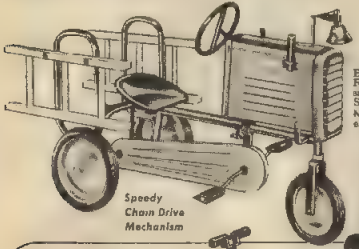


Castelli Chain Drive Super Tractor

- Completely Enclosed Chain Drive
- Beautiful Red and White Finish
- Large, Tread Tractor Rubber Tires

Country boys and city slickers' both will love the big tractor 'feel' of the Castelli Super Tractor. Built for the toughest 'plowing', it has chain drive with a 2-1 gear ratio for extra power and speed. Made of heavy gauge steel finished in bright red with white trim. Wheels 8" front and 10" rear. 37" long, 26" high, 17½" wide

No. 3188. Wt. 29 lbs. List $21.95. Dealer's, ea. $13.85. 3 lots, each $12.45. 6 lots, each **11.71**



Speedy Chain Drive Mechanism

Castelli Chain Drive Fire Cycle

- Big Fire Bell
- 2 Wood Ladders
- Enclosed Chain Drive Mechanism

Big bell and two wood ladders that come off for 'skyscraper fires.' Rugged, heavy gauge steel construction. Chain drive is enclosed for safety. Flashy red baked enamel finish. Wheels: 8" front, 2-10" rear. Semi-pneumatic tires. 42" long, 19" wide, 28" high. Wt. 31 lbs.

No. 3199 List $26.50. Dealer's, each $17.45. Lots of 3, each $15.95. Lots of 6, each **14.98**

Trailer Attachment for Above

Hours of play hauling toys, sand, etc. Easily attached, easy to pull. Baked red enamel 8" wheels. Wheel guards on body 21⅛"x16¼"x6½". Wt. 14 lbs

No. 3198 List 36.50. Dlr's. 35.70. Lots of 3, each 35.20. Lots of 6, each **4.91**

Healthy exercise for child

Steger's Irish Mail

• 9" Ball Bearing Wheels—Big Size 40" Long

Kids will love the clean, low slung lines and quick take off of this racy looking Irish Mail. Body is made of heavy gauge steel. The super strong ball bearing wheels have 1¾" semi pneumatic tires. Finished in bright, fire engine red baked on enamel with white enameled wheels. Length 40", width 18"

No. 3785. Ship. wt. 28 lbs. List $17.50. Dealer's, $13.40. 3 lots, each $10.40. 6 lots, each. **9.78**

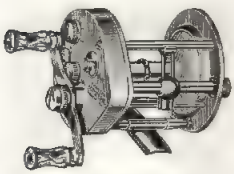
Jet Ride Irish Mail

- Enclosed Chain Drive Mechanism
- Rubber Handle Grips and Foot Rests
- Easy Drive Bucket Seat

Here's a toy packed with hours of play time fun and body building exercise. The Jet Ride Irish mail is propelled by a hand pump connected to the chain drive mechanism. A specially designed bucket type seat provides increased leverage for greater speed, more thrills. Made to take the most rugged wear, this beautifully ample mail has perfect balance construction. Large, sturdy wheels—10" rear, 7½" front and solid rubber tires. Durable red and white finish. Length 34", width 14", height 14". Weight, 28 lbs.

No. 3189. List $21.85. Dealer's, each $14.20. Lots of 3, each $12.95. Lots of 6 each **12.17**

CASTING REELS
PFLUEGER SUPREME



Level Winding, Adjustable Anti-Back-Lash

The aristocrat of fishing reels, built with the finest of engineering and mechanical exactness. Used in either bait casting or trolling for all fresh water fish.

Satin chrome finish; polished chromium trim. Quadruple multiplying.

Mottled pyralin handles.

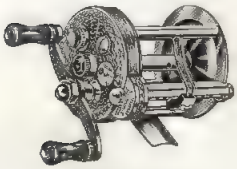
Complete with cork arbor spool filler, Cub handle drag, Speede reel oil, Runfree gear grease, Little Giant screw driver wrench, soft rubber back plate ring, one pair soft rubber handle grips and fine leather bag.

Each

No. 1572—Cap. 125 yds. 15 lb. test nylon line; wt. each 7½ oz. ...$35.00

One in a box.

PFLUEGER SUMMIT



Level Winding, Anti-Back-Lash

A reel noted for its smooth action and durability. Gears and working parts may be lubricated from the outside (tension oil cups must be unscrewed). Polished diamolite finish; bronze gear, special alloy steel pinion, phosphor bronze bearings, aluminum spool; diamalloy pivots. Extra pawl carried in a receptacle built into reel

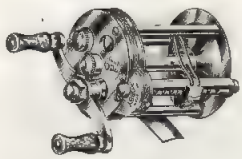
Complete with cork arbor, rubber ring and a fine reel bag.

Each

No. 1993L—Cap. 110 yds. 20 lb. test nylon line; wt. each 7½ oz. $14.75

One in a box.

CASTING REELS
PFLUEGER NOBBY



Level Winding, Anti-Back-Lash

A reel noted for its extreme lightness, marvelous action and ease of handling. Greasing disc permits lubricating gears without taking the reel apart. Extra pawl is carried in a receptacle built into the reel Diamolite finish; fancy balanced crank.

Quadruple multiplying; bronze gears and bearings; diamalloy pivots.

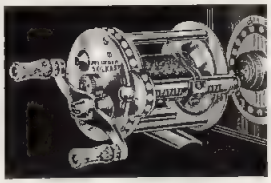
Complete with cork arbor.

Each

No. 1963—Cap. 110 yds. of 15 lb test nylon line; wt. each 5¾ oz. .. $12.95

One in a box.

PFLUEGER SKILKAST



Level Winding, with Mechanical Thumber

Mechanical thumber does away with all need for thumbing the reel after cast is started. Easily adjusted to suit line and lure used; operates only when line is running out

Level wind parts can be removed without disturbing the housing.

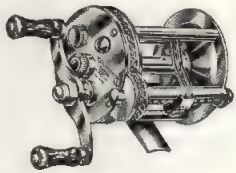
Quadruple multiplying, extra wide line guide block; aluminum alloy spool. Extra pawl is carried in receptacle built in reel. Polished chromium finish. Complete with cork arbor.

Each

No. 1953—Cap. 110 yds. 15 lb. test nylon line; wt. each 11 oz. $11.95

One in a box.

CASTING REELS
PFLUEGER AKRON



Level Winding, Anti-Back-Lash

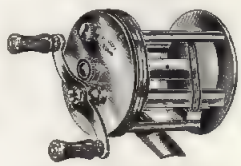
A reel of established popularity recognized for its quality, excellent service and smooth casting. Diamolite finish.

Extra wide line guide block of phosphor bronze. Bronze bearings; diamalloy spool pivots and gear post, alloy steel pinion Extra pawl is carried in a receptacle built into reel Adjustable sliding click.

Nos.	1893	1894
Cap. 15 lb. test nylon line, yds	110	160
Wt. each, oz	8½	10½
Each	$10.95	11.25

One in a box.

PFLUEGER TRUMP



Level Winding, Anti-Back-Lash

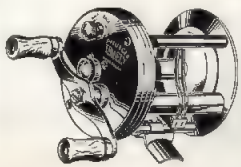
A smart looking reel famous for its long and dependable service Graduated tension insures smooth and positive action. Line guide travels the full length of the spool, thus insuring a full and even wind. Jeweled tension oil cups; diamalloy pivots and gear shank; level wind mechanism is treated to resist corrosion.

Each

No. 1943—Cap. 85 yds. 15 lb. test nylon line; wt. each 7⅞ oz. ...$6.60

One in a box.

PFLUEGER TRUSTY



Level Winding, Anti-Back-Lash

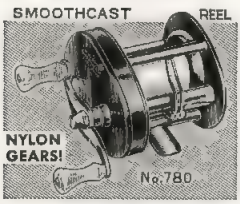
An inexpensive light-weight casting reel that's ideal for the beginner or as a spare reel for the experienced angler. Aluminum front plate, back plate, cap, crank and spool; satin finished; nickel plated crossplate and pillers.

Each

No. 1933—Cap. 100 yds. 15 lb. test nylon line; wt. each 6 oz. ...$5.50

One in a box.

CASTING REELS
SOUTH BEND SMOOTH CAST



Level Winding, Anti-Back-Lash

Provides all-day casting with little effort or fatigue. Thoroughly dependable and lightweight. Sturdy alloy frame in attractive maroon finish; chrome plated palm rest; pyralin quartz handles.

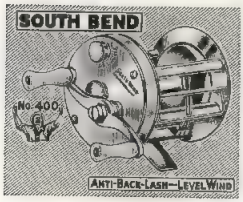
Aluminum spool; direct drive tough nylon gears.

Complete with plastic arbor

Each

No. 780—Cap. 100 yds. of 20 lb. test nylon line, with arbor 50 yds. of 20 lb. test nylon line; wt. each 5½ oz. $12.00

One in a box.



Level Winding, Anti-Back-Lash

A long-time favorite; combines sturdiness and performance with the outstanding Anti-Back-Lash feature.

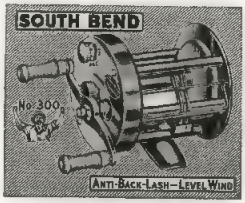
Chrome plated frame and bail wire; phosphor bronze bearings and insert type bushings; hardened spiral-cut brass gears; three-piece takedown construction.

Each

No. 400—Cap. 100 yds. of 20 lb. test nylon line; wt. each 7¾ oz. $10.00

One in a box

CASTING REELS
SOUTH BEND



Level Winding, Anti-Back-Lash

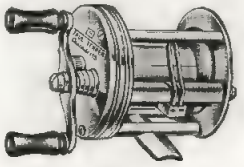
A smooth running, dependable reel for complete fishing satisfaction Ideal as a spare reel. Chrome plated circle finished brass frame; three-piece takedown construction. Phosphor bronze bushings, cold rolled steel journals, spiral-cut drawn brass gears.

Each

No. 300—Cap. 100 yds. of 20 lb. test nylon line; wt each 7½ oz. $8.50

One in a box

TRUE TEMPER CASCADE



Level Winding

A precision built and balanced reel of superior design and workmanship

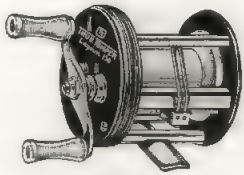
Built from high grade brass, heavily chrome plated, aluminum spool and snap-on type plastic arbor; drag tension bearing adjustment regulates casting speed with easily reachable button on tail plate; double pawl can be reversed to distribute wear over both sides of blade; adjustable click.

Each

No. 135—Cap. 100 yds. 15 lb. test line; wt. each 8½ oz. $8.95

One in a box.

CASTING REELS
TRUE TEMPER LAGOON



Level Winding; Lightweight

An unusual value in the lower price range

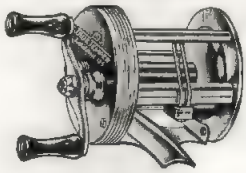
Black anodized aluminum head cap and tail plate; lightweight aluminum spool; snap-on type plastic arbor can be removed for greater line capacity Line tension can be quickly adjusted with easy to reach drag button on tail plate Spiral gears assure smooth operation; double pawl is reversible to obtain twice the normal life expectancy; adjustable click.

Each

No. 130—Cap. 100 yds. 15 lb test line; wt. each 5 lbs. $6.50

One in a box.

TRUE TEMPER LAKELAND



Level Winding

Chrome plated throughout; easy-to-reach drag button for quick tension adjustment to stop back lash. Three-piece construction simplifies take-down and cleaning. Spiral gears operate quietly and smoothly for longer life; double pawl reversible to distribute wear over both sides of blade.

Each

No. 125—Cap. 100 yds 15 lb. test line; wt each 8 oz. $5.50

One in a box

PLEASE KEEP THIS CATALOG HANDY

YOU WILL FIND this catalog very simply compiled in order that you may more conveniently select those items best adapted to your needs. It is placed with you to be used as a SILENT ASSISTANT and we hope it will prove an actual help in your business. It cannot properly serve its purpose unless it is kept convenient and within reach at all times for quick reference.

SHELTON AND DANVILLE . . . by Haviland

Flawless ivory-toned translucent porcelain, embellished only by a gleaming band of precious embossed gold or platinum with a matching inner circle . . . eloquent in any decor! Specify: Shelton pattern (with platinum); or Danville (with gold) See page 504 for contents of sets.

70-7321	C1325	5-pc. Setting (for 1)	$ 17.65
70-7349	C16005	53-pc. Set (for 8)	213.40
70-7356	C18945	62-pc. Set (for 8)	252.60
70-7364	C30335	93-pc. Set (for 12)	404.50

APPLE BLOSSOM . . by Haviland

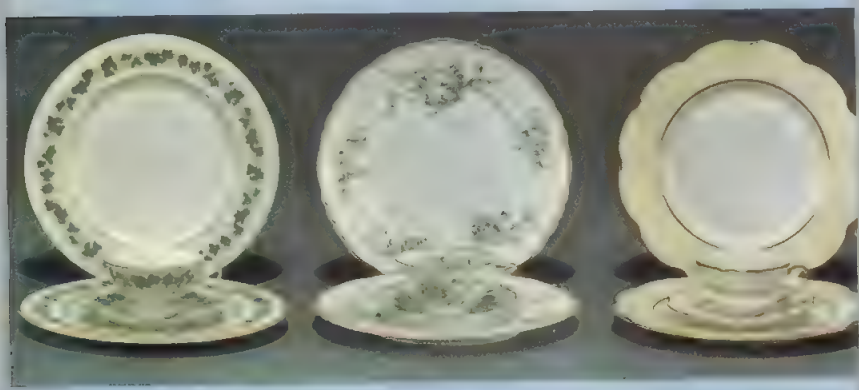
Haviland china . . . the pride of your home through years of beauty. Sprays of apple blossoms in pale pink and white with fresh green leaves, add enchantment to the wide ivory border. A tiny nosegay nestles in the white center. Gold lines and edges. See page 504 for contents of sets.

70-7257	C825	5-pc. Setting (for 1)	$ 10.95
70-7265	C9945	53-pc. Set (for 8)	132.60
70-7273	C12035	62-pc Set (for 8)	160.45
70-7281	C18873	93-pc. Set (for 12)	251.65

PRELUDE . . . by Haviland

Versatile, fine Haviland introduces Prelude, their newest pattern. Beautifully contemporary in coloring and design . . . bright pink and dove gray dots blossom on gracefully curved gray branches that seem to sway against a field of creamy white translucent china. Platinum edged. Contents on page 504.

70-7711	C1020	5-pc. Setting (for 1)	$ 13.55
70-7729	C11950	53-pc. Set (for 8)	159.30
70-7737	C14490	62-pc. Set (for 8)	193.20
70-7745	C23000	93-pc. Set (for 12)	306.65



ARBOR . . . by Haviland

All the fine craftsmanship and cherished design you love in Haviland is fully expressed in Arbor. Translucent creamy white china is crowned with delicately colored violet grapes and blue-green leaves on golden vine tendrils. Gold lines frame this charming border. Contents on page 504

70-7935	C900	5-pc. Set (for 1)	$ 12.00
70-7943	C10975	53-pc. Set (for 8)	146.30
70-7950	C13025	62-pc. Set (for 8)	173.65
70-7968	C20975	93-pc. Set (for 12)	279.65

FLEURETTE . . . by Haviland

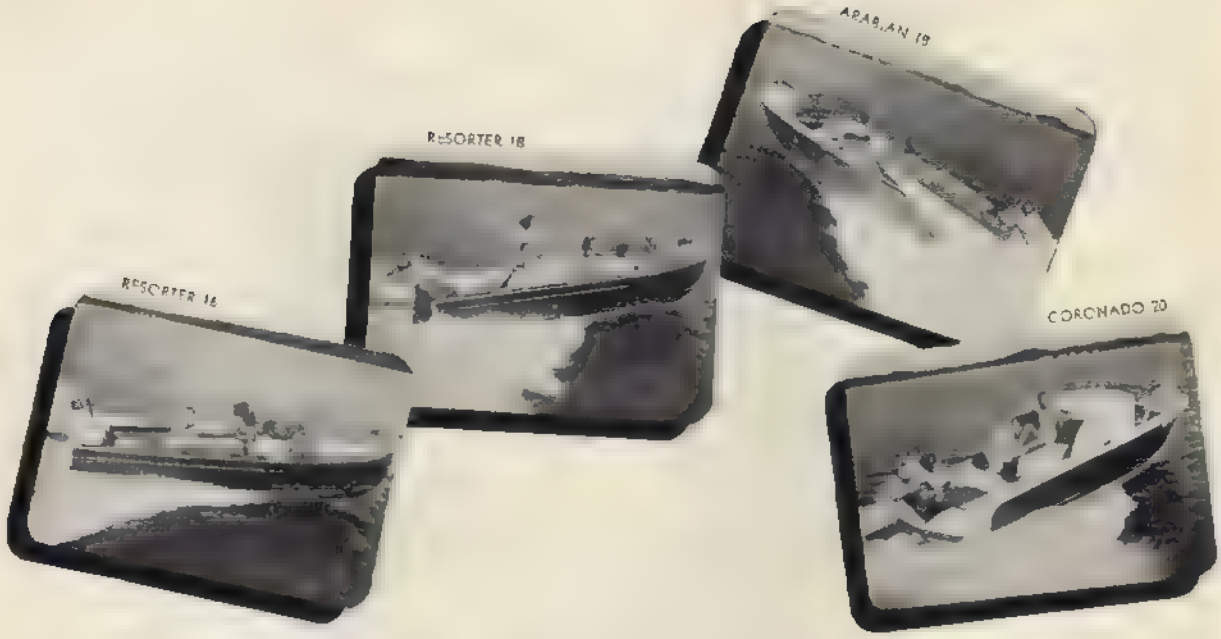
Exquisitely made of translucent white porcelain in Limoges, France where world renowned Haviland china originated. Fleurette, lovely with sprays of deep blue and yellow flowers . . . fresh as the sun after a spring rain. Gold traces the scalloped borders. Page 504 for contents

70-7455	C1075	5-pc. Set (for 1)	$ 14.30
70-7463	C13065	53-pc. Set (for 8)	174.20
70-7471	C15480	62-pc. Set (for 8)	206.40
70-7489	C25265	93-pc. Set (for 12)	336.85

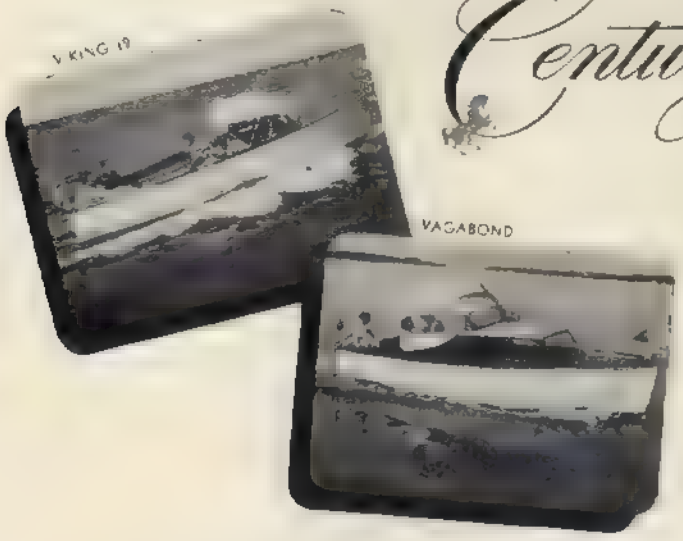
CONCORDE . . . by Haviland

Beautiful dinnerware with a classic simplicity of design that's pure poetry. Flawless, high-glazed pure white translucent china encircled with wide bands of creamy ivory . . . one perfect touch, scalloped edges framed in gold. "Concorde" is outstanding in any decor. See page 504 for contents of sets.

70-7216	C895	5-pc. Set (for 1)	$ 11.85
70-7224	C10865	53-pc. Set (for 8)	145.10
70-7976	C12890	62-pc. Set (for 8)	171.85
70-7240	C20840	93-pc. Set (for 12)	277.85



enjoy the thrill of a *Century*



In an age of action Century thoroughbred boats command special attention. Exhilarating speed? — all Century boats have it from the Coronado, world's fastest stock runabout, to the racy Palomino outboard. Control? — you're in command at the touch of your hand. Beauty? — Century's exclusive styling is obvious. And there's a Century — cruiser, runabout or outboard thoroughbred — for all the adventures awaiting you on world waterways. Visit your Century dealer soon for a demonstration ride. Write now for colorful brochure.

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Lifetime ALUMINUM BOAT
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• LIFETIME, maintenance-free craft. • Carries 4 people comfortably. • Balanced rudder & tiller offer maximum directional control. • New sensational inboard engine is down-drive.

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24 Foot Challenger

Roomy comfortable sea skiff, beam 8' 11", draft 24", freeboard—50" bow; 46" midship; 40" aft. Designed for level, dry ride at speeds from 21 to 38 m.p.h. Power optional—95 to 225.
Write for detailed information

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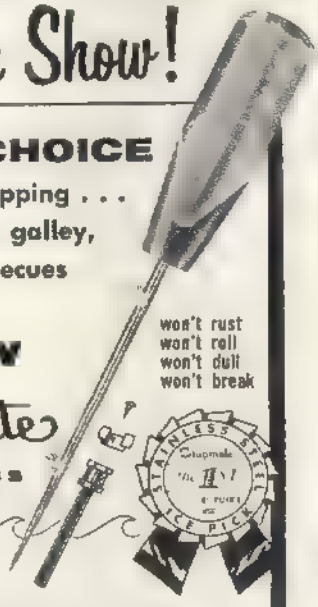

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at home, for barbecues
or picnics . . .

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STAINLESS STEEL

won't rust
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won't dull
won't break

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Its spear-like stainless steel shaft won't rust, ever . . . keeps its sharp point. Colorful handsome ice-blue plastic handle blends beautifully with ice chest, cabin and surroundings

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NEW HAVEN, CONN.

A NEW AND EXCITING SPORT

Water Skipper is the name given to an entirely new form of little boat driven by outboard engines of up to 10 hp. This little planing hull is only 7 by 4 feet and made of strong, durable marine plywood. Its high degree of stability makes it virtually impossible to sink or capsize. The rider operates the boat in a standing position while controlling the operation from a substantially mounted helm post. The throttle is spring-loaded so that the engine idles at once when the control is released. Steering and maneuvering is done by leaning from side to side in the direction of the turn.

The little hull will easily support two persons; in fact, it will support up to 800 pounds. The draft is practically nothing and the planing hull skims over the water and remains dry even in choppy waters. It weighs only about 75 pounds so that it can be easily transported by car or boat. Water Skippers are built by Hasso Industries Inc., South Hackensack, New Jersey.

ANTI-RUST V-LOPES

Moist salt atmosphere around boats quickly causes a layer of rust to form on all unprocteted steel parts and tools. V-Lopes, developed by the Westwill Company of Westport, Connecticut, is a protective material designed to guard against rusting. It takes the form of a chemically impregnated paper which is formed into containers and pouches in which the articles to be protected are wrapped. The chemical evaporates slowly and as it does it deposits an inviaible film on the metal which is more effective than oil or grease in preventing rust.

To protect tools and parts on a boat, a sheet of V-Lopes paper is placed in the bottom of a drawer in which the parts are stored. A roll of the paper stuck in a glass jar containing small parts will effectively protect them. Such tools as saws are protected by a saw sleeve container which will keep them bright and new for years. Larger tools and parts can be carried in canvas pouches which will keep them rust-free, even under extreme conditions of moisture.

FAGEOL ENGINE ACCESSORIES

A complete new Fageol "44" engine accessory line for 1956 is described in the new Accessory Catalog just issued by Fageol Products Company, Kent, Ohio.

Among the important items described is the new Fageol Speed Kit. This substantially increases the engine's normal hp, and was designed by L. J. Fageol, company president and famed Gold Cup racer. It can be installed on engines already in service, as well as on new power packages. The Fageol "44" was formerly known as the Aerojet.

Other major equipment listed in the catalog includes the special Fageol lightweight battery, wiring harness, propellers, fuel tanks, complete instrumentation (with tachometers) etc.

Catalog copies may be secured from any Fageol dealer, or write to Fageol Products Company, Kent, Ohio.

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Virginia White Cedar (Juniper Boat Board), Flitch Sawn. Extremely tough, yet light, smooth and easy to work. Best grade for planking—low shrinkage and high decay resistance. Size ranges: 1", 1¼", 1½" thick; 8'—20' long.

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POWER PACKED SENIOR SIX...

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● Michigan's new powerful "SENIOR SIX" is one of the most compact 6 cylinder marine engines ever produced. Ideal for large runabouts and cruisers to 30 ft. length. Capable of high speeds and real power, unfailing dependability and economical gas and oil consumption. Most modern design, suitable for salt or fresh water use. And popularly priced too. Why pay more? Get complete information now.

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SWIFT • SEAWORTHY • LUXURIOUS—this newest HACKERCRAFT is hand-built to custom standards. Speeds to 40 m.p.h. with optional power. Excels any cruiser in its class, moderately priced—too!

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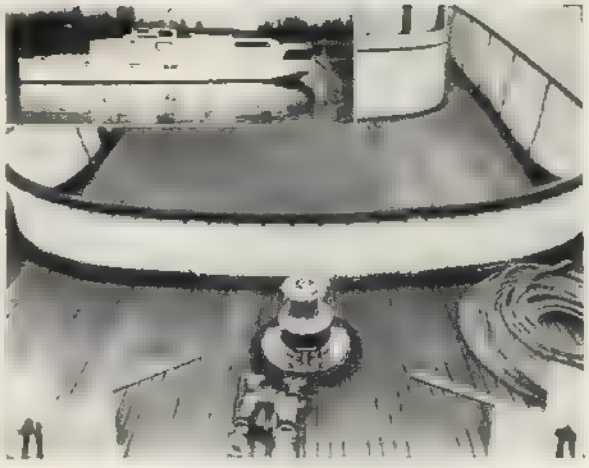

AR-703
MARINE COATING

YES, IT'S TRUE! No fastenings were used on the teak decks of the 90 foot "Gold Plater," *Elbarado*, when she was redecked 18 months ago. Instead, owner Mr. Hoyt Wooten—using a new, time-saving technique—selected the tough marine coating, AR-703, as his "fastenings." Because AR-703 has such tremendous adhesion—over 20,000 pounds per square foot—it was decided to use the material to literally "glue" the deck in place, eliminating all fastenings and plugs.

Aside from laying decks, AR-703 has many other uses. It provides a durable, flexible protective waterproof layer on any boat surface be it wood, metal or fabric. Impervious to sun, salt water, worms, heat and abrasion, long-lasting AR-703 is offered in gray, dark red or black.

AR-707
NO COTTON CAULKING

TO DRESS UP the new teak decks of the *Elbarado*, as well as added insurance against leakage, AR-707 No Cotton Caulking was used in the seams.

The only compound that successfully adheres to teak, AR-707 is far superior to cotton. Above or below the water, it remains resilient and provides a water-tight gasket in any seam up to ⅜ of an inch.

AR-711
LONG LIFE COATING

THE MAINTENANCE of brightwork ceases to be a problem when coated with AR-711. Setting to a rugged, high polish, glass-like surface, resilient AR-711 lasts many seasons and protects brightwork from sunlight, salt water, gasoline and abrasion. In addition to the clear, AR-711 is available in an array of color-fast colors: gray, green, buff, blue, and white.

Alroy products are available at all progressive marine dealers

See us at the New York Motor Boat Show in Booth 79—Shangut Boat & Engine Center—or write for folder "M."

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(A) LUMINOUS POCKET WATCH. Black dial for luminous letters and hands. Black second hand. Chrome plated case with engine turned back Fully guaranteed, made by New Haven Crown winds and sets
30-7301-233 . Retail **3.50**

(B) PLAIN FACE POCKET WATCH. Made by New Haven and fully guaranteed Round chrome plated case with black numerals and hands . . . heavy clear crystal. Crown winds and sets
30-7300-197 . . . . . Retail **2.95**

(C) SNOW WHITE WRIST WATCH. Face features lovely star of Walt Disney's most memorable picture. A practical sensible gift for any little girl. Non-break plastic case. In "Mirror-on-the-Wall" gift box.
30-7329-487 Retail **6.95**

(D) MICKEY MOUSE WRIST WATCH. Plastic case in color. Mickey tells time with his hands. Washable red vinylite strap Shock resistant standard beat movement. In a special gift box.
30-7327-487 . . . . Retail **6.95**

(E) DAVY CROCKETT WRIST WATCH. King of the wild frontier stands against a Blue cloud background, yellow numeral band Chrome-plated case and expansion band Shock-resistant movement Special box
30-7318-463 . . Retail **6.95**

(F) HOPALONG CASSIDY WATCH. A durable shock-proof watch. "Hoppy" appears in name and picture on the gray dial face Red hands and numerals Non break black plastic case. Western leather strap
30-7328-487 . Retail **6.95**

(G) OVAL-CASE WOMAN'S WATCH. Case plated with 10K rolled gold—stainless steel back Accurate 7-jewel movement; raised figure dial with gilded arabic numerals. Safe-clasp telescoping bracelet band, 1/12 10K gold
30-7298-1195 . . . . . Retail **19.95**

(H) SEMI-BOUND WOMAN'S WATCH. A bright cushion-shaped, 10K rolled gold-plated case covers the precision 7-jewel movement The dial has clear arabic numerals in raised gilt. The case has a stainless steel backing. With a black, silk-wound cord-band, secure-locking clasp, and attractive gift case.
30-7299-995 . . . Retail **16 50**

(J) ALICE-IN-WONDERLAND WATCH. The charming little girl from fairyland "comes to life" on the face of this round watch with the cute pink non-break plastic case Packaged in plastic tea cup
30-7325-487 . . . . . Retail **6.95**

(K) DELUXE ROY ROGERS WATCH. King of cowboys and his famous horse "Trigger" Stainless steel expansion bracelet, plastic case. Bracelet autographed with "Roy Rogers and Trigger."
30-7315-463 Retail **6.95**

(L) DELUXE DALE EVANS WATCH. The cowgirl queen with her horse on the face of an Ingraham watch Embossed steel expansion bracelet. Round dial, chrome case, stainless steel back.
30-7316-463 . .Retail **6.95**

(M) CINDERELLA WRIST WATCH. The famous fairy tale sweetheart colorfully pictured on a non-break plastic case. Blue fabric strap Complete with attractive plastic slipper case.
30-7326-487 . . . Retail **6.95**

The CHERYL ANN MODEL TUG BOAT

From the T-V Program "WATERFRONT"

Starring Preston Foster

CHERYL ANN MODEL TUG BOAT - Any young boy (or his dad) will enjoy putting the Cheryl Ann model tug boat together. It's from the TV program "Waterfront." Has 92 separate pieces. Motor (plastic encased), drilled brass railing posts, rudder tube and shaft, name boads, rotary switch, and many other items. Model is 20" long, ¼" scale. Shpg.wt.4 2/3 lbs.
No.200T1197 - Assembled...Retail $17.95

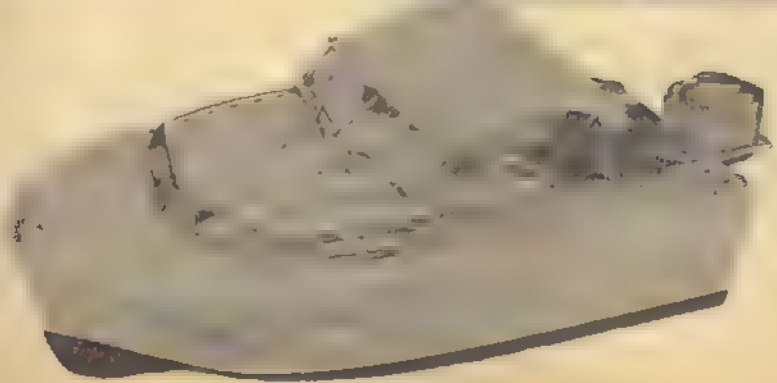
No.500-DOLPHIN (16" outboard runabout) Features unsinkable white styrene hull painted with non-peel white marine lacquer. Deck, seats and floor boards stained in contrasting mahogany colors. Fittings are nickel-plated. It is available with latest model Evinrude, Johnson, Mercury or Scott Atwater battery powered motor. Shipping weight 3 lbs.
No.550T730.....Retail $10.95

Fleet Line

No.200 - SEA BABE (12½" speedboat) Features light mahogany stained, grooved plywood deck, nickel plated fittings, operating headlight, two battery powered motors, warp-proof hull painted with non-peel marine white and red bake enamel. Shipping weight 1 lbs.
No.200T397.....Retail $5.95

No.201 - DRAGON (12½" speedboat) Features light mahogany stained, grooved plywood deck, nickel-plated fittings, operating headlight, two battery powered motors, warp-proof hull painted with non-peel marine white baked enamel with colorful 7" dragon decal. Shpg.wt. 1½ lbs.
No.201T397.....Retail $5.95

ELECTRIC POWERED MODEL BOATS!



No.551 - MARLIN (16" cabin cruiser) The Marlin features detailed wooden cabin with canvas canopy. Its unsinkable styrene hull is painted with non-peel green & white marine paint. Cabin, deck and bulkhead shows instrument panel, door for cabin and ship's wheel. Batteries are hidden completely under seat and cabin for realism. Each boat individually packed in attractive, deluxe box sturdy enough to serve as shipping carton. Shipping weight 3½ lbs.
No.551T997.....Retail $14.95

PRE--SCHOOL & EDUCATIONAL TOYS!

(A) TAKE-A-PART TRAIN (FOR AGES 2-6) Watch the kiddies go for this colorful train: made of smooth hardwood, includes engine, tank car, flat car and caboose. Cars can be interchanged and completely dismantled with wood screw driver. Colorful non-toxic paints. Shipping weight approximately 4 lbs
No. B-51T330..... Retail$5.00

(B) TAKE-A-PART LUMBER TRUCK (FOR AGES 2-8) - What fun! A real lumber truck scaled down to small fry's dimensions. Detachable cab can be used individually 15 natural finish wood beams can be stacked and restacked. Wheels and bumper removable with wood screw driver. Safe, primary colors used throughout truck assembly. Moves on six wheels. Shipping weight approx. 5 lbs.
No B-59T330.....Retail$5 00

(C) MICKEY MOUSE CLUB WOODWORKING SET (For AGES 6-16) An Exciting kit with all the necessary parts and tools for making attractive wall brackets and serving bowl. Simple to do, easy to follow guide lines. Included; hand saw, coping saw hammer, nails, 6 color chips, brush, wood clamp and sand paper. Shpg wt. 3¾ lbs
No. D604T330..... Retail$5.00

(D) PLAY BENCH WITH CLOCK (For ages 2-6) A work table just like pops; This rugged all wood toy combines many educational principals. It has minuture built-in vise and wrench, claw hammer, screw driver, screws, nuts and wooden spikes. Teaches eye-hand coordination. Bench can be completely dismantled and put together again. Clock in background. Shpg. Wt. 2½lb
No. B-30T199..... Retail$3.00

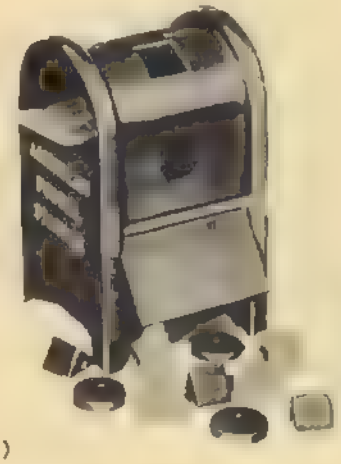
(A)

(B)

(C)

(D)

Teach-&- Fun

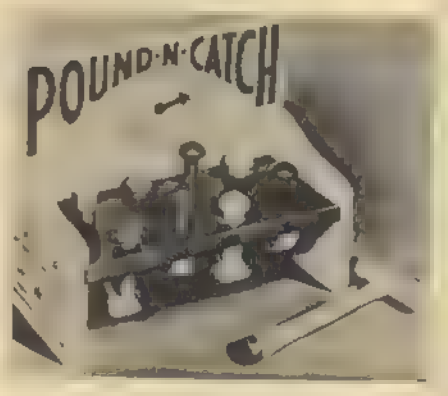


(E)

(F)

(I)

(H)



(G)

(E) AMERICAN POSTAL STATION (For ages 1-4) Exact replica of a genuine red, white and blue U.S. Postal Station. All wood construction, assorted shaped blocks which fit into corresponding holes. Teaches finger dexerity, eye-hand coordination and color discrimination. Blocks are released by opening trap door. Shipping weight 2½ lbs. .....
No. B-57T199.....Retail$3.00

(F) TEACH 'N FUN TELEPHONE (For ages 1-4) - Entire telephone can be quickly dismantled and put together again! A safe, colorful toy. Non-toxic paints, smooth sanded wood. Bright metal dial that really twirls. Shipping Weight 2 2/3 lbs
No B-53T199..... Retail$3.00

(I) TAKE A-PART TRUCK WITH BLOCKS For Ages 2-8 - Packed with play appeal! Practically indestructable. Has colorful Non-Toxic enamel finish with "load of vari-colored blocks Wheels, bumper, and panels can be removed and put back again with wooden screw driver Size 18 3/8 x 8¾ x 8" Shipping Weight 7 lbs
No. B-8T510 .. .. Retail$8.00

(H) DOLL HIGH CHAIR (FOR AGES 2-8) What fun she'll have with this. A high chair for "Little Mothers" baby All steel with baked on enamel finish, has movable formed, steel tray with colored beads Legs are sturdily braced to prevent tipping and rocking. Colorful decal adds gay note to back rest Size 28¼ x 11¼ Shipping Weight 5 lbs
No 140T267 . .. . Retail$4 00

(G) POUND 'N CATCH (For Ages 3-10 Strike a colored peg and watch its combination and stimulates muscular development and control Score keeping clock or background Attractive Non-Toxic colors Shipping Weight Approximately 2 lbs
No B-66T199 ... .. Retail$3 0

CHICK HARBERT NATIONAL P.G.A. WINNER
PLAYS AND RECOMMENDS BURKE CLUBS

The Champions Choose

Because — Each SET* reflects the infinite skill and patience of master craftsmen. This precise workmanship takes time — has long limited Burke's production — but results in a balanced playability that cannot be duplicated by mass manufacturing methods. Few things you can own will provide such real pleasure and satisfaction.

Burke
First in GOLF
Established 1910
America's Oldest Maker of Golf Clubs Exclusively.

POWERED FOR LONGER DRIVES · DESIGNED FOR EASIER CONTROL · GUARANTEED TO GIVE SATISFACTION

CHICK HARBERT ARISTOCRAT

Here are the finest clubs money can buy — Powerfully built to give extra yardage — Precision balanced for easy control.

Driver is deepfaced to give booming power off the tee—matching woods are streamlined offering less turf resistance and making it easy to get fairway shots up and out. Lustrous Dur-O-Var finish is rich cherry.

No matter how hard the lies, those irons make it easy to get off long shots that are accurate. Reinforcing bar runs full length of blade — concentrates weight directly back of striking point. All sets are perfectly matched, balanced and registered.

MEN'S RIGHT HAND ONLY

Aristocrat Clubs have Golf Pride Rib-Lock grips—Best in all weather conditions — Leather available on special order.

All Burke Clubs have True Temper shafts. Rocket pattern in Aristocrat, Meteor pattern in Autograph.

First and only clubs to receive Fashion Academy Gold Medal for exceptional design

CHICK HARBERT Autograph

You may find it hard to believe that such strikingly beautiful clubs are available at a modest price and with these deluxe features: necks on woods are wrapped with nylon thread and covered with fiberloid — wood facing is exact — iron heads are double flanged with beautiful Duo-Tone finish — genuine True Temper Shafts.

Whether you're a beginner or expert you'll play well with these clubs, too. Perfectly balanced irons to give your swing smoothness. Medium deep, round wood heads are finished in dark mahogany Dur-O-Var and will stand up year after year under the hardest conditions of play. All sets perfectly matched, balanced and registered.

RIGHT OR LEFT HAND

Every Burke Wood made from a prime block of solid Persimmon.

Woods finished in Dur-O-Var — Exclusive Burke formula with beautiful color depth — waterproof—will not chip, peel or come off under buffing.

Feature skived, oval shaped vacuum grips which have cushion-like feel, provide non-slip holding power, automatically positions club in hands.

WOODS		
2222A4939	Set of 4 (1-2-3-4)	$ 84.00
2223A3704	Set of 3 (1-2-3)	$ 63.00
IRONS		
2224A7673	Set of 9 (2 thru 9 & Putter)	$130.00
2225A6821	Set of 8 (2 thru 9)	$116.00
2226A5116	Set of 6 (2-4-5-7-9 & Putter)	$ 87.00

WOODS		
2172A3998	Set of 4 (1-2-3-4)	$ 68.00
2171A2999	Set of 3 (1-2-3)	$ 51.00
IRONS		
2174A6615	Set of 9 (2 thru 9 & Putter)	$112.50
2227A5880	Set of 8 (2 thru 9)	$100.00
2173A4410	Set of 6 (2-4-5-7-9 & Putter)	$ 75.00

ALL CLUBS MADE IN MATCHED SETS SO THAT INTER-
CHANGEABILITY OF CLUBS WILL NOT AFFECT
SATISFACTION. TO OBTAIN SUCH SATISFACTION
AND FULL ENJOYMENT OF THE GAME
SATISFACTION CHOOSE GENUINE BURKE CLUBS.

Thoroughly Seasoned Wood Blocks

"Permanent" DUR-O-VAR Finish

Forged Steel Precision Heads

Perfectly Balanced

Billy Burke, former National Open Champ, is renowned as one of the game's finest teachers; he recommends these clubs as particularly suited to beginners or part time players.

BILLY BURKE Champion WOODS and IRONS

BURKE Champion WOODS & IRONS

Best of construction — best of materials — perfect for the golfer interested in making a smaller investment. Medium sized wood heads finished in dark mahogany Dur-O-Var. Heavily plated irons have double flange sole. Genuine True Temper shafts and Burke form fitting grips that automatically position hands with respect to club face.

1909A3175	Matched Set 4 Woods	$54.00
1910A2381	Matched Set 3 Woods	$40.50
2234A1588	Matched Set 2 Woods	$27.00
1911A4234	Matched Set 8 Irons (2 thru 9)	$72.00
1912A3175	Matched Set 6 Irons (2-4-5-7-9-P)	$54.00

FOR LADIES

Champion Clubs are also specially made for feminine play. They are smart looking and easy to use.

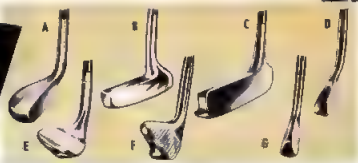
Sets matched.

LADIES' WOODS and IRONS

2228A3175	Matched Set 4 Woods	$54.00
2229A2381	Matched Set 3 Woods	$40.50
2230A1588	Matched Set 2 Woods	$27.00
2231A4234	Set 8 Irons (2-9)	$72.00
2232A3175	Matched Set 6 Irons (2-4-5-7-9 & Putter)	$54.00
2233A2646	Set 5 Irons(3-5-7-9-P)	$45.00

Perfect Balance assures more distance with less striking force.

SHOT SAVERS



60% of the game is played around or on the greens. Improve your score with a Wedge and Chipiron — select one of these accurately constructed putters to make those "one putt greens" come often.

1916A706	(A)	M-143 Putter, Large Aluminum Head-Goose-Neck	$12.00 Ea.
2235A706	(B)	M-Burke Putter, Aluminum Head-Center Shafted	$12.00 Ea.
1914A706	(C)	M-SP Putter, Steel Head-Flange Sole-Center Shafted	$12.00 Ea.
2236A706	(D)	M-7-11 Putter, Steel-Flange Sole-Offset Hosel	$12.00 Ea.
1919A706	(E)	Sand Blaster, Popular Model-Heavy Sole	$12.00 Ea.
2237A706	(F)	Pitching Wedge, Forged Steel-Championship Type	$12.00 Ea.
1918A706	(G)	Chip Iron, Double Faced for Right or Left Hand.	$12.00 Ea.

BURKE BOMBER GOLF BALLS

A high compression ball with liquid center — liveliest all-new rubber winding assures exceptional distance — genuine Balata cover resists cutting—will putt true because of uniform roundness.

2238A882 Bomber Golf Balls **$13.00 Doz.**

DELUXE 15 PC. GOLF SET

Right and left hand models.

Here is the top bargain in golf equipment — a dollar for dollar value that will give you the maximum in golfing enjoyment! 2 woods 5 irons, 6 balls, a package of tees, and a beautiful plaid golf bag — everything necessary to make your game a success. Take advantage of this marvelous buy now — you can add additional clubs later if you want a bigger set within the next two years.

Woods have genuine persimmon heads finished in long lasting mahogany Dur-O-Var; irons have top grade forged steel heads, precision ground and heavily chrome plated. Shafts are genuine true-temper step down type. Grips are famous non-slip cork and rubber. All sets are perfectly balanced to give top performance and carefully matched.

Bag is made from sturdy, colorful plaid fabric with generous sized pockets and hood. Padded sling makes carrying easy and comfortable. Balls have tough covers to resist cutting and are of liquid center construction for added distance. Red and yellow tees are sturdy and easy to see in the grass.

1924A4719 Complete Deluxe Set. **$79.95**

BURKE PREP SET

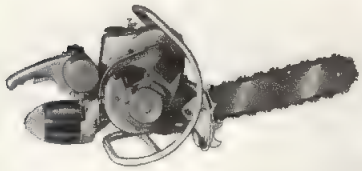
Sensibly priced, well designed, matched and balanced set for young golfers. Definitely not a toy — sturdy built clubs with many of the features found in Dad's set. Full flange iron heads and prime block wood head with fiber insert. An exceptional value.

Set Consists of Wood, 3 Fairway Irons, Putter and Durable Duck Bag

2239A2349 Complete Prep Set **$39.95**

GASOLINE CHAINSAWS

CHIEF



Quick Starting, Easy Handling, Simple Operating, Most Economical, Torsion Drive. For Farm, Home and Industry Use

The CHIEF is a fast-cutting, easy-to-use, streamlined chainsaw. Because it is belt driven no power is lost by friction—and there are no costly, complicated gears to repair or replace. On display its attractive "tool" appearance invites inspection.

The CHIEF is built by the manufacturers of world-famous Clinton engines—and the engine is the most important part—the heart of any chainsaw—your customer's assurance of satisfaction.

Power—The CHIEF Chainsaw gets more power to the cutting chain. Because it's belt driven No Power Loss Due To Gear Friction. No Costly Gears To Repair or Replace

Speed—Equipped with the new high speed chain, the CHIEF Chainsaw has tremendous speed. Cuts through big trees and logs in seconds.

Grouped Controls - Within Finger-tip Reach - Easy Action Controls That Work At The Touch

Pin-Point Balance—Easy Handling when bucking, limbing, felling. Light Weight and Even Weight Distribution Make The CHIEF Easier To Carry And Handle Anywhere—in all positions.

Gadget-Free—The CHIEF always cuts full power in any position without adjustment. Upside down, sideways angle cutting is a cinch for the CHIEF.

Features

1. Fool-proof, float-type carburetion The engine rotates around the carburetor, air filter and swivel assembly
2. A twist of the wrist swivels the CHIEF chainsaw into position for vertical or horizontal cutting.
3. Exclusive engine replacement plan! You buy the basic engine unit, not the entire chainsaw. Saves you countless dollars
4. Steel forging, anti-friction bearings throughout.
5. Chipper type hardened chain that zips through the hardest woods with ease.
6. Part accessibility—every part is easy to get to on the CHIEF chainsaw. Parts have been simplified in design to do the maximum work at lowest cost.
7. Built for right or left hand operation
8. Die castings of high grade magnesium—one of the lightest metals available for product manufacture.
9. Positive, easily adjusted chain tension control.
10. Easily reached, plunger-type chain oiler.
11. Torsion drive, extends drive belt life. Reduces shock and strain.

Specifications

2 cycle, air cooled, one cylinder engine; .025 in. spark plug gap; .020 in. breaker point gap; operating speed 4500-4800 RPM; idle speed 1500-1800 RPM; capacity fuel tank 1 quart; chain oil capacity 1 pint; type of chain ½ pitch; uses oil and gasoline mixed; ball and needle type bearings; float type carburetor Hi-tension fly wheel magneto ignition; automatic centrifugal clutch, clockwise engine rotation

Model 3B

1⅞ in. Bore, 1⅝ in. Stroke

Each

No. 3B—Without guide bar and chain; wt. each 36 lbs. ...$190.50

No. 3B-55—Complete with Guide Bar and Chain

Guide bar and chain, in.	14	16	20
Wt. each, lbs.	37¼	38⅝	40
Each	$218.50	221.50	227.50
Guide bar and chain, in.	**26**	**30**	
Wt. each, lbs.	40¾	42½	
Each	$236.50	242.50	

One in a crate

Model 5B

2⅛ in. Bore, 1⅝ in. Stroke

Each

No. 5B—Without guide bar and chain; wt. each 38 lbs. ...$259.50

No. 5B-55—Complete with Guide Bar and Chain

Guide bar and chain, in.	14	16	20	26
Wt. each, lbs	38¾	39⅝	40	41¼
Each	$278.50	281.50	287.50	296.50
Guide bar and chain, in.	**30**	**36**	**42**	
Wt. each, lbs.	43¾	46	48	
Each	$302.50	311.50	320.50	

One in a crate.

CROSS CUT SAWS

SIMONDS CRESCENT GROUND TWO-MAN

No. 325—Perforated Lance Tooth

For more production in pulpwood and small logs; special design gives a maximum number of teeth working in the cut all the time. Unlike other narrow patterns, this saw is not too limber, but has plenty of body for fast cutting.

This Crescent Ground saw will cut 10 per cent more timber, same time and labor being used, than any other brand of saw. They have an absolutely true taper ground from tooth edge to back and are uniform in thickness on the tooth edge from end to end, insuring an easier running and faster cutting saw. Four cutting teeth to each raker.

Length, ft.	5	5½	6
Width at center, in.	4¼	4½	4¾
Width at ends, in.	3⅛	3⅜	3⅝
Gauge at tooth edge	14	14	14
Gauges of taper	8	8	8
Wt. each, lbs.	4	4⅝	5⅛
Each, without handles	$19.30	21.30	25.10

Open stock.

SIMONDS TAPER GROUND TWO-MAN

No. 0214—Perforated Lance Tooth

Simonds steel, tempered and ground, four cutting teeth to each raker. Narrow, hollow back pattern.

Length, ft.	5	5½	6
Width at center, in.	3¼	3¾	3¾
Width at ends, in.	2⅛	2⅛	2⅛
Gauge at tooth edge	17	17	17
Gauges of taper	2	2	2
Wt. each, lbs.	3⅝	3⅞	4¼
Each, without handles	$12.80	14.00	16.30

Open stock.

SIMONDS FLAT GROUND TWO-MAN

No. 214—Perforated Lance Tooth

Same as the above except flat ground

Length, ft.	5	5½	6
Width at center, in.	3¼	3¾	3¾
Width at ends, in.	2¾	3⅓	3⅓
Gauge throughout	15	15	15
Wt. each, lbs.	3½	4⅛	4½
Each, without handles	$10.00	10.80	12.30

Open stock.

ATKINS, ONE-MAN

No. 390—Tuttle Tooth

Silver steel expertly hardened and tempered. The straight back blade is taper ground which assures fast cutting and easy clearance. Needs very little set. Fully lacquered beechwood handle has a large grip and is secured by two nickeled screws and one medallion.

Without supplementary handle.

Length, ft.	3	3½	4
Gauge Nos	16x18	16x18	16x18
Width at point, in.	2¼	2⅓	2⅓
Width at butt, in.	6⅝	7	7¼
Wt. each, lbs.	3	3¾	4⅓
Each	$9.10	10.60	11.65

Open stock.

CROSS CUT SAW HANDLES

WAKEFIELD, TWO-MAN

Cold forged steel clamps; ⅜ in. steel bolt with ⅞ in body. Seasoned and closely graded hardwood handle

Per pair

No. 020—13 in. long; wt. per pair 1½ lbs. **$1.50**

Ten pairs in a carton

LION, TWO-MAN

Malleable iron clasp; hardwood handle

The double clasp is reinforced and will not spring open or break. It engages both holes in the saw and never loosens.

Per pair

No. 5—14 in. long; wt. per pair 1½ lbs. **$2.20**

Open stock.

DISSTON ONE-MAN

Seasoned wood. Lacquer finish. Bored for three screws.

Per dozen

No. 418—Wt. per dozen 7 lbs. **$23.10**

One-half dozen in a box

DISSTON ONE-MAN, SUPPLEMENTARY

Seasoned hardwood; strong steel ferrule and washer. Slotted steel rod prevents slipping sideways; rivet upset.

Per dozen

No. 118—43¾ in. long; 1⅛ in. diameter at thickest part; wt. per dozen 4 lbs. **$9.80**

One dozen in a box.

DOCKING SAWS

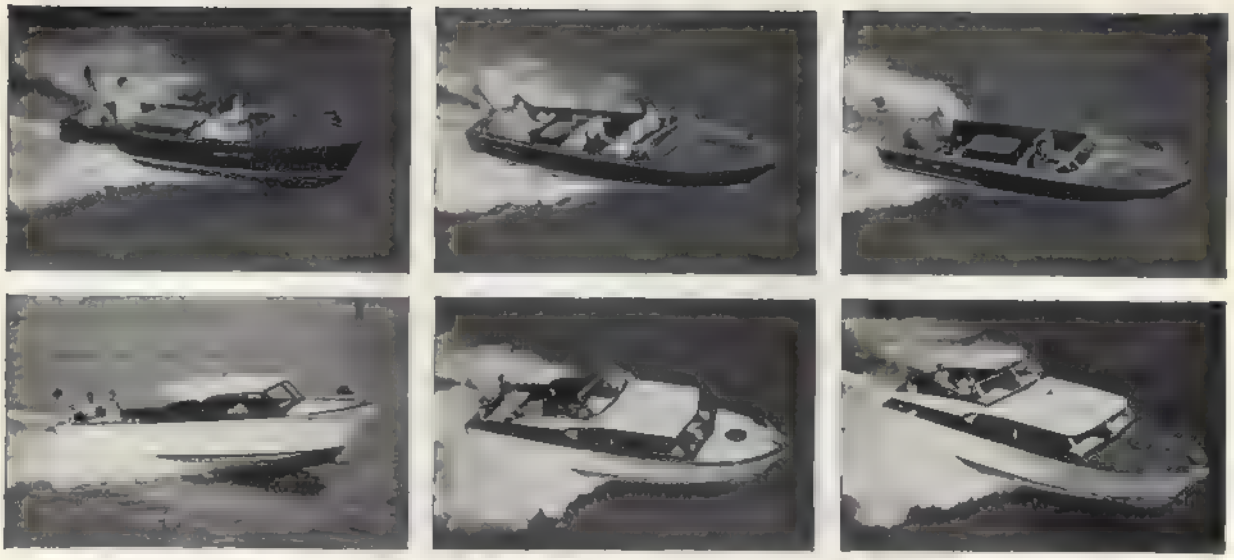
ATKINS

Special steel, tempered blade; ground and polished; ribbon edge. Skew back; full breast. For rough, fast sawing around docks, car shops, farms, mines, etc. Taper ground 18 to 20 gauge. Peg teeth. 4½ points to the inch. Malleable iron handle, tinned and securely riveted.

Each

No. 590—Blade 30 in. long, 2½ in. wide at point, 6½ in. wide at butt; wt. each, 3⅛ lbs. **$10.50**

Four in a box



Top, *l. to r.:* 17-ft. Sportsman, from **$2390;** 23-ft. Holiday, from **$4250;** 20-ft. Continental, from **$4090.** Bottom, *l. to r.:* 24-ft. Semi-Enclosed Cruiser, from **$4700;** 27-ft. Sedan with Flying Bridge, from **$7180;** 30-ft. Captan, from **$10,990.**

SAVE 5% ON NEW 1956 CHRIS-CRAFT!

BUY NOW WHILE LOW WINTER PRICES ARE IN EFFECT!

Here's the chance of a boating lifetime – *your* big chance to buy a new, 1956 Chris-Craft at low winter prices *and save 5%.* So *hurry!* See your Chris-Craft dealer. Choose from nearly 40 thrill-packed Showboats, sleek sports boats, smart express cruisers, magnificent motor yachts, 17 ft. through 54 ft. with an exciting array of new features: new yacht styling, spirited new performance, walk-around safe decks, wider options of power, advanced marine design! Chris-Craft is the standard of value the world over for fine motor boats. Check your classified phone book for the Chris-Craft dealer nearest you. *Save 5% while low winter prices are in effect!*

The rakish 19-ft. Chris-Craft Capri, priced *from* **$3390.** Engine options to 131 hp; speeds to 38 mph. *Send for free sports boat folder.*

The magnificent 35-ft. Chris-Craft Constellation is priced from **$16,680;** sleeping accommodations for four or six. *See your dealer*

Chris-Craft

BOAT DIVISION

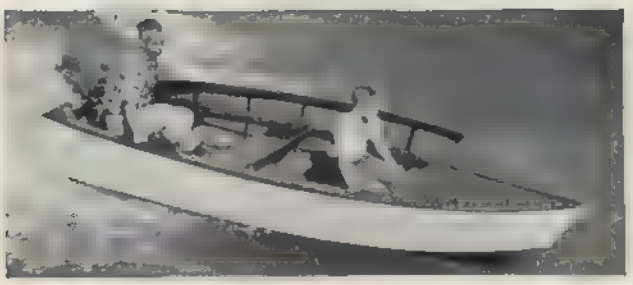
CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS • MARINE ENGINES • BOAT KITS

SEA SKIFFS • OUTBOARD CRUISERS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

As little as $53* (full price!) buys a 1956 CHRIS-CRAFT Boat Kit!



SPORTS UTILITIES $53 to $255

Enjoy new fun and adventure, save up to 50% with a 1956 Chris-Craft Boat Kit! Choose from such top performers as the 8-ft. pram (kit $53); the sporty 12-ft. Vagabond (kit $133); the trim 14-ft. Dolphin (kit $158); the rakish 14 ft. Caribbean (shown at left; kit $192); or the rugged 15 ft. Marlin (kit $255).

CRUISERS Outboard or Inboard $352 to $910.50

For weekend or vacation cruising, there are low-cost cruisers, the 16-ft. Outboard Two-Sleeper Express (kit $352), and both inboard and outboard models in the beautiful 22-ft. Four Sleeper Express Cruiser shown above (hull and cabin kit only $910.50, cabin interior kit $83, fly-bridge windshield kit $62.50).

SPORTS RUNABOUTS $167 to $349

Finest designs and materials go into our new Boat Kits; they're *easy* and *fun* to put together! See the sleek, five-passenger 14 ft. Bonito with smart center deck (kit $167); the sensational 14-ft. Barracuda (kit $229), or the superb 16-ft. Custom Runabout (shown at left) with its roomy cockpat (kit $349).

Prices f.o.b. factory, subject to change without notice.

BUY NOW!

See Your Chris-Craft Boat Kit Dealer or Mail Coupon, Today!

CHRIS-CRAFT CORPORATION, BOAT KIT DIVISION, ALGONAC, MICHIGAN

Gentlemen: Please send me more information about 1956 Chris-Craft Boat Kits.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE

Boxed Dolls—Soft Body Dolls

(A) 42 In. Dancing Bride. Dressed in complete attire of a bride. Vinyl face. Yarn hair. Assorted colors. Each in poly bag. 1 dozen to carton.
4598A128265/290 ..... Retail **$4.50**
Shipped from East 240

(B) 31 In. Hobo Pete. The circus clown. Plush top of body, and head. Coverall of flannel. Vinyl face. Large bow tie. Plastic derby. Each in box. 12 to carton. Assorted colors.
4590A128310/335 ..... Retail **$5.20**
Shipped from East 280

(C) 27 In. Boy Mouse. Flannel body overall. Hands and feet of sateen. Jumper shorts of colorful percale. Large bow tie. Vinyl face. Each in poly bag. 24 to carton.
4588A128155/175 ..... Retail **$2.60**
Shipped from East 140

(D) 27 In. Girl Mouse. Same description as No. 4588 boy mouse.
4582A128155/175 ..... Retail **$2.60**
Shipped from East 140

(E) 42 In. Giant Clown Doll. A gay bright assortment of colors in this assortment. Vinyl face. Bow tie. Each in poly bag. 12 to carton.
4523A128200/225 ..... Retail **$3.50**
Shipped from East 180

34 In. Clown Doll. Same description as number 4523. Each in bag. 24 to carton.
4540A128127/145 ..... Retail **$2.10**
Shipped from East 115

12 In. Cinderella. This beautifully gowned princess in a three dimensional cello window picture box is a story book tale come true. A 12 in. all plastic doll with movable head, eyes, arms and legs. Individually packaged in a 4 color cello box and packed one dozen to a master carton. Ship. wt. approximately 20 lbs.

4578A128190/215
Retail **$3.15**
Shipped from East 170

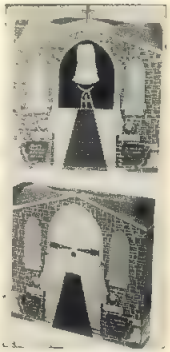
12 In. Ballerina. In a beautiful cello window box befitting a queen of the ballet, this little miss will dance her way into your heart. Colorfully dressed with gilded shoes to match. 12 in. all plastic doll with movable arms, legs, head and eyes. Individually boxed and packed 12 to a master carton. Ship. wt. approximately 20 lbs.

4580A128190/215
Retail **$3.15**
Shipped from East 170

Lovable Bride. This beautiful 12 in. all plastic doll is a classic in design. She wears a satin gown complete with tulle veil and lace trim. Marcelled hair crowns this lovable miss. Head, eyes, arms and legs are all movable. Packed individually in a distinctively designed box that sells on sight. Packed 12 to a master carton. Ship. wt. approximately 20 lbs.

4581A128190/215 Ret. **$3.15**
Shipped from East 170

Lovable Bridesmaid. Same as above, but in pastel shades.
4583A128190/215 Ret. **$3.15**
Shipped from East 170



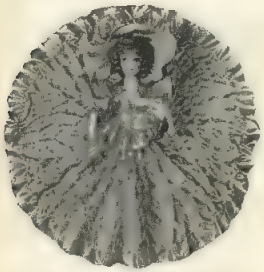
12 In. Nun. New Cathedral design box with play value appeal! Die cut steeple and cross, doors that open and shut. Available with black or white gown. 12 in. all plastic doll with movable head, eyes, arms and legs. Individually boxed and packed 12 to the master carton. Ship. wt. approximately 20 lbs.

4584A128190/215
Retail **$3.15**
Shipped from East 170

12 In. Nun. Same doll but in a different box set up.
4585A128185/200
Retail **$3.10**
Shipped from East 165

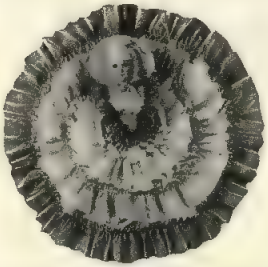
EASTERN PRICES — SOLD IN FULL CARTONS ONLY

Boudoir Dolls—Boxed Dolls—Dressing Doll



Large Dream Girl. Beautifully dressed in rayon satin, with matching bonnet. Full flared ruffled skirt 148 in. in circumference. Unbreakable head, arms and legs. Mohair wig and full painted facial features. In solid colors assorted to carton. Individually boxed. 16 to carton.

4539A168335/300 .. ....Retail **$5.60**
Shipped from East 300



Large Zaza Lace Doll. Dressed in beautiful spread skirt with extra wide ruffles, lace trimmed. Bodice has ruffle in contrasting color to skirt. Petite straw bonnet with bow. Circumference of dress approximately 160 in. Mohair wig, and full painted facial features. Unbreakable head, arms and legs. Individually boxed, 16 to carton.

4538A168325/575 .....Retail **$9.00**
Shipped from East 480

Large Rainbow Upright. Dress of satin with ruffles and lace trimmed. Straw bonnet. Mohair wig and painted features. Height 44 in. Individually packed, 16 to carton.

4538A168400/450 . ..Retail **$6.75**
Shipped from East 360

Small Dream Girl. Same type doll as above. Skirt 120 in. in circumference. Packed 27 to carton.

4509A278235/260 ....Retail **$4.00**
Shipped from East 210

7½ In. Plastic Doll. Dressed. Movable arms, legs and head. Each in celluloid carrying case. Packed 72 to carton.

4596A12855/70 . Ret. **$ .90**
Shipped from East 48

"Lingerie Lou." 7½ in. moving eye acetate doll. Genuine mohair wig, removable plastic pantie and bra. Assorted hair colors. Individually packaged in acetate window box. Packed 36 to carton. Wt. 7 lbs.

4716A435 Doz. .Ret. **$ .60**
Shipped from East 33

Bride Boudoir Doll. Dressed in all white rayon silk print dress. Neckline of bodice and hemline in skirt heavily trimmed with white lace. Has bonnet to match with veil. Mohair wig with hand painted facial features. Unbreakable arms and legs. Overall length 38 in. Each to box. Packed 24 to carton.

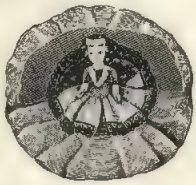
4519A248235/260 Ret. **$4.00**
Shipped from East 210

"Flower Girl" Boudoir Doll. Dressed in floral printed heavy rayon satin with 3 in. lace trim. Matching hat has 2 in. lace trim. Has unbreakable head, arms and legs, mohair wig and full painted facial features. Overall height 38 in. Individually packed, 24 to carton.

4514A248235/260
Retail **$4.00**
Shipped from East 210

12 In. Wendy Walker. Wendy is a 12 in. all plastic walking doll with moving eyes and eyelashes, she sits; she walks, she turns her head. Wendy's attractive 2 color acetate window display box shows her in a walking position. A very useful feature of this box is its carrying handle. Packed 2 dozen to a carton. Wt. 20 lbs.

4552A128127/145
Retail **$2.10**
Shipped from East 115



8 In. Plastic Doll with Movable Eyes, Head and Arms. Available in 9 different, delightful patterns of printed satins and taffetas. Each in attractive window display box. Packed 3 dozen assorted to a carton. Wt. 17 lbs.

4587A12845/55 . .Retail **$ .75**
Shipped from K.C. 30

Same as above. 8 in. tall. Packed 36 to carton. Wt. 18 lbs.

4586A12860/75 . .Retail **$1.00**
Shipped from K.C. 54

K.C. — EASTERN PRICES SOLD IN FULL CARTON LOTS ONLY

CLINTON

THE CLINTON "SEAWOLF" rugged, sturdy dependable—the same model worn by hundreds of thousands of American fighting men from Normandy to the Yalu. WATERPROOF** shock-resistant — built for a lifetime. Our finest all purpose watch, 17 JEWEL SHOCK-RESISTANT movement, chrome top steel back case, radium figured, sweep hand. Amazingly rugged all stainless steel expansion band. A very special watch at a very very special price!

30-4540-1599 Regular Retail **$52.50**

25 JEWEL AUTOMATIC shock-resistant movement in a royal WATERPROOF** watch! Self-winding CLINTON has unbreakable crystal, radium-dot dial and sweep hand. Chrome top case has stainless steel back and matching all-steel expansion band. A true value!

30-4541-3499
Regular Retail **$92.00**

21 JEWEL shock resistant WATERPROOF** CLINTON with chrome top, steel back case, basket-weave dial, sweep hand and padded leather strap. A real value!

30-4542-2450
Regular Retail **$71.50**

Same as above, with matching all-steel expansion band.

30-4543-2636
Regular Retail **$79.00**

21 JEWEL shock-resistant CLINTON looks important on any wrist! 10 K YELLOW rolled Gold plate case, steel back, tailored dial and Gold-filled expansion band . . . Specially priced!

30-4544-2450
Regular Retail **$71.50**

As above, Gold-filled case.

30-4545-3234
Regular Retail **$92.00**

SAVE up to $20.00 during Advance Selling of Fantastic New Value Watches

Regular prices will prevail as of August 1956.

Here they are - - - next year's watches today! Breath-taking timepieces designed for 1957 specially priced before our national advertising program breaks to the general public. Imagine . . . the world's most beautiful watches at once-in-a-lifetime savings!

All watches are illustrated actual size.

MIDNIGHT BLACK IN A WATERPROOF** gleaming dial with Hi rise silver figures matches the black leather insets on stainless steel expansion band. CLINTON 17 jewel shock-resistant movement; sweep hand, chrome top, steel back. A rare value!

30-4546-1995
Regular Retail **$57.50**

WATERPROOF** winner . . . 17 JEWEL shock-resistant CLINTON achievement! Black radium dot dial and black leather insets on Gold-filled expansion band. New round YELLOW case has steel back and sweep hand. Specially priced!

30-4547-1995
Regular Retail **$57.50**

AUTOMATIC and WATERPROOF**! He'll breeze along with this self-winding 17 JEWEL shock-resistant winner by CLINTON! Round YELLOW case, steel back, sweep second hand and radium dots. Matching Gold filled expansion band.

30-4548-2793
Regular Retail **$79.00**

All movement parts **GUARANTEED for LIFE*** never to break

ADVERTISED IN LIFE

*Any defective or broken movement part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee. **"Guaranteed waterproof as long as case, crown and crystal are intact. Mainspring Guaranteed Never to Break. "Shock resistant" balance staff for added protection.

CLINTON

21 JEWEL shock resistant movement by CLINTON is unsurpassed for accuracy and precision TWO RADIANT DIAMONDS sparkle in a Paris inspired filigree case of 10 K WHITE rolled Gold plate with steel back. Celebrated dial is crowned with distinctive dome crystal Multi-faceted Gold-filled expansion band is perfect complement to this rare, yet specially priced timepiece.

30-4588-3092
Regular Retail **$85.00**

21 JEWEL shock resistant CLINTON movement and an elegant modern 14 K YELLOW SOLID GOLD case make no compromise with yesterday! This elegant timepiece has dome crystal, subtle dial and harmonizing Gold filled expansion band. A real value if you buy now!

30-4589-3092
Regular Retail **$85.00**
Same as above, with 10 K YELLOW rolled Gold plate, steel back case.
30-4590-2499
Regular Retail **$71.50**

EXCITINGLY NEW in design . . . yet functional beyond the call of duty! For formal wear or for career women, this CLINTON 17 JEWEL shock-resistant WATER PROOF** timepiece can't be surpassed in value! Pace-setting dial has raised markers and curved crystal. Distinctive styling of round WHITE chrome top case with stainless steel back is enhanced by tailored black suede band.

30-4591-2396
Regular Retail **$71.50**

"GOOD THINGS in small packages" applies to this petite 17 JEWEL shock resistant CLINTON timepiece Inspired by an Italian design, this extraordinary watch has high-styled Gold-filled expansion band that blends perfectly with the 10 K YELLOW rolled Gold plate case and steel back. This adventurous watch is specially priced for your immediate purchase

30-4592-1995
Regular Retail **$57.50**

SAVE up to $20.00 during Advance Selling of Fabulous New Clinton Watches

Regular prices will prevail as of August 1956.

all watch movement parts
GUARANTEED for LIFE* never to break

NURSES and Career Women select this WATER PROOF** 17 JEWEL CLINTON shock-resistant movement in YELLOW case, steel back, radium detailed dial, sweep hand, Gold-filled expansion band—is a real buy!

30-4593-2092
Regular Retail **$59.50**

A MANY-SPLENDORED TIMEPIECE! CLINTON recommends this 40 HOUR ALARM. Accented with a dramatic black dial and radium-detailed numerals. Round maroon and Golden-color case gives the perfect touch to the stunning motif of this distinctive timepiece. Size: 3" x 2⅝" x 1¾".

30-6966-335
Retail **$5.50**

YOU'RE ON TIME when this 40 HOUR ALARM by CLINTON travels with you, is placed on your desk or in your boudoir! Classic simplicity of dial is enhanced by radium detailing. Luxurious genuine leather case is available in tan, blue and red. (State color choice). Size: 3½" x 3" x 1½".

30-6967-420
Retail **$7.95**

This 8 DAY JEWELED CLINTON travel ALARM clock is one of America's favorite gifts! Treat yourself to the best! Timepiece has radium-accented dial and smart case in red, tan or blue genuine leather. (State color choice). Size: 3⅝" x 3½" x 1½".

30-6968-760
Retail **$15.50**

ADVERTISED IN LIFE

Retail prices include federal excise tax. Prices are subject to change without notice. Diamonds slightly enlarged to show detail. Printed in U.S.A. *Copyright — 1955 Clinton Watch Co.*

CLINTON

THE CLINTON "SEAWOLF" rugged, sturdy, dependable—the same model worn by hundreds of thousands of American fighting men from Normandy to the Yalu. WATERPROOF** shock resistant — built for a life time. Our finest all purpose watch, 17 JEWEL SHOCK RESISTANT movement, chrome top steel back case, radium figured, sweep hand. Amazingly rugged all stainless steel expansion band. A very special watch at a very very special price!

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Same as above, with matching all-steel expansion band.

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...for the discriminating

ICE CREAM SODAS

CARBONATES WATER

A GIFT THE ENTIRE FAMILY CAN ENJOY!

Transforms tap water into carbonated club soda for livelier bar beverages, flavored soda water or ice cream sodas. It's so simple and easy to operate! It's the "life of the party" for the smart host . . . And, a real "professional-type" soda fountain for the children! Makes champagne and sparkling wines from still wine. No more bottles to store . . . No more empties to return! Each bulb makes a full quart. Always ready for unexpected guests! Connoisseur Finishes: Copper & Black—Turquoise & Yellow—Silver & Red.

Sparklet

★ REFILLABLE SYPHON
★ ICE BUTLER
★ ICE CRUSHER

SYPHON BOTTLE No. 138
955J1050 . . . Retail $15.00

SPARKLET RED BAND BULBS — 956J75 ea.
Minimum Order of three boxes. Retail $1.00 for a package of 10 bulbs.

Not only the most beautiful ice container that you've ever seen . . . but the most practical! Holds four full trays of ice cubes and keeps them solid all thru the party!

Stainless steel body — Copper lid, handles and feet. Ice blue plastic liner. Fully insulated with Fiberglas.

CAPACITY: 3 TO 4 TRAYS OF ICE CUBES, HEIGHT 9⅛", DIAMETER 9⅝", SHIPPING WEIGHT 4½ LBS.

ICE BUTLER No. 115
957A1050 . . . Retail $15.00

GIVES A PROFESSIONAL TOUCH TO YOUR HOSPITALITY!

- *Crushes lump or cube ice—fine or coarse*
- *For frozen drinks, iced salads, and desserts, ice bags*
- *Portable—Extra lid transforms container into ice bucket*

Crushed ice INSTANTLY . . . Turn the handle one direction for coarse ice — the opposite for fine. Finest mechanism. Copper top and appointments. Translucent base flecked with gold.

CAPACITY: CRUSHED ICE FROM TWO FULL TRAYS, HEIGHT 9½", DIAMETER 4¾", SHIPPING WT 2½ LBS.

ICE CRUSHER No. 110
958A907 . . . Retail $12.95

SPARKLET ICE BUTLER

SPARKLET ICE CRUSHER

Eloquent Daiquiris

Frozen Collins

Now... the Sparklet Bar-Tendor

SPECIALLY DESIGNED LIQUEFIER-BLENDER FOR HOME ENTERTAINMENT!

Now, you can make those fascinating, professional drinks that are so eye-appealing and palate-pleasing . Right at your own home-bar! Eloquent Daiquiris piled high with a cherry on the top, Delicious Frappes chilled to perfection, tall Frozen Collins' and hundreds of your own impressions of sophisticated cocktails

In short, the Sparklet Bar-Tendor excels in mixing everything from Alexanders to Zombies—and shaves the ice right in the drink to make it colder, smoother and more delightful!

Also grind your own coffee blend . Chop nut-meats for sundaes, etc. CHOPS, SHAVES, GRINDS, BLENDS, LIQUEFIES

SPECIAL FEATURES: TWO-PIECE TOP, 44 OUNCE CLEAR GLASS BOWL, CHROME BASE, 2 SPEED SWITCH WITH "OFF" POSITION.

CAPACITY 44 OUNCES, HEIGHT 16½", DIAMETER 7". 115 VOLTS, A.C. OR D.C. SHIPPING WEIGHT 11 LBS LISTED BY UNDERWRITERS' LABORATORIES, INC

BAR TENDOR No. 175
959A2797 . . . Retail $39.95

GIFT ASSORTMENTS

CONNOISSEUR SET

A superb gift selection for the person who seems to have "everything" The elegant Sparklet Ice Butler in Stainless Steel and gleaming copper holds four trays of ice cubes . And, its companion piece, the New, Sparklet Syphon in your choice of finishes Copper & Black, Silver & Red or Turquoise & Yellow

(Please Specify Color of Syphon Bottle)

CONNOISSEUR SET
961A2000 . . . Retail $27.95

KENTUCKY COLONEL

Here's the perfect combination that produces chilled drinks with plenty of "life," everytime! The Sparklet Syphon's fizzier, liveliier club soda and the Sparklet Ice Crusher's fine or coarsely shaved ice assures "professional" results! Your choice of Sparklet Syphon finishes: Copper & Black, Silver & Red, or Turquoise & Yellow

(Please Specify Color of Syphon Bottle)

KENTUCKY COLONEL SET
960A1863 . . . Retail $24.95

32' Sedan "Queen" Beautiful little sister to the 37'. Sleeps 6 in separate staterooms.

37' Sports Cruiser With Flying Bridge. Gracious living afloat! Luxurious accommodations for 6 persons.

see these 3 beautiful

COLONIALS

at the show....

21' "Empress" Tiny but terrific. Utility runabout with speed of 55 miles per hour.

At the show, you will thrill to the beauty of the Colonial models. At the helm of your Colonial next summer, you will thrill to the unmatched seaworthiness, stability, "dry" ride and superb maneuverability produced by Colonial's exclusive Roun-Vee hull.

See you at the show—Space A-38—A-39 January 13-22, 1956
Kingsbridge Armory, New York

COLONIAL CRUISERS®

COLONIAL BOAT WORKS INC. • MILLVILLE, N. J. • PHONE TAYLOR 5-3100

32' Sedan "Queen" Beautiful little sister to the 37'. Sleeps 6 in separate staterooms.

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COLONIAL CRUISERS®

COLONIAL BOAT WORKS INC. • MILLVILLE, N. J. • PHONE TAYLOR 5-3100

THE ORIGINAL

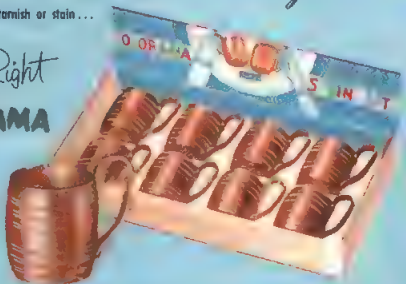
Nationally Advertised

COLORAMA®

America's Most Beautiful Anodized Aluminum Serving Aids

Colors fused into quality aluminum for permanent brilliance . . . won't fade, chip, tarnish or stain . . .

You're Right IF IT'S COLORAMA



HELLER Hostess Ware

Guaranteed by Good Housekeeping

"COLORAMA" 8-PC. COPPER STEIN SET. Smart keg-shaped design. Made of heavy-gauge aluminum 12-oz steins in beautiful Colorama copper* Ideal for iced drinks, small potted plants, etc. In attractive display box.

[redacted] 530A16-533 all Copper Retail $8.00
530A12-533 assorted Colors Retail $6.00

"COLORAMA" 8-PC. TUMBLER SETS. These tumblers serve sparkling drinks in grand style They're smartly shaped and brilliantly colored*. Concave bottoms prevent sticking. Set of 8 in assorted colors, 12 oz. size in transparent acetate gift tube

[redacted] 530A32-333 Retail $5.00

"COLORAMA" 2-QT. PITCHER. Charmingly designed aluminum Pitcher with ice guard. Brilliant Colorama color* . won't chip, peel or stain Colors* —Gold, Chartreuse Green, Red

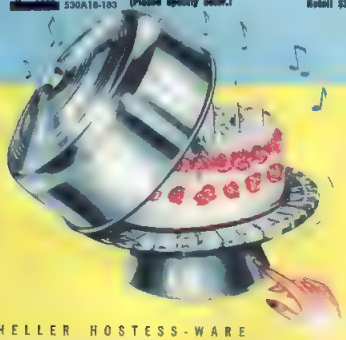
[redacted] 530A17-200 (Please specify color.) Retail $3.00

"COLORAMA" SERVING TRAY. Beautifully embossed design and scalloped edge, 14½" aluminum tray Brilliant Colorama color* . . . won't chip, peel or stain Colors*—Gold, Chartreuse, Green Red.

[redacted] 530A18-183 (Please specify color.) Retail $2.75

"COLORAMA" 8-PC. BEVERAGE SET. Drinks look better in this gorgeous set. Stunning 2-qt Pitcher in Colorama colors: Gold, Chartreuse, Green or Red and 6 beautiful 12-oz. Tumblers, each in different Colorama color*. In colorful display box. Complete with 14½" round embossed aluminum Tray to match Pitchers.

[redacted] (Please specify color.) Retail $8.00
530A19-533



HOSTESS MUSICAL CAKE PLATE—"MUSICAKE"
Plate revolves as it plays "Happy Birthday" on Swiss musical movement. Cover and base in polished aluminum. Crystal plate and cover can be used separately for serving

[redacted] 14" King Size Retail $8.50 †
530A2-567

"COPPERAMA" ALUMINUM HOT 'N COLD SERVER
Attractively designed bucket in highly polished aluminum. Cover and handle finished in rich, copper-color* Double wall interior construction with fibre glass insulation. Holds 2 trays of ice cubes solid for hours.

[redacted] 530A51-467 Retail $7.00

*Anodized for lifetime brilliance . . . never needs polishing!
† Prices slightly higher in some zones

HELLER HOSTESS-WARE

HAGNS 671

WHITE PLAINS, N.Y

THE ORIGINAL
Nationally Advertised

COLORAMA®

America's Most Beautiful Anodized Aluminum Serving Aids

Colors fused into quality aluminum for permanent brilliance . . won't fade, chip, tarnish or stain . . . Designed by BELLE KOGAN, I.D.I.

You're Right
IF IT'S
COLORAMA®

HELLER Hostess-Ware

Guaranteed by Good Housekeeping

"COLORAMA" LAZY SUSAN with BALL-BEARING BASE. The tray of 100 uses. Brilliant color anodized 14" Tray 4 sectional heat-proof milk white glass d shes and covered casserole Ball bearing anodized-color* base and cover Colors: Gold, Copper, Red, Green Smart matching ring

530A45-467 (Please specify color.) Retail $7.00

"COLORAMA" TWO-TONE 2½-QT. NEW ALUMINUM FOOTED PITCHER New, contemporary design in two-tone finish . . . beautiful Colorama*. Satin finish aluminum foot and handle. Pouring spout fitted with ice guard. Colors*—Gold, Copper, Red, Green.

(Please specify color.) Retail $8.00 530A41-333

"COLORAMA" NEW OBLONG SERVING TRAY. Modern oblong design with non-slip linear embossing Size: 21½" x 12". Smart gallery and handles. Gold, Copper, Red Green

(Please specify color.) Retail $8.00 530A42-400

"COLORAMA" 8-PC. SHERBET SET. A very colorful service for seafood cocktails, fruits sherbets, desserts, etc. Each base finished in a different brilliant Colorama color* Smart crystal glass inserts

530A6-433 Retail $6.50

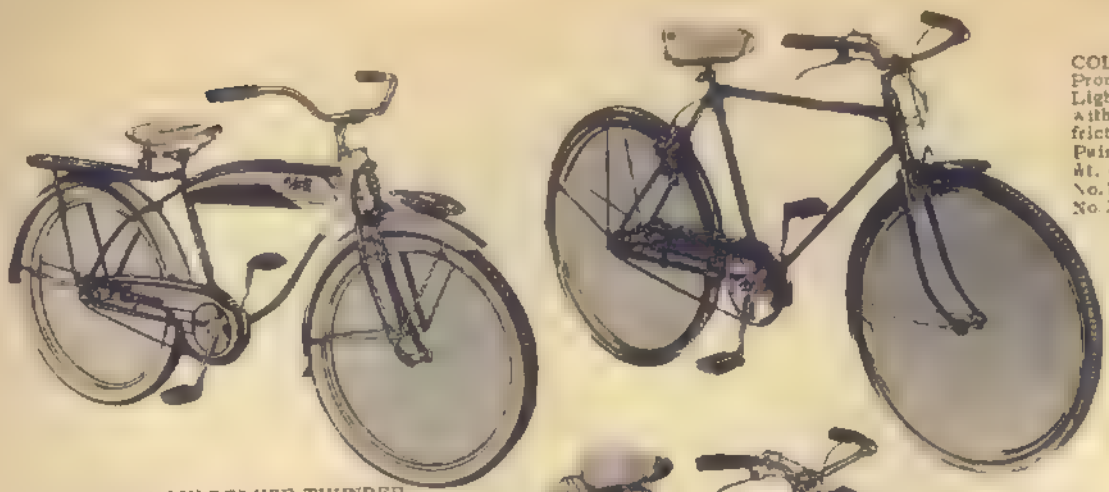
"COLORAMA" NEW TWO-TONE 7-PC. BEVERAGE SET. New, contemporary design* 6 deluxe, heavy-gauge aluminum 14-oz footed Tumblers in two-tone finish—Colorama color* combined with satin-finish aluminum foot. 2½-qt. Pitcher with ice guard in same two-tone combination, and with satin-finish aluminum handle Colors* -Gold, Copper, Red, Green.

530A44-467 (Please specify color.) Retail $10.00

"COLORAMA" NEW TWO-TONE 8-PC. FOOTED TUMBLER SET The most exquisite tumbler set ever produced! Heavy-gauge aluminum* New smart design in two-tone finish . . . beautiful Colorama color* combined with satin-finish aluminum foot. Set of 8 in assorted colors, 14-oz. size in gift box

530A43-467 Retail $7.00

*Anodized for lifetime brilliance . . . never needs polishing!



COLUMBIA 26" LIGHTWEIGHT. Promotional Model, beautifully styled Light weight-Trigger control 3 speed with forward gear shift eliminates friction and hard pedalling. Painted Painted fenders. Leather Seat Shpg. Wt. 40 lbs.
No.1615T4722 Boys 26" Ret. $62.95
No 2615T4722 Girls 26" Ret. $62 95

COLUMBIA 26" DELUXE THUNDER BOLT Balloon Tire, a boys dream—Chrome fender, light, horn, luggage carrier— le ther Saddle seat—Beautifully Styled. Tank Shpg. Wt. 40 lbs.. Fully equipped.
No.6632T5382 Boys.. Retail $72.95

COLUMBIA 5 STAR 26" LIGHTWEIGHTBIKE The cadillac of the lightweights. The finest bike in America with head light and tail light for safe night riding. Trigger control 3 speed forward gear shift eliminates friction and hard pedalling. Large leather touring bag, mattress type saddle Handlebars with non-slip grips, built in kick stand and Therm-O-Matic frame. Chrome fenders Shpg. Wt. 40 lbs.

No.5615T5658 Boys Retail $79 95
Shpg. Wt. 40 lbs.
No 6615T5658 Girls Retail $79.95

COLUMBIA 26" NEW FIRE-ARROW Super styled Fire-Arrow Middle Wt is a true beauty, featuring a completely new and different tank of graceful simplicity, 18" Therm-O-matic modified [illegible] frame and [illegible] luxury equipment-apectscular combination of Fire Red and Pastel Grey trim, Ford Decal accents, two-tone saddle, red grips and pedal. A BOYS DREAM
No 5628T5496 Boys Retail $74 95
No 6628T5496 Girls Retail $74.95

Columbia

"FIRST SINCE 1877"

COLUMBIA STAR-TORPEDO

The biggest line in the COLUMBIA FIELD—BALLOON TIRES—Chrome Rims. All leather saddle seat. Full length chain guard—non-slip finger fit handle bar grips
Unequipped 24" Boys Sh. Wt. 38 lbs
No.1431T3600 .....Retail $49.95.

Unequipped 24" Girls Sh Wt 38 lbs.
No.2431T3600 . .Retail $49 95.

Unequipped 20 [illegible] Sh. Wt. 36 lbs.
No 1021T3444 .....Retail $47.95.
No [illegible]

Unequipped 20" Girls Sh. Wt 40 lbs.
No 2021T3444 .....Retail $47.95
No Carrier

Equipped 26" Boys Shpg. Wt. 40 lbs.
No.1632T4112 .....Retail $57.95.

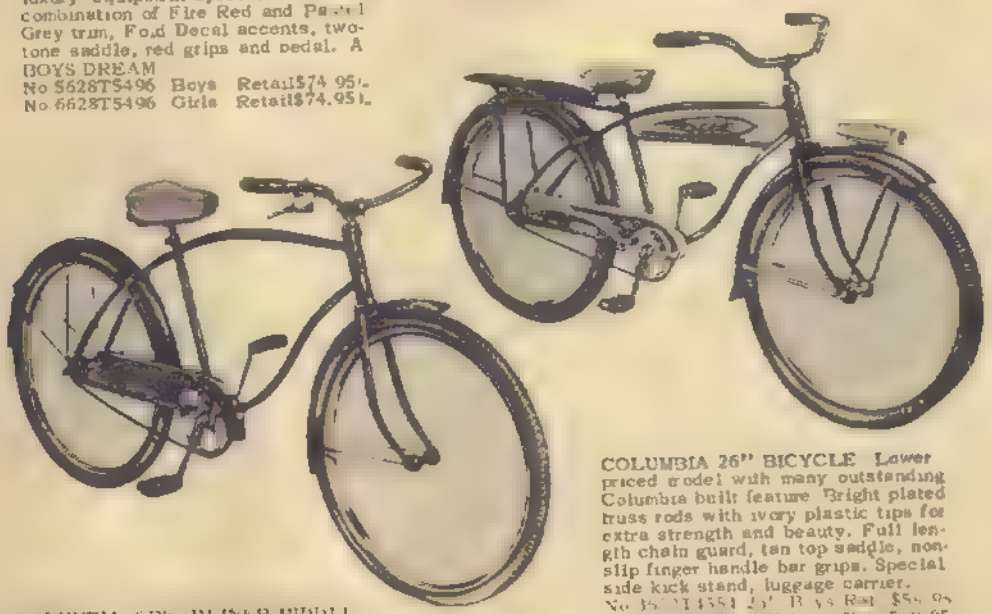
Equipped 26" Boys Shpg. Wt. 40 lbs.
No.2632T4112 Girls ..Retail $57.95.

Equipped 24" Boys Shpg. Wt. 39 lbs.
No.1432T4068 .....Retail $54.95

Equipped 24" Girls Shpg. Wt. 39 lbs.
No.2432T4068 .....Retail $54 95.

Equipped 20" Boys Shpg. Wt 37 lbs
No 1022T3690 . Retail $50.95
No carrier
Equipped 20" Girls Shpg. Wt. 37 lbs.
No 2022T3690 .....Retail $50.95
No. carrier

Note—Girls Models in Berkeshire
Boys Models in Mohawk Maroon.



COLUMBIA 26" BICYCLE Lower priced model with many outstanding Columbia built feature Bright plated truss rods with ivory plastic tips for extra strength and beauty. Full length chain guard, tan top saddle, non-slip finger handle bar grips. Special side kick stand, luggage carrier.
No 1632T4551 26" Boys Ret $55 95
No.2632T4551 26" Girls Ret $55 95
Fully equipped Shpg. Wt. 40 lbs.

COLUMBIA SPECIALINER MIDDLE Weight 26" Multi-Speed coaster brake, an ideal gift that any youngster would love. A brand new bicycle at low price.
No.1624T4386 Boys.....Retail $55 95
No.2624T4386 Girls.... Retail $55 95

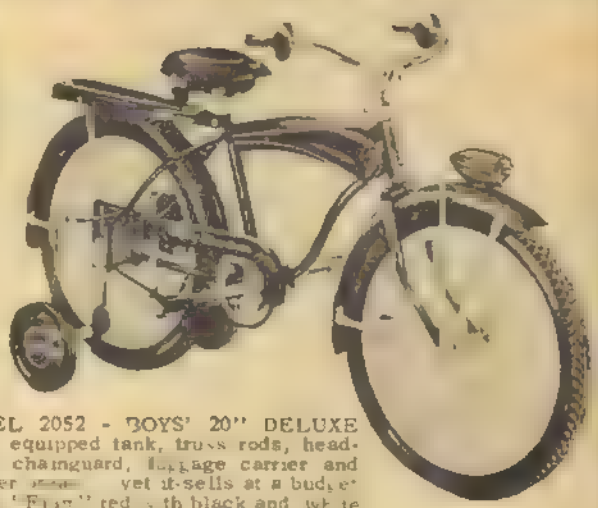
HUFFY-MAINLINER

"HUFFY-MAINLINER BICYCLES"

DISTINGUISHED BY GRACEFUL LINES, APPEALING FLAMBOYANT COLORS, STURDY CONSTRUCTION, DURABILITY, COMFORT, SAFETY, ALL PARTS ARE EASILY REPLACEABLE. EASY-GLIDE STEERING AND MODERN DESIGN BEAM AND FRAME COMBINATION

No. 2075

20"



MODEL 2052 - BOYS' 20" DELUXE Fully equipped tank, truss rods, headlight, chainguard, luggage carrier and coaster [illegible] yet it sells at a budget price. "Flam" red with black and white trim. Includes training wheels. Shipping weight 48 lbs.
No. 2052T3735. .. . ..Retail $40.95

24"

MODEL 2451 - Girl's 24" Deluxe Tank model - companion to boy's model 2450 A combination of trim styling and sturdy construction. Completely equipped and smartly finished at a budget price "Flame" blue with white and red trim. Shpg. Wt. 52 lbs. Chrome Rims.
No. 2451T3960.....Retail $53.95

26"

MODEL 2053 - GIRLS' 20" Bike, Companion to Boys' Model 2052. An eye catcher with bright [illegible] or combination and the same deluxe features as boys model. "Flam" blue with white and red trim, training wheels included. Shipping weight 48 lbs.
No. 2053T3735 Retail $49.95

MODEL 2651 GIRLS' 26" DELUXE tank model the all-feminine bicycle with bright color combinations and the same quality features as its companion model 2650. "Flam" blue with white and red trim. Shpg. Wt. 59 lbs.
No. 2651T4080. ..Retail $56.95

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

LIFE

MODEL 2074 - A BOYS' 20" RACER Designed to help youngsters learn to ride safely, easily - at low cost. "Flam" red with white trim. Training wheels are included. Shipping weight 46 lbs.
No. 2074T3360.....Retail $47.95
No. 2075T3360 .....Retail $47.95

MODEL 2450 Boy's 24" Deluxe tank model, equipped with tank and horn, truss rods, headlight, luggage carrier, chainguard and kickstand. "Flam" red with white and black trim. Chrome Rims. Shpg. Wt. 52 lbs.
No. 2450T3960..... . ..Ret. $53.95

MODEL 2650 - A BOYS' 26" DELUXE TANK MODEL - Equipped with tank and horn, truss rods, full beam headlight, luggage carrier and sturdy chainguard. "flame" red with white and black trim... Shpg. Wt. 59 lbs.
No. 2650T4080.....Retail $56.95

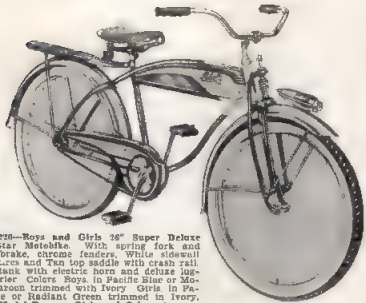
FAMOUS QUALITY

Columbia BUILT

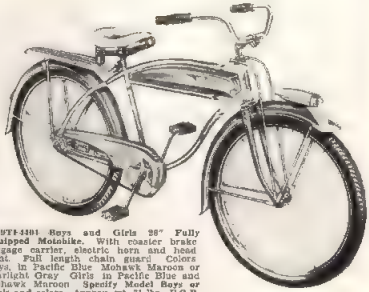
BICYCLES

"FIRST Since 1877"

FULL SIZE BALLOON MODELS



3388TF5726—**Boys and Girls 26" Super Deluxe Three Star Motobike.** With spring fork and coaster brake, chrome fenders, White sidewall balloon tires and Tan top saddle with crash rail. Airflow tank with electric horn and deluxe luggage carrier Colors Boys, in Pacific Blue or Mohawk Maroon trimmed with Ivory Girls in Pacific Blue or Radiant Green trimmed in Ivory, Specify Model Boys or Girls and Color Approx wt. 65 lbs. **F.O.B. Massachusetts Factory.** Mfr's. Sugg Retail $66.50



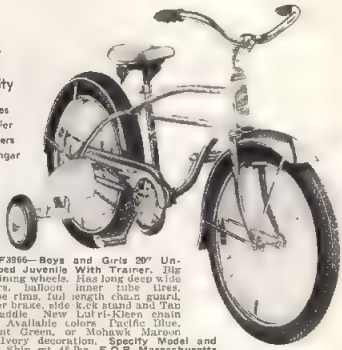
3388TF4401—**Boys and Girls 28" Fully Equipped Motobike.** With coaster brake luggage carrier, electric horn and head light. Full length chain guard Colors Boys, in Pacific Blue Mohawk Maroon or Starlight Gray Girls in Pacific Blue and Mohawk Maroon **Specify Model Boys or Girls and colors.** Approx wt. 61 lbs. **F.O.B. Massachusetts Factory** Mfr's. Sugg Retail $54.95

3370TF4206—**Boys and Girls 24" Fully Equipped Juvenile.** Without trainer wheels Has coaster brake airflow tank with electric horn and headlight Balloon inner tube tires, chrome rims. Full length chain guard, luggage carrier Kickstand, Tan top saddle New Lubri-Kleen chain oiler Colors Pacific Blue Radiant Green or Mohawk Maroon with Ivory decorations **Specify Model and Color when ordering** Ship wt. 53 lbs **F.O.B. Massachusetts Factory.** Mfr's. Sugg Retail $53.95

3374TF4624—**Boys and Girls 24" Fully Equipped Juvenile** with Columbia Adjust-O-Matic trainer wheels Same as above Ship wt. 63 lbs. **Specify Model and Color. F.O.B. Massachusetts Factory** Mfr's Sugg Retail $58.95

Deluxe Juveniles with Columbia "BIG BIKE" Quality

Therm-O-Mat'c Frames
Lubri-Kleen Chain Oiler
Adjust-O-Matic Trainers
Free-Flo Crank Hanger Assembly

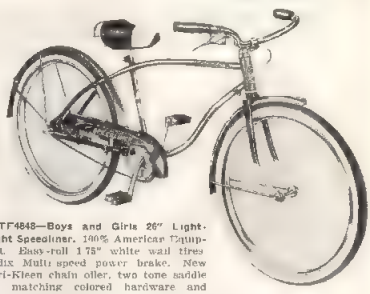


3371TF3966—**Boys and Girls 20" Unequipped Juvenile With Trainer.** Big 7" training wheels. Has long deep wide fenders, balloon inner tube tires, chrome rims, foil length chain guard, coaster brake, side kick stand and Tan top saddle New Lubri-Kleen chain oiler Available colors Pacific Blue, Radiant Green, or Mohawk Maroon with Ivory decoration. **Specify Model and Color.** Ship. wt. 48 lbs. **F.O.B. Massachusetts Factory.** Mfr's. Sugg. Retail $49.95

3375TF3584—Same as above without trainer wheels Ship wt 40 lbs. **Specify Model and Colors. F.O.B. Massachusetts Factory** Mfr's. Sugg. Retail $44.95

All Items on This Page F.O.B. Mass. Factory

3372TF4608—**Boys and Girls 24" Lightweight Speedliner.** New improved frame New Lubri-Kleen chain oiler Bendix Multi-speed power brake Easy roll 1 75" white wall tires Two tone saddle with matching colored hardware and Chrome crash rail Colors Pacific Blue Mohawk Maroon or Condor Yellow Maroon and Blue have Gray matching decoration on front fork. Yellow has Dark Green **Specify Model and Color.** Ship wt. 47 lbs. **F.O.B. Massachusetts Factory.** Mfr's. Sugg. Retail $57.95



3373TF4848—**Boys and Girls 26" Lightweight Speedliner.** 100% American Equipment. Easy-roll 1 75" white wall tires Bendix Multi speed power brake. New Lubri-Kleen chain oiler, two tone saddle with matching colored hardware and Chrome crash rail New improved frame and chain guard decorations. Colors Pacific Blue or Mohawk Maroon or Condor Yellow Maroon or Blue have Gray matching decoration on front fork. Yellow has Dark Green. **Specify Model and Color.** Shipping wt. 50 lbs. **F.O.B. Massachusetts Factory.** Mfr's. Sugg. Retail $58.95

Allow Ample Time for Delivery

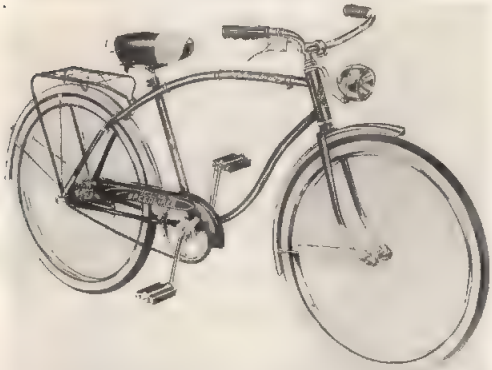
Britain's Better Bicycle by ARMSTRONG

Ladies' or Men's Lightweight English Bicycle

3392TF4433—Built by craftsmen who have devoted their lives to the making of good bicycles. Frame is 21" low built, entirely brazed, with quick release ends. 26" wheels, with chrome plated Endrick rims and Michelin tires and tubes. Steel Rib pattern mudguards, full rubber pedals, spring seat saddle, and full length chain guard. Kickstand. Chrome plated handlebars with rubber grips. Caliper Side pull brakes, chrome plated. **Complete with Sturmey-Archer 3-speed gear** with handlebar control. Accessories include: tourist bag, Kickstand and tire pump. Finished with Chrome trim in Bonderized black enamel. Shipping weight 44 lbs. **F.O.B. New York or Michigan Warehouse. Specify ladies' or men's model.**

Mfr's. Sugg. Retail $66.50

DELUXE "SPEEDLINER" Columbia-Built by Westfield



Boy's or Girl's 26" Lightweight Bicycle

3390TF5244—Super Deluxe bicycle with Bendix Multi-Speed brake. Electric Headlight and exclusive Columbia lightweight carrier. White sidewall tires, chrome fenders, Lubri Kleen chain oiler. Exclusive Airline fenders with flattened center ridge and fins. Two-tone saddle with matching colored hardware and chrome crash rail. Thermomatic Speedliner lightweight frame. Colors: Pacific Blue, Mohawk Maroon or Condor Yellow. Maroon and Blue have Pastel Gray stocking on front Fork. Yellow has Dark Green. **Specify:** Model, Boys or Girls, and Color. Shipping weight 54 lbs. **F.O.B. Massachusetts Factory.**

Mfr's. Sugg. Retail $65.95

MONARK'S AMERICAN LIGHTWEIGHT ROADSTER

Boy's or Girl's 26" Bicycle

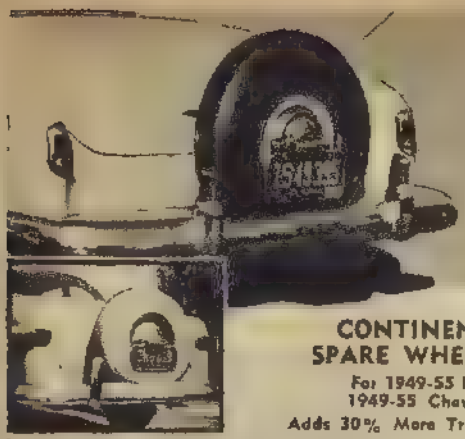
3391TF3869—This quality feature bicycle has the Bendix Multi Speed power brake. ½" pitch x ⅛" racing type roller chain and 1375 American lightweight tires. Full length chain guard. Deluxe ball-bearing pedals. Chrome tourist style handlebar, adjustable stem and plastic grips. Two tone vinyl lightweight style padded saddle. Kick-stand and approved safety reflector. Finished in Chromatic Green with White trim. **Specify:** Model, Boys or Girls. Shipping weight 50 lbs. **F.O.B. Illinois Factory.**

Mfr's. Sugg. Retail $51.95

3462TF3744—Same as above except 24" model. **Specify:** Boys or Girls model. Shipping weight 45 lbs. **F.O.B. Illinois Factory.**

Mfr's. Sugg. Retail $49.95

Check Your Order and Be Sure to Furnish All Pertinent Information



CONTINENTAL SPARE WHEEL KIT

For 1949-55 Fords, 1949-55 Chevrolets

Adds 30% More Trunk Space

For that Continental sports car look at a moderate cost this Spare Wheel Kit beats anything on the market. Open-face styling permits regular hub cap or tire to show through. Wheel lift and tire cover are constructed of heavy-gauge steel. Kit complete with mounting bracket, bumper extension stone deflector (prime painted) and complete miscellaneous hardware. Adds 30% more trunk space . . . makes wheel changing fast, simple and clean. Installs easily. Shipping weight 40 lbs.

No. 31905. Chevrolet, 1953-54.
No. 20204. Chevrolet, 1955.
No. 20212. Ford, 1952-54
No 20203. Ford, 1955-56.

List $54.95
Dealer's, each $49.55.
2 lots, each **46.65**

CONTINENTAL KITS

Can Be Installed In 10 Minutes

Now most late model cars can have that rakish imported look that is all the vogue today. This is certain to become one of the hottest selling auto accessories of the year because it produces the same high style effect for which the motorist formerly paid as much as $150.00 to achieve. These continental kits can be installed in ten minutes. No holes to drill. Will not rattle. Nothing to replace or remove. Not designed to carry spare tire. Hub cap hinged for easy access to trunk and gas tank. Entire kit fits with trunk. Finished in prime has chrome hub caps, combination license brackets and chrome license light. Chrome trim. Ship. wt 15 lbs.

Fits the following cars: Ford, All 1949-54. Chev. exc. Wagonaire) 1949-54. Pontiac (except Torpedo Body) 1949-54. Mercury, all 1952-54; Olds 88, all 1952-53, Olds. Super 88 (convertible and hard top) 1952. Nash Ambassador and Statesman 1952. Buick Roadmaster 1953. DeSoto 1953-54. Dodge, 1953. Plymouth, 1953-54.

No. 31902. Last $42.95. Dlr's., ea. $34.95
Lots of 3 ea. **23.95**

Brake Signal Light

Warns against driving off with Emergency Brake on

Preserves life of hand brake as well as clutch. Flashes a red warning signal as soon as ignition is turned on, reminding driver to release hand brake. Warning light stays on when hand brake is released. Saves wear and tear on hand brake . . . keeps it in reliable condition for parking or emergency stops. Fits all cars and trucks. Installed in a few minutes. Packed in individual cartons, 12 to an attractive counter display. Every motorist is a sure-fire prospect.

No. 14302. Last $3.35.
Dlr's., ea. $1.55 . . 2 lots ea. **1.45**

TWIN ACCELERATOR

Lets Driver Accelerate With Left Foot

A sensational new development to ease driving fatigue. Designed to rest the right foot while feeding gas with the left. Ideal for use in Hydramatic cars. Fits most cars. Installed in 1 minute with just a pair of pliers. Swings out of way when not in use. Rust proof heavy steel construction. Non-slip rubber pedal.

No. 13038. Fits Plym. & Dodge 1948-53, Buick Spec 1949-53 Cad 1949-52, Olds 88, 98 1949-53 — Last $4.95. Dlr's ea $2.57

No. 13039. Fits Ford & Chev 1949-50 Merc 1950-51, Hudson 1948-53 Kaiser 1949-53.

No. 13058. Fits Ford 1951, Chev 1951-53, Pont 1949-55, Pack. 1951-53 Buick Super-Roadmaster 1949-53. — Lots of 12, ea **2.39**

GAS-O-LARM

Electronic Gasoline Level Alarm

Buzzes When It's Time to Refuel

The only instrument that warns BEFORE tank runs dry. Gas-O-Larm's electronic monitor buzzes loudly when gasoline reaches the 2 to 3 gallon level. Turn it off when it sounds, flip on again when refilling. That's all there is to it. Absolutely safe—no connections to gas tank. Installs in minutes under the dash, out of sight. Connects to gas gauge and ignition switch. Gas-O-Larm is a precision instrument that operates electronically to give unfailing performance. No mechanical parts to get out of order. Furnished in two models for 6 and 12 volt systems. Completely ready to install.

No 12130. 6 volt, for all Gen. Motors Cars and Chevrolet Trucks. — Last $4.95. Dlr's., ea $3.91.
No 12121 6 volt, for Fords and Ford Trucks also Lincoln, Mercury Chrysler DeSoto, Dodge and Plymouth Pass Cars and Dodge Trucks
No. 12122 12 volt, for all Gen Motors Cars with 12 volt systems — Lots of 6, each **2.91**

REPLACEMENT DISC WHEELS With Semi-Pneumatic Tires

A complete replacement wheel with a semi-pneumatic tire. Designed especially for rugged use. Perfect for light industrial equipment, children's wheel goods, garden implements, golf carts, portable garden equipment, etc. Ball bearings are hard-grease packed.

No.	Tire Size	Axle Size	Hub Lgth.	Dlr's. ea	6 ea
41322	8 x 1.50	½ in.	1⅝ in.	1.15	1.07
41373	8 x 1.75	½ in.	1⅝ in.	1.35	1.25
41371	10 x 1.75	½ in.	2 in.	1.55	1.45
41321	12 x 1.75	½ in.	2 in.	1.99	1.89
41328	10 x 2.75	¾ in.	3½ in.	3.15	2.99

Replacement Wheel Barrow Wheel with Pneumatic Tire

Drop-center steel wheel with 4.00 x 8, 2-ply tire and tube. Ball bearing hub. For ¾ in. axle. 16 in. outside diameter.

No. 41375. Wt. 11 lbs. Dealer's, each $9.49.
Lots of 3, each **9.29**

CASCO Ash Guard Illuminated SAFE-GLO LIGHTER

Here is the ultimate in car lighter beauty and safety. Ash Guard lighter is specially designed to keep hot ashes from falling on floor or upholstery. Automatic sleeve extends over heating element, guarding clothing and carpet upholstery from sparks. Set includes the new Safe-Glo Ring that lights at night to tell driver where to find lighter. Dashboard Safety features do not stop here. Safe-Glo Lighter Receptacle, included in set, lights up to show where to return lighter after use. No fumbling, no marred dashboards, no taking eyes off road.

No. 10412 List $3.49. Dlr's., each $2.33. Lots of 6 each **2.09**

Casco Ash Guard Pop-Out Lighter Only

Push in, glows and in seconds with safe, safe light. Has safety sleeve that extends when light is removed. Ring is safety from burning.

No. 302-9 List $3.98. Dlr's., each $2.39. Lots of 6 each **1.17**

CASCO Pop-Out Lighter Unit

Dependable and safe lighter to be used in any regular lighter receptacle. Beautiful bright chrome finish matches other dash accessories. Special automatic heat cut-off releases lighter after 10 second contact, delivering a soft glow that will quickly and safely light cigar or cigarette. Your customers will surely want this low priced lighter unit to replace ones that are old or burned out. Watch them sell on sight.

No. 30216 List $1.65. Dlr's., $1.09. 12, ea **89¢**

Replacement Element Only

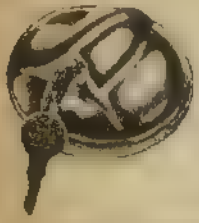
For lighter unit on cartridges where finger knob matches instrument panel. Furnished with adapters to fit most original knobs.

No. 30217 List $1.05. Dlr's., ea 69¢. 12 lots, ea. **61¢**

Perfection Complete Pop-Out Lighter by CASCO

Press in knob, out pops light. Special thermostatic control in lighter receptacle always repeats lights without waiting. Metal parts in heavy chrome. Plastic knob harmonizes with other dash accessories. Complete with [illegible] metal caps are insulated and [illegible] are supplied for use in cars [illegible] dash or [illegible].

No. 10421 List $2.[illegible]. Dlr's. $1.49. 6 lots, ea **1.29**



AUTOMATIC SPINNING GAS-LOK
The Original "Free-Wheeling" Locking Gas Tank Cap

Unsurpassed in its sleek chromium beauty, positively foul-proof in operation. Free wheeling spins when it's locked. Patented double strap gives positive protection—can't shake off the tank. Yale and Towne lock, complete with 2 keys. Wt. 14 oz. Individually boxed.

No. 10324 Buick, 1950-56 Chevrolet, 1951-52 Chrysler, Dodge, DeSoto, 1951-54 Ford, Mercury, Lincoln, 1949-56 Oldsmobile, Packard, 1948-56 Plymouth, Pontiac, Studebaker, Willys, 1949-56. List $2.52. Dlr's. $1.43. 2 lots, ea **1.37**

No. 10323. Chrysler, DeSoto, Dodge, Plymouth, 1955-56 Chevrolet, 1953-56 Hudson, 1954 Packard, 1951-56

Ivano LOCKING GAS TANK CAP

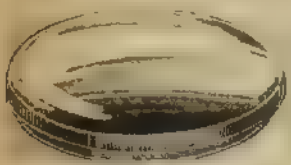
Prevents theft of gasoline. Resisteel locking arms. Perpetually registered Yale lock. Large watertight lock cover. Heavily chrome plated. Complete with 2 keys.

No. 10016. Fits 1936-56 Buick, 1940-52 Chev., 1931-52 Chrys., DeSoto, Dodge, 1939-52 Ford, Lmc., Merc., 1953-54 Nash, Rambler, 1950-56 Olds. and Pont., 1936-56 Packard, 1949-52 Plym., 1930-54 Studebaker, 1948-54 Kaiser, Frazer, 1951-55 Willys Jeep, Henry J.

No. 10017. Fits 1937-48 Ford, 1952-53 Hudson, 1939-47 Merc.

No. 10025. Fits 1953-54 Chrys., DeSoto, Dodge, 1953-56 Ford, Lmc., Merc., 1953-54 Plym. List $2.95. Dlr's. $1.65. 6 lots, ea **1.47**

No. 10026. Fits 1953-56 Chev., Packard, 1954-56 Hudson, 1953-56 Chrysler, DeSoto, Dodge, 1951-56 Packard, 1955-56 Plymouth. List $3.00. Dlr's., ea. $1.65. 6 lots, each **1.55**



UNIVERSAL GAS TANK CAPS

De Luxe Model. Fits all cars with [illegible] necks including Chev., Ford and Buick, Pontiac and others. Gas tank caps in bright chrome finish.

No. 11274. Dlr's. ea. 16c. 2 lots, ea **14¢**

Standard Equipment Model. Rust proof bayonet type connector 3" dia.

No. 10338. For Fords, Buicks and Hudsons.

No. 10337. For all other cars. List 49¢. Dealer's, each 29¢. 6 lots, each **27¢**

GAS TANK CAP ASSORTMENT

Display sheet containing 12 assorted non-locking gas tank caps to fit Ford, Chevrolet, Plymouth and other cars. Printed car chart on easel back. All are Triple chrome plated.

No. 14481. List $4.45. Dlr's. per asst't. $1.89. 12 ass. ea. **1.79**

MAGNETIC UTILITY TRAY

Really new! Handsome 3 compartment tray holds cigarettes, glasses, etc., attaches with everlasting magnet—no hooks, screws or suction cups. Durable Lustrex plastic.

No. 11066 Blue, No. 1067 Silver, No. 11068 Maroon. List $1.15. Dlr's., ea. 65c. 12 lots, ea. **59¢**

TISSUE DISPENSER

So handy—within reach of anyone in the car. Installs in just 60 seconds. Just loosen window molding screws, slip in EASY REACH tissue dispenser, tighten screws. Fits all cars. Won't hinder vision.

No. 12447. List $1.50. Dlr's. ea. 85c. Lots of 24, ea. **79¢**

KLEENEX DISPENSER

Easily installed under glove compartment where it is accessible for dispensing Kleenex. Enables motorist to wipe soiled hands, clean windshield or use as a handy chief. Front finished in chromium. With package of Kleenex. Refills can be purchased most anywhere.

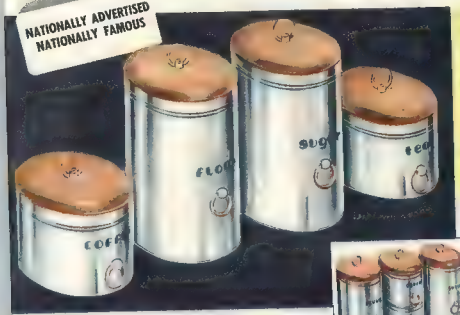
No. 41032. List $2.75. Dealer's, each $1.65. 12 lots, each **1.45**

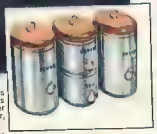
The *Original* **COPPERAMA**®

AMERICA'S MOST BEAUTIFUL **CHROMIUM** MATCHED PANTRY-WARE

Designed by BELLE KOGAN, I.D.I.

NATIONALLY ADVERTISED
NATIONALLY FAMOUS

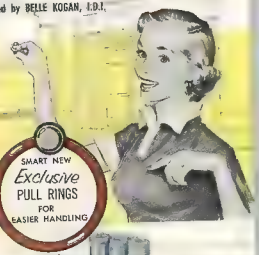


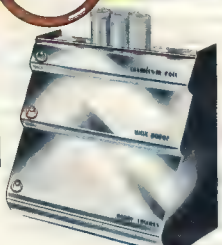


"COPPERAMA" CHROMIUM 4-pc. CANISTER SET
New, exclusive "twist" design in smart two-tone combination lustrous chromium plate with copper-color covers. Decorative copper rings on fronts and covers for easy handling. Beautiful embossed lettering on each canister for quick identification. Set includes 1½-lb Tea, 1½-lb Coffee, 5-lb Flour, 5-lb Sugar, stack neatly in any convenient arrangement

Retail $10.00

530A55-667





"COPPERAMA" 3-WAY CHROMIUM DISPENSER with SURE-LOCK DOORS
Separate fully enclosed compartment for ALUMINUM FOIL, WAX PAPER and PAPER TOWELS. Easy to-clean sparkling chromium doors, top, back and bottom. Doors equipped with individual locking devices and handy decorative copper rings. Serrated edges on doors. Sides molded of heavy impact Top gallery for extra accessories

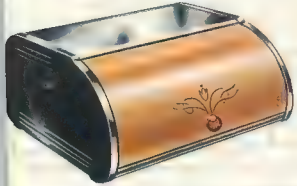
Retail $7.00

530A56-467

"COPPERAMA" 9-pc. CHROMIUM GOURMET SPICE BAR
Holds most-often used spices. Eight highly polished containers, each embossed with a different spice. Smart black impact caps. Chromium shelf with scalloped top with copper-color gallery. For wall or counter use.

Retail $6.00

530A59-400



"COPPERAMA" EVER/FRESH CHROMIUM BREAD BOX
Thoroughly ventilated, large family size, 19¾" long, x 12" deep, x 7½" high. Copper-color, roll type door accented smartly with handy copper ring. Top, back and bottom highly chromium plated. Black impact sides

Retail $9.00

530A57-600

HELLO! Martha Logan

Guaranteed by Good Housekeeping

"COPPERAMA" CHROMIUM STEP-ON CAN with DEODORIZER
Thick gauge, heavy chromium plated outer shell with heavy sanitary white 14-qt. pail with handle. Closes quietly on rubber gasket edge. Copper-color cover has built-in deodorizer. Sturdy copper-color pedal

530A58-667

Retail $10.00

Prices slightly higher in some zones.

Fabulous New COLORAMA®

AMERICA'S MOST BEAUTIFUL ALUMINUM MATCHED PANTRY-WARE

Designed by BELLE KOGAN, I.D.I.

AVAILABLE IN *Bermuda Pink* WITH COPPER ACCENTS AND *Ebony Black* WITH GOLD ACCENTS.

"COLORAMA" 4-pc. ALUMINUM CANISTER SET New design combining satin finish quality aluminum with beautiful pink impact covers, accented with easy-grip copper-tone knobs and handy pink pull rings. Embossed lettering for easy identification: 6-lb. Sugar, 5-lb. Flour, 1½-lb. Coffee, 1½-lb. Tea

530A70-467			
530A71-467	As above	Ebony covers, gold accents	Ret. $7.00 Ret. $7.00

"COLORAMA" 3-pc. ALUMINUM RANGE SET. Grease container, and Salt and Pepper shakers in new design combining satin finish quality aluminum with beautiful pink impact covers, accented with easy-grip copper-tone knob and handy Aluminum inner strainer. Embossed lettering for easy identification.

530A72-183			
530A73-183	As above	Ebony covers, gold accents	Ret. $2.75 Ret. $2.75

"COLORAMA" EVERFRESH ALUMINUM BREAD BOX. Most exquisite new design, combining satin finish quality aluminum door with gold color top, back and bottom. Roll-type door with embossed design and handy ebony ring with gold accent. Ebony impact sides. Size: 13"x 7½"x 7½".

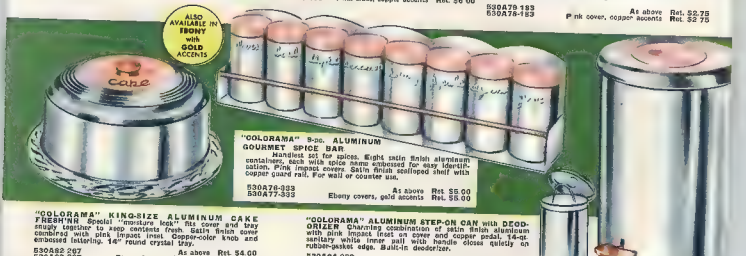
530A81-533			
530A80-533	As above	Pink sides, copper accents	Ret. $8.00 Ret. $8.00

"COLORAMA" 3-WAY ALUMINUM DISPENSER with SURE-LOCK DOORS Separate, enclosed compartments for **ALUMINUM FOIL, WAX PAPER, PAPER TOWELS.** Satin finish doors with LOCKING DEVICES and pull rings. Ebony impact sides. Gallery for accessories. Accents in gold

530A75-400			
530A74-400	As above	Pink sides, copper accents	Ret. $6.00 Ret. $6.00

"COLORAMA" ALUMINUM SNACK CANISTER. Keeps cookies, pretzels, etc., crisp-fresh and handy. Large size satin finish quality aluminum combined with smart ebony impact cover with easy-grip gold knob. Embossed lettering on cover. Ebony pull ring for easy handling.

530A79-183			
530A78-183	As above	Pink cover, copper accents	Ret. $2.75 Ret. $2.75



"COLORAMA" 9-pc. ALUMINUM GOURMET SPICE BAR

Handiest set for spices. Eight satin finish aluminum containers, each with color stone embossed for easy identification. Pink impact covers. Satin finish scalloped shelf and copper guard rail. For wall or counter use.

530A76-333			
530A77-333	As above	Ebony covers, gold accents	Ret. $8.00 Ret. $8.00

"COLORAMA" KING-SIZE ALUMINUM CAKE FRESHNR Special "moisture lock" fits cover and tray snugly together to keep contents fresh. Satin finish cover combined with pink impact inset. Copper-color knob and embossed lettering. 14" round crystal tray.

530A82-267			
530A83-267	As above	Ebony inset, gold accents	Ret. $4.00 Ret. $4.00

"COLORAMA" ALUMINUM STEP-ON CAN with DEODORIZER Charming combination of satin finish aluminum with pink impact inset on cover and copper pedal. 14-qt. sanitary pail. Inner pail with handle closes quietly on rubber-gasket edge. Built-in deodorizer.

530A64-600			
530A65-600	As above	Ebony inset, gold accents	Ret. $9.00 Ret. $9.00

HAGNS 66

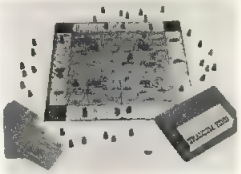
Prices slightly higher in some zones.

New Toys on parade

ROBIN HOOD WHISTLING ARROW has an 18" lacquered shaft and features a polyethylene head for safety; an inserted whistle makes loud screech during flight. 39c retail. Rollin Wilson Co., Memphis 7, Tenn.

WD4 FUN 'N' SUN GLASSES have full length figure of Mickey Mouse and come with Mickey Mouse mask. Wide-vision frame is fitted with Pro-Lite shatterproof lenses. 49c retail. Comptane Co. Ltd , 1239 Broadway, New York, N. Y

CORK SHOOTING TRAINERIFLES. M-1 (shown here) and 2-A, come with or without metal telescopic sight or rubber bayonet. Boy's military manual comes with Kadet 30 and 23, new bolt-action rifles 40¼". Parris Mfg Co., Savannah, Tenn



URANIUM KING, board game for two to six players, permits claim-staking, trading in million-share uranium certificates. For ages 9 to 99. Suggested retail $3. Kraeg Games, Inc., of 4500 Shenandoah ave., St Louis 10, Mo

No 1500 TINY TOT FLEET comes packed one each in poly bags, available in six styles; are 8" long. 19c retail. No. 1600 SHIP AHOY line is 14¼" long. 49c retail. United Mask & Novelty Co., Inc., of 70-02 70th ave., Brooklyn 27, N. Y.

ROBIN HOOD a three-card album, features highlights from the familiar tale in full color and three dimension. Three-card albums retail for 85c, single Robin Hood cards at 29c. Tru-Vue Co., of Beaverton Ore.

CAPTAIN KANGAROO GAME reproduces format of CBS' juvenile show. A $2 retailer. Firm is also introducing two other Captain Kangaroo items at $1 and 39c. Milton Bradley Co., 74 Park st., Springfield, Mass.

DISNEYLAND FUN BOX includes 6 coloring books, 12 trading cards, 3 games, crayons, scrapbook, stamp book and stamps, all depicting Disneyland scenes or characters. Whitman Publishing Co., Racine, Wis

Geiger Counters

Join up now in the biggest prospecting rush since 1849! Millions of dollars have been paid to individual prospectors for the discovery and sale of uranium—millions of dollars to amateurs and professionals alike—to people with no knowledge of rocks whatever—to people with nothing but a good Geiger Counter!

Choose a Counter now from the quality instruments on this page—you'll find a price and performance designed precisely to fit your needs!

AT LEFT: The low-priced "Eldorado" portable Geiger Counter by El-Tronics.

A

AT RIGHT: The Super Scintillation Counter with pistol-type probe.

D

The United States Government Offers You Bonuses up to $35,000, Plus $10,000 Reward!

Yes, the Government will pay up to $45,000 for the *discovery alone* of valuable uranium bearing ores! Get the Atomic Energy Commission's book "Prospecting for Uranium."

B

ABOVE: Military type Geiger Counter—an all-purpose field unit moderately priced.

E

ABOVE: Scintillation Counter—lowest priced professional type.

C

AT LEFT: Three-range Portable Geiger Counter.

F

AT LEFT: Master Scintillation Counter for any use requiring an extra-sensitive instrument. Prospecting and mapping may be done by airplane or automobile.

(A) THE "ELDORADO" PORTABLE GEIGER COUNTER. Here is a special prospecting instrument with an entirely new circuit that permits for the first time ultra-sensitive features. The presence of radioactivity is indicated by loud clear clicks in the double Alnico magnet earphones and bright distinct flashes of the neon bulb on the top of the case. The "Eldorado" will continue to count even in the presence of high fields where competitive counters fail. Beta window in case for extra sensitivity. Fully tropicalized and moisture proofed. Uses flashlight batteries (included). Hammertone case, 1¾"x7", shoulder strap, earphones.
20-6903-3746 (Each) Wt. 4½ lbs.
20-6903-2997 (3 or more).....Retail **49.95**

(B) MILITARY TYPE GEIGER COUNTER. All-purpose field unit similar to regulation military gear. Extremely sensitive—uses special beta-gamma halogen Geiger tube which cannot be damaged by high radiation fields, lasts indefinitely. Large, easy-to-read calibrated meter. Three ranges: 0.2, 2.0, and 20 mr/hr. Specially designed advanced electronic circuit. Detachable probe plugs safely into case when not in use. Entire unit tropicalized and waterproofed to withstand severest climatic conditions. Counter uses two 67½ volt "B" batteries and one 1½ volt "A" battery. With earphones, batteries (included), shoulder strap. 8¼"x5¼"x5".
20-6906-11996 (Each) Wt. 10 lbs.
20-6906-9597 (3 or more)....Retail **159.95**

(C) THREE-RANGE PORTABLE GEIGER COUNTER. A highly sensitive Geiger Counter with internally mounted G.M. tube designed for field prospecting under rugged conditions. Three full scale ranges of 0.2, 2.0, and 20 mr/hr read on a large waterproof meter. Long-life beta-gamma G.M. tube operated from regulated high voltage power supply. Firm-grip aluminum handle for ease of handling and protection of meter in case of upset. Hammertone finish drawn aluminum case is waterproofed and tropicalized. Uses standard, readily available tubes and batteries which can be changed without the use of tools. Furnished with plastic shoulder strap, batteries (incl.), earphone, instructions. 6"x3¾"x3¾".
20-6904-7496 (Each) Wt. 5 lbs.
20-6904-5997 (3 or more).....Retail **99.95**

(D) SUPER-SCINTILLATION COUNTER, WITH PISTOL TYPE PROBE. An extraordinarily fine and sensitive instrument in current use by the U.S. Atomic Energy Commission and other professional agencies. Even more sensitive than (E) at right. Uses massive 1x1½" sodium iodide crystals. Detects radiation changes as minute as .001 mr/hr, yet requires no special training on the part of the operator. The counter is equipped with meter, range switch, calibration control, high-low time constant switch, and zero adjustment. Uses two 67½ volt "B" and one 1½ volt "A" batteries (included). Probe is 2" diam., 12" long, clips securely to battery box. 6"x6½"x3½".
20-6907-37496 (Each) Wt. 11 lbs.
20-6907-29997 (3 or more)....Retail **499.95**

(E) SCINTILLATION COUNTER. A low priced scintillation counter where no compromise has been made with quality. 100 times more sensitive than Geiger Counters, and fast rate of count makes it possible to measure the tiniest increase in radiation. In spite of its sensitivity, this counter is rugged enough for the toughest prospecting, yet simple enough to operate for the most inexperienced amateur. It uses 1x1" sodium iodide crystals and comes equipped with a large, legible meter, range switch, calibration control, high-low time constant switch, zero adjustment. Uses two 67½ V. "B" and one 1½ V. "A" batteries (included) Blue waterproofed case 8¼"x6¼"x5¼". FOB Penn.
20-6908-26246 (Each) Wt. 9 lbs.
20-6908-20597 (3 or more)... Retail **349.95**

(F) MASTER SCINTILLATION COUNTER. A super-sensitive instrument for use only where such performance is necessary. The Master Counter has a probe containing a large crystal, a photo-multiplier tube and pre-amplifier and is ably fitted for high speed work. With its 15 feet of cable, the probe may be mounted on the bumper of a car or hung from an airplane for mobile work. It has, in addition to the standard counting rate meter, a scaling meter that will give you a quantitative measure of the number of counts received over whatever period of time you select. Uses super 2½" crystals, regular dry batteries (included). FOB Penn.
20-6909-74996 (Each) 28 lbs.
20-6909-59997 (3 or more)...**999.95**

Two of the 1956 Power Packed and Safety Engineered Correct Crafts Photographed at Florida Cypress Gardens

ON DISPLAY AT THE BOAT SHOWS IN:

NEW YORK – BOOTHS NOS. A-24, A-25

CHICAGO – BOOTHS NOS. 349 thru 356

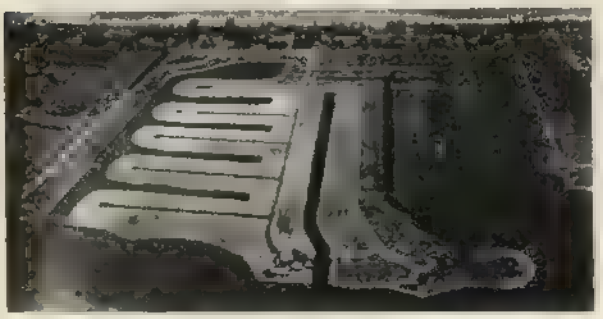
15' ATOM SKIER
16' ROCKET SKIER
17' 6" AQUA SKIER
18' COLLEGIAN
20' DEBONNAIRE
26' BISCAYNE SPORTSTER
27' BELLWOOD EXPRESS CRUISER
30' DELRAY EXPRESS CRUISER

Correct Craft ORLANDO, FLORIDA

PLANTS AT PINECASTLE AND TITUSVILLE, FLORIDA

All Your Yachtsman's Heart Desires!

AQUALANE SHORES



A slip for your boat on your own homesite is but one of the many advantages of living in tropical AQUALANE SHORES. Strictly zoned, friendly neighbors, and a magnificent beach only three minutes away. A sound investment right in the heart of lovely Naples, Florida's fastest growing city. Yet moderate prices. New section just opened. Come and see us. Meanwhile, a small deposit will hold a choice homesite. Send for brochure with full details.

AQUALANE SHORES DEVELOPMENT

P. O. Box 517M

Naples-On-The-Gulf, Florida

GREATER MIAMI'S Complete SERVICE FOR YACHTS

"Bring us your yacht for truly complete berthing and repair service—nearest the ocean, right in the middle of Miami Beach!"

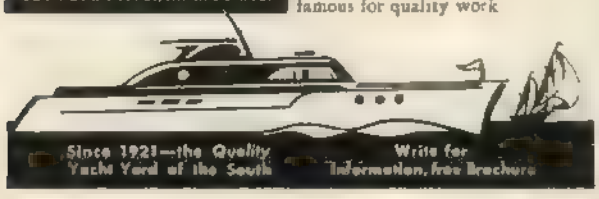
MIAMI BEACH BOAT SLIPS, INC.

1928 PURDY AVE., MIAMI BEACH

BERTHING - STORAGE—75 berths, comprehensive dry storage facilities, fuel, all supplies

REPAIRS - OVERHAUL—Complete haulage equipment, marine railway—engine shop, marine hardware

REFITTING - REBUILDING — Carpenter, paint, upholstery, sail shops—famous for quality work



Since 1921—the Quality Yacht Yard of the South

Write for Information, free Brochure

NEW EDITION OF PILOTING, SEAMANSHIP AND SMALL BOAT HANDLING OFF THE PRESS

Down through the years the outstanding volume on subjects related to the use and handling of pleasure boats has been *Piloting, Seamanship and Small Boat Handling* by C. F. Chapman. Constantly expanded in size and scope, it has gone through many revisions and enlargements.

Latest to come from the presses is the new 1956-57 edition, expanded by 20 pages to include a great deal of new material.

In very brief outline, this widely acclaimed book covers such subjects as: Equipment and Government Regulations; Lights; Rules of the Road; Right of Way; Whistle Signals; How Pilot Rules Differ; Nautical Terms; Anchoring; Boat Handling; Seamanship; Fog Signals; Daymarks; Life Saving and Distress Signals; Safety at Sea; Marline-spike Seamanship; Weather; The Compass; Aids to Navigation; Government Publications; Charts; Piloting Instruments and Piloting Methods; Tides and Currents; Flag Etiquette; Yachting Customs and Etiquette; Clothing for Yachtsmen; Keeping a Log; Signaling; Inlet Seamanship; Court Interpretations of Marine Law; and allied subjects.

Some of the new material featured in the 1956-57 edition includes: full color plates of both U. S. Power Squadrons and Coast Guard Auxiliary Flags and Insignia; Rigs of Sailing Craft, illustrated; The Fine Art of Docking; Determining Deviation by Bearings of the Sun at Sunrise and Sunset; Reviews of the Compass, Charts, Position-finding, and Tides and Currents; Flag Ceremonies and Etiquette at Yacht Club and U.S.P.S. Meetings; A Navigation Calculator; A New Deviation Diagram; and references to required reading in the book as prescribed in U.S.P.S. and Coast Guard Auxiliary study courses, where it is used as the text.

Published at $4.00 by MoToR Boating, 572 Madison Avenue, New York 22, N. Y., the 1956-57 edition is now available.

OFFERS TWO CRUISER MODELS

Crestmark Cruisers Inc. of Babylon, New York offers two cruisers for 1956: the Sport 'n Cruise 23 and its companion model, Sport 'n Cruise 26. Both the Crestmark 23-footer and the Crestmark 26-footer feature super framing of selected air dried white oak, solid white oak stem and deep keel, ½-inch boat-hull grade plywood for planking. Emphasis is being placed on exceptionally rugged construction throughout.

Crestmark's Sport 'n Cruisers are designed and intended for offshore use as well as for family cruising. Crestmark's deep V-hull design is capable of maintaining top cruising speeds in very choppy seas. These hulls give stability, maneuverability, and a smooth non-pounding ride.

Both the 23-foot and 26-foot Crestmarks have extremely large cockpits, permanent hard tops, enclosed toilets, complete galley with ice box, stove, sink, and ample working area. The 23-footer offers sleeping accommodations for two. The 26-foot model sleeps four and in addition offers a dinette and full six-foot headroom in the cabin.

The 23-footer has a 60 hp Nordberg, optional power 110 hp Chrysler Ace Special. The 26-footer has a 95 hp Chrysler Ace, optional power 125 hp Chrysler Crown. Speeds on both models range to 29 mph.

Crestmark's Sport 'n Cruise is available in 23- and 26-footers.

Two of the 1956 Power Packed and Safety Engineered Correct Crafts Photographed at Florida Cypress Gardens

ON DISPLAY AT THE BOAT SHOWS IN:

NEW YORK – BOOTHS NOS. A-24, A-25

CHICAGO – BOOTHS NOS. 349 thru 356

15' ATOM SKIER
16' ROCKET SKIER
17' 6" AQUA SKIER
18' COLLEGIAN
20' DEBONNAIRE
26' BISCAYNE SPORTSTER
27' BELLWOOD EXPRESS CRUISER
30' DELRAY EXPRESS CRUISER

Correct Craft ORLANDO, FLORIDA

PLANTS AT PINECASTLE AND TITUSVILLE, FLORIDA

Corsair Outboard Motors

Division of Scott-Atwater Mfg. Co.

Power surging and dependable to take you places in a hurry. Controlled power that flows smoothly at the slowest trolling pace.

Convenience effortless luxury with gear-shift drive, ease with Twist-Grip speed control. The throttle is right in the palm of your hand and there is automatic, odorless fueling made possible by the Pump-O-Matic tank

Pump-O-Matic Fuel Tank -stows conveniently under seat; eliminates on-the-water refueling. Safely non-pressurized automatic fuel pump on motor draws gas through single, 8-foot plug-in hose

Gear Shift Drive allows shifting to reverse, neutral, and forward gears in a split second Gives complete control of boat and simplifies maneuvering.

Twist-Grip Speed Control -right on the steering handle, lets you keep your eyes ahead while manouvering your boat. Just a twist of the wrist controls the complete speed range—synchronized spark and throttle.

Automatic Fuel Pump draws gasoline from Pump-O-Matic Tank, forever eliminating need for troublesome pressurizing of fuel tank or feeder hose.

Ball and Roller Bearings—provided in powerhead and lower unit to assure smooth, quiet operation.

Rotoflex Water Pump features a neoprene rotor housed in stainless steel for maximum cooling efficiency at any speed, in or out of gear

Shock-Absorber Propeller withstands underwater shocks remarkably. Heavy rubber inner hub absorbs impacts, protects shear pin.

Drop-Catch Starter—has simple, foolproof construction. With automatic recoil feature, it assures trouble free starts each and every time.

One-Knob Control—for easy operation . . . just push the knob to choke, rotate it to tune the carburetor (Available on 5, 7½, and 16-HP motors.)

Gear Selector has famed easy-action construction, proved fully dependable over many years of hardest use.

5-HP. MOTOR. Tank holds 3½ gallons. 1-knob control
20-5004-14996 Wt. 42 lbs. . . . . .Retail **199.95**

7½-HP. MOTOR. Tank holds 6 gallons. 1-knob control.
20-5005-16496 Wt. 50 lbs. . . . . Retail **219 95**

16-HP. MOTOR. Tank holds 6 gallons. 1-knob control.
20-5006-25496 Wt. 85 lbs. . . . . Retail **339.95**

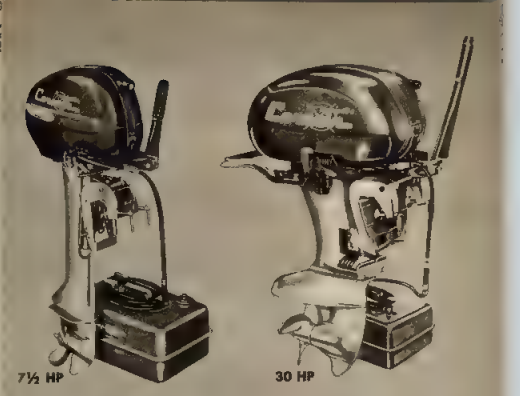
30-HP. MOTORS. Hushed operation. air silencer, spring mounts, 100% underwater exhaust New-type intake valves—smoother operation. Gearshift drive with Safety Interlock. Streamlined lower housing—easy-access powerhead. 6-gallon tank
20-5007-41246 With Electric Starter 120 lbs. **549.95**
20-5008-34496 With Manual Starter 115 lbs. **459.95**

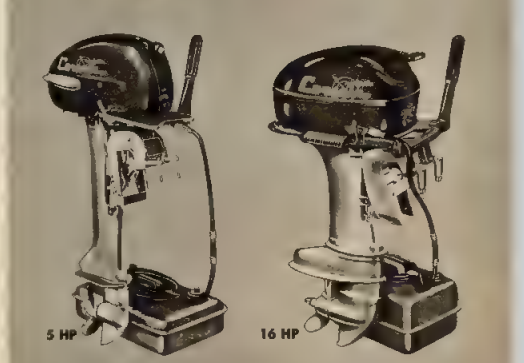
(A) PHIL-RITE 2½-GALLON FUEL CAN. Rust resistant gasoline can. Flexible hose for easy filling of various types of gas tanks Strainer in nozzle keeps gas clean Two collapsible handles for easy carrying Size 9½"x 17"x6½".
20-3601-645 (Each) Wt. 4 lbs
20-3601-597 (4 or more) . . . . . Retail **8.95**

(B) PHIL-RITE 2-GALLON GAS CAN. Plastic-lined for rust-resisting interior Safety-lock spout-carrier; push-button flow control; dust cap on spout; flexible nozzle; large filter screen at base of spout. Size: 8½" high, 11" in diameter
20-3600-197 Wt 3 lbs.. . . . . .Retail **2.95**

(C) PHIL-RITE 5-GALLON GAS CAN. Six-foot hose stores inside can—keeps dry and clean. Instant flow of gas with push-button control. Triple-action safety valve for fool-proof protection Fast-action air pump Size: 13¾" high, 11" in diameter.
20-3602-645 (Each) Wt. 6 lbs.
20-3602-597 (3 or more). . . . . .Retail **8.95**

(D) FUEL FUNNEL-SPILGUARD. Ideal for pouring gas into motors, stoves, etc. Prevents gas spill and makes possible large-volume pouring at once. Curved, no-splash flange and removable filter screen.
20-3603-90 Wt. ½ lb.. . . . . Retail **1.50**





Specifications	5-HP TWIN	7½-HP TWIN	16-HP TWIN	30-HP TWIN
Bore & Stroke	1-11/16x1-13/16"	2x1⅝"	2¹¹/₁₆x2⅝"	3⅛x2¾"
Piston Displacement	7.48 cu in	11.00 cu in	19.95 cu. in.	40.51 cu. in.
Propeller Diam & Pitch	7½x6"	8x7½"	9x9"	10x14"
Pump-O-Matic Gas Tank	3½-gal.	6-gal.	6-gal.	6-gal.
Gear Shift Drive	Yes	Yes	Yes	Yes
Shock Absorb Propeller	Yes	Yes	Yes	Yes
Twist-Grip Speed Cont.	Yes	Yes	Yes	Yes
1-Knob Carburetor Cont.	Yes	Yes	Yes	Separate Choke
Bearings: Top Main	Double Roller	Bronze	Double Roller	Roller
Bottom Main	Roller	Bronze	Roller	Roller
Crankpin	Roller	Roller	Roller	Roller
Lower Unit	Ball & Roller	Ball & Roller	Ball & Roller	Ball, Bronze, Needle

All horsepower certified by OBC @ 4200 RPM

All motors are FOB Chicago

CORSAIR OUTBOARD MOTORS

DIVISION OF SCOTT ATWATER

30 HP | 16 HP | 7½ HP | 5 HP

CHOOSE CORSAIR FOR POWER!

Surging power that takes you places in a hurry; controlled power that flows smoothly at the slowest trolling pace, dependable power for year after carefree year of real outboarding pleasure. Watch the envied looks you get when you flash out on the water with your new Corsair!

CHOOSE CORSAIR FOR CONVENIENCE!

Enjoy the effortless luxury of Gear Shift Drive; the same of Twist-Grip Speed Control that puts the throttle right in the palm of your hand; the automatic, odorless fueling made possible by the Pump-O-Matic Tank. Corsair engineers have packed every worthwhile feature into this beautifully styled motor.

CHOOSE CORSAIR FOR DEPENDABILITY AND VALUE!

No motor at any price offers more dependability, finer engineering, better construction than the faultlessly designed Corsair for 1955. You're dollars ahead and you're years ahead when you pick this truly modern outboard. It's a triumph of many skills, and it offers you real outboarding enjoyment for many years to come.

EVERYTHING YOU WANT IN AN OUTBOARD

AUTOMATIC FUEL PUMP draws gasoline from Pump-O-Matic Tank, eliminating need for pressurizing of tank or hose.

BALL AND ROLLER BEARINGS (indicated by stars) are provided in powerhead and lower unit to assure smooth, quiet operation and long motor life.

ROTOFLEX WATER PUMP features a neoprene rotor housed in stainless steel for maximum cooling efficiency at any speed, in or out of gear.

SHOCK-ABSORBER PROPELLER with stands underwater shocks remarkably. Heavy rubber gear hub absorbs impacts, protects shear pin.

DROP-CATCH STARTER has simple, foolproof construction. With automatic recoil feature, it assures troublefree starts every time.

TWIST-GRIP SPEED CONTROL is popular with all outboarders. Synchronized spark and throttle control is yours just by twisting the steering handle.

GEAR SHIFT DRIVE is conveniently placed to let you shift to forward, neutral or reverse in a split second. Gives you full control of your boat at all times.

PUMP-O-MATIC TANK holds plenty of fuel for all-day cruising (6 gallons on 7½, 10 and 16 HP; 3.5 gallons on 5 HP). Connects to powerhead by 5-foot plug-in hose.

GEAR SELECTOR has famed easy-action construction, proved fully dependable over many years of hard-set use.

ONE-KNOB CONTROL makes Corsair easier to operate. Just push the knob to choke, rotate it to tune the carburetor.

PRICES AND SPECIFICATIONS

SPECIFICATIONS	5 HP TWIN	7½ HP TWIN	16 HP TWIN	30 HP
Approximate Weight	42 lbs.	50 lbs.	85 lbs.	115 lbs.
Bore & Stroke	1-11/16" x 1-43/64"	2" x 1⅝"	2-11/32" x 2-5/16"	3-1/16" x 2¾"
Piston Displacement	7.48 cu. in.	11.00 cu. in.	19.95 cu. in.	40.51 cu. in.
Propeller Diameter & Pitch	7½" x 6"	8" x 7½"	9" x 9"	10" x 14"
Gas Tank Capacity	3½ Gal. Pump-O-Matic	6 Gal. Pump-O-Matic	6 Gal. Pump-O-Matic	6 Gal. Pump-O-Matic
Gear Shift Drive	Yes	Yes	Yes	Yes
Shock Absorber Propeller	Yes	Yes	Yes	Yes
Twist Grip Speed Control	Yes	Yes	Yes	Yes
One Knob Carburetor Control	Yes	Yes	Yes	Yes
Bearings: Top Main Bottom Main Crankpin Lower Unit	Double Roller Roller Roller Ball & Roller	Bronze Bronze Roller Ball & Roller	Double Roller Roller Roller Ball & Roller	Roller Roller Roller Ball, Bronze & Needle
	Prices 97N5-P14998 Retail $199.95	Prices 97N7½-P16498 Retail $219.95	Prices 97N16-P25498 Retail $339.95	Prices 97N30-P34498 With Electric Starter Retail $459.95 97NE30-P41248 Retail $549.95

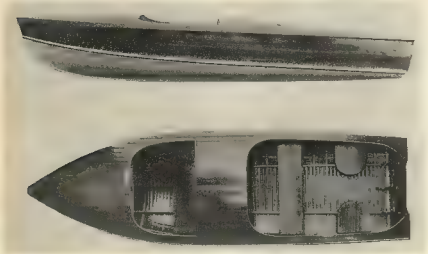
All horsepower certified by OBC @ 4200 RPM

PARTEE BOATS
THE PLAYBOY

The Playboy is built for the discriminating sportsman who prefers convenience as well as striking beauty and spectacular performance. Cedar bottom covered with fiber glass, mahogany above the spray rails and three mahogany decks. Center deck is divided to permit free movement from one cockpit to another. This is the type boat you have always wanted. It's built with more modern improvements than have ever before been installed in any model. Partee boats have always been and will continue to be built for ruggedness, stability, beauty and speed. Standard equipment includes all chrome hardware—windshield brackets and safety glass, stern and bow chocks, bow eye, bow handle, bow and stern light, steering wheel, stem band, crash pads and foam rubber seats covered with tuxtone plastic upholstering. Bottom colors are white. Well deck is so designed that gas can for large motor may be installed without removing motor

Model No.	Length	Beam	Depth Amid	Seats	Approx. Weight	Max. H.P.	Retail
D86N14P-P67840	14 feet	54 inches	21 inches	2	340	33	$ 970.00
D86N16P-P72100	16 feet	54 inches	22 inches	2	390	33	1,030.00

Prices include packing. F.O.B. Tennessee

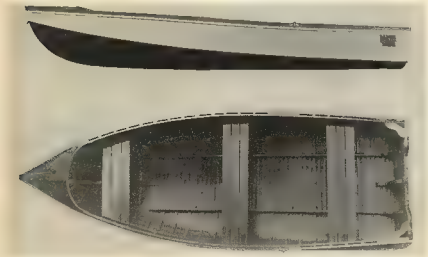


DELUXE CLIPPER

The Deluxe Clipper models, as the name implies, are the finest of all the Clipper boats. Finely finished, superb in action, with safety beyond your expectations. Dazzling performance. Like thrills? Then give these boats full throttle and hold your hat. Everything is there. Speed that exceeds your desire to travel. Your first ride in one of these models will convince you that you have one of the fastest, most stable, and beautiful boats on the lake. Mahogany above the spray rails and mahogany decks, natural finish with white or red bottoms and edge of spray rail a contrasting color. Built with a double cockpit, divided by center deck which is crowned to match the front deck. Both cockpits are trimmed with wide oak combing. Back rest of forward cockpit is a permanent part of center deck. Two rear side seats installed in 16 foot models. These boats are designed for speed and appearance, yet are steady and seaworthy. Cedar bottom covered with fibre glass. From spray rail to spray rail.

Model No.	Length	Beam	Depth Amid	Seats	Approx. Weight	Max. H.P.	Retail
D88N12DC-P39168	12 feet	52 inches	20 inches	2	205	25	$472.80
D88N14DC-P38287	14 feet	54 inches	21 inches	2	255	33	547.10
D88N16DC-P42497	16 feet	54 inches	22 inches	4	275	33	607.10

Prices include packing. F.O.B. Factory, Tenn.



THE SPEEDSTER

The Speedsters are designed for those fisherman who desire speed as well as safety. They are exceptionally fast, easy planing, roomy and safe with 2½ through 33 H.P. motors. They are wider across the beam and transom than most boats found in their price class. This extra width gives them more planing surface, makes them stable and comfortable. These open models provide more room for that extra fisherman and equipment. Standard equipment includes a short deck, approximately 16 to 22 inches long. Stock colors, natural finish inside, white above the spray rails, with green bottoms. Boats are western cedar with 900 seater for water tightness.

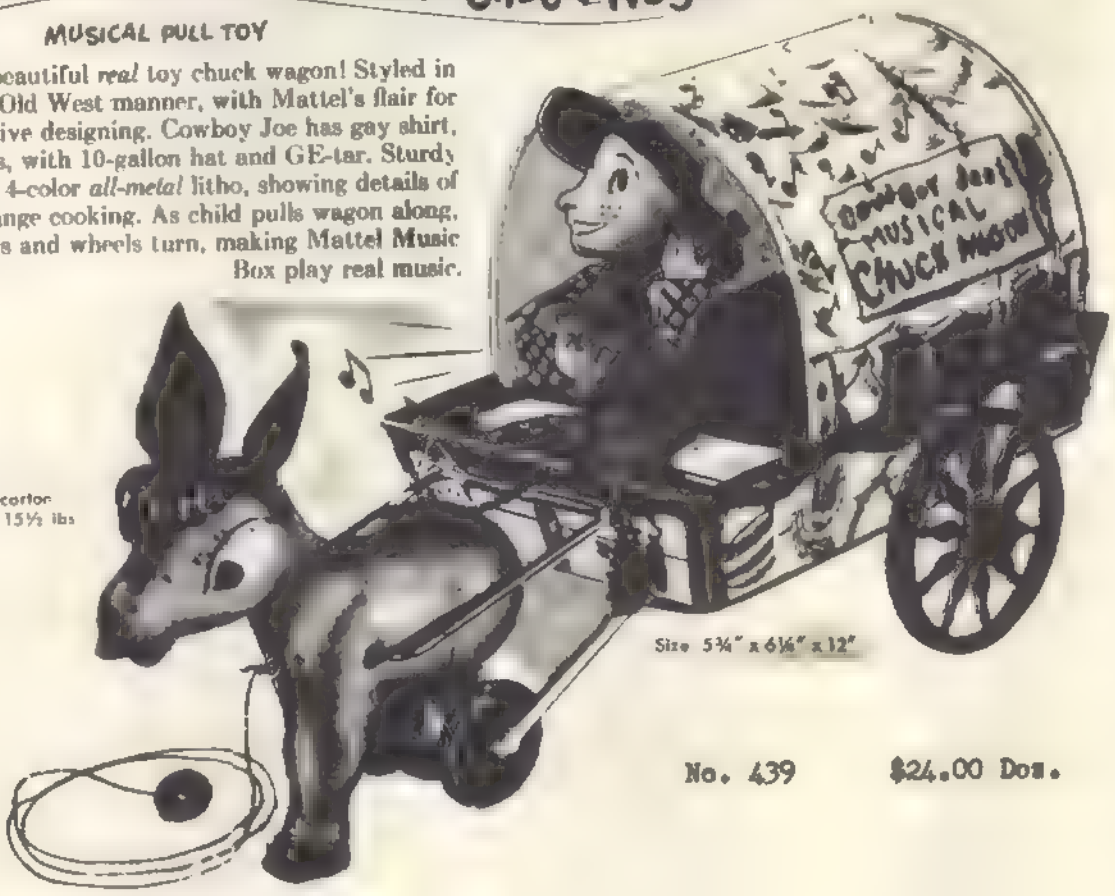
Model No.	Length	Beam	Depth Amid	Seats	Approx. Weight	Max. H.P.	Retail
D86N12S-P20160	12 feet	52 inches	20 inches	2	185	25	$288.00
D86N14-48S-P20020	14 feet	46 inches	18 inches	3	185	25	288.00
D86N14S-P23170	14 feet	54 inches	21 inches	3	225	33	331.00
D86N16S-P25490	16 feet	54 inches	22 inches	3	255	33	364.00

Prices include packing. F.O.B. Factory, Tenn.

No. 439 Cowboy Joe's Musical Chuck Wagon

MUSICAL PULL TOY

A big, beautiful *real* toy chuck wagon! Styled in genu-wine Old West manner, with Mattel's flair for imaginative designing. Cowboy Joe has gay shirt, jeans, with 10-gallon hat and GE-tar. Sturdy wagon, 4-color *all-metal* litho, showing details of exciting range cooking. As child pulls wagon along, Mule jogs and wheels turn, making Mattel Music Box play real music.



Size 5¾" x 6½" x 12"

Packed 1 doz. to carton
Ship. wt. approx. 15½ lbs

No. 439 $24.00 Doz.

CLOWN-MOBILE

No. 463 $16.00 Doz.

Here's the HOT ROD CLOWN. Powerful plastic motor requires no winding and no keys. Just pull the colorful clown back and the car chugs across floor. Body of sturdy red plastic with real rubber wheels. Size 4 x 6 x 7".

MATTEL CARNIVAL HURDY-GURDY

Stock #508

Largest and loudest music box in the world of toys
All metal. 'Breakpruf.'
Vinyl shoulder strap. 24" organ grinder's stick.
Individually boxed in corrugated carrying case
Size: 27" x 10" x 7"

No. 508 **$48.00 Doz.**

MANDOLIN MUSIC BOX

Stock #515

All metal "tuff-to-break" construction Patented music box plays assorted songs.
Gay four color litho on metal.
Strumming nylon strings
Size: 11¼" long

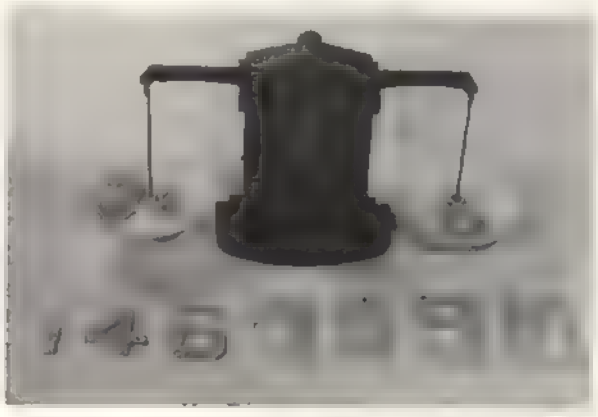
No. 515 **$19.20 Doz.**

JACK IN THE MUSIC BOX

Stock #507

America's *best loved* musical surprise action toy.
All metal Litho'd decoration
Play-proof mechanism.
Size: 5¾" x 5¾" x 6¾".

No. 507 **$32.40 Doz.**



BALANCE BANK

No. 0945 **$24.00 Doz.**

Constructed of sturdy, colorful plastic with metal balance and plastic pans. Size 14" x 4-1/2" x 7-1/4" high. Clock with movable hands on front of bank. Included are 10 plastic numerals, graduated from 1 to 10 according to size. Any one numeral can be balanced by its numerical equivalents. Each in box.

SHOE SHINE BANK

Sturdy all metal kit is 8¼" x 8½" x 6". Kit has removable thrift bank shoulder strap and foot rest. Comes with a compiete set of shoe shining equipment. It is decorated with full-color decals. Teaches thrift and good habits.

No. 448 **$32.00 Doz.**

COMET

ORD	SHPT	✓		PRICE
			Squadron of Six	1.69
			Comet Sabre "44"	9.95
			Comet Mustang w/Recoil Starter	12.95

Conelstan Corp.

ORD	SHPT	✓		PRICE
			#25 Bottle, Bowl, Coaster Set	2.50
			#24 Coaster Set	1.25
			#23 Bowl Set	1.98

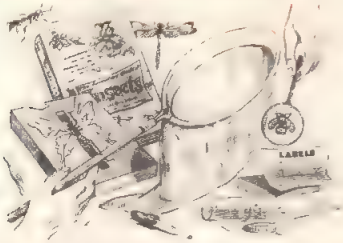
World's Champion
Thimble-Drome
Products made by
L. M. COX

ORD	SHPT	✓		PRICE
			A-50 Water Wizard Hydro	9.95
			TD3-600	9.95
			B-51 Trainer	7.95
			900 Prop Rod	9.95
			650 TD-3	12.90
			400 TD-1	19.95

Craftint

ORD	SHPT	✓		PRICE
			Big 3 Sets	
			A-1 Mexican Scenes	3.95
			A-2 Vacation Scenes	3.95
			A-3 Summer Scenes	3.95
			A-4 Field & Stream	3.95
			B-1 Far Away Places	3.95
			B-2 Hunting Dogs	3.95
			B-3 Popular Demand Series	3.95
			C-1 Religious Subjects	3.95
			C-2 Tropical Subjects	3.95
			C-3 Nursery Animals	3.95
			C-4 Childhood Series	3.95
			D-1 Distant Lands	3.95
			D-2 Sunny Italy	3.95
			D-3 Bible Subjects	3.95
			D-4 Man's Best Friend	3.95
			E-1 Rural Moderns	3.95
			F-1 Artists Models	3.95
			G-1 African Animals	3.95
			G-2 Ballet Series	3.95
			H-1 Series Orientale	3.95
			J-1 Sailing Series	3.95
			L-1 Still Life	3.95
			L-2 Fairy Tale Fantasy	3.95
			L-3 Paris in the Spring	3.95
			M-1 Western Scenes	3.95

CAPITOL PUBLISHING



ORD	SHPT	V		PRICE
			Y-12 Coin Collectors Kit	3.95
			Y-10 Shell Collectors Kit	2.95
			Y-11 Rock Collectors Kit	2.95
			Y-14 Insect Collectors Kit	4.95
			Y-13 Leaf Collectors Kit	3.95

Cheminol Corporation

O&R PRODUCTS DIVISION

ORD	SHPT	V		PRICE
			O & R Power Pack	13.50
			Midget Race Car w/motor	24.95
			Midget Race Car 1/motor	6.95

CONNECTICUT LEATHER

ORD	SHPT	V		PRICE
			N16B Twenty Point – Baseball	1.00
			S18T Twenty Point– Target	1.69
			D18B Twenty Point – Baseball	2.19
			N22B Twenty Point – Baseball	2.19
			W18BF Twenty Point – Baseball	4.95
			E19B Twenty Point – Baseball	9.95
			J3 Darts (box of 3)	.40
			03 Darts (box of 3)	.50
			W3 Darts (box of 3)	.60

ORD	SHPT	V		PRICE
			Mickey Mouse Moc. Jr.	1.00
			Mickey Mouse Hand Bag	1.00
			#1810 Tool 'N Gold Project Set	1.00
			#1811 Tool 'N Gold Belt Kit	1.00
			#1820 Tool 'N Gold Leathercraft	2.00
			#1830 T & N Gold Lthr. Kit Deluxe	3.00

As little as $53* (full price!) buys a 1956 CHRIS-CRAFT Boat Kit!

SPORTS UTILITIES $53 to $255

Enjoy new fun and adventure, save up to 50% with a 1956 Chris-Craft Boat Kit! Choose from such top performers as the 8-ft. pram (kit $53); the sporty 12-ft. Vagabond (kit $139), the trim 14-ft. Dolphin (kit $158); the rakish 14-ft. Caribbean (shown at left; kit $192), or the rugged 15 ft. Marlin (kit $255).

CRUISERS Outboard or Inboard **$352 to $910.50**

For weekend or vacation cruising, there are low-cost cruisers; the 16-ft. Outboard Two-Sleeper Express (kit $352), and both inboard and outboard models in the beautiful 22 ft. Four-Sleeper Express Cruiser shown above (hull and cabin kit only $910.50, cabin interior kit $88; fly-bridge windshield kit $62.50).

SPORTS RUNABOUTS $167 to $349

Finest designs and materials go into our new Boat Kits, they're *easy* and *fun* to put together! See the sleek, five-passenger 14-ft. Bonito with smart center deck (kit $167); the sensational 14-ft. Barracuda (kit $229); or the superb 16-ft. Custom Runabout (shown at left) with its roomy cockpit (kit $349)

Prices f.o.b. factory, subject to change without notice

BUY NOW!

See Your Chris-Craft Boat Kit Dealer or Mail Coupon, Today!

CHRIS-CRAFT CORPORATION, BOAT KIT DIVISION, ALGONAC, MICHIGAN

Gentlemen, Please send me more information about 1956 Chris-Craft Boat Kits.

NAME _____

ADDRESS _____

CITY _____ ZONE____STATE_____

CROSBY AEROMARINE
Fiberglas Hydrodyne
GRABILL IND.
The Crosby Fiberglas Holiday
SAFETY - SPEED - BEAUTY
CHECK THESE OUTSTANDING FEATURES
A complete line of the finest 12, 14, and 16 ft. fiberglas boats—10 exciting models trimmed in finest imported mahogany—One piece molded hull includes spray rail and will never need caulking, painting or refinishing—Natural mahogany, resin finished decks will give you years of care-free boating—Ultimate safety, Crosby boats cannot sink. Also 22' Fiberglas outboard cruiser.
WRITE, WIRE OR CALL NOW FOR COMPLETE INFORMATION
CROSBY AEROMARINE
DIV. OF MIDWESTERN INDUSTRIES CORP.
GRABILL, INDIANA
PHONE LEO. 3194 or FT. WAYNE F-5182
DEALERSHIPS NOW OPEN NATIONALLY

NANTUCKET LIGHTSHIP MOVED

A recent item in the *Notice to Mariners* calls attention to the moving of the Nantucket Shoals Lightship from its old position to a new position which is approximately 8¼ miles 241° from its present charted position. The move was made on January 3, 1956, and one of the principal reasons for it was the comfort of the crew. The old location was in an area where the set of the current was generally such that the lightship lay almost continually in the trough of the sea and rolled unevenly. This condition made life aboard miserable for all hands. The new location should alleviate this condition.

The new position is in 40° 33' 00" N., and 69° 28' 00" W. The red station whistle buoy will be moved and re-established one mile 55° from the new position of the lightship. The outer lighted whistle buoy 10 will likewise be moved and re-established in 40° 59' 00" N., 69° 06' 00" W., approximately 8¼ miles 128° from its present charted position.

SLO-MO-SHUN IV HOLDS HARMSWORTH TROPHY

In the first article in the December 1955 issue of the series on *Fifty Years of Motorboating*, a comparison was drawn of the speeds of boats competing for the Harmsworth Trophy. From the vast amount of data accumulated for the preparation of the article it seemed, at the time, that the 1949 contest was the most recent. It has since developed that a later Harmsworth race was run in 1950, in which the speeds were appreciably higher. On August 1 and 2, 1950, on a five-mile course at Detroit, Slo-Mo-Shun IV, owned by Stanley W. Sayres of Seattle, and driven by L. J. Fageol of Cuyahoga Falls, Ohio, won the Harmsworth Trophy. The fastest heat was 100.680 mph, and the fastest lap was 102.676 mph, with the average for the thirty-mile race at 95.623 mph. The comparison with the 1908 race that present-day speeds are almost three times the speeds in 1908—still holds.

ELECTRONIC ACCESSORIES

The Reichman Company, 505 Frelinghuysen Ave., Newark, N. J., is featuring a government surplus accessory that will enable the boatman to convert his radio receiver or radio telephone into a radio direction finder. Other products include a 1000-watt 110-Volt AC-DC underwater floodlight, and an 1100-watt voltage regulator unit. Their line includes a wide variety of electrical and electronic surplus items.

MARINE LIGHTING CONVERTERS

The wider availability of dockside electric power focuses attention on marine lighting converters so that this current can be converted to the 6- and 12-volt pressures as used on boats. The Airpax Products Company, Middle River, Baltimore, Md., are producing converters for this service. A smaller model MC-2 is suitable for smaller craft while two larger sizes MC-11 and MC-22 are designed for greater demands.

These units will shift automatically from charging the batteries to the operation of electrical equipment by direct rectification. This relieves the batteries of the load and avoids charging and discharging. The larger MC-22 will maintain constant voltage up to its capacity. It will automatically correct for input voltage variations and will not deliver beyond its capacity. They have no moving parts or tubes and are explosion-proof. They are completely automatic converters.

KEEPS BATTERIES CHARGED

An unfailing supply of electricity is available to boats and yachts with inboard power. The installation of an Electro-Marine Electric Generator, made by the Marine Division of Bushings, Inc., Royal Oak, Michigan, will solve all problems. Operating from the main engine or from shore lines, the 12- or 32-volt lighting batteries can be kept fully charged by means of one single, easy-to-install unit.

You'll Be Proud To Own A

KELLER KRAFT

The complete line

INBOARD and OUTBOARD 12′ to 23′

Five-ply mahogany plywood with oak framing for the strongest hull possible. Can also be had with fiberglass covering to eliminate painting and further strengthen the hull

Write for information to:

G. FLANDERS KELLER ENTERPRISES
Port Trevorton, Pa.

Refrigerators—Freezers and units, water cooled, for 12 or 32 volt only.

LAWRENCE STAHL & CO., INC.
10-19 43rd ROAD
LONG ISLAND CITY 1, N. Y.

STEEL CRUISERS... BOATS OF TOMORROW?

26′ FLYING BRIDGE HARDTOP SEDAN
•
ALSO 26′ DAY CRUISERS and 22′ SPORT CRUISERS

32′ FLYING BRIDGE HARDTOP SEDAN, ALSO IN 36′ models, FLYING BRIDGE and DECKHOUSE MODELS, GASOLINE and DIESEL

WE'VE BEEN BUILDING THEM FOR YEARS

We've built thousands of plastic-coated steel hull cruisers as pleasure boats for individuals including the President of a foreign country, for the Corps of Engineers and State and Federal governments and have many enthusiastic letters in our files regarding their boat's outstanding performance, extreme seaworthiness and very low upkeep, in salt water and fresh. Investigate the modern construction of our Steel-Clipper cruisers by writing for literature, *stating size interested in.* Also partly completed models. Remember, There is no substitute for experience.

INLAND SEAS BOAT CO. 3457 West 140th St. Cleveland 11, Ohio

HYDRAULIC STEERING FOR INBOARDS AND OUTBOARDS

Hydraulic steering apparatus suitable for application aboard cruisers, runabouts and outboard-powered craft is being manufactured and marketed by the Superdraulic Corporation of Somerset, Kentucky.

Units are packaged complete for a 12-foot installation, but additional lengths of assemblies are available. Made of corrosion resistant materials, the equipment is ideal in that the location and length of the hydraulic lines do not affect the efficiency of the steering.

Easily installed and ready for service in an hour or two, it does not interfere with the normal tilting of outboard engines when striking an obstruction, nor does it transmit shock to the steering wheel. The outboard may be removed, leaving the steering gear intact. The unit is easily adapted to dual motors and the steering wheel may be locked on course allowing the pilot to move about.

KNOW YOUR SPEED

One question which arises most often in boat handling, is, how fast are we going? The Aeromarine Instrument Co., Inc., have the answer in their line of marine speedometers. They make a model for sailing craft with a range of 0-10 knots. The trim of the sails has a bearing on the speed so that the best speed can be checked constantly with the aid of the instrument.

Where greater speeds are anticipated, as in motorboats of varying type, several styles of speedometer are made which are graduated from 0-15 miles, 0-20 miles, 0-30 miles, 0-45 miles, and the fastest, to 60 miles. Speedometer markings are arranged in both knots and miles so that both can be easily read. With such instruments it is a simple matter to adjust the cruising speed to the most economical rate of revolutions. Often, a boat's speed will be such that increased revolutions do not materially increase the speed in miles. Speedometers are also useful in checking results obtained by the use of different propellers when tested over a measured mile course. Circulars describing the speedometers can be secured from the Aeromarine Instrument Co., Inc., 385 Gerard Ave., New York 51, N. Y.

WIND DIRECTION AND WEATHER

It is a well-known fact that wind direction has a pronounced effect on the weather to be expected, and what easier way of determining the direction than by installing a Cape Cod Wind Indicator? This instrument, mounted on a roof top, will indicate indoors, just what is going on outdoors. The vane on the roof rotates in response to the wind and shows on the dial by lighted compass points on the instrument dial. The dial is $7\frac{1}{2}$ inches in diameter, and 50 feet of connecting wire is standard equipment. To help in foretelling the weather, a free Weather Forecasters Guide can be secured by writing Cape Cod Wind Indicators, Harwichport, Cape Cod, Mass. Another style of dial which functions in similar fashion to a voltmeter is also available in which the instrument dial is 4 inches in diameter.

CROSBY AEROMARINE
The Crosby Fiberglas Holiday
SAFETY - SPEED - BEAUTY
CHECK THESE OUTSTANDING FEATURES
A complete line of the finest 12, 14, and 16 ft. fiberglas boats- 10 exciting models trimmed in finest imported mahogany—One piece molded hull includes spray rail and will never need caulking, painting or refinishing—Natural mahogany, resin finished decks will give you years of care-free boating—Ultimate safety, Crosby boats cannot sink. Also 22' Fiberglas outboard cruiser.
WRITE, WIRE OR CALL NOW FOR COMPLETE INFORMATION
CROSBY AEROMARINE
DIV. OF MIDWESTERN INDUSTRIES CORP.
GRABILL, INDIANA
PHONE LEO 3194 or FT. WAYNE 4-5182
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NANTUCKET LIGHTSHIP MOVED

A recent item in the *Notice to Mariners* calls attention to the moving of the Nantucket Shoals Lightship from its old position to a new position which is approximately 8¼ miles 241° from its present charted position. The move was made on January 3, 1956, and one of the principal reasons for it was the comfort of the crew. The old location was in an area where the set of the current was generally such that the lightship lay almost continually in the trough of the sea and rolled severely. This condition made life aboard miserable for all hands. The new location should alleviate this condition

The new position is in 40° 33′ 00″ N., and 69° 28′ 00″ W. The red station whistle buoy will be moved and re-established one mile 55° from the new position of the lightship. The outer lighted whistle buoy 10 will likewise be moved and re-established in 40° 59′ 00″ N., 69° 06′ 00″ W., approximately 8¼ miles 128° from its present charted position.

SLO-MO-SHUN IV HOLDS HARMSWORTH TROPHY

In the first article in the December 1955 issue of the series on *Fifty Years of Motorboating*, a comparison was drawn of the speeds of boats competing for the Harmsworth Trophy. From the vast amount of data accumulated for the preparation of the article it seemed, at the time, that the 1949 contest was the most recent. It has since developed that a later Harmsworth race was run in 1950, in which the speeds were appreciably higher. On August 1 and 2, 1950, on a five-mile course at Detroit, Slo-Mo-Shun IV, owned by Stanley W. Sayres of Seattle, and driven by L. J. Fageol of Cuyahoga Falls, Ohio, won the Harmsworth Trophy. The fastest heat was 100.680 mph, and the fastest lap was 102.676 mph, with the average for the thirty-mile race at 95.623 mph. The comparison with the 1908 race—that present-day speeds are almost three times the speeds in 1908—still holds.

ELECTRONIC ACCESSORIES

The Reichman Company, 505 Frelinghuysen Ave., Newark, N. J., is featuring a government surplus accessory that will enable the boatman to convert his radio receiver or radio telephone into a radio direction finder. Other products include a 1000-watt 110-Volt AC-DC underwater floodlight, and an 1100-watt voltage regulator unit. Their line includes a wide variety of electrical and electronic surplus items

MARINE LIGHTING CONVERTERS

The wider availability of dockside electric power focuses attention on marine lighting converters so that this current can be converted to the 6- and 12-volt pressures as used on boats. The Airpax Products Company, Middle River, Baltimore, Md., are producing converters for this service. A smaller model MC-2 is suitable for smaller craft while two larger sizes MC-11 and MC-22 are designed for greater demands

These units will shift automatically from charging the batteries to the operation of electrical equipment by direct rectification. This relieves the batteries of the load and avoids charging and discharging. The larger MC-22 will maintain constant voltage up to its capacity. It will automatically correct for input voltage variations and will not deliver beyond its capacity. They have no moving parts or tubes and are explosion-proof. They are completely automatic converters.

KEEPS BATTERIES CHARGED

An unfailing supply of electricity is available to boats and yachts with inboard power. The installation of an Electro-Marine Electric Generator, made by the Marine Division of Bushings, Inc., Royal Oak, Michigan, will solve all problems. Operating from the main engine or from shore lines, the 12- or 32-volt lighting batteries can be kept fully charged by means of one single, easy-to-install unit.

You'll Be Proud To Own A

KELLER KRAFT

The complete line

INBOARD and OUTBOARD 12′ to 23′

Five-ply mahogany plywood with oak framing for the strongest hull possible. Can also be had with fiberglass covering to eliminate painting and further strengthen the hull.

Write for information to:

G. FLANDERS KELLER ENTERPRISES
Port Trevorton, Pa.

Refrigerators—Freezers and units, water cooled, for 12 or 32 volt only.

LAWRENCE STAHL & CO., INC.
10-19 43rd ROAD
LONG ISLAND CITY 1, N. Y.

—STEEL CRUISERS . . . ?
BOATS OF TOMORROW

26′ FLYING BRIDGE HARDTOP SEDAN

■

ALSO 26′ DAY CRUISERS and 22′ SPORT CRUISERS

32′ FLYING BRIDGE HARDTOP SEDAN. ALSO IN 36′ models, FLYING BRIDGE and DECKHOUSE MODELS. GASOLINE and DIESEL.

WE'VE BEEN BUILDING THEM FOR YEARS

We've built thousands of plastic-coated steel hull cruisers as pleasure boats for individuals including the President of a foreign country, for the Corps of Engineers and State and Federal governments and have many enthusiastic letters in our files regarding their boat's outstanding performance, extreme seaworthiness and very low upkeep, in salt water and fresh. Investigate the modern construction of our Steel-Clipper cruisers by writing for literature, *stating size interested in.* Also partly completed models. Remember. There is no substitute for experience.

INLAND SEAS BOAT CO. 3457 West 140th St. Cleveland 11, Ohio

HYDRAULIC STEERING FOR INBOARDS AND OUTBOARDS

Hydraulic steering apparatus suitable for application aboard cruisers, runabouts and outboard-powered craft is being manufactured and marketed by the Superdraulic Corporation of Somerset, Kentucky.

Units are packaged complete for a 12-foot installation, but additional lengths of assemblies are available. Made of corrosion-resistant materials, the equipment is ideal in that the location and length of the hydraulic lines do not affect the efficiency of the steering.

Easily installed and ready for service in an hour or two, it does not interfere with the normal tilting of outboard engines when striking an obstruction, nor does it transmit shock to the steering wheel. The outboard may be removed, leaving the steering gear intact. The unit is easily adapted to dual motors and the steering wheel may be locked on course allowing the pilot to move about.

KNOW YOUR SPEED

One question which arises most often in boat handling, is, how fast are we going? The Aeromarine Instrument Co., Inc., have the answer in their line of marine speedometers. They make a model for sailing craft with a range of 0-10 knots. The trim of the sails has a bearing on the speed so that the best speed can be checked constantly with the aid of the instrument.

Where greater speeds are anticipated, as in motorboats of varying type, several styles of speedometer are made which are graduated from 0-15 miles, 0-20 miles, 0-30 miles, 0-45 miles, and the fastest, to 60 miles. Speedometer markings are arranged in both knots and miles so that both can be easily read. With such instruments it is a simple matter to adjust the cruising speed to the most economical rate of revolutions. Often, a boat's speed will be such that increased revolutions do not materially increase the speed in miles. Speedometers are also useful in checking results obtained by the use of different propellers when tested over a measured mile course. Circulars describing the speedometers can be secured from the Aeromarine Instrument Co., Inc., 385 Gerard Ave., New York 51, N. Y.

WIND DIRECTION AND WEATHER

It is a well-known fact that wind direction has a pronounced effect on the weather to be expected, and what easier way of determining the direction than by installing a Cape Cod Wind Indicator? This instrument, mounted on a roof top, will indicate indoors, just what is going on outdoors. The vane on the roof rotates in response to the wind and shows on the dial by lighted compass points on the instrument dial. The dial is 7½ inches in diameter, and 50 feet of connecting wire is standard equipment. To help in foretelling the weather, a free Weather Forecasters Guide can be secured by writing Cape Cod Wind Indicators, Harwichport, Cape Cod, Mass. Another style of dial which functions in similar fashion to a voltmeter is also available in which the instrument dial is 4 inches in diameter.

CROSSROADS
by
Ficks Reed

Patio—Porch or Indoor Furniture

A complete catalog of Ficks Reed furniture will be mailed upon request, on memo billing of $2.00. Your account will be credited upon return of this catalog. All items shipped F.O.B. Ohio Factory.

Easy elegance is the new order of living so simply achieved with Crossroads accessories created by Ficks Reed. Seating luxury is assured with **molded foam rubber cushions** covered with beautiful Saltex in a wide selection of brilliant hues. Frames are **American Black Walnut** in rich, deep brown natural finish combined with Rattan in light natural finish. Zipper cushion closures facilitate removal for cleaning purposes. Trim tailoring, careful workmanship and top quality components make this new grouping a delight to behold . . . and to own. Your choice of decorator colors are **Chocolate Brown, Coral, Sand, Moss Green, Gold, Chartreuse, Turquoise or White. Be sure to specify color when ordering.**

2305F14633—Left Arm Facing Sectional, 48"x22"x18"h.; ship. wt. 100 lbs. Pillow not incl. **Sugg. Retail $219.50**

2306F7333—Corner Table. Parquet top of **Pigskin Leather Tiles.** 35"x35"x19"h., ship. wt. 40 lbs. **Sugg. Retail $109.95**

2307F14633—Right Arm Facing Sectional, 48"x22"x18"h.; ship. wt. 100 lbs. Pillow not incl. **Sugg. Retail $219.50**

2308F10600—Coffee Table. Plexiglass top **impregnated with dried real plants and butterflies.** 31"x31"x17"h., ship. wt. 105 lbs. **Sugg. Retail $158.95**
Specify Saltex Color.

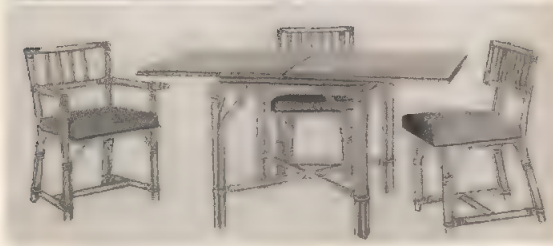
2309F5300—End Table. Top is of patterned **Ceramic Tile** in oatmeal color. 22"x34"x 21"h., ship. wt. 40 lbs. **Sugg. Retail $79.50**

2310F23333—3 Cushion Sofa in Saltex. 2 throw pillows included. 72"x22"x18"h., ship. wt. 185 lbs. **Sugg. Retail $349.95**

2311F9267—Arm Chair in Saltex. 24"x32"x 18"h.; ship. wt. 56 lbs. **Sugg. Retail $138.95**

2312F4667—Matching Ottoman. (Not Illustrated.) 23"x23", ship. wt. 30 lbs. **Sugg. Retail $69.95**

2313F10333—Coffee Table. Top is patterned **Ceramic Tile** in oatmeal color. Overall length 60"x22"x15"h., ship. wt. 130 lbs. **Sugg. Retail $154.95**
Specify Saltex Color.



Far Horizons

2314F9000—Flip Top Table. Blonde Walnut Micarta Top. Flip top doubling length makes this table adaptable to many uses. Card table size when closed (36"x36") . . . when open, seats six comfortably (36"x72"). 30"h.; ship. wt. 145 lbs. Natural varnish finished frame. **F.O.B. Ohio Factory. Sugg. Retail $134.95**

2315F3667—Arm Chair with no-sag seat covered in Saltex. Chocolate Brown, Coral, Sand, Moss Green, Gold, Chartreuse, Turquoise or White. 18"x17"x15"h.; ship. wt. 28 lbs. **Specify Color. F.O.B. Ohio Factory. Sugg. Retail $54.95**

2316F3300—Side Chair with no-sag seat covered in Saltex. 18"x17"x15"h., ship. wt. 23 lbs. **Specify Color. F.O.B. Ohio Factory. Sugg. Retail $49.50**

Malay Modern

5594F9667—Home Bar with Micarta top. Front and sides of native natural finish matchstick material. Ample working space and shelving with built in storage cabinet. 18"x43"x43"h. Ship. wt. 90 lbs. **F.O.B. Ohio. Retail $144.95**

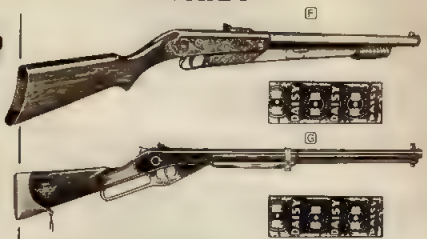
5595F2633—Bar Stool. Saltex in **Chocolate Brown, Coral, Sand, Moss Green, Gold, Chartreuse, Turquoise or White. Specify.** 30" hiah. seat diameter 15". Wt. 25 lbs. **Sugg. Retail $39.50 Each**

MARKSMAN

E Marksman Air Pistol Holster Set. .177 caliber BB's, darts and pellets all from one barrel! Amazing power, amazing accuracy! It looks and feels just like a service .45 automatic pistol. All sturdy metal construction gives it the weight of a real gun (1½ lb.) Big, man-size grip for better aim and handling. Handsome black finish. Set includes holster, a liberal supply of ammunition, targets and handy instruction book. (For extra BB shot see 29-8871A).

29-6848 A450 Marksman Pistol Holster Set.....$7.45

DAISY



F Daisy Pump Gun. Pump action, forced feed repeater. Peep and open sights, plated trigger and gold engraved full oval stock.

29-6863 A600 Daisy Pump Gun. 37" long.....$8.95

29-6871 A345 Bull's eye BB shot. Case (15,200 BB's).....5.50

G Daisy Red Ryder Carbine. Lever action; lightning loader feature. Peep and open sights, adjustable for windage, elevation.

29-6889 A533 Overall length 35". Holds over 850 BB's.....$7.95

CROSMAN Air Guns

H Crosman Model 140K Air Rifle Set. With Crosman Model 140K .22 cal. Pellgun rifle—single shot, bolt action. "V" rear, fixed front sights, 35-in. long. Plus bell-ringing target; 100 target inserts, carton of Super Pells. Fun for the whole family! Low cost fun at less than ½ cent per shot. Complete game book included.

29-6921 A1257 Crosman 140K Rifle Set.....$17.95

K New Crosman Model 160 CO_2 .22 cal. Rifle. Completely all new design. Power of carbon dioxide (CO_2) cartridge develops velocity of 650 to 700 F.P.S.! For target shooting, pests, and small game. Single shot, smooth, bolt action. Thumb operated safety—automatically moves to "on" position when breech is opened. Solid, blade type front sight on matted ramp. Two-piece adjustable sight. Sturdy all blued steel construction. 22½-inch barrel. Shoots low cost Super Pells. Overall length, 39½ in. Wt. 4 lb.

29-6939 A1396 Crosman Model 160 CO_2 Rifle.....$19.95

Crosman Powerlets. (CO_2 cartridges) for CO_2 rifles, pistols.

29-6947 A390 Case of 6 boxes (6 per box).....$5.88

L Crosman Model 150K CO_2 Pistol Set. Ideal indoor shooting outfit. Just the thing for dens, game rooms, clubs. Outdoors, too, for small game. With Model 150K .22 cal. Pellgun pistol: single shot, bolt action; crosslock safety; blade front, adjustable rear sights; walnut grip. Plus bell-ringing target, target insert, 3 disposable, pocket size powerlets, can of Super Pells, carry case.

29-6954 A1257 150K CO_2 Pistol Set.....$17.95

M Crosman Model 130 Pellgun Air Pistol .22 Cal. Built with many outstanding features...and it's packed with power. Modern valve principle—hammerless, positive direct trigger action. Enclosed loading chamber. Valves cannot leak air. Positive cross lock safety. Precision rifled barrel. 3 to 5 pump strokes adequate for average shot. Measures 11½ inches overall. Weight 1 lb. 12 oz. Blued steel finish. Shoots low cost Super Pells.

29-6962 A750 Crosman Pellgun Pistol, Model 130 .22 cal.....$9.95

Crosman Super Pells. For all pellet guns. Won't ricochet easily

29-6970 A285 .22 cal. Super Pells. 500 Pellets.....$4.30

TABLE TENNIS SETS

PROFESSIONAL TYPE SET

Four beautifully varnished plywood paddles with dimpled rubber faces. Extra heavy 60 inch fully bound net, two balls and heavy metal screw clamps. Complete with instructions. Packed 12 individual boxes per carton, shipping weight 27 lbs.

5570 ..... List $4.98

FOUR PADDLE SET

4 sand-paper faced wood paddles, 1 extra heavy 48 inch bound net, metal snap clamps, table tennis ball, instruction sheet all included. Packed 12 individual boxes per carton, shipping weight 25 lbs.

2270 ..... List $1.98

FISHING SET

Contains: Chuck type plastic grip (detachable) No. R-50 reel with click, 4 foot Fiberglas rod, plated guide and tip top, enameled float, turnover sinkers, casting spoon, assorted hooks in plastic container. Instruction sheet, fish chart, nylon line, leader material. Packed in 3-color carton, (Top removable for easy display). Packed 24 individual boxes per carton, shipping weight 26 lbs.

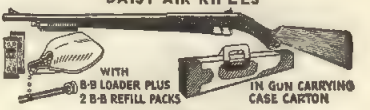
100 ..... List $3.98

DAISY LONG RIFLE

This new Daisy beauty offers many plus "sell" features. "Long Rifle" lever-action repeater holds over 850 BBs. Full 35 inches long. Double-notch rear sight adjustable for elevation. Full-fashioned forearm with nice checkering. Bright-plated barbine band. Full-fashioned stock with checkering and gold Long Rifle design. White line between butt plate and stock. Brown sling adjustable for carrying, shooting - bright-plated swivels and hardware. Bright-plated trigger. Comes with Jiffy BB Loader wallet and 2 No. 707 BB refill packs in "gun carrying case" carton. Packed 10 individual boxes per carton, shipping weight 31 lbs.

80 ..... List $7.50

DAISY AIR RIFLES



DAISY PUMP GUN

Same pump-action, forced - feed repeater, famous for 40 years. 37 inches Long. Now has: new combination peep-and-open sight, adjustable for windage, elevation. New "ramp-type" front sight. New bright-plated trigger. New improved, gold-filled "engraving" on jacket. Full oval stock. Comes with Jiffy BB Loader wallet, plus 2 — No. 707 BB refill packs. In "gun carrying case" carton. Packed 10 individual boxes per carton, shipping weight, 39 lbs.

25 ..... List $9.50

DAISY RED RYDER CARBINE

Carbine-type. Western lever-action repeater with secondary barrel that has the Lightning loader feature. Gun 35 inches long. Holds over 850 BBs. Carbine-type stock and fore-piece with checkering. Combination peep-and-open sight, adjustable for windage, elevation. Bright-finish carbine band "engraved" with western-indian design. Bright-plated carbine ring on the swivel in jacket. Bright-finish cocking lever (first ever used on air rifle). Realistic, bright-finish hammer adds authentic "true-western" appearance. Genuine leather boot on stock butt, tied with thong. Swivels for attaching a sling if desired. Red Ryder design on stock in gold. New bright-plated trigger. With Jiffy BB Loader and 2 No. 707 BB Refill packs in "gun carrying case" carton. Packed 10 individual boxes per carton, shipping weight 33 lbs.

94 ..... List $8.50

DAISY SCOUT

IN GUN CARRYING CASE CARTON

"Scout-type" lever-action repeater holds over 350 BBs. It is 32 inches long. Adjustable sight. Full-fashioned, checkered forearm, bright-plated steel forearm band. Full-fashioned carbine-type stock checkered. Bright-plated trigger. Has attractive yellow sling - adjustable for carrying, shooting. Bright-plated swivels and hardware. In "gun carrying case" carton. Packed 10 individual boxes per carton, shipping weight 25 lbs.

75 ..... List $6.50

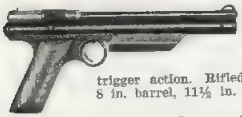
FOOTBALL HELMET

Boys Football Helmet, four point 1-1/2" web strap suspension with floating head band. Leather covered vinyl ear pads, leather sweat band. Aviator style leather chin strap. Sizes: small, medium and large. Colors: red and blue. Packed 12 individual boxes per carton. Shipping weight 17 lbs.

–200 ..... List $2.98

PNEUMATIC PISTOLS

CROSMAN



Single Shot

Modern valve principle; hammerless, positive direct trigger action. Rifled barrel; push type safety. 8 in. barrel, 11½ in. long over all.

Each

No. 130—.22 caliber, for Crosman Super Pells $11.95
No. 137—.177 caliber, for Crosman Super-Pells 11.95

Weight each 1¾ pounds.
One in a box.

CO_2 CARTRIDGES

CROSMAN POWERLETS

For Pistols and Rifles

Convenient pack of six fits easily in pocket. Cartridge slips easily into pistol for recharging

Per box

No. 231PD—Six Powerlets in a box; wt. per display 6½ lbs. .$0.98
Twelve boxes in a display carton.

AIR RIFLE SHOT

WESTERN SUPER-X STEEL

Lubaloy Copper Coated

Can be used in all standard American air rifles.

It is uniform in size, with a round, smooth, even surface, assuring higher velocity, greater penetration, greater accuracy, longer range and superior performance. The heavy Lubaloy copper coating will not corrode, and makes Western steel air rifle shot the best looking shot on the market.

Per case

No. K1370S—About 150 pellets in a red paper tube; wt. per case 17 lbs. $6.00
100 tubes in a case.

DAISY BULLS EYE, STEEL

Copper Coated

Uniform copper coated BB's in capped cylindrical paper tubes.

Per case

No. 502—800 pellets in a tube; wt. per case 25 lbs. $10.00
100 tubes in a case.

In Cellophane Pouches

Pouch made of crystal-clear, heavy cellophane with sparkling blue and white Bulls Eye design. Corner tears off for easy pouring—then, open end is folded down several times for carrying.

Per case

No. 700—Approx. 144 B-B's in a pouch, 100 pouches in a case; wt. per case 12½ lbs. $6.00

LEAD PELLETS

CROSMAN SUPER-PELLS

Made of lead alloy. Designed to flatten on impact and not ricochet easily.

Per dozen packs

No. 177PD—.177 caliber, wt per dozen packs 3 lbs $11.40
No. 22PD—.22 caliber; wt. per dozen packs 5 lbs 13 80
250 pellets in a pack, one dozen packs in a display box

PLAY GUNS

DAISY AUTOMATIC SMOKER

Shoots No Ammunition

A harmless play rifle made of heavy-gauge steel with sturdy, full-fashioned checkered stock. Full length sling is adjustable for carrying and shooting Bangs and smokes like a real rifle—looks and handles like a Daisy Air Rifle.

Each

No. 960 32 in long; wt. each 2⅛ lbs $2.98

One in a box, twelve in a carton.

DAISY DELUXE DOUBLE BARREL POP GUN

Shoots Corks

Harmless—shoots corks from both barrels. Heavy-gauge steel with rust proof gun-blu finish. High impact, shock resistant, molded stock and forepiece. Break action cocks two triggers simultaneously.

Each

No. 950—31 in. long; wt. each 2½ lbs. $1.98

One in a box, twelve in a carton.

TELESCOPIC SIGHTS

MOSSBERG

All Mossberg scopes are 4-power, magnifying the target 4 times. All lens surfaces are hard coated to increase light transmission, eliminate annoying reflection and to insure clear, sharp images.

Patented micrometer click feature permits accurate adjustments for windage and elevation after scope is mounted, and without tools. Click screws on outside rear of scope tube move crosshair reticule inside the tube.

Two internal adjustment mounts will accommodate most all makes of rifles up to .25-20 caliber.

Has dovetail mount specially designed for Mossberg rifles Nos 142, 142R, 142M, 144, 146B, 151K, 151M, 152 and 152K. Mount slides into dovetail grooves milled into the receiver of the rifle in manufacture. Result is sturdiest, most rigid mounting ever devised.

Each

No. 4M4—4-power, field of view 20 ft. at 100 yards, 14⅛ in. long; wt. each 1 lb. $10.95

One in a box.

With strong cast mount that can be mounted in either a high or low position. Will fit most of the popular makes of rifles in the lighter calibers.

Each

No. 2M4—4-power. field of view 20 ft. at 100 yards, 14⅛ in. long; wt. each 1 lb $10 95

One in a box.

AIR RIFLES

DAISY EAGLE

Lever Action, 850 Shot Repeater; with 2X Magnifying Scope

Smart, modern "sporting rifle" styling. Amazing 4-lens 2 power scope with adjustable cross hairs and easily detachable mount. Ramp front sight; combination peep and open rear. Decorated full ovalled stock; decorated stock and rear of barrel. Top grain leather, full-length adjustable sling. Metal parts are gun-blue; scope is 2-tone black

Furnished complete with two piece display carton, 2 paks No. 700 shot, leather BB loader wallet and scope instruction book

	Each
No. 98—37 in. long; wt. each 6¼ lbs	$12.95

Scope Only, fits All Daisy Air and Play Rifles

	Each
No. 303—Wt. each 1 lb.	$3.98

DAISY PUMP GUN

Pump Action, 50 Shot Repeater

Forced feed; cocks easily by simply pulling the slide toward the stock. Combination peep-and-open sight, adjustable for windage and elevation. New "ramp-type" front sight; new bright plated trigger

Full oval stock, improved gold-filled "engraving" on jacket.

Packed in two-color gun-case type package with two paks of No. 700 shot and genuine leather BB loader wallet for carrying and loading BB's.

	Each
No. 25—37 in. long; wt. each 3½ lbs	$9.50

DAISY RED RYDER CARBINE

Lever Action, 850 Shot Repeater

A lever-action repeater with secondary barrel that has lightning loader feature. Carbine-type stock and forepiece with checkering. Combination peep-and-open sight. Bright finish cocking lever and realistic hammer. Carbine band "engraved"; carbine ring on swivel. Genuine leather boot on stock butt, tied with thong. Sling swivels.

Packed in two-color gun-case type package with two paks of No. 700 shot and genuine leather BB loader wallet for carrying and loading BB's

	Each
No. 94—35 in. long; wt. each 3 lbs	$8.50

DAISY LONG RIFLE

Lever Action, 750 Shot Repeater

Double notch rear sight. Full fashioned forearm with checkering. Bright plated carbine band. Full fashioned stock with checkering and gold Long Rifle design. Adjustable brown sling; bright plated swivels, hardware, and trigger.

Packed in two-color gun-case type carton with two paks of No. 700 shot and leather BB loader wallet.

	Each
No. 80—35 in. long; wt. each 3 lbs	$7.50

DAISY SCOUT

Lever Action, 150 Shot Repeater

Full fashioned checkered forearm and carbine-type stock. Adjustable sight; bright plated steel forehand and trigger. Attractive yellow sling

Packed in gun case type carton

	Each
No. 75—35 in. long; wt. each 2½ lbs.	$0.50

All above, one in a box, ten in a carton.

AIR RIFLES

DAISY CUB

Lever Action, 300 Shot Repeater

Full fashioned, checkered stock; bright plated trigger. Front and rear sights

	Each
No. 102—35 in. long; wt. each 2½ lbs.	$5.50

One in a box, ten in a carton.

GAS POWERED RIFLES

CROSMAN CO_2 PELLGUN

Uses Disposable "Powerlets"; Single Shot

New, advanced, unequalled for year-round shooting, indoors or out—for plinking, small game, pests or varmints. All blued steel barrel, precision rifled. Smooth, husky bolt action; automatic, thumb operated safety. Blade front sight on matted ramp; step adjustable open rear sight. Hardwood stock with stain finish

Length of barrel 20½ in., length over all 39¼ in.

	Each
No. 160—.22 caliber, for Crosman Super-Pells	$21.95
No. 167—.177 caliber, for Crosman Super-Pells	21.95

Weight each 5½ pounds.

One in a box.

PNEUMATIC RIFLES

CROSMAN PELLGUN

Single Shot, Bolt Action, Adjustable Power

Advanced design valves and pump mechanism. All pressure is always used on each shot. Valves cannot airlock regardless of pressure 3 to 5 pump strokes adequate for average shot, extra power through additional pumping.

Positive direct trigger action. Enclosed loading chamber. Finger-tip cocking. Positive push type cross lock safety.

Sport styled stock, walnut finish. Precision rifled barrel. Adjustable rear V-type sight, fixed ramp front sight.

19½ in. barrel, 35½ in. long over all.

	Each
No. 140—.22 caliber, for Crosman Super-Pells	$16.95
No. 147—.177 caliber, for Crosman Super-Pells	16.95

Weight each 4⅝ pounds.

One in a box.

GAS POWERED PISTOLS

CROSMAN PELLGUN

Single Shot, Adjustable Power

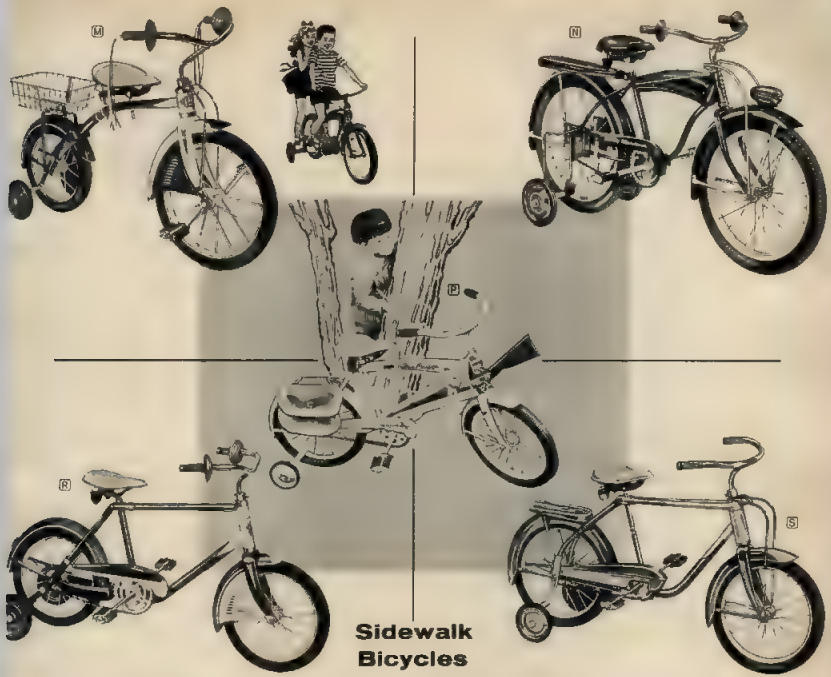
Quick change CO_2 Powerlet produces 50 shots at full power, to 200 shots at low power. Streamlined styling, easy balance, crisp trigger action. Cross lock safety.

Fits either hand, ideal for experts or beginners.

	Each
No. 150—.22 caliber, for Crosman Super-Pells	$14.95
No. 157—.177 caliber, for Crosman Super-Pells	14.95

Weight each 1⅝ pounds.

One in a box.



Sidewalk Bicycles

M PAL 12" TRAINER SUPERBIKE

Your youngster will feel so "grown-up" when he takes his first ride on his new "two-wheeler"—and best of all parents can relax while Junior balances beautifully on training wheels. Pal trainer wheels are so easy to attach, adjust and remove. 1¼" steel tubing, 2" head. Full crown shaped bicycle type pressed steel fork. Riveted spoke wheels with full ball bearings for smooth riding. 1¾" puncture proof semi-pneumatic tires. Chrome-plated handle bar is adjustable. Troxel saddle has white vinyl plastic top; coil springs and double adjustment. Snappy ornamental fender shield, chrome-plated truss rod. Flamboyant green and white finish. From Ind.

83-5553 D1395 12" Superbike. Ship. wt. 27 lbs **$17.95**

N DELUXE HUFFY-MAINLINER CONVERTIBLES . . . precision built!

The most exciting moment in your youngster's life might very well be when you present him with his first sidewalk bicycle. He has undoubtedly seen the older children riding them for months and has been longing for one of his own. Thrill him with a top performing, safe Huffy convertible complete with all the trimmings, including training wheels to do the teaching for you!

The Huffy-Mainliner is fully equipped with coaster brake, chain drive, bicycle spokes, head and hanger fittings, plastic grips and chain-guard. Both the girl and boy models have the famous Huffy-Helper outrigger assembly that enables the youngsters to ride their first two-wheelers safely, and can be removed as soon as the art of balancing is acquired.

Sturdy steel trainer wheels have semi-pneumatic tires. 20" wheels have 2.125" puncture proof balloon tires. Heavy gauge steel wheel supports. Full tanks; gleaming chrome trim, full 2-side coverage chain guards, chrome truss rods. Chime bells on handle bars. Headlight and luggage carrier.

83-5512 C3850 20" Boys' Red with Black & White Trim. **$49.50**
83-5520 C3850 20" Girls'. Blue with Red & White Trim. **49.50**

P "DAVY CROCKETT" BIKE . . . Buffalo Gun, Saddle Bags!

Your youngster may not be "king of the wild frontier," but he'll certainly be king of the neighborhood young fry on his exciting modern "steed" complete with Flint lock Buffalo Gun, Scabbard with fringe, saddle bags with fringe, rubber grips with streamers. Removable "Tank" cross bar for use as boy's or girl's bike. 1¼" tubular steel frame with chain guard, 5" training wheels with oilless bearings. Adjustable tubular handle bar with rubber grips. Large tan simulated leather saddle with white trim, coil springs, adjustable. 16" wheels with nylon bearings, 1¾" semi-pneumatic tires. Silver gray with white enamel wheels. From Mass.

83-5496 D2650 "Davy Crockett" Bike. Wt. 38 lbs. **$34.50**

R PAL CONVERTIBLE SUPERBIKE . . . for boys or girls!

A brightly colored red, white and blue bike to thrill a lucky boy or girl! 1¼" tubing frame, 1½" head. Full crown bicycle type pressed steel fork. 14" riveted spoke wheels move smoothly on ball bearings. 1¾" semi-pneumatic puncture proof tires. Adjustable Troxel saddle with vinyl plastic top and coil springs. Chrome-plated, adjustable handle bars with red grips and knuckle guards. Trainer wheels can be easily attached, adjusted or removed. From Indiana.

83-5546 D1625 14" Superbike. Ship. wt. 31 lbs. **$21.95**

S MURRAY 16" PARK CYCLE . . . deluxe equipped!

Your child will ride easily and smoothly for this streamlined ruby red and white cycle has full ball bearing construction. 16" multi-spoke ball-bearing wheels have 1¾" molded semi-pneumatic tires. Chrome-plated adjustable handle bar with plastic grips. Made of heavy gauge steel tubing. New, large 2" head; round fender design. Troxel tan vinyl top saddle with chrome springs, double adjustment. Large luggage carrier. New double tube crossbar easily removed for conversion to Girl's bike

83-5579 C1995 16" Park Cycle. Wt. 40 lbs. **$26.00**

US TIME

"FAMOUS CHARACTER" WRIST WATCHES

All Character Watches Come Smartly Gift Boxed

Beloved characters of story, movies, television and the comic strips — familiar and appealing figures to boys and girls. Always superb gifts to thrill the youngsters because of their quaint charm, accurate timekeeping and low prices. All the watches have the famous shockproof Ingersoll movement, long known for its dependable accuracy. They come in practical, colorful plastic cases that are *waterproof and dustproof*. Packaged in attractively unique gift boxes that do all the selling for you. Fully guaranteed for one whole year against defects in workmanship and materials. Perfect for the active youngster

CINDERELLA

Charming wrist watch for little girls. Pretty pink dial has picture of Cinderella dressed up in her blue gown. Big, easy to read blue numerals and clear plastic face for fast reading. Sturdy, dependable movement of shockproof to take lots of hard wear. Watch comes set in plastic replica of the famous glass slipper. Attractive gift box is illustrated with scenes from the movie.

No. 6700. Last $6.95.
Dealer's, each 4.87

SNOW WHITE

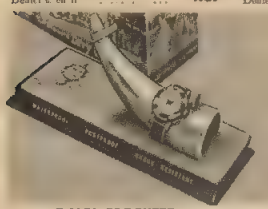
Certain to please any little Miss, the watch features Snow White wearing the same pert gown she wore in the movie. Watch has clear plastic face for easy reading and wear. Matching yellow band is soft. The shockproof movement is guaranteed to give many dependable years. White plastic case is filled with pictures of Snow White and the Seven Dwarfs.

No. 6701. List $6.95.
Dealer's, each 4.87

ALICE IN WONDERLAND

A beautifully colorful picture of the ever popular Alice right on the pink dial. Styled to delight the modern young Miss, the watch has a pink and white plastic pearl blue plastic case and cord complete with matching wristlet band. The durable shockproof movement will give many years of wear. Watch comes set in clear plastic tea cup. Gift box has pictures of all the favorite Alice characters.

No. 6702. List $6.95.
Dealer's, each 4.87



DAVY CROCKETT

Here's Davy Crockett, coonskin cap, buckskins and all, right on the face of the Davy Crockett wrist watch. Authentic autograph too! Western style leather or stainless steel expansion band. Accurate shockproof movement. Comes in plastic powder horn shaped case that really blows.

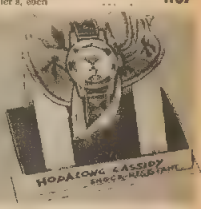
No. 6704. With Leather Strap. List $6.95. Dealer's each **4.87**

No. 6705. With Stainless Expansion Band. List $7.95. Dealer's each **5.57**

MICKEY MOUSE

The Mickey Mouse watch is a perennial favorite with both boys and girls. The lovable little fellow is pictured on the dial in full color. His arms point to the red dial numerals as he did the same thing when the watch was new. The accurate shockproof movement is guaranteed. Attractive Watch comes head in Mickey Mouse plaque. Attractive gift box has full color pictures of all Mickey's friends.

No. 6703. List $6.95.
Dealer's, each 4.87

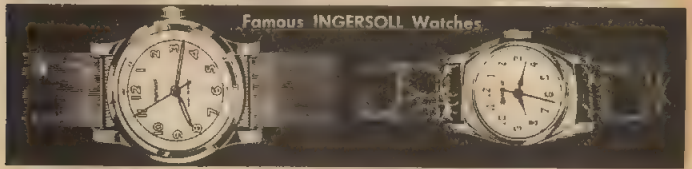


HOP-A-LONG CASSIDY

Perfect for the young "Hoppy" fan. Picture of Hop A Long right on the dial. With either western style leather or stainless steel expansion band. Accurate movement will take lots of rough usage. Watch comes packed in plastic cowboy saddle gift box with western design.

No. 6706. With Leather Strap. List $6.95. Dealer's each **4.87**

No. 6707. With Stainless Steel Expansion Band. List $7.95. Dealer's each **5.57**



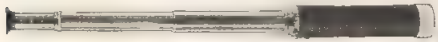
Men's Sweep Radiolite Chrome-finish round case with chrome-finish bezel and rugged Ingersoll movement that assures years of faithful time keeping. Clear Radiolite dial that is easy to read at night as day. Red sweep second hand. Genuine leather strap.
No. 6709. List $6.95.
Dealer's, each 4.87

Ladies De Luxe Dainty, feminine silver-finish case and bezel that will add grace and charm to your wrist. Proves they are getting the best possible buy. Satin finished white dial with black numerals and hands. Red sweep second hand. Leather tapered strap.
No. 6708. List $6.95. Dealer's, each 4.87

Satisfaction Guaranteed or Money Refunded

Optical Equipment

1556V980—Multi-power 5X, 10X, 15X Japanese telescope. Brass with chromium plate finish. Coated lenses. Length open 14½", closed 7½". Leather case. No tax.
Mfr's Sugg. Retail $16.00



1557V1260 Multi-power 10X, 15X, 25X Japanese telescope with fine quality optical glass lenses and fine finish drawn brass—chrome plated, guttapercha cover on end tube. Hard coated objective lenses. Length open 19⅜", closed 7.3". Case included. No tax.
Mfr's. Sugg. Retail $21.00

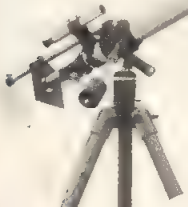
"Sport-ocular"
25mm coated lenses, 3-power magnification. Finger-tip center focus, dustproof lens mount. Leather case, detachable neck cord.
1135V833 — Sport-ocular
1135/3V750 — 3 or more.
Sugg. Ret. $12.50

S&A Folding Opera Glass
1560V417 Japanese import snaps open and shut at a touch of finger. Attractive, lightweight, weighs 5 oz. 3 power, field of view 450 ft. at 1000 yards.
Mfr's. Sugg. Retail $6.95

Practical Compact Monoculars —Japanese

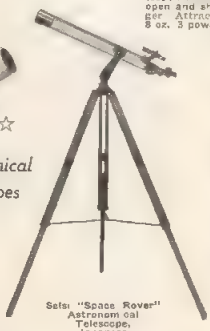
When the need is for a single eyepiece we suggest these fine coated optik monoculars. Fully achromatic lenses and highest quality prisms assure excellent viewing pleasure. Complete with Pigskin case. No Fed. Tax.

Cat. No.	Power	Field of View at 1000 Yds.	Retail
1661V2160	20X50	183'	$38.00
1662V1410	7X50	379'	23.50



Equatorial 2" Astronomical Telescope, by Nikon
1664V13687 A fine 2" astronomical telescope equipped with an objective of 2 inch aperture. Designed for serious amateurs. It is supplied with one 9mm (42 Power) and one 18mm (21 Power) eyepiece. Length 47½" and is fitted with an equatorial mount. Enables observation of sun spots, moon detail, rings of Saturn, nebulae, star cluster, etc. Supplied in an all wooden cabinet. Not Taxable. Complete with 6 Power Finder Telescope which ... to be studied.
Sugg. Retail $164.25

De luxe Nikon Equatorial 2½" Astronomical Telescope
1682V24422—Similar to above but with 2½" aperture. Three eyepieces affording magnifications of 40, 50, and 110 power magnifications. Offers ... and rings ... nebulae, star ... and other celestial wonders. Complete with 8 power finder.
Sugg Retail $304.25



Astronomical telescopes

Sets: "Space Rover" Astronomical Telescope, Japanese

1665V7500 This ... inch aperture reflector is ... designed for celestial study. ... It is most adaptable for use in the field or coastal work. Unit includes an excellent 60mm objective lens, three inter changeable eyepieces 40 power, 84 power, 88 power, a three section chain stabilized tripod and a 4 power cross hair finder. White enamel finished body. Entire unit supplied in wood box with hinged cover. Not Taxable.
Sugg. Retail $125.00

Professional Model Microscopes, German

Designed for the advanced and serious student. Superb quality ... Precision built ... Individually corrected objectives are parfocalized in revolving quadruple nose piece. Iris diaphragm in ... plano concave mirror. Each ... in ... dovetailed cabinet with lock and handle.

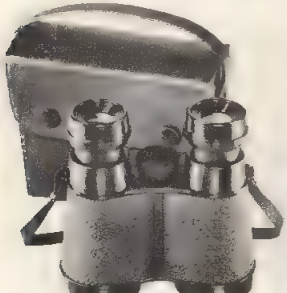
1667V11250 Microscope with 5X, 12X eyepieces and 10X, 20X and 43X objectives.
Sugg Retail $125.00

1668V13500—Microscope with 5X, 10X, 20X eyepieces and 10X, 20X, 43X, 97X objectives. Not Taxable.
Sugg. Retail $150.00

Sets 100X-600X

Microscope, Japanese
1668V1805—A well designed microscope for the amateur. Fully tested, this durably constructed unit has rack and pinion body tube and pinion focusing, adjustable mirror and three turret objectives with powers of 8X 20X and 43X. The two eyepieces are 10X and 16X resulting in magnifications of 80X, 120X, 200X, 360X, 400X and 690X. Complete with hinged wooden box containing drawers and six prepared slides. Not Taxable.
Mfr's. Sugg. Retail $30.00

Airguide



1365V960—Airguide 4-Power Field Glass
35mm Achromatic lenses, precision ground. Frame of aluminum and zinc is very rugged. Handsome eye-piece of soft black plastic barrel, coarring. Smooth for using. Height, closed, 4⅛". Add to the pleasure of travel and sports. With real, rubber carrying case and strap.
Established Retail $16.00

1366V1500—Airguide 5-Power Field Glass
Finely ground 40mm Achromatic lenses. Sturdy lightweight metal frame. Eye pieces are of smooth black plastic. Durable weather proof barrel, covering. Weighs only 12 oz. Height closed 4⅞". Ideal for hunting, bird study and touring. Top grain cowhide case and strap included.
Established Retail $25.00

1367V1350—Airguide 4-Power Field Glass
Has 32mm Achromatic lens coated to increase and improve light transmission. Bridge designed for extra wide adjustment. Plastic barrel covering for any weather. High quality appearance and performance. Height closed 4½". Top grain cowhide case and strap included.
Established Retail $22.50

Binoculars Are Subject to 10% Federal Excise Tax—Telescopes & Microscopes Not Subject to Tax

STRATEGIC AIR COMMAND SET

Four famous planes, precision engineered to accurate scale from official government blueprints! B-47 Stratojet, B-36 Bomber, B-52 Stratofortress, and B-29 Bomber of sturdy, easy-to-assemble plastic. With 4 revolving swivel bases for "full flight" mounting. Finger changes flight position.

89-4006 B280 Complete Set **$3.95**

VICTORY AT SEA FLEET

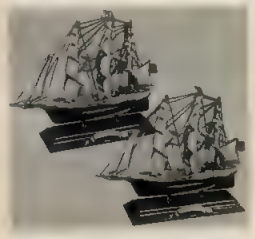
Three renowned rulers of the sea, designed to scale from official Navy blueprints! Magnificently detailed, authentic in easy-to-construct plastic The same Victory at Sea fleet seen on TV Aircraft Carrier, Destroyer and Patrol Torpedo Boat, complete with cement and paint

89-4014 B350 Fleet of 3 Ships.....**$4.95**

FOUR LATEST MODEL CARS TO BUILD

Superb scale models of four of America's favorite cars! Easy to assemble The Cadillac El Dorado, the Ford Fairlane Crestline Convertible, the Chrysler New Yorker and the Buick Riviera, all authorized by the original automobile manufacturers. Includes paint, cement, brush

89-4022 B350 Set of 4 Cars.....**$4.95**



BUILD 2 SHIPS IN 2 BOTTLES

'Old Salts" started it, young sailors hail this hobby with glee! Revell scale models of historic whaling ships, easy to assemble in plastic. The famous "1850 Charles W. Morgan" and the "Flying Cloud," with sea farin' bottles to show them off. Launch any adult or child on this pleasant pastime!

89-4048 B210 2 ships, 2 bottles.....**$2.98**

FOUR "ANTIQUE" PISTOLS KIT

Great guns indeed, these authentic replicas of Early American pistols—finely detailed in durable plastic! Easily assembled. Set includes "Buccaneer," 11x8x2"; "Privateer," 11x8x2", "Yorktown," 14½x8x2"; and "Bunker hill," 14½x8x2" Historic weapons that afford a wealth of enjoyment.

89-2679 B350 Set of 4 Pistols **$4.95**

WHITE HOUSE MODEL KIT

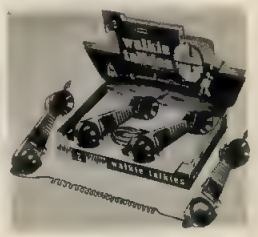
It's got everything but "Ike"! Assembled, it's an accurate scale model of the White House mounted on lithographed terrain. Contains 55 plastic parts, 17 lithographed cardboard pieces and tube of glue. Instruction book includes a complete White House history, list of presidents, office tenure.

89-4063 B210 16x16x8" high **$2.98**

TWO-PHONE INTERCOM SET

Talk, listen, ring and dial with this new completely electronic phone set! Adult-size phones, ready to use indoors or out. Loud, clear voice transmission. With 2 hand phones, 2 desk cradles, 2 dial ringing bells, 4 standard batteries, 50-ft. cable with plug ins. Tested and proved!

89-3958 B550 Two-Phone Set **$7.95**



2-WAY ELECTRONIC WALKIE TALKIE

A deluxe 2-way communication system that will have the neighborhood buzzing! Top secrets can be discussed from long-distance range, and messages can be deposited in the concealed compartment. 2 headphones in set. No batteries, no plug-in. Regulation phone size, 2-conductor wire incl.

89-4089 B210 Walkie Talkie **$2.98**

TWO-WAY WRIST RADIOS

Official Dick Tracy detective design! Electromagnetically powered for loud 2-way voice transmission. Includes 2 wrist radios, battery and wire. Secret code buzzer signal system for Morse code, battery operated. Long distance transmission, up to ½ mile. Battery-operated telegraph click.

89-4097 B280 Wrist Radio Set.....**$3.95**

GAME TRAPS

BLAKE & LAMB

Single Under Spring

Cold rolled steel, plain jaws; with chain.

For Gopher, Weasel, etc.

Per dozen

No. 0—3⅝ in. jaw spread, 15½ in. long chain; wt. per dozen 5 lbs. ..$7.60

For Muskrat, Skunk, etc.

Per dozen

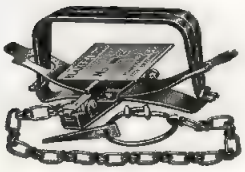
No. 1—4⅜ in. jaw spread, 15½ in. long chain; wt. per dozen 7 lbs. ..$9.90

For Mink, Fisher, etc.

Per dozen

No. 1½—4¾ in. jaw spread, 18 in. long chain; wt. per dozen 8 lbs..$12 90

One dozen in a carton.



Double Under Spring

Cold rolled steel, plain jaws; with chain

For Fox, Raccoon, etc.

Per dozen

No. 2—5¼ in. jaw spread, 18 in. long chain; wt. per dozen 12½ lbs. $18.90

For Coyote, Wildcat, etc.

Per dozen

No. 3—5⅞ in. jaw spread, 18 in. long chain; wt. per dozen 18 lbs. $27.10

One dozen in a carton.

LANTERNS

DIETZ "D-LITE," COLD BLAST

Modern, streamlined design.

Made of cold rolled, terne coated steel, finished in blue-gray enamel.

Low frame reduces size; wide base provides stability. Globe cannot drop out when tilted back for servicing and has wide openings for easy cleaning.

Bail will not pull out; burner is locked on so oil cannot be spilled.

Produces a 10 candle power light; burns 45 hours on one filling. 13¼ in. high; ⅞ in. wick. Capacity of fount 32 oz. No. 272 rising cone burner; "D-Lite" Loc-Nob globe.

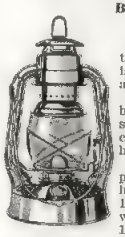
Per doz

No. 2 D-Lite—Clear Globe $54.00

Weight per dozen 36 pounds.

One-half dozen in a carton

DIETZ "LITTLE WIZARD," COLD BLAST



Streamlined design.

Made of cold rolled, terne coated steel finished in blue-gray enamel.

Compact beaded tubes, braced globe-lift and sturdy wire bail; globe cannot drop when tilted back for servicing

Produces 6 candle power light; burns 30 hours on one filling. 11½ in high, ⅝ in wick. Capacity of fount 16 oz. No. 211 rising cone burner; "Little Wizard" Loc-Nob globe.

Per dozen

No. LWC Little Wizard -Clear globe $46.20

No. LWR Little Wizard—Ruby globe 51.00

Weight per dozen 25 pounds

One dozen in a carton.

DIETZ "COMET," COLD BLAST

Attractive, streamlined design.

Made of cold rolled terne coated steel, finished in bright red enamel.

Globe cannot fall out when swung back for inspection; burner is locked on fount so oil cannot spill out if overturned. Broad base makes it very stable.

Produces 4 candle power light; burns 15 hours on one filling. 8½ in. high; ⅜ in. wick Capacity of fount 5 oz. Comet "Wing Lock" burner; Comet globe.

Per dozen

Comet—Clear globe; wt. per dozen 18 lbs. $40.60

One-half dozen in a carton.

LANTERNS

DIETZ "MONARCH," HOT BLAST

A sturdy, streamlined lantern of modern design Used by contractors, utilities and municipalities.

Made of cold rolled, terne coated steel, finished in blue-gray enamel

Has globe lift lever that raises globe for lighting and locks it down for safety Strong beaded tubes; broad fount and bail that will not pull out.

Produces 4 candle power light; burns 30 hours on one filling. 13½ in. high, ⅝ in. wick. Capacity of fount 16 oz., No. 411 wing lock burner; Fitzall Loc-Nob globe.

Per dozen

No. MC—Clear globe $42.50

No. MR—Ruby globe 49 50

Weight per dozen 28 pounds.

One dozen in a carton.

LANTERN GLOBES

DIETZ "LITTLE WIZARD," LOC-NOB

For use on Dietz "Little Wizard," "Little Giant" and "Roadster" lanterns.

Height 3⅛ inches, diam top 3½ inches, diam. bottom 2⅛ inches.

Per dozen

No. LWC—Clear ... .$ 5.00

No. LWR—Ruby 11.00

Weight per dozen 7 pounds.

DIETZ "FITZALL," LOC-NOB

For use on Dietz "Monarch," "No. 2 Blizzard" and "Acme" lanterns.

Height 6⅝ inches, diam. top 2⅛ inches, diam. bottom 3⅞ inches.

Per dozen

No. FC—Clear .....$ 5.00

No. FR—Ruby 11.00

Weight per dozen 12 pounds.

DIETZ "D-LITE," LOC-NOB

For use on Dietz No. 2 "D-Lite" lantern.

Height 4⅝ inches, diam. top 4⅞ inches, diam. bottom 3⅞ inches.

Per dozen

No. 2DC—Clear globe; wt. per dozen 10 lbs. $5.00

All above, one dozen in a carton, three dozen in a case.

SCIENTIFIC PRODUCTS COMPANY

SPACE TOY OF THE YEAR

ALPHA-1 BALLISTIC MISSILE

LIFE wrote about it . . . Dave Garroway launched it on coast-to-coast TV . . . Science & Mechanics called it one of the year's top ten toys!

- Ready for Flight
- Designed by Missile Engineers
- Proven Safe Propellant
- Adjustable Launching Pad
- All Auxiliary Equipment Included

Suggested Retail Price

$2.98

4 Color Self-Selling Display Package
(12½" x 6⅞" x 3½")

No. 203 Packed: 1 Dozen to Carton
Shipping Weight: 14 lbs

No. 35 Refill· Contains 1 Drum "Fuel" and 1 Bag "Oxidizer"
Suggested Retail Price: 35c
Packed. 2 Dozen to Carton
Shipping Weight: 5 lbs.

SALES OFFICE—SHOWROOM • WEINBERG-ROSENBLUM SALES CORP.
Room 405, 200 Fifth Avenue, New York, New York Oregon 5-5558
WEST COAST SALES OFFICE—SHOWROOM • WILLIAM E. COLLIN & CO.
856 South Los Angeles St., Los Angeles 14, California. Tucker 8850

FACTORY SCIENTIFIC PRODUCTS CO.
Richmond, Virginia

SCIENTIFIC PRODUCTS COMPANY

Designed by Missile Engineers • Safe Propellant
Ready for Flight • Travels Over 300 Feet

- Count Down Flasher
- Adjustable Launching Pad
- All Auxiliary Equipment Included

Suggested Retail Price

$4.98

4 Color Self-Selling Display Package
(16¾" x 9¾" x 3¾")

No. 215 Packed. 1 Dozen to Carton
Shipping Weight 25 lbs

No. 35 Refill: Contains 1 Drum "Fuel" and 1 Bag "Oxidizer"
Suggested Retail Price: 35c
Packed: 2 Dozen to Carton
Shipping Weight. 5 lbs

SALES OFFICE—SHOWROOM • WEINBERG-ROSENBLUM SALES CORP.
Room 405, 200 Fifth Avenue, New York, New York. Oregon 5-5556
WEST COAST SALES OFFICE—SHOWROOM • WILLIAM E. COLLIN & CO.
656 South Los Angeles St., Los Angeles 14, California. Tucker 8860

FACTORY SCIENTIFIC PRODUCTS CO.
Richmond, Virginia

#800

FELT #800
MIRACLE FIBER #801

WALT DISNEY'S OFFICIAL
mickey mouse hat

FELT #802
MIRACLE FIBER #803

Cash in on this fast-selling Mickey Mouse beanie! 25,000,000 kids see it worn daily on Disney's Mouseketeer T.V. program, coast-to-coast. It's by far the fastest selling novelty hat today! *550,000 shipped since October!*

Now! Three models (as pictured): Mickey Mouse, Minnie Mouse Beanies (69¢ retailers); and Mickey Mouse Turn-A-Bout Hat: a face in the back, beanie from the front. It has movable eyes! (98¢ retailer).

TURN A-BOUT HAT
#868
FELT ONLY

ONE SIZE FITS ALL HEAD SIZES
AVAILABLE IN REPROCESSED FELT OR STRAW MIRACLE FIBER
FOR SPRING AND SUMMER WEAR!

Order now!

Use this coupon
Make your store
Mouseketeer Club Headquarters!

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NOVELTY COMPANY
52-01 FLUSHING AVE.
MASPETH, N. Y.

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 22366, Sec 34.9, P.L.&R., New York, N. Y.

BENAY-ALBEE NOVELTY CO.
52-01 Flushing Avenue
Maspeth, New York

made ONLY by

benay-albee

SALES "RUNNING WILD"

WITH 15,000,000 T.V. COWPOKES

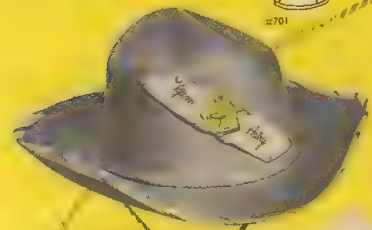
COAST-TO-COAST

The Autographed, Official

Gene Autry

WESTERN HAT

#701 #717 #702P



The Original, Official

Annie Oakley

WESTERN HAT

$1.98

SUGGESTED RETAIL

BILLBOARD AWARDS FOR BEST ACTRESS, BEST WESTERN TV SHOW

$1.98

SUGGESTED RETAIL

STAR OF T.V. MOVIES COMICS RECORDS

Sweeping the country like a prairie fire . . . seen coast-to-coast in 150 T.V. markets . . . 15,000,000 jr. cowboys and girls see 'em, want 'em each week. So, pardner, let'em ring your cash register! Nation-wide tour by Annie and Gene starts in January. Write us for appearance date in your city.

Pre-shaped 100% felt, adjustable chin strap. Takes rough wear and springs back into shape.

#404

#711 Derby

#214

#979

#500

PONY BROWN • SADDLEHORN BLACK • GRAND CANYON RED

Please Rush!

sample order of the following:

____ doz. ANNIE OAKLEY HAT
____ doz. GENE AUTRY HAT
____ doz. MICKEY MOUSE FELT BEANIE (#800)
____ doz. MICKEY MOUSE MIRACLE FIBER BEANIE (#801)
____ doz MINNIE MOUSE FELT BEANIE (#802)
____ doz. MINNIE MOUSE MIRACLE FIBER BEANIE (#803)
____ doz. MICKEY MOUSE TURN-A-BOUT HAT (#886)

☐ Name and Address of Local Jobber ☐ Information about Your New Display Rack

NAME _____

ADDRESS _____

ZONE ____ STATE ____

SEE YOUR LOCAL JOBBER

Or

SEND POSTAGE-FREE POSTCARD

Today

FOR SAMPLE ORDER

and address of your local jobber

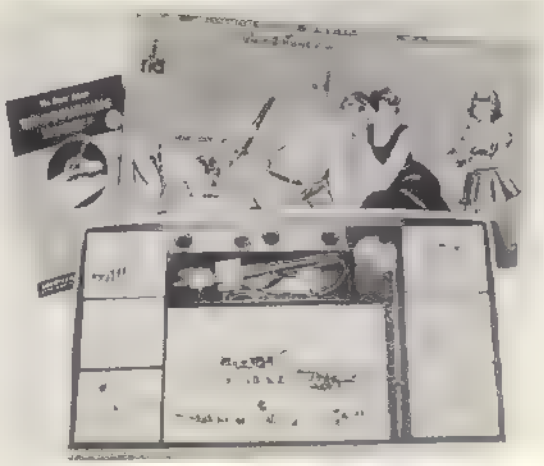
benay-albee

NOVELTY COMPANY

52-01 FLUSHING AVE.

MASPETH, N. Y.

wood burning sets



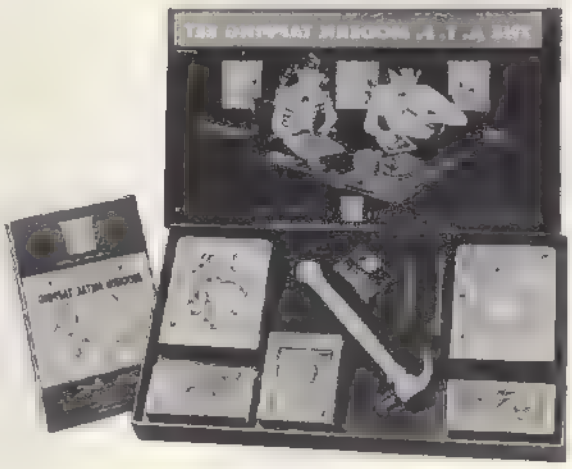
No. D63 $3.90 Each

No. D63 DISNEYLAND WOODBURNING WONDER PEN SET
Teach 'N' Fun Toy - Ages 6-16
Underwriters Approved Pen - Guar. for 5 yrs.
Packaged in attractive display box
Size 16½" x 9¼" x 1-5/8"

No. 500N $6.50 Each

No. 500N - A.T.F. WONDER PEN WOODBURNING SET
Teach 'N' Fun Toy - ages 7-16
Pen is U/L App. and Guar. for 5 years
Size 2-" x 10-3/4"

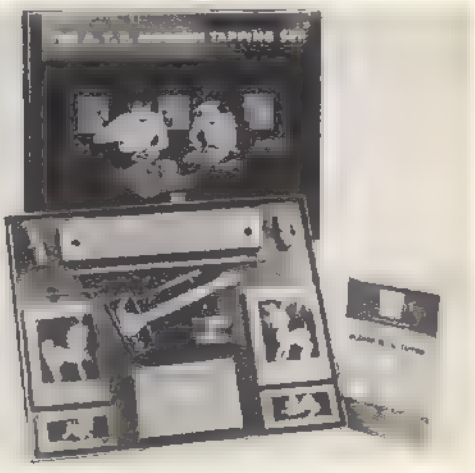
metal tapping sets



No. 2000 $2.70 Each

No. 2000 METAL TAPPING SET

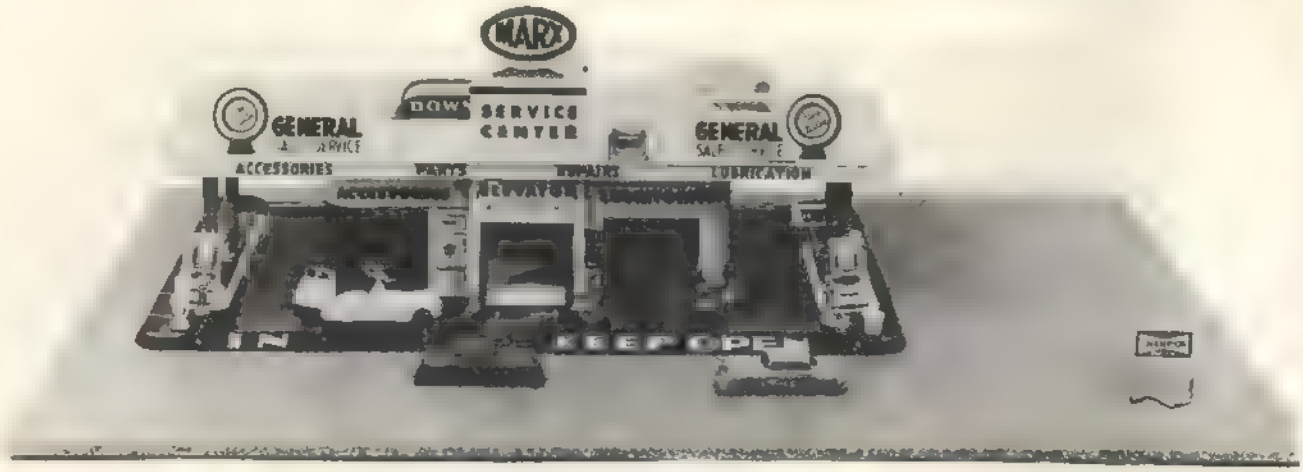
Includes 5 tapping placques
1 placque with frame
Displayed in full color gift box
Size of box 16½" x 9¼"



No. 3000 $3.90 Each

No. 3000 METAL TAPPING SET

Contains two useful projects,
6 placques and accessories
Packed in 4 color lithographed box
Size of box 16-3/4" x 13"



No. 3469 **$6.50 Each**

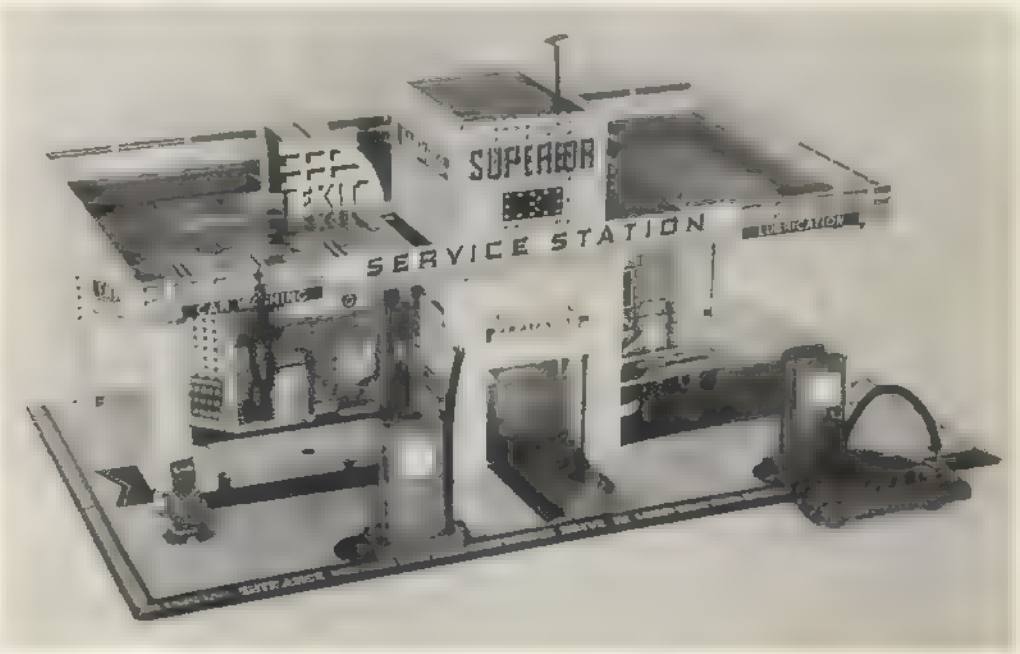
No. 3469 SERVICE STATION W/ACCESSORIES

Steel Base measures 24"¼" long, 14¾" wide. Overall height to top of sign 11".

Modern service station made of lithographed steel complete with 6 miniature cars and 5 service station attendants.

Cars can be moved out of station with automatic car ejector. A manually operated elevator raises and lowers cars for rooftop parking.

PACKED: Each set in box.



#25 LITHOGRAPHED METAL SERVICE STATION

DESCRIPTION: A two story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, washing unit, car ramp from roof to lower level, 2 cars.

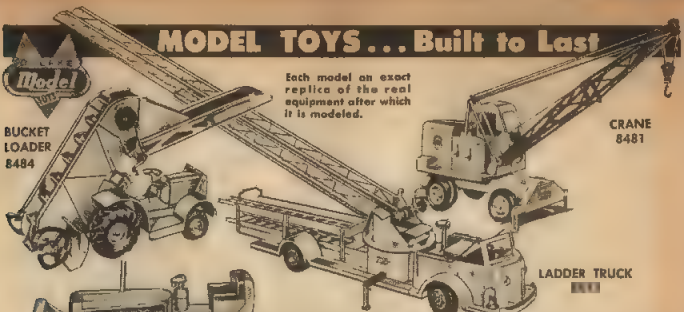
SIZE: Length 25 inches, Width 16¾ inches, Height 10¼ inches.

PACKED: Individually boxed.

No. 25 **$6.50 Each**

MODEL TOYS . . . Built to Last

Each model an exact replica of the real equipment after which it is modeled.



BUCKET LOADER 8484

CRANE 8481

LADDER TRUCK

UNIT MOBILE CRANE Clam shell scoops earth, swings wide on the boom, dumps load. With cargo hooks attached and ground jacks extended it lifts heavy loads. Operations are crank controlled. Front wheels steer by to wbar. Dual rear wheels. Length 18", boom length 16". Orange enamel finish. Wt. 7 lbs

No. 8481. List $13.95. Dlr's., ea. $9.07. Lots of 3, ea. **8.37**

AMERICAN LA FRANCE AERIAL LADDER TRUCK. Authentic reproduction of the American LaFrance aerial truck—the sturdy ladder on rotating base elevates and extends nearly 42". Front wheels steer. Two side ladders. Has spring activated ladder lifts and extension jacks. Fire engine red on steel and aluminum. 39" long. Wt. 10 lbs.

No. 8843. List $19.95. Dlr's., ea. $11.20. Lots of 3, ea. **10.52**

BARBER GREENE BUCKET LOADER The most exciting model toy in years! Buckets scoop up earth, move to the top of the loading unit and empty onto a rubber belt conveyor. The conveyor carries the loads forward and dumps them. One crank coordinates action of buckets, spirals and conveyor belt. A replica of the famous Barber Green Bucket Loader. Green enamel finish. Length 22". 10 lbs.

No. 8484. List $18.95. Dlr's., ea. $9.95. Lots of 3, ea. **9.49**

BULLDOZER 8482

SCRAPER 8486

CATERPILLAR TRACTOR AND BULLDOZER A rugged replica of the giant "Cat", it levels areas for miniature construction jobs. Has exposed mock Diesel engine. 3 position blade adjusts from the driver's seat. Authentic Caterpillar treads operate independently for sharp turns. Towing bar for towing other model toys. Molded tenite and heavy gauge steel in bright yellow baked enamel. 15" long. Shipping weight 7 lbs.

No. 8482. List $12.95. Dlr's., ea. $8.42. Lots of 3, ea. **7.77**

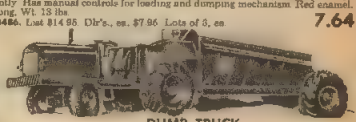
HEILINER SCRAPER. It loads, carries, dumps, just like the big outfits on today's biggest road job! Strongest toy built—even tows other toys. Perfect balance allows quick loading with body in raised position. Heavy, 3 axle cavity metal dumps instantly. Has manual controls for loading and dumping mechanism. Red enamel. 29" long. Wt. 13 lbs.

No. 8486. List $14.95. Dlr's., ea. $7.95. Lots of 3, ea. **7.64**

FIRE PUMPER

LA FRANCE FIRE PUMPER. The action packed toy for young firemen. Rubber hose unreels and connects to pump-operated tank—shoots stream of water high in the air. Equipment includes scaling ladder, hard suction hose, fire extinguishers and bell. Front wheels have "knee-action" and steer from driver's seat. Completely authentic in detail. Brilliant red, steel and aluminum. Length 18". Ship. wt. 7 lbs.

No. 8485. List $15.95. Dlr's. ea. $7.95. 3 lots, ea. **7.49**



DUMP TRUCK

EUCLID BOTTOM DUMP TRUCK Fun for children of all ages. It's massive. Heavy steel model of a monster Euclid Bottom Dump Truck hauls sand, dirt, rock. "Knee action" front wheels are controlled by steering wheel. A universal-type coupling between tractor and trailer aids smooth riding over rough ground. Tractor uncouples to tow other toys. Dump mechanism controlled by lever. Length 27". Ship. wt. 11 lbs.

No. 8483. List $13.95. Dlr's., ea. $9.07. 3 lots, ea. **8.37**

CLARK AIRPORT TRACTORS and TRAILERS

- Set Includes Clark Tractor and Two Trailers
- Measures 27" Long

Designed with all the realism of the airport "workhorses", the Clark Tractor with Two Trailers is one of the most fascinating children's toys ever made. The tractor tires have a real, tractor-like tread. Panel trailer has authentic American Airlines insignia on sides. Superbly built tractor of rugged die-cast metal, trailers of heavy gauge steel. Self-locking couplings, removable trailer side panels. Baked enamel finish. Overall length 22" Ship. wt. 5½ lbs.

No. 8489. List $6.95. Dlr's., ea. $3.86. 3 lots, ea. **3.64**

MODEL SEARCHLIGHT TRUCK

- Throws Brilliant Beam—Searchlight Revolves 360°
- Has Steerable Front Wheels
- Powered by Regular Flashlight Batteries

This brand new searchlight truck makes any child's backyard fire department complete. The giant searchlight revolves through a full 360°, moves up or down. Brilliant beam powered by flashlight batteries. Steerable front wheels. Baked white enamel finish. 19" long.

No. 8488. Wt. 8 lbs. List $13.95.

Dlr's. ea. $9.07. 3 lots, ea. **8.37**

BATTERIES FOR SEARCHLIGHT TRUCK

No. 14014. Batteries. Two required. List 15c. Dealer's, each 9¾c

Satisfaction Guaranteed or Money Refunded

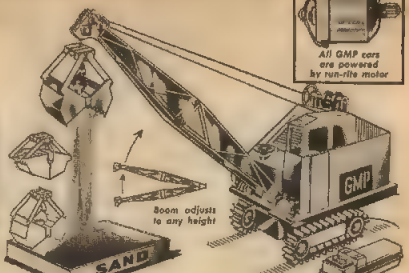
GMP REMOTE CONTROL MOTOR DRIVEN CARS

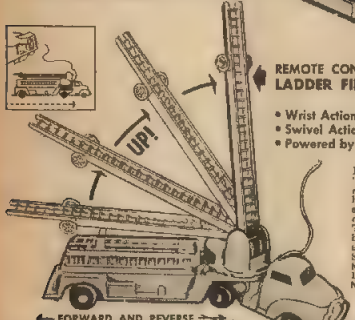
"BIG JIM" ELECTRIC MAGNETIC REMOTE CONTROL CRANE

- **Press button—it runs forward or backward!**
- **Press button—bucket and magnet operate by remote control**

Here's the most amazing, action packed toy any youngster could dream of owning! The big real looking crane lumbers back and forth the power-packed boom sweeps up and down carrying a load of sand in the magic rum shell bucket or in end of mete, on the strong magnetic attachment **And All By Remote Control!!!** Every realistic action of this tremendously exciting toy is controlled by a push button unit easily held in one hand When the bucket reaches the end of its travel it drops its load and lowers to scoop up another . . . **all automatically!** The height of the boom is adjustable too The thrillingly authentic crane is patterned after the most modern real crane design. Even has treaded caterpillar type tracks. Durable acetate plastic construction. Uses ordinary flashlight batteries

No 8128. Less batteries Wt 3 lbs List $9.95
Dlr's., ea. $6.45 Lots of 3, ea $6.05 Lots of 6, ea **5.71**
No 14014 Batteries. 2 required. List 15c Dlr's. ea 9¾c





REMOTE CONTROL LADDER FIRE TRUCK

Simply press button

- **Wrist Action With Button Control**
- **Swivel Action Ladder Base**
- **Powered by 2 Motors**

It's the most exciting toy a Jr Fire Chief can have! It can race to the "fire" back-up into position, and raise its big swivel ladder . . . all by *remote control!* The chief directs all the operations merely by pushing buttons and tilting his wrist The extendable ladder is mounted on a swivel base that really turns for hard to-reach "fires Comes with 3 extra ladders hooked to side Real chrome trim and rubber wheels too! Truck and ladders are driven by two built-in Run Rite motors powered by 2 ordinary flashlight batteries contained in control box Truck body is tough Durable Acetate Plastic construction. Size 16"x2¾"x3¼" Ship wt 2 pounds Batteries not included

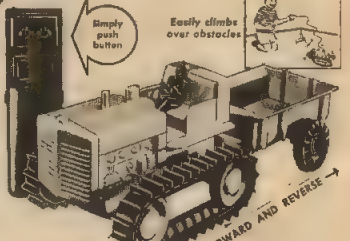
No. 8130 List $7.98 Dealer's each, $5.15
Lots of 3, each $4.85 Lots of 6, each **4.54**
No 14014 Batteries for above List 15c Dlr's., ea. 9¾c

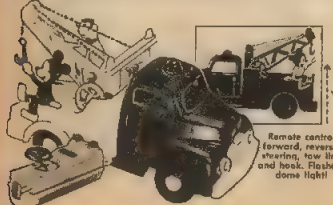
POWERHOUSE REMOTE CONTROL TRAILER AND TRACTOR

- **Tractor Goes Forward or Backward**
- **Can Climb Hills and Push Heavy Objects**
- **Merely Press Button and Away It Goes**

Does just about everything a real tractor will do, and *all* by push-button remote control! Climbs hills rolls over obstacles, pushes and pulls many times its own weight, and goes forward and backward Operator can stand several feet away, directing tractor with the push button control box Tractor is driven by a mighty 6 retric Run Rite Motor 2 ordinary flashlight batteries provide all the power Built with realistic design, tractor has real rubber clouted trac treads Trailer and tractor both are made of Durable Acetate Plastic for lightness strength Size 11" long 4½" wide Less Batteries Wt 1¼ lbs.

No 8127 List $3.96 Dealer's ea. $2.60 Lots of 3, ea $2.45 Lots of 6, ea **2.29**
No 14014 Batteries for above. List 15c Dlr's., ea. 9¾c





MICKEY MOUSE TOW TRUCK

- **Remote Control Forward, Reverse and Steering**
- **Remote Control Towline and Hook**
- **Flashing Dome Lights**

It's almost like having your Disneyland *friends* come to life Mickey Mouse and Pluto figures are mounted on this Disneyland remote control tow truck Steers, goes forward and reverse at a command from battery case control box. Flashing dome light Chain and hook release manually controlled from control box Lifts and tows many times its own weight Realistic design Made of high impact plastic Wt 1½ lbs

No 8119. Less batteries. List $4.98. Dlr's., ea $3.25 3 lots, ea. $3.05, 6 lots, ea. **2.84**
No 14014 Batteries for above. List 15c. Dlr's., ea. 9¾c

Darwin Model

ORD	SHPT	V		PRICE
			Special Combat & Trainer	9.95
			Dar-Wing	4.95
			Dar-Wing Jr	4.50

H. DAVIS COMPANY

ORD	SHPT	V		PRICE
			20-6 Basket Making Kit	2.00
			10-A Basket Making Kit	1.00
			305 Knitting Spool Kit	1.00
			405 Embroidery Set	1.00
			409 Guest Towel Emb. Set	1.00
			202 Metal Craft Set	2.00
			201 Metal Craft Set	1.00
			404 Novelty Sewing Set	1.00
			403 Paper Craft	1.00
			402 Furn. Weaving	1.50
			406 Bag & Hankie Set	1.50
			407 Playart Picture Kit	1.00
			602 Loom Set	2.00
			203 Personalized Bag & Hankie	1.00
			204 Personalized Bag & Hankie	2.00

DECOR MILLS

ORD	SHPT	V		PRICE
			50 x 34" Turf	1.75
			50 x 99" Turf	3.95

DIETZ

ORD	SHPT	V		PRICE
			Comet Electric Lantern	3.00

DOEPKE Model Toys

ORD	SHPT	V		PRICE
			MG Sport Car Kit	9.95
			JAG Sport Car Kit	10.95
			Yardbird Set	34.95
			Super Yardbird	225.00

Your Christmas Gift worries are over!

For the First Time, DOEPKE presents

Something Just For The Girls!

BOOKCASE BED — No. 301. Hollywood style, complete with bookcase headboard, Tuftflex mattress, bolster, two pillows and turquoise blue spread. 14¼" x 2½" x 7". 1 to carton. Retail, $7.95.

WARDROBE — No. 302. Sliding doors, takes 10" doll hangers on one side, shelves on the other. 11½" x 13" x 6". 1 to carton. Retail, $5.95.

DOUBLE CHEST—No. 304. Shelf space on either side of double drawers. 14¾" x 7½" x 6". 1 to carton. Retail, $7.95.

CHEST — No. 303. Sliding doors and shelves of Duron, finished in turquoise blue. 11½" x 7½" x 6". 1 to carton. Retail, $4.95.

DESK AND CHAIR — No. 305. Chair has metal legs, wood seat and back. Desk, 13" x 7" x 5¾". 1 set to carton. Retail, $7.95. Desk only, $5.95.

CHAIR — No. 308. Same as shown at left, available separately. Padded seat and back, turquoise blue upholstering 8" x 4" x 5". 1 to carton. Retail, $2.00.

VANITY AND BENCH — No. 306. Not shown. Construction similar to desk, with recessed mirror. Padded bench, upholstered in turquoise blue. Vanity, 12" x 7½" x 6". Retail, $7.95.

Captivating furniture for her dearest dolls!

All the little girls are falling in love with this beautiful, decorator-designed doll furniture! Proportioned for the popular 8" to 11" dolls, it's the very finest of modern doll furniture — and looks just like grown-up furniture. Blonde finish, with doors and drawers making a pretty contrast in turquoise blue, with delicate flowered design in gay pink.

And it's as durable as it is beautiful! As in expensive real furniture, all structural parts are solid wood. The finish won't mar or scratch, dirt and stains swish away with a damp cloth. Shelves, drawers and doors are of light, strong Duron that won't warp, is tough to scuff. Accidents will happen — and this furniture can take them!

This completely new and delightful add-a-piece line is available through your wholesaler, or direct. It's made expressly for a little girl's very loveliest, very most treasured dolls . . . she'll cherish it every bit as much as the dolls themselves.

DOEPKE Model Toys

THE CHAS. WM. DOEPKE MFG. COMPANY
Woodworking Division
ROSSMOYNE, OHIO

Exciting New Play Equipment

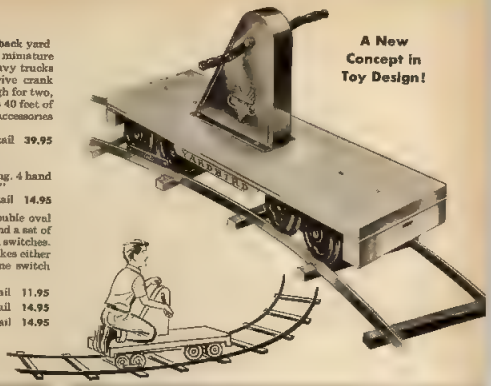
DOEPKE "YARDBIRD" SET. A miniature railroad for your own back yard. The flashing Scarlet and Yellow car streaks along on its own miniature track. It is sturdily built of heavy gauge steel, has extra heavy trucks and wheels with precision long-lasting bearings. Chain drive crank mechanism builds sturdy backs and muscles. Car is big enough for two, sitting or kneeling . . . is 34¼ long and 11" wide. Set includes 40 feet of track to form 12 ft. diam. circles. For a larger system add accessories listed below. Easy to assemble. Complete instructions.
21-0114-2665 Wt. 82 lbs. FOB Ohio . . . . . Retail **39.95**

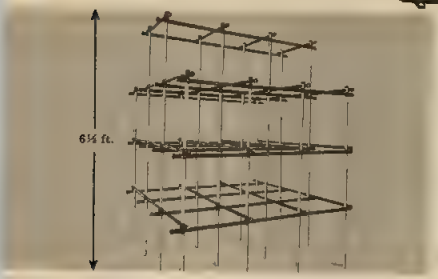
YARDBIRD ACCESSORIES. All accessories shipped FOB Ohio.

TRAILER. (Not illus.) Car as above without crank, chain housing. 4 hand rails keep young passengers in place. Couples to "Yardbird."
21-0115-995 Wt. 22 lbs. . . . . Retail **14.95**

EXTRA TRACK SYSTEM. To convert "Yardbird" track to a double oval track system, order one right hand and one left hand switch and a set of extra track sections. For larger systems, order more track and switches. Each track set has rails and ties for four 5-ft. sections . . . makes either curved or straight sections. To make a spur track order one switch and extra track.

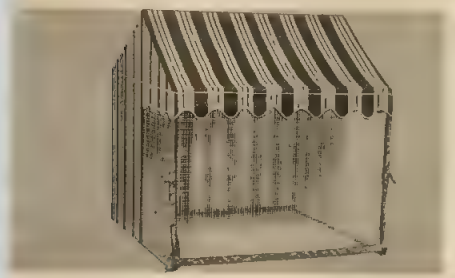
21-0116-795	4-Section Track. Wt. 28 lbs.	Retail	**11.95**
21-0117-995	Right Hand Switch. Wt. 26 lbs.	Retail	**14.95**
21-0118-995	Left Hand Switch. Wt. 26 lbs.	Retail	**14.95**



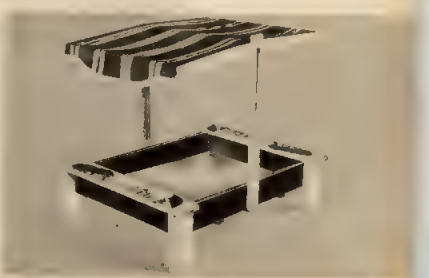


JOHNNY JUNGLE GYM. A safe, square, four-tier climbing gym that will provide hours of healthy fun for active youngsters. 1" diam. welded steel tubing with patented "stay-tite" knuckle joints, plastic caps on tube ends for safety, acorn nuts on all exposed bolts. Baked-on Blue and Yellow outdoor enamel finish, all hardware galvanized and plated. Size. 5 ft. x 5 ft. x 6½ ft. high. FOB Chicago warehouse
21-0110-3200 Wt. 108 lbs. . . . . Retail **47.95**

HAPPY-GO-ROUND. Easy pumping action sends children twirling. Mounted on a tubular steel base with rubber feet on each of the four legs. Handles have rubber grips. Two brightly enameled heavy steel bucket-type seats on either end of the channeled bar. Sturdy steel hand and foot rest finished in bright Red enamel. Silver and Red finish. Stands 22", 60" long. Base is 62"x62". Folds for storage.
21-0113-1530 Wt. 25 lbs. FOB Chicago warehouse Retail **22.95**



"BREEZEWAY BUNGALOW." A play tent for indoors or outdoors. Bobbinet mesh front and partial sides provide a good view of children inside, full ventilation, protection against insects. Top, back and rear sides of colorful Green, Orange, Black and White striped weather-resistant duck. Sturdy pole-less steel frame painted Green. Needs no stakes. 4 ft. 9" square, 4 ft. 9" high, 3 ft. 4" at walls. Wt. 26 lbs.
21-0119-1670 FOB Chicago warehouse. . . . . Retail **25.00**



CANOPIED SAND BOX. Sturdy box of selected kiln-dried Pine, heavy galvanized steel bottom reinforced with cross members and center leg. Adjustable canopy of striped water-repellent duck in harmonizing colors. (Blue canopy has White fringe trim.) Durable outdoor enamel finish, rust-resistant hardware. FOB Chicago warehouse

21-0111-765	36"x36". Green/Orange. 28lbs.	**11.50**
21-0112-1165	45"x45". Two-tone Blue. 43lbs.	**17.50**

TRACTORCYCLES
Real and Authentic

A Realistic Image and likeness of famous original tractors of Rugged molded unbreakable Aluminum Hi-Alum Casting. Snappy exhaust sound with real shift. Tractor Tread Pneumatic Tires. Bicycle type chain drive. Not easily overturned. Front wheels 7", Rear wheels 12", all equipped with ball bearings; adjustable seat for children 2-8 Yrs.

3349TF3306—International Harvester Farmall Tractor Trailer and Umbrella. A realistic miniature of the famous I H P Tractor complete with trailer and umbrella, bright red enamel finish. Ship. wt. Approx 60 lbs. F.O.B. Illinois Warehouse.

3344TF3318—Tractor Only. Same as above. Approx Ship. wt. 42 lbs. F.O.B. Illinois Warehouse. Mfr's. Sugg. Retail $47.95

3343TF3106—Oliver Super 88 Tractor. Complete with trailer and umbrella. Finished in Green. Ship wt Approx 60 lbs. F.O.B. Illinois Warehouse. Mfr's. Sugg. Retail $42.95

3345TF3313—Tractor only. Same as above. Ship. wt. Approx 42 lbs. F.O.B. Illinois Warehouse. Mfr's. Sugg. Retail $34.95

Yardbird & Rolybird
New Fun For The Youngsters

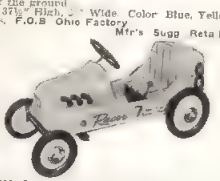
A New Approach To Fun. A new and really different toy. The **Rolybird** is packed with excitement from rudder to rotor. Does everything but fly. Wide spaced wheels and a low gravity center. The **Yardbird** a miniature of the big hand car. Makes fun out of bulging muscles and shoulders. Will keep children off the streets and in the back yards. Big enough for two children.

3458TF2865—Yardbird Car. Crank operated chain driven car that streaks along on its own tracks. Made of new trucks with 8 cast iron wheels. 31½" long x 9" wide. 40 ft. of curved track, 30 ft. of straight track. Color Scarlet and Yellow. Shipping wt 114 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $42.95

3457TF2330—Rolybird. The newest wheel toy that is really different. Pedal propelled, chain driven with ball bearing wheels. Welded tubular steel frame. Steering wheel controls steerable tail assembly. Wide spaced wheels and low gravity center make it hug the ground. Dimensions 52" Long, 37½" High, 22" Wide. Color Blue, Yellow and Silver. Ship. wt 35 lbs. F.O.B. Ohio Factory. Mfr's Sugg. Retail $34.95

3448TF2344—Thunderbolt Hook & Ladder. Two speed Speed-o-matic chain drive. Shifts from low to high gear. Actual fire works. Heavy gauge steel stamping with rear step platform and hand rails. Ball bearings in front wheels and rear frame. Semi-pneumatic tires 8"x2½". Semi-pneumatic tires. Two level seat. Padded and wheels. Silver bumper, grill and bell hanger. Dimensions length 44" width 20". Ship. wt Approx 43 lbs. F.O.B. N. Y. Factory. Mfr's. Sugg. Retail $37.50

Built to stand the knocks and bumps by the roughest drivers. Especially designed for children 3-8 years.



3446TF1988—Racer Combination pedal and chain drive. Simulated shifting lever. Oilless bronze bearings in sprocket assembly and on rear axle. Ball bearings on rear axle in body. Semi-pneumatic tires. Front 8x1½" rear 10x1¾". Dimensions Length 44. Width 19". Finish Yellow Body and wheels. Black steering wheel, front bar and shifting lever. Ship wt Approx 34 lbs. F.O.B. N.Y. Factory. Mfr's. Sugg. Retail $26.95

3459TF1763—Dump Truck. Pedal drive with ball bearings in pull straps and rear frame. Pedals adjustable to three positions. Solid rubber tires 8"x2". Black tough fiber seat pad. 41" L. 19" wide. Yellow wheels and body. Black Steering wheel, windshield, dump box, handle and trim. Silver bumpers and grill. Wt. 36 lbs. F.O.B. N.Y. Factory. Retail $24.95

3460TF1836—Convertible Car Combination pedal and chain drive. 7½"x1¾" semi-pneumatic tires. Ball bearings in front wheels and rear frame. Chrome plated hub caps and headlamps. Finish Aztec Gold body. Red seat trim and wheels. Black steering wheel. Silver windshield and grill. Dimensions Length 38". Width 19". Approx ship. wt 34 lbs. F.O.B. N.Y. Factory. Sugg. Retail $25.95

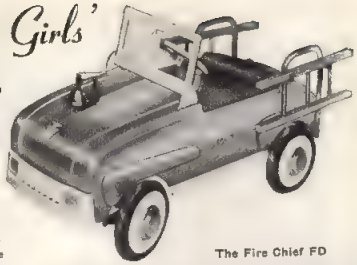
3194TF1027—Road-King Wagon. Constructed of heavy gauge steel with embossings for added strength. Nylon bearings in all wheels. 16"x1¾" semi-pneumatic tires. Silver hub caps. Finish Red body and wheels. Black handle and frame and white lettering. Dimensions Box 35" long, 17" wide, 4½" deep. Approx ship wt 24 lbs. F.O.B. N.Y. Factory. Mfr's. Sugg. Retail $14.50

Boys' and Girls' Sidewalk Vehicles

"Ding Dong School" Irish Mail
For Health & Exercise
Durable and Easy to Operate

F.O.B. ILLINOIS

Sturdy
Durable
Wonderful Exercise
Safety Built
F.O.B. Factories as Shown



The Fire Chief FD

3339TF985—A vehicle with a practical purpose. Your child exercises legs, back and arms while contentedly moving along the walk. All steel construction, rubber hand grips, wheels 9", with ball bearings for smooth, easy operation, 1½" semi-pneumatic tires. Length 40", width 18". Finish baked Fire Engine Red enamel, baked white enamel wheels. Ship. wt. 28 lbs. **F.O.B. Illinois. Mfr's. Sugg. Retail $14.95**

3338TF1858—The delight of "small fry" is a juvenile-size auto. This DeLuxe Supermatic Model will provide children with hours of pleasure. In bright Fireman's Red baked enamel with stenciled oil and gas gages on the dashboard. White baked enamel wheels, fenders and windshield. A chrome fire bell that really works. Easy pedal action. The length is 39", width 15", height 15". The streamlined seat is 15"x15". 9" ball bearings wheels have 1¾" semi-pneumatic molded tires. Comes fully assembled, weighs 48 lbs. **F.O.B. Illinois.** **Mfr's. Sugg. Retail $27.95**

3450TF1477—Authentic Air Force jeep with Air Force markings in red, white and blue. A realistic toy with ack-ack gun mounted on hood. Has 5" wheels with 1¾" semi-pneumatic tires. Press-on permanent hub caps. Ball bearings at rear axle and push rods. Three pedal adjustments and two seat levels. Tow ring on rear bumper. Sturdy welded steel construction. Overall size 43½"x16½"x20" wide. Ship. wt. 33 lbs. **F.O.B. New York.**
Mfr's. Sugg. Retail $23.50

3451TF1811—Same as above except Chain Drive. Ship. wt. 33 lbs. **F.O.B. New York.**
Mfr's. Sugg. Retail $28.95

3448TF688—An excellent wagon sturdily built for rugged use. Handle is welded tubular steel. Semi-pneumatic molded tires and steel rims 10"x2". Picture tires. Red baked enamel body with white lined box and red hub caps. Duo-Lok oil bath-grooved ball and bearings. Wagon is high 36"x17" and has seat of extra heavy 2 gauge reinforced steel with rolled edges for safety. Comes with tow assembly instructions. Ship. wt. 42 lbs. **F.O.B. Illinois. Mfr's. Sugg. Retail $10.50**

Police Patrol Bike

3317TF1994—Let him be the police on this street with this new sturdy 3-wheeler Police Patrol bike. A pretty all chrome equipped carrier gives it an extra touch, and police look. The frame is heavy gauge, cold rolled bicycle tubing. Has chrome pattern pressed adjustable handlebars, black plastic grips, an adjustable steel saddle with springs. Wheels have enameled rims with adjustable ball bearing hubs, machine spokes, 16"x1¾" semi-pneumatic black wall tires. New-type Bike-Guide unit, sprocket-to-sprocket chain set. Includes windshield and siren. Handsome in Regal Blue enamel finish with white trim. Ship. wt. 31 lbs. **F.O.B. Illinois.** **Mfr's. Sugg. Retail $26.95**

3437TF1567—Action packed tow truck—works of fun for the children. Actually tows and features a real locking geared rewind winch. Has genuine ATA American Towing Association markings. Ball bearings on rear axle and push rods. Two seat levels, three pedal adjustments. Extra tow ring on rear. Heavy duty pusher bar front bumper. Royal Blue enamel on cab with Yellow trim. Heavy duty molded rubber 1¾" semi-pneumatic tires on 8 wheels. Overall size approx. 48" long, 20" wide, 16½" high. Ship. wt. 35 lbs. **F.O.B. New York**
Mfr's. Sugg. Retail $22.95

3437TF1840—Same as above except chain drive.
Mfr's. Sugg. Retail $29.50

36" Super Chief Stake Wagon

3357TF1411—A deluxe stake wagon that is safe, strongly constructed for play. The body is of carefully seasoned natural finished hardwoods, 17"x36"x4" deep, with double red stake sides that are removable and adjustable. 5" ball bearing wheels. Red baked enamel finish, with 1¾" molded semi-pneumatic tires, non-rusting aluminum hub caps. Chassis is in baked black enamel. Ship. wt. 40 lbs. **F.O.B. Illinois.** **Mfr's. Sugg. Retail $21.50**

3453TF1627—Rev Roger farm tractor with plow, cultivator, hoe, gun rack, seat, and detachable overhead rack. Easily assembled. A heavy gauge welded steel body. Ball bearing rear axle and push rods. Tow ring on rear of body. Hi-rid front bumper, folding windshield. 8" wheels have molded rubber 1¾" semi-pneumatic tires. Light Blue enamel finish with White trim. Overall size 49½" long, 21½" high and 20" wide. Ship. wt. 40 lbs. **F.O.B. New York. Mfr's. Sugg. Retail $29.95**

3476TF1980—Same as above except chain drive.
Mfr's. Sugg. Retail $31.50

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

No C.O.D. Orders Accepted on Factory Shipped Merchandise

NEW HIT FOR ALL GIRLS AGED 5 to 12 includes:

- 3 magnetic walking, turning fashion models!
- 6 costumes and accessories!
- Fashion Salon!
- Dressing Room!
- Sewing Room!
- Stage Set!

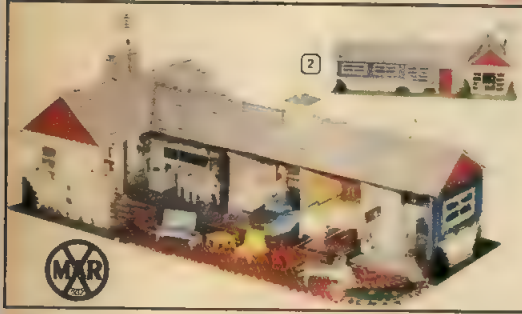
8.98

KAY STANLEY'S

FASHION SHOW!

- With Everything Little Girls Need for a "Professional" Show.

1. It's fascinating—glamorous—electronic—magnetic! Dolls to dress! This new fashion show adds up to the "heart's desire" toy for any little girl from 5 to 12 years old. Dress the fashion models in the very latest style, place them on the stage, turn the switch and the show starts! The models walk and turn just like they were real. The set is constructed of vacuum formed plastic made in four sections. 3 magnetic dolls of polyethylene, 6 nylon and rayon costumes and accessories. Guar. battery operated mechanism, battery incl. 35 Y 5917E—Size. 18¾x11x6¾-inches. Mailable. Ship. wt. 5 lb.. **8.98**



42-pc. all-steel 6-room ranch home

Sturdy, safe, in full color! All completely furnished! **5.79**

2. Latest "T" shaped ranch home! Six rooms with patio, picture windows, TV antenna and a front door that actually opens! Beautifully done exterior finish in White, Blue and Red with Gray roof. Smart plastic furniture for all rooms—41 swank pieces, including sectional sofa, corner table, Hollywood bath, lamps, and umbrella table. Nursery is ready for the new arrivals—complete to darling little crib and rocking horse for the toddlers. 4 vinyl children included. Home is well constructed of safe, sturdy, lithographed steel. The ideal gift for ages from 3 to 10. Size 32x18¼x13¾-inches overall 35 Y 5621E—Shipping wt. 9 lb. 42-pc. set **5.79**

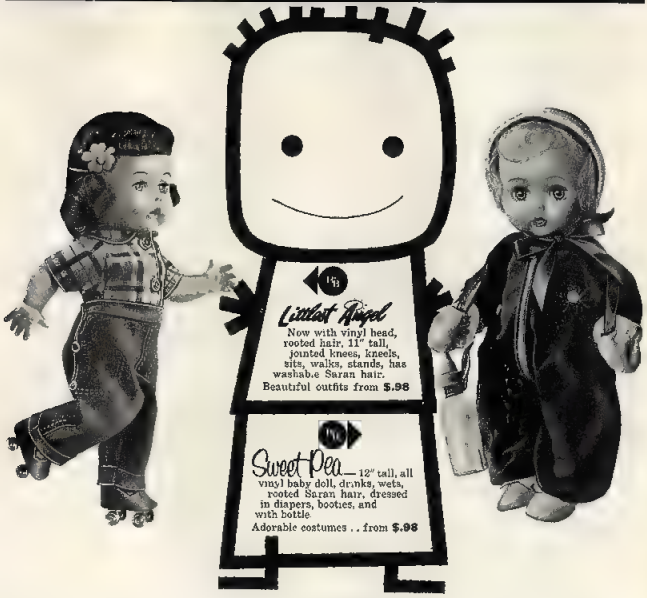
2-story, 5-room all-steel colonial doll house — her No. 1 choice! Furnished with 35-pcs. of plastic furniture! Lowest priced at **2.98**

3. Imagine—a 2-story, 5-room house plus 35-pieces of modern furniture, at this tiny price. All-steel house has protective rounded edges. Beautifully lithographed in decorator colors—inside and out. Just look at the two-tone Green "slate" roof, the "faced-brick" first floor and the huge stone fireplace chimney with ivy trellis. Notice the "all-tile" bath, the colorful nursery and the modern living-room—dining area. All the furniture is accurately scaled down to the last detail! Look at the fashionable bedroom suite, note the chest-on-chest, the panel bed, matching night stand! See the cute crib and high chair! Even the newest in bathroom decor is included in this wonderful set. Size: 19½x15½x9-inches overall. 35 Y 5905—Ship. wt. 5 lb. 9 oz Mailable.....36-pc. set **2.98**

14-piece doll house family

4. Family of 14 doll house people —mother, father, 11 children and their kitten! The figures are of soft, washable, vinyl plastic and are unbreakable. They may be painted for additional fun! The tallest figure is 3¼-inches tall and the other figures are proportionately sized. Every doll house deserves this set. 35 Y 5903—Shipping wt 9 oz.... **95c**

What naturals for year 'round promotions!!


Littlest Angel
Now with vinyl head, rooted hair, 11" tall, jointed knees, kneels, sits, walks, stands, has washable Saran hair.
Beautiful outfits from $5.98
Sweet Pea— 12" tall, all vinyl baby doll, drinks, wets, rooted Saran hair, dressed in diapers, booties, and with bottle
Adorable costumes . . from $5.98

Buyers everywhere report: "Littlest Angel and Sweet Pea are biggest and best promotional naturals all through '55. Expect them to be even bigger for '56!"

What better way to turn dolls into doll-ars than to get the fast repeat **LITTLEST ANGEL** and **SWEET PEA** outfit cycles going. Promote this spring, and every sale you make brings back many, many additional dollars in repeat sales of outfits all through '56.

R & B *also presents* **Nanette, Angel Face,** *and* **Dream Baby**

PLUS *our fabulous* NEW SURPRISE DOLL

Be sure to see us at the Toy Fair! • Room 1451

200 5th Ave., New York • Arranbee R&B Doll Company

Chris-Ann—Aldens Super-Flex Bride

Doll Only 2.98 **Doll With Trunk, Trousseau 4.98**

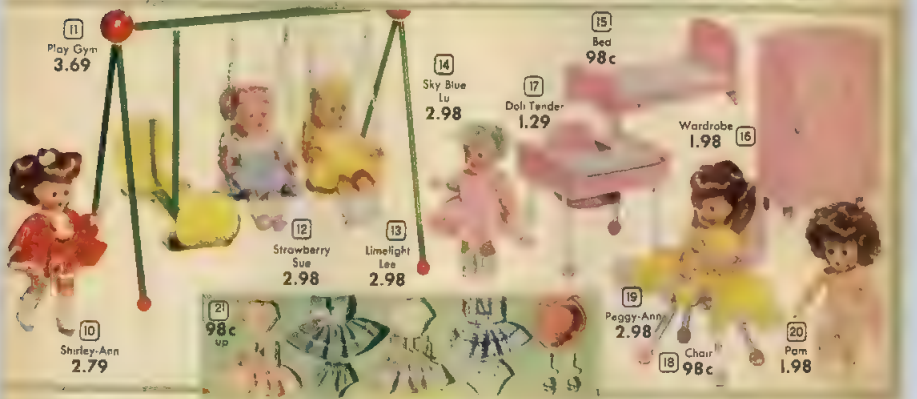
- Party Sunsuit
- Pretty Party Dress
- Ruffled Negligee
- Sun Bonnet
- Nightgown
- Playsuit

9. CHRIS ANN—Our magic 8-in. all-Vinyl super-flex Bride in a billowing Bridal gown of sparkling White nylon and satin, her beaming face, rooted hair, framed in flowing cascade of soft nylon mesh veil. And for added thrills, Chris-Ann has a Travel Trunk Trousseau with six different wardrobe changes (listed above). She wears White panties, socks, shoes, underneath gown.
352 Y 5185—Doll, trunk. Wt. 1 lb. 7 oz....4.98
352 Y 5186—Chris Ann only. Wt. 9 oz. ..2.98

Pose-able! Movable! Washable! 8-in. dolls on this page sit, stand, kneel! Have rooted Chromespun hair — to wash, comb, curl! Lovely wardrobe available, below!

Poses...

1000 of them "built-into" each 8-in. Super-Flex Doll!



10. SHIRLEY-ANN, 8-in. Ice Skater in Red embossed cotton skating coat, Red felt hat, White felt ice skates. Panties, socks. Features above.
352 Y 5187—Ship. wt. 9 oz..... 2.79

11. PLAY GYM—Specially designed for 8-in. dolls. Green wood frame, Yellow Swedish Hardwood seats. Red trim. Has 1 Airglide, 2 swings with metal chains. 18-in. long, 14-in. high.
352 Y 5192—Ship. wt. 1 lb. 8 oz...2.98

12. STRAWBERRY SUE—8-in. Flexy doll with new Strawberry Pink Chromespun rooted hair! Wearing bouffant Blue Ninon dress with half slip, panties. Plus Vinyl shoes, rayon knit socks. Same features as above.
352 Y 5184—Ship. wt. 9 oz. 2.98

13. LIMELIGHT LEE—Same as No. 12 except Lime-Green hair. Sunshine Yellow ninon dress with half slip. Plus panties, shoes and socks.
352 Y 5181—Ship. wt. 9 oz.....2.98

14. SKY-BLUE LU—Same as No. 12, except Sky-Blue hair, Pink Ninon dress with half slip. Panties, shoes, socks.
352 Y 5182—Ship. wt. 9 oz.....2.98

15-16. DOLL FURNITURE — scale-sized to fit all 8-in. dolls! Of sturdy Swedish Hardboard with wood legs. Pink, Blue and White speckled.
352 Y 5189—4-PC. SET. 3 lb. 4 oz. 4.98

15. BED—9¾x5¾x4¾-in. high.
352 Y 5081—Shipping wt. 12 oz...98c

16. WARDROBE—10x6x3¾-in. wide.
352 Y 5083—4 hangers. 1 lb. 8 oz. 1.98

17. DOLL TENDER—has sliding door.
352 Y 5082—6x6¼x5½-in. Wt. 12 oz. 1.29

18. CHAIR—8x4¾x4¾-in. high.
352 Y 5080—Ship. wt. 8 oz.....98c

19. PEGGY ANN—in grown-up negligee and nighty of Nylon. (Features above.) With shoes, socks.
352 Y 5188—Ship. wt. 9 oz.....2.98

20. CURLY-HAIR PAM — 8-in. Flexy doll (features above) with saucy curls. In panties, shoes, socks.
352 Y 5039—Ship. wt. 9 oz.....1.98

21. RAIN SET—Plastic cape, shoes, purse. One Blue comb, 3 curlers.
352 Y 5085—Ship. wt. 3 oz.... 98c

NURSE SET — White percale "Red Cross" dress, Navy-Red cape.
352 Y 5086—Cap, Apron. Wt. 3 oz. 98c

PEDAL PUSHER SET—Harlequin-print pants, hat, bolero. Shoes and socks.
352 Y 5088—Sunglasses. Wt. 3 oz. 98c

BALLERINA Set — Gold/Pink skirt, blouse, match. panties. Ballet slippers.
352 Y 5087—Bouquet incl. Wt. 3 oz. 98c

SLEEP OUTFIT—for 8-in. dolls. Pink cotton print nightie, robe. Shorty pajamas. Socks, shoes. 3 small, 1 large poly. garment bag
352 Y 5084—3 cardboard hangers incl. Ship. wt. 4 oz.....1.98

PARTY DRESS OUTFIT—One ea.: Aqua cotton dress, Pink rayon taffeta dress, Sheer Blue cotton print dress, White, cotton print dress. Lavender straw hat, flower trimmed. Vinyl shoes, knit socks 3 sm., 1 large poly garment bags. All dresses w/matching panties
352 Y 5156—4 cardboard hangers incl. Ship. wt. 5 oz.....2.98

SPORT OUTFIT—Cotton sunsuit. Bonnet. White Nylon blouse. Red felt skirt, bonnet. Scarlet velveteen skating outfit, matching hat. Pair Bermuda shorts with blouse. Socks and Vinyl shoes.
352 Y 5163—3 small, 1 lg. poly. garment bag. Ship. wt. 5 oz. 2.98

22. TEN DOLLS OF ALL NATIONS—Authentic! Thrilling to play with or collect! Each set, boy and girl: Dutch, Spanish, Swiss, Scottish, American Cowboy, Cowgirl. Moving eyes, jointed bodies.
352 Y 5131—All 3½-in. high, plastic. Ship. wt. 7 oz.....2.98

*Save money! Christmas shop at Aldens using your Credit*Bank Acct. p. 75.*

26-IN. CONNIE – biggest doll scoop!

Reg. ~~5.50~~ Value... Now Only **5.98**

BIG, BIG 26-In. Connie has the look of an heiress

with her glittering locket jewelry. Identical locket

is available for little girls to wear too!

1. Meet Connie — a doll princess fully 26-inches tall! Wears her own dainty Gold and Pearl locket that you can also buy for your own little girl! Connie's soft, tubbable body is of dewy, skin-toned Latex. Her hair — a golden crown of silky Blonde Saran, permanently rooted to wash, comb 'n curl over and over. Twinkly, long-lashed open 'n close glassene eyes! She wears lovely cotton dress, undies, socks, shoes
35 Y 5194E—Mailable. Shipping weight 5 lb. ..... only **5.98**
352 Y 5015—Extra Gold and Pearl Locket. Ship. wt. 2 oz. Tax incl. **.49c**

2. LINDA — a big 18-in. beauty with a hat box and layette! Completely bathable — from her sweet 'n saucy brunette poodle cut of rooted Saran to her plump cotton-stuffed body and Vinyl face, hands, legs and arms. Squeeze her—she coos, closes her glassene eyes. Party dressed in an embossed cotton, with panties, socks shoes. 7-in zippered, striped hat box. cotton dress, matching panties and shoes!
35 Y 5197E—Linda, Layette and Hat Box. Mail. Ship. wt. 5 lb. .only **5.79**
352 Y 5199—Linda only. Shipping weight 2 lb. 8 oz. **3.98**

3. PEGGY PIGTAILS — changes from a sweet-n-saucy country gal to a real glamor girl by washing, combing and curling her pert Brown pigtails into dozens of new styles! She has a sweet baby-face, go-to-sleep glassene eyes, and an adorable coo voice too! Her baby-soft Latex body is fun to wash clean or cuddle. Peggy wears a bright cotton dress, big bonnet, socks, shoes, and rubber panties too!
352 Y 5191—About 20-in. Shipping weight 2 lb. 8 oz. **5.98**
352 Y 5190—About 16-in. Shipping weight 2 lb. 2 oz. **3.98**

4. LISA — almost three feet tall, she's the world's largest walking doll! A charmer too, she'll do almost anything — walk when guided, sit, kick up her heels, or kneel to pray on bended knees! A bath loving baby, she has sparkling Blonde rooted wash, comb 'n curl Saran hair, chubby plastic body, and vinyl head that turns with each step. Blouse-top dress with panties, socks, and Vinyl shoes
35 Y 5160E—33-in. Lisa. Shipping weight 7 lb. **13.95**
35 Y 5159E—25-in. Lisa. Shipping weight 6 lb. **8.95**

18 In. Linda Doll Only **3.98**
With Hatbox . . . Wardrobe **5.79**

Never, Never Before Such Beautiful,

BEAUTIFUL DOLLS!

In Copy-Cat Tot Clothes, Hair-Do's — Easy-to-Fix, Silky Saran Hair Washes, Curls!

Peggy Pigtails **3.98** up

"Lisa" Walks Bends Her Knees **9.95** up

Debby

The glamorous new teen-age doll that all girls want!

- She wears hi heels, nylons!
- She has washable Saran hair!
- She's pose-able, movable!
- Note: separate wardrobe, too!

30

29

28

27

26

25
15 IN
Basic DEBBY
in Chemise,
Nylons, Hi heels
4.98

24
15-IN DEBBY
All dressed up
6.98

Also in Pink

MEET ALDENS OWN

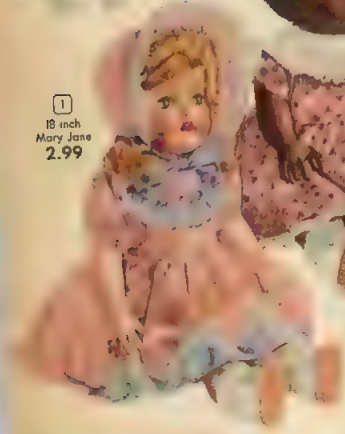
Real-as-life dolls

32
PENNY the Sub-deb
18-In. Walking Doll
4.98

ALL DOLLS
DESCRIBED
ON PAGE
286

31
BUFFIE
the Ballerina
Doll only **4.98**
Doll and trunk **9.98**

B
3.98
Also White, Pink
C
3.98
Also White
3.98 E
Also White, Pink
2.98 D
Also White, Pink
A
NEWEST!
Arnel
triacetate taffeta
3.98
Also White, Black
F 3.98
Also Pink
G 3.98
Also White, Pink
America's Loveliest Lingerie
BEST OF ALL GIFTS!
40-denier Nylon tricots! Arnel taffeta!
Priced to put many on your Christmas list!
SLIPS 3.98 PETTICOAT 2.98
DESCRIBED ON PAGE 99
Aldens CHICAGO 7, ILLINOIS



ALDENS-OWN "DOLL-O-RAMA"

Yes, dollars less for Aldens big, specially-made playmates!
Choose stand-up twins, or sit-down dollies with washable vinyl or Latex bodies — comb 'n' curl Saran hair, or molded hair!

1. "MARY JANE"—Blonde mohair curls, glowing molded composition head, go-to-sleep Blue eyes, coo voice! A cute embossed rayon taffeta dress, bonnet, both ribbon 'n' ninon trimmed. Undies, socks, shoes. Rubber panties. Soft, firm Latex arms, legs, body. About 18-in. high 352 Y 5106—Shipping wt. 2 lb 4 oz **2.99**

2. "AMY-SUE" has large Brown glassene eyes, rooted "mop" of deep Black Saran hair to wash, comb, curl. Bathe-able soft Latex body coos when squeezed! Rayon taffeta dress, lace-trimmed. Cotton undies, socks, shoes. About 13-in high. An Aldens value 352 Y 5097—Shipping wt 1 lb 3 oz **1.98**

3. "AMY-LEE"—such a darling—and so low priced! Soft Brown rooted Saran "mop"—wash, comb, curl it! Bright Blue eyes in vinyl head. Cuddly-soft, bathe-able Latex body—squeeze her, hear her coo! Pretty printed cotton dress, cute undies, socks, shoes 352Y5099—Abt 13-in. Ship. wt. 1 lb. 3 oz **1.98**

4. PRETTY PENNY — super buy! Open-close Brown glassene eyes hard plastic head Wash, comb, curl Penny's rich Black Dynel hair. Baby-soft Latex body cotton-stuffed Wears flower-print nylon dress, cotton half-slip attached Lace-trimmed bonnet Cotton knit socks, panties felt shoes 35 Y 5151E—About 24-in Ship. wt 5 lb **3.98**

5. "KIMMY"—the cutest baby-doll a proud little mother ever cradled in her arms! Kimmy cries gently every time you squeeze her Latex body. She's about 15 in. long, and every inch of her is bathe-able—all the way from her pink toes to her expressive vinyl face! Her pretty Brown molded hair never needs combing 'cause it's painted on! Her dainty dress, matching bonnet are of embossed cotton, rayon knit panties, socks; simulated leather shoes. A great big value! 352 Y 5022—Wt. 1 lb 8 oz **1.98**

6. "DOT 'N' DAVY"—cutie-pie brother-sister twins, each an 11-in. bundle of hug-me-tight love! Proud little mothers will want to tuck one under each arm! Dot 'n Davy have cuddly cotton-stuffed vinyl bodies that come out of a bath bright and shining—just like new! Squeeze 'em, they coo! Molded hair stays neatly in place Dressed in cute cotton outfits, rayon-knit socks

352Y5054—Boy Wt. 11 oz **1.00**
352Y5055—Girl Wt. 11 oz. **1.00**
352Y5056—Boy and Girl Set Ship. wt 1 lb 4 oz . **Set 1.99**

7. "TOM 'N' TRUDY"—adorable brother-and-sister twins you'll love at first sight! Of washable, life-like vinyl, both have coo voices, their heads turn! Faces have glowing skin tones, with lovable, mischievous expressions. Molded hair needs no combing! Checked gingham outfits, gay trimmed. White rayon-knit socks, simulated leather shoes. Both about 16-inches high

352Y5030—Boy 1 lb. 12 oz. **1.98**
352Y5031—Girl. 1 lb 12 oz **1.98**
352Y5029—Boy and Girl Set Ship. wt 2 lb. 10 oz **Set 3.99**

Place your Christmas doll orders now for earliest delivery!

Ginger *Aldens own "Cover Girl" Command-Performance doll*

4.98 VALUE!

2.79

Favored by almost a million little mothers!

15 inches of lovable, washable, baby doll!

Rooted Saran hair to comb, curl, and fix in a hundred different ways!

Dimply detailed to her tiny fingernails!

Ginger—Aldens most wanted doll! Almost a million of these darlings have been sold since we first introduced her to you! Every little girl loves Ginger So great was the demand for her that again we have given her a featured place in Aldens Wonderland of Dolls. What a little darling! Her gleaming rooted Saran hair, tied now with a Scarlet ribbon, styled in a 'pony tail,' but just wanting the touch of a loving mother to wash, comb, and curl it in dozens of ways. Her all vinyl body is soft and baby-like to the touch and completely bathe-able —arms, legs, and head are jointed to make it so-o easy for the little mother to dress and undress Ginger. She's dumpled from head to toe just like a real baby and her smile is angelic with just a glint of mischief in her open-and-close, long lashed, big Blue glassene eyes. She's ready for waiting arms—dressed in a rayon taffeta jumper of smart Red and White check—a lacy White cotton blouse tops her ensemble. Panties, White rayon socks, and pert White vinyl shoes complete her outfit

352 Y 5001—15-in. tall. Ship. wt. 1 lb. 12 oz. **2.79**

DOLLS THAT GO PLACES

Aldens Walkers

priced lowest anywhere

DOLLS DESCRIBED ON OPPOSITE PAGE

1 Walking Honey-Braids Doll Only **3.98** up
Doll and Wardrobe **5.98** up

2 Carla Walks, Sits, Bends Her Knees **6.98** up

2 Ginger Bride Walker **6.98** up

Revlon

$64,000 DOLLS

- Unrivaled in allover beauty!
- Hi fashion clothes, hi-heels!
- Slender teen figure, she bends at waist, pivots like a model
- Silky Saran hair to wash, curl!
- Separate wardrobe available!

5 REVLON Kissing Pink Doll **10.95** up

6

7

8

9

12

11

10

4 REVLON Queen of Diamonds **14.95** up

ALL DOLLS DESCRIBED ON PAGE

17 in. SAUCY WALKER Walks, Sits, Cries 4 **6.98**

IDEAL

13 HONEYSUCKLE With miracle rooted Saran hair to wash, wave PLUS wardrobe and trunk **6.98** up

[16] JUDY with Auburn color rooted Chromspun hair to wash, curl **3.98** up

LILI LEMON

LINDA LIME

[15] 17 in. RINA with no muss molded Italian hair do **3.98**

[17] 15-in. CAROL the Coat Baby! Wash, curl her Blonde hair **4.98**

MINDY MINT

[18] SUSIE Strawberry

NEW LIFESAVERS® DOLL

With lifelike rooted Saran hair in luscious candy colors! 13 in. doll dressed in contrast-pastels! **4.98**

®Lifesavers Corp. for Candies

ALL DOLLS DESCRIBED ON PAGE 286

DOLLS WITH NEW SUPER-FLEX ACTION BY *Horsman*

[19] 14-in. Betty with Wardrobe, Trunk **7.89**

[20] DRAFT DODGER 13 in. Pajama Doll Now with complete wardrobe for her waking hours! **3.79** up

IDEAL

DOLL OF A 100 POSES

21
POSIE
Kneels, Sits, Walks
Turns her head
8.98 up

22
PATTIE PRAYS
"Now I lay me down to sleep"
20 in. high
4.49

ALL DOLLS DESCRIBED ON PAGE 286

3
BETSY WETSY
Weeps real tears
drinks wets sleeps
4.98 up

Big and Little Sisters 3.98 set

5

Read All About 'Sweetie Pie' and Her Adventures in This Berkley Book — A Selection of the Teen Age Book Club

Dennis the Menace ®

6 Sensational 16 in. Sweetie Pie 2.98

7 Famous Do-Everything Comic-Strip Imp — 16 in. High 2.79

Impish, Entertaining Dolls — flexy and full of fun 2.79 up

5. BIG SISTER, LITTLE SISTER — a pair of darling dollies plus see-thru Acetate carrying case at a price you'd expect to pay for one! These double-thrill beauties have rooted Saran hair to wash, comb, and curl into dozens of look-alike styles. Cuddle-soft latex bodies are such fun to bathe — so soft to hug Big sister is a full 18-inches high, Little sister is a big 11-inches high. Both wear ruffled party-style dresses with undies, socks, even tiny shoes. Use your Credit Bank Account, p. 75
352 Y 5114—2 dolls, case.. **3.98**
Shipping weight set, 2 lb. 3 oz

6. SWEETIE PIE — stepping right out of the favorite comic strip to delight youngsters everywhere is this naughty little gal! Full of fun and plotting new mischief, Sweetie Pie's freckled Vinyl face grins impishly. Her saucy, shiny Black bob is molded to no-muss perfection topped with a rakish Red Satin bow! Active and frolicking, her latex body is cotton filled and cotton soft. Coo-roice too Her gay dress is sprinkled with polka dots, her matching panties lace trimmed. With socks, White shoes. Order her early!
352 Y 5141—Postpaid..... **2.98**

7 DENNIS THE MENACE — 18-inches tall and every inch a real fun-lovin' guy! Washable latex body, cotton stuffed to make his many spankings painless Washable latex arms and legs. Soft plastic head has molded Yellow hair that sports the well-known cowlick Glassene eyes Squeeze him — he coos Dressed in his familiar play togs — sturdy Blue denim overalls Red and White striped cotton "T" shirt, shoes, and socks Copyrighted by Post-Hall Syndicate, Inc.
352 Y 5140 ..... **2.79**
Shipping weight 1 lb. 12 oz.

Big Baby

Just Like a Real Baby — She Cries,

Closes Her Eyes, Even Has Baby Teeth! You Can Wash,

Brush, Curl and Comb Her Saran Hair Just Like Real!

8 CHERUB — what a thrill to find this adorable baby doll on Christmas morning! And so tiny priced — with features galore! She's bigger in size than real babies — actually wears a size 1 dress! She'll fit into any of little mother's baby clothes, wear them perfectly to her delight. Like any real live baby, Cherub closes her big, thickly lashed glassene eyes, cries softly, and actually has tiny baby teeth. Her silky-soft Brown hair is of magical Saran, firmly rooted to be washed, combed, and curled over and over again She loves water too, with her bathe-able soft-stuffed rubber body, Vinyl head. Latex arms. She comes to loving mamas wearing her own rayon panties, socks and tiny shoes, all ready to be dressed in baby clothes. Pick Cherub in 2 big sizes.
35 Y 5100E—29-inches Mail. Ship. wt. 7 lb **5.98**
35 Y 5101E—28-inches. Mail. Ship. wt. 6 lb. **4.98**

8 She Wears a Size 1 Dress!

4.98 up

A-DENS-28

Buy now — pay later! It's easy when you use your handy Credit Bank Account. See page 75.

New Winnie Walking, Talking Dolls!

Radiant Bride Winnie Doll
Gay Collegiate Winnie Doll **16.95 up**

8-9. These 2 lovely "Winnie" dolls can walk alone, move arms, turn heads! They talk, sing, recite! One key controls all actions. Vinyl head with rooted Saran hair to wash, curl, comb! Go-to-sleep Blue glamalene eyes. Molded, unbreakable plastic bodies with completely guaranteed mechanism. Both dolls about 28-inches high. Matchable.

8. BRIDE Winnie. Worth 21.95! Tells you of her White satin wedding gown, veil, Blue garter, sings the Wedding March song!
35 Y 5195E—1.80 down! Ship. wt. 10 lb **18.95**

9. COLLEGIATE Winnie in washable Salt-n-Pepper taffeta dress, satin trim. Plastic shoes. Cute undies. Extra record. Was 19.95
35 Y 5198E—1.70 down! Ship. wt. 10 lb **16.95**

Biggest walking dolls!

Aldens-own party-dressed, action-packed walkers! Stroll-along jointed bodies, washable Saran hair!

10. WANDA THE ELECTRIC WALKING DOLL—Here she is. Aldens biggest Christmas surprise—more magical than any walking doll we've featured! Just flip the switch, and Wanda walks unaided and unguided on any surface! Her arms swing, her legs move, and her saucy curls toss as she moves her head from side to side! She'll walk for as long or as short a time as you want—one switch does it all. Wanda is an action-packed 20-inches tall, with a lifelike Vinyl head, sweet smiling face. Her wonderful rooted Saran hair can be washed, combed, and curled into dozens of styles. Her all-plastic body wipes clean in a jiffy. She wears a trimmed Nylon dress, shoes, socks. Battery included
35 Y 5198E—Mail. Shipping weight 5 lb .. [redacted]

11. BABS—she walks when aided, bends her knees for lively fun! Vinyl head, with Black rooted Dynel hair to wash, comb, curl. Brown moving glassene eyes too. Jointed, hard plastic body, arms, and legs wash sparkling clean. She wears a Nylon dress, undies, shoes, and socks
35 Y 5175E—Mail Abt. 23-in Ship. wt 5 lb **8.98**
AS ABOVE. Except without bending knees
35 Y 5174E—Mail Shipping weight 5 lb .. **6.98**

12. DANCING CLEMENTINE—Elastic bands at hands, feet make her a lively dancing partner. Cotton-stuffed body, molded plastic face [redacted] yarn hair. Hungarian print dress, bell trim
35 Y 5173E—42-in doll. Mail. Ship. wt. 6 lb **3.98**
35 Y 5139E—49-in doll. Mail. Ship. wt. 7 lb **5.98**

Read the "Head-to-Toe" Story of How Aldens Fine-Quality Dolls Are Made!

BODIES of Aldens finest baby dolls are of washable, soft vinyl plastic, stuffed with foam rubber. Walking, talking dolls are of hard plastic, with movable, turning heads, jointed arms, legs. Patented, hidden mechanical devices are hard to put out of order. Dolls are lightweight, durable, have realistically dimpled hands, knees, molded fingers, toes, nails. Delicately molded features have lifelike beauty. Drinking, wetting dolls have soft molded rubber bodies. Others may be composition, or cotton-stuffed, or fabric.

HAIR. Saran, Chromspun, Nylon wigs on Aldens finest dolls can be washed, combed, curled. Most hair (except on miniature dolls) is "rooted" in head, or on a cloth foundation. Other dolls have new molded 'plastic hair-dos, painted-on hair, elaborately curled mohair wigs.

EYES. Aldens finest dolls have movable glassene eyes that sparkle like a baby's. Lashes are either "real" or painted on. Other dolls, depending on their "personality" have painted eyes, or sparkling, stationary glass ones.

Clothes on Aldens dolls are of fine quality fabrics, have lavish trims, and button or snap closings. Thrift doll clothes are well made, but with less trim, other types of closings.

New Drink 'n' Wet
"SUN-DEE" DOLLS

Pick a Layette Baby With Tiny Togs and Accessories or a Dress-Me-Up Diaper Doll! All With True Baby Beauty—Natural Coloring, Dimples, even Tiny Fingernails!

14-IN. BABY-BEE WITH CARRYING CASE, LAYETTE!

1. BABY-BEE is a 14-inch Vinyl dolly who loves to take naps, move her head, arms and legs! She'll drink her bottle, wet, blow bubbles and cry. Baby-Bee has molded hair, wears panties, jacket, booties. Nursing bottle, bubble pipe tool in her Red/Black plaid carrying case is a dress, slip, metal pla-scale, soap, swabs, Kleenex, teething ring. 35 Y 5154E—Baby-Bee and Layette. Ship. wt. 8 lb.....**9.45**
BABY-BEE in panties, jacket, booties. Bottle, bubble pipe
35 Y 5155E—No carrying case. Ship. wt. 5 lb.....**5.49**

New! Sun-Dee layette doll with rooted hair! Drink 'n wet cutie has comb-able, curlable locks, bathe-able satin-smooth vinyl skin!

2. 18-INCH SUN-DEE BOTTLE BABY—What a thrill to find this almost real, life-size baby under the tree this Christmas! She's our finest—with everything little girls want in a drink 'n wet baby. She has fine, silky-soft Saran rooted hair that washes and curls in dozens of different ways. Her chubby, dimpled arms, legs, and body are fully molded Vinyl, jointed to let her do almost anything a live baby would do. She has sparkling, long-lashed go-to-sleep eyes too! Sun-Dee loves to drink her bottle, wet, cry, and blow bubbles. Little mothers will delight in the embossed cotton tie-around she wears. And, they'll find an extra diaper and jacket set with booties, a plastic bottle with nipple, and bubble pipe too. Add tiny-priced Sun-Dee to your Aldens Credit Bank Account. See page 75. Do your Christmas shopping early!
352 Y 5149—Shipping weight 3 lb. 4 oz.....**9.29**

12-Inch Gerber Baby with Case and 9 Accessories!

3. 12-inch Gerber Baby Doll Kit—The smiling Gerber Label Baby's "come to life" in this dimpled 12-in. dolly! Dressed in the special Gerber bib, panties, and booties, she sleeps, drinks her bottle, wets, cries, and blows bubbles. Her molded light Brown hair has the familiar cowlick that adds an adorably mischievous air to her baby features. Her soft lifelike Vinyl plastic body has jointed, arms and legs. Baby Kit holds bubble pipe, plastic feeding spoon and funnel, metal feeding bowl, bottle brush, 3 plastic bottles with nipples and caps, a sturdy baby-bottle rack and cotton diaper.
352 Y 5153—Shipping weight 2 lb. 8 oz.....Set **5.49**

AT RIGHT: Diapered Drink 'n Wet Dollies

4 SALLY-SUE—10-in. high—a just right armful for youthful mothers! Tubbable molded rubber body with simulated hair and stationary plastic eyes. Action-packed too, with jointed movable head, arms, and legs. She'll drink, wet, cry. Dressed in a cotton flannel diaper, she carries her own plastic bottle with nipple.
352 Y 5060—Shipping weight 1 lb. 2 oz..... **1.75**

5. 352 Y 5061—Kathy-Lyn. Features above. Wt. 1 lb. 2 oz.....**1.75**

6. BETTY-BOWS BOTTLE BABY—12-inches of cuddly-soft, bathe-able Vinyl with movable head, arms, and legs that bend into dozens of different poses. Betty-Bows has neat molded Brown hair, sculptured in graceful no-muss waves, topped off with a real bow to change to match her dress! She blows bubbles, drinks, wets, cries and sleeps. Plastic nursing bottle, bubble pipe included. She'll arrive wearing a brightly embossed cotton wrap-around garment.
352 Y 5158—Shipping weight 1 lb. 8 oz.....**2.79**

7 TOD-L-TOT—Here's a drink-and-wet dolly at a tiny price. You'll want one for every young Miss on your Christmas list. She's ready-to-dress 10½-inches tall, with molded one-piece flexy-soft Vinyl body and alert stationary plastic eyes. She arrives dressed in her own little diaper, carrying a baby-bottle with nipple.
352 Y 5091—Shipping weight 12 ounces **89c**
8. 352 Y 5092—Same features as above. Ship. wt. 12 oz.....**89c**

 Use your Credit Bank Account fully! See p. 75*

DORMEYER Silver-Chef

NEW ALL CHROME MIXER WITH STAINLESS STEEL MIXING BOWLS

Finest mixer you can buy!

MODEL 4300

$54.95

16E166—3X3460/3712
Retail $54.95

A truly superior mixer. Triple-plate chrome finish will last a lifetime—won't peel, chip, crack or stain. With detachable head, 10-speed dial selector, automatic beater release.

CONTENTS: 110-120V, AC/DC. Governor controlled motor, 6 ft. rubber covered cord, detachable mixing head; turntable stand with bowl-size indicator; rubber strip footing; grinder and pestle; 2 stainless steel bowls; 2 nickel chrome beaters, recipe book. Wt., 15½ lbs. Incl. ctn. 11⅞ x 12¾ x 13¾ in.

ELECTRIC GRINDER at no extra cost!

DORMEYER

Power-Chef

MODEL 4201 $45.75

16E13—3X2881/3089
Retail $45.75

GUARANTEED

While manual mixer includes electric grinder and juicer at no extra cost! Both attach *directly* to built-in power drive.

CONTENTS: 110-120V AC/DC governor-controlled motor. With grinder, pestle, juicer, reamer, strainer, 2 mixing bowls, recipe book. Wt., 20 lbs. Incl. ctn. 11⅞ x 12¾ x 13½ in.

NEW!

DORMEYER "Silver-Dormey"

MODEL 7600

$21.50

16E195—3X1311/1416
Retail $21.50

Triple chrome plate with mirror finish and 5 full-powered speeds. Automatic beater release.

CONTENTS: 110-120V, AC/DC. Individually packed, 3 to carton. 12⅞ x 9½ x 13¾ in. Wt. each: 3¾ lbs. With 6 ft. rubber-covered cord, recipe book.

GUARANTEED

"Dormey" $19.50
MODEL 7200

16E84—3X1189/1284
Retail $19.50

Exclusive 6-speed portable mixer! White enamel finish.
CONTENTS: 110-120V, AC/DC. Packed individually 3 to a ctn. 12¾ x 9½ x 13¾ in. 6-ft. rubber-covered cord, new recipe book. Wt., 3¾ lbs.

GUARANTEED

Big power-age with miniature action

DORMEYER Blend-Well

MODEL 5902

$33.95

16E19—3X2070/2236 Retail $33.95

32-ounce capacity Blend-Well mixes at 22,000 R.P.M. Does a hundred jobs from liquefying to churning! Never needs oiling

CONTENTS: 110-120V, AC/DC motor 6-ft. rubber-covered cord and cover. Steel blades. Packed individually with recipe book. Incl. ctn. 10⅝ x 6½ x 8¾ in.

DORMEYER Meal-Maker

a complete mixer... your best buy at...

MODEL 5001

$37.95 complete

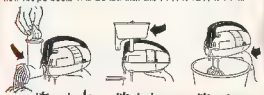
16E14—3X2389/2562 Retail $37.95

ONLY THE MEAL-MAKER GIVES YOU ALL THESE:

- Electric Grinder (attaches without adapters)
- Jiffy Juicer (attaches without adapters)
- Portable Mixing Head
- Full Power at all speeds at this low price

Grinder, juicer, mixer, combined in one handsome appliance . . . no other will give you so much for your money. And famous Dormeyer construction means a lifetime of service.

CONTENTS 110-120V, AC/DC motor; 6-ft rubber-covered cord, adjustable stand, turntable, 2 one1 glass bowls, juicer bowl, strainer, juice spout, reamer, 2 chrome nickel beaters, grinder, pestle, new recipe book. Wt.: 20 lbs. Incl. ctn. 11¾ x 12⅜ x 14 in.

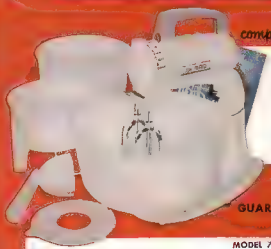


it grinds... it juices... it mixes

ELECTRIC GRINDER AT NO EXTRA COST!

GUARANTEED UL

compact, lightweight, home-quality



Famous Dormeyer quality at a low price! 9 full-powered speeds *plus* automatic beater release. Portable, too! Ideal mixer-juicer for budget-minded customers.

CONTENTS: 110-120V, AC/DC motor; 6-ft. rubber-covered cord, adjustable turntable, 2 mixing bowls, 2 nickel-chrome beaters, juicer, reamer, strainer, bowl and spout, new recipe book. Wt.: 14½ lbs. Incl. ctn. 2½ x 11⅜ x 13 in.

GUARANTEED UL

safe and simple to operate

SCISSORS KNIVES

MODEL 7700

DORMEYER Mix-Maid

$29.50 complete

16E100—3X1857/1992 Retail $29.50

DORMEYER Edge-Well

KNIFE AND SCISSORS SHARPENER

GUARANTEED UL

MODEL 14

48E171—3X897/972 Retail $14.95 **$14.95**

Easy to use—a teen-ager can do a professional job! Angle for sharpening is scientifically accurate! Temper of blades can't be injured.

CONTENTS: White with grey trim; 110-120V, AC only. 6-ft. rubber-covered cord. Individually packed. 3 to master ctn. Wt. each: 5⅝ lbs. Incl. ctn. 8 x 5¾ x 4½ in.

DORMEYER Silver-Chef

NEW ALL CHROME MIXER WITH STAINLESS STEEL MIXING BOWLS

finest mixer you can buy!

MODEL 4300

$54.95

542N4300—P3712
3—LP3460
Retail $54.95

A truly superior mixer. Triple-plate chrome finish will last a lifetime—won't peel, chip, crack or stain. With detachable head, 10-speed dial selector, automatic beater release.

CONTENTS: 110-120V, AC/DC. Governor controlled motor, 6 ft. rubber covered cord, detachable swing head, turntable stand with bowl-size indicator, rubber strip footing, grinder and pestle, 2 stainless steel bowls, 2 nickel chrome beaters, recipe book. Wt.: 15½ lbs. Incl. ctn. 11⅝ x 12¾ x 13⅝ in.

ELECTRIC GRINDER at no extra cost!

GUARANTEED

DORMEYER
Power-Chef

MODEL 4201 $45.75

542N4201—P3089
3—LP2881
Retail $45.75

GUARANTEED

While mainmeal mixer includes electric grinder and juicer at no extra cost! Both attach *directly* to built-in power drive.

CONTENTS: 110-120V AC/DC governor-controlled motor. With grinder, pestle, juicer, reamer, strainer, 2 mixing bowls, recipe book. Wt., 20 lbs. Incl. ctn. 11⅝ x 12¾ x 13⅝ in.

NEW!

GUARANTEED

DORMEYER "Silver-Dormey"

MODEL 7600

542N7600—P1416
3—LP1311
Retail $21.50

$21.50

Triple chrome plate with mirror finish and 5 full-powered speeds. Automatic beater release.

CONTENTS: 110-120V, AC/DC. Individually packed, 3 to carton. 12⅞ x 9½ x 13¾ in. Wt. each, 3¾ lbs. With 6 ft. rubber-covered cord, recipe book.

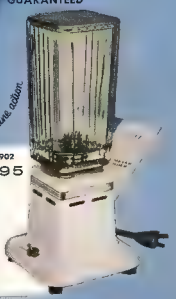
"Dormey" $19.50
MODEL 7500

542N7500—P1284
3—LP1189
Retail $19.50

Exclusive 3-speed portable mixer! White enamel finish.

CONTENTS: 110-120V, AC/DC. Packed individually 3 to a ctn. 12⅞ x 9½ x 13⅝ in. 6-ft. rubber-covered cord, new recipe book. Wt.: 3¾ lbs.

GUARANTEED



big mixer-like with hurricane action

DORMEYER Blend-Well

MODEL 5902

$33.95

542N5902—P2236
3—LP2070
Retail $33.95

40-ounce capacity Blend-Well mixes at 22,000 R.P.M. Does a hundred jobs from liquefying to churning! Never needs oiling

CONTENTS: 110-120V, AC/DC motor. 6-ft. rubber-covered cord and cover. Steel blades. Packed individually with recipe book. Incl. ctn. 10⅞ x 6½ x 8¾ in.

DORMEYER Meal-Maker

a complete mixer... your best buy at...

MODEL 5001

$37.95 complete

542N5001—P2562
3—LP2389

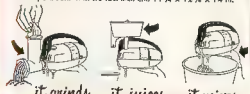
Retail $37.95

ONLY THE MEAL-MAKER GIVES YOU ALL THESE:

- Electric Grinder (attaches without adapters)
- Jiffy Juicer (attaches without adapters)
- Portable Mixing Head
- Full Power at all speeds at this low price

Grinder, juicer, mixer, combined in one handsome appliance . . . no other will give you so much for your money. And famous Dormeyer construction means a lifetime of service.

CONTENTS: 110-120V, AC/DC motor; 6-ft. rubber-covered cord, adjustable stand, turntable, 2 opal glass bowls, juicer bowl, strainer, juice spout, reamer, 2 chrome nickel beaters, grinder, pestle, new recipe book. Wt., 20 lbs. Incl. ctn. 11¾ x 12¾ x 14 in.



it grinds... it juices... it mixes

ELECTRIC GRINDER AT NO EXTRA COST!

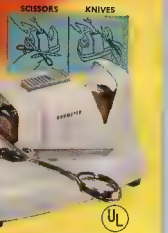
GUARANTEED UL

compact, lightweight... heavy on capacity

Famous Dormeyer quality at a low price! 9 full-powered speeds *plus* automatic beater release. Portable, too! Ideal mixer-juicer for budget-minded customers.

CONTENTS: 110-120V, AC/DC motor; 6-ft. rubber-covered cord, adjustable turntable, 2 mixing bowls, 2 nickel-chrome beaters, juicer, reamer, strainer, bowl and spout, new recipe book. Wt.: 14½ lbs. Incl. ctn. 12½ x 11⅜ x 13 in.

GUARANTEED UL



safe and simple to operate

DORMEYER Mix-Maid

MODEL 7700

$29.50 complete

542N7700—P1992
3—LP1857

Retail $29.50

DORMEYER Edge-Well

KNIFE AND SCISSORS SHARPENER

GUARANTEED UL

542N—P972
3—LP897

Retail $14.95

MODEL 14

$14.95

Easy to use—a teen-ager can do a professional job! Angle for sharpening is scientifically accurate! Temper of blades can't be injured.

CONTENTS: White with grey trim; 110-120V, AC only. 6-ft. rubber-covered cord. Individually packed. 3 to master ctn. Wt. each: 5¾ lbs. Incl. ctn. 8 x 5¾ x 4½ in.

Acclaimed!

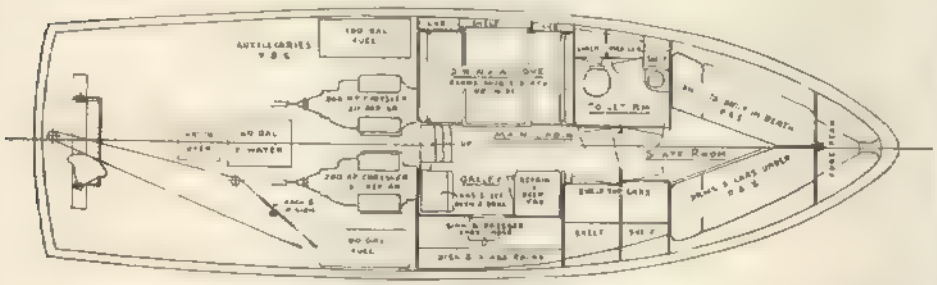
By deep water sailors from Maine to Florida . . .

Smart lines— The "42" Fisherman!

The Frank L. Sample Built "36" and "42"
. . . offered in Sedan Cruiser, Utility and "Fisherman" models.

Comfortable Accommodations!

Below decks arrangement on Down East "36" . . .



The "36" Joins The Sample Fleet! The above sketch is the basic layout for the Down East "36" hulls. L.O.A. 36′ 6″, Beam 11′ 6″, Draft 3′. Like the "42" the new speedy "36" has been designed for comfort, ease of operation and maintenance. The "36" sleeps four.

Equipped to go anywhere— Maine workmanship at its best!

Specified Construction!

Fast . . . Free from pounding and bucking!

NEW! Down East "36" and "42" brochure includes complete description, photos, deck plans, etc. . . . Call, write or wire today!

The Down East "36" and "42"

BUILT IN MAINE TO TAKE IT!

FRANK L. SAMPLE & SON, INC., SHIPBUILDERS

FOOTMANY HARBOR — MAINE

A $22.95 cash $2.50 down

B $20.95 cash $2.50 down

C $20.95 cash $2.50 down

PEDAL DRIVE AUTOS win the race for fun!

Heavy steel with ball-bearing rear axle, pedal crank

A Big Dump Truck. Dump Box operates from driver's seat. Tail gate raises and lowers. Lock device holds box securely when not in use. Easy-pedal ball bearing drive. 1-inch solid rubber tires on ball-bearing 8-inch double disc wheels. Rubber block pedals Black fabric seat pad. Yellow and black baked enamel finish with white trim. Bright-plated radiator ornament Measures 17 inches wide, 47 inches long. Perfect for a young engineer. Wt 38 lbs.
79 N 08944L..... $22.95

B New Sports Model Trunk opens to store toys for neighborhood jaunts. Ball-bearing drive and wheels make traveling easy. 8-inch double disc wheels with 1-inch solid rubber tires. Block rubber pedals adjust for leg reach. Fabric seat pad. Smart 2-tone blue baked enamel finish; white trim, aluminum color around windshield, on grille Bright plated radiator ornament 39 in. long, 17 in wide Shipping weight 37 lbs
79 N 08992L..... $20.95

C New! FBI Radio Cruiser Electric flasher warns your junior G-man is coming through! Dummy antenna adds realism. Ball-bearing drive. 8-in. double disc steel wheels, ⅞-in solid rubber tires Rubber block pedals adjust to leg length. Red fabric seat pad. Black and white baked enameled, yellow trim. 36 in long, 17 in. wide Battery not included. Order now for Christmas Shipping weight 29 lbs.
79 N 08913L..... $20.95
34 N 4702 6 volt battery for above Shpg. wt. 1 lb. 6 oz..... 79c

Dragnet Patrol Car $20.95 cash $2.50 dn.

New! "Dragnet" Patrol Car with Loud Speaker

"Calling all cars—Dum-de-dum-dum!" Your young detective directs his aides to scene of action over electric microphone-speaker system. Dragnet car speeds to rescue on ball-bearing drive, smooth nylon-bearing wheels. Rubber pedals adjust for leg length. 8-in. double disc wheels with ⅜-in. rubber tires Trim, low body styling with 2-tone white and black baked enamel finish; red and silver color trim. "License" stenciled on rear. 37 in. long.
79 N 08928L -Battery for speaker not included. Shpg. wt. 29 lbs.. $20.95
34 N 4702—6-volt battery for above. Shpg. wt. 1 lb. 6 oz.... 79c

D $21.45 cash $2.50 down

CHAIN DRIVE does our more power with less effort

E $26.95 $3.00 cash down

F $26.95 cash $3.00 down

Big compartment for toys

G $17.95

ACTION-PACKED TOYS ON WHEELS for thrilling hours of outdoor play

D Hot-Rod Chain Drive Racer. A "souped-up" model for small speedsters, it pedals easily with ball-bearing chain-drive mechanism. Nylon-bearing 10-inch steel artillery wheels. 1¾-inch semi-pneumatic rubber tires. Block rubber pedals. Bright yellow baked enamel finish, black and red trim. 35 inches long
79 N 08950L Shipping weight 38 pounds $21.45

E Chain Drive De Luxe Country Squire. Open trunk, load up with a day's supply of toys! Easy-riding ball-bearing chain drive speeds you on your way. Heavy gauge steel body Ball-bearing 8-in. double disc steel wheels, 1-in solid rubber tires. Block rubber pedals. Green plaid fabric seat pad. Baked enamel 2-tone green finish; mahogany color side panels, white trim. Dummy antenna. 39 in. long, 17 inches wide. A favorite of every tiny rancher
79 N 08962L—Shipping weight 40 pounds.....$26.95

F New! Police Cycle sounds its siren, chases down "lawbreakers" on ball-bearing chain drive mechanism. Realistic lever-operated police siren Rear door opens to store police equipment. Heavy gauge steel body. Ball-bearing 8-in. double disc wheels; 1¾-in. semi-pneumatic front tires, 1⅛-in. solid rubber rear. Dummy antenna, gas tank Fabric seat pad. Blue baked enamel, white and red trim. 36x22x20 in high Plastic grips, colored streamers
79 N 08969L—Shipping weight 36 pounds..... $26.95

G NEW!" Wizard Horse' jogs gently up and down as it moves forward on easy pedal drive Steers easily by turning "hang-on" bar. Sturdy ¾-in "DeKalux" board horse on strong wood and steel chassis ¾-in. solid rubber tires on 8-in. rear wheels, 6-in. front wheels. Rubber pedals, height to seat 18 in. Pony realistically silk-screened.
79 N 08334L— Overall 30x15x27 in high Wt. 18 lbs. $17.95

NOTE: Wheel toys shipped partly assembled to save on your shipping costs . . . easy to assemble yourself

DRAGNET POLICE CAR KIT

An accurate scale model of a Ford Mainliner as used by the Los Angeles Police Department. Consists of 52 finely detailed parts including grille, headlights, removable radio antenna, steering wheel that turns, lights and siren. Bumpers and door handles are plated. Famous Dragnet badge comes as label for mounting on car door. Hood opens and closes. Packed 12 individual boxes per carton. Shipping weight 10-1/2 lbs.

3704 . . . . . List $1.98

REVELL AIRPORT SET

Everything to bring an airport alive. The authentic DC-7 plane, America's most famous air transport, carries the official insignia of United Air Lines, known from coast to coast. The authentic gasoline airport truck is officially labeled Texaco. There's a loading ramp, and passengers and pilots. Every model builder will want one. It's the kit with play appeal. It's the gift pack that'll sell all year around. And in every set is a dramatic four color air-line route map of the United States. Packed 12 individual boxes per carton, shipping weight 10 lbs.

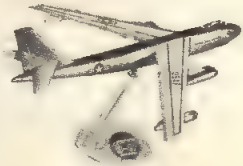
H-220 . . . . . List $1.98

MINIATURE HOBBY KITS

REVELL AIRPLANES

Precisely scaled models of fast fighters and giant bombing planes—up-to-date designs patterned after the aircraft now forming the backbone of America's defense. Each kit has accurately formed parts that need no carving. Every plane has its own streamlined display stand. Stands for bombers swivel so that the plane may be shown at any angle. Planes can be assembled quickly and easily.

B-36 CONVAIR BOMBER



B-47 STRATOJET

DOUGLAS SKYROCKET

SIKORSKY HELICOPTER

THUNDERSTREAK

Revell Bombers
Packed 24 in a carton, shipping weight 10 lbs.

			List
H-205	B-36	Convair Bomber	$0.98
H-206	B-47	Stratojet Bomber	0.98
H-207	B-52	Stratofortress Jet Bomber	0.98
H-208	B-29	Superfortress Bomber	0.98
H-216	B-25	Bomber	0.98
H-218	B-24	Bomber	0.98

Revell Jet Fighters
Packed 72 in a carton, shipping weight 25 lbs.

			List
H-210	F94C	Lockheed Starfire	$0.79
H-211	F7-113	Chance Vought Cutlass	0.79
H-212	F9F8	Cougar	0.79
H-213		Douglass Skyrocket	0.79
H-215		Thunderstreak	0.79

Revell Transport Plane
Packed 24 in a carton, shipping weight 10 lbs.
H-219 . . . . . DC7 Transport Plane . . . . . List $0.98

Revell Helicopter
Packed 72 in a carton, shipping weight 27 lbs.
H-214 . . . . . S55 Sikorsky Hellicopter . . . . . List $0.89

REVELL DOUGLAS SKYHAWK A4D

The smallest and lightest jet combat ever built. Designed to carry atomic bomb. Revell's scale model an exact duplicate. Sculptured figure of a pilot is included in kit as well as swivel base. Packed 72 individual boxes per carton, shipping weight 24 lbs.

H-232 . . . . . List $0.89

REVELL MARTIN SEAMASTER

New design of this navy mine layer and photo reconnaissance aircraft. Authentic scale model with detailed motor housing and rudder, elevators, guns, radar domes, floats and pilot tube. Swivel base. Packed 24 individual boxes per carton, shipping weight 10 lbs.

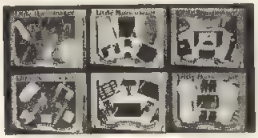
H-244 . . . . . List $0.98

TABLE & CHAIRS

Hardwood table, with removable extension leaf in place! 8¾ inches long, 6 inches wide, 4¼ inches high. Two matching chairs. Packed 6 individual boxes per carton, shipping weight 8 lbs.

144 ..... List $2.89

LITTLE MISS HOMEMAKER FURNITURE



Smartly styled in colored durable washable plastic. Molded to 1/16 inch scale. Each set in handsome window top box. Sets for every room in the house. Consists of the following:

1047 Assortment

2 Ea. 1040 Kitchen Set
2 Ea. 1041 Dining Room Set
2 Ea. 1042 Living Room Set
2 Ea. 1046 Patio Set
2 Ea. 1044 Bedroom Set
1 Ea. 1045 Nursery Set
1 Ea. 1046 Patio Set

IDEAL S. S. UNITED STATES ASSEMBLY KIT

The world's newest luxury ship reproduced in plastic as an assembly kit of more than 200 parts. Scaled to toy size for hours of assembly fun. Comes with twin lights and wiring equipment with which to electrify the vessel when it is completely assembled. The hull alone has 16 separate units to assemble and when the lifeboats, davits, masts, pennants and funnels are assembled, the S. S. United States can be mounted on a special plastic pedestal and displayed on a desk, mantle or other place of honor in the home. Authentic red, white and blue colors of the United States Line. The ship can be assembled with screws and glue for lasting play value and beauty. Comes packed in a sturdy full color box. Complete with plaque listing data of vessel. Size: 29 inches long x 7 inches high. Packed 3 individual boxes per carton, shipping weight 20 lbs.

3701 ..... List $9.95

DOEPKE JAGUAR KIT

Perfectly detailed, completely authentic build-it-yourself scale kit of the famous Jaguar. An absorbing construction project that builds into a rugged, long-lasting toy – or a collector's pridefully displayed minature. More than 50 precision-machined parts, including chassis, springs and steering assembly of heavy-gauge steel; semi-elliptical rear springs, semi-pneumatic tires, cast metal body finished in blue automotive baked enamel. Packaged in colorful display box. Length 18 inches. Packed 6 individual boxes per carton, shipping weight 40½ lbs.

2018 ..... List $10.95

IDEAL TAKE-APART SPORT CAR KITS

Famous sport and racing cars, exact scaling of the originals, made of 5X plastic. Includes screws for assembling and disassembling; 35 parts to each car - seat, chassis, body, engine, grille, radiator, hood, etc. Detailed plastic tires, wire wheels, assorted colors. Length 7½ inches. Packed 12 individual boxes per carton, shipping weight 8 lbs.

3082 Jaguar Assembly Kit ..... List $.98
3702 Ford Thunderbird Assembly Kit ... List $.98

LINCOLN HARDTOP

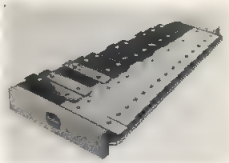
Accurate model of approximately 46 pieces. When this luxury automobile is assembled it can be decorated with the paints included in the kit. Kit also comes with paint brush and special cement. Handsomely molded plastic. Packed 12 individual boxes per carton. Shipping weight 8 lbs.

3709 ..... List $1.98

New Toys on **parade**

DR 3 DRAGNET POLICE SET. Genuine leather police type holster and belt, bullet clip, handcuffs, official identification card and badge in carrying case. $2.98 retail. Carnell Mfg Co., Inc., 200 5th ave., N.Y.C.

5T MOTOR TANK, "absolutely safe" gas gun is spark-fired with loud report; no matches, gunpowder. 100 shots for a few cents. $4.45 retail. Also field guns and anti-aircraft models are available from Conestoga Co., Bethlehem, Pa.



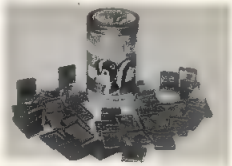
TRU-TONE Xylophone #175 is claimed to have "real musical education value" plus play appeal. Black & white tone bars, wood facing, masonite reinforcement. Has 25 notes. $10 retail. Tudor Metal Prod., 176 Johnson st., Brooklyn

202 STARLET ACCORDION has 8 white, 5 black keys; 26 reeds. Chromatic scale. Easy-to-play instruction book. 5"x6"x3¼" closed; opens to 10". Retails $2.25. The Everest Co., Inc., Sherman st., Linden, N J

THE CHRISTMAS STORY is new Magic Slate Activity Book for holiday counter sales. Illustrated, 20-page book has 4-color cover with Magic Slate, stylus attached. Sept. 1 is deadline for orders, according to The Strathmore Co., Aurora, Ill.

ACTION NURSERY LAMPS. Above, #654 Disneyland Animated Merry-Go-Round, 11½" high, 10" diam. Turns on jeweled bearing. Retails $6.95; #405 (Drum) and #406 (Blocks) $4.95 ea. Econolite Corp., 8900 Bellanca, Los Angeles 45, Calif.

DRAGNET RIOT CAP GUN, 32½"x6½". Double barrel gun breaks to hold simulated shotgun shells. Semi-automatic. Die-cast trigger mechanism. $2.98 retail. Knickerbocker Plastic, 11501 Hart st., N. Hollywood, Calif.



LI'L STINKER GAME played like Old Maid with 41 colorful animal tiles of unbreakable plastic. Available in canister or boxed. Retail $2. Schaper Mfg. Co., Inc., 1800 Olson Memorial H'way, Minneapolis 11, Minn.

"JOHNNY CAN READ!" uses "see and say" reading technique, has colored playing board, picture cards, colored pawns, scoring wheels. Uses 224 words used often by children. $2. Ed-U-Cards Mfg. Corp., 13-05 44th ave., Long Island City, N. Y.

TARPAULINS

FULTEX

One of the most widely used tarpaulin fabrics on the market today. The duck used is made especially for the purpose, with extra strength in the filling, to produce a better balanced material. Give splendid service yet are low in price.

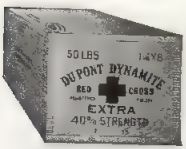
All weights are based on square yard of untreated duck, in accordance with government standards.

Cut size, ft	Finished size about	10 oz. Wt. each, lbs. Nos.	lbs.	Each	12 oz. Wt. each, lbs. Nos.	lbs.	Each
7x9	6'7"x8'9"	1053	7	$ 7.64	1083	8	$ 8 74
7x12	6'7"x11'7"	1055	9	10 20	1085	11	11.66
7x15	6'6"x14'6"	1059	12	12.74	1089	14	14.58
*10x12	9'7"x11'8"	1061	14	14 55	1091	16	16.65
*10x15	9'7"x14'7"	1062	17	18.19	1092	20	20.81
12x14	11'6"x13'6"	1064	19	20 37	1094	23	23.31
12x16	11'6"x15'6"	....	..	.. .	1095	26	26 64
12x18	11'6"x17'6"	1066	25	26 19	1096	29	29.97
15x16	14'7"x15'7"	1068	28	29.10	1098	33	33.30
15x18	14'7"x17'5"	1069	31	32.74	1099	37	37.46
15x20	14'7"x19'5"	...	.	. .	1100	41	41.63
*16x24	15'5"x23'5"		.	.	1101	52	53.28
18x20	17'6"x19'5"	...		....	1102	49	49 05
*18x24	17'5"x23'5"		.	..	1103	59	59 94
*20x21	19'6"x20'5"	..	.	. . .	1104	57	58 25
*20x30	19'5"x29'4"	....	..	.....	1105	82	83.25

*Sizes marked with an asterisk (*) are made with seams running short way, while other sizes have seams running long way

DYNAMITE

DU PONT RED CROSS EXTRA



In this type of dynamite part of the nitroglycerin is replaced by nitrate of ammonia. Not being as quick and shattering as the corresponding grades of straight dynamite, ammonia dynamite is better suited for work in soft rock, hard rock where a shattering action is not desired, and in sand, clay and earth excavation where the material is a little too hard for blasting powder.

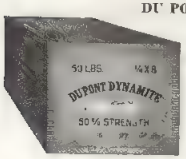
While it does not stand water as well as straight dynamite, it can be used in wet bore holes provided wrappers are not broken or cut and charge is not left too long before being fired.

1¼x8 Inch Cartridges

Strength	20%	40%	50%
Per 100 pounds	$45.00	46 00	48.00

Fifty pounds in a case.

DU PONT DITCHING



Straight dynamite for ditching purposes. Can be relied upon to propagate the detonation from charge to charge with full force at all times and will give uniform results

This is straight dynamite, in 50% strength. Improved to make it more sensitive than before, at low temperatures.

1¼x8 Inch Cartridges

Strength	50%
Per 100 pounds	$70.00

Fifty pounds in a case.

BLASTING POWDER

DU PONT

Slowest acting of all the explosives. Powder has a heaving, not a shattering action, and hence tends to break down coal or stone in large fragments

It is not water resisting and cannot be used in moist or wet work. It must be carefully loaded and well tamped as the slightest avenue of escape for the gases will seriously diminish the effects of the blast.

In metal kegs.

Grain size	FFF	F
Per keg	$10.00	10.00

Twenty-five pounds in a metal keg.

BLASTING CAPS

DU PONT, ELECTRIC

Electric blasting caps are special detonators fired or exploded by an electric current. Especially constructed so that the explosive in them is well protected against being reached by moisture in ordinary wet work.

Copper shell is 1⅝ in. long, .273 in. diameter. Insulated copper wires

Nos.	6-4	6-6	6-8
Length wire, ft.	4	6	8
Wt. carton, lbs.	25	31	38
Per 100	$30.00	31.50	33.00

50 in a carton, 500 in a case.

DU PONT, FUSE TYPE

Small drawn copper cylinders, closed at one end and loaded with a small charge of very sensitive and violent explosive that is exploded by the sparks from safety fuse. Used for firing high explosive when electric blasting is not practical and must always be used with safety fuse

Per 100

No. 6—1½ in. long, .234 in. outside diam.; wt. per 100, 2½ lbs. $5 00

100 in a box, ten boxes in a case.

SAFETY BLASTING FUSE

DU PONT CLOVER BRAND

Safety fuse is the medium of bringing sparks to fire blasting caps or to ignite a charge of blasting powder. It is made up of a thin train of powder tightly compressed in, and more or less waterproofed by inner and outer wrapping or covering

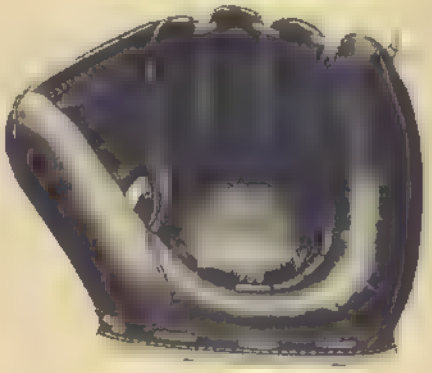
For use in very wet work and under water. Has burning speed of 40 seconds per foot.

In 50 ft. Coils

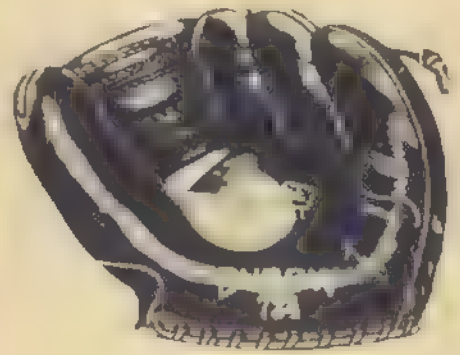
Per 100 feet

Clover Brand—Wt. per coil about 1 lb. $2.75

Two 50 foot coils in a package.



Dubow Gloves a Choice Everywhere



No. 748—Gus Bell
Deep Set Model Fielder's Glove

A large professional model made of especially tanned cowhide with adjustable pocket lace, solid ball trap feature, interlaced fingers and leather laced heel. Deep greased pocket. Full cowhide lining, welted throughout, rolled leather binding, and streamlined back (licensed under Patent No. 2231204). Designed for major league play. Broken in and ready for play.

No 748T645 . Retail $11.75.

No. 627—Toby Atwell
Deep Set Model Catcher's Mitt

Full size professional catcher's mitt. Made of especially tanned mitten cowhide. Hand formed pad with laced hinge break. Greased pocket, leather laced throughout, adjustable lined wrist strap, adjustable leather laced trap for snaring ball Broken in and ready for play.

No.627T577.....Retail $9.00.

No. 666-S—Gil Hodges
Baseman's Mitt

Full professional size. Made of fine tan cowhide, fully oiled. Leather lined, rolled binding, and leather laced all around. Adjustable wrist strap lined with wool shearling

No.666-S/T460.....Retail $8.25.

No. 760—Pee Wee Reese
Deep Set Model Fielder's Glove

Full size Glove made of tan cowhide with adjustable leather laced deep greased pocket and fully oiled. Full leather lined and leather welted throughout. Full leather binding. Large solid ball trap feature between thumb and forefinger, leather interlaced fingers and closed heel, streamlined back (licensed under Patent No. 2231204) Broken in and ready for play.

No.760T515 . . .Retail $8 75.

No. 740—Hal Jeffcoat
Deep Set Model Fielder's Glove
Youth Size

Made of genuine tan cowhide, leather lined, fully oiled, solid ball trap loop between thumb and forefinger. Leather interlaced fingers.

No.740T240.....Retail $4 25.

No. 743—Sid Gordon
Deep Set Model Fielder's Glove

Full size glove made of tan cowhide with greased pocket and fully oiled. Full Leather lined throughout with large solid ball trap feature between thumb and forefinger. Leather interlaced fingers, leather welted seams and closed heel. Broken in and ready for play

No.743T390.... Retail $6.75.

No. 734—Frank Sullivan
Deep Set Model Fielder's Glove

Large size 3 finger and thumb, leather interlaced glove with extra large solid ball trap between thumb and forefinger and streamlined back, (licensed under patent No. 2,231,204). Made of fine quality tan cowhide with greased pocket and fully oiled Full leather lined with leather welt seams, rolled binding, leather laced heel, especially built pad, deep-set formed pocket. Broken in and ready for play

No.734T480.....Retail $8.25

No. 750—Duke Snider
Deep Set Model Fielder's Glove

A large professional model made of the highest grade tan cowhide. Heavily greased and fully oiled. Genuine cowhide lining, streamlined back (licensed under patent No. 2,231,204) leather welt throughout and rolled leather binding. Extra large solid ball trap feature, leather interlaced fingers and closed heel. The adjustable double laced pocket and laced crotch make for a sure catch. Adjustable thumb loop. The glove for the discerning ball player. Broken in and ready for play

No.750T825..... . ..Retail $14 00.

No. 489—Dubow Official Intercollegiate Football

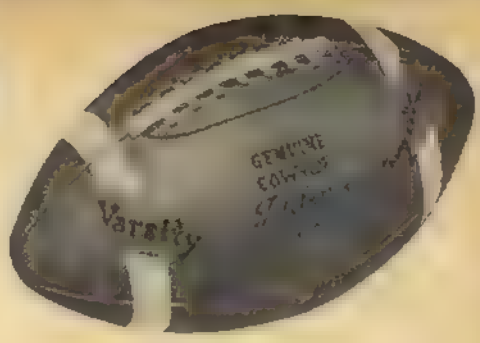
Regulation in size, shape, and weight. Made of selected pebble-grain cowhide. Double lined with extra heavy material which prevents stretching and insures permanent shape. Chain stitched and double leather laced. Equipped with new type bladder, inflated, and ready for play. Inflating needle included with each ball.

Shipping weight 1¾ lbs.
No.489T550. ....Retail$10.00

No. 4875—Dubow Official Football Harry Gilmer Model

Made of fine quality full pebble grain cowhide leather, double laminated lined, chain stitched and double laced. Regulation size and weight. White end stripes. Ready for play.

Shipping weight 1¾ lbs.
No.4875T560.....Retail$8.50



No. 483S—Genuine Cowhide Football Harry Gilmer Model

Double laminated lined, regulation size and weight. Chain stitched. New type valve bladder, inflated, laced, ready for play. Inflating needle included. A fine practice ball for high schools, clubs and semi-professional teams.

Shipping weight 1¾ lbs.
No.483ST397.....Retail$6.00

FOOTBALLS SHOULDER PADS HELMETS

No. 480S Model Football
White with Black Stripes

Made of 115 ounce treated fabric, triple lined, official football weight and regulation size. Chain stitched. New type valve bladder, inflated, ready for play. Inflating needle included.

Shipping weight 1¾ lbs.
No.480S228 . . ..Retail$3.75

No. 149—Youth Size Cantilever Shoulder Pad

Molded red fibre arches, caps and flaps, quilted padding covered with white drill, elastic straps.

(No.149T257.....Retail$4.00)

No. 148

Same as 149 except in smaller size for young boys.

No.148T190 . Retail$3.25

No. 154—Dubow Model Shoulder

Shoulders, arches, flaps and caps made of red corrugated fibre padded with Rubber Tex cushion encased in drill cover. Flat pads and has leather bound neck edging. Protective flaps and shoulder caps are double riveted through heavy grain leather connections

No.154T450.....Retail$7.50

No. 93—Heavy Vulcanized Fibre Crown Helmet

Simulated leather ears, back and crown straps. Lined with good grade white felt with leather lined forehead piece. 4 point shock absorber, adjustable chin strap. Blue with white crown. Sizes small, medium and large.

Shipping weight 1½ lbs.
No.93T245 . . . . . Retail$4.25

No. 107 Junior Plastic Helmet

6 point leather center shock absorber. Adjustable snap fastener, elastic chin strap. Web suspension lining with sheepskin covered Rubber Tex padded forehead. Blue with white crown stripe. Sizes small, medium and large.

Shipping weight 1½ lbs.
No.107T245..... ...Retail$4.25

107

Dubow Jock Hutchison Golf Clubs

Miss America Sets for Ladies

JOCK HUTCHISON PERSONAL WOODS

These attractive laminated Wood Club Heads are processed from the finest, moisturepoof material available and will not shrink or swell. Light Cherry finish head. Shafted with TRUE TEMPER Rocket chrome plated stepped shaft Providing the best in shaft action, balance, feel and performance. Gripped with full grain blue calfskin grips Spiraled and perforated for secure grip. Plastic collar at neck to protect cord whipping. Deep faced driver to provide maximum hitting area. Hard fibre two color face insert white and black. These beautiful woods are built on the swing-weight principle Low headweight gravity, securely locked under adjustable metal lock-tight sole plate. Matched sets of 3 or 4 or Single Items. Jock Hutchinson Register No. P-425.

8500D1065—Single Woods (1, 2, 3 or 4) ....Retail **$17.75**
8500D3195—Set of 3 Woods (1, 2 and 3) ....Retail **$53.25**
8500D4260—Set of 4 Woods (1, 2, 3 and 4) ..Retail **$71.00**

JOCK HUTCHISON CHAMPIONSHIP WOODS

Highest grade solid persimmon heads Cherry finish with black fibre face insert. Shafted with the finest six step down chrome plated steel shaft. Gripped with Golf Pride rubber cork composition non-slip grips. Built upon the swing weight principle. Matched sets of 3 or 4 or Single Items This set available in ladies Miss America woods at same prices. Jock Hutchison Register No. C-425 Miss America Register No. C-415.

8504D 840—Single Woods (1, 2, 3 or 4) .Retail **$14.00**
8504D2520—Set of 3 Woods (1, 2 and 3) . . Retail **$42.00**
8504D3360—Set of 4 Woods (1, 2, 3 and 4) ..Retail **$56.00**

JOCK HUTCHISON TOURNAMENT WOODS

Choice, genuine persimmon heads. Dual curved wedge metal sole plate Resilient fibre, keystone style, face insert. Low-centered headweight construction. 7 step, chrome-plated, spring steel shaft Brown leather grips, spiraled and perforated for secure grip. Correlated in lie, loft, length, weight and feel Finished in deep, rich mahogany, in our new all-weather, durable head finish. Matched sets of 3 or 4, also single clubs. Jock Hutchison Style Register No. 425-T

8502D 700—Single Woods (1, 2, 3 or 4) .. ..Retail **$11.75**
8502D2100—Set of 3 Woods (1, 2 and 3) .Retail **$35.25**
8502D2800—Set of 4 Woods (1, 2, 3 and 4) ..Retail **$47.00**

JOCK HUTCHISON PERSONAL IRONS

Solid Stainless Steel Heads. These precision-built, stainless steel irons incorporate four modern engineering principles of head construction: Medium short Hosel design; balanced, compact blade structure, reinforced, beveled, dual-flanged back; low-centered headweight gravity Shafted with TRUE TEMPER Rocket chrome plated stepped shafts. Providing the best in shaft action, balance, feel and performance. Built upon the swing-weight principle Each club directly related in headweight, shaft weight, loft, lie, length and feel. Gripped with full grain calfskin. Spiraled and perforated for secure grip. Standard approved U.S. G.A. face scoring with two-tone face. Available in matched sets of 5-6-7-8 or 9 clubs. Also single clubs Nos. 2-3-4-5-6-7-8-9 Putter. Jock Hutchison Register No. PH-385.

8501D 795—Single Irons .....Retail **$13.25**
8501D3975—Set of 5 Irons (3, 5, 7, 9 & Putter) Retail **$66.25**

JOCK HUTCHISON CHAMPIONSHIP IRONS

New head design with high mirror finish. Double flanged back with sand blasted grooves and also sand blasted face. Shafted with six step down chrome plated steel shaft. Gripped with rubber and cork composition GOLF PRIDE grips. Available in sets of 5-6-7-8 or 9 clubs. Also single club Nos. 2-3-4-5-6-7-8-9 putter. This set available in ladies Miss America irons at same prices. Jock Hutchison style Register No. CH-385. Miss America style Register No. CH-375.

8505D 600—Single Irons .....Retail **$10.00**
8505D3000—Set of 5 Irons (3, 5, 7, 9 & Putter) Retail **$50.00**

JOCK HUTCHISON TOURNAMENT IRONS

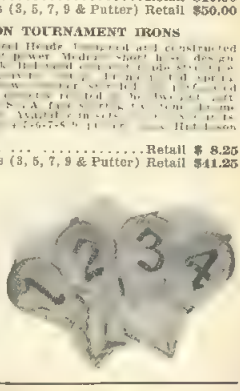
[illegible] Cold Rolled Carbon Steel Heads [illegible] and constructed to [illegible] Power Model short hose design [illegible] dual flanged back. Reinforced [illegible] Steel [illegible] Low centered headweight gravity [illegible] Golf Pride [illegible] Gripped with [illegible] for secure grip. Correlated in lie, loft, length, weight and feel. Finished in satin finish, with sandblasted face [illegible] Also single items—Nos. 2 [illegible] Hutchison Style—Register No. 385-OS

8503D 405—Single Irons .....Retail **$ 8.25**
8505D2475—Set of 5 Irons (3, 5, 7, 9 & Putter) Retail **$41.25**

LEATHER GOLF CLUB HEAD COVERS

Soft Sheepskin Leather Cover

Full cut, soft, top grain leather. Large contrasting colored leather numeral. Leather tabs. Elastic band in zigzag stitch. Fully lined with Kasha flannel. Swivel attached. Sets individually packaged in box.



8476D240—Set of 3 .....Retail **$3.95**
8477D320—Set of 4 .....Retail **$5.25**

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1956 line includes 15 molded plywood models in lengths ranging between 12 and 16 ft.

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A diary log of six wonderful small-boat cruises in American and Canadian waters taken by Sidney Dean skipper, superb chef, avid angler.

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IT'S FUN TO GO SAILING WITH THE Sailfish

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The unique features of the Sailfish have made it one of America's most popular small sailboats. Lightning fast, the Sailfish offers all the joy of sailing at a minimum of cost and care. Available both in kit and finished form. Requires no dock or mooring space—can be carried on top of your car—is launched and ready to go in minutes. A world of fun for beginner and old hand alike!

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ALCORT, Inc. Dept. M-1 Box 1345 Waterbury, Conn.

SEE THE SAILFISH AT THE NATIONAL BOAT SHOW

SYNTHETIC SAILS EVEN UP THE FLEET

With the further development of synthetic sails the racing enthusiast is now on equal terms with his competitor, due to the uniformity in material of dacron, orlon, and nylon. Larchmont Yacht Club's famed International one-design class purchased dacron sails for their boats two years ago. Everyone in the International Class has been very pleased with the performance of these sails. Dacron was used in making the mainsail and the jib on these boats while nylon was used for the spinnaker.

The International Class is just one of the many examples of the racing classes throughout the world using synthetics as sail material. A recent survey indicates that over 90% of the sails cut in the States today are made of synthetic. The large majority of these are dacron. Synthetic sails are not confined to smaller racing boats, but are found in anything from a Beetle cat to the largest ocean racer.

One of the many advantages of synthetic sails is that they can be stowed wet without possibility of rot or mildew. Salt water evidently doesn't have any detrimental effects on them. This seems to be truly the answer to the racing enthusiast's prayer. No longer does he have to stumble over the old magazines stored in the attic trying to hang his sails in the attic to dry after a race. Sails can be stored or furled while they are still wet, for they seem to hold their shape equally well whether wet or dry

All of these excellent characteristics are combined in the Plisail and Drisail, orlon and dacron sails supplied by Alexander Lamport & Bros., 390 Broadway, New York, N. Y. Drisails shed water like a duck, lifting in heavy dew, spray or rain squalls.

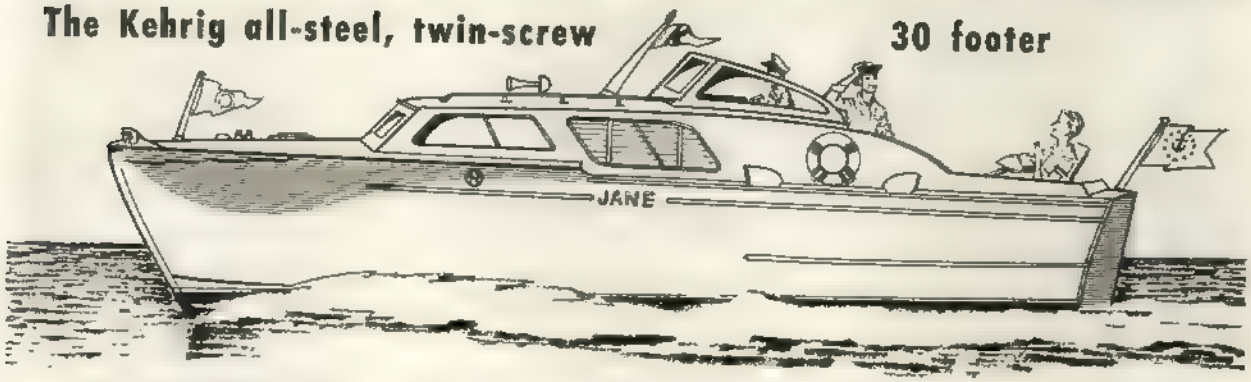
TRANSOM PLATES ABSORB VIBRATION

The answer to the problems of outboard motor vibration, scarring of the transom, and loss of motors is now available to outboard motorboat owners by introduction of the Vibrasorb to the national market. Manufactured for many years by Christie-Heller Products, 2815 N Miami Ave., Miami, Florida, the Vibrasorb consists of two stainless steel plates to the inside of which is bonded neophrene rubber so that no metal is in contact with the transom. These plates are attached to the inside and outside of the transom and overlap on top. Thus the Vibrasorb will fit any size transom. A brass chain welded to the inside plate which snaps on the motor, prevents loss due to upset or faulty mounting. Specially treated non-skid surfaces prevent slipping of the motor clamps

The manufacturers claim that the Vibrasorb absorbs vibration at the logical place—where the motor is clamped and anchored to the transom. One model fits all boats. Motors of all horsepower can be used. Boats equipped with two motors can be equipped with two Vibrasorbs. Tests have shown a reduction of vibration of from 50 to 85 per cent. Because of this vibration reduction, motors last longer, and the normal life of [illegible] is lengthened.

4 STAR HIT of any Boat Show

The Kehrig all-steel, twin-screw 30 footer



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Internationally famous designer of fine cruisers.

★ **Built by Kehrig Manufacturing Co.**
Highly formed precision metal products for 30 years.

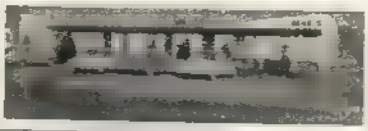
★ **Powered by Gray Marine Engine Co.**
World leader in pleasure boat power for 50 years.

★ **Color and Decor by a famous consultant**
Designer for world's leading motor car builders.

Over 30-feet for comfort — Twin engines for reliability — All steel hull for low upkeep — Steel, fume-proof bulkheads for safety — Flared bow and tumble home stern for beauty — Hacker Fairform under water unit for efficiency — Modern colors and interiors.

The first steel pleasure craft built on aircraft-type fixtures, which hold hull to designer's exact lines — on every boat

WRITE OR PHONE FOR COMPLETE INFORMATION



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for BOAT COVERING and MAKING

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WORLD'S LARGEST SUPPLIERS.
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MARINE CONVERSION PARTS
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It's good in any port!

ANTI-FOULING COPPER BOTTOM PAINT MADE TO MEET NAVY SPECS.
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Quick Drying Marine Spar Varnish ★ Elastic Seam Compound in All Colors ★ Brush Cleaner
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GROCO-QUALITY STRAINERS
Sizes ¼" to 2" Single
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The Famous GROCO Combination Hand and Electric Toilet

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OUTBOARD CRUISERS
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FAST, SEAWORTHY — WITH NEW 1956 LOOK

Convertible	$760.00
Overnighter	785.00
Cruisette	984.50

18' Long—6'9" Beam. Also available in 20, 21' 4" Runabouts, 4 models, $385 and up. All prices f.o.b. Florida.

DuCrafts for '56 are Bigger Stronger Faster — A real BEAUTY, — to see it is to buy it!

A few choice territories available.

ESPAN MARINE

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AMAZING VALUE!!

1956 CRESTMARK

"SPORT'N CRUISE 23"

L.O.A. 22' 10" $2990.00 BEAM 8' 4"

- SLEEPS TWO • SINK, STOVE AND ICE BOX
- ENCLOSED TOILET • 5 UNIT INST. PANEL
- 10 FT. COCKPIT • MAHOGANY SPOKE WHEEL
- HUSKY CONSTRUCTION DESIGNED FOR OFFSHORE USE
- DEEP OAK KEEL • NON-POUNDING "DEEP-V" HULL
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COMPLETE AS DESCRIBED AND ILLUSTRATED WITH 60 HP ENGINE

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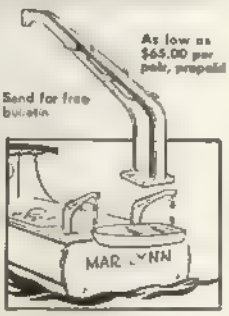
CAPT. JOHN'S DAVITS

Four models to choose from, priced for every purse. Corrosion-resistant aluminum alloy, heat-treated for max. strength. Gunnel fastening feature prevents strain on dinghy. Designed to avoid interference aft. Also available as extras, 360° swivel bases permit davits to swing out of way, and for quick detaching without tools. Sold in pairs or single units. Used as anchor hoists, and on docks and sea walls.



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P. O. BOX 92 WETHERSFIELD, CONN.

BICYCLES

D.P. HARRIS MIDDLEWEIGHT

Standard Tank Model

Middleweight double bar frame, middleweight guards. Truss fork with chrome cap. Middleweight enameled rims; all black tires. Deluxe chain guard, ball bearing rubber pedals. 24x6 in. handlebar with black plastic grips. Streamlined tank, torpedo fender lamp; rear carrier. Extra heavy kick stand; Stimsonite rear reflector. Equipped with Perry coaster brake. Tan leather saddle.

26 in. Models, with 26x1.75 in. Tires

	Each
No. 9614—Men's type, metallic red with ivory trim; wt each 54 lbs.	$82.50
No. 9616—Ladies' type, metallic blue with ivory trim; wt. each 54 lbs.	82 50

24 in. Models, with 24x1.75 in. Tires

	Each
No. 9414—Boys' type, metallic red with ivory trim; wt. each 47 lbs.	$80.00
No. 9416—Girls' type, metallic blue with ivory trim; wt. each 47 lbs.	80.00

All above, one in a carton.

Standard Model

Middleweight double bar frame, fork and guards. Enameled middleweight rims, all black tires. Scout handlebar with black plastic grips. Tan leather saddle. Chain guard, ball bearing rubber pedals, Stimsonite rear reflector, kick stand, Perry coaster brake.

26 in. Models, with 26x1.75 in. Tires

	Each
No. 964—Men's type, metallic red with ivory trim; wt. each 47 lbs.	$70.00
No. 966—Ladies' type, metallic blue with ivory trim; wt each 48 lbs.	70.00

24 in. Models, with 24x1.75 in. Tires

	Each
No. 947—Boys' type, metallic blue with ivory trim; wt each 43 lbs.	$69 50
No. 948—Girls' type, metallic blue with ivory trim; wt. each 42 lbs.	69.50

20 in. Models, with 20x1.75 in. Tires

	Each
No. 927—Boys' type, metallic red with ivory trim; wt each 37 lbs.	$60.00
No. 928—Girls' type, light metallic green with ivory trim; wt. each 37 lbs.	60.00

All above, one in a carton.

ROYAL CROWN LIGHTWEIGHT

With Three Speed Sturmey-Archer Hub

26 in. wheels fitted with Dunlop tires, butyl tubes and Schrader Valves. Latest design double-sided full length chain cover; full chrome plated fork cover. Tan mattress saddle with steel girder frame. Adjustable, reversible handlebar; finger-fit rubber grips. Hooded lever rim brakes; extended lamp bracket; rubber pedals; safety reflector.

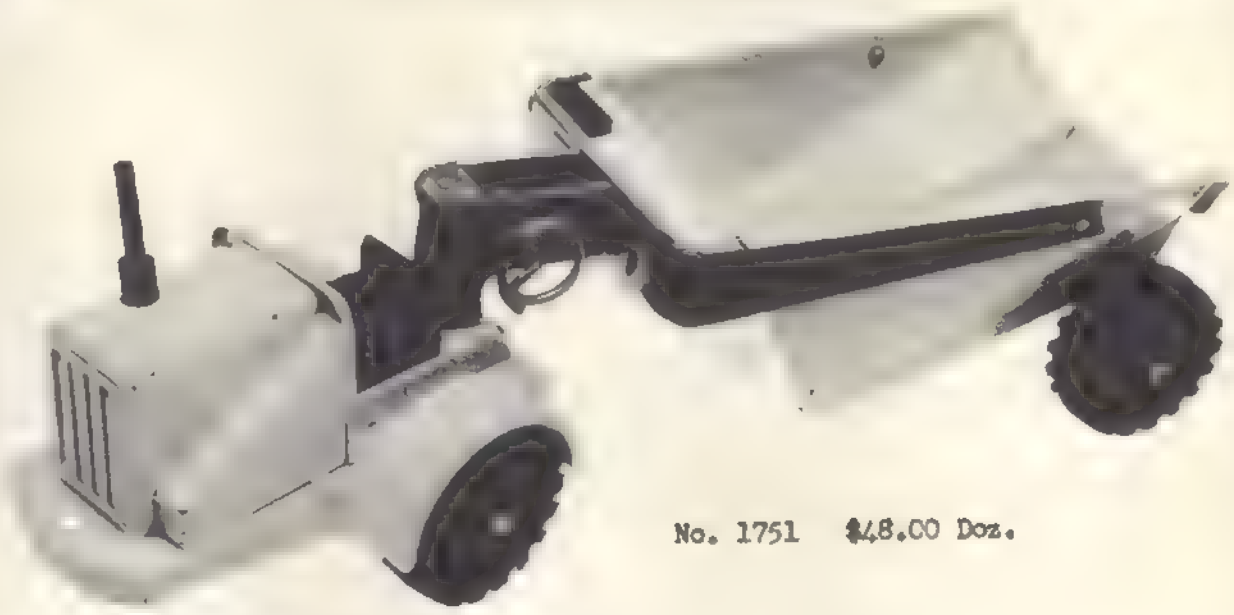
Complete with Shuresta stand, tire pump, tourist bag and tools.

Finished in flamboyant red enamel.

	Each
No. 313F—Men's type; wt. each 47 lbs.	$77.50

One in a carton.

EARTH MOVING PULL TOYS



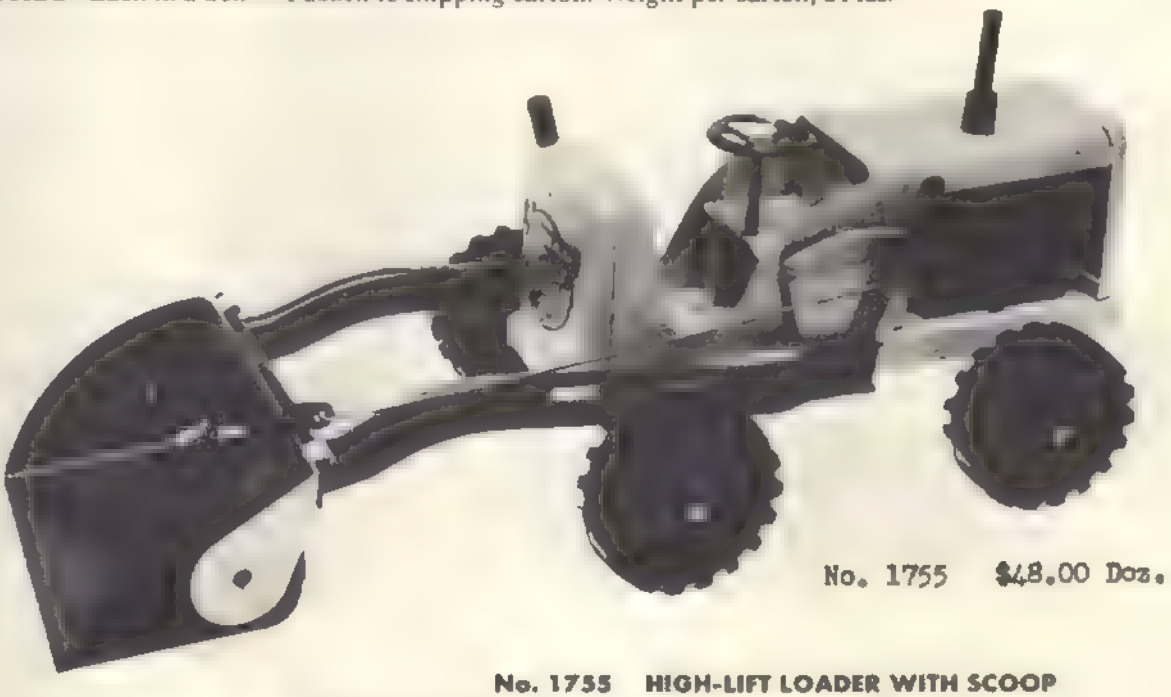
No. 1751 $48.00 Doz.

No. 1751 ROCKER DUMP TRUCK

Measures 17½" long, 5¾" wide, 4½" high.

Heavy Gauge Steel Body is raised by means of crank behind the driver's seat Finished in baked enamel colors with decals. Rubber tires.

PACKED Each in a box ½ dozen to shipping carton. Weight per carton, 24 lbs.



No. 1755 $48.00 Doz.

No. 1755 HIGH-LIFT LOADER WITH SCOOP

Measures 15½" long overall, 6⅜" wide, 5" high.

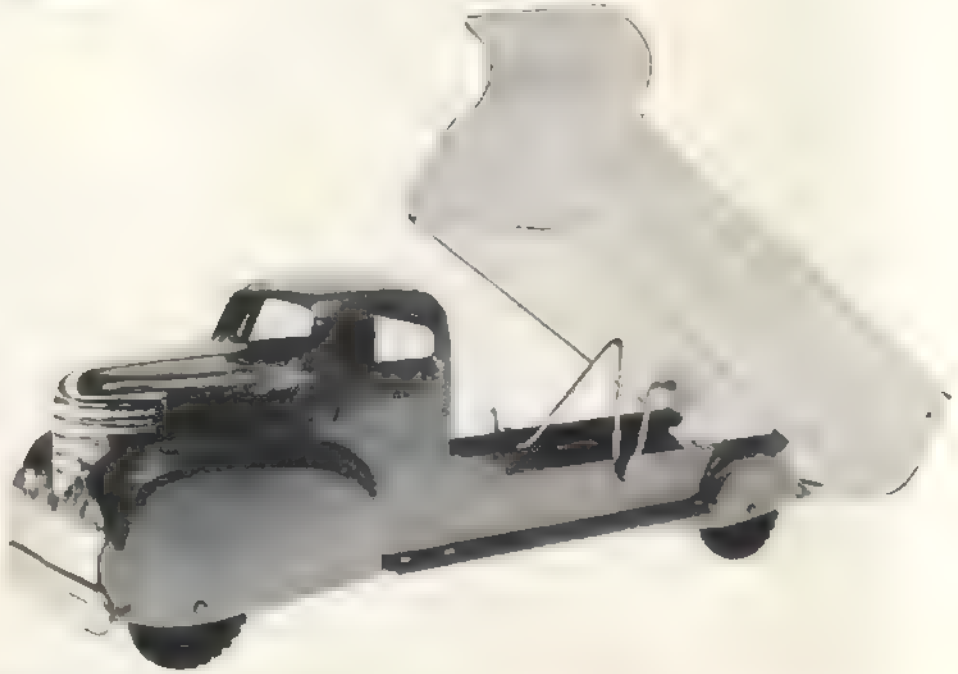
Heavy gauge steel Rear wheels are steerable and lever raises bucket and locks in position. Unit released by trip lever for dumping Oversized rubber tires

PACKED: Each in box — ¼ dozen to shipping carton Weight of carton, 12 lbs

No. 1781 DIESEL POWER SHOVEL

Measures 18" long, overall, 6¼" wide, 13¼" high
New and exclusive action. Equipped with automatic scooping operation and automatic bucket release action
All steel, heavy gauge construction throughout.
PACKED: Each in a box

No. 1781 $66.00 Doz.



No. 1083 HEAVY GAUGE DUMP TRUCK

Measures 23" long, 9⅛" wide, 8¾" high.
Mammoth, over-sized heavy gauge all steel construction Dump Truck.

PACKED: Each in a corrugated shipper.

No. 1083 $48.00 Doz.

Two-Story Warehouse Acquired By the Martin Rubber Company

Walter L. Tepper of Martin Rubber Company, Inc., Long Branch, N. J., advises that the firm has just acquired a two-story building that will be used for additional warehouse space. Located one block from the company's present factory, the new warehouse will, in Mr. Tepper's words, enable Martin Rubber to meet the increasing demand for the firm's Rocket and Neptune lines of underwater swim accessories.

ECONOLITE NURSERY LAMPS WITH DISNEYLAND THEMES

Five new nursery and action lamps, all U.L.-approved and reproducing scenes and characters from Disneyland, have been announced by Econolite Corporation, 8900 Bellanca Avenue, Los Angeles, manufacturer of children's lamps

"The Disneyland theme was a natural for juvenile lamps," says Econolite sales manager Albert Schwartz. "Disneyland is one

of the most imaginative and picturesque settings in the world, and a child's lamp can be one of the most imaginative and decorative articles that go into a child's room

Youngsters from every state in the union have already visited Disneyland, Schwartz pointed out, and millions more—as well as parents and other relatives—have become familiar with this entrancing "world of childhood imagination" through national television programs and magazine articles.

Two of the new lamps are of the Econolite animated type, with revolving plastic shades on jeweled bearings Three others have durable parchment-type shades, decorated in full color with such scenes as the Mickey Mouse Club, Fantasyland Castle, the historic railroad station at the Main Entrance and other equally well-known landmarks

For the animated lamps, the suggested retail price is $6.95 each. The subjects are a Disneyland merry go-round with Mickey and Pluto and the other well loved characters as riders, and the Casey Jr. train which Mr. Schwartz says is a "must" trip for every youngster who visits Disneyland. These toyland lamps, constructed with metal bases and tent-shaped plastic tops with bright colored flags, measure 11¼" high by 10" wide. Two of the parchment-type lamps, with drum bases, measure 15" tall by 10" wide and 13½" tall by 9" wide, respectively, and feature Mickey Mouse Club and Disneyland scenes. Suggested retail on each is $4.95. There is also a parchment shade, block base lamp, 15" x 10", depicting the Mickey Mouse Club and Band at a $5.95 suggested retail

Each lamp is also equipped with a turn off switch and individually packaged for gift giving and shipping

MORRIS NAMED EXPORT SALES MANAGER, PLASTIC BLOCK CITY

The appointment of Fred Morris as export sales manager has been announced by Patrick J. Buckley, president of Plastic Block City, Inc. The Chicago firm manufactures "Block City" and "Brick Town" construction sets, pre school building blocks, the Buckley Irish Mail, and a line of juvenile furniture including folding table and chair sets

Mr Morris, a resident of Chicago, comes to the toy firm from H. C. Evans Company. He will direct selling activities in the expanded export department at Plastic Block City.

CAMPBELL KID SUPER MARKET, DOLL WARDROBE BY TOYMASTER

Toymaster Products Company Inc., Clifton, N. J., will feature two Campbell Kid items in the record-breaking Campbell Kid birthday celebration promotion in November involving *Life* and other media.

The Campbell Kid De Luxe Super Market, over 5 feet high and made of colorful,

sturdy, reinforced fibreboard designed with a realistic tile front and spacious shelves, will retail at $3.98. A generous supply of miniature packages of famous brands is included to give the junior food store entrepreneur a full stock to start in business with. There's play money, too, to help educate budget wise youngsters. Toymaster has designed the Campbell Kid De Luxe Super Market so that it is quickly assembled; no pins, staples or gum tape are needed.

Toymaster Products' second item in the Campbell Kid Birthday promotion will be a Campbell Kid Doll's Wardrobe, retailing at $2.98. It is an easy-to-assemble doll wardrobe, of sturdy fibreboard in aqua and pink, that's 29" high and designed for neat storage of doll clothes. There's a rack for hanging clothes, a shelf for hats and bags, a sturdy drawer for shoes and undies. Fourteen hangers are provided Two doors, hinged on sturdy wooden dowels, open easily

PLASTICVILLE FROSTY BAR ITEM IN '55 BACHMANN LINE

The accurately-detailed #HO-70 Plasticville Frosty Bar (pictured here) is among the many new miniature railroad

accessories being offered the trade this year by Bachmann Bros., Inc., 1400-38 East Erie Avenue, Philadelphia.

Size of the item is 2¾" long, 1⅝" wide and 1⅜" high. It is packed individually in an illustrated box; a dozen boxes comprise a shipping carton weighing approximately 3¼ pounds. The retail price is 79¢.

$ 1,000,000

worth of excitement in the great 1956 line by

EEGEE

Sensational LIFE-Advertised SUSAN STROLLER has a little sister!

LIL' SUSAN

11" OF ADORABLE SALES APPEAL!

- *She's a Walking Doll with Kneel and Bend Action!*
- *She has a Vinyl Head...Rooted Hair!*
- *She has Eighteen Different Ensembles to Choose from!*

Outfits designed to tempt your customers to buy–buy–buy! Ballet outfit! Ice-skating outfit! Bridal gown Party dresses! And 14 others!

Lil' Susan's a bundle of Sales Dynamite!
She's priced to sky-rocket your volume up, up, up! She's the newest addition to the big EEGEE doll family! See Lil' Susan . . . and the full EEGEE line of vinyl dolls, bunting dolls, bride dolls, teen age dolls, rooted-hair favorites – everything your customers want – from the world's largest doll factors – EEGEE!

EEGEE dolls – *a division of*

GOLDBERGER DOLL MANUFACTURING CO. INC.

1107 Broadway, New York City *Plant:* 538 Johnson Ave., Brooklyn, N. Y.

add these "Beautiful Dolls",

(to be seen at the TOY FAIR,)

to your date book in '56!

DY-DEE
World's finest, most durable, wetting and drinking doll. Weeps real tears.
MELODIE
A new Creation
(we're not saying! see it at the FAIR!)
FLUFFY
Attractive, all Vinyl 10" Miniature with rooted hair. Wide variety of extra clothes.
CUDDLES
The lovable Baby that set the trend for Baby Dolls.
TINY TUBBER
All Vinyl Nursing 10" Miniature with extra layettes.

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Durable Dolls

200 Fifth Avenue, New York 10, N. Y.

FOR TOYS—ONE BUILDING STANDS OUT FROM ALL THE REST

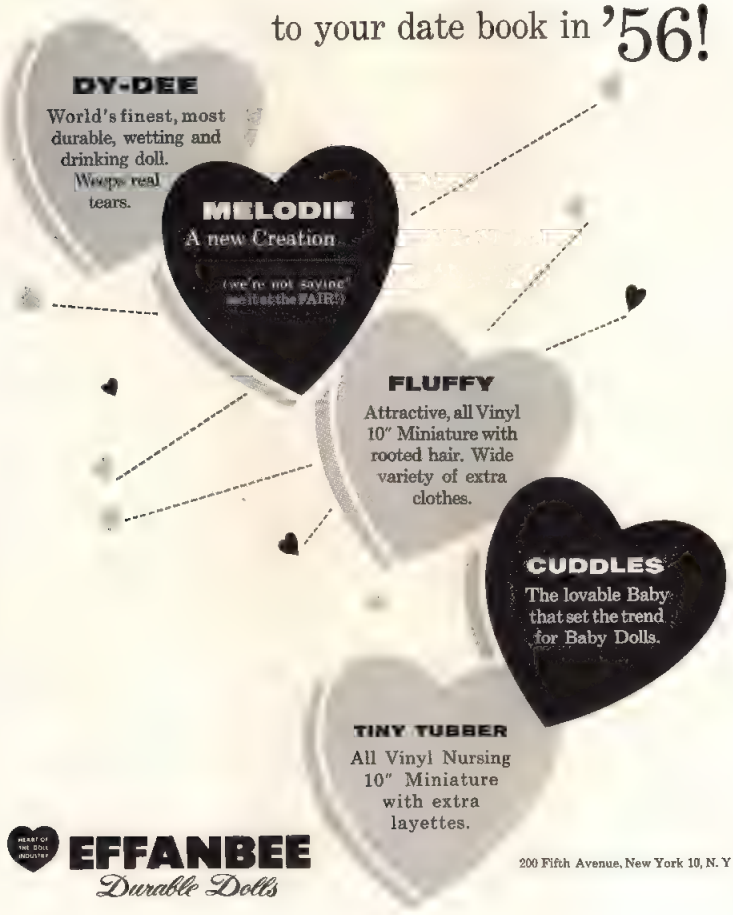
The

FIFTH AVENUE BUILDING

toy center of the world

200 FIFTH AVENUE, AT 23RD STREET, NEW YORK
Dwight-Helmsley, Inc., Rental and Management Agent
"More than an Office Building"

add these "Beautiful Dolls",
(to be seen at the TOY FAIR,)
to your date book in '56!


DY-DEE
World's finest, most durable, wetting and drinking doll. Weeps real tears.
MELODIE
A new Creation
(we're not saying
at the FAIR!)
FLUFFY
Attractive, all Vinyl 10" Miniature with rooted hair. Wide variety of extra clothes.
CUDDLES
The lovable Baby that set the trend for Baby Dolls.
TINY TUBBER
All Vinyl Nursing 10" Miniature with extra layettes.

EFFANBEE
Durable Dolls

200 Fifth Avenue, New York 10, N. Y

SEE THEM DURING TOY FAIR AT:

ROOM 720, HOTEL NEW YORKER
ROOM 450, FIFTH AVENUE BUILDING

BIG-POLY

AUTO TRANSPORT

$2.98 *retail*

Twenty inches long. Equipped with Four Cars, Loading Ramp and Set of Tools. Stock No. 803 Packed 6 only to master carton.

THIS IS BIG POLY!

THEY'RE BIGGER THAN EVER! THEY'RE UNBREAKABLE!

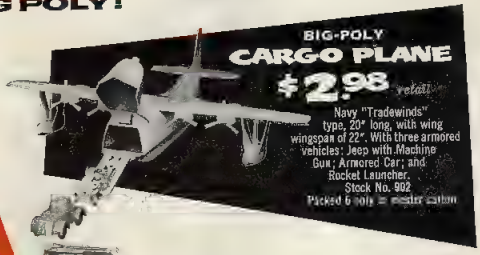
ELDON scores another FIRST with BIG-POLY, BIG-PROFIT toys. In polyethylene (so popular with parents) these safe-play, furniture-saving toys will be a year-round seller!

BIG-POLY

CARGO PLANE

$2.98 *retail*

Navy "Tradewinds" type, 20" long, with wing wingspan of 22". With three armored vehicles: Jeep with Machine Gun; Armored Car; and Rocket Launcher. Stock No. 902 Packed 6 only to master carton



BIG-POLY

AIRCRAFT CARRIER

$2.98 *retail*

A full two feet long, this "Forrestal-type" Carrier comes with Four Cougar Fighter Planes! Stock No. 901 Packed 6 only to master carton

ELDON *Manufacturing Company*

1010 E. 62nd Street • Los Angeles 1, California

Geiger Counters

AT LEFT: The low-priced "Eldorado" portable Geiger Counter by El-Tronics.

Join up now in the biggest prospecting rush since 1849! Millions of dollars have been paid to individual prospectors for the discovery and sale of uranium—millions of dollars to amateurs and professionals alike—to people with no knowledge of rocks whatever—to people with nothing but a good Geiger Counter!

Choose a Counter now from the quality instruments on this page—you'll find a price and performance designed precisely to fit your needs!

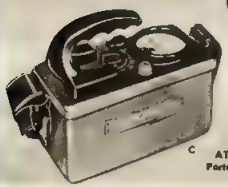
AT RIGHT: The Super Scintillation Counter with pistol-type probe.

The United States Government Offers You Bonuses up to $35,000, Plus $10,000 Reward!

Yes, the Government will pay up to $45,000 for the *discovery alone* of valuable uranium bearing ores! Get the Atomic Energy Commission's book "Prospecting for Uranium."

ABOVE: Military type Geiger Counter—an all-purpose field unit moderately priced.

ABOVE: Scintillation Counter—lowest priced professional type.



AT LEFT: Three-range Portable Geiger Counter.

AT LEFT: Master Scintillation Counter for any use requiring an extra-sensitive instrument. Prospecting and mapping may be done by airplane or automobile.

(A) THE "ELDORADO" PORTABLE GEIGER COUNTER. Here is a special prospecting instrument with an entirely new circuit that permits for the first time ultra-sensitive features. The presence of radioactivity is indicated by loud clear clicks in the double Alnico magnet earphones and bright distinct flashes of the neon bulb on the top of the case. The "Eldorado" will continue to count even in the presence of high fields where competitive counters fail. Beta window in case for extra sensitivity. Fully tropicalized and moisture proofed. Uses flashlight batteries (included). Hammertone case, 1¾"x7", shoulder strap, earphones.
20-6905-3746 (Each) Wt. 4½ lbs.
20-6905-2997 (3 or more). . .Retail **49.95**

(B) MILITARY TYPE GEIGER COUNTER. All-purpose field unit similar to regulation military gear. Extremely sensitive—uses special beta-gamma halogen Geiger tube which cannot be damaged by high radiation fields, lasts indefinitely. Large, easy-to-read calibrated meter. Three ranges: 0.2, 2.0, and 20 mr/hr. Specially designed advanced electronic circuit. Detachable probe plugs safely into case when not in use. Entire unit tropicalized and waterproofed to withstand severest climatic conditions. Counter uses two 67½ volt "B" batteries and one 1½ volt "A" battery. With earphones, batteries (included), shoulder strap. 8¼"x5¾"x5".
20-6906-11996 (Each) Wt. 10 lbs.
20-6906-9597 (3 or more). Retail **159.95**

(C) THREE-RANGE PORTABLE GEIGER COUNTER. A highly sensitive Geiger Counter with internally mounted G.M. tube designed for field prospecting under rugged conditions. Three full scale ranges of 0.2, 2.0, and 20 mr/hr read on a large waterproof meter. Long-life beta-gamma G.M tube operated from regulated high voltage power supply. Firm-grip aluminum handle for ease of handling and protection of meter in case of upset. Hammertone finish drawn aluminum case is waterproofed and tropicalized. Uses standard, readily available tubes and batteries which can be changed without the use of tools. Furnished with plastic shoulder strap, batteries (incl.), earphone, instructions. 8"x3¼"x8¾".
20-6904-7496 (Each) Wt. 5 lbs.
20-6904-5997 (3 or more). . Retail **99.95**

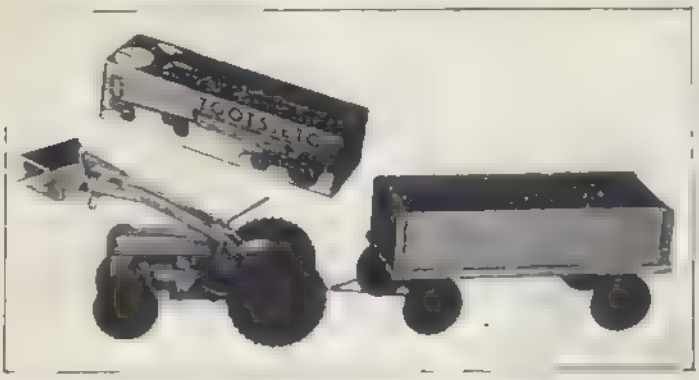
(D) SUPER-SCINTILLATION COUNTER, WITH PISTOL TYPE PROBE. An extraordinarily fine and sensitive instrument in current use by the U.S. Atomic Energy Commission and other professional agencies. Even more sensitive than (E) at right. Uses massive 1x1¾" sodium iodide crystals. Detects radiation changes as minute as .001 mr/hr, yet requires no special training on the part of the operator. The counter is equipped with meter, range switch, calibration control, high-low time constant switch, and zero adjustment. Uses two 67½ volt "B" and one 1½ volt "A" batteries (included) Probe is 3" diam., 12" long, clips securely to battery box. 6"x6½"x3½"
20-6907-37496 (Each) Wt. 11 lbs.
20-6907-29997 (3 or more). . .Retail **499.95**

(E) SCINTILLATION COUNTER. A low priced scintillation counter where no compromise has been made with quality. 100 times more sensitive than Geiger Counters, and fast rate of count makes it possible to measure the tiniest increase in radiation. In spite of its sensitivity, this counter is rugged enough for the toughest prospecting, yet simple enough to operate for the most inexperienced amateur. It uses 1x1" sodium iodide crystals and comes equipped with a large, legible meter, range switch, calibration control, high-low time constant switch, zero adjustment. Uses two 67½ V. "B" and one 1½ V. "A" batteries (included). Rite waterproofed case 8¼"x6¾"x5¾". FOB Penn.
20-6908-26246 (Each) Wt. 9 lbs.
20-6908-20597 (3 or more) Retail **349.95**

(F) MASTER SCINTILLATION COUNTER. A super-sensitive instrument for use only where such performance is necessary. The Master Counter has a probe containing a large crystal, a photo-multiplier tube and pre-amplifier and is ably fitted for high speed work. With its 15 feet of cable, the probe may be mounted on the bumper of a car or hung from an airplane for mobile work. It has, in addition to the standard counting rate meter, a scaling meter that will give you a quantitative measure of the number of counts received over whatever period of time you select. Uses super 2½" crystals, regular dry batteries (included). FOB Penn.
20-6909-74996 (Each) 28 lbs.
20-6909-59997 (3 or more). . **999.95**

WHEEL TOYS

TOOTSIETOY TRACTOR WITH SHOVEL AND WAGON



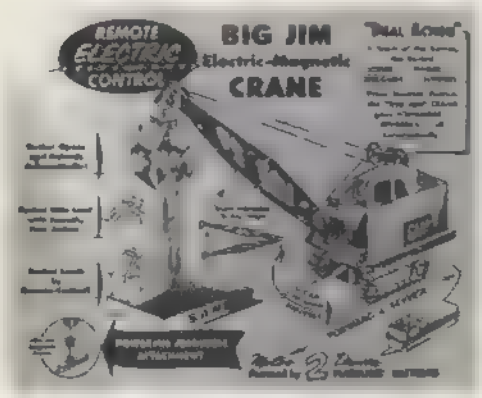
Real-life farm hauler set—an authentic replica of the Ford tractor with a movable scoop and utility wagon with removable sides and ends. For indoor or outdoor play

		Each
No. 171-290	14 in. long over all	$1.49

Thirty-six in a carton.

ELECTRIC MAGNETIC CRANES

GMP BIG JIM



With Remote Control Unit

Features magic clam-shell bucket and powerful magnetic attachment operated by push buttons. Entire crane also runs forward and backward by simply operating buttons on remote unit. Adjustable boom height.

One hand operation of control unit. Completely automatic, buttons operate everything. Powered by two flashlight batteries.

		Each
No. 1898-130	—Without batteries	$12.00

Six in a carton.

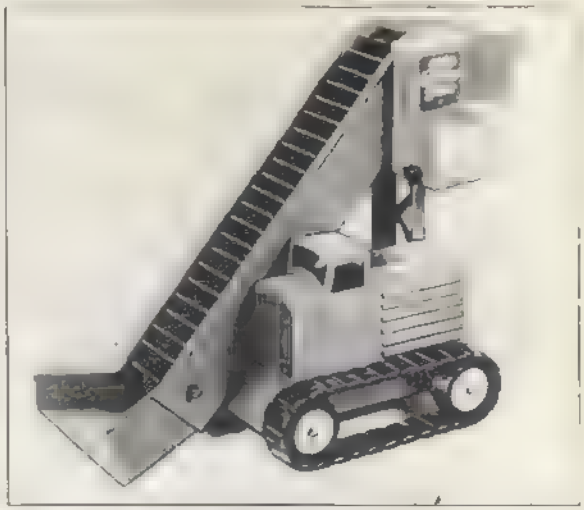
ELECTRO-CLAW TRACTOR

Completely controlled by single lever action. Moves forward and backward. Revolving turret. Claw raises and lowers, opens and closes, moves objects weighing as much as 10 lbs. Rear end dumps and front bulldozer can be raised or lowered. Constructed of steel and plastic. Operates on flashlight battery.

		Each
No. 1814-2001		$20.00

Three in a carton.

ELECTRIC CONVEYOR

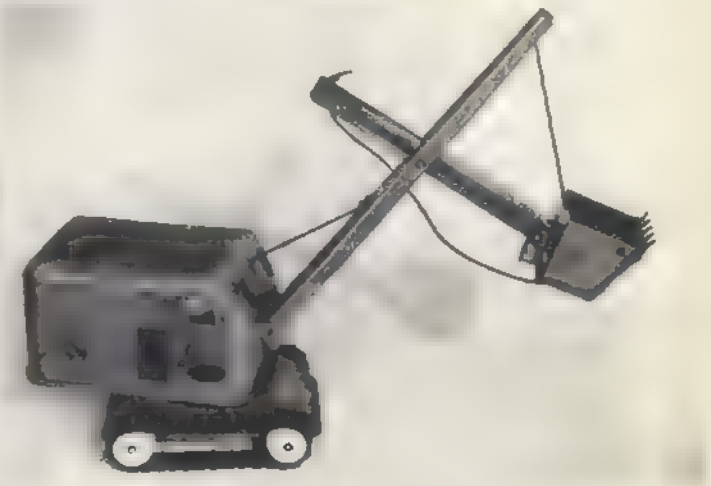


Size: 14⅛" long, 6¼" wide, 10¾" high. Constructed of heavy, automobile steel with heavy rubber treads that roll forward and backward. Has powerful electric motor that operates with two regular flash batteries to turn conveyor belt for hauling sand to the top of the conveyor. Complete with stop and start switch. Conveyor finished in bright baked enamel colors. Individually packed in shipping container. Weight: 4 lbs.

		Each
No. 1807-402		$4.20

Three in a carton.

STEAM SHOVEL



Size: 21" over-all, 5" wide. Steam shovel is made of heavy gauge steel finished in bright baked enamel color. Plenty of action with three-way control. Boom will raise and lower. Bucket can be operated up and down and has heavy snap door which opens by pulling rope. Cab can be turned completely around. Equipped with heavy rubber treads for moving forward or backward. Individually boxed. One half dozen in shipping container. Weight: 21 lbs.

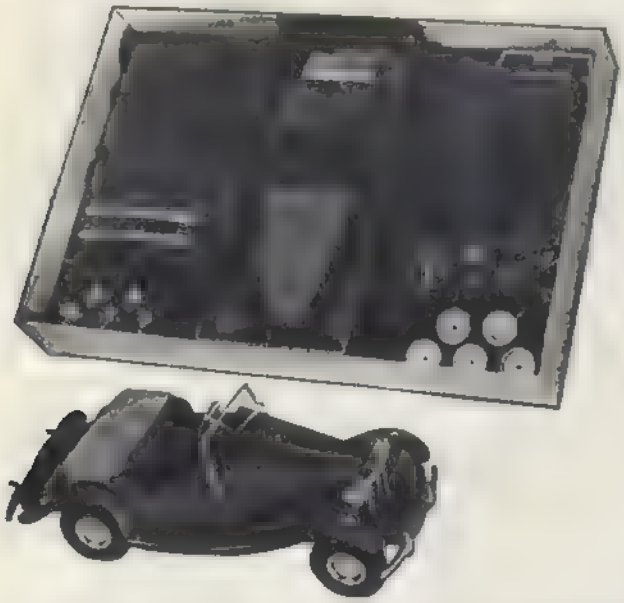
		Each
No. 1898-397		$2.20

Six in a carton.

WHEEL TOYS

DOEPKE "SCALE MODEL" MODEL TOYS

DOEPKE SPORTS CAR KIT



A "Build-It-Yourself" sports car, styled after popular foreign sports cars. More than 50 precision fitted parts requiring only screwdriver for assembly.

Die cast body, heavy steel chassis, steerable front wheels, semi-pneumatic tires, semi-elliptical rear springs; delivered with French gray primer coat.

Can be painted to individual preference.

Each

No. 1856-2018—Jaguar; 18 in. long $11.75

Six in a carton.

ROAD BUILDING SET

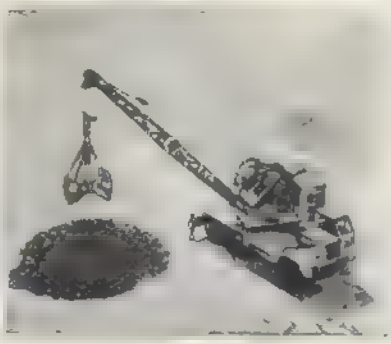
Road Building Assortment - Metal Set consists of Hubley Jr. Tractor, 481 Road Scraper, 478 Dump Truck, 487 Cement Mixer and 488 Power Shovel. All toys have rubber wheels and have numerous play features.

Each

No. 1845-75 ..... $7.00

Three in a carton.

NY-LINT MICHIGAN SHOVEL



A new, active scale model. The bucket takes a full "bite," just like the real thing, then trips automatically when raised to the boom. The long, sturdy boom raises and lowers and the whole housing pivots on the rugged, extra braced chassis. Front wheels are steerable. Made of 20 gauge and heavier steel, welded construction. Sprayed enamel finish.

No. 2213-2200—31½ in. long, 7½ in. wide, 20¼ in. high ...$10.45

Six in a carton.

NY-LINT SPEED SWING LOADER

A new scale model of one of the most versatile of modern machines. The bucket can be raised and lowered, swung to any position and tripped to dump. Broad sturdy chassis has steerable wheels and many interesting details. Strong, welded construction of 20 gauge and heavier steel. Sprayed-on baked enamel finish. Extra size 3¾ in. rubber tires.

Each

No. 2214-2000—19 in. long, 7½ in. wide, 11¼ in. high $8.35

Six in a carton.

NY-LINT ROADGRADER

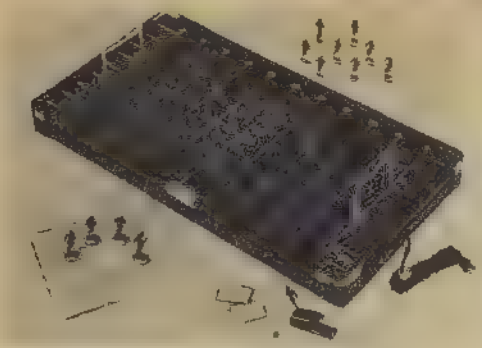
Blade can be raised, lowered, tilted, swung either way to six positive lock positions. Rear wheels are tandem pivoted, never leave the ground regardless of dips or bumps. Real action double-knuckle steering gives strong front end. Rugged, heavy gauge steel construction with sprayed, baked enamel finish; 3¾ in. diameter rubber tired metal wheels.

Each

No. 2215-1400—19¼ in. long, 8 in. wide, 7¼ in. high; wt. per carton 51 lbs. $7.00

Six in a carton.

ACTION PACKED ELECTRIC GAMES



ALL-STAR ELECTRIC FOOTBALL GAME

- **Players run, pass, kick—real football action!**
- **With magic magnetic football**

Each player plans his own offense and defense. Game is played with a special magnetic football. Electrically operated vibrating action moves the players across the board, just like the real game! Either team's men can run through the line, pass, and kick. Vibrating coil with cord set and switch for use with AC 110 volt current only. Multi-colored Masonite playing surface with authentic gridiron pattern and goal posts. Mahogany grain frame, rounded nickel corners. Set includes 11 red plastic and 11 blue plastic football figures, metal kicker and passer, metal yardage marker, game rule book, magnetic football, and 2 metal goal posts. Wt. 6 lbs.

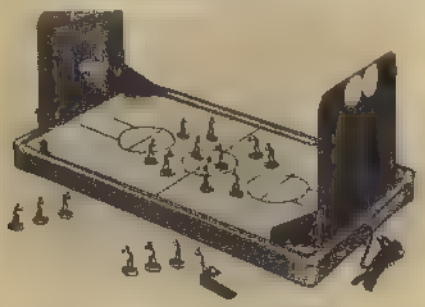
No. 8209. List $7.95. Dealer's each, $5.10.
Lots of 3, each, $4.85. Lots of 6, each **4.37**

ELECTRO-MAGNETIC BASEBALL

- **Pitch, hit, catch and field—real action baseball game**
- **With electric pitcher and magnetic ball**

The ball can be pitched to the plate in curves, fast balls or slow balls. Ball and strike zones behind the plates. Bat swings and can hit ball to any field. Infield, outfield and backboard are marked off into "hit" and "out" areas that indicate every kind of play from home run to double play. The electric fielders can actually catch, throw, fly balls and field grounders. Playing surface is metal and Masonite. Frame is metal with rounded nickel plated corners. Metal fence. Coil with cord set and switch attached underneath game. Set includes 9 colored metal players, 2 magnetic balls, 1 metal pitching arm, 1 wood bat, 4 metal fences, score sheet, 6 plastic discs for base runners, and rules for playing. 110 volt AC only. Size 22"x22"x2¼".

No. 8206. List $10.95. Dealer's each, $7.30. Lots of 3, each $6.65. Lots of 6 ..... **6.27**



ALL-STAR ELECTRIC BASKETBALL GAME

With Magnetic Basketball! All the thrills and action of a real basketball game! Vibrating action moves players across the board. They really pass, dribble and shoot. Masonite playing surface. Blue steel frame with rounded nickel plated corners. 2 backboards with bells attached. Vibrating coil with cord set and switch for use with AC 110 volt current only. 5 red and 5 blue plastic basketball figures, 2 marbles, magnetic basketball, metal basket shooter, 4 score discs.

No. 8208. Wt. 7 lbs. List $7.95. Dealer's, each $5.15.
Lots of 3, each $4.70. Lots of 6, each **4.42**

ELECTRO-MAGNETIC ICE HOCKEY

- **Players pass, block, shoot—goalie moves in cage to defend goal—Real action hockey**
- **With magic magnetic puck**

The player can actually handle and maneuver the puck into scoring position. Set has 6 red and 6 blue plastic players on metal bases, 1 red and 1 blue snap action puck passer, magnetic puck, metal grand stands, scoring discs, and rules for playing. Made of Masonite and steel. AC current only. 16½x8½x3".

No. 8207. List $9.95. Dealer's ea. $6.60. Lots of 3, ea. $6.05.
Lots of 6, ea. **5.68**

TABLE MODEL POOL TABLE

A Jr. sized pool table that provides all the fun and fascination of a standard size outfit. Set includes 15 numbered balls and cueball, steel triangle, 2 wood cues with rubber tips, attached score marker, and rules for playing. Table base Masonite, frame legs, and return ball tray are steel with rounded corners. Rubber cushions inserted in frame. Base covered with green flock. Frame, legs and ball tray have walnut grain design with nickel plated corners. 30"x17½"x8½". Wt. 11 lbs.

No. 8817. List $8.95. Dlr's., ea. $6.70. 3, ea. $6.15. 6, ea. .. **5.76**

Pool Table with Collapsible Legs

This model is the same as above except that it is mounted on collapsible aluminum legs. Size set up 30½"x17¾"x22½" high. Wt. 12 lbs.

No. 8813. List $13.95. Dealer's, ea. $8.80. Lots of 3, ea. $8.05. Lots of 6, ea. **7.57**

Built for hours of fascinating fun

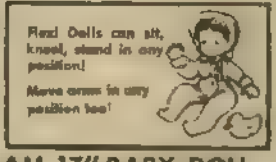
• Safe • Sturdy • Streamlined

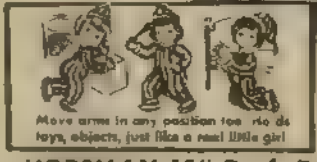
Nationally Advertised

HORSMAN FLEXI DOLLS

- Flexible, Lifelike Arms and Legs
- Head Turns, Voices Coo When Squeezed
- Saran Rooted Hair, Sleeping Eyes
- Wonder Soft, Baby Smooth 'Fairy Skin'

Little girls can create a whole new world of exciting make believe with these adorable Flexi Dolls. Pert and pretty, the dolls are designed to take a leading part in playtime fun, for they can sit, kneel, cross legs, hold toys . . . assume any position! Soft, flesh-like 'Fairy Skin' is realistic to the touch, make Flexi Dolls really cuddly and lovable. They're proud beauties with saran rooted hair that can be washed, combed, curled and set. The true to life details of the Flexi Dolls are sure to win the heart of any little girl.





HORSMAN'S PRAM 17" BABY DOLL

Little mothers will love her! She crosses her legs, arms kneels, prays sits, moves her arms in any position. All vinyl baby doll. Has curly bob style rooted saran hair that can be washed, combed, and set. Has sleeping eyes and lashes—cute! Dressed in cotton flannel pram suit with enclosed feet and matching bonnet, squeeze her—hear her coo! Head turns easily too. Baby doll holds baby sponge under her arm. Body is washable.

No. 8150. 17" Pram Doll. Wt. 2½ lbs. List $8.50. Dlr's. ea. $4.20. 3 lots, ea. $3.86. 6 lots, ea. **3.63**

HORSMAN 15" Draft Dodger DOLL

This lovable doll can kneel, bend her knees and has hair to be combed in bed. Her pretty head turns from side to side. Has Fairy Skin that's so realistic looking. Dressed in vivid Red and White striped 4 piece Draft Dodger sleeping garment which has full length zipper down front, matching booties and stocking hat. Knitted panties too. Rooted curly pob hair, sleeping eyes and lashes, coo voice, washable all-vinyl body makes this a lovable cuddle doll.

No. 8152. 15" Draft Dodger Doll. Wt. 1¾ lbs. List $6.50. Dlr's., ea. $3.50. 3 lots, ea. $3.20. 6 lots, ea. **3.01**

HORSMAN 21" PERMA NURSER FLEXI DOLL

- Drinks, wets, kneels, sits, turns head
- With 36x36" blanket, nursery bottle
- Rooted hair, coo-voice, sleeping eyes

She drinks, wets, moves in any position in a big life size 21" baby doll with flexible arms and legs. Constructed of soft 'Fairy Skin' that's washable. Dressed in cotton flannel bunting with full length zipper, peaked brownie cap, knit pants.

No. 8153. 21" Doll. Wt. 4½ lbs. List $12.95. Dlr's., ea. $8.40. Lots of 3, ea. $7.70. Lots of 6, ea. **7.22**

HORSMAN 18" CINDY STRUTTER WALKING BRIDE

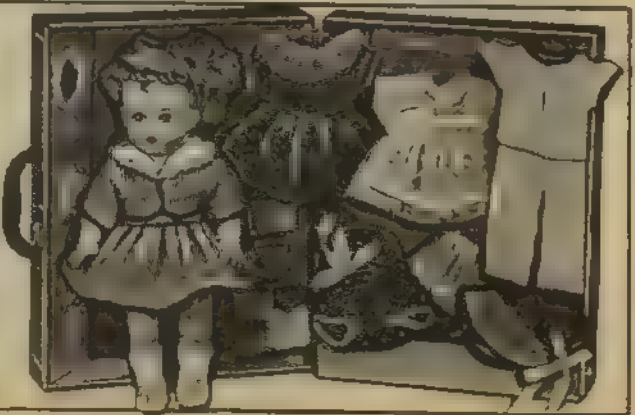
- Walks, dances, does the split
- Dressed in beautiful bridal gown
- Rooted hair in curly-bob style

A beauty from head to toe! Wears a frothy bridal veil over a white satin bouffant style dress with lace-trimmed bottom & all over lace yoke and puff arm white satin ribbon belt, white crinoline underskirt white lace-trimmed panties, long stockings white plastic shoes. Washable body.

No. 8154. 18" Walker. Wt. 4½ lbs. List $10.95. Dlr's. ea. $7.00. Lots of 3, ea. $6.40. Lots of 6 ea. **6.01**

HORSMAN LOVE-ME BABY DOLL IN SUITCASE

- With 9-piece wardrobe and 13" Doll
- Sits, kneels, moves legs any way
- Dressed in 2-pc. tweed-look suit
- Long-rooted saran pony-tail hairdo



Thirteen inches of cuddly baby cuteness that kneels, sits, stands with its super flexi legs. Soft, washable all-vinyl body with long rooted saran pony tail hair-do. Head turns easily too. Body is washable. She's wearing a beautifully styled tweedy looking 2 piece suit with felt crown hat. A chubby darling that's so life-like—a perfect love-me baby doll!

Complete wardrobe includes a dress with panties, a silk hat & silk coat swim suit, pajamas, knit panties, silk undergarment, soap, sponge vinyl shoes, rayon socks, plastic curlers, comb, brush and mirror. An easy carrying suitcase with handle completes her wardrobe outfit.

No. 8155. 13" Doll and Suitcase. List $10.95. Dlr's. ea. $7.00. Lots of 3, ea. $6.40. Lots of 6, ea. **6.02**

ELECTRIC PHONOGRAPHS

SPEAR

Complete with Stand, Record Rack and Records

Portable phonograph with wood frame case and pyroxiline coated three-tone coverings. Plastic handle and durable hardware.

Plays all 78 RPM records up to 12 in. Exclusive "tone set" sound head locks in playing position and rest position for carrying. Integral tone chamber amplification. Loud and soft needles included.

Sturdy all metal stand with record rack that holds 30 records. Finished to match colors of phonograph.

Complete with 6 plastic children's records.

Each

No. 1223-6/11/6— 115 volts AC $18.95

One in a carton.

Portable

Case of lock cornered construction for sturdiness, patented metal insert panel for double reinforcement. Handsomely covered with integral tone chamber.

Underwriters approved. Complete with cord set.

Plays up to 12 in. records.

Each

No. 1222 - 6 —115 volts AC; wt. per carton 54 lbs. $13.00

Six in a carton.

Electronic, Three Speed

Sturdy wood frame case, handsomely covered. Plastic handle, quality hardware.

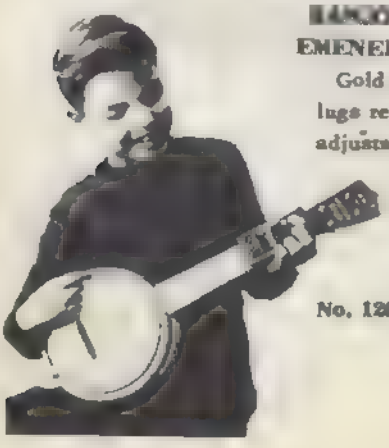
Beautiful tone; volume control. Two tube amplification, 4 in. magnetic speaker.

Plays up to 12 in. records. Complete with cord set.

Each

No. 1224 - 8 —115 volts AC $26.95

Six in a carton.



BANJO

EMENEE

Gold engraved finish. 8 adjustable lugs regulate tension. Screw-type adjustable tuning pegs. 22 in. lgth.

Each

No. 1261-120 ..... $7.00

Six in a carton.

GUITARS

EMENEE GENE AUTRY

A full-size Cowboy guitar with New Emenee automatic guitar player. Sculptured Western motifs on beautifully blended color combination.

Rich professional tone; gear action metal tuning pegs. Silk shoulder harness.

Complete with felt pick, music book and carrying case.

Each

No. 1253-601 ..... $10.00

Six in a carton.

UKULELES

EMENEE

With Uke Player

Uke player plus Flamingo Ukulele with new, exclusive self-tuner.

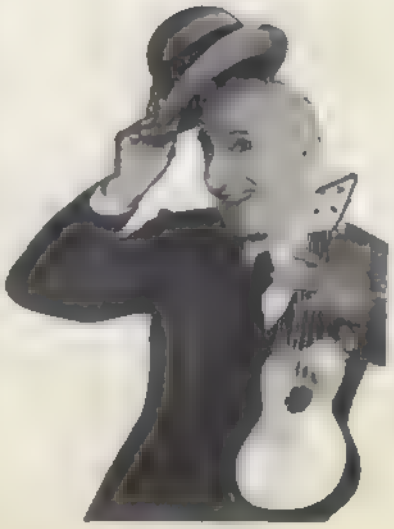
Plastic construction with nylon strings and fool-proof friction tuning pegs.

Complete with music sheet.

Each

No. 1255-101 .....$4.98

Twelve in a carton.



Jimmy Durante "Hot-cha-cha"

Full size professional size musician approved tonal quality. High impact plastic construction two-tone design. Nylon strings; friction tuning pegs. Felt pick.

Complete with instructions and song book.

Each

No. 1262-110 ... $2.00

Twelve in a carton.

MUSICAL TOYS

MATTEL COWBOY GE-TAR

A miniature western guitar made of durable plastic with an over the head cord. "Prairie-Tone" colors, decorated with singing cowboy, six-shooters, bucking bronco and steers' head.

Can be played like a guitar or turn the crank for a real western tune.

	Each
No. 1236-421	$1.49

Thirty-six in a carton.

MATTEL MANDOLIN

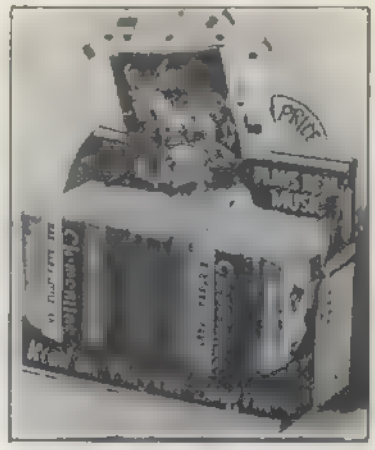
A metal "tuff-to-break" construction Patented music box plays assorted songs Four color lithographed. Strumming nylon strings

	Each
No. 1241-515	$1.20

Twenty-four in a carton.

MUSICAL TOYS

MUSIC MAKER BOOKS



Childrens favorite stories in books that play real music. Books contain music box fitted snugly in rear of book. Plays songs which appear in text and illustrated in book.

Assorted titles include—Birthday Party, London Bridge, Hickory Dickory Dock, Pussy Cat-Pussy Cat, Clementine, A-B-C's, Little Dog Gone, Farmer in the Dell, Mary Had a Little Lamb

	Each book
No. 1242-490—Contains nine assorted titles of music maker books in a display pack; wt. per carton 13½ lbs.	$0.98

Twelve in a carton.

MATTEL TRUCK

Never before—mystery music on wheels. Rolls along, plays a song, or not (that's the mystery). Reinforced steel chassis, rubber wheels, removable sun canopy and rear storage door. Complete with Popsicle Pete Gift Book Premium

	Each
No. 1234-504	$3.00

Six in a carton

MUSICAL TOYS

MATTEL JACK-IN-THE-MUSIC-BOX

All metal box. Spring steel mechanism, metal pop-up lid. Plastic clown in ruffled polka dot clothing and perky hat, jumps up when music plays "Pop Goes The Weasel."

	Each
No. 1233-507—5⅝x5¾ in. box; wt. per carton 15½ lbs.	$1.98

Twelve in a carton

KUSAN

Plastic reinforced with metal. 4½ in. sq. Non-musical.

	Each
No. 797-K65	$1.00

Twelve in a carton.

MATTEL MERRY MUSIC BOX

All metal construction—will last a lifetime. Four-color lithographed metal. Assorted tunes Over-the-shoulder carrying cord.

	Each
No. 1237-501 -8x6x2 in.	$0.98

Six in a carton.

PRICES

We do not claim to quote the lowest prices on every item but we do say that our prices are invariably as low as are quoted by any responsible house and in many cases lower for goods of equal quality.

MECHANICAL TOYS

No. 1423 $8.50 Each

Electric convertible car, 16-3/4" long, 5½" wide, 4-3/4" high. Operates on two standard flashlight batteries. Made of plastic in black and yellow colors with silver trim. Overcomes all obstacles by going backwards, sideways and forward steering itself. Each in descriptive box.

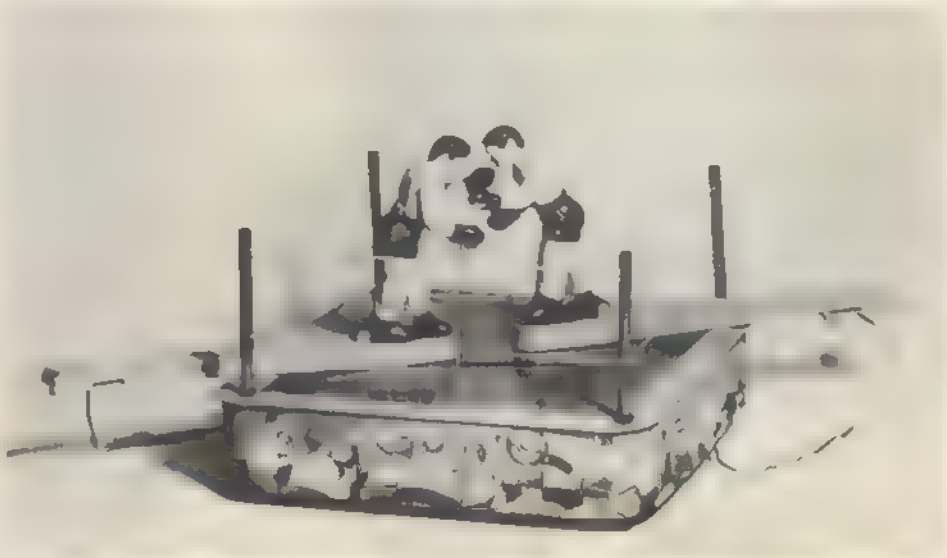
PAN AMERICAN CLIPPER PLANE

No. 1669 $48.00 Doz.

Replica of the famous Pan American Clipper Planes. Constructed of strong steel and finished with a hard baked aluminum finish. 4 dummy motors and free spinning propellers. Tricycle landing gear with dual wheels. 21-1/2" fuselage, 27-1/2" wing spread. Each in a shipping carton.

NEW KNOCKOUT!

HERE'S PLENTY OF PUNCH! IT'S NEW...IT'S DIFFERENT!



REAL RING ACTION AND EXCITEMENT GALORE 2 OR MORE PLAYERS

Each Fighter Moves In Every Direction With Rights And Lefts Controlled By The Players...One On The Button And Down Goes The Fighter For The Count...Complete With Bell For Timekeeper . . . A Light And Buzzer For Knockouts . . . And The Judges Can Count Points!

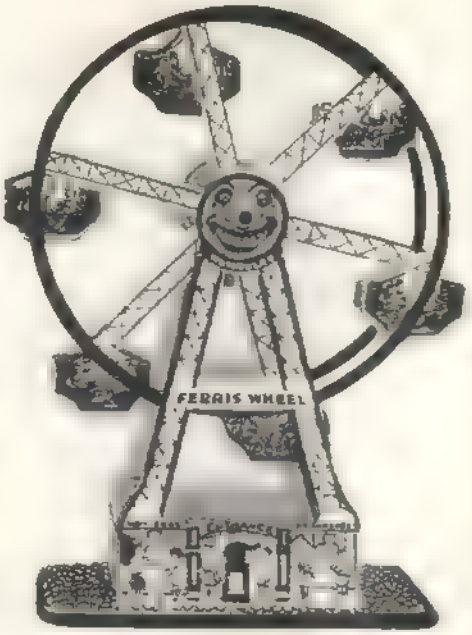
Sturdily Built To Withstand Plenty Of Action . . . Rubber Non-Marring Feet . . . The Ring Is Real, Even To Ropes. Colorfully Lithographed Metal. Uses One Standard Flashlight Battery.

12"x12"x6½". Comes Packed 1 to STURDY DISPLAY CARTON.

No. 777 $8.50 Each

MECHANICAL TOYS

No. 172 FERRIS WHEEL



Made entirely of metal, lithographed in very bright circus colors. Strong key wind motor revolves the wheel many times with one winding. Height, 17", width, 12½". Each packed in lithographed individual carton.

No. 172 $32.00 Doz.

NO. 44—MUSICAL STEAMROLLER

With swivel roller. Authentic reproduction. The roller tinkles delightful little tones as it is pulled. Rear-end coupling-hole for attaching additional pull-toys.

size: 8½" long x 4¼" deep x 4¼" high.

colors: contrasting combinations.

Individually boxed

No. 44 $8.00 Doz

No. 265 AERO SWING

All over metal construction, lithographed in brilliant colors. Strong key wind motor whirls the four swings at high speed. Height, 12". Packed in colored individual carton.

No. 265 $24.00 Doz.

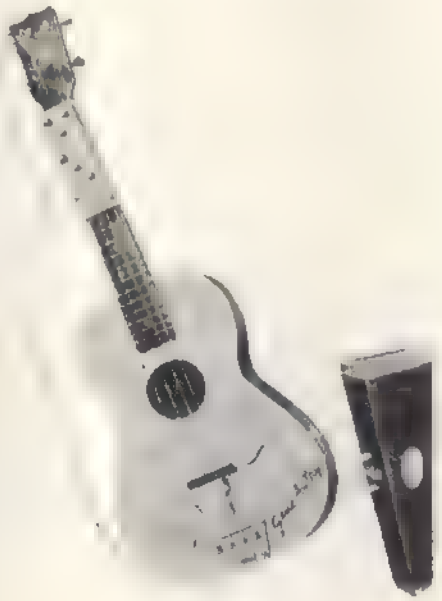
EMENEE
MUSICAL TOYS

No. 120 $8.50 Each

GOLDEN BANJO

with Emenee Automatic Banjo Player

Authentic banjo, with Emenee's famous gold finish and engraving. 8 adjustable lugs to regulate tension of genuine calf drum skin. True banjo tonal quality. Screw type, adjustable tuning pegs. Over 22" long. Complete with song and instruction book. Luggage style case.



No. 601 $12.30 Each

GENE AUTRY COWBOY GUITAR

with Emenee Automatic Guitar Player

Full size, nearly 3 feet long. Body handsomely sculptured with decorative, inlaid-type Western motifs. Rich, professional tone. Gear action metal tuning pegs. Complete with silk shoulder cord, felt pick and music book. Luggage type case.

No. 601

No. 101 $6.20 Each

ARTHUR GODFREY UKE PLAYER
PLUS FLAMINGO (SELF-TUNER) UKE

Professional size ukulele with 4 built-in reed pitch pipes for easy tuning. Magnificent tone. Screw type tuning pegs. Complete with felt pick and song book. Luggage type case.

EMENEE
MUSICAL TOYS

No. 110 $30.00 Doz.

JIMMY DURANTE "HOT-CHA-CHA" UKE

Full professional size. Fine tonal quality.
Beautiful finish in 2-tone design.
Nylon strings. Friction tuning pegs. Felt pick
and song book. Attractively boxed.

No. 103 $14.40 Doz.

"HOWDY DOODY" UKE

Jumbo Junior size in color plastic with
Howdy Doody design. Fine tone. Nylon strings.
Friction tuning pegs. Song book and pick.
Individual carry case

No. 532 $30.00 Doz.

Stock #532 **MOUSEGETAR JR.**

Turn the crank of this Mattel music box, and play the official "Mouseketeer" song! Bright four-color decoration of Mickey and his friends on the face of the toy. Sturdy "tuff-to-break" construction. Nylon strumming strings, black-and-white neck cord. Individually packaged in colorful chipboard box.
Size: 14" x 5" x 1½". Std. Pack: 2 dozen

No. 531 $5.30 Each

MOUSEGETAR *Stock #531*

Just like Jimmie Dodd's—plays real music! Seniormouse size, with nylon strings, tuning keys, carrying cord. Sturdy "tuff-to-break" construction. Bright red with Mickey Mouse Jimmie's own instruction book teaches MICKEY MOUSE CLUB songs easily. Individually packaged in carrying case.
Size: 23" long x 8⅛" wide x 2½" deep. Std. Pack: 6/12 doz.

BRAND NEW!

for repeat and repeat and **repeat** sales...

feature the new

EUGENE BATHETTE

includes:

oval basin 18" unbreakable polyethylene.

drink & wet doll 15" long; washable; glassine moving eyes; lashes; lacquered hair; dressed in ribbon-trimmed diaper.

layette bubble bath; sponge; soap; wash cloth; ribbon-trimmed nightgown; bottle with nipple.

Cellophane pkg. **$5.95** *retail*

contact:

EUGENE DOLL AND NOVELTY CO.

200 Fifth Avenue, New York, N. Y.

YOUR DOLL SALES WILL SOAR

by visiting

ROOM 804

200 FIFTH AVENUE
New York 10, N. Y.
during the Toy Fair

Competition for doll sales in 1956 will be keen. To assure your store of a big slice of this business it is very important that you have the right sales ammunition to make your sales boom. The Eugene line of promotional dolls is just the ticket for you. Make your first stop during the Toy Fair.

EUGENE

EUGENE DOLL & NOVELTY CO.

Under the direction of

Eugene Klein Joseph Fettman Melvin D. Willstein and staff

Plant: 72 Spring St., New York, N. Y.

Make-Believe PLAY CLOTHES by Rice

Front and rear halves of Head snap together

As advertised in LIFE

. . . *introducing the new*

PUMPKIN HEAD

Another Rice Original

A fabulous Hallowe'en idea . . . this featherweight plastic Pumpkin Head which is available by itself or in combination with costumes. This item will be a smash hit wherever offered in 1956.

THREE-PIECE PLAY-BRIDE OUTFIT
Rayon Satin Gown, Headdress with Veil, Bouquet of Flowers

BALLERINA OUTFIT
White Satin Leotard, attached net sequined Tutu

RECOMMENDED BY THE CONSUMERS' RESEARCH INSTITUTE OF PARENTS' MAGAZINE

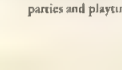
These Styles Get Attention And Bring New Customers

For girls from 4 to 12. Numbers introduced in 1955 were a huge sales success everywhere. Several new numbers, together with last year's favorites, will be shown at the 1956 Toy Fair. Be sure to see them:

750 Pumpkin Head (alone)
751 Pumpkin Head with Costume
752 Pumpkin Head with Cape
854 Play Bride Outfit
855 Nurses Outfit
856 Ballerina Outfit
857 Cow Girl Outfit
921 Queen—Fairy Princess—Evening Dress
1054 Deluxe Wedding Outfit
1056 Deluxe Ballet Outfit

SEE THEM IN NEW YORK AT THE
TOY FAIR
MARCH 5–14
HOTEL McALPIN ROOM 853

QUEEN FAIRY PRINCESS EVENING DRESS
3 in 1 Combination Evening Gown, Gold Crown, Purple Cape Chest and Waist Ribbons Wand and Hair Decorations provide 3 play costumes



SIZES 4-12 IN ALL STYLES
Little girls from 4 to 12 will love these MAKE BELIEVE outfits for parties and playtime

If you don't get to the New York Toy Fair, wire or write for illustrations, circulars and price lists to:

RICE MILLS, INC.

P. O. BOX 176 **BELTON, SOUTH CAROLINA**

NEW YORK SHOWROOMS

1270 BROADWAY **TEL. LONGACRE 4-8233**

V-8

HERE IT IS! NOW!

The exciting new

EVANS-Colson

V-8

Bicycle Line!

America's first bicycle line with the powerful sales appeal of AUTOMOTIVE DESIGN brings you a "Christmas Selling Season" all year long!

Evans-Colson's new V-8 bicycle line – the only one made in the Motor City—offers sensational new sales appeal in the new AUTOMOTIVE DESIGN and a brilliant rainbow of sales-winning Colorama colors!

This great new Evans-Colson V-8 bicycle line will be shown in a nation-wide TV, radio and magazine promotion that starts in April. It's a promotion that will open up a year-long "Christmas Selling Season" for every alert dealer who sells the Evans-Colson V-8 line through '56!

Get in on the "ground floor" now! Visit Evans-Colson's big V-8 display at the Toy Fair, March 5-14, Suite 460-461, McAlpin Hotel, New York City. Or, write today for details, to: Evans Products Co., Dept. AW3, Plymouth, Michigan.

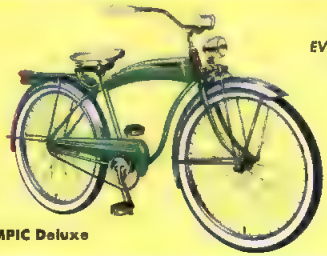
EVANS PRODUCTS COMPANY

EVANS PRODUCTS CO. also produces:
DF railroad loading equipment; truck and bus heaters and ventilating systems; Evaneer fir plywood; Evanite battery separators

The sparkling, QUALITY-BUILT EVANS Colson Line of Colorama BICYCLES and VELOCIPEDES

Evans' exclusive EVANACTION FORK uses live, natural rubber to take the thump out of the bump!

You've never enjoyed such a smooth ride before! That's because only Evans has the exclusive Evanaction Fork with live, natural rubber built into the sparkling chrome housing up front. No springs . . . just easy, smooth-riding rubber to take the thump out of every bump. It's safer, saves on tires, frames, wheels . . . and you'



With EVANACTION RIDE!

OLYMPIC Deluxe

You'll love to ride this deluxe beauty! Has the sharp-looking Evanaction Fork, Hi-Lo seat adjustment, electric headlight, horn, Safety-Matic taillight with automatic electric stoplight, chrome fenders, rims, sturdy luggage rack, rear fender guard.

95-48-01W7300—Boy's 26" (Flamboyant Green). . . . . Retail Price $97.95
95-48-02W7300—Girl's 26" (Flamboyant Magenta). . . . . Retail Price $97.95

COMMANDER

You'll be the envy of your neighborhood, riding this one! Has Hi-Lo seat adjustment, Rocket Ray electric headlight, electric horn in tank, luggage rack, chrome truss rods, handlebars and wheel rims. Boy's Bronze with Matador Red Girl's—Charcoal with Pink

95-48-03W5660—Boy's 26" . . . . . Retail Price $75.50
95-48-04W5660—Girl's 26" . . . . . Retail Price $75.50
95-48-05W5320—Boy's 24" . . . . . Retail Price $70.95
95-48-06W5320—Girl's 24" . . . . . Retail Price $70 95
95-48-07W4990—Boy's 20" . . . . . Retail Price $66.95
95-48-08W4990—Girl's 20" . . . . . Retail Price $66.95

SPECIAL equipped

Look at the value you get in this quality-built Special with electric horn in tank, Hi-Lo seat adjustment, Torpedo electric headlight, custom-built luggage rack, deluxe chain guard. Boy's—Matador Red with White. Girl's—Charcoal with White.

95-48-09W4900—Boy's 26" . . . . . Retail Price $65.50
95-48-10W4900—Girl's 26" . . . . . Retail Price $65.50
95-48-11W4650—Boy's 24" . . . . . Retail Price $61.95
95-48-12W4650—Girl's 24" . . . . . Retail Price $61.95
95-48-13W4510—Boy's 20" . . . . . Retail Price $59.95
95-48-14W4510—Girl's 20" . . . . . Retail Price $59 95

MATADOR

Here's one of the most popular American bikes in the 1.75-tire class! Equipped models have a 2-speed gear-shift *Boy's model comes in Bronze and Matador Red Girl's comes in Metallic Green and Yellow. Unequipped model colors are: boy's, Metallic Green and White girl's, Metallic Blue and White

*MultiSpeed rear hub with coaster brake.

95-48-23W4900—Boy's 26" equipped . . . Retail Price $65.50
95-48-24W4900—Girl's 26" equipped . . . Retail Price $65.50
95-48-25W4800—Boy's 24" equipped . . Retail Price $63.95
95-48-26W4800—Girl's 24" equipped . . . Retail Price $63.95
95-48-27W4180—Boy's 26" unequipped. Retail Price $54.95
95-48-28W4180—Girl's 26" unequipped. Retail Price $54 95
95-48-29W3980—Boy's 24" unequipped. Retail Price $52.95
95-48-30W3980—Girl's 24" unequipped. Retail Price $52.95
95-48-31W3750—Boy's 20" unequipped. Retail Price $49.95
95-48-32W3750—Girl's 20" unequipped. Retail Price $49.95

NOTE. The names Evanaction, Matador, Interceptor and Special are Trademarks, and the names Olympic and Commander are Registered Trademarks of Evans Products Company.

INTERCEPTOR

Here's your easiest-riding, handsomest low-weight model with 1.75 tires! It sparkles with features like the Hi-Lo seat adjustment, Rocket Ray headlight and MultiSpeed rear hub with coaster brake that lets you shift gears, and front wheel hand caliper brake! Chrome rims, handlebars . . . has everything you'll be proud to own! Colors, Boy's— Charcoal with Red. Girl's— Charcoal with Pink

95-48-21W5625—Boy's 26" . . . . . Retail Price $74.95
95-48-22W5623—Girl's 26" . . . . . Retail Price $74.95

EVANS-COLSON . . . America's ONLY Detroit-built bicycles!

F.O.B. SAN FRANCISCO

EVANS Colson Colorama BICYCLES and VELOCIPEDES

Featherweight ST. CLAIR Deluxe

Want a real Featherweight "continental" style bike? Here's the flashy St. Clair Deluxe. Equipped models have chrome fenders, electric headlight and taillight, generator, 3-speed gearshift, 2 hand brakes, tire pump and tourist bag. Boy's Flamboyant Red, girl's—Flamboyant Blue.

95-48-33W4800—Boy's Deluxe 26" . . . . . Retail Price $63.95
95-48-34W4800—Girl's Deluxe 26" . . . . . Retail Price $63.95
95-48-35W4350—Boy's 26" semi equipped . Retail Price $57.95
95-48-36W4350—Girl's 26" semi equipped . Retail Price $57.95

NOTE: The names St. Clair and Standard are Trademarks, and the names Featherweight and Cadet are Registered Trademarks of Evans Products Company.

SPECIAL unequipped

Here's low-cost riding pleasure you can't beat . . . full-length chain guard, Hi-Lo seat adjustment. Boy's—Matador Red with White. Girl's Charcoal with White

95-48-15W4200 - Boy's 26" . . . . . Retail Price $55.95
95-48-16W4200 - Girl's 26" . . . . . Retail Price $55.95
95-48-17W3980—Boy's 24" . . . . . Retail Price $52.95
95-48-18W3980—Girl's 24" . . . . . Retail Price $52.95
95-48-19W3750—Boy's 20" . . . . . Retail Price $49.95
95-48-20W3750—Girl's 20" . . . . . Retail Price $49.95

A BOY'S BIKE WITH CONVERTIBLE BAR IN PLACE . . A GIRL'S BIKE WITH BAR REMOVED!

CONVERTIBLE

What youngster wouldn't love to own one of these? It's the new Evans-Colson Convertible Bike built for the little boys and girls. One bolt locks the convertible bar in place for boys. Sturdy, safe-riding Steady-Balance trainer wheels give firm support. Full-length chain guard, adjustable seat and handlebar. In Matador Red with White. Built strong to last a long time!

95-48-37W4200—20" . . . . . Retail Price $55.95

CADET

A little gem of a velocipede . . . built with widest, deepest step plate. Has husky rear axle, nylon head bearings, white vinyl saddle, double coil springs. Metallic Blue and White with chrome trim. Chrome fender.

95-48-38W1435—10" front wheel . . . . Retail Price $20.95
95-48-39W1570—12" front wheel . . . . . Retail Price $22.50
95-48-40W1735—16" front wheel . . . . . Retail Price $24.95

STANDARD

The beautiful Standard velocipede is everything a child wants for long hours of riding pleasure. Has distinctive new Speed Jet Tank, widest, deepest step plate, nylon head bearings and ball-bearing, tangent-spoke wheels. Matador Red with White trim.

95-48-41W1990—12" front wheel . . . . . Retail Price $28.95
95-48-42W2150—16" front wheel . . . . . Retail Price $30.95
95-48-43W2340—20" front wheel . . . . . Retail Price $33.95

EVANS-COLSON BICYCLES AND VELOCIPEDES ARE BACKED BY 40 YEARS OF EVANS PRECISION-MANUFACTURING EXPERIENCE

For 40 years, Evans has produced products of unsurpassed quality. Evans employs every modern technique and manufacturing method for highest quality of Evans Products.

EVANS-COLSON BICYCLES and VELOCIPEDES carry Parents' Magazine SEAL OF APPROVAL, and bicycles carry a full-time, original-owner GUARANTEE!

LITHO IN U.S.A.

Form No. 55220

F.O.B. SAN FRANCISCO

NEW EVANS V·8 BICYCLES SCORE SMASH HIT AT TOY FAIR!

Even if you missed Evans' Big Toy Fair display you can still climb aboard the Big-Volume Band Wagon!

Dealers were jubilant over the new 1956 Evans V-8 Bicycles and Colorama Velocipedes at the Toy Fair in New York! Evans' exclusive Automotive Design and V-8 styling literally "stole the show."

There's still time for you to *really* cash in on Evans' sure-fire popularity. With Evans' 1956 Bicycle Line you'll have a *complete line*—29 models all competitively priced, with built in popular appeal and top profit margins. Evans for '56 gives you "car-type" styling, flashing new Colorama colors, exciting new features, plus exclusive new Automotive Design.

And there's more! Evans-Colson also presents 16 dramatically new Colorama Velocipede models to blanket the entire market—every sale a money-maker!

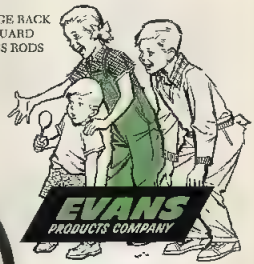
Right now's the time to get in on Evans' big new profit builder promotion for '56 Beginning next month, Evans V-8 Bicycles participate in a big, nationwide merchandising campaign over TV, radio and in national magazines everywhere!

Get on the Evans profit band wagon now! Get *your* share of Evans' year-long "Christmas Selling Season." Write for details today!

1956 EVANS V-8 BICYCLES HAVE AUTOMOTIVE DESIGN

Value-packed with 8 New car-style Features

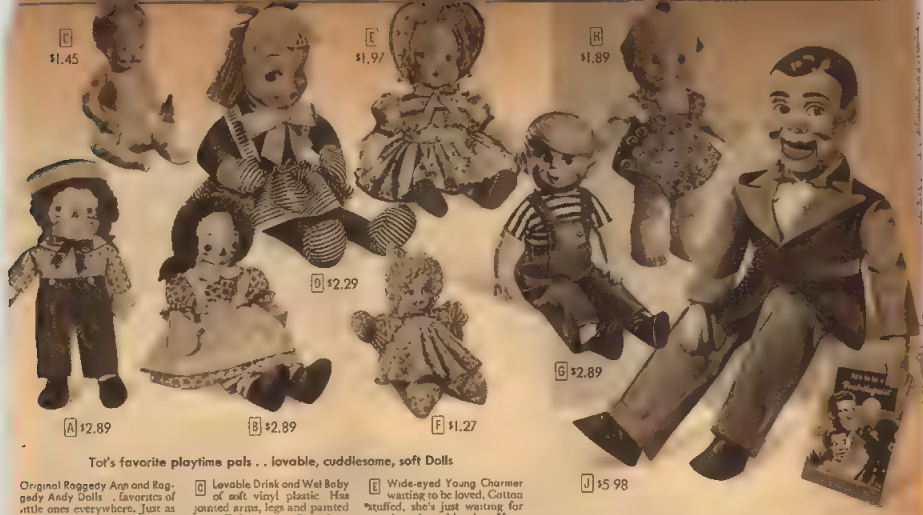
- New V-8 *Velvet-Ride* RIDE
- New V-8 *Durabilt* FRAME
- New V-8 *Electrostatic* FINISH
- New V-8 *Wide-Guard* FENDERS
- New V-8 *Strato-Styled* TANK
- New V-8 *Broad-Deck* LUGGAGE RACK
- New V-8 *Speedliner* CHAIN GUARD
- New V-8 *Chrome-Guard* TRUSS RODS



Write NOW for your Free Evans Dealer Literature

EVANS PRODUCTS COMPANY
Dept. AZ-3, Plymouth, Michigan

EVANS PRODUCTS CO. also produces:
railroad loading equipment; truck and bus heaters and ventilating systems, Evaneer fir plywood; Evanite battery separators



Tot's favorite playtime pals . . lovable, cuddlesome, soft Dolls

Original Raggedy Ann and Raggedy Andy Dolls . favorites of little ones everywhere. Just as much fun and as lovable as they are in the storybooks. Cuddlesome cotton-stuffed bodies. Candy striped legs, bright cotton yarn hair, button eyes and lovable painted faces with winning smiles. Huggable 15-inch playmates for active youngsters. The ideal first dolls for tots. Order now. Shipping weight each 1 lb.

A 49 N 3592—Raggedy Andy in cotton shirt, trousers. . $2.89

B 49 N 3580—Raggedy Ann in cotton dress, apron. . $2.89

C Lovable Drink and Wet Baby of soft vinyl plastic. Has jointed arms, legs and painted eyes. Baby wears flannelette diaper which he wets when he drinks. He holds his nursing bottle. 12 inches tall.

49 N 3613—Shpg. wt 1 lb. $1 45

D Big 25-in. pert and pretty Patti, the floppity flappity doll that's full of fun. She's cotton stuffed, cotton covered . couldn't be more cuddly. Candy striped skirt, hands and feet. Painted plastic face. Pony tail cotton yarn hair

49 N 3593—Shpg. wt 2 lbs. $2.29

E Wide-eyed Young Charmer waiting to be loved. Cotton stuffed, she's just waiting for rough-and-tumble play. Yarn curls, painted plastic face. All cotton covered Cotton dress, bonnet Socks, shoes. 14½ in.

49 N 3545—Shpg. wt 1 lb $1.97

F Pretty Young Miss just made to be cuddled Colorful percale-covered body Cotton apron 11 inches of softness and charm . . stuffed with cotton, smiling painted face. Just right for the arms of a tiny tot. Order now for Christmas

49 N 3511—Shpg. wt. 10 oz. $1.27

Popular Comic-strip and TV Character Dolls

G Dennis the Menace, famous for his antics. Now a big 15 inch charmer. Vinyl head, latex body, stationary glassene eyes.

49 N 3537—In cotton shirt, denim overalls. Shpg. wt. 1 lb. $2 89

H Rose O Neil's Original Kewpie. 12 inches of cuddly pudginess. Soft vinyl plastic, glass-like eyes. Her head turns.

49 N 3500—In printed cotton playsuit. Shpg. wt 1 lb. . . . $1.89

J Jerry Mahoney Ventriloquist Doll with opening mouth. Molded composition head, hands; soft cotton-stuffed body 24 in. tall. In cotton gabardine suit, shirt. Instructions.

49 N 3594—Shipping weight 3 pounds. $5 98

Dress Your Dolly in the height of fashion . . Doll Clothing for all sizes, all occasions

K Baby Doll Taffeta Coat and Bonnet White lacy edging. Fine quality rayon moire taffeta. Shipping weight 8 ounces.

49 N 3412—Size 14-15 inches. .	$1 65
49 N 34 3—Size 16 17 inches	1.65
49 N 34 .4 Size 18 9 inches	1.95
49 N 3415—Size 20-21 inches . .	1.95

L Baby Doll Layette. Everything a new "baby" needs. Organdy dress, bonnet Lawn slip. Imitation leather shoes, rayon stockings. Fits all rubber and vinyl skin dolls. Shipping weight 14 oz

49 N 3425—Size 14-15 inches. . .	$2.27
49 N 3426—Size 16-17 inches. . .	2.27
49 N 3427—Size 18 19 inches. . .	2.59
49 N 3428—Size 20-21 inches. . .	2.59
49 N 3429—Size 22-23 inches. . .	2.87

M Snowsuit and Bonnet for Baby Doll. Fine quality cotton fleece. Wool loop trim. Knit cuffs on legs. Tassel tie. Separate belt. Shipping weight 8 ounces.

49 N 3437—Size 14-15 inches	$1 69
49 N 3439—Size 16-17 inches	1 69
49 N 3444—Size 18 19 inches.	1 98
49 N 3445—Size 20 21 inches . .	1 98

N Two-piece Baby Pajamas or Hanger Good quality cotton flannel in assorted kiddie prints. Warm and snuggly for your baby doll on chilly nights. Shipping weight 8 ounces.

49 N 3430—Size 14 15 inches. . .	79c
49 N 3431—Size 16 17 inches. . .	79c
49 N 3432—Size 18-19 inches. . .	89c
49 N 3433 Size 20-21 inches. .	89c

P Bridal outfit for girl doll. Ninon gown, flocked design, lace trim. Floral spray. Lawn slip, net veil. Shpg. wt. 10 oz.

49 N 3420—Size 14 15 inches.	$2.87
49 N 3421 Size 16 17 inches.	2.87
49 N 3422—Size 18-19 inches.	2.97
49 N 3423—Size 20-21 inches.	2.97

R Rich Fur Coat, Hat and Muff Set. Snowy white rabbit fur that dolly can snuggle into on cold days. Shpg. wt. set 12 oz.

49 N 3470—Size 15-16 inches.	$2.79
49 N 3471 Size 17 18 inches. . . .	2 89
49 N 3472 Size 19-20 inches	2 98

S Roller Skating Set for girl doll. Skates on shoes, slacks, bonnet, striped cotton jersey shirt. Shipping weight 8 oz

49 N 3440—Size 14 15 nches . . .	$1.29
49 N 3441—Size 16 17 inches . . .	1.47
49 N 3442—Size 18 19 inches . . .	1.47
49 N 3443—Size 20 21 inches . . .	1 65

T 3-pc Evening Gown for Girl Dolls. Pretty rayon taffeta with all-over-net skirt and tinsel trimmed with rosebuds. Tie shoulder straps. Embossed jacket. Rayon panties, lace trim. Shpg. wt. 10 oz.

49 N 3458—Size 14-15 inches . . .	$1.99
49 N 3459—Size 16-17 inches . . .	2.49
49 N 3460—Size 18-19 inches . . .	2.59

V New 8-piece Layette for Toddler Walking Dolls. Dolly is going to love her pretty, new percale dress and her smart, all-over pattern, cotton and rayon coat and hat. She won't want to wait a minute to try on her new cotton panties or step out in her new socks and vinyl shoes. And she'll be sure to keep her clothes neat and tidy when she finds she has two plastic hangers to hang up her clothes. Shpg. wt. 1 lb. Order now for Christmas

49 N 3489—Size 17-18 inches.	$2.98
49 N 3490—Size 22-24 inches.	3.69

HOW TO ORDER Doll clothes are sold according to the height of the doll. Measure your doll carefully from head to foot. On your order, state the catalog number of the size nearest the height of your doll. Order several outfits for Christmas.

SEE PAGE 243 . . DOLLS, ETC.

Kay Stanley CAKE MIX SET

Junior cooks actually bake with famous Pillsbury cake mixes! Set includes 3 packages (each makes 1 cake or 6 cupcakes), frosting mixes, cake and muffin tins, spoons, beater, junior cook book. Season's toy hit.

89-2570 B200 Kay Stanley Mix Set.....**$2.98**
89-2562 B350 Deluxe Mix Set: cake, bread pudding mixes; utensils **$4.98**

MODEL ELECTRIC RANGE

Of heavy welded steel. 'Fiberglas' insulated oven, separate elements for real baking and cooking. Enclosed burners. White enamel finish, peach top. Light over work area. Utensils included. 12¾x8x15". UL listed. A.C.-D.C.

89-2398 B925 With 12 Utensils. **$12.95**
89-2406 B685 Like above. Without operating bake oven, lights. 6 utensils.....**$9.75**

43-PC. AUNT JEMIMA PASTRY MIX SET

Contains 23 delicious cake, pie crust, cookie, biscuit, pudding mixes, etc. . . . and syrup. 20 utensils including cake pans, pie and bread tins, cookie sheet, rolling pin, muffin tin, pancake grill and turner, cookie cutters, funnel and recipe book.

89-2505 B350 43-Pc. Pastry Set **$4.98**
89-2513 B200 30-Pc. Pastry Set. . . **2.98**

HERSHEY'S SYRUP MIXER

Whips up delectable milk drinks, fruit drinks, cream in a jiffy! High speed battery-operated mixer is powerful, safe. Removable mixing cup. Plastic base cannot tip. With 3 plastic tumblers, spoons, straws, recipes, 3 standard flashlight batteries, 5½-oz. can Hershey's Chocolate Syrup.

89-2612 B350 Hershey Mixer **$4.98**

Kay Stanley's HEINZ KITCHEN

A new do-it-yourself playtime idea! Sturdily built kitchen cabinet holds 6 cans Heinz foods, 2 bowls, 2 glasses, salt-peppers, 2 plates, 2 knives, forks and spoons, casserole, saucepan, hot pad, ladle, apron, chef's hat, cook book. And child can paint or decorate this kitchen's walls herself!

89-2588 B350 Heinz Kitchen **$4.98**

Kay Stanley's CANDYMAKER

Every child's dream come true—being his own candy manufacturer! Set contains utensils and ready-to-fix ingredients: 3 boxes quick fudge, asbestos heating pad, cook book, wax paper, Rice Krispies, mixing spoons, spatula, crinkle cups, cake plate, measuring spoon, double boiler, candy box, etc.

89-2596 B200 Candymaker **$2.98**

MICRO-MIX . . . stands 10" high!

A new toy mixer for the little helper . . . actually mixes batter, just like mother's! Runs on 2 flashlight batteries—no dangerous plugs or wires. Removable single beater for easy cleaning. All steel mixer can be tilted. Aluminum mixing bowl, cup cake tin, cookie tin, plastic spoon included.

89-2620 B350 Micro-Mix **$4.98**

51-PC FIESTA TEA SET

She'll feel like a gracious little hostess when she entertains her playmates with this gay two-tone teal and white tea service for six! Cups, saucers, plates, goblets, sugar and creamer and napkin holder. Silvery finish on 6 utensils, butter knife, cake knife, salt and pepper shakers.

89-2638 B350 51-Pc. Set **$4.98**

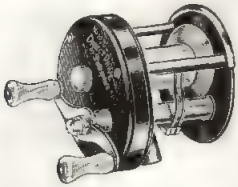
Miniature Hoover picks up dirt actually works!

NEW PLAY HOOVER

So much fun—and such wonderful training! It actually runs . . . has a motor that really picks up dirt. It even hums, lights up and the bag fills up! Operates on batteries (2 included). Does not have to be plugged into electric socket. 29" high.

89-2661 B695 Play Hoover **$9.95**

CASTING REELS
SHAKESPEARE DIRECT DRIVE



Level Winding, with "Automatic Thumb"; Lightweight Model

A feather-light, sporty reel with direct drive construction

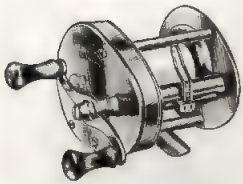
Forest green anodized aluminum alloy frame and the lightweight nylon gears reduce the weight of the reel, yet retain enough toughness and ruggedness to handle any fish caught on bait casting tackle.

Automatic thumb tail-spool cap casting drag, smoky pearl bell-shaped crank handles, snap-on plastic arbor.

Each

No. 1926—Cap. 100 yds. 15 lb. test line. 50 yds. with arbor; wt each 5½ oz. $12.00

One in a box.



Level Winding, with "Automatic Thumb"

A tough, rugged, quiet reel that is especially popular in salt water fishing spots. Made of heavily chrome plated brass, with heavy duty nylon gears.

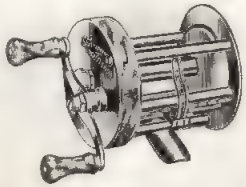
"Automatic thumb" tail spool cap casting drag. Black and white mottled plastic bell shaped grips.

Each

No. 1924—Cap. 100 yds. 15 lb. test line, 50 yds. with arbor; wt. each 8½ oz. $12.00

One in a box.

CASTING REELS
SHAKESPEARE TRIUMPH



Level Winding, with "Automatic Thumb"

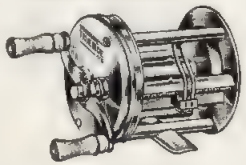
Offers many of the quality features of higher priced reels, yet is priced low enough for the junior or occasional angler. Chrome plated brass take-down construction. With plastic head ring and matching bell-shaped handles. Adjustable tail spool cap drag; steel bearings and phosphor bronze bushings; brass gears.

Each

No. 1953—Cap. 100 yds. 15 lb. test line; wt. each 7.3 oz. $7.95

One in a box.

SHAKESPEARE TRUE BLUE



Level Winding

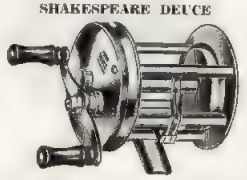
An excellent reel for those who want a good serviceable reel at an economy price. Made of chrome plated brass with circle finish and knurled head cap. Adjustable spool cap drag; spiral drive gears; 3 piece take-down construction.

Each

No. 1956—Cap. 100 yds. 15 lb. test line; wt. each 7.9 oz. $6.95

One in a box.

SHAKESPEARE DEUCE



Level Winding, with "Automatic Thumb"

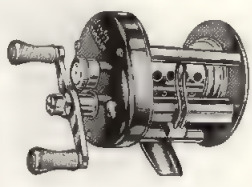
An exceptional value in the class of lower priced reels. Brass frame with chromed end plates and level wind, nickeled brass spool; adjustable drag; stainless steel bearings

Each

No. 1905—Cap. 100 yds. 15 lb. test line; wt. each 7.6 oz. $6.50

One in a box.

CASTING REELS
LANGLEY TOPCAST



Level Winding, with Anti-Inertia Spool

Anti-inertia spool gives quicker "take away" of the lure, no drag; instant stop when lure strikes, no backlash; perfect casts every time with light or heavy lures

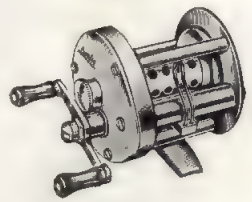
Simplified driving system with nylon drive gear

Each

No. 520—Cap. 100 yds. 12 lb. test line; wt. each 5 oz $7.95

One in a box

LANGLEY REELCAST



Level Winding, with Anti-Inertia Spool

Anti-inertia spool gives quicker "take-away" of the line, no drag; instant stop when lure strikes, no backlash, perfect casts every time with light or heavy lures

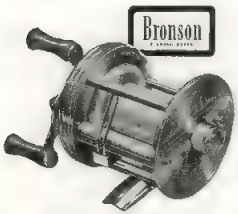
Simplified gear system, shell shaped housing design. Fancy balanced crank with plastic handles Natural metallic finish

Each

No. 500—Cap. 100 yds. 15 lb. test line; wt. each 5 oz. $5.95

One in a box.

CASTING REELS
BRONSON MERCURY



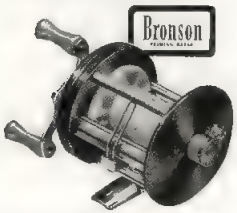
Level Winding

A full size, level winding reel with three piece construction. High grade brass, chrome plated, embossed head cap and tail plate. Adjustable drag tension regulator; adjustable click; Bronson duo-pawl. Aluminum spool; snap on plastic arbor

Each

No. 2550—Cap. 100 yds. 15 lb. test line; wt. each 8 oz. $7 50

BRONSON GREEN HORNET



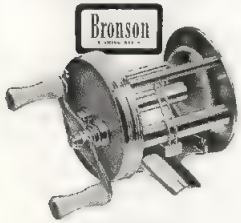
Level Winding

An extra-value reel at an extra low price. Green anodized aluminum head cap and tail plate. Adjustable drag tension; duo-pawl; adjustable click. Lightweight spool with snap-on plastic arbor.

Each

No. 2200—Cap. 100 yds. 15 lb. test line; wt. each 5⅜ oz. $6 50

BRONSON FLEETWING



Level Winding

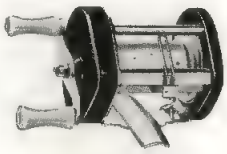
Three piece construction; chrome plated metal throughout. Bronson adjustable drag to stop backlash. Duo-pawl, two spiral and two spur gears, adjustable click

Each

No. 2475—Cap. 100 yds. 15 lb. test line; wt. each 8 oz. $5.50

All above, one in a box.

CASTING REELS
BRONSON ALTOONA



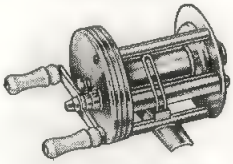
Level Winding

A fine extra, general utility reel for the novice. Distinctive tear-drop shaped end plates are lustrous black bakelite. All metal parts are nickel plated. Snap-on plastic arbor with matching plastic grips.

Each

No. 4200—Cap. 100 yds. 15 lb. test line; wt each 7 oz. $3.25

OCEAN CITY

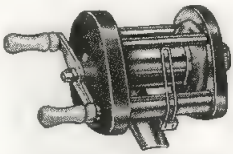


Level Winding, Anti-Back-Lash

Brass construction, heavily chrome plated and beautifully finished. Has lightweight Zephaloy spool with large arbor; sturdy bridge construction; Smoothkaster anti-back-lash control; self-lubricating bearings; on-off click.

Each

No. 1800—Cap. 100 yds. 15 lb. test line, wt each 8 oz. $8.95



Level Winding, Anti-Back-Lash

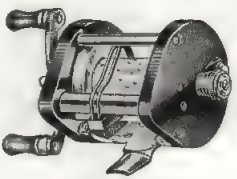
Side plates of aluminum with natural finish; lightweight, true-running spool has aluminum flanges and large arbor. Level-wind mechanism has a trouble-free hardened steel pawl and protective cap. Anti-back-lash control; self-lubricating bearings; click button.

Each

No. 1600—Cap. 100 yds. 15 lb. test line; wt. each 7 oz. $6.95

All above, one in a box.

CASTING REELS
OCEAN CITY

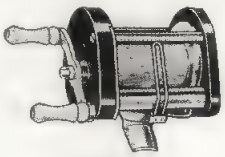


Level Winding, Anti-Back-Lash

Streamlined, with popular tear-drop shape sideplates with silver metallic finish. Lightweight spool with aluminum flanges and large arbor. Level wind mechanism has trouble-free hardened steel pawl and protective cap. Self-lubricating bearings, click button

Each

No. 1591—Cap. 100 yds. 15 lb. test line; wt. each 7 oz. $3.95



Level Winding

Streamlined design; it has a smooth-running level-wind. Strong frame; smooth gears; spool and all exterior metal parts heavily nickel-plated. On-off click; removable split cork arbor; sideplates finished in copper metallic.

Each

No. 1581—Cap. 100 yds. 15 lb. test line; wt. each 6¼ oz. $3.25

OCEAN CITY JUNIOR

An inexpensive reel for bait casting or general fishing. Sturdily built, with heavy nickel plated finish and double multiplying gears; click button, and sure-grip plastic handles

Each

No. 20 Cap. 80 yds. 15 lb. test line; wt. each 5 oz $1.35

All above, one in a box.

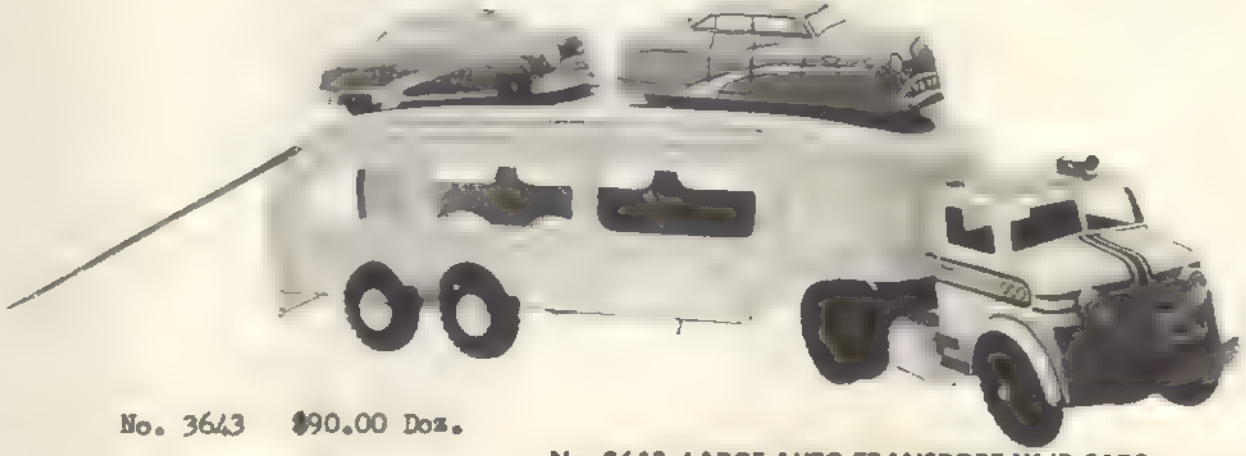
No. 2593 FIX-ALL STEEL SERVICE WRECKER

Measures 21" long overall, 6" wide, 8" high.

Equipped with a powerful crane operated by a die-cast winch. The large, heavy-duty tires are made of rubber.

PACKED: Each in a corrugated shipper.

No. 2593 $66.00 Doz.



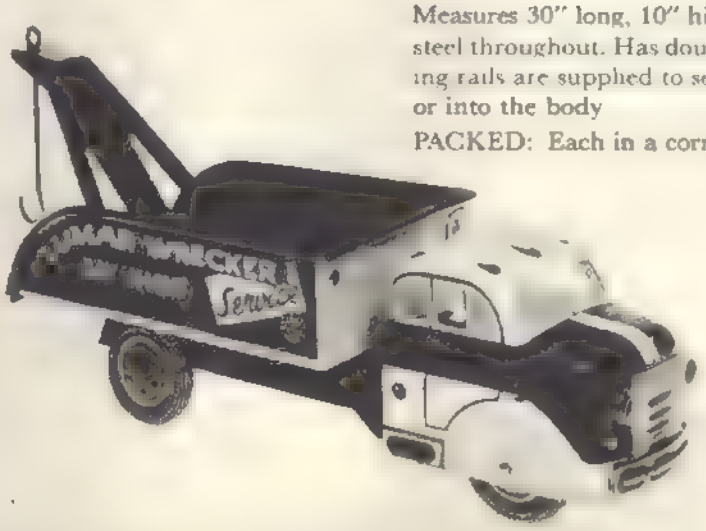
No. 3643 $90.00 Doz.

No. 3643 LARGE AUTO TRANSPORT W/2 CARS

Measures 30" long, 10" high overall, 5½" wide

steel throughout. Has double deck. Cars may be carried on inside or topside Loading rails are supplied to serve as ramp for loading and unloading cars on top deck or into the body

PACKED: Each in a corrugated shipper



No. 625 WRECKER TOWING TRUCK

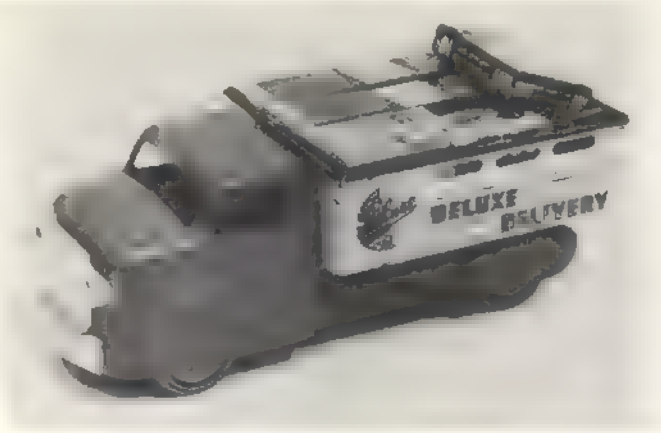
Measures 12¼" long overall, 4¼" wide, 6" high to top of boom.

All steel construction modern tow truck, brightly lithographed cab, chassis and body design.

PACKED: Each in a box

No. 625 $16.00 Doz.

PULL WHEEL TOYS



GROCERY DELIVERY TRUCK

No. 711 $16.00 Doz.

All new steel construction, heavy gauge cab and chassis, attractively lithographed. Free-rolling lithographed steel wheels. Truck body contains an assortment of miniature Standard Brands cartons. Length, 10-5/8", width, 4-1/4", height, 4". Each in a box.

TOY TOWN VAN TRUCK

No. 779 $16.00 Doz.

Plastic cab and chassis with steel body, lithographed in attractive colors. Both sides lithographed, "TOY TOWN VAN EXPRESS". Air horns on top of cab and realistic radiator grill. Metal lithographed wheels. Equipped with six assorted miniature standard brand cartons. Length, 12", width, 4-1/4", height, 6-1/8". 1 dozen in shipping carton.

STAKE TRUCK

No. 1001 $32.00 Doz.

A new style, cab-over-engine, modernly designed stake truck, made of steel throughout. Lithographed in very bright colors. Large, solid rubber wheels. Length, 17-3/4", width, 6-1/4", height, 5-1/2". 1/2 dozen to shipping carton.

DUMP TRUCK

No. 894 $32.00 Doz.

Heavy gauge steel, with baked enamel finish in contrasting colors. Body dumps and has free-swinging tail gate. Steel wheels, nickeled radiator, hood stripes, dummy headlights and bumper. Length, 14", width, 6", height, 5-1/4". 1/2 doz. in a shipping carton.

FLEISCHMANN HO TRAINS

Now Available For National Toy Distribution!

Fleischmann HO trains are the world's number 1 seller.

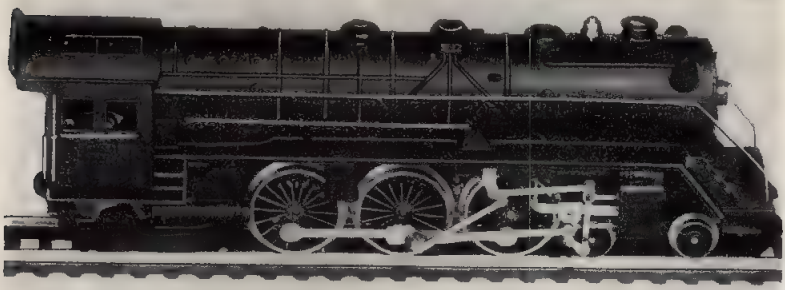
Fleischmann has the COMPLETE line with a price for every consumer, and a plus profit for the dealer.

Fleischmann trains are beautifully packaged and so easy to store.

Fleischmann accessories assures steady store traffic.

Fleischmann products...Trains, Steam Engines, Ships, are the results of over 90 years of toy experience.

Fleischmann is the Nationally advertised line.



Send for fully illustrated catalog.

Fleischmann

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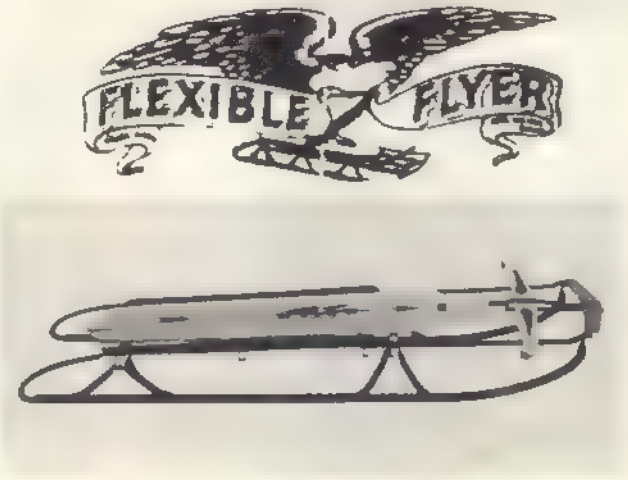
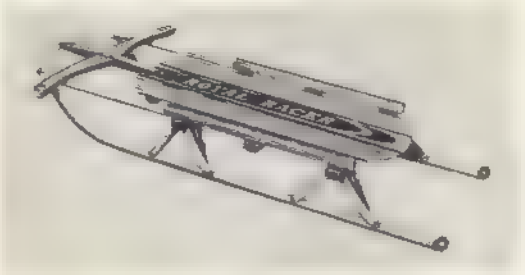
SLEDS



No.	Length	Each
41	41"	$14.00
44	44"	16.00
251	51"	19.50
55	55"	20.50
60	60"	23.00
65	65"	35.00

"ROYAL RACER"



No.	Length	Each
7140	40"	$6.00
7145	45"	7.50
7154	54"	10.00

SNO-FLAKE

No. 7000 **$7.50 Each**

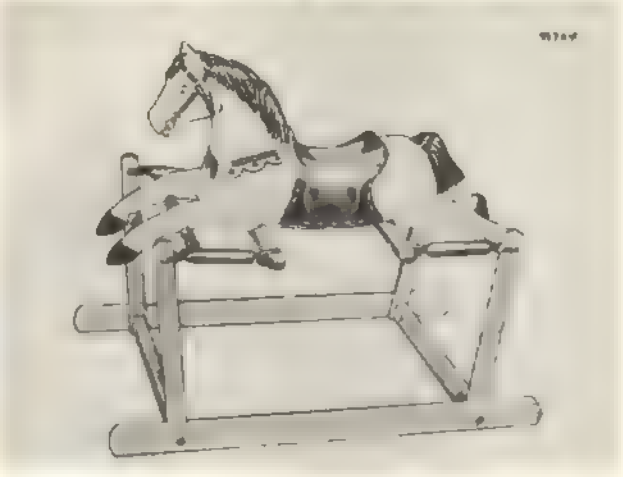
New coaster pan stamped out of 20 gauge auto body steel. 27" diameter by 3½" depth at center. Edges rolled for extra strength and added safety. Handles of canvass webbing. Two heavy cane washers on underside of each handle serve as brake shoes for purposes of stopping or reversing circular rotation of pan.
Packed six in a carton; two finished red, two in blue, and two in yellow. Weight per carton — 42 pounds.

MIRRO ALUMINUM SNO-COASTERS

A new idea for coasting and sliding on snowy slopes. This saucer-shaped fun-conveyance works much like a toboggan. Shift your weight and the Sno-Coaster turns and spins on its way down. Go straight as an arrow or spin like a top. This gem of the toy market is completely safe and practically indestructible. Because of its all-aluminum construction, it won't rust and you'll never have to paint it. The edge is beaded, which does away with sharp edges and adds to the coaster's rigidity. There are two reinforced tow rope holes built into this saucer, which enables it to be pulled like a sled. It has two strong, double riveted, heavy web handle loops—one on each side. Light and easy to carry; compact to store. Ready to use, one-piece construction. Attractive four-color label.

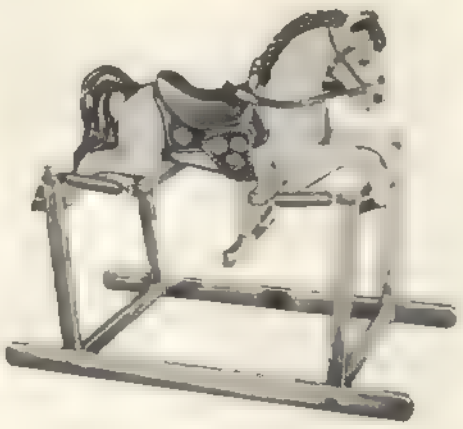
No.	*Diameter*	*Pack. Unit*	Each
3589MT	*27"*	*6 only*	**$6.50**

Popular Priced Spring Horses



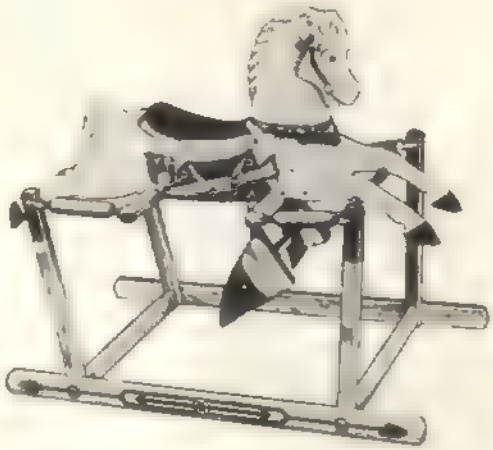
No. 678 $13.00 Each

No. 678 BOUNCING SPRING HORSE
Size: 30" long x 24½" high x 18" wide
Height to center of saddle 17".
Moulded plastic body and head, mounted with four springs on a beautiful natural oil oak base. Tan horse with red saddle and black saddle blanket. Foot rest is mounted out ahead of horse's body giving the rider two positions for his feet. (Front support cross bar and foot rest). (1 to 5 years).
Approx. shipping wt. 130 lbs. per dozen.



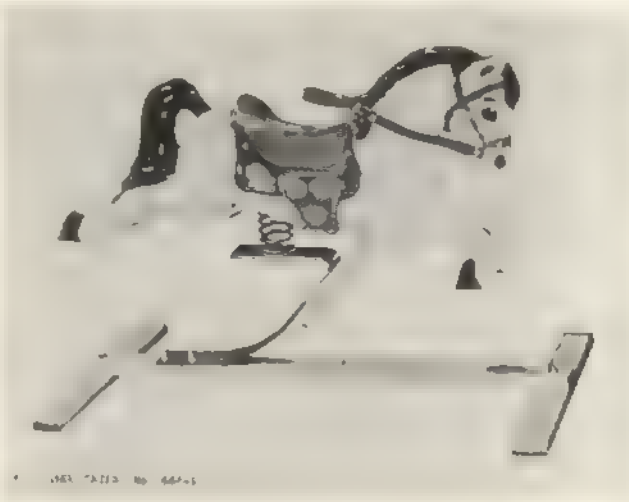
No. 688 $29.00 Each

No. 688 CAROUSEL HORSE
Size: 34½" long x 19" wide x 28½" high.
Height to center of saddle 22¼".
Fully molded plastic body and legs. Dark buckskin colored horse with black trim; red and gold saddle; reins. Mounted on four steel springs on natural finished oak frame. Partially assembled. (2—6 years).
Packed—Individual shipping carton. K.D.
NOT MAILABLE
Approx. shipping wt. 204 lbs. per dozen, 17 lbs. each.



No. 680 $21.00 Each

No. 680 LARGE BOUNCING SPRING HORSE
Size: 34½" long x 29" high x 20" wide
Height to center of saddle 20".
Large molded plastic body and head mounted on extra heavy springs. Red decorations on a beautiful natural finished oil oak base. White horse with green saddle and bridle markings, with red and yellow saddle blanket and decorations. Sturdy steel and oak stirrups with bright red stirrup covers. Second footrest mounted out ahead of body. Two-toned patented bell rings as horse is activated
Approx. shipping wt. 180 lbs. per dozen.



No. 688-S $31.00 Each

No. 688S RICH-RIDER
Size: 36" long x 18" wide x 30" high.
Height to center of saddle 23½".
Chrome leaf and coil spring suspension. Fully molded horse of plastic. Buckskin colored horse with black trim; red and gold saddle. Reins and stirrups Natural finish oak frame.
Partially assembled. (2-6 years).
Approx. shipping wt. 180 lbs. per dozen.
NOT MAILABLE.

JACK DEMPSEY BOYS' GLOVES 3.95 TO 7.95

(M) TO (P) "Pro" designed boxing gloves by Everlast—a great delight for boys 4 to 20 yrs. old. Endorsed by Jack Dempsey. Selected Wine-colored sheepskin, 100% goat hair padded. Tapered thumbs, reinforced seams. Padded finger grip, bound edges. Drill lining. Set of 4 gloves and Boxing Chart. Ship. wts.: 1 lb. 12 oz.; 2 lbs. 4 oz.; 2 lbs. 12 oz.; and 3 lbs. 4 oz.

(M) 60 W 5401—4-oz. Gloves. Boys 4 to 6.....3.95

(N) 60 W 5402—6-oz. Gloves. Boys 6 to 9.....5.59

(P) 60 W 5403 –8-oz. Gloves. Boys 9 to 12.... ..6.45

60 W 5404 –10-oz. Gloves. Youths 13 to 20.....7.95

STRIKING BAG, PLATFORM OUTFIT 7.85

(R) Ideal for beginners or amateurs. Helps young bodies grow stronger—teaches control, timing and coordination. Official-size platform with Oak frame, steel rim and cross braces. Hook-type swivel. Everlast "Pro" style striking bag—made of Wine-colored sheepskin. Double stitched 6-panel design. Welted seams, sturdy fabric lined. Leather swivel hanger. With needle. Ship. wt. set 11 lbs. *Mailable.*

60 W 5459 MO—Complete Outfit. Save 89c.....7.85

60 W 5454 MO Platform Only. Wt 9 lbs.....4.59

60 W 5448—Bag Only. Ship. wt. 1 lb. 2 oz.....3.95

2-PC. FOOTBALL SET HELMET, PADS 6.19

(T) A gift to please all outdoor boys. Set includes: Rawlings Pete Pihos Pro-style Scarlet plastic football helmet. Rubber padded with 6-web head suspension. Adjustable chin strap. Choo Choo Justice Red Fiber Shoulder Pad—cantilever style. Kapok padded. Leather strap hinges and elastic shoulder straps. *State Helmet Size.* Small (to 6¾), Med. (6⅞–7⅛); Large (7⅛–7½). Ship. wt. 2 lbs. 6 oz.

60 T 5579—Save 5% on combination.....Set 6.19

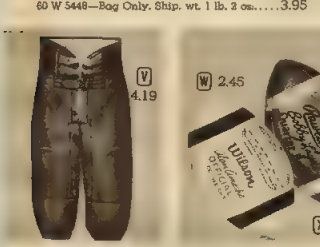
60 T 5586—Helmet Only. Ship. wt. 1 lb. 6 oz.. .3.79

60 W 5573 –Shoulder Pads. Wt. 1 lb. 4 oz.....2.79

2-PC. SET—FOOTBALL, HELMET 4.49

(U) Special Christmas Outfit for your "All-American". Includes Official Size and Weight George Connor Rubber Football with Black end stripes and lacing. Durable, waterproof construction. Uniformly balanced for longer passes and kicks. Harry Gilmore Helmet has White fiber crown trimmed with Blue Textron (a durable imitation leather). Felt lined, with inside leather forehead pad. Adjustable chin strap for a comfortable fit. *State Helmet Size:* Small (up to 6¾); Medium (6⅞–7⅛); Large (7⅛–7½).

60 T 5582—Complete Set. Ship. wt. 3 lbs.....4.49



BOYS' FOOTBALL PANTS -CHOICE OF 3 COLORS 4.19

(V) Wards best selling football pants are built ruggedly to take the strains of tough sandlot play. The cotton football twill material is sturdy and durable. Removable fiber thigh guards are a popular feature. Padded waist and knees provide added protection. For boys 9 to 13. Choose from 3 popular colors. Tan, Red, or Blue. Even Waist sizes: 24, 26, 28, 30 in.

60 W 5537 *State color and size wanted.* Shipping weight 2 lbs.. .4.19

PRO-ENDORSED FOOTBALLS 2.45 TO 4.98

(W) NEW WILSON ALAN AMECHE FOOTBALLS. Choose from 2 colors with end stripes for day or night play. Official size and weight. Cover made of Texhide—a tough artificial leather. Wt. 1 lb. 10 oz.

60 W 5524—White with Black end stripes. 2.45

60 W 5523 Dark Tan with White stripes.... 2.45

(X) RAWLINGS BOBBY LAYNE "QUARTERBACK" FOOTBALL. Endorsed by the Detroit Lions' star. Finest dark-colored, pebbled-grain split cowhide cover. White end stripes. Official size, wt.

60 W 5518—Double-lined. Ship. wt. 1 lb. 10 oz.3 98

(Y) WILSON OTTO GRAHAM FOOTBALL. Endorsed by the all-time great Cleveland quarterback—made by Wilson, a top manufacturer. Select pebbled top-grain Red color leather cover, White end stripes. Uniformly balanced. Double-lined.

60 W 5522—Official size, wt. Wt. 1 lb. 10 oz.. 4.98

(Z) RAWLINGS BOBBY LAYNE HELMET, FACE GUARD Heavy-plastic Blue helmet, removable plastic face guard, vinyl-rubber padded. Adj. chin strap. *State size:* Med. (6⅞–7); Large. (7⅛–7¼).

60W5587–Wt. 1¾ lbs.7.45

60 W 5589—Helmet. *State size:* Small (to 6¾); Med.; Large. Wt. 1½ lbs. ..4.69

(AA) WILSON HELMET WITH REMOVABLE BAR GUARD. White plastic, Red stripe. Sponge rubber, Neuqualite padded. Adj. chin strap. *State size:* Small (to 6¾); Med. (6⅞–7), Lge. (7⅛–7¼).

60W5595–Wt. 1¾ lbs. 5.45

OUTFITS 8.95 AND 11.75

(BB) CHOO CHOO JUSTICE 4-PC. SETS. Better Quality All-Star incl.: Protype Red plastic Helmet, form-rubber padded Shoulder Pads; cantilever-type Scarlet cotton Jersey; Tan cotton padded twill pants. *State size:* Medium (boys 9 to 11); Large (12 to 14).

60 W 5591—Ship. wt. 6 lbs.... 11.75

GOOD QUALITY 4 PC. SET. Choo Choo Justice All-Star incl.: Pro-style Red plastic Helmet; Cantilever-style Shoulder Pads; Scarlet cotton Jersey; Tan cotton twill pants. *State size:* Small (boys 4 to 8); Medium (7 to 9).

60 W 5590—Ship. wt. 5 lbs.... 8.95

(CC) BOYS' DELUXE 4-WAY MUSCLE BUILDER SET. 2 cables with safety handles form chest pull; 2 wood bars with 2 steel cables form bar bells; 2 hand grips; hooks for use on wall.

60 T 5458 L—Set. Ship. wt. 9 lbs.4.29

(DD) 110 - LB. BAR-DUMBELL SET. Revolving type—chrome plated, knurled sleeve over 5-ft. solid steel bar. Two 14-in dumbell bars. 15 to 110-lbs. adj. wts. With wrench, instr.

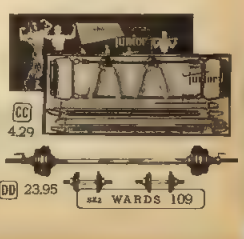
60 W 5478 F—Ship. wt. 112 lbs. 23.95

60 W 5479 F—160-lb. Set. Wts. adj. 15 to 160 lbs. Wt. 162 lbs.... 34.50

60-LB. REVOLVING BAR BELL SET. 4 ft. solid steel bar. Wts. adjust from 15 to 60 lbs. Ship. wt. 62 lbs.

60 W 5477 F—With wrench, instr.14.45

NOTE: Sets (DD) are factory shipped. Allow 5 days plus transit time.



Forest Green Glassware

9½ Oz. Tall Tumbler. Forest green. Packed 12 dozen to carton (no less sold) Wt. 57 lbs.

1435B830 Gross . Ret. $ .12

5 Oz. Fruit Juice Glass. Roly-Poly line in Forest green. Packed 6 dozen to carton (no less sold) Wt. 16 lbs.

1418B365 Ctn. of 72
Retail $ .10

9 Oz. Tumbler. Forest green. Packed 12 dozen to shipping carton (no less sold). Wt. 65 lbs.

1428B635 Gross . Ret. $ .10

8½ In. Bowl. Forest Green. Packed 2 dozen to carton (no less sold). Wt. 38 lbs.

1552B375 Ctn. of 24
Retail $ .30

9 Oz. Table Tumbler. Roly-Poly style in Forest green. Packed 6 dozen to carton (no less sold). Wt. 26 lbs.

1414B415 Ctn. of 72
Retail $ .12

8½ In. Forest Green Scalloped Bowl. Packed 48 to carton (no less sold). Wt. 36 lbs.

1434B365 Ctn. of 48
Retail $ .15

6 In. Mixing Bowl. Forest green color. Packed 36 to carton (no less sold) Wt. 32 lbs.

1417B270 Ctn. of 36
Retail $ .15

4⅝ In. Fruit Dish. Forest green. Packed 12 dozen to carton (no less sold). Wt. 48 lbs.

1523B635 Gross Retail $ .00

Forest Green Vase. Ribbed style neck, 6⅜ in high. Packed 4 dozen to carton (no less sold). Ship. wt. 33 lbs.

1591B365 Ctn. of 48
Retail $ .15

8½ In. Forest Green Vase. Packed 4 dozen to carton (no less sold) Ship. wt. 23 lbs.

1381B365 Ctn. of 48
Retail $ .15

Bud Vase. Forest green. 3¾ in. high. Packed 48 to carton (no less sold). Wt. 18 lbs.

1437B330 Ctn. of 48
Retail $ .15

Forest Green 86 Oz. Ice Lip Pitcher. Packed 1 dozen (no less sold). Wt. 34 lbs.

1405B365 Ctn. of 12
Retail $ .50

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Designed by MICHELE CARTIER

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WALKING DOLL

MOVING EYES
MOVING HEAD
MOVING ARMS
and
SHE WALKS

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- Fit'n-Fun Square Stack
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- Fit'n-Fun Square Stack Cart
- Fit'n-Fun Round Stack Cart
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M. L. CONDON

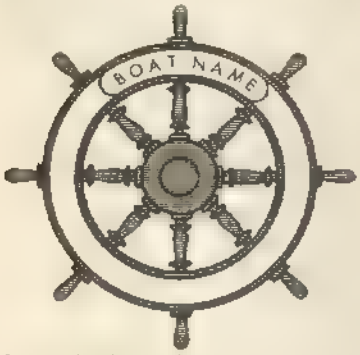
Since their introduction last year by the M. L. Condon Co., Inc., Boatlife Plastic Canvas Seal and Boatvinylife copper vinyl antifouling bottom finish have enjoyed a wonderful acceptance. Boatlife Plastic Canvas Seal will waterproof any type of canvas or porous surface. It is ideal for all boat canvas, canoes, tents, tarpaulins, awnings and any canvas. It dries in 20 minutes and the seal will not be broken when the canvas is folded.

Boatvinylife, a copper vinyl anti-fouling bottom finish, is an outstanding liquid plasticized vinyl plastic which prevents teredo or any other organic or crustaceous growth on boat bottoms. It contains not less than 86% copper and provides much longer protection with greatest durability and permanence. The copper is released at a controlled rate which prevents marine growth for as long as 18 months to 2 years. Boatvinylife gives positive waterproofing and the film is so tight it prevents drying out and seam separation while in storage. Boatvinylife will not crack, craze, alligator, or peel after 24 hours dry, and is unaffected by salt water, alkalis or fumes.

Boatlife Durable Plastic Finishes are offered in blue, red, green, gray, ivory, gloss or flat white colors, as well as plasticlear.

Condon continues to supply more and more boatbuilders and boatyards with the widest range of all types of boat lumbers and plywoods for marine use.

For complete details write the M. L. Condon Co., Inc., 274 Ferris Avenue. White Plains, N. Y.



Personalized ship's steering wheel ring in chrome-plated bronze with name of your boat cast in raised letters by The Ship's Wheel, 19605 Mack Ave., Grosse Pointe 36, Mich.

FRAHM TACHOMETER

The Frahm Resonant Reed Tachometer tells you the speed of your motor, directly in rpm, simply by holding it against the housing. With this handy inexpensive instrument you can make quick checks without removing housings.

The Frahm Tachometer has no moving parts to wear or to be lubricated—cannot be injured by overspeeding. It requires no maintenance since it consists of a row of accurately tuned reeds, completely enclosed in a metal case with a clear, easy-to-read scale.

The Frahm Tachometer will measure the speed of any outboard motor as simply and as easily as that of a large turbine or a small model airplane motor. Since no contact is made with moving parts it imposes no load on the equipment under test.

The popular ranges for outboard motor use are the 3,000 to 5,000 rpm single-row instrument, and the double-row 3,000 to 6,000 rpm. For information write James G. Biddle Co., 1316 Arch St., Philadelphia 7, Pa

Watts & De Garmo, Babylon, N. Y., developing marine safety devices, announce this non-electric Safety Gas-O-Matic which shuts off fuel automatically when the motor stops.

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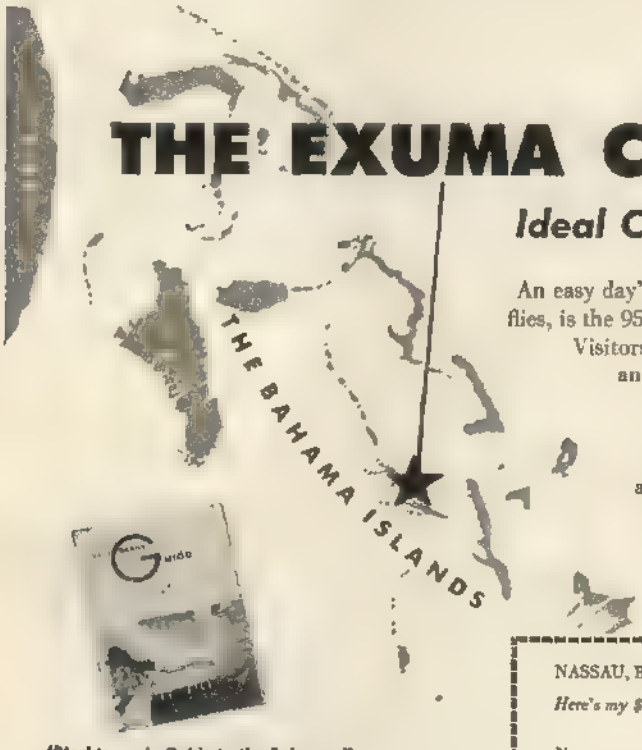

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STAHL REFRIGERATORS

For those yachtsmen who have often wished for a mechanical refrigerator for their boats whenever they had to load a hundred pounds of messy ice into their ice boxes, the answer is at hand. Lawrence Stahl & Co., Long Island City, New York, are offering three sizes of mechanical refrigerators and two models of deep-freeze units, designed particularly to meet the requirements of yacht service and intended to function on 12 or 32-volt DC current, such as is generally available. The refrigerators are made in 5, 7.7, and 10.5 cubic foot capacities. In addition to their normal refrigeration service these units have also a special compartment for keeping frozen foods. In the two larger sizes they hold approximately 35 and 55 pounds. The current demand for the 12-volt unit is 5.6 amperes, while the 32-volt unit consumes only 2.2 amperes.

The freezer units come in two sizes—a small 4 cubic foot unit to hold 150 pounds of frozen foods and a larger 9.8 cubic foot unit to hold 350 pounds. All units are fully insulated with high density fiberglass with welded steel cabinets.

The Victor mooring buoy is light-weight, non-sinkable. Of Styrofoam, it will float 50 feet of 5/16" or 30 feet of 3/8" galvanized chain. It is manufactured by James Bliss & Co., Inc., 342 Atlantic Ave., Boston, Mass.

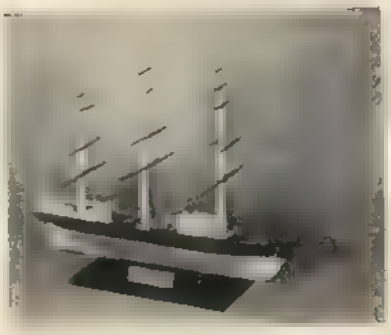
TARP-SEAL MARINE CEMENT

Tarp-Seal Marine Cement and Sealer, manufactured by Tarp Seal Adhesives located at 2555 Boston Road, New York 67, N. Y., is a plastic especially designed for use on boats. It holds fast, stretches, and returns to its original shape. It absorbs motor vibrations, and locks water out of the boat. It can be used to fill deck seams of any width or depth.

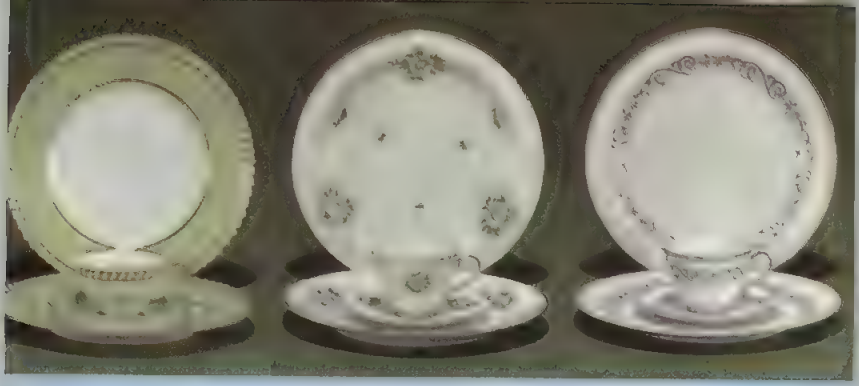
Its gripping power, elasticity, and ability to absorb motor vibrations, make it an excellent adhesive for joining frames, battens, chine, carlins, etc., and for boatbuilding in general.

This versatile product can be used for cementing canvas to a deck, cabin top, boat, canoe, or any other surface to which canvas is usually applied. It makes an excellent primer, filler and tightener for the surface of the canvas and a good undercoat for paint (on the canvas). It repairs torn boat covers, heavy-duty tarpaulins or anything else made of canvas. It stops gasoline and oil leaks and can be used for gasketing the lower split units of outboards and for gas tanks.

Tarp Seal resists destruction by heat, cold, saturation by salt water, gasoline, oil grease, common chemicals, mold and mildew. It is available in white, mahogany and black and may be ordered in any combination of colors.



The clipper ship Sea Witch. This handsome 18½" model is hand-made by Yankee craftsmen in amazing detail. For a free catalog of this and other ships, schooners, frigates and clippers, write Piel Craftsmen, Newburyport 5, Mass. Models are shipped completely assembled.



CELADONIA . . . by Franconia

Translucent china by Krautheim of Bavaria with a hauntingly lovely beauty that never fades through the years. Elegant, aristocratic quatroon borders of soft celadon green and twisted coin gold bands rest on a background of the purest white. Coin gold dramatically emphasizes cup bases and footed pieces. Contents on page 504.

70-7752 C1240	5-pc. Set (for 1).	$ 16.50
70-7760 C18510	62-pc. Set (for 8)	246.80
70-7778 C27305	93-pc. Set (for 12).	364.05

SILVER THISTLE . . . by Franconia

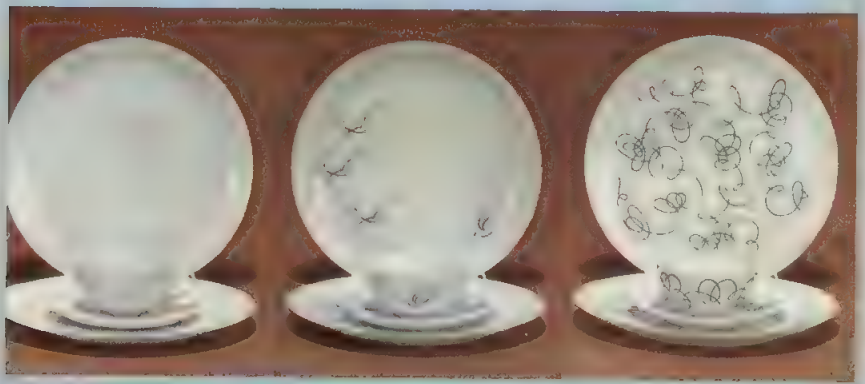
A delicate old world flower is depicted on white china in whispering tones of white . . . with yellow centers and green leaves. There's an air of studied casualness here that suits any occasion, any setting. And Franconia translucent china exhibits surprising strength through the years. Shimmering platinum rims. Contents on page 504.

70-9436 C525	5-pc. Set (for 1)...	$ 6.95
70-9444 C7945	53-pc. Set (for 8)...	105.90
70-9451 C11670	93-pc. Set (for 12) .	155.55

BARCAROLE . . . by Franconia

As rhythmic and graceful as a Viennese waltz. Subtle dove gray scrolls whirl 'round, bowing to brilliant platinum fleurettes. Gray and platinum circles dance gaily on the rim, against a background smooth and lustrous as moonlight. The fine quality of this translucent china will reward you with years of lovely service. Contents on page 504.

70-9469 C955	5-pc. Set (for 1)...	$ 12.70
70-9477 C14425	53-pc. Set (for 8)...	192.30
70-9485 C21270	93-pc Set (for 12).	283.60



WHITE . . . by Arzberg

Chosen by the Museum of Modern Art for its lovely rhythmic coupe shape, its flawless, translucent white surface, illuminated with a gem-like glaze. Unquestionably fine in taste. White possesses beauty that lends itself to unending variation . . . pleases whether you serve a snack or an elegant dinner. Chip-resistant. Contents on page 504.

70-9360 C1965	20-pc. Set (for 4). . .	$27.75
70-9378 C695	4 ea.: fruits, soups.	10.00
70-9386 C1125	5-pc. Service Set . . .	16.25

SILVER FLIGHT . . . by Arzberg

World renowned Arzberg creates a dramatic new pattern you'll cherish always . . . it's designed with charming versatility to meet the needs of gracious living, no matter what the setting or occasion. Majestic strokes of gray and platinum suggest swallows in graceful flight on highly fused, chip resistant translucent white china. Contents on pg. 504.

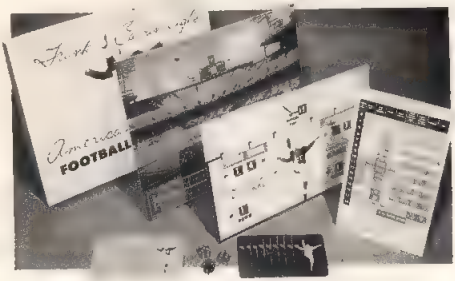
70-9337 C2995	20-pc. Set (for 4)....	$42.75
70-9345 C1145	4 ea.: soups, fruits....	16.40
70-9352 C1750	5-pc. Service Set.	25.25

LARIAT . . . by Arzberg

A startlingly new design . . . twisting wisps of Jet Black, as from an artist's pen, intertwine on a background of pure white translucent porcelain. A tribute to today's gracious living . . . this new china dons a formal-dinner air as easily as it sparks a casual buffet. It's superior quality and beauty is unmistakably Arzberg Contents on page 504

70-9493 C2795	20-pc. Set (for 4)	$29.95
70-9501 C1050	4 ea.: fruits, soups.	14.95
70-9519 C1575	5-pc. Service Set.....	22.50

Immediate Delivery



A Year 'round Fast Selling Profit Item
The Frank Cavanaugh Football Game

Here's the game that's selling like hot cakes! Young and old go for its fast, exciting action. Those who have played football say it's the closest thing to the real game ever devised. Those who haven't played, learn the fine points of football in a hurry. Its fast-growing popularity makes it a real profit item for you —all through the year. Order now for quick delivery.

$5.00 *Retail*

FRANK CAVANAUGH ASSOCIATES
11840 E. McNICHOLS DETROIT 5, MICHIGAN

Walco WALCO QUALITY UNSURPASSED

EDUCATIONAL TOYS & BEADCRAFT OUTFITS

Walco, the originator of educational beadcraft toys, presents to young America authentic originals in fascinating and constructive beadcraft projects for children of all ages.

Indian Beadcraft Outfit

No. 210—A favorite with boys and girls all over America! Contains a large assortment of Indian seed beads, wire, thread, wax, jewelstones and a patented loom for making watchfobs, belts, bracelets, rings, bags in authentic Indian designs. **$2.50*** *Prices slightly higher in Western & Southern U.S.

SEND TODAY FOR ILLUSTRATED CATALOG

WALCO BEAD COMPANY Dept. T
37 W. 37 St. New York 18 N. Y.

Pastimer toys

Blackboards
Wallboards
Peg & Slate
Chests
Desk & Chair Sets
Toy Chests
Peg Tables
Natural Slate
Duro Slate

MIDWEST MANUFACTURING CO.
EATON, OHIO

Pastimer toys

This Memphis retailer . . .

(Continued from page 119)

salesperson is skillfully trained to know what is new this year, which toys are suited to certain ages, and so on.

In addition, members of the sales staff become so well acquainted with the clientele that they can readily recognize each particular patron's needs. This produces not only a big local following, but greatly boosts the mail order business. Frequently, out-of-town customers will write in a request for toys along with the statement, "Miss—— will know just what I want." It is this personal touch which makes for so much goodwill, so much repeat business. Tourists drop in, become acquainted with the personnel, and have sufficient confidence in the firm to place frequent orders by mail. Those who make regular trips to Florida and other southern points during the winter drop in often for visits and various purchases.

Wants more male customers

Mr. Sanders says that the majority of his customers are women; he wishes more men could be enlisted, for it is they who are most willing to pay for the quality toys, the substantially constructed ones, the playthings that are mechanically perfected. The store hours at holiday time are arranged to catch this man-of-the-house trade and the substantial purchases it brings when the head of the household comes in with the family to enjoy leisurely shopping. The rest of the year, the store is open from 9:30 to 5:30 each day.

Mr. Sanders does not do a great deal of newspaper advertising, but only occasional publicity of this sort to remind customers of novel items, to give suggestions about gifts at all times, or to mention the proximity of Christmas. One very effective means of reaching local prospects is through calendars, which attract not only individuals but also groups concerned with certain fields of industry.

However, it is the pictorial catalog that is really the big booster of business here; this publicizes the regular as well as the unusual lines of toys offered. While Sanders recognizes that a number of wholesalers will furnish catalogs at very low prices, he feels that such an arrangement necessitates stocking certain lines of toys, some of which may not go well in this particular store. Mr. Sanders frankly admits that getting out his own catalog is costly, but he still finds it the most satisfactory plan.

The most effective time for mailing out these catalogs has proved to be right after Armistice Day. He has discovered that sending them out too early, when the weather is fairly warm, causes them to lose a part of their impact. It is only at a later time, when keen interest in Christmas has been stimulated by Santa Claus

Acclaimed!

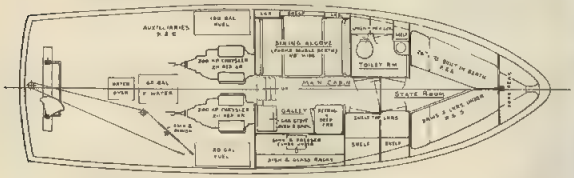
By deep water sailors from Maine to Florida . . .

Smart lines—The "42" Fisherman!

The Frank L. Sample Built "36" and "42" . . . offered in Sedan Cruiser, Utility and "Fisherman" models.

Comfortable Accommodations!

Below decks arrangement on Down East "36" . . .



The "36" Joins The Sample Fleet! The above sketch is the basic layout for the Down East "36" hulls. L.O.A. 36′ 6″, Beam 11′ 6″, Draft 3′. Like the "42" the new speedy "36" has been designed for comfort, ease of operation and maintenance. The "36" sleeps four.

Equipped to go anywhere—Maine workmanship at its best!

Specified Construction!

Fast . . . Free from pounding and bucking!

NEW! Down East "36" and "42" brochure includes complete description, photos, deck plans, etc. . . . Call, write or wire today!

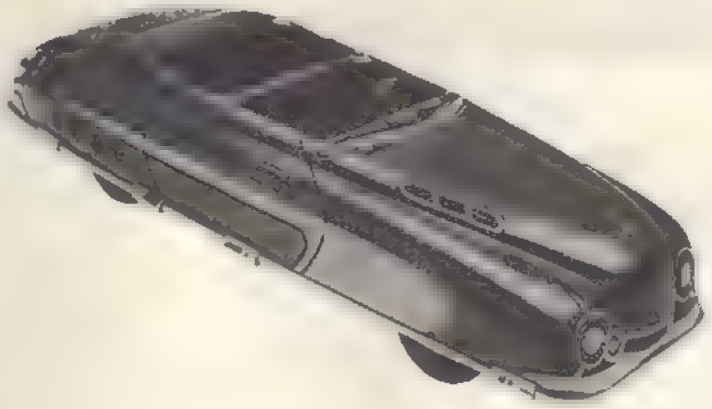
The Down East "36" and "42"

BUILT IN MAINE TO TAKE IT

FRANK L. SAMPLE & SON, INC., SHIPBUILDERS

BOOTHBAY HARBOR • MAINE

MECHANICAL TOYS

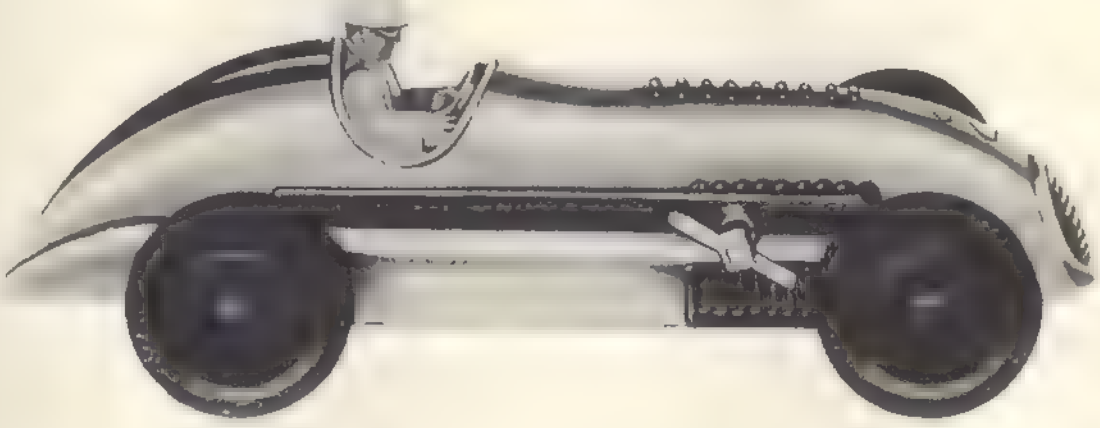


No. 590 FRICTION SPORTS CAR

Measures 11¼" long, 4¼" wide, 2½" high.
Modern sports car made of steel. Equipped with speedy friction motor.
Equipped with rubber wheels.

PACKED: 1 dozen to shipping carton

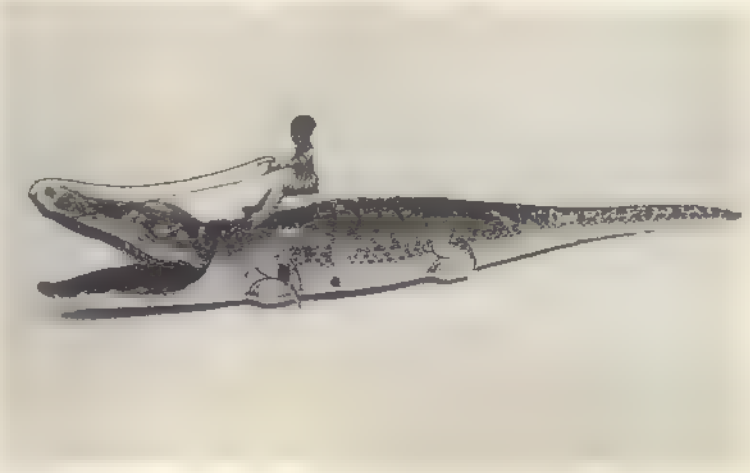
No. 590 $16.00 Doz.



No. 6390 $12.00 Doz.

ACE RACER

CATALOG NO. 6390—A colorful Indianapolis-type racer 8" long, 4¼" wide and 3" high. Speedy clock-type motor, drop gear free wheeling unit, and real rubber tires. Individual action-packed boxes.



ALLIGATOR

No. 140 $10.80 Doz.

Made of metal and finished in bright colors. Length, 15". Spring wound motor with key attached. Indian boy rider. Each in carton.

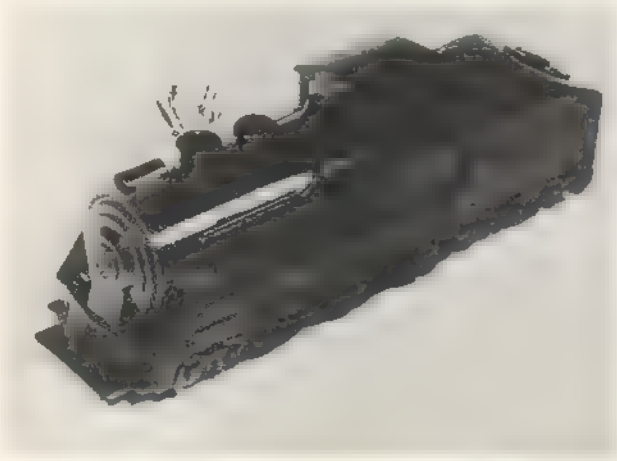
MECHANICAL TOYS

★ Packed in Individual Boxes
1 Doz. Per Carton
★ Weight Approx. 11 Lbs. Per Carton

No. 9000 MECHANICAL 3 - PIECE TRAIN SET $16.00 Doz.

Motor Guaranteed for Life Bond enclosed in each box
Rubber Wheels
Lithographed in Brilliant Colors
Overall Size—Length 2 Feet
—Width 2¼"—Height 3¼"

★ Consists of Locomotive and 2 Gondolas
★ Sturdy Steel Construction
★ No Sharp Edges
★ Fully Enclosed Motors—easily removed for replacement

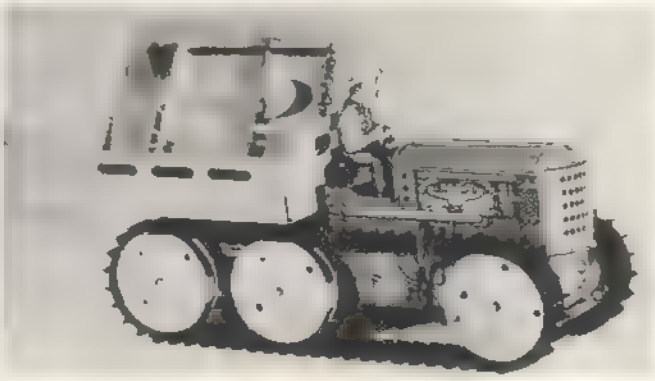


SPARKLING FRICTION LOCOMOTIVE

No. 1531 $16.00 Doz.

A well proportioned and detailed locomotive, made of sturdy plastic and equipped with friction motor. Length, 10-1/8"; width, 2-3/4"; height, 3-5/8". Harmless sparks shoot from the smoke stack when in motion. Each in box.

REVERSIBLE TRACTOR



No. 4627 $60.00 Doz.

This powerful six-wheel tractor truck is constructed of steel with sure grip rubber tractor treads and long running clock spring motor which enables it to climb steep inclines. Has brake and also reversing lever enabling tractor to operate forward or in reverse. Large steel body 7-1/2" long and 4-1/2" wide. An assortment of farm tools are in the body of the tractor. Lithographed driver in seat . Each in box.

"SUSY GOOSE" HOUSEKEEPING SET

This set features Super Jet sweeper, plastic broom, genuine chamois, Dupont Sponge, with effects, label, plastic dust pan, NEW Squeeze cellulose sponge mop, bright yarn floor mop with long handle, R.O.S. package, Wright's Silver Cleaner 9-page colored book Packed 12, weight 34 lbs.

439N310-P300

Retail $3.00

PLA-VAC ELECTRIC VACUUM CLEANER

It will register with the kids because of it real ability to pick up dust, ashes and lint—its big cleaner "hum"—its dust collector—and its colorful "mat like Mom's appearance. PLA-VAC will intrigue mothers and dads, grandparents, aunts and uncles because its battery operation completely eliminates danger of electric shocks and burns—becomes its safety fan and fully sealed motor prevents injuries and bruises from moving parts. Operates on two standard flashlight batteries Weight per dozen 15 lbs.

439N598-P395

Retail $5.98

"FRIENDLY FOLKS" MOTEL

Large Motel Sign, 2 road signs, television antennae, flag staff, flag, office desk, cash register with drawer that opens, telephone registration cards, forest motel rooms including—television, combination vanity and desk, vanity bench, modern lounge chair, baby crib, bed with combination head board that includes drawers, book case, radio stand and twin trains and red—family group consisting of mother, father, son, daughter, beautiful large convertible car, etc. Packed 6, weight 35 lbs.

432N777-P485

Retail $6.95

ALL-PLASTIC DOLL HOUSE COMPLETE

Here's a doll house, so beautifully designed and so wonderfully executed it looks like a home magazine's scale model. This is a sturdy, all-plastic home in smart modern style. Easy to assemble, it stays assembled, each piece molded to fit perfectly into the others. Tots or a house young girl's fall in love with on sight. 3 ft. long, 1½ ft wide. Durable, washable plastic, easy to assemble . . . sturdy walls made of high impact styrene. House has seven complete rooms (kitchen, dining room, bathroom, nursery, living room, bathroom, and patio.) Re-inforced polyester resin roof can be removed and, of course, all doors open and shut. Shipped in 2 lbs. 1st corrugated carton, with full instructions for easy assembling. ½ dozen to carton. Weight 50 lbs.

436N780-P650

Retail $9.98

WARDROBE TRUNK FOR DOLLS

Heavy wood frame covered with Beige colored impressed sheet steel. Edges bound with red staple steel. Brass plated steel lock, hobs, and corners. Leather handle on top. Fancy print paper lined. Three drawers for clothes. Single trolley with 3 wood garment hangers. Three sizes.

495N37-18-P800 Size 18" x 9¾" x 11".

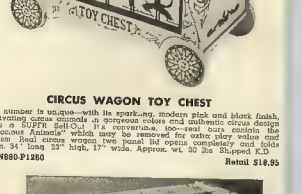
Retail $11.95

490N37-20-P925 Size 20" x 10¾" x 11"

Retail $13.50

495N97-P1135 Size 22" x 11½" x 11½"

Has open hinged top. **Retail $16.95**



CIRCUS WAGON TOY CHEST

This number is unique—with its sparkling, modern pink and black finish, captivating circus animals in gorgeous colors and authentic circus design —it's a SUPER Sell-O-U. It's convertible, too—real ears contain the "Ferocious Animals" which may be removed for other play value and realism. Real circus wagon two panel lid opens completely—folds down. 34" long 23" high, 17" wide. Approx. wt. 30 lbs. Shipped K.D.

498N880-P1250

Retail $18.95

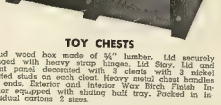
TEA CART WITH TEA SET

An unusually beautiful all metal tea wagon with gracefully styled wrought iron tubular legs, 4 crystal plastic wheels and 2 trays, the upper 2/ which is lithographed with 4-color LITTLE MISS MUFFETT design. Each tea cart is filled with 32-piece colorful tea set, comprising 4 cups, 4 saucers, 4 napkins, 4 knives, 4 forks, 4 spoons, pie knife, butter knife, teapot and cover creamer, sugar and 2 candelabras Each cart packed knocked down with tea set in compact shipping carton, weight 7 lbs

499N600-P530

6-LP477

Retail $7.95



TOY CHESTS

Solid wood box made of ¾" lumber. Lid securely hinged with heavy strap hinges. Lid Story. Lid and front panel decorated with 3 cleats with 2 nickel plated studs on each cleat. Heavy metal chest handles on ends. Exterior and interior Wax Birch Finish Interior equipped with sliding built tray. Packed in individual cartons 2 sizes.

496N21-P1335 Size 30x13x13 Weight 30 lbs

Retail $19.95

496N22-P1735 Size 36x17½x13½ Weight 45 lbs.

Retail $26.95

THE "CIRCUS PARADE"

Boys and girls of all ages can pack plenty of toys in this big roomy chest. Made of sturdy ponderous pine lumbered to a high gloss finish and decorated in three bright colors with captivating circus animals that appeal to all ages. Classy furniture-grade quality number made to exit. Size 20½"x14½"x13½". Shipping weight one to carton approximately 25 lbs.

498N154-P840

Retail $12.95

News of New York

(Continued from page 175)

ness included report from the by-law committee, by Moe Fisher, Bob Burns and Lester Saipe. Charles Robinson, Bill Berman and Harold Finn make up the committee on advertising.

ACCORDING to what Lido Toy Co. told its salesmen at a recent meeting, the firm is putting greater stress on polyethylene and saran packaged toys to meet demands for rack and counter display items.

Lido's conference was attended by partners Seymour and Effrem Arenstein, Bill Parasine, Stanley Shapiro, George A. Spitzer, Bernard Antoville, Irving Fischer, Harold Finn and Fred Ingersoll.

CHANGE in its sales lineup has been announced by Wilkening Manufacturing Co. The Merwin Smith Co., of 200 Fifth ave., will continue to handle the *Mr. Wiggle* family of toys in metropolitan New York and northern New Jersey, and will take over Ohio, West Virginia and Kentucky.

The new territory will be covered by Albert Buynak, who operated a toy jobbing business for many years before joining the Smith firm.

Albert E. Burgin Co., whose headquarters are at 209 S. State st., Chicago, will represent Wilkening in Michigan, Illinois, Indiana and Wisconsin.

Bersted Bros. will cover Missouri, Kansas, Nebraska, Iowa, Minnesota and both North and South Dakota. Offices are located at Monmouth, Ill.

Wilkening representatives in other sections remain unchanged.

MULTIPLE Products Corp has gone into Room 409 at 200 Fifth ave and is showing its complete line of "Multiple Toys for Multiple Joys."

DARBY (Pa.) retailer Weiner's, at 66 Chester Pike, has been selected by Billy and Ruth Promotions as having had the most outstanding Romper Room display and the best merchandising program.

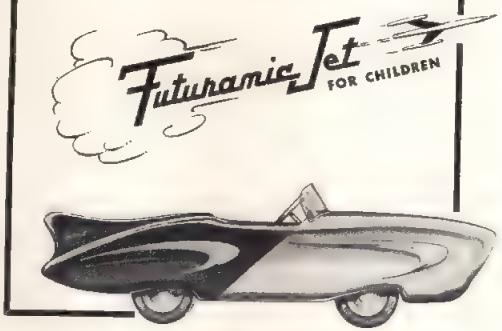
Prize was a trip to Miami Beach, for two, in April.

STUFFED toy manufacturer Elka Toys has made the move into its own modern showrooms at Room 711, 200 Fifth ave.

Opinion of Jules M. Lieberthal, sales manager for the firm, is that "stuffed toy animals have enjoyed the largest increase of any toy category in the past several years. This is partially accountable to the enthusiasm of teen-agers as collectors."

Public Relations for the toy maker: pages 255-256

New Fun for the Children! New Profits for you!



Here's the most stupendous electric-powered futuramic jet kiddie car that's creating a sensation wherever it's been shown.

The Futuramic Jet is skillfully engineered for easier handling. The heavy gauge plastic body is designed in sweeping lines of the long, low, silhouette in exciting plas-tone color styling, in two-tone or solid colors. Runs at a maximum safe speed of 5 to 8 miles per hour. It's safe—cannot be turned over. Chassis is built of rugged, heavy duty steel. Automatic brakes. Body length 72"; overall height 19"; overall width 34". Total weight less battery 124 lbs. Retails for $298.95.

Be the first in your city to introduce this new sales sensation. Every child will want one.

ON DISPLAY DURING NEW YORK TOY FAIR
ROOM 1170 HOTEL McALPIN

KIDDIE KAR KORP. INC.
Box 168, Sikeston, Missouri

GAMES

$64,000 QUESTION

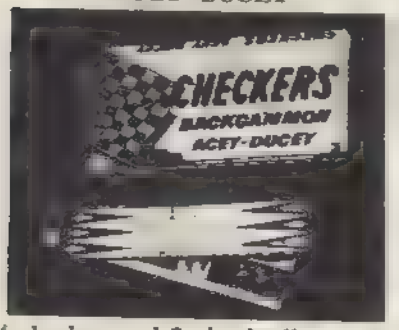
An exact replica of this sensational TV show

Includes 12 different categories, 660 questions and answers, unique Slide Rule Question Selector and Roulette Wheel.

	Each
No. 465-100	$3.00

Twelve in a carton.

CHECKERS—BACKGAMMON ACEY—DUCEY

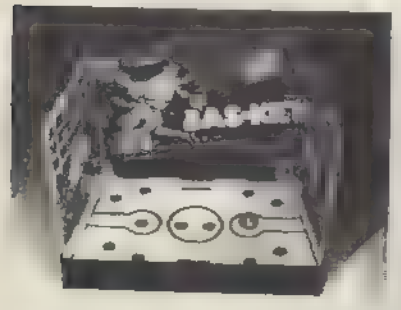


24 checkers and 2 plastic dice are included in each set.

	Each
No. 529-4234	$1.00

Twelve in a carton.

BAS-KET



For all ages; for one to six players. Shoot the ball from any position on the court. Each player operates mechanically controlled levers which throw the ball at the basket.

Rules and scoring same as in real basketball.

	Each
No. 151-165	$3.98

Six in a carton.

GAMES

MERRY MILKMAN

For children 4 to 10. Features a dairy with houses, plastic trucks and dairy products. Object of game is to deliver dairy products as directed by spinner.

	Each
No. 709-2610	$2.00

Twelve in a carton.

SCHAPER, COOTIE

A game for adults or children. An exciting "Cootie" building race that delights adults and allows children to learn as they play. Two or more can play depending on number of "Cooties" available.

An exciting educational game for year round fun.

	Each
No. 581—200; wt. per carton 8 lbs.	$1.98

Twelve in a carton.

GAMES

MR. POTATO HEAD

A 28-piece set that will transform ordinary fruits or vegetables into 1001 hilarious characters.

	Each
No. 586-2000	$0.98

Twenty-four in a carton.

MRS. POTATO HEAD

	Each
No. 587-2002	$0.98

Twenty-four in a carton.

CRYSTAL BALL

Has a bank slot and a disk for money removal. As pennies are inserted in the coin slot, fortune cards are ejected. The cards are illustrated so that one side refers to boys and the other side to girls. Made of rugged plastic with decorations of astrological figures.

	Each
No. 2064-4307	$3.00

Twelve in a carton.

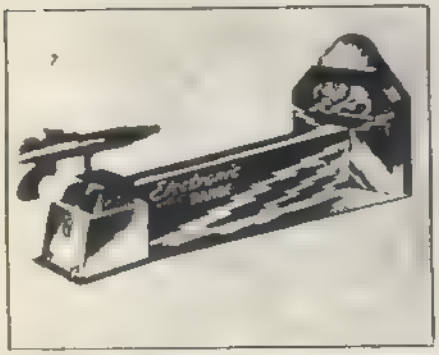
GAMES
CHESS SET

Black and ivory. Handsome Plastic Chessmen 2-5/8" high, weighted. Folding leatherette playing board, red and black squares.

	Each
No. 599A-835	$3.00

Twelve in a carton.

SHOOTING GALLERY



Electronic shooting gallery has battery powered, electric motor-driven revolving target, which lights when hit; teaches coordination, shooting skill.

	Each
No. 1843-161	$8.00

Three in a carton.

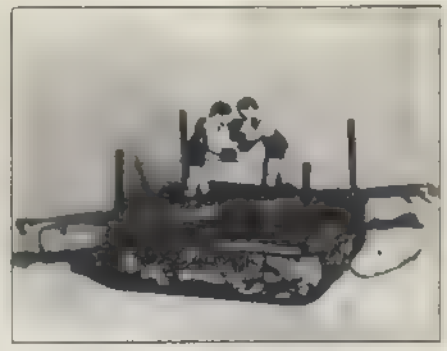
JET–FIRE TARGET

Jetfire has a battery operated electronic replay pocket — Glass covered — Separate loading and firing plungers and 6 steel balls add to the excitement — Plus a jet shooting action lever for replays.

	Each
No. 534-444	$4.00

Six in a carton.

GAMES
KNOCKOUT



New action game in which two players manipulate the boxers. Boxers move, swing in all directions. Lights go on, buzzer sounds at knockout.

	Each
No. 557-777	$7.00

Four in a carton.

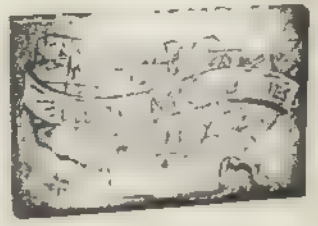
BAT–EM AND CATCH–EM

Automatic pitching machine. Operates in a similar manner to machines used by professionals. Battery operated.

	Each
No. 780-B1	$10.00

Four in a carton.

ELECTRIC QUIZ GAMES
U.S. ELECTRIC MAP



Questions and answers on all phases of the United States. Battery operated.

	Each
No. 547-721	$3.00

Six in a carton.

ADVENTURES OF LASSIE

This game will be demanded by millions of fans who watch and love lassie every week on TV. This is Lassie's only game — a Lisbeth Whiting's all-star hit!

	Each
No. 568-700	$2.00

Twenty-four in a carton.

TICKLE BEE

Can you tickle the "Tickle Bee" without getting stung? That's the clever idea behind this new game. The magic magnet tickles the little "Tickle Bee" around the winding path . . But Watch Out, or you'll get stung . . . . .

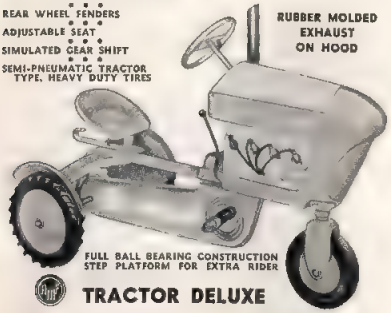
	Each
No. 582-215	$2.00

Twelve in a carton.

ACTION TOYS FOR ACTIVE BOYS

SPARK PLUGS ON MOTOR BLOCK
• • •
REAR WHEEL FENDERS
• • •
ADJUSTABLE SEAT
• • •
SIMULATED GEAR SHIFT
• • •
SEMI-PNEUMATIC TRACTOR TYPE, HEAVY DUTY TIRES

RUBBER MOLDED EXHAUST ON HOOD



FULL BALL BEARING CONSTRUCTION STEP PLATFORM FOR EXTRA RIDER

TRACTOR DELUXE

CHAIN-DRIVE . . . KNEE ACTION ABSORBS ROAD SHOCKS

14" long, 21" wide, 28" high. Tires: front 8"x1¾", rear 10"x1¾". Red finish, white trim. Ship. Wt. 4 lbs

80031X2000 Each **$29.95**

CADET MODEL. Different front design. No shifting lever or rear step. 26" high, 19" wide, 35" long. Front tires, 7¾"x1¼"; rear 9¾"x 1¾". Nylon bearings in front wheel. Ship. Wt. 25 lbs

80032X1875 Each **$19.95**

DUMP CART ATTACHMENT. Heavy steel. Easy-to-reach, dump lever. 8"x1¼" semi-pneumatic tires. Nylon bearings. Red with white trim. Ship. Wt. 14 lbs

80033X7190 Each **$11.95**

F.O.B. NEW YORK FCTY. DEL. APPROX. 10 DAYS
NO C.O.D. ORDERS ACCEPTED

"PALOMINO"

FULL BODIED MOLDED PLASTIC . . . AUTHENTICALLY STYLED, FULLY COLORED, RICHLY DETAILED REPRODUCTION OF GENUINE HAND ETCHED LEATHER WESTERN SADDLE MOLDED RIGHT INTO THE BODY!

- Hardwood Frame . . . Sturdy, Rigid, Safe —Beautiful Natural Finish

Long life steel springs—engineered for rugged use. 54" long, 21" high, 18" wide. Ship. Wt. 16 lbs. F.O.B. Chicago Warehouse. No C.O.D. orders accepted.

454062X1303
Each..... **$19.95**

EASY ROLLING
• • •
FULL BEARINGED

OIL IMPREGNATED BRONZE BEARINGS THRUOUT!

- Heavy Steel Construction
- Safety Turned Edges
- Comfortable Bucket-Type Adjustable (Forward and Back) Seat
- Smooth Steel "Speed Stick"
- Oil-Impregnated Bronze Bearings

16" disc wheels, 1¼" semi-pneumatic tires. Red and white baked enamel finish. Ship. Wt. 26 lbs.

625001G925 Each..... **$12.95**

THE CADILLAC OF TOY AUTOS

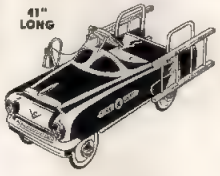
GARTON "KIDDILAC"

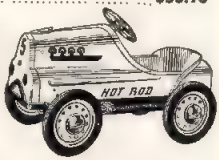
ONE PIECE STEEL BODY . . . 45" LONG, 20" WIDE, 1¼" TIRES
• • •
CHARTREUSE FINISH, DECORATED IN BLACK, RED, ALUMINUM
• • •
REMOVABLE SPARE WHEEL and TIRE . . . REAR VIEW MIRROR

Speedy, easy to operate, chain drive. Ball bearings on rear axle and pedal crank. 8" rubber tired disc wheels. Ship. Wt. 51 lbs. F.O.B. Wisconsin factory, delivery approx. 15 days. No C.O.D. orders accepted

100002X2400 Each..... **$35.95**

41" LONG





GARTON "FIRE CHIEF"

New Design—All Steel Body

- Red Body Finish—White and Aluminum Decorated
- Fire Bell with Chain
- Adjustable Pedals
- 8" Disc Wheels—Cold Rolled Steel Hercules Bearings
- ⅝" Rubber Tires

Ship. Wt. 34 lbs. F.O.B. Wisconsin Fcty. Del. approx. 10 days. No C.O.D. orders accepted.

199007X1475 Each..... **$22.95**

GARTON "HOT ROD" RACER

- 10" Artillery Wheels
- 1¾" Semi-Pneumatic Tires
- 35" Long • Chain Drive
- Orange Finish—Black and White Decorated
- Simulated Cut-Out for Authentic Engine Noise
- Ball Bearings on Rear Axle—Pedal Crank

Ship. Wt. 42 lbs. F.O.B. Wisconsin Fcty. Delivery approx. 10 days. No C.O.D. orders accepted.

199008X1770 Each..... **$23.95**

BY STEGER

OVER-SIZE WAGON

- Body—36" x 17" x 4½"
- Ribbed for Extra Strength
- 9½" Double Disc Steel Wheels
- Red and White Baked Enamel Finish
- Non-Rusting Steel Hub Caps

Large 1¾" set pneumatic molded, guaranteed non-rot-off rubber tires. Bearings: Oil impregnated hardwood "Duro-Life," silent trouble-free operation. Ship. Wt. 75 lbs. Shipped Express only. From our Stock

390002G2750
Each..... **$11.50**

by STEGER "SUPER CHIEF"

STAKE WAGON

- Body—17" x 36" x 4"
- Removable, Adjustable Double Stake Sides
- 9" Wheels—1½ Semi-Pneumatic Tires
- Seasoned Hardwoods

Oil impregnated hardwood "Duro-Life" bearings. Baked black enamel chassis. Easy to assemble instructions. Ship. Wt. 40 lbs. F.O.B. Chicago Whse. Ltd. 10 days. No C.O.D. orders accepted

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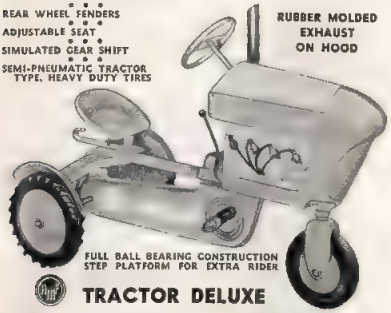

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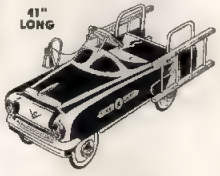

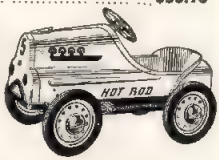

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Large 1¾" set pneumatic molded, guaranteed non-rot-off rubber tires. Bearings: Oil impregnated hardwood "Duro-Life," silent trouble-free operation. Ship. Wt. 75 lbs. Shipped Express only. From our Stock

390002G2750
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- 9" Wheels—1½ Semi-Pneumatic Tires
- Seasoned Hardwoods

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390001X1350 Each..... **$22.95**

PROSPECT for URANIUM

It's Being Found All Over the Country!

Don't pass up your chance for fabulous fortune . .

These instruments may help you strike it rich!

The Great Uranium Rush Is On!

Everyone— salesmen, farmers, city folks, school boys, grandmothers- has joined the search for this valuable ore. Family weekend jaunts and vacation trips have become prospecting safaris . . and the Geiger Counter is just as much a part of the equipment as fishing rod and golf clubs. Everyone hopes to strike it rich, and everyone has a chance!

More plentiful than gold in its distribution throughout the earth's rim . . . uranium and other radioactive ores have been found all over the country, from the east coast to the west coast, from southernmost Florida to the far northwest. While more than 600 mines in the U.S. now yield uranium . . . there remain many more to be discovered. And because new uses for this precious ore are being found every day by both the government and private industry . . . there never will be an over supply

Find Uranium and You're Rich!

The U.S. Government pays up to $10,000 for finding suitable deposits, and will buy at least 1,000 tons of ore a year from every miner until 1962 (according to recent conservative estimates) The Atomic Energy Commission has already paid in excess of $3 750,000 in production bonuses alone. Almost 2,000 individual payments have been made . . . and about $175,000 is being paid monthly to persons just like you for discoveries. The government has even offered $15,000 to $35,000 for the first 10,000 pounds of ore from new mines, depending on quality. And your mine may very well be one of the lucky ones!

You don't have to be a geophysicist to find uranium Geiger counters and scintillat ors do it for you! As easy to read as a thermometer . . . even an amateur can detect radioactivity levels hundreds of feet below the earth's surface with one of these instruments. Order yours and join the rush!

A Utah miner was paid $4,021.80 for one ton of ore!

Geiger Counters and Scintillators

By the world's largest makers of portable precision radiation instruments

Other Geiger Counters and Scintillators from $29 95 to $1995.00. Write for Information

E **"Lucky Strike" Portable Geiger Counter.** Moderately priced but highly sensitive! Built to Atomic Energy Commission standards . . will detect uranium deposits dozens of feet down. Radio activity indicated by neon flasher, earphones, meter. 3 range meter: 2, 2, 20 milliroentgens per hr. full scale. Uses 2 flash light cells, two 45v and one 22½v batteries. Weatherproof steel case, 3½x4x6½". With batteries, earphones, shoulder strap, radio-active sample and instructions.

80-5150 D7150 "Lucky Strike." From California; 7 lbs. . . . **$99 50**

F **New "Professional" Geiger Counter.** New features! First Geiger counter with percent meter—enables you to determine value of ore right in the field! 4 sensitivity ranges .04, .20, 2.0 and 20 MR/HR full scale. Accurate within 10%. Two time constants, fast for rapid readings; slow for assaying ore. Indicates by flasher, earphones and meter. New Dyna-Mu circuit. Tropicalized metal case, 3¾x4¼x7¾". Coiled probe cable. With batteries, earphones, strap, case, calibrated sample, instructions

80-5143 D10750 Shipping weight 8 lbs. From California **$149 50**

G **Special Scintillator** . . . 60 times more sensitive than any Geiger counter! Easy to use—only 2 controls. Detect uranium down to hundreds of feet, gamma rays as low as .01 M.E.V. Can be operated in moving vehicle. RCA 6199 photo tube and large 1½" sodium iodide crystal. Waterproof steel case, 4½x7½x7"; 6¾ lbs. Uses 4 flashlight cells, two 45v "B" and one 22½v hearing aid batteries. Includes calibrated radium sample, shoulder strap, batteries, tubes, instructions

80-5135 D21950 Wt. 11 lbs. From California **$299.50**

H **Deluxe Scintillator** . . . reads in percentage of uranium! Easy to use. 1½" diam. crystal is 200 times more sensitive than any Geiger counter. New 8 tube Multi Mu circuit. Gun type probe (3¾x12½") attaches to battery box (3x4x5") or can be held like pistol Ranges .025, .05, .25, .5, 2.5 and 5 MR/HR. Sodium iodide crystal, 3" meter. Waterproof. Includes 4 flashlight batteries, two 87½v "B" batteries, two 22½v hearing aid batteries. Cowhide case, calibrated sample, instructions.

80-5127 D35500 Wt. 14 lbs. From California..... **$495.00**

EIGHT SPECIFIC REASONS WHY GENE AUTRY IS THE No. 1 COWBOY OF AMERICA

1. **RADIO** — CBS Network every Sunday for the Past 17 Years. Estimated 5,000,000 weekly audience.
2. **TV** — 100 TV Markets. Half-hour shows covering the entire U. S with an estimate of 15 million audience weekly.
3. **FIFTY TV MARKETS** — One hour show daily, Monday thru Friday, estimated 20 million per week audience.
4. **TOURS** — Fifty cities in the Spring and fifty cities in the Fall, estimated ten thousand people daily.
5. **GENE AUTRY FEATURE PICTURES** — Six per year distributed in all the principal cities in the U. S. to approximately ten million people.
6. **DELL COMIC BOOKS** — One million per month covering the U. S
7. **TOP RECORD SELLER** — Western and folk tunes on Columbia Records label — three million per year.
8. **FIFTY SATISFIED MANUFACTURERS MAKING ALL TYPES OF MERCHANDISE**

These are our reasons for saying the name GENE AUTRY is the most important in the western field, and if you are interested in tieing-in with this name please write to us to see if your type of merchandise is not already licensed.

MITCHELL J. HAMILBURG AGENCY

8776 SUNSET BLVD.
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CRESTVIEW 5-4171

New York Office:
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NEW YORK 22, NEW YORK PLAZA 3-2720
MARVIN H. SUGARMAN

Compacts, Pill Boxes and Accessories

Illustrations Greatly Reduced

8046J189
Glamorizer
8046 12J150 (12 or more)
Gold plated throughout. Leak-proof, evaporation-proof. Supermist spray makes every drop of perfume go twice as far. Fills direct from bottle, and holds more than one half a dram—enough for more than 70 applications. Container only. Not Taxable. **Suggested Retail $2.50**

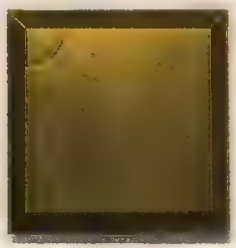
★ **NOTICE**—All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

8152J575—Compact by Volupte
Sterling Silver case with Jewelers' bronze interior. Beautiful engraved and enamel-turned design. Vanity-proof powder compartment, puff and lip rouge. Size 2½" square. Taxable. **Suggested Retail $10.00**

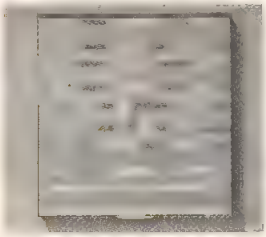
Lady Dunhill Perfume Container

8048J215 (1 oz.)
8048J1Z175 (12 or more)
Gleaming Jewelers' Bronze. Height 2½". Prevents spilling; has tightly stoppered glass vial. Not Taxable. **Suggested Retail $2.50**

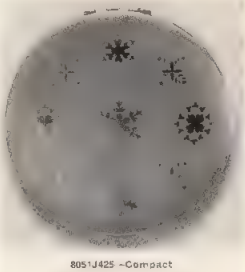
Finest workmanship and finish. Truly distinctive accessories which make sincerely appreciated gifts.



Compact by Volupte
8153J480 (1 or more)
8153J6405—(6 or more)
Gleaming Jewelers' Bronze—pyramid effect with exquisite sunburst engine-turned design. Inner leak-proof powder magnet and puff with clear glass mirror. Size 2¾" square. **Suggested Retail $6.00**

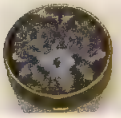


8050J1690—Sterling Silver Compact
Sterling silver with engine-turned sunburst design. Velvet compartment for powder puff and mirror. 2" square. Taxable. **Suggested Retail $25.00**



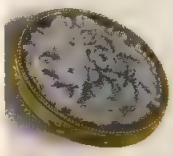
8051J425—Compact
8051 6J375 (6 or more)
Gleaming Silver finish on Jewelers' Bronze with "Snow Trap" design. Has coin compartment, puff and mirror. Not Taxable. **Suggested Retail $7.50**

Genuine Hand-Made "Petit Point"



8052J250—Petit Point Pill Box
Genuine hand-made petit point (1650 stitches to the square inch). Black enamel bottom. Jewelers' Bronze sides. Interior white enameled inlay. **Suggested Retail $5.50**

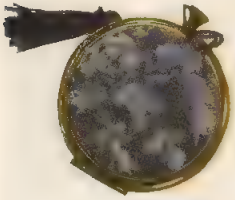
1650 Stitches to the Square Inch



8053J575—Powder Box
Genuine hand-made petit point (1650 stitches to the square inch). Jewelers' Bronze metal, lacquered and tarnish proof. Individually boxed. **Suggested Retail $8.00**

Illustrations Greatly Reduced

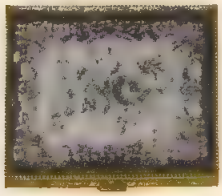
8054J900—Lighter
Genuine hand made petit point lighter (1650 stitches to the square inch). Jewelers' Bronze metal, lacquered and tarnish proof. Individually boxed. **Suggested Retail $12.50**



8154J720—"Watch Case" Compact
Genuine hand-made petit point (1650 stitches to the square inch). Jewelers' Bronze metal, lacquered and tarnish proof. Black Cord. Size 2⅝" in diameter. **Suggested Retail $10.00**

8056J470—Lipstick Holder
Genuine hand-made petit point on two sides (1650 stitches to the square inch). Jewelers' Bronze metal, lacquered and tarnish proof. Individually boxed. **Suggested Retal $6.50**

8057J470—Perfumette
Genuine hand-made petit point on two sides (1650 stitches to the square inch). Removable lipstick rubber gasket protects Jewelers' Bronze. **Suggested Retail $6.50**



8058J1080—Compact
Genuine hand-made petit point (1650 stitches to the square inch). Jewelers' Bronze metal, lacquered and tarnish proof. Individually boxed. **Suggested Retal $16.00**

Items Marked *Taxable* Subject to 10% Federal Excise Tax

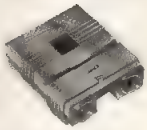
PHOTO EQUIPMENT

Edixa Deluxe Stereo IIIA

1685V7463—New, advanced Stereo Camera with built-in exposure meter and coupled rangefinder. Matched F/3.5 Steinheil Cassar color corrected lenses are paired with two coupled Prontor SVS Shutters with 9 speeds to 1/300. Also has self-timer, built-in flash, rapid-wind lever, double-exposure prevention and many other features. Black Stereco leather trimmed with satin Chrome. Estab. Retail $99.50

1686V821 Eveready Case for above. Estab. Retail $10.95

1329V561 Flash Unit. Estab. Retail $ 7.95



Steré-A-Viewer

1180V812 Viewer automatically lights up when slides are inserted. Precision achromatic lenses focusing and dust controls. Interocular control adjusts lenses to your personal vision.
Sugg. Retail $12.50

Edixa Stereo IIA

1687V5963—Rangefinder Stereo Camera has matched Steinheil Cassar F 3.5 color corrected lenses in coupled Prontor LK shutter for 1 second to 1/300 second. Rapid wind lever, double exposure prevention and flash synchronization and cable and tripod sockets. Black Stereco leather with Satin Chrome trim. Estab. Retail $79.50

1686V821 Eveready Case for above. Estab. Retail $10.95

1329V561 Flash Unit. Estab. Retail $ 7.95

Universal Stereo

1179V3330—Camera features matched, 35mm coated anastigmat lenses, f/3.5 to f/16; flash-synchronized optical viewfinder, parallax corrected exposure counter, outer locked shutter and film transport. An exceptional value.
Sugg. Retail $49.95

1481V650—Eveready Carrying Case. Sugg. Retail $10.00

1068V920—Flash Unit. Sugg. Retail $8.00

Single Lens Reflex

1659V8731—35mm Exa from Germany. Reflex feature plus simplicity of operation give pictures that are just right. Fine F/2.8 Westar 50mm interchangeable lens and 1/150 focal plane shutter. Coupled shutter cocking and film advance, double exposure prevention and other features. A fine camera.
Est Retail $85.00

1660V750—Case for Exa. Est Retail $9.95

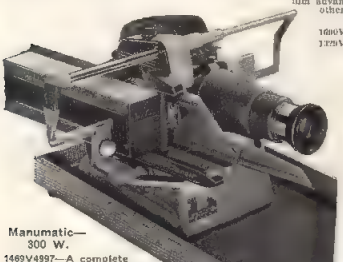
1179V561 Flash Gun. Est. Retail $7.95

DeJur 35mm Camera

1681V8185—F/2.8 Staeble Kstar 45mm interchangeable coated lens in Prontor 1/300 flash synchronized shutter. Rapid film wind self-timer double exposure prevention and other features. Black Morocco leather with Satin Chrome trim. Made in Germany. Est. Retail $42.50

1682V930—Eveready Case. Est. Retail $6.95

1330V561—Flash Unit. Est Retail $7.95



Manumatic—300 W.

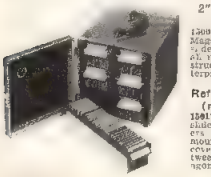
1469V4997—A complete package unit including Manumatic 300 Watt 2"x2" Projector, Slide Automatic changer and waterproof tweed carrying case. Projector is blower-cooled and has f/3.5 coated 5" lens, removable condensers, heat absorption filter and center of gravity tilt. Sugg. Retail $74.95

1466V3767—Manumatic Projector only with conventional slide carrier. Sugg. Retail $56.50

1478V800 Carry-All Case. Sugg. Retail $12.00

Slidex Automatic Changer

1695V1197—Your Fingers never touch the slide! Changer shows 40 slides in sequence, backwards, forwards, skips, repeats—all at your command. After projection, each slide is returned to its original place in File Magazine (complete with 1 magazine). Fits all Golde 2"x2" Projectors.
Sugg. Retail $17.95



2" x 2" Slide File Cabinet

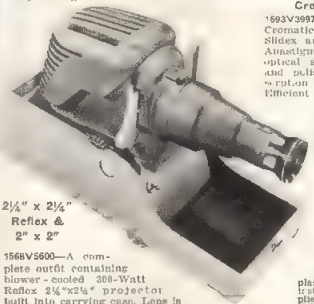
1360V933 Holds 6 Slidex Magazines (unloaded), 40 slides per magazine in all mounts. Rugged construction covered in waterproof tweed.
Sugg. Retail $14.00

Reflex Slide Cabinet (not illustrated)

1561V1166—For 2¼"x2¼" slides. Includes 6 drawers, 20 slides each in all mounts. Dustproof and covered in waterproof tweed. Balanceasy design, handle.
Sugg. Retail $16.50

Golde

Famous Name in Projection Equipment! More Light! Less Heat! Quality Throughout!



2¼" x 2¼" Reflex & 2" x 2"

1568V5600—A complete outfit containing blower-cooled 300-Watt Reflex 2¼"x2¼" projector built into carrying case. Lens is 6½" f/4 coated anastigmat mounted in chrome barrel. Corner-to-corner illumination, fingertip tilt control and adapter for 35 mm projection. Includes box of 12 Reflex slide binders.
Sugg Retail $84.00

Cromatic 300 with Slidex

1693V3997 Streamlined 300 watt 2"x2" Cromatic projector is equipped with Slidex automatic changer 4" f/3.5 Anastigmat lens with color-balanced optical system. Removable ground and polished condensers, heat absorption filter and chrome reflector. Efficient blower cooling system is quiet. Duotone Blue-Gray wrinkle finish.
Sugg. Retail $59.95

1694V597—Case for Cromatic projector.
Sugg Retail $8.95

Color-Keyed 2" x 2" Slide Binders

1586V636—Material for glass-mounting 100 35mm slides in combination aluminum and plastic frames, permanently, yet easily reusable. 20 slides supplied for each of 5 colors: Red, Yellow, Blue, Green, Black. Dustproof and waterproof.
Sugg. Retail $0.75

1676V467—50-2"x2¼" slide binders. Glass with aluminum frames. Permanent, yet instantly reusable.
Sugg. Retail $7.00

Gilbert Erector Sets

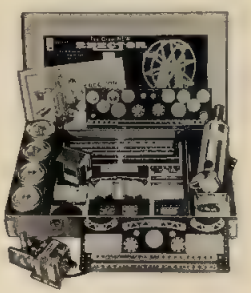
World's Greatest Construction Toys

Win A Prize! A. C. Gilbert pays cash to boy or girl under 17 for most interesting research in microscopy or chemistry. Details in set.

Only Erector builds the square girder with interlocking edges. Made of genuine steel—locked with nuts and bolts.

Magic-Twist Flexible coupling transmits smooth, positive power from the electric engine to activate models.

ERECTOR NO 10½ . . . The Famous Amusement Park Construction Set
Builds the exciting Parachute jump (five feet high); the Merry-Go-Round with moving animals and dazzling lights, and many other amusement park "rides" and entertainment apparatus. More than just a toy . . . it's an educational kit designed to develop natural engineering skill, to provide years of pleasure. Includes powerful 110-volt AC motor with forward and reverse gears; boiler and fly-wheel parts build big power plant; electro-magnet, lights, big channel girders. Flex O-Matic couplings, many more. The "How to Make 'em" book shows over 300 toys to build. In sturdy all-metal cabinet. Size: 22x13x3". Weight 28 lbs.
88-3553 B2664 Erector No. 10½.....**$39 95**

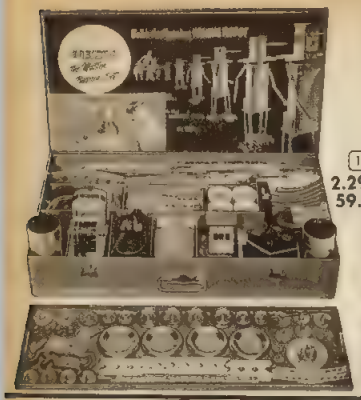


ERECTOR NO. 8½ . . . ALL-ELECTRIC SET
Spectacular electric features make this big set a real thriller. Contains Gilbert electric engine with automobile-type gear shift for forward, reverse, stop. Powerful electro-magnet, electric light. Build Ferris wheel, magnetic crane, bascule bridge, oil drilling rig, 100 other marvels. 17 lbs.
88-3561 B1634 Erector No. 8½.....**$24.50**

ERECTOR NO 4½ . . . Motorized Set
Precision-made mechanical wind-up motor runs hoist, trucks, ferris wheel, other action toys that can be built from the 2 big tiers of parts. Ideal for cranes, windmills, small airplane ride and "moving" models. Miniature metal house serves as railroad crossing shack, ticket booth, etc.
88-3603 B664 No. 4½. Wt. 6 lbs.....**$9.95**

ERECTOR NO 6½ . . . Electric Engine Set
Girders, gears, pinions, wheels, plates, bolts . . . 2 jam-packed tiers, plus powerful electric engine gear train that runs forward, reverse in a number of speed combinations; flexible coupling. More than 325 parts to build airplane ride, lift bridge, windmill, airplane beacon, others.
88-3587 B1000 No. 6½ (8½ lbs.) **$14 95**

ERECTOR NO. 7½ . . . Engineer's Set
Lets the imaginative youngster expand his ideas. Over 360 all-metal parts, including 110v electric motor that produces many varied speeds, forward or reverse. Builds hoisting engine, derrick, air compressor, walking beam engine, steam plant, dozens of things. In metal case. Wt. 12 lbs.
88-3579 B1200 No. 7½ **$17 95**



GILBERT Precision-Made Toys

Including Erector sets in all sizes and other "Career-Building" toys!

1 **2.29 to 59.95**

4 Gilbert Chemistry Set **2.49 up**

2 Gilbert Microscope **6.45 up**

3 Microscope Set **4.95 up**

ABOVE: Gilbert sets for Building, Science, Fun!

1. ERECTOR SETS not just one toy but thousands! Thrill to the sight of your boy building bridges, schooners, conveyors and watch his fascination grow to a year 'round interest 4-speed motor with sets 8½ up. Instructions. UL approved. 110-120V , 60 cycle, AC
No. 12½. WALKING ROBOT SET most complete. Build thousands of mobile models like a walking robot Electric-driven motor included. 35 Y 6444R—Steel case 24x12x4-in. Wt. 40 lb Ship. Frt. or Exp **59.95**
No. 10½. AMUSEMENT PARK set. Makes over 300 toys, entire carnival *K35 Y 6431E—Steel case 22x13¼x2¾-in Wt. 32 lb. Mailable .. **39.95**
No. 8½. ALL ELECTRIC. Makes over 100 engine-driven lighted models 35 Y 6430E—Steel case 20¼x12½x2¾-in. Wt. 17 lb Mailable . **24.95**
No. 7½. ENGINEER'S SET. Over 380 parts plus steel boiler. Motor. 35 Y 6428E—Steel case 18½x10¼x2½-in. Wt. 13 lb. Mailable . **18.95**
No. 6½. ELECTRIC set with engine. Over 325 parts Motor Instr. book 35 Y 6427E—Makes beacon, pump. 18x10x3-in. Wt 11 lb Mailab.e **15.95**
No. 4½. MOTORIZED SET with precision made wind-up motor. Mail 35 Y 6426E—Builds many models. Chest 16¼x10½x3-in. Wt. 7 lb **9.95**
No. 3½. PROFESSIONAL set. 182 parts! Makes 100 toys; Ferris wheel! 35 Y 6429—Chest, 3 girders: 12, 5, and 3-in Ship wt. 5 lb . . **5.49**
No. 2½. APPRENTICE SET. Builds farm wagon! Tractor! Trailers! 35 Y 6425—Instructions incl. 18x10x1½-in. Ship. wt. 3 lb. 4 oz **3.98**
No. 1½. BUILDERS SET. Makes windmill, trucks "How-to" book incl. 35 Y 6424—Size: 13¼x8½x2¾-inches Shipping weight 2 lb. **2.29**
2. HI-POWER GILBERT MICROSCOPES for serious-minded young scientists. Precision-built 6-power scope magnifies from 60 to 750 times actual size 4 turrets with power projector is equivalent to 8 turrets! Exclusive Ramsden eye-piece. "Click stop" action. Die-cast base.
35 Y 6516—4 turret Mirror-flector scope. Wt 2 lb 8 oz. . **Special 13.50**
35 Y 6517—4-stop turrets, 4-power (60-325) Wt. 2 lb. 8 oz .. **9.95**
35 Y 6518—3 turrets, 3-power (60-325) scope. Wt 1 lb. 14 oz . **6.45**
3. MICROSCOPE SET Everything you could ask for in one compact scientific kit. Powerful precision 4 turret scope, test tubes, chemicals, dissecting equipment. Range of powers 60, 150, 325, 450, and 750 times actual size. Included with set: Real Shrimp eggs, ready to hatch!
35 Y 6511E—Complete set! 6-power Mirror-flector scope. 10 lb **Set 18.95**
35 Y 6512—6-power scope and lab equipment. Wt. 7 lb. 8 oz **Set 15.75**
35 Y 6513—3-power scope and lab equipment Wt. 5 lb 4 oz. **Set 12.95**
35 Y 6514—4-power scope—bargain-pak lab. Wt. 3 lb. 4 oz **Set 8.95**
35 Y 6515—1-power scope. Polaraid Jr. Equip. Wt. 2 lb. 10 oz **Set 4.95**
4. DELUXE CHEMISTRY SET, the finest made! 10 steel shelves hold up to 49 chemicals Includes funnels, Pyrex tubes, balance scale and literature—all in steel chest Do FBI fingerprinting and for the first time experiment in plastics, atomic energy! Complete! Safe. Mail.
35 Y 6480E—Deluxe set with Chemical Gardening. Wt 18 lb **Set 23.95**
35 Y 6481E—Advanced Lab Hundreds of experiments. 15 lb **Set 14.75**
35 Y 6482E—Senior Lab 32 chemicals, 24 pcs. equip. 11 lb . **Set 9.95**
35 Y 6483—Junior Lab. 28 pcs. chemicals, equip 2 lb. 2 oz . **Set 5.49**
35 Y 6484—Beginner Set. 20 pcs. chem. equip Boxed 2 lb. 5 oz **Set 2.49**

5 **8.95** Electronic Mobile Loudspeaker and Spotlight

Remco Jr Radio-Telegraph Stat on **5.85**

6

wrist radios

7 Remco Dick Tracy 2-way Wrist Radio **3.49**

Remco Transistor Radio-Broadcast System 3.49 up

Pick-up radio programs—announce your own broadcasts! Professional battery-operated radio-broadcast set features the Transistor—new electronic wonder! Complete with 4-in. loudspeaker, microphone, head set, tuner, diode detector, and parts. Plastic cabinet.
35 Y 8542—Transistor Radio and Broadcast set. Wt. 4 lb **Special 8.98**
35 Y 8543—Transistor Radio, head phone, tuner Wt. 3 lb. 2 oz **6.25**
Crystal Radio Set with super-sensitive crystal, head set, parts.
35 Y 6544—For beginners. Wt. 1 lb 3 oz... **3.49**

AT LEFT: Electronic toys transmit sound! light!

5. MOBILE LOUDSPEAKER—exciting Remco toy that keeps pace with today's electronic miracles! Microphone transmits voice over loudspeaker while electronically controlled switches operate both long-beam and revolving searchlights! Deep-toned buzzer signal system amplified over speaker Compact unit on 2-ft plastic trailer of Gray and Gold colors. 4 batteries and wire included Mailable.
35 Y 6537E—Trailer size 2-ft x 5½-in x 8½-in Ship. wt. 7 lb **8.95**
6. REMCO RADIO STATION electronically transmits and receives up to ½ mile by wire, voice or code! Switchboard-type transmitter, 2 microphones. Telegraph key buzzes, clicks, sends light signals in beams of 360° radius. Automatic decoder, log, accessories.
35 Y 6510—Batteries incl. Size: 3¼x10x12½-in Wt. 2 lb 12 oz. **5.85**
7. REMCO DICK TRACY WRIST RADIOS Famous cartoon detective shares secret of success—wrist radios—with loud 2-way voice transmission! Electro-magnetically powered to operate at over ½ mile Secret code buzzer system for Morse code transmission and telegraph click system are battery operated. Made of hi-impact plastic to take plenty of play Set includes 2 wrist radios, battery and wire
35 Y 6538—Size. One 3½x3-in., other 4½x3-in 1 lb. 10 oz **Set 3.49**

GILBERT® TOYS

No. 2 Chemistry

No. 2 $3.94 Each

No. 2 GILBERT CHEMISTRY

Ideal beginner set for the younger chemist! Safe for boys and girls old enough to read directions. User can perform 118 experiments, including Magic Blueprint, Elastic Egg, Rock Salt, Vanishing Cream, Invisible Ink and scores of others. Set contains 20 pieces of chemicals and apparatus, including Zinc Oxide, Sodium Carbonate, Diglycol Stearate, Ferric Ammonium Sulphate and others. Equipment comprises new, safe PYREX brand test tubes, spoon, shovel, etc. Has 72-page illustrated manual. Box measures 18" long, 10" wide, 1⅛" high.

No. 4 Chemistry

No. 4 $7.94 Each

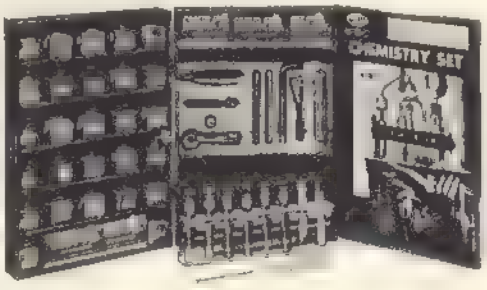
No. 4 GILBERT CHEMISTRY — *Junior Laboratory*

Hundreds of experiments can be performed with the chemicals and apparatus in this big steel chest, including Mucilage, Casein, Purple Flame, Black Lacquer, Perfumed Soap and many others. Has 28 pieces of chemicals and equipment; removable test tube rack designed for easy accessibility. Bottles held securely on shelves by steel clips — cannot topple out. Has brand new ADVENTURES IN CHEMISTRY manual — 100% new illustrated book written in entertaining fashion for youngsters and set in large type. Lavishly illustrated. Steel chest measures 9½" x 13¾" x 1¾"; opens to 1½ feet

No. 10 $14.60 Each

No. 10 GILBERT CHEMISTRY — *Senior Laboratory*

Big new set with 32 chemicals and 24 pieces of equipment and apparatus — ample to perform hundreds and hundreds of interesting experiments! Big steel cabinet includes basic chemicals, safe new PYREX brand test tubes, alcohol lamp, funnel, brush, etc. Set features two brand new manuals: GILBERT ADVENTURES IN CHEMISTRY plus CHEMICAL MAGIC. Both books are profusely illustrated and set in large clear type with entertaining text written for younger level. Chest measures 9½" x 13¾" x 3¼" and opens to over 2 feet.

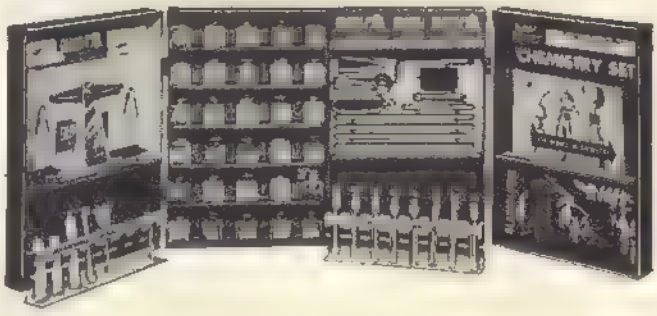


No. 10 Chemistry

No. 15 $21.28 Each

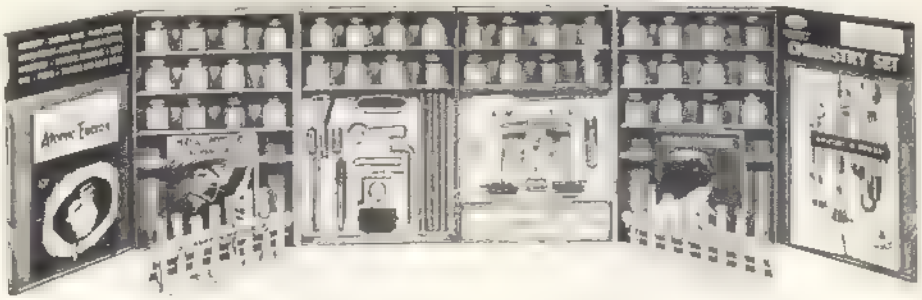
No. 15 GILBERT CHEMISTRY — *Advanced Laboratory*

A magnificent chemistry set, containing enough apparatus, equipment and chemicals to perform many hundreds of exciting experiments! Has six steel shelves containing chemicals and powders, plus alcohol lamp. Two removable test tube racks hold additional chemicals, safe new PYREX brand test tubes, funnel, dropper, etc. A precise chemical balancing scale plus spoons, holder, stirrers, etc., complete this fine set. Three brand new fully illustrated books also included. GILBERT ADVENTURES IN CHEMISTRY, GLASS-BLOWING and CHEMICAL MAGIC. All have been written in easy-to-understand style and set in large, clear type for the young chemist. Books explain hundreds and hundreds of experiments in fields of glass blowing, foods, dyes, paints, inks and others. Steel cabinet measures 19" x 13¾" x 3¼" and opens to over 3 feet.



No. 15 Chemistry

GILBERT® TOYS



No. 20 $35.94 Each

No. 20 GILBERT CHEMISTRY — DE LUXE SET

This massive and magnificent set, which opens to almost six feet long, is the most complete home chemistry outfit ever produced. Number of experiments possible with the huge quantity of chemicals and apparatus runs into the hundreds, is almost unlimited! In addition to the 49 chemicals arrayed on 10 steel shelves, the set includes spoons, funnels, safe PYREX brand test tubes, an accurate balance-type scale for chemical measuring, PLUS great new Atomic Energy feature! Spinthariscope enables viewer to watch disintegration of atomic particles speeding at 10,000 miles per SECOND, while safe radioactive source supplies material for viewing. Has three big books, all brand new: GILBERT ADVENTURES IN CHEMISTRY, CHEMICAL MAGIC and GLASS BLOWING. Countless experiments in F.B.I. fingerprinting, in chemical gardening (grow seeds indoors in test tubes!) in foods and, for the first time ever, in plastics and analytical chemistry!

No. 2 Fun With Electricity

No. 2 $7.94 Each

No. 2 GILBERT FUN WITH ELECTRICITY SET

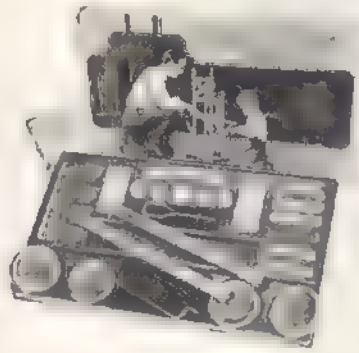
Fun for young and old alike! Make a magnetic boat, a jumping static-charged cork and many, many other interesting things! Contains 1½ volt electric motor with "see-through" housing to watch armature action, plus carbon, rubber and zinc rods, powdered iron and ammonium chloride, gears and enough other equipment and apparatus to perform dozens of experiments. Set measures, 18" long, 10" wide, 1⅛" deep.

No. 3 Fun With Electricity

No. 3 $14.60 Each

Here's a fascinating set that every boy who loves to tinker and experiment will want. Not only offers hours of fun and enjoyment but also provides complete basic education in the whys and wherefores of electricity. Hundreds of experiments and stunts can be performed, including the making of a light telegraph, electromagnetic gun, magic cork, electric light plant, rheostat, buzzer telegraph system, electrical storm, experiments in magnetism and friction, wet cell battery, galvanoscope, solenoid, magnetic suspension bridge and many other things. Set includes 1½ volt electric kit motor with "see-through" housing, brass-plated pulleys, brass-plated gears, mounting brackets, axle, 2 four inch bar magnets, 2 solenoid coils, 5½" battery holder, 2 dry cells — 1½ volt, bulb, telegraph key unit, electric bell, mounting base, glass, carbon, zinc and rubber rods, powdered iron and ammonium chloride, 3 parts bottles and illustrated manual. Set is 20¼" long, 13¼" wide, 1¼" deep.

GILBERT® TOYS



No. 2½ $6.00 Each

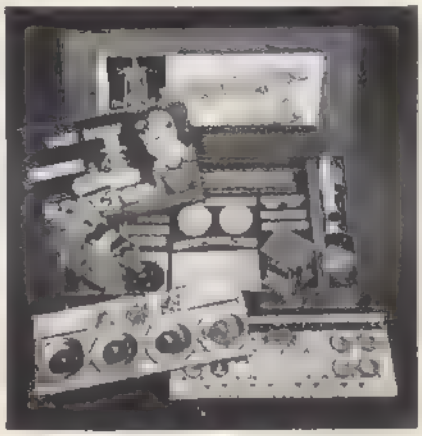
No. 2½ ERECTOR — THE APPRENTICE SET

Builds hundreds of models, including Ferris Wheel, Trailer, Farm Wagon, Elevated Crane, Dutch Windmill, Portable Derrick, Inclined Railway and Foot Bridge. 10½-inch girders can be assembled in square girder form — strongest construction principle known. With nut-and-bolt method you can build models that have the strength and rigidity of real-life engineering construction. Models won't wobble or sway. Wheels, pulleys, plates, screwdriver, etc., are also included. Illustrated "HOW TO MAKE 'EM" book Set measures 18" long x 10" wide x 1¹₈" high.

No. 4½ $14.60 Each

No. 4½ ERECTOR — THE MOTORIZED SET

Packed in heavy gauge steel chest, with baked enamel finish. Two big tiers provide a multitude of parts — girders, plates, wheels, etc. — to build such models as a Windmill, Jig Saw, small Airplane Ride, Autogiro, Trip Hammer, small Walking Beam Engine, Stamp Mill, Railroad Bridge and a lot more. The precision-made mechanical wind-up Motor enables trucks and other action models to operate under their own power without wires or batteries. Ideal for Hoists, Cranes, Ferris Wheel and other Erector models. Miniature metal house serves as Bridge Tender's shack, Railroad Crossing shelter, Ticket Seller's booth, etc. Lavishly illustrated "HOW TO MAKE 'EM" book tells step-by-step method of putting models together. Set measures 16¼" long, 10½" wide, 3" high.



No. 6½ Erector

No. 3½ $7.94 Each

No. 3½ ERECTOR — THE PROFESSIONAL SET

With the giant baseplates and three different sizes of angle girders — 12", 6" and 3" — such interesting models as the Hoist, Elevator, small Ferris Wheel, Truck, Portable Jib Crane and others, can all be built. Two huge tiers contain 182 parts, including wheels, pulleys, plates and assorted girders. Set has ample quantity of nuts and bolts to make models that are strong and true, won't wobble or sway when completed. It's just like real-life engineering when you make models with this No. 3½ Erector! Box measures 18" long, 10" wide, 2" high

No. 4½ Erector

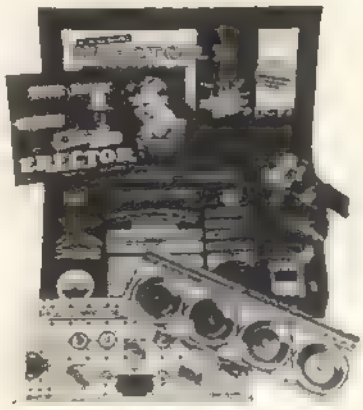
No. 6½ $22.60 Each

No. 6½ ERECTOR — THE ELECTRIC ENGINE SET

BUILDS THE THRILLING AIRPLANE RIDE

It's easy to understand why this big ERECTOR set, with its gleaming array of more than 325 parts, has consistently remained one of the most popular ever made. Now, packed in big steel chest, it's jam-packed with Girders, Gears, Pinions, Wheels, Plates, Bolts, etc., it has a double tier of trays nested in a sturdy hinged-cover cardboard box. Powerful Electric Engine gear train runs in forward and reverse, has multiple speed combinations. All-steel Bridge Tender's Shack finished in bright colors. Set builds such models as the Lift Bridge, Windmill, Pump, Airplane Beacon, Pile Driver, Delivery Truck, Hoist, Elevator and scores of others. Also included in set is extraordinary Magic-Twist flexible coupling that enables you to transmit power from the motor to the model in bends, twists and loops. Box is 18" long x 10" wide x 3" high. Big illustrated book describes in step-by-step fashion how to put together models.

GILBERT® TOYS



No. 7½ Erector

No. 7½ $22.68 Each

No. 7½ ERECTOR — THE ENGINEER'S SET

BUILDS THE WALKING BEAM ENGINE

Over 360 all-metal parts, including a powerful Electric Engine whose gearing will produce a variety of speeds, plus reverse or forward operations, make up this huge ERECTOR set. Engineering marvels like the Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, Steam Plant, Twin Cylinder Engine and many, many others can all be built right in your own home. Polished steel boiler and Engineer's shack provides even greater value. With new red light, socket and battery holder, a real fire-box glow can be installed in such models as Walking Beam Engine, Steam Plant and all boiler models. By adding gear arrangements, Engine can be made to produce scores of varied speeds and will turn vertical as well as horizontal shafts. A set made for years of fun — and real usefulness. Sturdy, heavy gauge steel chest, with hinged metal clasp cover, measures 18½" long x 10⅛" wide x 2⅞" high.

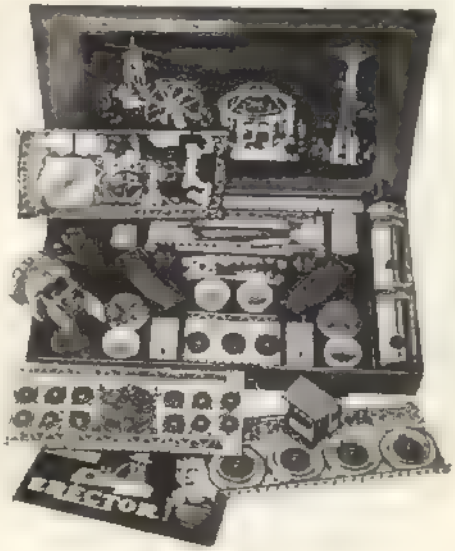
No. 8½ $36.68 Each

No. 8½ ERECTOR — THE ALL-ELECTRIC SET

BUILDS THE COLORFUL FERRIS WHEEL

Nearly 16 POUNDS of Girders, Gears, Pinions, Plates, Wheels and other ERECTOR parts make up this massive set, complete with sturdy hinged-cover cabinet. In addition to a 4-speed forward-and-reverse gearing in Electric Engine, you'll find electric lights to illuminate finished models PLUS an electro-magnet so powerful it grabs up steel girders before it touches them! With this set you can make such exciting models as a Magnet Crane, Oil Drilling Rig, Ferris Wheel, Portable Derrick, Operating Elevator, Airplane Beacon, Cantilever Bridge and scores upon scores of others, including over 100 engine-driven, illuminated models alone! With new red bulb assembly all boiler models (Steam Plant, etc.) can be given real fire-box glow. Set has Flex-O-Matic magic coupling to transmit motor power in twists and loops. Huge heavy gauge steel chest, finished in bright red, measures 20¼" long x 12¼" wide x 2¾" high.

No. 8½ Erector



No. 10½ Erector

No. 10½ $59.94 Each

No. 10½ ERECTOR — THE AMUSEMENT PARK SET

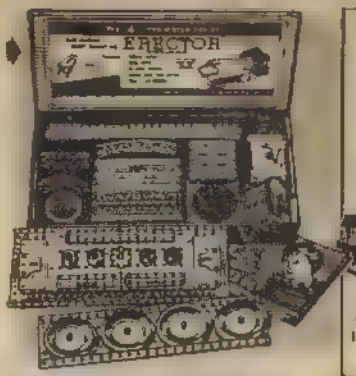
BUILDS PARACHUTE JUMP and MERRY-GO-ROUND

What a huge ERECTOR assortment confronts you when you open the lid of this big all-steel hinged cabinet and see the mass of parts, arrayed in a double tier! Here, indeed, is a set that lasts for a lifetime, can be handed down from father to son. Nearly 25 POUNDS of parts and equipment; over 300 toys all rolled into one! You can build a colorful carnival setting that will be the envy of the neighborhood: Parachute Jump, Merry-go-Round, Sideshow booths, etc., PLUS such action models as the Giant Power Plant, Dutch Windmill, Traveling Crane, Universal Crane, Double Cylinder Horizontal Engine, Hammerhead Crane with Magnet and many, many other kinds. Models swing into action when connected with the 110 volt Electric Engine with forward-and-reverse operation and variety of geared speeds. Parts include Boiler and Fly Wheel equipment, electro-magnet, horses, Bridge Tender's shack, and electric lights. New red light, socket and battery holder creates fire-box glow in all boiler models. Big sheet steel cabinet measures 22" long x 13⅜" wide x 2¾" high.

GILBERT ERECTOR *the finest in Construction Toys*

No. 4½ SET. The famous motorized set with the powerful spring wound motor — no wires, batteries or transformers necessary. Two tiers of parts provide ample girders, plates, wheels, etc. to build hundreds of models including working mill, buzz saw, small airplane ride, Auto-go-round, hammer, railroad bridge, and scores of others. Profusely illustrated How to Make 'em book included. 16" x 11⅝" x 4".

No. 8743. 6½ lbs. List $9.95. Dlr's. ea. $6.64. 6 lots, ea. **5.97**



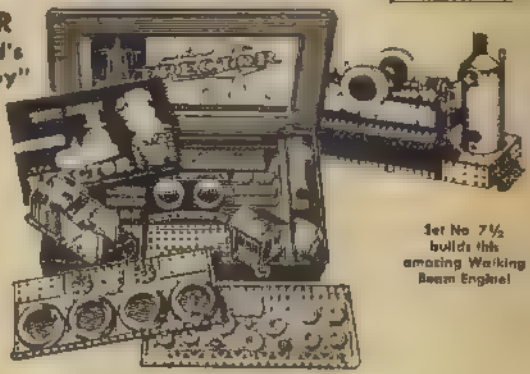
No 4½ Set at left builds this neat size Windmill

No. 3½. The Professional Set Builds the Hoist, Elevator, Ferris Wheel, etc. Contains over 182 parts in different size angle girders, giant base plates, ample quantity nuts and bolts. How to make 'em book. Box size 8x10x2.

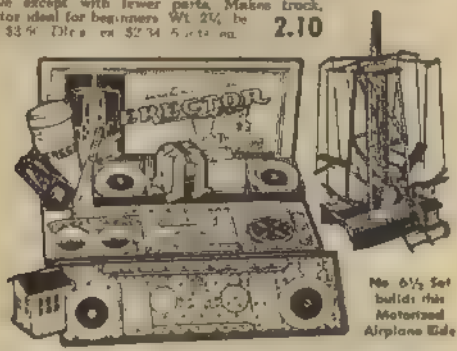
No. 8741. Wt. 4 lbs. List $5.00. Dlr's. ea. $3.34. 6 lots, ea. **3.00**

No. 8742. Model 2½, Apprentice set. Same as above except with fewer parts. Makes truck, tractor ideal for beginners. Wt. 2¼ lbs. List $3.50. Dlr's. ea. $2.34. 6 lots, ea. **2.10**

ERECTOR
"The World's Greatest Toy"



Set No 7½ builds this amazing Walking Beam Engine!



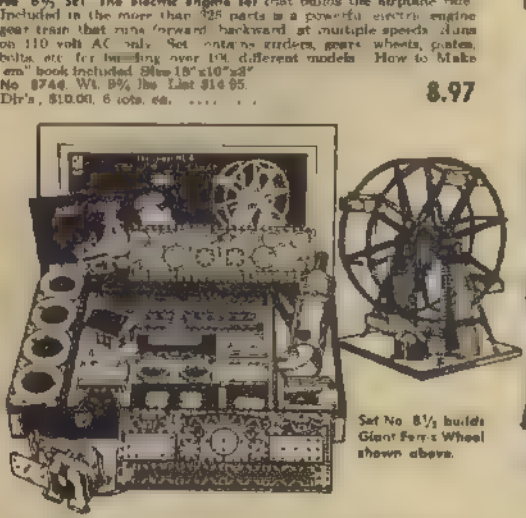
No 6½ Set builds this Motorized Airplane Ride

No 6½ SET. The electric engine set that builds the airplane ride. Included in the more than 425 parts is a powerful electric engine gear train that runs forward, backward at multiple speeds. Runs on 110 volt AC only. Set contains girders, gears, wheels, plates, belts, etc. for building over 100 different models. How to Make 'em" book included. Skids 18"x10"x3".

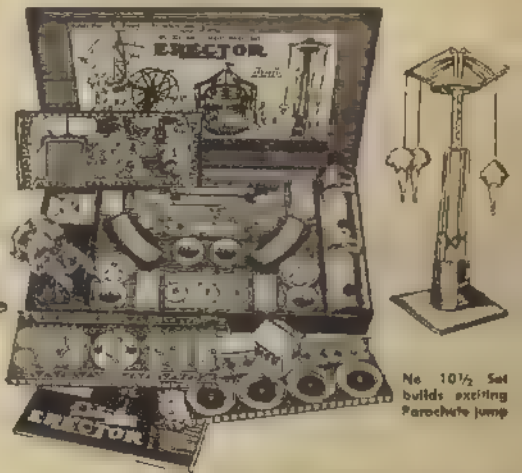
No 8744. Wt. 9¾ lbs. List $16.95. Dlr's. $10.00, 6 lots, ea. **8.97**

No. 7½ SET. Here's the Engineer's Set. Contains over 760 parts to build the Walking Beam Engine, gear shift, Runs 3 movements which can be independently stopped, started or reversed. Builds steam engine, cranks, drive belts, etc. Has 4 gear towers, rigs for piles, boiler, big wheels, base plates, gears for forge, bridge, tender, shaft. How to Make 'Em" book. In metal cabinet. 8¾ x 6¾ x 2¾".

No 8745. Wt. 11½ lbs. List $17.95. Dlr's. ea. $12.00. 6 lots, ea. **10.77**



Set No 8½ builds Giant Ferris Wheel shown above.



No 10½ Set builds exciting Parachute Jump

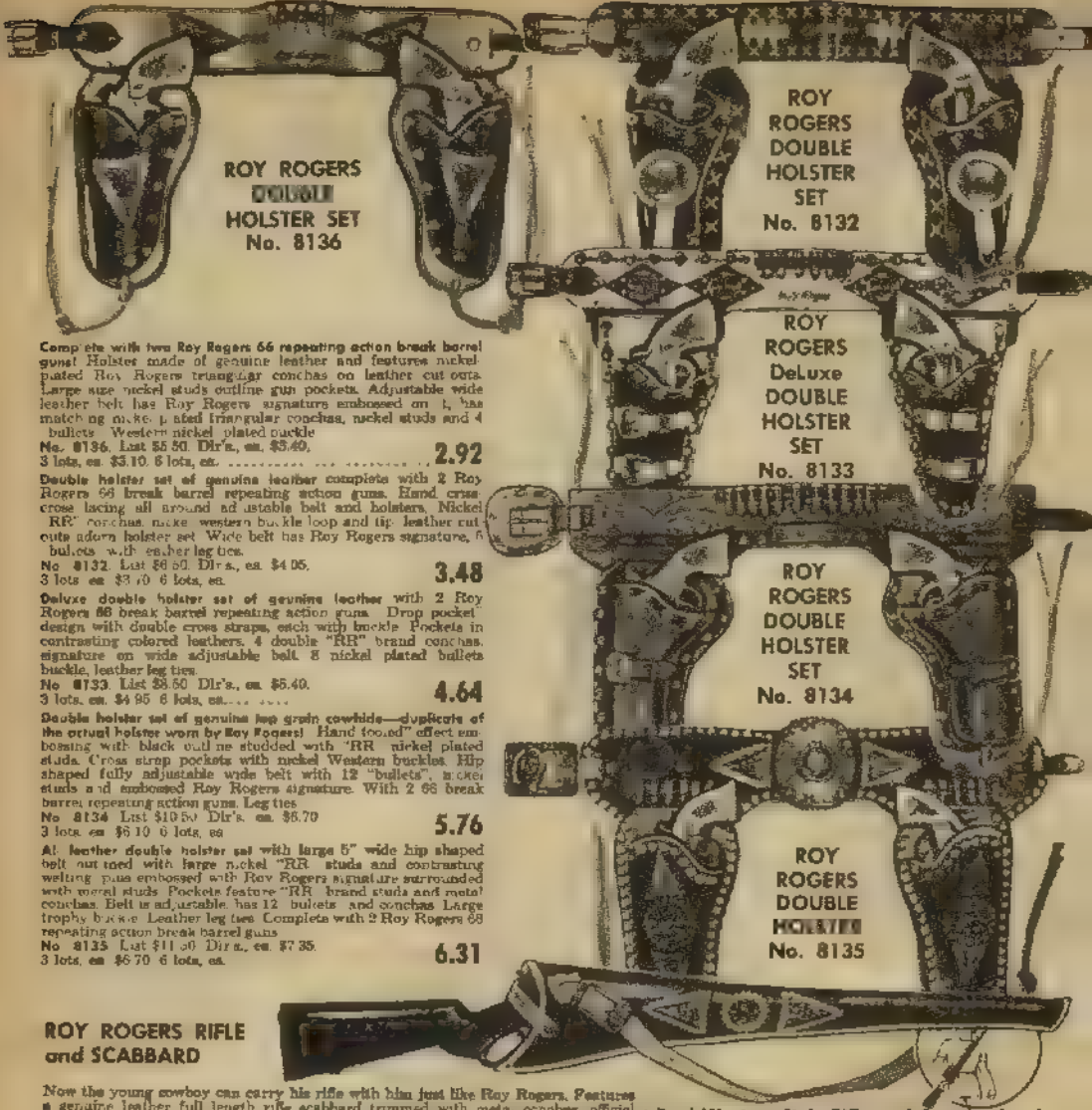
No 8½ SET. The great all electric set—equipped with spectacular electric features. Has 2 reversible motors, 2 electric engine systems, two motor models. Builds bascule bridge, ferris wheel, all in one set. Includes 10 volt reversing electric engine, electric lights, and lifting magnet so powerful it snaps up steel girders before it touches them! More base plates, girders, etc. Metal cabinet 20¼ x12 x2¾. Wt. 18 lbs.

No 8746. List $24.95. Dlr's. ea. $16.34. 6 lots, ea. **14.70**

No 10½ SET. The Amusement Park set. Can build over 300 various toys. Builds merry-go-round, parachute jump, giant ferris wheel or model automobile with forward and reverse gear set, 2 motors and 10 volt engine, new Flex-O-Matic couplings, easy to assemble parts, big channel girders, giant flywheel, boiler, electro magnet, etc. How to Make 'Em" book plans shows for mammoth walking beam engine, elevator and dozens of others. Heavy metal cabinet with trays 22 x13½" x2¾". Wt. 28 lbs. Show this set and watch sales soar.

No 8747. List $39.95. Dlr's. ea. $26.64. 6, ea. **23.97**

Good Merchandise—Priced Right—Speedily Delivered


ROY ROGERS DOUBLE HOLSTER SET No. 8136
ROY ROGERS DOUBLE HOLSTER SET No. 8132
ROY ROGERS DeLuxe DOUBLE HOLSTER SET No. 8133
ROY ROGERS DOUBLE HOLSTER SET No. 8134
ROY ROGERS DOUBLE HOLSTER SET No. 8135

Complete with two Roy Rogers 66 repeating action break barrel guns! Holster made of genuine leather and features nickel plated Roy Rogers triangular conchas on leather cut outs. Large size nickel studs outline gun pockets. Adjustable wide leather belt has Roy Rogers signature embossed on it, has matching nickel plated triangular conchas, nickel studs and 4 bullets. Western nickel plated buckle.

No. 8136. List $5.50. Dlr's., ea. $3.49.
3 lots, ea. $3.10. 6 lots, ea. **2.92**

Double holster set of genuine leather complete with 2 Roy Rogers 66 break barrel repeating action guns. Hand criss-cross lacing all around adjustable belt and holsters. Nickel "RR" conchas, nickel western buckle loop and tip. Leather cut-outs adorn holster set. Wide belt has Roy Rogers signature, 6 bullets with leather leg ties.

No. 8132. List $6.50. Dlr's., ea. $4.05.
3 lots ea $3.70. 6 lots, ea. **3.48**

Deluxe double holster set of genuine leather with 2 Roy Rogers 66 break barrel repeating action guns. Drop pocket design with double cross straps, each with buckle. Pockets in contrasting colored leathers. 4 double "RR" brand conchas, signature on wide adjustable belt. 8 nickel plated bullets, buckle, leather leg ties.

No. 8133. List $8.50. Dlr's., ea. $5.40.
3 lots, ea. $4.95. 6 lots, ea. **4.64**

Double holster set of genuine top grain cowhide—duplicate of the actual holster worn by Roy Rogers! Hand tooled" effect embossing with black outline studded with "RR" nickel plated studs. Cross strap pockets with nickel Western buckles. Hip shaped fully adjustable wide belt with 12 "bullets", nickel studs and embossed Roy Rogers signature. With 2 66 break barrel repeating action guns. Leg ties.

No. 8134. List $10.50. Dlr's., ea. $6.70.
3 lots, ea. $6.10. 6 lots, ea. **5.76**

All leather double holster set with large 5" wide hip shaped belt outlined with large nickel "RR" studs and contrasting welting, guns embossed with Roy Rogers signature surrounded with metal studs. Pockets feature "RR" brand studs and metal conchas. Belt is adjustable, has 12 bullets and conchas. Large trophy buckle. Leather leg ties. Complete with 2 Roy Rogers 66 repeating action break barrel guns.

No. 8135. List $11.50. Dlr's., ea. $7.35.
3 lots, ea. $6.70. 6 lots, ea. **6.31**

ROY ROGERS RIFLE and SCABBARD

Now the young cowboy can carry his rifle with him just like Roy Rogers. Features a genuine leather full length rifle scabbard trimmed with metal conchas, official Roy Rogers embossed signature and leather cut-outs. Snap lock keeps rifle from falling out no matter how rifle is carried. Adjustable sling belt with authentic nickel Western buckle. Roy Rogers signature on safety strap. Rifle is cap firing ... comes less caps.

No. 8131. List $3.50. Dealer's, each $4.05.
3 lots, each $3.70. 6 lots, each **3.49**

- Real Western Style Rifle and Genuine Leather Scabbard
- Snap Lock Keeps Rifle From Falling Out
- Adjustable Sling Belt

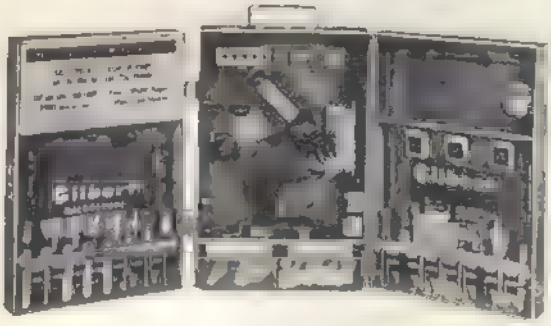
"DAVY CROCKETT" HOLSTER SET

- Authentic, Old-style Flintlock "Gun"
- Plastic Powder Horn that blows noise
- Rubber Woodsman Knife and Sheath
- Illustrated book, "Davy Crockett at the Alamo"

Just watch those Davy Crockett fans go for this outstanding set. Includes the exciting "Woodsman Scout" accessories that are a sure hit with active youngsters everywhere. Has holster made in buckskin style in suede reindeer-color leather on heavy leather backing and pocket of simulated mottled Pony skin. Davy Crockett name plate and leg straps. Belt is buckskin style made of suede reindeer color leather with woodsman style leather fringe and nickel-plated deluxe buckle. Has "Davy Crockett" name plate and belt is fully adjustable. Pistol is Hubley, #222 Flintlock J. Each set includes a plastic powder horn that blows noise, one rubber woodsman knife with a sheath and as an added feature, a copy of Walt Disney's DAVY CROCKETT AT THE ALAMO", a colored book illustrating the life of the "King of the Wild Frontier". Individually packed in eye-catching Davy Crockett boxes. Shipping weight 2 lbs.

No. 8222. List $4.50. Dealer's, each $2.70.
3 lots, each $2.50. 6 lots, each **2.33**

GILBERT TOYS



No. 22 Microscope

No. 22 $28.68 Each

No. 22 GILBERT MICROSCOPE SET

- Brand new Mirro-Flector Microscope with professional features!
- 4-Turrets with selective "Click-stop" positioning.
- Range of powers from 60, 150, 200, 325 and 450 to 750!
- Has laboratory-type table focus — eyepiece and tube remain fixed!
- Set contains real Shrimp Eggs — ready for hatching!
- Automatic "parfocalized" focusing — specimen remains in view when powers change!
- Has Ramsden-type Eye Lens.
- Extra Power Projector eyepiece doubles magnifying power!
- Has top and sub-stage lamps for illuminating specimens electrically.
- New, SAFE Pyrex brand test tubes.
- Polaroid attachment brings out brilliant specimen colors.
- Set has dissecting equipment, slides, chemicals, stains, mixing tray, hand lens, dropper, etc.
- Two big illustrated manuals of instruction.
- Heavy gauge steel cabinet measures 6½" wide (closed), 13¾" high and 28½" long in extended open position.

No. S-7 $9.28 Each

No. S-7 GILBERT MICROSCOPE

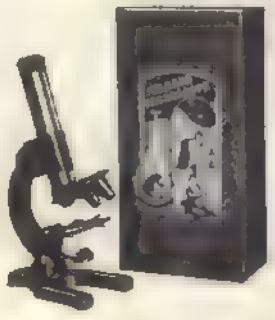
- Big 8½" Microscope with 3 turrets.
- Magnifies 60, 200 and 325 times actual size.
- Automatic "parfocalized" focusing . . . no need to adjust field of view when changing from one power to another.
- Polished optical lens; Ramsden eyepiece.
- Selective 3-stop turret; "click-stop" assures automatic positioning.
- Die cast base; polished aluminum tube.
- Includes specimen slide and 2 clear glass slides.
- Box measures 10¾" high, 5¼" wide, 3⅛" deep.

No. S-25 Microscope

No. S-25 $19.94 Each

No. S-25 GILBERT MICROSCOPE

- Beautiful new Microscope with 4-stop precision turrets.
- Has 60, 150, 200, 325, 450 and 750 POWERS with new Power Projector.
- Automatic "parfocalized" focusing — field remains in view even when turrets changed!
- Professional-type Ramsden eyepiece.
- Smooth action "click-stop" turret with automatic power positioning.
- New Power Projector doubles turret power, increases usefulness of 'scope!
- Laboratory type table focus — tube and eyepiece remain fixed!
- Heavy die-cast base; finger-tip focus control.
- Includes dissecting equipment, forceps, dropper, specimen, extra slides, etc.
- Luggage case measures 10½" high, 6" wide, 4¾" deep.



No. S-7 Microscope

GILBERT® TOYS

No. 5 Microscope

No. 5 $7.34 Each

No. 5 GILBERT MICROSCOPE SET

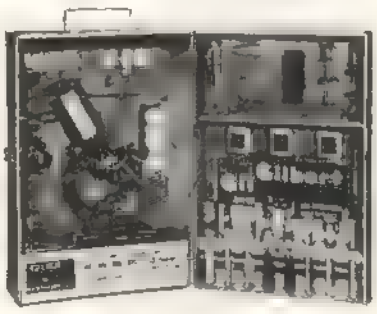
- Ideal set for junior study.
- Precision Microscope magnifies objects 60 times actual size.
- Polaroid Junior shows specimens in full, brilliant colors!
- Includes dissecting equipment, slides, specimens, etc.
- 80 page instruction book fully illustrated.
- Set measures 18" long, 10" wide, 3" high.

No. 10 $14.60 Each

No. 10 GILBERT MICROSCOPE SET

- Brand new set — many new exciting features!
- 4-stop Turret Microscope with optically-ground lens.
- Magnifies 60, 150, 200 and 325 times actual size!
- Has professional Ramsden-type lens.
- Automatic "parfocalized" focusing — no need to re-focus when changing from one power to another!
- Turrets feature "click-stop" automatic power positioning!
- New, SAFE, Pyrex brand test tube.
- Includes Polaroid attachment — see specimens in brilliant colors!
- Set contains forceps, chemicals, stains, slides, hand lens, dropper and other equipment.
- Box is 18" long, 10" wide, 3" high.
- *Contains Real Shrimp Eggs — ready to hatch!*

No. 10 Microscope



No. 17 Microscope

No. 17 $22.60 Each

No. 17 GILBERT MICROSCOPE SET

- Precision 4-stop Turret Microscope with selective stops!
- Has 60, 150, 200, 325, 450 and 750 Powers!
- New Power Projector increases magnification.
- Automatic "Parfocalized" focusing — no need to re-focus when changing from one power to another.
- Great new feature — contains real Shrimp Eggs all ready to hatch!
- Microscope has professional-type Ramsden Eye Lens.
- Contains top and sub-stage lamp to illuminate specimens electrically!
- Polaroid Junior for viewing objects in magnificent color!
- New, SAFE Pyrex brand Test Tubes.
- Set includes dissecting equipment, chemicals, stains, hand lens, slides, specimens, mixing tray, dropper, etc.
- Two fully illustrated instruction books.
- Heavy gauge steel cabinet measures 13¾" high, 5" wide, 19" long when opened.

Lenses snapped in or out easily

For Night Driving
Amber lenses give better visibility at night in fog or rain. Also ideal for television

For Sun Glare
Green lenses best for sun glare or snow filter out almost 100% of the ultra violet rays.

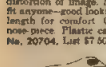
NIGHT DRIVING GLASSES
With Interchangeable Lenses

- **Cuts Eye Strain and Fatigue Day or Night**
- **Optically Correct Lenses, Good Looking and Comfortable**

Eye Saver glasses with two sets of interchangeable lenses—one for day, and one for night. Make day or night driving a pleasure for hours longer. cutting eye strain makes any driving far less tiring. Lenses are optically correct—no distortion of image. Made of shatterproof acrylate. Frames are adjustable to fit anyone—good looking on both men and women. Temples telescope to proper length for comfort. Comfortable plastic and metal frames and universal fit nose-piece. Plastic case included

No. 20704. List $7.50. Dlr's., set **4.45**

EYE-SAVER Cover Goggles



Gives 100% eye protection from impact hazards. Guards against eye dangers from dust or flying particles. Soft, lightweight vinyl frame snugly form fits the face. Comfortably soft nose bridge insures it can be worn without annoyance for any job where eye safety is important. Replaceable shatterproof lenses. 25" Pack

No. 20703. List $2.95. Dlr.s. ea. $1.85. 8 lots, ea. **1.75**

Here is the hood ornament preferred by motorists who take pride in having the greatest car on the street. Nothing can quite highlight the beauty of the car like Helm's Trumpeter Swan. Its sweeping, graceful lines, its rich jewel like finish make an instant hit with every one. Adds a dash of glamour to any car. Finished in 24-kt. triple-plated gold or chrome. No drilling of hood necessary when used with Helm custom bases

No. 19449. Gold and Chrome. List $7.95. Dlr.s., ea. $5.99 ..... **5.79**
3 lots, ea.

No. 19450. All Chrome. List $6.95. Dlr's., ea. $4.99 ..... **4.79**
3 lots, ea.

HELM CUSTOM BASES
Provides for Custom Installation

No.	Car	Year	No.	Car	Year
10470	Buick	1951-52	10757	Mercury	1949-52
10470	Ford & Merc.	1946-48	10507	Mercury	1952-53
10470	Kaiser-Frazer	1946-53	10754	Ford	1949-50
10470	Packard	1951-53	10430	Ford	1952-53
10470	Studebaker	1952	10750	Ford	1954
10472	Chevrolet	1949-52	10756	Plymouth	1949-51
10749	Chevrolet	1953-54	10436	Plymouth	1952
			10751	Plymouth	1953-54

Helm Custom Bases. List $3.00. Dealer's each $2.05. Lots of 3, each **1.95**

REX BUMPERETTES

Adds That Extra Touch of Streamlined Dash to 1953-55 Olds

Gives any 1953-55 Oldsmobile that new different look of dignified beauty. Bumperettes replace sheet metal plates in the oval section of the grille bar. Built for lasting beauty with heavy chrome plating that will not flutter under impact. Easily installed in 5 minutes. Wt. 3 lbs.

NOT AVAILABLE

SPEED-O-LUBE
Speedometer Cable Lubricant

Lubricates speedometer cables! Cuts noise, repairs, trouble. Needs no tools.

No. 41151, Individual Tube. List 69c. Dlr's., ea. 41c **38c**
12 ea.

No. 41146. Card of 12. List $8.28. Dlr's., $4.69 ..... **4.39**
3 ea.

TWIST LOCK
The Safety Engineered Lock for Car Doors

No holes to drill—attaches with screw driver to the rain gutter in seconds. Just a turn of the wrist and the children are SAFE—unlocks ONLY from the outside. Rustproof theft proof. Fits all cars. Made of heavy gauge steel—highly polished. Locking arm is tipped with rubber burn perator to prevent body scratch.

No. 13092. List $1.25. Dlr's., ea. 75c. Lots of 12 ea. **75c**

GLAMOUR GIRL
Steering Wheel Spinners

Gorgeous live model glamour girls, photographed in rich, natural colors permanently set into clear plastic top. Body of spinner beautifully finished in lasting chrome. Easily mounted on any steering wheel. Spins easily and smoothly when turning steering wheel. A real aid in parking. A "dress up" accessory that is scoring a hit with motorists everywhere. 12 to colorful display carton.

No. 13014. List $1.25. Dlr's., 69c. 12 lots, ea. **64c**

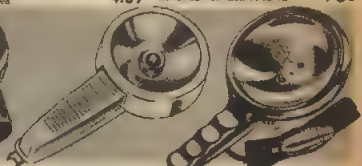
ANTIQUE AUTO
Steering Wheel Spinners

Order the hottest spinner in a decade—exact reproductions of antique cars in beautiful Kolor-Kromo process. In four distinctive models, 1904 Rambler, 1908 Buick, 1909 Ford, and 1911 Lozier. Spinner equipped with clear Lucite cap.

No. 13010, 1904 Rambler spinner.
No. 13011, 1908 Buick spinner.
No. 13012, 1909 Ford spinner.
No. 13015, 1911 Lozier spinner.

List $1.49. Dlr's., ea. 68c. Lots of 12 ea. **63c**

No. 13017. Display asst. of 12. List $19.08. Dlr's. per asst **7.45**



AUTO SPOT-LITE
All Purpose Type

Plugs into cigar lighter or lamp bulb socket for instant use. 12 ft. cord reaches any part of car. Ideal for use at night when repairing tires, emergency engine repairs. Colorful styrene housing 3" diam. reflector lens. Handy hook hangs anywhere. 7½" long, fits in glove compartment. Plug snaps inside handle when not in use. Throws concentrated beam.

No. 16017. 6 volt light.

No. 16018. 12 volt light. List $2.75. Dlr's., ea. $1.39. Lots of 12 ea. **1.34**

UTILITY LIGHT

All around handy spot light and general utility light. Inserts in installation. Plug it into lighter well in car dash. Perfect for repair at night, signaling, or in bad weather. 40,000 CP beam. Switch and 12½' cord.

No. HERT 6 Volt All-chrome. List $5.45. Dlr's., $4.19 ..... **3.95**
3 lots, ea.

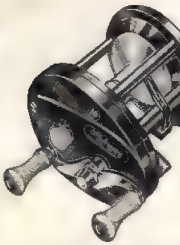
No. 19499. 6 Volt Enamel finish. List $7.35. Dlr's., ea. $3.06 ..... **3.39**
3 lots ea.

No. 19486. 12 Volt All chrome. List $6.95. Dlr's. ea. $4.41 ..... **4.17**
3 lots ea.

No. 19491. 12 Volt Enamel finish. List $7.85. Dlr's., ea. $3.85. ..... **3.65**
3 lots, ea.

Satisfaction Guaranteed or Money Refunded

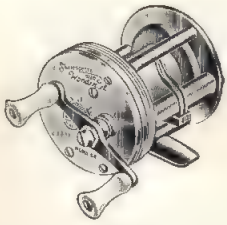
Shakespeare Precision Made Bait Casting Reels



"GLASKYD" DIRECT DRIVE

A newly designed 3 unit, 2 gear direct drive reel with spool and end plates of miracle Glaskyd, a new glass reinforced material. Pillars are heavily chrome plated brass. **Can be used for bait casting or trolling with braided nylon or monofilament in fresh or salt water.** Has stainless steel bearings, phosphor bronze bushings and gears of the finest brass. Automatic thumb tail spool cap drag and adjustable front spool cap. Crank is of chromed brass with ball shaped grips. Chromed level wind. **Capacity:** 200 yards of 10-lb. test monofilament or 100 yards of 15-lb. test wexford braided nylon. **Weight, 8.3 oz.**

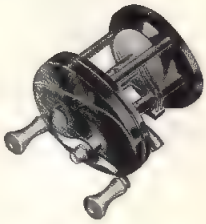
2R19-585—Ship. wt. 3 lbs.....RETAIL **$8.95**



"WONDEREEL"

The only reel made with no-thumbing, 3-way spin control. Spool spins fast at start, slows down as bait decreases speed, stops when bait hits water. Requires no thumbing. 4 to 1 spiral brass gears, heavily chromed frame, 3-piece takedown. **Capacity:** 100 yards, 15-lb. test line, 50 yards 15-lb. test line with plastic arbor

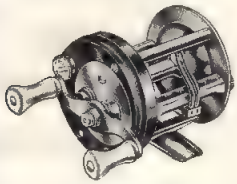
2R22-647—Ship. wt. 3 lbs.... . RETAIL **$11.00**



DELUXE DIRECT DRIVE GLASKYD

A deluxe Glaskyd reel with nylon gears, heavily chromed brass frame with Glaskyd end plates. Has "Automatic Thumb" casting drag, stainless steel bearings, phosphor bronze bushings, chromed level wind, and hardened steel click. Spool is Glaskyd. **Capacity:** 200 yds., 10 lb. monofilament, or 100 yds. 15 lb braided nylon line. Ship. wt. 2 lbs.

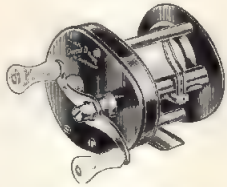
2R68-794.....RETAIL **$13.50**



"MARHOFF"

Beautifully styled, a polished stainless steel disc contrasts strikingly with the green anodized aluminum head cap. Pillars and end plate are brass, heavily chrome plated. "Automatic thumb" casting drag, modern oiling type spool caps and crank nut. Snap on plastic arbor, hardened phosphor bronze bushings. Working parts are precision machined to an accuracy of less than 1/1000 of an inch. Smooth, silent, matched spiral cut gears. **Built for the skilled caster. Capacity:** 100 yards 15-lb. test wexford wonder line, 50 yards with arbor. **Weight 7.6 oz.**

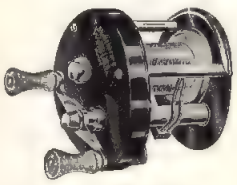
2R25-882—Ship. wt. 3 lbs.....RETAIL **$15.00**



"ALUMINUM DIRECT DRIVE"

A feather-light, sporty lightweight model. Weighs only 5 oz., yet its tough and rugged enough to handle almost any fish taken on bait casting tackle. "Automatic thumb" tail-spool cap casting drag, smoky pear, bell shaped crank handles and snap-on plastic arbor. Nylon gears. Beautiful forest green anodized aluminum alloy frame. **Capacity:** 100 yards 15 lb. test wexford wonder line, 50 yards with arbor.

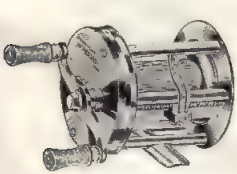
2R33-705—Ship. wt. 3 lbs.....RETAIL **$12.00**



"DIRECT DRIVE WONDEREEL"

Built with the spool control feature that helps any angler make long, accurate casts without thumbing. Nylon gears, stainless steel bearings, phosphor bronze bushings, and chromed brass level wind. Green anodized aluminum frame. **Capacity:** 50 yards, 15-lb. test line.

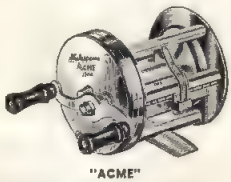
2R23-735—Ship. wt. 3 lbs.....RETAIL **$12.50**



"SPECIAL WONDEREEL"

Perfect for the youngster who is just learning to cast, vacationists, or occasional fisherman. Has rigidly mounted spiral cut brass drive gears, chromed level wind, riveted frame. Comes equipped with cork arbor. **Capacity:** 50 yards with 15-lb. test wexford line, 100 yards without arbor.

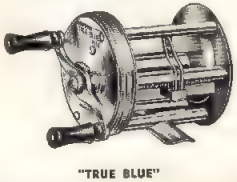
2R21-467—Ship. wt. 3 lbs.....RETAIL **$7.95**



"ACME"

Here is a reel that will operate efficiently and withstand the rigors of fishing. Has 4-gear train in chrome plated brass frame of 3-unit takedown design that can be easily taken down for cleaning and reel care. All the working parts—crank lever, wind, and spool are nickel plated brass. Crank has medium sized grips. Bearings are stainless steel, gears and pinion are of good quality brass. **Capacity:** 100 yards of 15-lb. wexford wonder line. **Weight 7.2 oz.**

2R20-307—Ship. wt. 3 lbs.....RETAIL **$5.25**

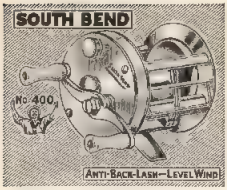


"TRUE BLUE"

The True Blue is ruggedly made of chrome plated brass with satin finish and attractive knurled head cap. Adjustable spool cap casting drag, spiral drive gears which mesh and run perfectly, chrome plated carriage, three-unit take down construction. An excellent reel for the casual fisherman who wants a good serviceable reel at an economy price. **Capacity:** 100 yards 15-lb wexford wonder test line. **Weight 7.9 oz.**

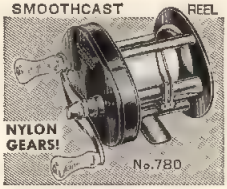
2R24-408—Ship wt. 3 lbs.....RETAIL **$6.95**

Famous South Bend Casting Reels



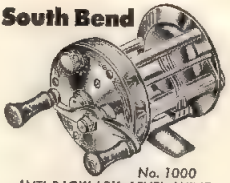
NO. 400 ANTI-BACKLASH REEL. An ever constant favorite since first introduced. Combines sturdiness and performance with the outstanding Anti Backlash feature. Chrome plated frame and bail wire. Phosphor bronze bearings and insert type bushings. Hardened spiral-cut brass gears. 3-piece takedown construction. Capacity 100 yds. 20 lb. test Black-Orenc Nylon line. **Wt. 7¾ oz.**

2R1-588—Ship. wt. 2 lbs. . . . . RETAIL **$10.00**



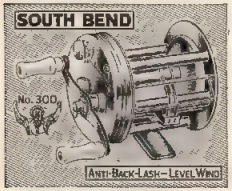
NO. 780 SMOOTHCAST REEL. Here's all-day casting with little effort or fatigue. Thoroughly dependable and lightweight—only 5½ oz. Sturdy frame in attractive Maroon finish. Chrome plated palm rest. Pyralin quarix handles. Aluminum spool. Capacity 100 yds. 20-lb. test Black Orenc Nylon line, 50 yds. with arbor. Plastic arbor included.

2R13-705—Ship. wt. 2 lbs. . . . . RETAIL **$12.00**



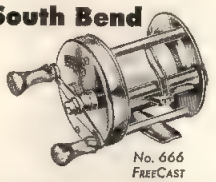
NO. 1000 ANTI-BACKLASH REEL. For maximum trouble-free fishing pleasure. Bail wire prevents back-casting or brake is automatically set when lure strikes the water. Chrome plated brass frame. Phosphor bronze bearings and bushings. Embossed head cap. Amber plastic headcap ring. Spiral-cut gears. Capacity 100 yds. 20-lb. test. Black-Orano Nylon Line. **Wt. 9 oz.**

2R3-941—Ship. wt. 2 lbs. . . . . RETAIL **$16.00**



NO 300 ANTI-BACKLASH REEL. Smooth running and dependable for complete fishing satisfaction. An excellent value making it an ideal spare. Chrome plated circle finished brass frame. 3-piece takedown construction. Phosphor bronze bushings, cold rolled steel journals. Spiral-cut drawn brass gears. Capacity 100 yds. 20-lb. test Black-Orenc nylon line. **Wt. 7½ oz.**

2R4-499—Ship. wt. 2 lbs. . . . . RETAIL **$8.50**



NO. 666 FREECAST REEL. A smooth-operating reel, distinctive in appearance and performance. Circle finished brass frame is heavily chrome plated. Oversized, milled spool speed control in head cap permits accurate and convenient drag adjustment. Sliding click on tail plate. Hard drawn brass gears. **Capacity:** 100 yds. 20 lb test Black-Orenc Nylon line, 50 yds. with arbor. **Reel wt. 8.1 oz.** Ship. wt. 2 lbs

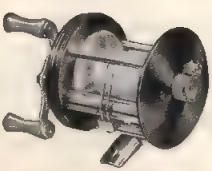
2R75-847 . . RETAIL **$11.00**

NO. 15 LEVEL WIND REEL. Ideal reel for the youngster or beginner. Rugged construction, economically priced and completely dependable. Three piece take down. Split cadmium plated aluminum frame in rich maroon finish. Heavy chromed spool tension control in tail plate. Fast, quiet 4 to 1 ratio gears, spiral-cut of precision machined brass. Steel bearings ride freely on bronze bushings. Extra durable spool and click button. **Capacity:** 100 yds 15 lb. test Black-Orenc Nylon line. **Reel wt. 8.1 ozs.** Ship. wt. 2 lbs.

2R6-323 . . . . . RETAIL **$5.50**

Bronson Bait Casting Reels

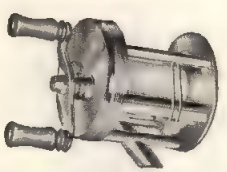
Bronze made Golden



BRONSON "GREEN HORNET" CASTING REEL

An extra value reel at an extra low price. Green anodized aluminum head cap and tail plate. Lightweight spool, snap-on plastic arbor. Adjustable drag tension. Duo-Pawl. Adjustable click. Capacity 100 yds. 15 lb. test. **Weighs 5¼ oz.** Ship. wt. 2 lbs.

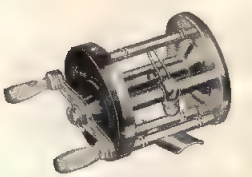
2R60-382. . . . . RETAIL **$6.50**



BRONSON "LASHLESS" CASTING REEL

A precision built beautifully balanced reel with unusual good looks and ruggedness. Heavily chromed. Drag tension bearing adjustment for regulating casting speed. **Duo-Pawl doubles reel life.** Aluminum spool with snap-on arbor. Adjustable click. Quadruple-multiplying spiral gears. Capacity 100 yds. 15-lb. test. **Weighs 6½ oz.** Ship. wt 2 lbs.

2R59-525. . . . . RETAIL **$8.95**



J. A. COXE "CORONET" CASTING REEL

The only level wind casting reel with automatic free spool. Handle disengages on the cast, automatically engages on retrieve. New, 3-piece quick-out spool machined for perfect balance. **Exclusive cross bolt design permits 10-second no-tool takedown.** Phosphor bronze gears and bearings throughout. Extra level-winding pawl on inside of head cap. Quadruple-multiplying. Adjustable drag. Formed top-grain cowhide case included. Capacity 100 yds. 15-lb test. Weight 4⅞ oz. Ship. wt. 2 lbs.

2R61-1940. . . . . RETAIL **$33.00**

Stainless Cookware—Keeps Its Shine Like Magic

15-PC. STAINLESS STEEL COOKWARE SET FOR ONE LOW PRICE

- Stainless steel for lifetime use . . . won't tarnish, never needs polishing
- 3-ply iron core construction—heats evenly, ideal for waterless cooking

15-pcs. bought separately $55.80

Now only **39.88** or $5 Monthly

Save $15.92 on 15-pc. set of Lewis Lifetime Stainless Steel . . . would cost $55.80 to buy the pieces separately. Cook more delicious, nutritious meals with less work 3-ply construction—2 layers of easy-clean stainless steel with a heat conducting iron core, inseparably bonded together. Snug-fit covers. Set incl., 1-qt. saucepan with cover; 2-qt. saucepan, cover; 3-qt. saucepan, cover; 2-qt. double boiler, insert and cover; 3½-qt. roaster, cover; 10½-in. skillet, cover; 8-in. open skillet; 4-cup egg poacher (fits 8-in. skillet) Mailable.
880 J 5362. (19 lbs.).....15 Pcs. 39.88

1 3-PC. STAINLESS Steel Bowl Set ¾, 1½ and 4-qt. sizes 4-qt fits all mixers but Hamilton Beach, Kitchen Aid Wear $4.98.
80 J 5380. (2 lbs. 9 oz.) .4.49

2 SWING-A-WAY Can Opener. Handsome plastic body in Red or Yellow, aluminum handles. State color.
80 J 5601 (2 lbs. 6 oz.)...3.39
With Magnetic Lid Lifter
80 J 5604. (1 lb. 5 oz.)....4.19

3 4 5 "FIREKING" OVENPROOF Glassware with gleaming chrome plated serving frames.
(3) 1¼-Qt Casserole. Cover with knob. Bright chrome frame.
80 J 5372. (4 lbs. 10 oz.) 2.29
(4) Utility Dish, Chrome Frame. Overall size 11x6x2 in. deep.
80 J 5373. (4 lbs. 14 oz.) 2.29
(5) Pie Plate, Chrome Frame. Comfortable handles. 9½-in. diam.
80 J 5374. (2 lbs. 10 oz.).....1.79
Save Over 10% On Outfit Items 3, 4, 5.
880 J 5376. (12 lbs.) . Complete 5.69

6 BAR STOOL. Doubles as utility stool. Black wrought iron legs, foam rubber and Tuftlex padded seat, back rest. Seat swivels full circle. Overall ht. 34 in. Seat ht. 27 in. Tweed like plastic upholstery in choice of Red, Gray, or Turquoise. State color. Mailable.
880 J 5798. (19 lbs.) 7.77
Above Without Back. State choice of color. Mailable.
880 J 5799. (17 lbs.)...5.77

DELUXE STEPSTOOL. Comfortable chair quickly converts to a two-step stool. Chrome plated tubular steel legs. Padded back, seat covered in washable, Duran plastic. Rubber-treed steps lock in place. Seat ht. 24 in. Overall ht. 36 in. State Red, Yellow or Charcoal Gray seat and back. Mailable.
880 J 5779. (17 lbs.)....9.89

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Brighten Every Day—Give Her The Pleasure of Serving in Style

[1] 4-PC. PERCOLATOR SET **18.95**

- Automatic 10-cup aluminum percolator
- Plus tray, sugar bowl with cover, creamer

Handsome coffee service for any occasion . . . everyday use at home or entertaining guests. Completely automatic . . . brews coffee to peak of flavor and aroma and then turns heat down to keep coffee at drinking temperature. Light goes on when coffee is brewed and ready to drink. Highly polished aluminum percolator with beautifully etched floral border. Stay-cool Black plastic handle, non-drip pouring spout, glass knob. 10 (5-oz.) cup capacity. Complete service includes: percolator 14 in. high, round tray 14 in. diam., covered sugar bowl 5 in. high and creamer 4 in. high; all of highly polished aluminum. Cord incl. 450 watts. Mailable.
R78 J 3220. 110-120 V., AC only. (7 lbs.).....4-Pc. Set 18.95

[2] 14.95

[3] 19.95

[4] 3.98

[5] 28.95

[2] **9-CUP AUTOMATIC PERCOLATOR.** Just add water and coffee . . . the rest is automatic. Perks 9 (5-oz.) cups to perfection, then reduces heat to keep coffee warm. Signal light tells when coffee is ready. Bright chrome plated body—retains heat best. Bakelite trim. 550-watt chromalox element.
78 J 3239. Cord AC (4 lbs. 15 oz.) 14.95

[3] **10-CUP HIGH-SPEED AUTOMATIC** Famous "Royal" with volume selector—adjusts to brew from 3 to 10 cups of coffee to any desired strength . . . 10 (5½-oz.) cups in minutes. When coffee reaches peak flavor heat reduces and keeps it hot. Bright triple plated chrome on copper body. Bakelite handle.
78 J 3241. Cord. 900 W. AC. (4 lbs. 9 oz.) 19.95

[4] **2½-QT. ELECTRIC POPPER** Makes delicious, popcorn . . . doubles as a saucepan for warming food, soups and sauces. Polished aluminum removable bowl, heat-proof glass cover . . . lets you watch kernels pop. Comfortable, safe rubberoid handle. Polished aluminum base. 450-W. element. 8 in. high.
R78 J 3308. Cord incl. 110-120 V., AC Mail. (7 lbs.) . . 3.98

[5] **24-CUP COFFEE URN** Fully automatic . . . makes 24 (5-oz.) cups of coffee. Light signals when coffee is done, heat turns down, keeps coffee hot for hours. Designed for gracious serving. Chrome plated copper body. Insulated handle, easy-pour spigot. 110-120 V. AC only. 650 watts. Cord incl. Mailable.
R78 J 3208. 15 in. high overall. (8 lbs.). 28.95

[6] 37.50 or $5 monthly

[7] 12.95

[6] **6-PC. URN SET.** Automatic chrome plated urn with easy-pour spigot brews 12 (5-oz.) cups, keeps coffee hot when done. Bright chrome plated serving pieces beautifully etched 11x18-in. tray recessed to hold covered sugar bowl, creamer, jam and butter dishes in place. 650-watt chromalox element. Mailable.
R78 J 3221. Cord incl. AC. (11 lbs.).....6-pc. set 37.50

[7] **DORMEYER STEAM 'N DRY IRON.** Dry irons and steam presses . . . changes from one to the other with a flick of the thumb. Lightweight—less than 3½-lbs. Built-in funnel for easy filling. Holds 8 oz. Chrome plated steel shell, cast aluminum soleplate. Full-view fabric dial. Stay-cool plastic handle. U.L. app.
78 J 3175. Cord incl. AC. 1100 W. (3 lbs. 5 oz.).....12.95

Budget Power can make this your brightest, happiest Christmas

No. 100—26 pieces. Service for 4, including cups, saucers, napkins and cutlery.
RETAILS $1.00

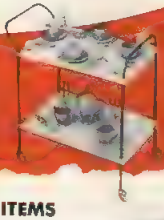
No. 300 — 40 pieces. A mammoth set, service for 4, including plates, tumblers, cups, saucers, napkins, teapot, sugar, creamer, cutlery, etc.
RETAILS $3.00

THE Little Miss Muffet LINE OF PLASTIC TEA SETS

NO. 230—POLYETHYLENE SOFT PLASTIC

EACH SET IN A COLORFUL WINDOW DISPLAY BOX.

Service for 4. 22 poly pieces, including cups, saucers, napkins, spoons, teapot, sugar,



No. 800 — TEA CART with 32 piece Tea Set. All steel lithographed, tubular legs, casters and service for 4.
RETAILS $7.95

TWO WONDERFUL ITEMS

HAPPY DAY OUTING KIT

All lithographed steel case, fitted 34 pieces including plates, tumblers, cups, saucers, napkins and cutlery.
RETAILS $3.95

DURAFLECTORS

PLASTIC XMAS TREE ORNAMENTS

10 Brilliantly plated and colorful balls, bells and stars in new visual package.
RETAILS $1.00

Other assortments also available

SEE OUR EXHIBIT AT THE TOY SHOW, McALPIN HOTEL—ROOMS 241-242

GOTHAM INDUSTRIES, INC.

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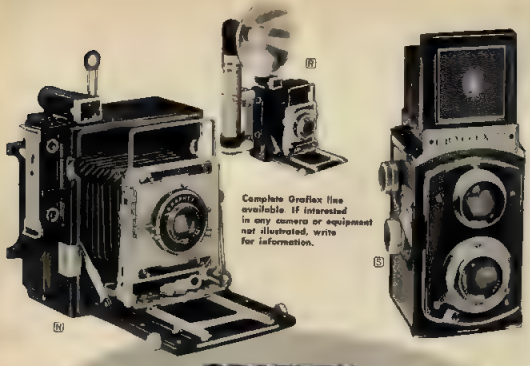


Complete Graflex line available IF interested in any camera or equipment not illustrated. write for information.

GRAFLEX
Prize Winning Cameras

[N] Graflex Pacemaker Graphic "45"
Unanimous choice of news and professional photographers! Now with sensational new Graphic Rangefinder. High stability, coupled. cam operation dispenses with complex linkage. Interchangeable cams to match other lenses. Rangefinder, Rangelite for sight work and parallax corrected viewfinder are on top of camera.

135mm f/4.7 Optar, coated lens in synchronized Graphex shutter. Speed Graphics have Graflex focal plane shutter, speeds to 1/1000 sec. Crown Graphic has same speeds, no focal plane. Fully synchronized. Removable lens board.

Both '45" cameras take 4x5" pictures. Long extension bellows, ground glass Graflok back, new flexible wire, stainless steel finder; multiple focusing scales; rigidly locking drop bed.

Outfits include: camera, 3-cell flashgun with 7" reflector, and one film holder.

21-7877 A26950 Speed Graphic Outfit	**$358.75**
21-7885 A23950 Crown Graphic Outfit	**314.75**
21-7893 A7125 3 Riteway Film Holders	**[illegible]**

Graflex Pacemaker Speed Graphic "23"
Like Speed Graphic "45" except size; takes 2¼x 3¼" pictures. 103mm f/4.5 Graftar lens. Synchronized Graphex and focal plane shutter.

21-7901 A25450 Graphic "23" outfit . .	**$338.20**
21-7919 A1085 3 Graphic Film Holders	**13.95**

[R] Century Graphic "23"
Every inch a Graphic . . . yet not bigger than your hand! It's a 2¼x3¼" press-type camera with lands of outstanding Graphic features.

X-F-M synchro shutter with speeds from 1/10 to 1/200 second. 103mm f/4.5 Graftar lens, removable lens board. Graflok back allows use of sheet film, film packs and roll film holders interchangeably. Double-extension bellows. Manual or ground glass focusing. Sport and optical finder. Drop bed. Sturdy plastic body.

Outfit includes camera, coupled Kalart rangefinder, synchronized Graflite 2-cell flash gun with coiled cord, 5" reflector, film holder.

21-7851 A14150 Century "23" Outfit . . .	**$191.00**
21-7869 A10695 Camera with Flashgun .	**141.95**

[S] Graflex "22" Model 200
Precision construction and fine lens equipment make prize winning pictures! Bright image 2¼x 2¼" ground glass viewing screen shows exact picture you'll get. 85mm Graftar f/3.5 taking lens, accurately coupled to viewing lens, gives full corner-to-corner sharpness. Century S-F-M synchro shutter with speeds from 1/10 to 1/200 second is flash synchronized. With leather carrying case and BC-flash.

21-7927 A6995 Graflex "22" Outfit . .	**$93.95**

Graphic 35mm Camera. An excellent choice for amateur or expert because it is easy to use, and built with many features found in the costliest cameras. Engineered for a wide range of subjects and light conditions. Exclusive Graphic push-button operated, coupled split-image rangefinder. 50mm Graflar f/3.5 lens—color corrected and coated. Focusing range is 3 ft. to infinity. Visi-Ready Footage, dial type depth of field scales. Pronar SVS shutter with 8 speeds: 1 second to 1/300, time and bulb. Synchronized for type X and M Bulbs. M-2 at speeds to 1/50. Self-timer. Camera will not take double exposure unless so desired. Diecast metal body. Takes up to 36 pictures on 35mm film. Comes complete with handsome cowhide everready case and flash attachment.

21-7935 A6995 Graphic "35" Outfit	**$89.50**

The Fabulous MINOX

Smallest precision camera in the world!

So tiny, it fits in the palm of your hand . . . weighs less than your keys

Shown actual size

Masterpiece of highest precision! So tiny, lightweight (3" long, 1" wide, weighs just 2½ ounces), it tucks away in your pocket or purse. And as for pictures . . . Minox can match the finest you've ever taken!

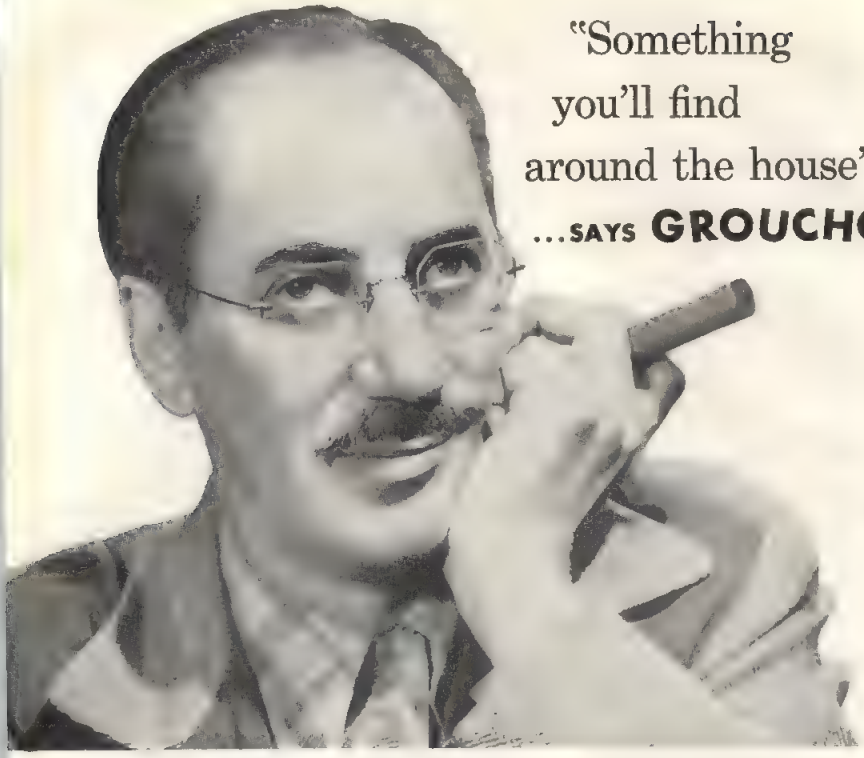
Precision built with all these "big camera" features. all shutter speeds from ½ to 1/1000 second, time and bulb; critically sharp f/3.5 coated 4 element lens (resolves 200 lines per mm; yields superb enlargements) rapid film transport, double exposure prevention. Focuses from 8 inches to infinity. Easy cartridge loading (no threading), up to 50 exposures on a cartridge. Has built-in green and orange filters for true versatility; brilliant, large-image, eye-level finder with illuminated field frame for accurate framing. Automatic parallax correction is built in for all distances. Plus internal flash synchronization which allows you to take flash shots too . . . another amazing feature of Minox! Negative size is 8x11mm, can be blown up to practically any size, makes wonderful album size prints or enlargements. Complete with handsome leather case and bright chrome safety chain that duplicates as a measuring chain.

21-8000 A11950 Camera, case and chain	**$139.50**
21-8016 A195 B&W film (2 magazines) .	**2.98**
21-8024 A235 Color film (2 magazines)	**2.99**

MINOX Exposure Meter

World's smallest photo-electric exposure meter . . . matchbox size! Built-in viewer presents entire outline of scene to be measured . . . no guess-work! Exposure read without computations, ranges recorded until next measurement. Fingertip dial film speed setting. Can be used for any camera (conversion table on back). Chrome measuring chain; leather case.

21-8032 A7250 Minox Meter and Case. . . .	**$27.95**



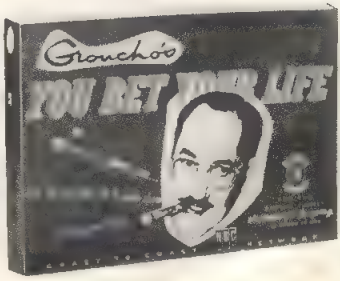
"Something you'll find around the house"
...SAYS **GROUCHO**

You Bet Your Life... IT'S A LOWELL TV GAME

Another smash hit from Lowell... joins the popular, fast selling "Beat the Clock," "The $64,000 Question," "This is Your Life," "Dollar A Second," "Big Town," "Strike It Rich," and other top rated TV shows that have become Lowell TV games.

Lowell games are pre-sold by consistent magazine and TV advertising, plus powerful weekly plugs by the shows themselves.

Write today for the complete Lowell story. Be sure you're prepared for the greatest demand in game history.



LOWELL TOY MFG. CORP. 43-34 37th ST., LONG ISLAND CITY, N. Y.

Ladies

GRUEN Watches

Mens

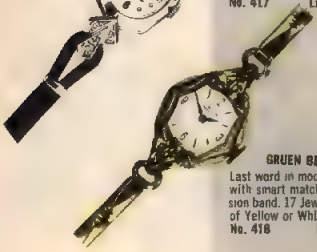
GRUEN GAIL
Refreshing design with interesting oval end pieces. Choice of white or yellow rolled gold plate Guildite case and charming expansion bracelet 17 jewels
No. 413 **List $59.50**

GRUEN PHYLLIS
Lovely, graceful lines accentuate this new watch by Gruen. Choice of yellow or white gold with expansion bracelet to match. 17 jewels
No. 414 **List $71.50**

GRUEN POMPEII
Two glittering diamonds daintily set in tiny hearts make this watch a real glamour gift White or yellow with slim expansion bracelet 17 jewels
No. 415 **List $97.50**

GRUEN HEDY
Tropical palm design. Interesting and delightful. 14K white or yellow gold case. Black cord band 17 jewels.
No. 418 **List $125.00**

DIAMOND RIVIERA
New exciting diamond watch features 6 sparkling diamonds on a 14 Karat White Gold Case. 17 Jewel movement. Available in White Gold only.
No. 417 **List $200.00**



GRUEN BELLE
Last word in modern styling with smart matching expansion band. 17 Jewels. Choice of Yellow or White Gold
No. 418 **List $59.50**

GRUEN "CURVEX" STEPHAN
Solid 14 Karat gold case, curved to fit the wrist Applied gold dial. Precision 17 Jewel movement Genuine leather strap
No. 419 **List $135.00**

GRUEN WARREN
Smart, masculine style with harmonizing expansion band Yellow 17 jewels
No 420 **List $59.50**

GRUEN PANAMA
Crisp, new design reflects the trend to continental styling. Matching expansion band. Unbreakable mainspring Yellow, 17 jewels Non-magnetic
No. 421 **List $59.50**

GRUEN FLORIDIAN
Sleek, round case inspired by the famous Gruen Continental Magnificent expansion band with leather inserts. Water and shock resistant Sweep-second hand, Yellow, 17 jewels
No. 422 **List $89.50**

GRUEN PRESTON
Sleek and smooth Attractive, easy-to-read face with second hand Yellow rolled gold plate and guildite case Handsome padded leather strap 17 jewels.
No. 423 **$55.00**

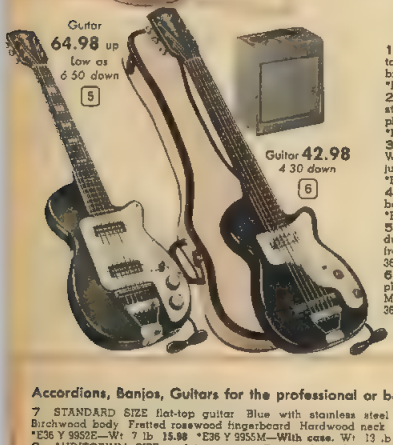
GRUEN JORDAN
Clean swept of everything but pure line! The 14 kt. yellow gold case is so thin it appears flush with the wrist. Smart padded alligator strap. 17 jewels.
No. 424 **List $135.00**

Guitar **29.98**
Outfit **64.98**
10% Down
1

2
Guitar **17.98**
Outfit **24.98**
10% Down

3
Guitar **14.98**
Outfit **19.98**
10% Down

4
Guitar **11.50**
Outfit **15.98**
10% Down



Guitar
64.98 up
Low as
6.50 down
5

Guitar **42.98**
4.30 down
6

Electric and flat top guitars—for fun and entertainment — perfect gifts priced from **11.50**

1. SUPER AUDITORIUM size electric Spanish guitar. Expertly crafted in every detail to give you years of solo or orchestral playing. Rich mahogany finish. Adjustable bridge. ovalled fingerboard. Responsive pickup. Volume and tone control. 3.00 down. *E36Y9930E—Wt. 10 lb. **29.98** *E36Y9948M—**with case and 4-tube amp.** Wt. 27 lb. **64.98**

2. QUALITY arch top Spanish guitar. Balanced, smooth auditorium size. Birch construction. Ovalled maple fingerboard. "F" holes, striped edges, pin line. Cell. guard plate. Blonde or Mahogany finish. State preference. 1.80 down. *E36Y9946E—Wt. 10 lb. . **17.98** *E36Y9947M—**w/case.** 2.50 down. Wt. 16 lb... **24.98**

3. BLACK STALLION COWBOY guitar. Full size standard flat top western guitar. White stenciled western design on ebony background. Sturdy birch construction. Adjustable bridge. Seasoned hardwood neck with beautiful Rosewood stained fingerbd. *E36Y9962E—Wt. 8 lb. **14.98** *E36Y9961M—**w/case.** 2.00 down. Weight 14 lb. **19.98**

4. STANDARD SIZE FLAT TOP GUITAR. Natural blonde or mahogany finished birch, beautifully highlighted, grained. Rosewood stained maple fingerboard. Hardwd neck. *E36Y9935E—Weight 8 lb.. **11.50** *E36Y9936M—**w/case.** 1.50 down. Wt. 14 lb. **15.88**

5 SOLID BODY, DOUBLE PICK-UP electric cutaway with twin magnetic pick-up unit, dual tone, volume controls. Full professional scale. Selector switch for rapid change from rhythm to solo! Sparkling Gold stardust on rich Ebony. Mail. Use only with amp. 36Y9910E—6.50 Dn. Wt. 10 lb. **24.98** *E36Y9911M—**w/case and 4-tube amp.** 27 lb. **84.98**

6 ELECTRIC CUTAWAY, SOLID BODY GUITAR—of thin, lightweight hardwood for playing ease, balance. Color: "Gold Stardust" on Ebony ground. 25½-in. scale. Magnetic pick-up. Tone, volume controls. Use only with amplifier. Mailable. 10% Dn. 36Y9908E—Wt. 9 lb.. **42.98** *E36Y9909M—**w/case and 4-tube amp.** Wt. 25 lb. **76.98**

*MAILABLE except to certain Post Office areas. See page 251

Accordions, Banjos, Guitars for the professional or beginner — 10% down on Aldens Credit-Bank Plan — see page 75.

7 STANDARD SIZE flat-top guitar. Blue with stainless steel trim. Birchwood body. Fretted rosewood fingerboard. Hardwood neck. Mail. *E36 Y 9952E—Wt. 7 lb. **15.98** *E36 Y 9955M—**With case.** Wt. 13 lb. **19.98**

8. AUDITORIUM SIZE arch-top guitar. Seasoned hardwood. Ebony and Red Oval fingerboard. **40x15½-in** overall. Pick instructions. Mail. *E38 Y 9918E—Wt. 11 lb. **19.98** *E38 Y 9919M—**With case.** 17 lb. **28.98**

9. 5-STRING BANJOS—excellent tone quality for amateur or beginner. Mottled walnut color. Calfskin head, steel rod reinforced neck, nickeled top hoop, 16 adjustable brackets, individual tuning keys. **With case.** *E36Y9995E—**No resonator.** 8 lb. **26.98** *E36Y9996M—[redacted] 14 lb. **33.98** *E36 Y 9962E—**w/resonator.** 9 lb. **28.98** *E36Y9990M—**w/case.** 16 lb. **38.98**

10 CERINI 12 BASS beginner's piano accordion. 2 sets treble reeds, 2 sets bass. Case straps, instructions. 25 Treble keys, 12 Bass buttons. 36 Y 9850R—Frt. or exp. from Chicago. 4.00 down. Wt. 15 lb. **39.98**

11 PRECISION-CRAFTED 120 bass Cerini accordions. Swedish Blue steel reeds, hand finished, tuned. 15⅛-in. reinforced aluminum keyboard. Deep fold airtight bellows, straps, lessons incl. Women's size. **2-shift.** 2 sets treble, 4 bass, 2 treble switches. 18⅝x15½x7-inches. 36 Y 9852R—Wt. 19 lb. **119.98** 36 Y 9853R—**Case.** Wt. 9 lb. Mail. **18.98**
7-shift. 5 treble, 2 bass, 7 voices. 18¾x15½x2⅛ inches. 36 Y 9854R—Wt. 20 lb. **149.98** 36 Y 9855R—**Case for above.** 9 lb. **17.98**
*Mail to certain P.O. areas. See p. 251. "R" suffix items frt. or exp.

7
Lustrous Blue with Stainless Steel **15.98** up
Low as
1.60 Down

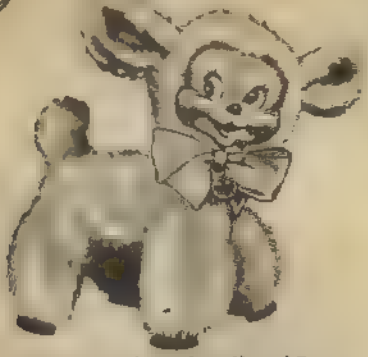
8
19.98 up
Low as
2.00 Down

9
5-String Banjo
26.98 up
Low as 2.70 Down

10
Cerini 12 Bass
39.98
Just 4.00 Down

11
Cerini 120 Bass Low as 12.00 Down
119.98 up

Gund's Plush Stuffed Toys and Animals



13" Happy Lamb With Bell and Bow

Watch the wide-eyed joy in any little girl as she snuggly embraces "Happy." Happy's pert vinyl face smiles saucily. He'll go everywhere his young owner goes. He's tailored of silky long pile pink cotton and rayon plush. Just imagine him twitching his pink velvet lined ears and his little black feet dancing a jig while the bell on his bow neck ribbon jingles a tune!
Happy's 13" tall, a lightweight 1¾ pounds.
No. 8453 List $4.95 Dlr's., ea $3.41 6 ea. . **2.97**

DISNEY'S 21" Slumber Pluto With 3 Pups

From far away Disneyland lazy, laughable and lovable Pluto stares at us, and no wonder. Tipped into his back pouch are three junior Plutos—all small replicas of our old friend. The gawky, awkward, sleepy foursome are fashioned of golden silky cotton and rayon plush fabric, each with black wiggly tail, shiny leatherette collar turned up nose and droopy ears. Pluto is soft and cuddly assuring hours of fun or he's a big dog to the Hes a [illegible] known as Santa Claus. Display these fun-filled Pluto's and watch them sell! Ships wt 2 lbs.
No 8454 List $7.98 Dealer's, each $5.41 Lots of 6, each **4.77**

(A) Black and White Growler Panda

A soft and cuddly doll sure to be a constant companion to his youthful owner. He's a cute playtoy or mascot for any child from 6 mos. to 16 years. He's a real honey—the last word in plush toys. Made of rayon and cotton plush that feels just like a child's favorite blanket. He comes in two sizes, both with shaped arms and legs, clamped-in moving eyes and a radiant vinyl nose. Noise-maker in body makes him growl delightedly when rolled on tummy. His pure face is set off by bow neck ribbon.
No 8455, 16" toll. Wt 1½ lbs. **2.37**
List $3.95. Dlr's., ea. $2.73 6, each
No 8456, 20½" tall. Wt. 3½ lbs. **4.17**
List $6.95 Dlr's., ea $4.81 6, each

(B) Deluxe Growler Bear

Snub-nosed Growler Bear peers mischievously from clamped-in moving eyes. His [illegible] soft long nap rayon plush body has shaped arms and legs. He's a cute brown bear with [illegible] red paws and ear linings tailored to fit little boys. Ro[illegible] on his face and he'll growl cheerfully. Cotton stuffed with double-strength seams for rough and tumble play. Three sizes, each with colorful rayon neck ribbon.
No 8457 16½" tall Wt [illegible] **2.97**
List $4.95 Dlr's ea $3.41 6 ea.
No 8458 20½" toll. Wt 3½ lbs. **4.17**
List $6.95 Dlr's ea $4.81 6 ea.
No 8459 24½" toll Wt 5 lbs. **5.97**
List $9.95 Dlr's ea. $6.87 6, ea

(C) 21" Bouncing, Dancing Chimp

Jaspers the Chimp is the most versatile and realistic toy seen in a long time—owning him is the next best thing to having a real Chimp. Stylish and authentically of high quality materials. He'll playfully jump, bounce and do somersaults dangling from his jingle bell detachable leash and red plastic collar. He'll dance, too, even go walking when his elastic foot straps are attached to the kiddie's shoes. Black with tufts the mobbed vinyl hands, feet ears and face. His eyes open, close and wink. Made of cotton stuffed long pile rayon and cotton plush, 21" tall. Wt. 4 lbs.
No 8460 List $9.95. Dlr's., each $6.84 6, each **5.97**

(D) 21" Musical Dressed Clown

The dressed clown's plastic face grins happily while a genuine triple tested Swiss music box in his body grinds out a merry tune. This cheerful and companionable carnival clown is dressed colorfully in a charming white taffeta suit with gay red polka dots, a matching hat and red yarn pom-pom. Cotton stuffed. He's [illegible] but irresistible. Children will love him. [illegible] to bed and drift off to sleep while the music box soothes them with its last tune for the day. An endearing gift that won't be forgotten by the lucky lad or lass that gets him. Wt. 1¼ lbs.
No 8462, List $6.95. Dlr's., each $4.73 6, each **4.17**

HORSMAN CINDY STRUTTER WALKING DOLLS

- Cindy Strutter Walks, Dances, Does the Splits and Can Sit
- Movable Arms
- Crying Voices
- Sleeping Eyes and Lashes
- All Vinyl Construction of Lifelike Fairy Skin
- Washable, Rooted Saran Curly Hairdos
- Fairy Skin Body—Real to the Touch

CINDY STRUTTER with 2 Piece Suit

CINDY STRUTTER with Bolero Dress

Pert Cindy Strutter dolls can walk, dance, and do the splits. Has soft life-like 'Fairy Skin' Permanent washable hair. Comes neatly dressed in a beautiful chick 2 piece tweedy suit, with matching beret, white collar and black velvet tie. Rayon stockings, plastic shoes.

No. 8158 16" tall. Wt. 2½ lbs. List $6.95. Dlr's., ea. $4.20. 3 Lots, ea. $3.86. 6 Lots, each **3.63**

No. 8159 20" tall. Wt. 3¾ lbs. List $8.95. Dlr's., ea $5.85. 3 Lots, ea $5.15. 6 Lots, each **4.84**

No. 8160 24" tall. Wt. 4½ lbs. List $10.95. Dlr's., ea. $7.05. 3 Lots, ea. $6.45. 6 Lots, each **6.04**

This Cindy Strutter Doll is gorgeously dressed in a blue nylon mesh skirt with black velvet bolero type jacket. Her collar is lace trimmed and she has Rayon slip and taffeta panties. The outfit is set off by a black velvet beanie. Cindy Strutter has permanently rooted hair. Can be washed, combed and shampooed. Lifelike vinyl plastic 'Fairy Skin' from head to toe.

No. 8163 16" tall. Wt. 2¾ lbs. List $7.95. Dlr's. ea. $4.90. 3 Lots, ea., $4.50. 6 Lots. ea. **4.22**

No. 8164 20" tall. Wt. 3¾ lbs. List $9.95. Dlr's. ea. $6.35. 3 Lots, ea. $5.80. 6 Lots, ea. **5.43**

The Fairy Skin dolls that give the life-like touch to the doll

"LOVE ME" BABY DOLLS

- Made of 'Fairy Skin' Vinyl
- Super Flex Legs, Cooing Voice

Her voice is a gentle coo, her eyes close, and her skin is real to the touch 'Fairy Skin'. Her soft, lustrous pony tail hairdo can be brushed, combed, and even shampooed. With her 'Super Flex' legs, she assumes dozens of natural, lifelike positions. She comes dressed in a beautiful party dress of colored nylons and cottons trimmed with lace. Knit panties, vinyl shoes, and rayon socks.

No. 8165. 13" tall. List $4.50. Dlr's., ea. $2.80. 3 lots, ea. $2.60. 6 lots, ea. **2.42**

No. 8166. 15" tall. List $5.50. Dlr's., ea. $3.55. 3 lots, ea. $3.20. 6 lots, ea. **3.02**

No. 8167 19" tall. List $8.50. Dlr's., ea. $5.60. 3 lots, ea. $5.15. 6 lots, ea. **4.82**

BABY PRECIOUS WITH BONNET

- Super Flex Legs
- Head Turns
- Vinyl Fairy Skin
- Soft Rooted Hair

Baby Precious has all the things that little girls love. Pretty sleeping eyes with lashes, gently cooing voices, and wondrously soft, "baby feel" Fairy Skin. Her downy soft hair can be washed, and even set. She has Super Flex legs, so she can sit, stand or kneel. She's dressed in sheer nylons and bright cottons trimmed in lace, with matching bonnet. Knit panties. Vinyl shoes and rayon socks.

No. 8168 13" tall. List, $4.60. Dlr's., ea. $2.80. 3 lots, ea. $2.60. 6 lots, ea. **2.42**

No. 8169 15" tall. List, $5.50. Dlr's., ea. $3.55. 3 lots, ea. $3.25. 6 lots, ea. **3.04**

No. 8170 19" tall. List, $7.50. Dlr's., ea. $4.95. 3 lots, ea. $4.50. 6 lots, ea. **4.24**

BABY PRECIOUS COAT AND HAT DOLL

- All Vinyl "Fairy Skin"
- Head Turns
- Washable Curly Hair
- Coo Voice

Here's Baby Precious dressed in a pert, heather pattern coat with matching bonnet. The coat is rayon acetate and comes in assorted colors. Under the coat there's a matching nylon party dress with knit panties. Vinyl shoes and rayon socks. Like her sisters, she has 'real to the touch' Fairy Skin', turning head and sleeping eyes and lashes. Her 'Super Flex' legs allow her to assume many lifelike positions, such as sitting, praying, and kneeling. Her voice is a gentle coo.

No. 8171 18" tall. List $6.50. Dlr's. ea. $4.20. 3 lots, ea. $3.85. 6 lots, ea. **3.63**

No. 8172 19" tall. List $8.50. Dlr's ea. $5.65. 3 lots ea. $5.15. 6 lots, ea. **4.83**

We sell Happiness

with *Gund* talking toys

When you turn the handle of a new Gund talking toy, a child's face will light up with pleasure — and surprise.

Yes, famous members of the Gund family have found a voice - and a laugh! Guaranteed to laugh their way into millions of young (and old) hearts: our first time ever: *Real Laughing Clowns* (circus clowns and Mickey Mouse Clowns, too!). Every time you turn the handle—they laugh out loud, and you will make another friend—another sale

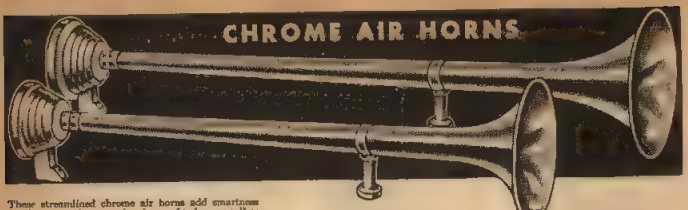
And Gund's Mickey Mouse Minnie Mouse, Pandas, Bears and Dolls — can now recite famous nursery rhymes! So just turn the handle - and listen· Gund talking— about good news for you!

For all your stuffed toy needs, all you need is Gund *WRITE FOR FREE CATALOGUE* of complete line of Gund Stuffed Toys.

Gund Mfg Co , 200 Fifth Ave. New York 10, N. Y.

*Illustrated here our brand new *REAL* Laughing Clown... turn the handle and he laughs out loud!

CHROME AIR HORNS



These streamlined chrome air horns add smartness and beauty to the streamlined cars of today, as well as a penetrating warning signal which can be heard for 5 miles. Truck and bus operators are also "hot" prospects for air horns, because of their great safety feature. Unlike many of the horns today, the *air horn does not drain off battery*, it is operated by compressed air. Generally installed in pairs, one long and one short to the pair. These horns are to be used with air storage tank listed below

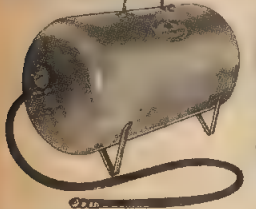
Individual Horns

No.	Length	Bell	List	Dlr's.	6 lots, ea.
18760	18"	8¼"	$18.50	$11.55	$10.99
18761	22½"	6½"	25.00	15.48	14.49
18762	27"	7½"	28.00	17.39	16.15
18763	30"	7½"	30.00	18.48	17.28

Installation Kits

No. 18784. For single horns. List $8.50. Dlr's., ea. $6.15. **4.89**
6 lots, each .....

No. 18785. For dual horns. List $10.00. Dlr's., ea. $6.10. **5.75**
6 lots, each



ACME Safety Air Storage Tank

3 Gallon Capacity

A portable, safe, low-cost air tank with a hundred uses for the car, house, garden and shop. Easily filled at any air line. Built of heavy, welded steel and treated inside and out to prevent corrosion. 16" long, 8" diameter. Working pressure rating of 250 lbs. for extra margin of safety. Equipped with dial type pressure gauge that registers up to 300 lbs. Bursting pressure of 750 lbs. Hose 15". Shipping weight 14 lbs

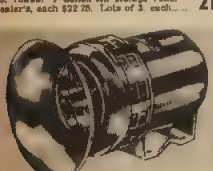
No. 18807. Dlr's., ea. $13.95. **12.55**
3 lots, ea. .

9 Gallon Air Storage Tank

Complete With 48" Hose

The same type air storage tank as shown above, except in a larger capacity. This 9 gallon tank is 18" long and 12" in diameter. Complete with 48" hose. Shipping weight 30 lbs.

No. 18808. 9 Gallon Air Storage Tank. **21.25**
Dealer's, each $22.25. Lots of 3 each.....



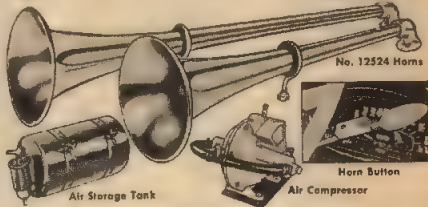
Automotive Siren

Used on Police Cars and Ambulances

Expressly designed for use on police cars, ambulances and small community fire warning signals. Produces a tremendous volume of high-pitched sound, audible for considerable distance. Equipped with 10 ft. of cable and clamp-on bracket. Finished in durable enamel. 7¼" long, 6¼" high. 5½ lbs.

No. 41196. 6 volt. List $17.50. **10.19**
Dealer's, each $10.49. 3 lots, each.....

No. 41795. 12 volts. List $18.75. **10.79**
Dealer's, each $11.29. 3 lots, each .....



Air Storage Tank

Air Compressor

No. 12524 Horns

Horn Button

HADLEY Passenger and Truck Air Horns

For Passenger Cars and Trucks—The loudest horn on the market today. Gives a deep, Diesel-like blast. This complete outfit consists of 2 powerful air horns, compression tank, electric solenoid switch, air compressor, electric horn button plus all necessary fittings for installation. 18" horn with 5½" bell; 23" horn with 5½" bell; triple chrome plated over brass. Mounts on fenders or on hood, separately or together. Lifetime phosphor-bronze diaphragm assures long life and trouble-free service. Fingertip control fastens on gear shift lever. Air compressor quickly builds 90-70 lbs. pressure in heavy steel tank when pressure drops in tank. Shipping weight 15 pounds.

No. 12524. For 6 volt systems. } List 394.50.
No. 15251. For 12 volt systems. } Dealer's, each. **57.95**

For Passenger Cars—Consists of dual painted 18" and 10½" horns with 3½" bells, air compressor, tank, electric valve, switch, hose, all fittings. **For 6 volt systems.** **37.19**
No. 78230. List $68.00. Dealer's, each.....

For Trucks or Passenger Cars With Air Storage Tank—Consists of 2 chrome plated horns, 10½" and 13½" with 3½" bells. Used as standard equipment on Armed Forces trucks with air brakes. Requires only 2 holes to install both horns. Permanently adjusted. Leak proof valve and low air consumption puts less drain on air system. Can be mounted on top of truck cab, on fender or under hood. Includes 2 horns only. 4½ lbs.
No. 15249 List $26.50. Dealer's, each $16.59. Lots of 3, each **15.89**

Installation Kit for Trucks with Air Storage Tank
No. 12822. Includes valve, copper tubing and fittings. List $8.00.
Dealer's, each $4.99. Lots of 3, each **4.79**

Passenger Car Installation Kit for No. 15249 Air Horn
No. 15253. Includes valve, rubber tubing and fittings. Requires *No. 78807 or No. 18808* Air Storage Tank (shown at left), or any similar tank. List $7.70.
Dealer's, each $4.85. Lots of 3, each **4.65**

SPARTON 3-D Booster Horn

Increases Horn Power 300%

Standard horns are too low in power for fast, modern traffic. 3-D booster horns, quickly and easily installed with standard dual shell type horns create a trio of horns with a single, far-reaching penetrating tone. A man driving with windows closed at 80 miles per hour can hear a 3-D horn three car lengths away! No complicated wiring, fits over 90% of all modern cars. Height 6-9/16", width 5½", length 13-9/16". Red motor cover black projector finish. Shipping weight 4½ lbs.

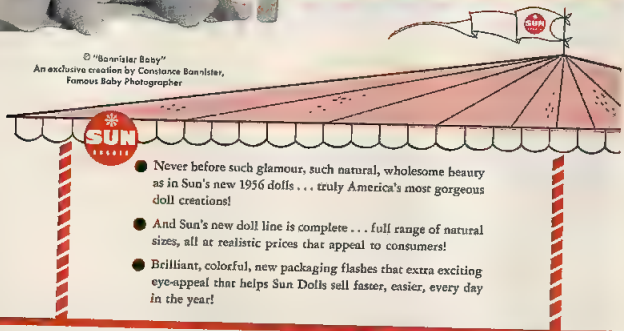
No. 18487. 6 volt horn. List $11.19. Dlr's., ea. $5.88. 4 lots, ea. **5.57**

No. 18488. 12 volt horn. List $11.32. Dlr's., ea. $6.10. 4 lots, ea. **5.75**

Easily Installed . . . Fits Most Cars

See the Dramatic New Line of SUN DOLLS at the TOY FAIR

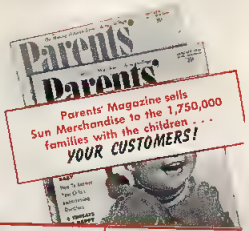
© "Bannister Baby"
An exclusive creation by Constance Bannister,
Famous Baby Photographer



- Never before such glamour, such natural, wholesome beauty as in Sun's new 1956 dolls . . . truly America's most gorgeous doll creations!
- And Sun's new doll line is complete . . . full range of natural sizes, all at realistic prices that appeal to consumers!
- Brilliant, colorful, new packaging flashes that extra exciting eye-appeal that helps Sun Dolls sell faster, easier, every day in the year!

Be sure to visit Sun's Permanent Show Rooms and Sales Headquarters . . . Room 1208—200 Fifth Avenue.

NOW Sun Dolls, Balls, Toys and Playthings are NATIONALLY ADVERTISED in PARENTS' MAGAZINE . . . To Make them Sell Faster . . . Easier!



THE SUN RUBBER CO.
BARBERTON, OHIO
World's Largest Manufacturer of Rubber and Vinyl Dolls, Balls, Toys, Playthings!

Chicago Showrooms
Rooms 14 125
Merchandise Mart Bldg.

Los Angeles Office
Room 507A, Mdse. Mart Bldg.
712 S. Olive St.

... Always in Demand

SOLD ALL YEAR ROUND

Champion

DART BOARDS

FINEST MADE ANYWHERE

Used in Homes, Schools, Recreation Centers, etc.

For Children and Adults.

Individually packed with darts and instructions.

Priced for volume Sales.

Introducing

Spin-it

A Fascinating GAME

EDUCATIONAL FOR CHILDREN

•

ENTERTAINING FOR GROWN UPS

Beautifully packaged in 3 color Display Box. This will be the hottest $1.00 number in 1956. Order early for guaranteed delivery.

THIS IS YOUR

Invitation

TO SEE US AT THE

Toy Fair

ROOM 1121 McALPIN HOTEL

HAECKER INDUSTRIES, PHILA., PA.

Champion DARTS JET

NEW LOW PRICED FOR THE TOY TRADE

A FULL LINE OF

BOARDS & DARTS

Finest Quality Material and Workmanship

PREFERRED BY ALL

IN STOCK FOR IMMEDIATE DELIVERY

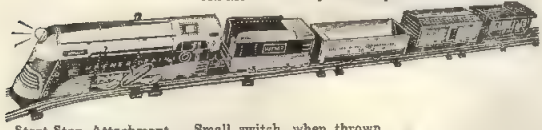
WRITE FOR CATALOG AND PRICE LIST

HAECKER INDUSTRIES

465 N. 8TH STREET • PHILADELPHIA 23, PA.

HAFNER MECHANICAL TRAINS

All-Metal—Sturdy Wind-Up Motor—Brilliant Colors—Steel Tracks



Start-Stop Attachment — Small switch, when thrown, contacts motor as train passes and stops the train.

Wind-Up Motors—Steel clock spring mechanism, completely enclosed for safety. Top quality—made by a leading clock manufacturer. Key, permanently attached to engine, does not turn when motor is running.

Banked Track—Steel track is banked at curves to prevent "wrecks" from derailment.

Ringing Bell—Operates on wind-up when train runs.

Electric Headlight—(Flashlight batteries not included with train).

Quality Built—Strong heavy-gauge steel engines that will outlast other toys.

FREIGHT TRAIN

Four unit freight train. Lithographed engine with ringing bell; tender with imitation coal, sand car and caboose. Four sections straight track and eight curved make oval. Individually boxed, 12 in a carton; wt. 48 lbs.

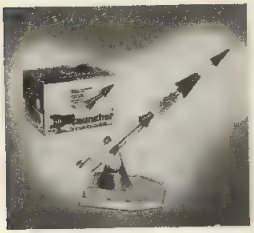
2157 ..... List $2.98

FREIGHT TRAIN WITH CROSSOVER

Five unit freight train. Lithographed engine with ringing bell and electric headlight; tender with imitation coal, box car; sand car and caboose. Automatic start-stop attachment for switching and station stops. Passenger train straight track, twelve sections curved and one crossover. Individually boxed 6 in a carton, wt. 28 lbs.

2158 ..... List $4.98

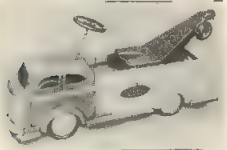
NIKE AND LAUNCHER



Made of rugged high impact material. Launcher mounted on sturdy base and swivels in any direction. Equipped with wheel for elevation control of approximately 90°. Base contains slotted platform for missile storage. Operates with or without caps. Colors: Red and yellow contrasting combinations. Red, White and Blue missile. Packed 12 individual boxes per carton, shipping weight 8 lbs.

366 ..... List $0.98

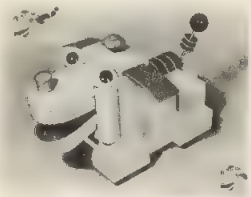
RIDER TOWING TRUCK



Size: 32 inches long, 15 inches high, 9 inches wide. Steel with reinforced construction. Sturdy steel seat . . . 9 inches from floor. Heavy wrecker boom, equipped with heavy chain. Hand operated winch with locking device. Is equipped with solid rubber tires on heavy metal wheels with polished hub caps. Packed 1 individual box per carton, shipping weight 14½ lbs.

1705 ..... List $6.95

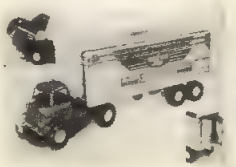
ROBOT DOG



Just pat his tuft of hair and away he goes, wagging his tail, rolling his eyes, flapping his jaw. He'll yip if you tweak his nose. His ears can be raised or lowered to change his expression. "Robo" operates on two 1½ volt batteries. Packed 6 individual boxes per carton, shipping weight 20 lbs.

2003 ..... List $4.95

WYANDOTTE GRAY LINE VAN



A giant 24½ inches moving van heavy duty truck, 9 inches high, 6 inches wide. With realistic details: Signal lights, head lights, die-cast steel cab, embossed aluminum bed with removable sides, heavy gauge ed rubber tires, rear and side doors, decal decorations. Packed 1 individual box per carton, shipping weight 8 lbs.

6000 ..... List $10.95

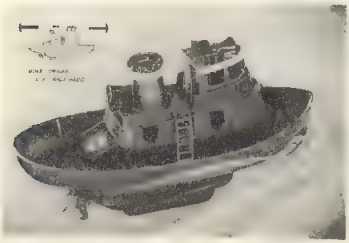
ELECTRIC CONVEYOR

Size: 14¼ inches long, 6¼ inches wide, 10¼ inches high. Constructed of heavy, automobile steel with heavy rubber treads that roll forward and backward. Has powerful electric motor that operates with two regular flash batteries to turn conveyor belt for hauling sand to the top of the conveyor. Complete with stop and start switch. Packed 1 individual box per carton, shipping weight 4 lbs.

402 ..... List $3.98

TO "SCORE ON SALES" KEEP YOUR STOCKS COMPLETE. DEALERS WHO CARRY COMPLETE WELL-BALANCED STOCKS, NEED NOT PASS UP ANY SALES.

IDEAL MOTORIZED REVERSING TUG



Did you ever see a tug boat bring in a big ocean liner? Forward . . . stop . . . backward . . . again and again until the liner is safely anchored. Ideal captures all this exciting action in this unique toy version of the ocean going tug boat. Smokestack acts as wind-up key for novel reversing action that makes tug a perfect tub or lake toy. Made of high impact plastic. Size, 9½ inches long. Packed 1 in a box, 1 doz. to a carton. Weight per carton, 10 lbs.

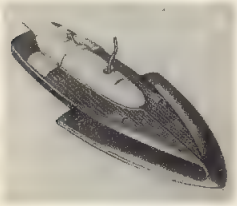
4021 . . . . . List $1.79

IDEAL SPARKING TORPEDO BOAT

11¼ inches long, this scale replica of a P.T. boat has a double gun turret in rear with gunner. Authentically detailed with torpedo racks, search light, air horns, windshield. Radar receiving set acts as wind-up key for powerful clock-wind motor. As boat races through water, gun turret releases a shower of sparks. Identifying numbers on side of boat. Individually boxed—packed 6 to a carton. Weight, 9 lbs. per carton.

4024 . . . . . List $2.49

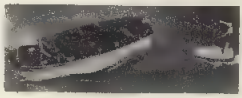
IDEAL INERTIA RACING MOTORBOAT



Modernistic racing boat with long running inertia motor. Simulated driver in seat. Can be steered by rudder. Wind-up motor. Size 13 x 5 inches. Individually boxed—packed 6 to a carton. Weight per carton, 10 lbs.

4022 . . . . . List $1.98

IDEAL SPEED BOAT WITH SURF BOARD



A familiar sight on waterfronts everywhere . . . now Ideal introduces this exciting replica of latest luxury speedboat and aquaplane rider. Boat is made of five times tougher high impact plastic and features a concealed wind-up key in rear compartment. Boat soars along water, pulling aquaplane rider behind it. Start and stop lever in cockpit. Propeller made of unbreakable polyethylene. Rudder turns. Size: Boat, 12 inches long. Aqua-plane Rider, 3¼ inches high. Individually boxed—packed 6 to a carton. Weight per carton, 8 lbs.

4026 . . . . . List $2.98

POLICE LAUNCH

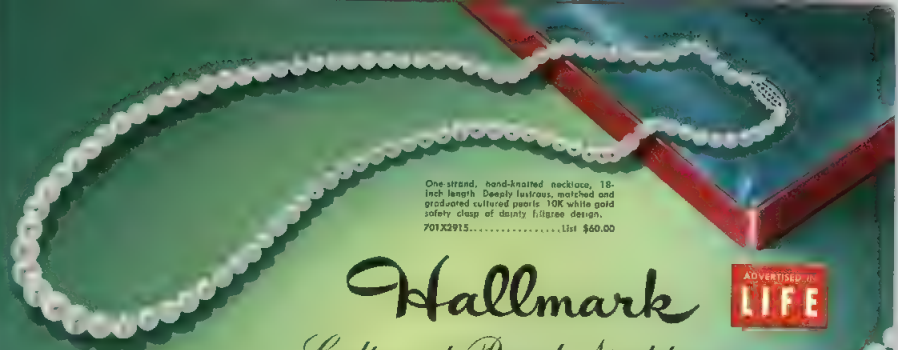
A replica of the familiar Police Boat that plies our harbors. Has strong inertia motor with loud, screeching siren. Includes: 2 open and close compartments, 2 boat hooks, rifle, tommygun, shotgun, pistol, working towing winch with towing hook and winch wrench, 2 searchlights, horn, radio antenna, movable machine gun, 2 running lights, pair of binoculars fire extinguisher, life preserver, steering wheel and flag. Packed 6 individual boxes per carton. Shipping weight 10 lbs.

4027 . . . . . List $3.98

IDEAL FIRE BOAT

The Fire Department's heroic fire boat is the model for this new, realistic Ideal toy boat. Rotating handle starts inertia motor which sends boat swiftly through water. Two rotating fire guns pump out water in steady long-range stream, and screaming siren adds to the fun. As boat goes along, it sucks up water for fire guns. Made of high impact plastic. Size, 15 inches long. Individually boxed—packed 12 to a carton. Weight per carton, 12 lbs.

4714 . . . . . List $4.95



One-strand, hand-knotted necklace, 18-inch length. Deeply lustrous, matched and graduated cultured pearls. 10K white gold safety clasp of dainty filigree design.

701X2915.....List $60.00

Hallmark

ADVERTISED IN LIFE

Cultured Pearl Necklaces

Oyster Born Gems of Eternity

Heirloom Necklaces

ACTUAL SIZE OF CULTURED PEARLS AND CLASPS SHOWN

Single-strand hand-knotted necklace of fine cultured pearls, 18 inches. Large 10K white gold filigree safety clasp.

702X3675...List $75.00

DIAMOND set in clasp of 10K white gold. Single strand 18-inch necklace. Graded and matched lustrous cultured pearls.

705X6615 List $135.00

TWO DIAMONDS set with a cultured pearl in clasp of 14K white gold. 18 inch hand-knotted strand matched cultured pearls.

707X9800 List $200.00

THREE DIAMONDS sparkle in a 14K white gold clasp. Large graduation cultured pearls. Hand-tied 18-inch necklace.

708X13230 List $275.00

FOUR DIAMONDS and 3 cultured pearls set in 14K white gold clasp. 18-inch hand-knotted necklace of cultured pearls.

709X16170 List $335.00

Cultured Pearl Shortener Included Without Charge

with purchase of any one-strand cultured pearl necklace. Enables necklace to be worn as choker, collar or full length. 14K white gold with 3 cultured pearls

760X367.....List $7.50

Single-strand necklace of cultured pearls. Hand-knotted. 10K white gold clasp with a cultured pearl 18 inches long

703X4900.....List $100.00

Debutante" 16" one-strand necklace. Smaller cultured pearls. (Not shown) Clasp as above.

704X4410 List $90.00

Illustration Reduced

All Necklaces Have Safety Clasps

CHOKER of large, uniformly sized cultured pearls, each one matched perfectly. Hand-knotted 14½-inch strand. 10K white gold clasp

711X6615..List $135.00

One-strand hand-knotted necklace. Superbly matched and graduated cultured pearls of deep iridescent luster. 18-inch length. Filigree clasp of 10K white gold is set with three lovely cultured pearls.

706X7840 .....List $165.00

18-inch hand-knotted necklace, large, exceptionally well-matched and graduated cultured pearls are ultra lustrous to make a gift of heirloom quality. 10K white gold clasp with 10 diamonds and 1 pearl.

710X27930 .List $575.00

TWO-STRAND cultured pearl necklace. Softly glowing strands of luminous beauty, 16 and 17 inches long. Hand knotted and perfectly graduated and matched. Safety clasp of 10K white gold

712X6125 . .List $125.00

Prices Subject to Federal Excise Tax.

Every Hallmark Cultured Pearl Necklace is Packed in a Handsome Presentation Case

Cultured pearl, full round and glowing set in a graceful ring of solid 10K yellow gold.
713X877.....List $18.50

Twin large cultured pearls in a smartly tailored ring of solid 10K yellow gold
714X1764.....List $37.50

Two sparkling diamonds and a full round cultured pearl in a ring of solid 14K gold.
715X2131 ....List $43.50

4 Diamonds set off the luster of a fine cultured pearl. Ring is solid 14K white gold
716X3577.....List $75.00

Hallmark

oyster-born

Cultured Pearls

beautifully set in hand-crafted

Solid 14K and 10K Gold

A 18 cultured pearls in a wide bracelet. Pearls are large and lustrous. Hand wrought bracelet of solid 14K yellow gold in a smart design. 7¼" long.
721X5831....List $125.00

B 15 glowing cultured pearls in a heavy weight link chain bracelet. 14K yellow gold. 7" long, Spring ring clasp May be worn with any charm.
722X2915.....List $60.00

C Charm bracelet in cage design. 6 cultured pearls. Bracelet is gracefully wrought solid 14K yellow gold. 7⅛" long. May be worn with any charm.
723X3822.. List $80.00

Cultured Pearl 14K Gold Charms

D "GOOD LUCK" Clover charm. One large cultured pearl in center. 14K yellow gold, with pierced design.
724X1372.....List $28 50

E "HEART OF GOLD" charm with 8 lovely cultured pearls captured in a dainty chain of 14K yellow gold.
725X1960 List $41 50

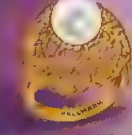
F "PRECIOUS COACH" charm with 2 large cultured pearls and genuine semi-precious colored stones. 14K gold
726X2915.... List $60.00

G "DANCING GIRL" pin. 9 cultured pearls and genuine rubies and blue sapphires. 14K yellow gold lacework.
727X5831 .. List $125 00

Two cultured pearls and four fiery diamonds make a thrilling ensemble. 14K gold ring
717X4410.... List $90 00

Cultured "Mabe" pearl set in a solid 10K yellow gold ring Beautiful cocktail style ring.
718X1886 . ..List $40.00

Cluster of 7 cultured pearls. Each one full round and lustrous, 14K yellow gold ring.
719X2205 ....List $45.00



Very large cultured pearl of exceptional quality. Dainty filigree ring of 14K gold.
720X2915. ...List $60.00

Drop earrings with 4 fine cultured pearls. Mounting of 14K gold.
728X2205
List $45.00

Large "Mabe" cultured pearl. Earrings of 10K white gold.
729X1960
List.....$41.50

Round cultured pearls daintily set on rims of 10K yellow gold.
730X1543
List.....$31.50

Button-style earrings. 2 cultured pearls set with prongs. 10K gold.
731X965
List $20.00

Two cultured pearls, and 2 diamonds with total weight .20 ct. 14K white gold.
732X7105
List $150.00

Four cultured pearls, and 4 diamonds with total weight .18 ct. 14K white gold.
733X5831
List.... .$125.00

Cluster earrings with 38 fine cultured pearls set in 14K gold.
734X3601
List..... .$75.00

Drop earrings with six round cultured pearls Woven 14K yellow gold
735X2915
List.....$60.00

Illustrations Slightly Enlarged To Show Details

Attractively boxed for gift giving

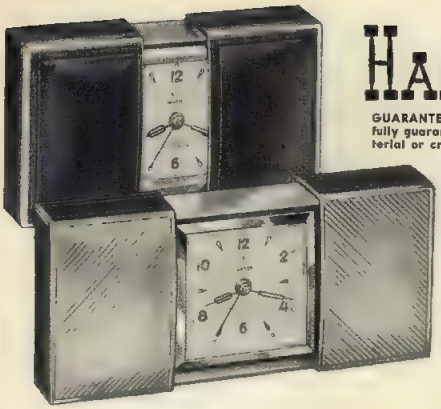
Prices Subject to Federal Excise Tax

Famous Name HAMPDEN Since 1878 — De Luxe ALARM

HAMPDEN CLOCKS

GUARANTEE—Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY



Streamlined Travel Alarm Clock. With 40 hour 7 jewel anti magnetic Hampden movement. Clock slides open For travel, desk or bedside purposes. In genuine leather case of Havana brown. Luminous dot dial and hands.
14250J935 Retail **$15.25**

As No. 14250 with gleaming gilt finish front and back, trimmed in Cordovan genuine leather top, bottom and sides.
14251J935 Retail **$15.25**

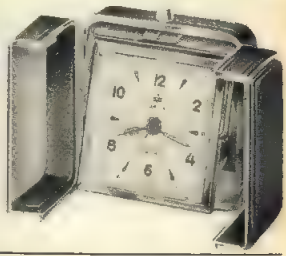
Superb Combination Travel Alarm Clock and Jewel Box. With 40 hour 7 jewel Hampden anti magnetic movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather pigskin grain.
14252J1140 .....Retail **$18.25**

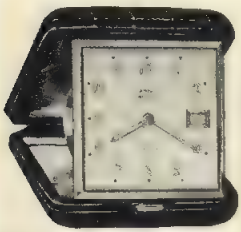
8 Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather crocodile marking in sun-tan or red.
14258J945 .....Retail **$17.50**

As above with 40 hour 7 jewel movement.
14259J620 .....Retail **$9.95**

Suggested retail prices do not include Federal Excise Tax.

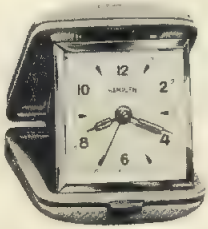
Distinctive Travel Alarm Clock. With 40 hour 7 jewel Hampden anti magnetic movement. A sturdy and useful, luncheon Luminous dot dial and hands. Genuine leather case in red Morocco. Ingenious button at top opens swinging doors, revealing clock face. Overall size 2½x2¼x1 in.
14260J050 .....Retail **$15.25**





8 Day 7 Jewel Travel Alarm Clock. With automatic calendar showing date. Luminous raised figure dial and hands. Genuine leather crocodile marking in the color of sun tan. Fully guaranteed Hampden antimagnetic movement.
14253J1300 .....Retail **$22.25**

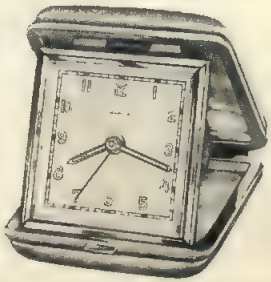
As above with 40 hour 7 jewel movement.
14254J870 .....Retail **$15.25**



Petite Travel Alarm Clock. With 40 hour 7 jewel anti magnetic Hampden movement. Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan pigskin grain.
14255J635 .....Retail **$9.95**

ADVERTISED IN **LIFE** AND TIME

OUTSTANDING VALUE IN A GENUINE LEATHER TRAVEL CLOCK



Outstanding Value Travel Alarm Clock. With 40 hour antimagnetic movement. Beautifully assembled in genuine leather case, choice of tan pigskin grain or rendered crocodile marking. Medium dial and hands.
14256J395 .....Retail **$5.95**

Similar to above with jeweled movement and fancy raised figure dial, luminous hands and dots. Chocolate brown or red Hazel, genuine leather cover. Specify color.
14257J460 .....Retail **$7.95**

Alarm Clocks

Dove Pendulette. Has the rich appearance of a real Cuckoo clock Considerably larger than other Pendulette models; the simulated hand carved plaque in mahogany finish with gold highlights makes Dove an attractive addition to any room—and what's more, it's a practical time piece. 7⅜x6½x2 in. Packed $4 to a case. Ship. wt 2lb .lbs (Not an alarm clock)

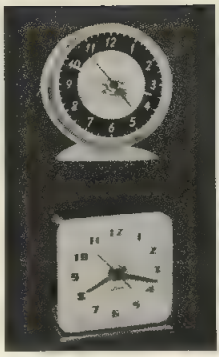
2253C254 . . . . . .Reta.l $3.08

"Swank." This colorful new electric alarm in black, pink or blue lives up to its name Graceful metal case only 3¼ in. high on 2½ in. non-tip base.

2114D128300/325 . . .Retail $4.95

"Wake-Up." A new, low-cost electric alarm to add grace to any bedroom. Metal case in ivory, black, green or blue is 4 in. high on 4¼ in. base

2115D128240/265 .....Retail $3.95



"Valiant Round" (top). Spring-driven 40-hour alarm; a low-cost investment in accuracy and advanced styling Metal case 4½ in. high on 3½ in. base in ivory, green, pink or yellow with harmonizing convex foil dial

2116D128190/210 .Ret. $2.95

"Valiant Square" (below). Like its sister model but of square pedestal design. Metal case 4½ in high on 3⅝ in base, ivory, black, green or blue finish

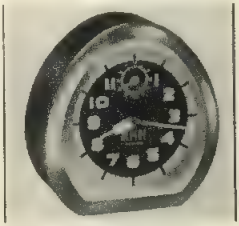
2117D128190,210 .Ret. $2.95

Ⓐ Ⓑ Ⓒ

40 hour alarm clocks. Spring wound clocks which are the country's leading clocks Numerals that show up Bells that wake you up.

(A) 2119C128205,225 . . . . . .Retail $2.95
(B) 2138C128208,230 . . . . . .Retail $3.00
(C) 2100C128201/220 . . . . . Retail $3.00

Ⓐ



Ⓑ

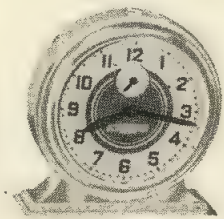
Alpine Deluxe Model Alarm Clock. Smartly styled original design cased. Has petite appearance. Entire front of mirror-like polished brass Large, easy-to read numerals. Dependable, guaranteed Ingraham 40 hour alarm movement. 2½ in dial with convex crystal Clear bell alarm

(A) Alpine 40 Hour Alarm Clock. Lustrous, baked enamel case. Choice of antique ivory, ebony black, carnation pink and sky blue Hands and numerals and track in dark brown Colors. Ivory, black, pink, and blue

2118C128200/220 . . .Retail $3.25

(B) Alpine Radium 40 Hour Alarm Clock. Lustrous, baked enamel case in antique ivory or ebony black Full radium hands and numerals on dark brown dial. Colors. Ivory or black

2120C128250/275 . . .Retail $4.00



Ingram Straight Eight 8-Day Alarm Clock. Giant size pedestal alarm clock with 4¼ in dial Metal case in baked ivory enamel finish with quiet 8-day movement which runs for one week with single winding. Clear shockproof bell alarm. Easy to read dial, newest style hands, convex glass Individually boxed.

2102C402 . . . . . .Retail $5.75

GLOBES, BOOKS & BIBLES

Floor Model World Globe

512NF2383—Quality but economy in this illuminated floor model globe on carved, solid Walnut Duncan Phyfe base. Plated meridian rests in die-cast legs. Large type, easy to read Globe size 12", Ht. 34½". Ship. Wt. 14 lbs.
F.O.B. Chicago Factory. Estab. Retail $89.75

Concordance and Reference Bible

541N100—Genuine black Morocco Bible with overlapping covers, gold-stamping, gold edges and two silk markers. Has Concordance, Geographical Index, Maps and Cross References. Self-pronouncing plan. 17 illustrations, 9 in full color, 5-color illuminated Presentation Page and Family Register with Family Tree. Printed on Indo-Text. Gift boxed
Established Retail $10.00

Heirloom Deluxe Edition of "Book of Ages" Bible

526N767—Superbly bound in black genuine leather, the title is stamped in 14-karat gold, with maroon initials and gold page edges. Thumb-indexed. Two silk markers. A family treasure containing Presentation page, Family Register, Family Tree, Concordance, Geographical Index, Promises and root meaning of 10,000 proper names, Colored maps, 84 Engravings of famous religious paintings, Words of Christ in Red
Established Retail $10.95

"Starlight" Globe

522N1830—Hand-blown heavy glass 12" globe. The deep blue-black ocean vividly contrasts with the land areas when illuminated. Chrome-plated metal meridian and base. Ht. 16", Ship. wt. 10½ lbs.
Established Retail $30.50

519NG37—Same as above except all steel and not illuminated. Ht. 16¾"
Ship. wt. 8 lbs.
Established Retail $10.95

"Commander" Globe

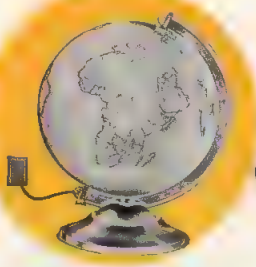
518N737 A 12" globe lithographed in 10 colors. 8,410 place names in extra large type for quick, easy reference. Numbered half meridian, wood grain metal base. Includes 96 page book filled with globe uses, quizzes, and games. Ht. 16½". Ship. wt. 6 lbs.
Established Retail $8.95

523N417—**Explorer Globe.** Popular 12" globe with 32 page book The Story of the Globe. Ht. 14. Ship wt. 3½ lbs. **Established Retail $6.95**

Globe and Atlas

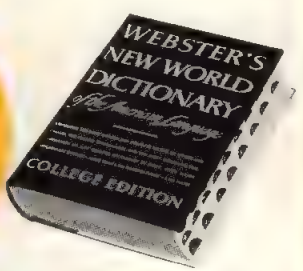
520N1377—This heavy glass globe clearly shows all places and names when illuminated. Complete with light bulb and cord. Globe 10" with 202 page atlas for complete geographical reference and information. Ht. 13" Ship wt. 10 lbs.
Established Retail $22.95

521N705—Non-illuminated all steel globe with atlas. Ht. 13" Ship wt. 6 lbs.
Established Retail $11.75



ILLUMINATED GLOBE

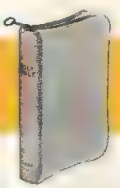
547N1605—Large 12-inch illuminated globe with detailed hand-mounted map. Steel die-cast meridian and base have rich brass-oxidize pealing. Includes 32-page book
Ship. wt. 10½ lbs. **Estab. Retail $28.75**
548N765 8-inch illuminated model similar to above, but with wood-grain metal base.
Ship. wt. 4½ lbs. **Estab. Retail $12.75**



Webster's New World Dictionary

524N420 America's most complete and up-to-date desk dictionary. Has 1,500 page volume with 142,000 entries (more than any other desk edition) and over 1,200 illustrations and maps. Cloth bound edition with thumb index
Established Retail $6.00

525N875—Gift edition, same but bound in genuine brown leather over wood with gold stamping and gold edges
Established Retail $12.50



White Leather World Bible

527N455 Zipper-type with gold edges, stamping. Pocket-size fine India paper agate type 2 book markers headbands. Family Register Presentation Page. Printed on Indo-Text. 3-11/16" x5¾" 1246 pages. Gift boxed
Established Retail $6.50

528N450—**Eastern Star Bible** Superb obligation edition with history of O.E.S. White imitation leather overlapping binding. Five marker ribbons in colors of the Order. Emblem and initials stamped in gold on cover. Printed on Indo-Text 3-11/16"x5¾"
Established Retail $5.00

Concordance and Reference Bible

530N718 Black Morocco overlapping covers leather lined, gold edges, silk markers. It contains 1,360 pages, 5¼"x7¾" x 1-1/16". Has center column cross reference with actual page numbers, new self-pronunciation geographical index. Concordance, 8 four-color maps, 8 four-color illustrations, 8 black and white half-tone illustrations. Presentation Page, Family Register, Family Tree. Printed on Indo-Text. Gift boxed
Established Retail $10.25

Student Reference Bible

531N215—Printed on World Indo-text, a new India paper giving a thinner, handy style bible at a popular price. This paper is extremely white for greater contrast and reading ease and has a silken texture yet is highly durable and tear resistant. Black imitation leather limp binding, red edges
Established Retail $3.50

Large Type Bible

519N1081 King's Bible offers easy readability of large type without excessive bulk, and is printed on Indo-Text. Contains a helpful Geographical Index supplemented by 16 maps in color. Presentation Page and Family Register. 1268 pages. Size 6 x 8⅝ x 1⅜. Black Genuine leather gold-stamped with gold edges. One silk marker
Established Retail $9.00

NOVELTY COOKIE JARS. Gay and colorful cookie jars with a jaunty air. As appealing to the "grown-folks" as they are to small fry. Four delightful styles, each designed to perk up your kitchen . . . perk up your appetite. All are crafted of hand-painted, highly glazed ceramic, with well-fitting tops that keep cookies fresh and chewy

(A) CHEF COOKIE JAR. 10" high.
29-2405-315 Wt. 4 lbs. Retail **4.95**

(B) CLOWN COOKIE JAR. 11" high.
29-2075-315 Wt. 4 lbs. Retail **4.50**

(C) "COOKIE" COOKIE JAR. 9½" high
29-2147-285 Wt. 4½ lbs. Retail **4.50**

(D) HOUSE COOKIE JAR. 9" high
29-3006-225 Wt. 5 lbs. Retail **3.50**

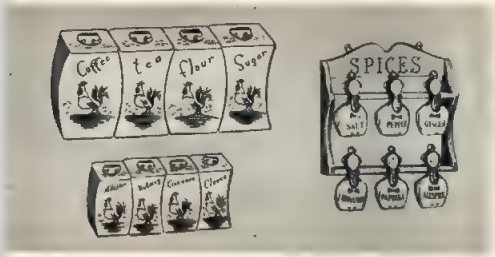
HAND-DECORATED KITCHEN HELPERS. Tempting, luscious fruit adorns this matching set of colorful kitchen helpers. Gay, hand-decorated design is under glaze for permanence. Each of the jars is topped with a finely finished, secure-fitting, hardwood cover.

(E) 3-PC. JUMBO JAR SET. Consists of Cookie, Flour and Sugar jars. Each is 9½ inches tall.
29-2406-890 3-pc. set. Wt. 14 lbs. . . . . Retail **13.50**

(F) 4-PC. CANISTER SET. Includes Coffee, Tea and two jars without identification for your own choice. 7½" tall.
29-2407-780 4-pc. set. Wt. 10 lbs. . . . . Retail **11.95**

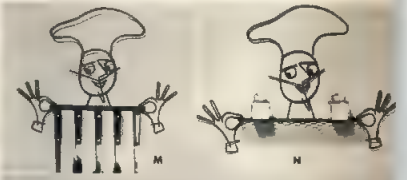
(G) SPOON HOLDER. Every cook will want one.
29-2409-85 Wt. 2 lbs. . . . . Retail **1.25**

(H) 3-PC. RANGE SET. Includes Dripping Jar, Salt and Pepper Shakers. All 4½" high
29-2408-325 Wt. 4 lbs. . Retail **4.95**



8-PC. CONDIMENT SET. Gay, cocky roosters decorate this unusual shaped set. Four canisters marked "Sugar", "Flour", "Coffee", "Tea". 15¾" total width, each 6¾" high. Matching spice set, 9" overall width, each 4¼" high, for "Nutmeg", "Cloves", etc.
29-2953-490 8-pc. set. Wt. 9 lbs. **6.95**

CHICKEN SPICE SET. Scalloped wooden rack holds six gaily decorated ceramic chickens. Dip them forward, and a pinch of spice falls from their mouths. Wooden wall rack, 7¼"x7¼". Each chicken, 3½" high. Delightful to the eye . . . fun to use.
29-2954-195 Wt. 3½ lbs. Retail **2.95**



"CHEF" KITCHEN SHELVES. Saucy chef winks at you while he holds condiments or utensils ready for convenient, instant use. Skillfully crafted, smartly styled of popular black wrought iron, they perk up every kitchen . . . blend with every decor. They make exciting gifts, too, that are really different . . . really useful. Sturdily constructed utensil rack is 15¾ inches high, 21 inches wide and has space for five utensils of your choice. Chef with condiment shelf is 15¾ inches high, 23 inches wide with a 13½"x3" shelf. There's plenty of room for salt and pepper shakers, spices, all your condiments.

(M) 29-2507-270 Utensil "Chef" . . . . . Retail **3.95**

(N) 29-2508-300 Condiment "Chef" . . . . . Retail **4.95**

"FLOWER POT" KITCHEN SET. Colorful new glazed ceramic jars with a bright, gay, "springtime" touch. Red flowers, backed by green leaves, "sprout" from the lid of each jar . . . make perfect knobs. Black jars . . . . . A, Chartreuse jars . . . . . B.
(J) 829-2575-565 3-pc. Canister. Largest is 9" high. Smallest is 7" high. Wt. 10 lbs. . . . **7.95**
(K) 829-2576-155 S & P's, 4" H. 1½ lbs. **2.25**
(L) 829-2577-155 Grease Jar. 6" H. 1½ lbs. **2.25**

WALL CONDIMENT SET. Six pastel green, wedge-shaped ceramic shakers. Colorful "Butterfly" design on each, "Allspice", "Pepper", "Cloves", "Cinnamon", "Nutmeg", "Salt". Wooden rack 8⅝" x 6¾".

29-2970-200 Wt. 2 lbs. **3.00**

BARB. BUTCHER SET. Especially valuable for preparing meats for home freezing. Wooden rack 18" long with 14" saw, 12" boning knife, 9¾" cleaver. Shelf is steel with chrome alloy. Non-rust finish. Wt. 1¼ lbs. set.
29-2485-280 . . . . . **4.25**

HAND PAINTED

Colorful

WOODENWARE

RioGrande

POKEY PINK PIG—Hors D'Oeuvres are something special when served from this beautiful hand decorated wooden tray. Delight your guests . . . delight yourself serving this new way. Carnation pink pig with pretzel tail permanently mounted on 12" hostess tray hand decorated with sparkling charcoal rooster design highlighted in gold. Starter set of 50 colored picks.

Wt. 3½ lbs. 52-84-25 W295 Retail $4.50

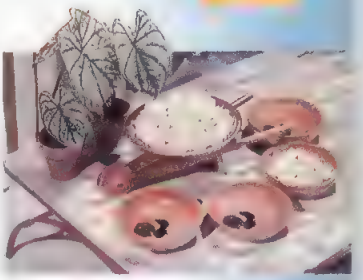
SNACKTIME SNACK BARROW. Wheel in your snacks. A most delightful way to modern serving. New Coppertone finish with gayly decorated Charcoal Rooster bedecked in gold. 15" long 5" high.

Wt 2 lbs. Retail $3.95

Four individual hand decorated bowls, 6" dia. 1⅞" high. Four to a set.

Wt 2¼ lbs. Retail $3.95

Barrow Code No. 52-84-23 W260
Bowl Code No. 52-84-36 W260



THE "COMBO" SALAD SET—Delicious tempting salads really taste better when served from Rio Grande Wooden Salad Bowls. Famous world chefs choose wooden salad bowls to prepare their famous salads. You too can have extra pleasing tantalizing salads. Why not start today? This combination salad set consists of six pieces: 11" salad bowl, black wire frame, 10" fork and spoon set and pepper mill set. Hand decorated with charcoal ivy and gold leaves. Decorative and full rich coppertone finish is protected with the famous Rio Grande Duro-Sea Treatment.

Wt 4 lbs. 52-84-33 W650 Retail $9.95

A PETITE LAZY SUSAN. Versatile all new susan commands attention everywhere. An aristocrat in its own right. Oven proof two-tone charcoal and pink vitreous ware guaranteed not to stain, has four separate compartments with deep center well. Charcoal and pink 12" decorated tray revolves on ball bearing base and is gayly boxed.

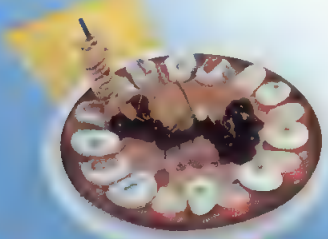
Wt 4¾ lbs. 52-84-38 W325 Retail $4.95

LINK DOG HOSTESS TRAY—The new novel gayly colored conversation piece. Ideal for party time. Has appetite appeal. The three section link dog trays are set to center of tray. Has openings for 18 colored serving picks. Starter set of 50 colored picks. Long black tail holds over a dozen picks. 14" wood tray with charcoal finish blending into sparkling rich coppertone center.

Wt 4 lbs. 52-84-24 W295 Retail $4.50

RIO SUE LAZY SUSAN—Refreshing originality in styling this new 14" Rio Grande Lazy Susan designed to serve medium or small gatherings. Beautiful two-tone oven proof vitreous dishes. Resists scratching and chipping. Three graceful leaf-shaped side dishes with cover leaf casserole, gorgeous two-tone charcoal and pink. Hand decorated pink ivy salad tray with black rooster center piece. Revolves on ball bearing base and gayly boxed.

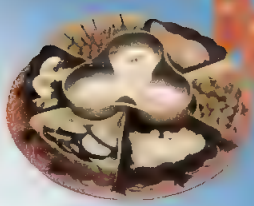
Wt 7¾ lbs. 52-84-27 W490 Retail $7.50



RIO GRANDE

Originals

SUPERB QUALITY WOODENWARE



CATALINA LAZY SUSAN—If you like things nice and like to serve in style—Rio Grande makes a susan for you. You can depend on its unfailing bright good looks and its popular design. New high-fired porcelain dishes, are oven proof, 6 large beautifully colored side dishes with center casserole. Color combination green and chartreuse. Guaranteed against fruit discoloration. 17" coppertone tray decorated with charcoal ivy leaves. Revo-vas on ball bearing mar-proof base for table protection. Individually boxed

Wt. 12 lbs. 52-84-26 W780 Retail $11.95

RIO' PEPPER MILL SET—You'll be amazed at the difference fresh ground pepper makes in freshness, fragrance, and flavor. Smell its fragrance, taste richer deeper flavors. Lifetime guaranteed—top adjustment for different grinds. Easily filled from bottom. Rich coppertone finish with Black Rooster decoration. In an attractive gift box with a package of pepper corns

Wt 1¼ lbs. 52-84-32 W490 Retail $7.50

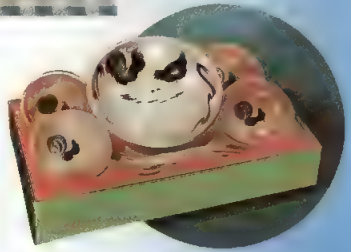
RIO GRANDE TABLEWARES—A chain of graceful green and gold ivy leaves beautify the inside of this 11" hand decorated salad bowl complete with 10" matching fork and spoon set. Beautiful natural grained Maple bowls — smooth rounded edges—three large ball feet. Individual serving bowls 6" in dia. Dinner-size wooden plates 10¼ in dia. Protection by famous Duro-Seal finish.

11" bowl w. 10" F&S
52-84-29 W405 Wt 2½ lbs Retail $6.25

13" bowl w. 12" F&S
52-84-30 W555 Wt 4 lbs. Retail 8.45

Set of 4 Indv. bowls
52-84-05 W400 Wt. 2½ lbs. Retail 6.00

Set of 4 dinner plates
52-84-28 W368 Wt. 2½ lbs. Retail 4.95



MR. & MRS. SALAD SET—Perks up your appetite for delicious salads. Extra smart. These new colors add a cheerful note to any kitchen. Delightful to use, easy to clean. Beautiful coppertone finish blends graciously into hand decorated black rooster design. Center of bowl glorifies the natural grain of Northern Hard Maple. Set complete with 13" service bowl. Four 6" individual bowls. 10" Servers. Famous Rio Grande Duro-Seal high gloss finish. Gift boxed in gay grass green and fire red. Wt. 6 lbs.

Semi-Coppertone—Black Rooster 52-84-21 W845 Retail $12.95

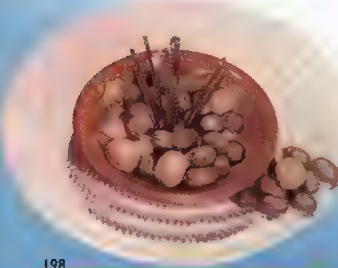
Natural Finish—Green Ivy 52-84-39 W845 Retail $12.95

'CAESAR' SALAD BOWL SET—Taste the difference. You'll delight making and serving all salads in Rio Grande 'Caesar' Salad Bowl. The gourmet's delight. Our "Caesar" treatment opens the pores in this Hard Maple bowl allowing the flavor to linger on adding delightful aroma as salads are tossed in this bowl. This is a Rio Grande exclusive. Duro-Seal finish gives lasting protection. We recommend 10" servers with 11" bowl 12" servers with 13" bowl. Individual 6" bowls have the "Caesar" treatment. Bowl stand for storing. Service bowl on three ball feet. Free "Caesar" salad recipe folder.

11" bowl, w. 10" Fork & Spoon
52-84-31 W340 Wt 2½ lbs Retail $5.20

13" bowl w. 12" Fork & Spoon
52-84-35 W495 Wt. 4 lbs Retail 7.55

Set of 4 Indv. bowls w rack
52-84-34 W455 Wt. 3½ lbs Retail 6.95



SNACK SET—Serve in style—serve your snacks and potato chips the new way—Skillet Type Rio Grande long handle server. Rich Coppertone finish. Hand painted gay Charcoal Rooster decoration. Colorful leather thong enhances its beauty. Bow 9" in dia. 7" handle. 4" Salty & Peppy

Snack Set 52-84-22 W310 wt 2½ lbs. Retail $4.95

Skillet Type Server wt. 1¾ lb. Retail 3.49
Skillet Code No 52-84-15 W230

THE NUT BOWL.—Entertaining and humorous are the clever sayings by the NUTMAN. Hand decorated by America's finest artists. A Hard Maple 10" Nut bow colored to a deep radiant mahogany finish. The center bal accommodates a nut cracker and six heavy nickel plated picks. The three decorative feet provide a swell setting. Famous Duro-Seal finish

Wt 2¾ lbs 52-84-37 W260 Retail $3.95

Colorful China Wall Plates

HAND PAINTED WALL PLATES

Imported 9" ceramic wal. plates masterfully hand painted with scenes of natura. beauty. Their exquisite, and realistic artistry make them ideal to hang on any wall in the home. They're easy to keep clean too, just wipe with a damp cloth. Each plate inscribed with artist's name. Available in four patterns as shown depicting sailboat, mountain, water, and country scenes. Finished with gold edge

635B12-155—Specify Pattern..... . . . . .RETAIL, EACH **$2.50**

HAND PAINTED IMPORTED WALL PLATES

Set of 4 plates, 8" hand painted wall plates showing birds and foliage in beautiful, natural colors. Plates edged in Gold. A gift item that is always appreciated, has unusual decorative value for modern as well as period furnishings. **Sold only in sets of 4.** Ship. wt per set, 2 lbs.

635B13-435.....RETAIL, PER SET **$7.95**

Hand Painted, Imported Wall Plates. Set of 4 fish design plates in natural colors. Fish designs of: Spike Marlin, Sail Fish, Bass, and Trout. 8" plates with Gold edge. **Sold only in sets of 4.** Ship. wt per set, 3 lbs.

635B21-380.....RETAIL, PER SET **$7.75**

As above: Game bird wall plates—Pheasant, Mallard Duck, Grouse, and Partridge.

635B22-380 .....RETAIL, PER SET **$7.75**

LEND WARMTH AND COLOR TO TODAY'S NEW HOMES

IMPORTED "DUCKS IN FLIGHT" WALL PLAQUES

Highly glazed and colorful wa.. plaques showing ducks in flight. Embossed in beautiful natural colors. Rim of plate shaded to a rich Green. Plates 8" diameter and have pierced holes in back rim for hanging. **Sold in pairs as shown.**

635B1-225

635B1-195—Lots of 3 pair.....RETAIL, PAIR **$3.50**

Tabs for Hanging Plates. Metal eye clamped to cloth. Muslin backing.

640B37-80.....RETAIL, DOZEN **$1.20**

IMPORTED FRUIT PLATES

Beautiful pure White China 7" fruit plates—made by Schumann, in Germany. Lovely fruit decorations in natural blending colors. Interesting pierced and scalloped edges with gold rim and gold line inside of plates. **Packed in 6 assorted patterns to a bundle.** Ship. wt. per bundle, 5 lbs

635B20-438 . . . . . RETAIL, BUNDLE OF 6 **$7.50**

MADE IN GERMANY

Authentic scenes from the Black Forest in Germany on these imported wall plaque plates. Unique gift item with a genuine Old World touch. Bright, vivid coloring on embossed, bold relief, porcelain plates. Different, assorted Summer (shown above left) and Winter (shown above right) scenes. **Made in Western Germany.** Ship. wt., 3 lbs.

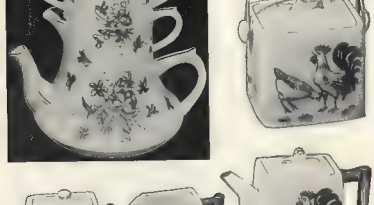
635B16-195—Summer Scene, 9" plate.....RETAIL, EACH **$2.95**

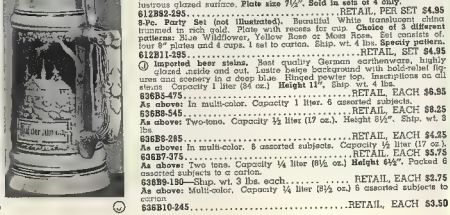
635B19-395—Summer Scene, 12" plate.....RETAIL, EACH **$6.95**

635B17-235—Winter Scene, 9" plate.....RETAIL, EACH **$3.50**

635B18-395—Winter Scene, 12" plate.....RETAIL, EACH **$6.95**

Newly Imported China Giftware





Ⓐ **17-piece demitasse set.** Fine imported china from Japan. Graceful fluted shape, decorated with the ever popular violet in natural color tones. Trimmed with rich gold **Set includes:** 6 cups and saucers, covered sugar bowl, cream pitcher, and covered coffee server.

61B1V-375

61B1V-350—Lots of 3.....RETAIL, PET SET **$5.75**

As above: Moss Rose pattern.

61B1MR-375

61B1MR-350—Lots of 3.....RETAIL, PER SET **$5.75**

Ⓑ **Imported 3 in 1 teapot.** Glazed white porcelain teapot with sugar and creamer stacked pyramid fashion. Delightful hen and rooster design in natural coloring. **Overall height 7½", 5½" in dia.**

631B2-165

631B2-150—Lots of 3.....RETAIL, PER SET **$2.50**

Ⓒ **Imported plates with matching cups and saucers.** 8" plates in the original Moss Rose pattern—hand painted—imported from Japan. Finely detailed rose in its natural beauty and raised scroll work edging. 23K gold trim. Highly glazed. **Sold in sets of 4 only.** Ship. wt 4 lbs.

630B4-395—Plates only.....RETAIL, PER SET OF 4 **$6.95**

As above. Matching cups and saucers. Unusual footed cup of exquisite design and coloring—outlined in 23K gold. **Sold in sets of 4 only.** Ship. wt 3 lbs.

630B5-395—Cups and saucers.....RETAIL, PER SET OF 4 **$6.95**

Ⓓ **3-in-1 Teapot.** Imported white porcelain teapot, cream pitcher, and sugar bowl, stacked pyramid fashion. One handle on sugar bowl. Hand painted violet decorations similar to illustration, accented with gold trim. Raised flower lid of sugar bowl is used as teapot when pouring. **Overall height 7", 6½" in dia.** A different and useful gift item. Packed 1 set to a carton. Ship. wt 3 lbs.

630B16-285.....RETAIL, PER SET **$4.25**

As above: 7½" high, 7½" in dia. Rose decorations and gold trim and knob on cover.

630B19-285.....RETAIL, PER SET **$4.25**

Ⓔ **Teapot, sugar and creamer set.** Imported gleaming white porcelain. A new design enhanced with truly charming rustic decoration. Hens and roosters in natural brilliant coloring. Smartly accenting brown handles **3-cup teapot is 9" high, 7½" wide, 4" at base.** An outstanding gift

631B1-225.....RETAIL, PER SET **$4.25**

Ⓕ **Imported cookie jar.** Delightful to see and use. Highly glazed pure white porcelain with beautiful embossed hen and rooster design in natural brilliant coloring. Chick-a-dee design on cover in white and yellow, same design on back. Rattan handle. Size 5x6½", Incl. boxed. Ship. wt 3 lbs.

632B22-148.....RETAIL, EACH **$2.35**

As above: Larger size. With side handles. A popular, useful gift. Incl. boxed. Ship. wt. 3 lbs.

632B39-160

632B39-150—Lots of 3.....RETAIL **$2.95**

Ⓖ **Sugar, creamer, and tray set.** Imported luxurious 4-piece pure white china set from Bavaria. **Available in 2 patterns:** Moss rose with buds and green leaves, full blown rose with buds and green leaves, and blue corn flowers with sprays and green leaves. Gold edging throughout on all handles and rims. **Tray is approx. 9½" long, 5½" wide.** Overall height of creamer and sugar bowl is 4". Ship. wt. 4 lbs. **Specify pattern.**

630B25-275

630B25-255—Lots of 3.....RETAIL, PER SET **$5.00**

Ⓗ **8 piece imported snack set.** 4 cups and 4 plates in this enchanting serving set. Plate decorated with violets or roses. Matching decoration on side of cup. Both pieces edged in gold. Excellent shine with lustrous glazed surface. **Plate size 7½". Sold in sets of 4 only.**

612B82-285.....RETAIL, PER SET **$4.95**

8-Pc. Party Set (not illustrated). Beautiful White translucent china trimmed in rich gold. Plate with recess for cup. **Choice of 3 different patterns:** Blue Wildflower, Yellow Rose or Moss Rose. Set consists of four 9" plates and 4 cups, 1 set to carton. Ship. wt. 4 lbs. **Specify pattern.**

612B11-285.....RETAIL, PER SET **$4.95**

Ⓘ **Imported beer steins.** Real quality German earthenware, highly glazed inside and out. Lustre beige background with hold-relief figures and scenery in deep blue. Hinged pewter top. Inscriptions on all steins. Capacity 1 liter (34 oz.) **Height 11".** Ship. wt. 4 lbs.

636B8-475.....RETAIL, EACH **$6.95**

As above: In multi-color. Capacity 1 liter. 6 assorted subjects.

636B8-545.....RETAIL, EACH **$8.25**

As above: Two-tone. Capacity ½ liter (17 oz.). Height 5½". Ship. wt. 3 lbs.

636B8-285.....RETAIL, EACH **$4.25**

As above: In multi-color. 8 assorted subjects. Capacity ½ liter (17 oz.).

636B7-375.....RETAIL, EACH **$5.75**

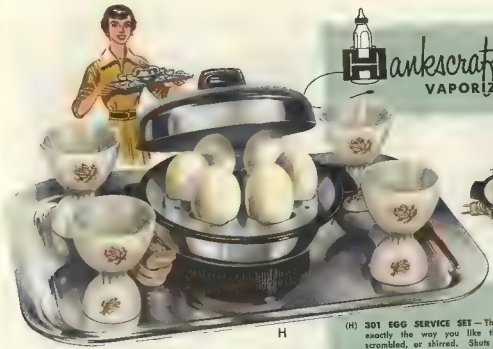
As above: Two tone. Capacity ¼ liter (8½ oz.) **Height 6½".** Packed 6 assorted subjects to a carton.

636B9-130—Ship. wt. 3 lbs. each.....RETAIL, EACH **$2.75**

As above: Multi-color. Capacity ¼ liter (8½ oz.) 6 assorted subjects to carton

636B10-245.....RETAIL, EACH **$3.50**

ORDER EARLY for Holiday Delivery

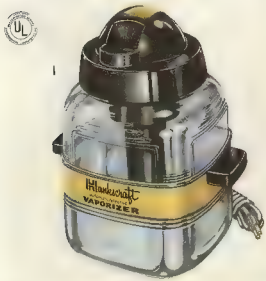


Hankscraft EGG COOKERS VAPORIZERS • NITE-LITES

H

(H) **301 EGG SERVICE SET** — This handsome appliance cooks eggs exactly the way you like them every time — boiled, poached, scrambled, or shirred. Shuts off automatically; amount of water governs cooking time. Set includes electric egg cooker (6-egg capacity), 4 ivory china double egg cups decorated with roses, handy poaching tray with 4 dishes, scrambling pan and chrome serving tray. A perfect gift.
11E114-6x1194/1231 **Retail 18.95**

300 EGG COOKER with poaching tray, scrambling pan and egg rack only
11E113-6x816/842 **Retail 12.95**



I

(I) **1082-S HANKSCRAFT VAPOR-MASTER** — Automatic, electric. Operates for six hours, shuts off automatically when water is gone. Sturdy, non-breaking plastic. Weighs only 3 lbs. Replaceable electric unit. Rubber feet. Makes ideal humidifier.
11E51-6x816/842 **Retail 12.95**

202-A HANKSCRAFT VAPORIZER — New automatic electric vaporizer produces heavy concentration of steam all night on one filling of water. Shuts off automatically when water is gone. Safe — easy to use. Brings quick relief from coughs and colds.
11E88-6x438/452 **Retail 6.95**

(J) **1223 NURSERY LAMP AND NITE-LITE** — A new utility lamp for the nursery with 2-way switch for regular light and soft night light. Handy convenience outlet in metal base allows other appliances to be plugged in at bedside. Parchment shade decorated with gay circus figures. It's 13" high with 72" cord. Beautifully gift packaged.
83E186-6x438/452 **Retail 6.95**

J

K

ANIMAL NITE-LITES — Children really love these friendly animal nite lites which shine softly in the dark. The lifelike ceramic figures are beautifully hand-colored, sturdily made (about 7 inches high), and they add an appropriate decorative touch to a child's room. Complete with bulb and extension cord.

(L) **1220 SQUIRREL NITE-LITE**
83E183-6x249/256 **Retail 3.95**

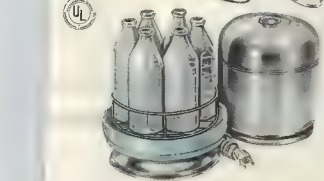
(M) **1222 PUPPY NITE-LITE**
83E185-6x249/256 **Retail 3.95**

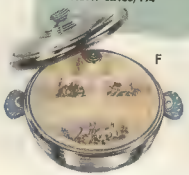
(N) **1221 BUNNY NITE-LITE**
83E184-6x249/256 **Retail 3.95**

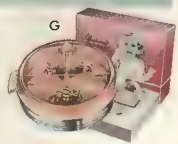
L

M

N







Hankscraft

STERILIZERS
BOTTLE WARMERS
FEEDING SETS

(A) **201 AUTOMATIC 8-BOTTLE STERILIZER AND FORMULA SET** — Recommended for regular sterilization, or the terminal method . . . bottles, nipples, caps, and formula in one easy operation. Shuts off automatically. Set includes handy bottle rack and nipple tray, measuring spoons, graduate, funnel, tongs, and bottle brush. (Bottles not included.) Plastic base with gleaming metal top.
11E85-6x816/842
Retail 12.95

200 AUTOMATIC BOTTLE STERILIZER — Described above, less measuring spoons, graduate, funnel, tongs, and bottle brush.
11E110-6x690/712
Retail 10.95

(B) **873-C BOTTLE STERILIZER** — Automatic, electric, time-saving. Sterilizes six baby bottles and nipples in five steam –the method recommended by doctors. Starts quickly and shuts off automatically at the end of the sterilizing period. With cord, nipple jar and bottle tray. (Bottles not included.)
11E22-6x564/582
Retail 8.95

(C) **1117-A STERILIZER AND FORMULA SET** — Non-electric, polished aluminum set includes bottle rack, nipple jar, four measuring spoons, glass graduate, funnel, stainless steel tongs, bottle brush. (Bottles not included.) Cover serves as formula mixing bowl.
11E111-6x564/582
Retail 8.95

1116-A STERILIZER — As described above but without measuring spoons, graduate, funnel, tongs, and bottle brush.
11E132-6x440/453
Retail 6.99

(D) **1217-A AUTOMOBILE BOTTLE WARMER** — Plugs into car cigar lighter, heats bottle quickly to correct temperature, shuts off when bottle is removed. Specify 6 or 12 volt.
11E26-12x205/211
Retail 3.25

(E) **1013-C BOTTLE WARMER AND VAPORIZER** — Heats bottle to correct feeding temperature; shuts off automatically. Vaporizer fits over bottle warmer, quickly produces steam for cold relief. Pink, blue, or ivory finish. Specify color choice.
11E35-12x158/163
Retail 2.50

(F) **486 DELUXE FOOD WARMER** – Handsome, fine quality all-in-one warmer and feeding dish. Polished chrome base molded securely to 3-compartment glazed porcelain dish. Gaily decorated with baby's favorite pets. Hot water poured into opening keeps meal warm throughout long feeding periods. Beautiful polished chrome cover with heat-resistant plastic knob.
11E116-6x438/452
Retail 6.95

485 DELUXE FOOD WARMER as described above, less cover
11E115-12x312/322
Retail 4.95

(G) **1451 FEEDING SET** — Attractive set includes 3-compartment plastic dish that fits into gleaming metal base; decorated cup and spoon. Hot water in base keeps food warm.
11E118-6x279/289
Retail 4.45

1450 PLASTIC FOOD WARMER ONLY
11E117-6x188/194
Retail 2.99

TWIST DRILL AND POWER AUGER BIT DISPLAYS

CENTURY

Magic Black High Speed Twist Drills; with ¼ in. Shanks

A display of twist drill sets packed in transparent plastic, compartmented, hinged cover boxes.

Magic Black is a finish created by special heat treatment, making an especially tough, long wearing drill "Quick Cut" points have four cutting edges instead of the usual two, cut quickly and will not "walk" when being started in work.

In Transparent Plastic Boxes

Per display

No. 36B—Display, consists of 3 sets, each set having 1 each ¼, 7/32, ⅜ and ½ in drills, wt per display 4 lbs. $16.78

Chrome Steel Twist Drills; with ¼ in. Shanks

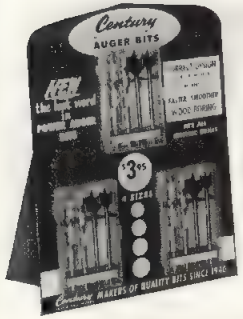
A display of twist drill sets, packed in transparent plastic, compartmented, hinged cover boxes.

For use in wood or soft metal.

In Transparent Plastic Display Boxes

Per display

No. 36C — Display, consists of 3 sets, each set having 1 each 7/32, 9/32, 5/16 and 3/8 in. drills; wt. per set 1 lb. .$8.94



Carbon Steel Power Auger Bits; with ¼ in. Shanks

A display of power auger bit sets, packed in transparent plastic, compartmented, hinged cover boxes

For power drilling in wood.

In Transparent Plastic Display Boxes

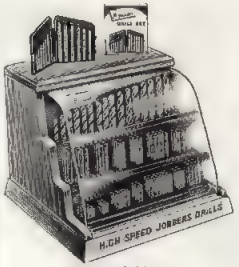
Per display

No. 36A — Display, consists of 3 sets, each set having 1 each 3/8 and 7/16 in. spiral flute bits and 1 each ½ and 1 in. spade type bits; wt. per set 1 lb..$11.86

All above, one display in a box.

TWIST DRILL DISPLAYS

HANSON SELF-SELLER JOBBERS LENGTH



Display Cabinet

Answers every problem in the merchandising of drills from purchasing to selling.

Cabinet beautifully finished in natural oak. Crystal clear cover highlights drills against the pastel green background.

Displays drills from any angle. Absolutely pilferproof. Supporting holes serves as drill gauge. Size and price marked on every size.

A unique feature of the cabinet is the storage rack for extra stock.

It has 29 compartments to hold a standard package of each size drill displayed.

Cover on display opens from the front making storage rack easily accessible or removable. It is readily apparent when reordering is necessary.

Controlled Inventory Storage Rack

High Speed Steel

Drills are finest quality and are guaranteed to give complete consumer satisfaction. Designed to provide maximum life with minimum breakage.

Contents of Display

Quantity	Size drill, in.	Quantity	Size drill, in.	Quantity	Size drill, in
12	1/16	6	9/32	3	25/64
6	5/64	6	5/16	2	13/32
12	3/32	12	11/32	3	27/64
6	7/64	2	23/64	2	7/16
18	1/8	3	3/8	3	29/64
6	9/64	2	25/64	2	15/32
9	5/32	3	13/32	3	31/64
6	11/64	2	27/64	2	1/2
12	3/16	3	7/16	8	1/2
6	13/64	2	29/64	1 set	*No. 113

Per display

No. 157—Display. contains 157 twist drills and 1 set as listed above, in a display cabinet; wt. per display 22 lbs. $109.95

Open Stock and Refills for No. 157 Display

Size, in.	Each	No. in pkg.	Size, in.	Each	No. in pkg	Size, in.	Each	No. in pkg.
1/16	$0.19	12	9/32	$0.60	12	25/64	$1.26	6
5/64	.22	12	5/16	.62	12	13/32	1.40	6
3/32	.23	12	11/32	.68	12	27/64	1.55	6
7/64	.25	12	23/64	.76	6	7/16	1.69	6
1/8	.30	12	3/8	.84	6	29/64	1.82	6
9/64	.32	12	25/64	.91	6	15/32	1.96	6
5/32	.34	12	13/32	1.00	6	31/64	2.11	6
11/64	.38	12	27/64	1.06	6	1/2	2.25	6
3/16	.50	12	7/16	1.13	6	1/2	2.39	6
13/64	.54	12	29/64	1.20	6			

Per set

***No. 113—Set**, consists of one each 1/16, 5/64, 3/32, 7/64, 1/8, 9/64, 5/32, 11/64, 3/16, 13/64, 7/32, 15/64, 1/4 and 1/4 in. drills in an unbreakable, green polyethylene pocket case; wt. per set 8 oz $5.95

$7.49

$8.98

A $5.98

B $3.98
14½ in.

New! Pretty Penny Poodle-Cut completely outfitted and ready for a trip in her wardrobe trunk

She's a lovable bundle of charm in any one of her 6 outfits. Pert and pretty soft vinyl plastic face, beautifully framed by rooted Saran hair that can be brushed, combed, curled. Cotton stuffed all vinyl plastic body. 15 inches tall. She coos, turns her head, sits, closes her appealing go-to-sleep glassene eyes. Fiberboard trunk 12x5¾x15¾ in., metal hinges and fastener, plastic handle. Comes in her dainty minor dress with lace trim, lace-trimmed cotton slip and panties, rayon socks, vinyl plastic shoes. Wardrobe includes rayon taffeta dress, tie-on straw hat, rayon satin housecoat and pajamas, cotton sunsuit, cotton flannel robe, comb, brush, mirror, curlers, Kleenex, cosmetic set.

49 N 3797—Shipping weight 4 lbs. 8 oz. $7.49

Low-priced Walking Doll

New 23-inch Happi-Time Walker . . with features you'd seldom find in dolls selling at this low price. Active as can be, she walks, bends her knees, sits, kneels to pray. Sweet, molded, soft vinyl plastic head. Fully jointed, molded hard plastic body. Lustrous rooted Saran hair set in pony-tail style to comb, brush, and re-set. She'll cry and close her eyes at bedtime. She's richly dressed in the latest fashion in her rayon taffeta dress with plastic buckle-type belt, cotton undies, rayon socks and vinyl shoes. The perfect 24 hour companion for active little misses who prefer dollies that play right along with them.

79 N 03262—Shpg. wt. 4 lbs. $8.98

Walking Bride Doll

A As radiant as a real bride in her lovely gown of shimmering white rayon satin, trimmed with lace and net veil. She walks in beauty, turning her head as you lead her along. Her lustrous rooted Saran hair, that you've set ready for the occasion, sets off her demure soft vinyl plastic face and "glowing" go-to-sleep glassene eyes. Molded hard plastic body, jointed soft vinyl plastic arms. 18 in. tall. Wears long knit cotton hose, plastic shoes, bouquet.

49 N 3726—Shpg. wt. 2 lbs. $5.98

Walking Doll to Sew for

B Now with rooted Saran hair and soft vinyl head. Ideal doll for church, school, club and sewing circles. Comes with panties, Vinyl plastic shoes, socks. She walks, her head turns; she has jointed arms. Her radiant hair can be brushed, combed, set. Molded hard plastic body. Go-to-sleep glassene eyes. Shipping wts. 1 lb. 8 oz. and 2 lbs.

49 N 3401—14½-inch... $3.98
49 N 3402—19 -inch..... 5.79

If you buy 12 or more dolls 49 N 3401 or 49 N 3402 you may deduct 10% from each price shown

$3.99

$5.49

$1.89

C $2.87

D $3.29

New Snow Suit Baby

New Happi-Time Baby. 18 inches tall. Dressed in cotton flannel snow suit and ear muff style bonnet. Soft and cuddly, cotton-stuffed, one-piece latex skin body and lifelike vinyl plastic head. She coos and closes her glassene eyes. Her rooted Saran curls may be set, combed, brushed. Comes with 2 curlers, panties.

49 N 3203—Wt. 2 lbs. 8 oz. $5.49

17-inch All-Vinyl Doll

It's playtime and she's all dressed up for a romp in her cotton dungaree pants and bright print cotton shirt. Her sparkling rooted Saran hair is tied neatly in a pony tail . . you can comb, brush, set it. 1-piece vinyl plastic skin body is cotton stuffed. She coos, sits, closes her glassene eyes. Rayon socks, vinyl shoes.

49 N 3215—Wt. 2 lbs. 2 oz. $3.99

Cute Snoozie Doll

A cuddly baby doll little girls just love to care for. She's in her flannelette wrapper, diaper and blanket . . . just like real babies. Soft rubber skin body—so easy to wipe clean. Soft vinyl plastic head that turns. Take good care of her or she'll cry in her plaintive little voice when squeezed. Pretty painted eyes. She's 11½ inches tall.

49 N 3409—Shpg. wt. 14 oz. $1.89

Tod-L-Twins for Tots

C Two pudgy, squeezy, one-piece molded vinyl plastic dolls . . a boy and a girl. So pert and pretty they'll steal the heart away from any toddler. Molded hair, set-in glassene eyes, lifelike faces, molded underwear. Soft bodies wipe clean in a jiffy. Squeak when squeezed. Boy wears pretty cotton playsuit, girl wears dainty cotton play dress.

49N3669 Shpg. wt. 1 lb. 8 oz. $2.87

15-in. Sleepy-Head Doll

D There's no more delightful companion for naptime hours than this snuggly sweetheart. Kitten-soft cotton-back rayon plush in pastel colors, stuffed with soft, white cotton. Rosy face of easy-to-clean pliable plastic with carefully painted features. Smooth cotton yarn ringlets frame her face. 15 inches tall. She's sure to be baby's favorite.

49 N 3527—Shpg. wt. 1 lb. .$3.29

LOVABLE BABY DOLLS..for loving tots

A Huggable 18-inch all-vinyl Baby Doll. She's so soft to touch, so easy to keep clean. Beautiful complexion and pert little features . . all perfectly molded in life-like detail. Jointed arms and legs, turnable head, so you can pose her. Sparkling glassene eyes that close when she sleeps. Pretty molded hair. Adorable in her knitted shirt, panties. Layette includes cotton romper, matching bonnet, socks, shoes.
49 N 3082—Shpg. wt. 3 lbs. $7.98

B Adorable Baby Big Eyes has the sweetest expression you've ever seen. Her big go-to-sleep glassene eyes look up at you from her cherubic soft molded vinyl head in such a winning way. She has rooted Saran hair to comb, brush, set. Molded vinyl arms, legs; cuddly vinyl-coated, cotton-stuffed body; crying voice. In cotton flannel sleeper. Cotton blanket 23 in. tall. Curlers.
49 N 3261—Shpg. wt 5 lbs. $9.79

C Big 25-inch Snowsuit Baby. A bundle of charms, soft, cotton-stuffed vinyl skin body. Molded vinyl head, molded curls. Tiny mouth shows 2 baby teeth, pert tongue. Jointed arms have lifelike fingers. She closes her eyes at naptime, coos when cuddled. She wears rich rayon and cotton fleecy bonnet, snowsuit, rayon undies, socks, suede-like fabric shoes. Big and cuddly as baby.
79 N 03774—Shpg. wt 6 lbs. $12.98

Low-priced Baby Doll

D She's a cuddly 14½-inch baby doll with cotton-stuffed 1-piece latex rubber body. Coos when squeezed, closes her eyes. High-impact plastic head, molded curls. Dressed in ninon dress and bonnet trimmed with embroidery, lace. Cotton slip, panties. Shoes, socks.
49 N 3115—Wt. 1 lb. 4 oz. $1.99

16-inch Latex Doll

E A cute little baby doll looking for a new mom. Delicate features and curls molded in skin-soft vinyl plastic head that turns. Go-to-sleep glassene eyes, coo voice. She has a one-piece latex rubber body, cotton stuffed. Lace-trimmed cotton dress, bonnet. Panties, shoes, socks.
49 N 3623—Wt 2 lbs. $2.99

Christening Doll

F 18-in. Baby Doll in 20-in. christening dress, looking pretty as can be for the big day. Vinyl plastic head, molded hair, go-to-sleep glassene eyes. 1-pc. latex rubber body, cotton stuffed. Turning head. Ninon dress, lace trim. Coo voice. Cotton slip, knit bootees, panties.
49 N 3658 Wt. 2 lbs. 8 oz. $4.98

15-inch Curly Top

G Her cute curls and bangs are made of rooted Saran. brush, set them over and over. One-piece latex rubber body feels like a real baby. Go-to-sleep glassene eyes; coo voice. Ninon and embossed cotton dress, lace and flower spray trimmed; cotton slip, knit panties.
49 N 3235—Wt 2 lbs. $3.79

New low-priced Happi-Time Baby Doll

H This big 23-inch Baby Doll offers exceptional value. She has glossy, rooted Saran hair that stays lovely through countless brushings and settings. Soft, squeezy 1-piece, cotton stuffed latex rubber-skin body. Realistically detailed soft vinyl head. Glassene eyes that close at naptime. Coo voice. Dressed in ninon dress with lace trim, sewed-in cotton half slip, knit panties, vinyl shoes. 2 curlers.
49 N 3186—Shipping weight 3 lbs. 8 oz. Only $5.59

Baby Dolls — Cancan Doll — TV Horse — Boxed Dolls

10 In. Vinyl Doll. Head and body made of soft vinyl. Rooted hair sleeping eyes, coo voice. Perma-wend legs. Bob style hair, nylon dress with pleated yoke and embroidered flowers, slip, pants, socks, vinyl shoes. Boxed. Packed 2 dozen to carton. Wt. 54 lbs.

25116A68335/865 .....Retail **$5.50**

24 In. Baby Doll. Cuddle body plastic head. Wig with bonnet. Assorted dresses, crease resist. Voice in body. Boxed 1 to box, 12 to carton. Wt. 3¾ lbs. each.

25117A68820/360 .....Retail **$5.40**

Latex Doll. 17 in. latex body, vinyl head, movable eyes, rooted hair doll. Comes with beautiful chiffon cotton dress. Hair can be combed, washed and set under. Doll is individually boxed. Pkd. two doz. per master ctn. Wt. per master ctn. 36 lbs.

25118A68240/265 ..... Retail **$4.00**

38 In. Dancing Can Can Doll. Organdy dress trimmed with net. Cotton stuffed Plastic face. Packed 2 to carton.

4578A128310/355
Retail **$5.15**

Vicki Doll. An 8 in. chubby walker, with dynel hair which can be combed and set. Movable eyes, legs, and arms. Available in 18 different dress sets, pkd. 3 doz. to ctn.

4547A128120/140
Retail **$2.00**

Tiny Tot. A 6 in. kewpie doll available in 12 different dresses and packed in an attractive acetate window display box. Packed 3 dozen to a case, 9 pt. size carton.

4536A455 Dozen
Retail **$ .75**

Harriet Hubbard Ayer Doll. A doll of beauty with a purpose. A wonderful toy that is fun, safe and clean, and teaches little girls the magic of makeup and beauty care. Strong, durable plastic body and movable legs with life-like vinyl head and arms that move. Has beautiful, Saran hair that can be brushed, combed and set, and sleeping eyes and eyelashes beautifully dressed in pinafore style dress, shoes and socks. Comes complete with beauty kit containing cosmetics especially designed for use on this doll, consisting of Cleanse Ayer, rouge, eye shadow, face powder, eyebrow pencil, perfume stick, lipstick, comb and dressing table, and two plastic curlers for waving hair. Overall height 14 in. Indiv. packed

4565A128670/720 .....Retail **$12.00**

Harriet Hubbard Ayer Doll. Same as above, but 16 in. size

4564A68800/850 .....Retail **$14.00**

Harriet Hubbard Ayer Doll. Same as above but 19 in. size

4563A68935/985 .....Retail **$17.00**

Harriet Hubbard Ayer Doll. Same as above, but 22 in. size

4561A381070/1120 .....Retail **$20.00**

"Speedy" the TV Horse. Made of assorted printed flannelette material with plush on top of head and legs. Plush head and plush trim on front legs. Cotton stuffed. Plastic reins and saddle. Cotton yarn mane and tail. Packed one dozen to ship carton. Assorted colors. Dimensions: Length 24 in., height 14 in. Wt. approximately 45 lbs.

7347A128305/330 .....Retail **$5.00**

Bride Dolls — Walking Dolls — Toddles Dolls

22 In. Bride Doll. Walking doll. Vinyl head, sleeping eyes, plastic body. Rooted Bob style hair. 100% nylon gown with frills and lace, petticoat, panties, stockings and buttoned shoes. Boxed. Packed 1 dozen to carton. Gross wt. 35 lbs.

25110A68565/630 . . . . . Retail **$9.50**

22 In. Toddles Walking Doll. Vinyl turning head, rooted bob style hair, sleeping eyes, permanently pleated ninon dress with embroidered trim; slip, pants, socks, vinyl shoes. Boxed. Packed 1 dozen to carton. Gross wt. 35 lbs.

25111A68535/595 . . . . . Retail **$8.95**

25 In. Bride Doll. Lace trimmed white taffeta bridal gown and nylon veil. Latex body, plastic head, dynel wig. Boxed, 12 to carton. Wt. 3¼ lbs. each

25112A68510/570 . . . . . Retail **$8.50**

20 In. All Plastic Walking Toddler Doll. Vinyl head, rooted hair. Plaid dress with velvet collar. Packed 1 to box, 12 to carton. Wt. 2¾ lbs. each

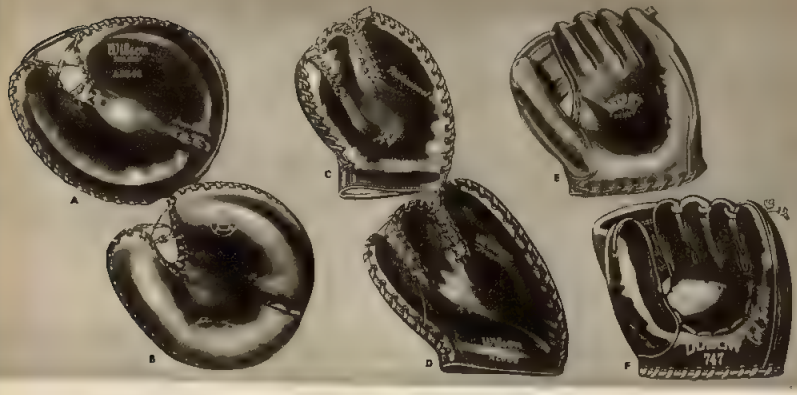
25113A68535/595 . . . . . Retail **$8.95**

21 In. All Vinyl Doll. Rooted hair, sleeping eyes, coo voice and bend legs. Ponytail, dimity pinafore over ninon dress, slip, pants, socks, vinyl shoes. Boxed. Packed 1 dozen to carton. Gross wt. 43 lbs.

25114A68465/510 . . . . . Retail **$7.75**

24 In. Baby Doll. Rooted hair, latex body, vinyl head, moving eyes, coo voice, flock ninon dress. Taffeta slip. Boxed 1

25115A68433/485 . . . . . Retail **$7.25**



(A) HARRY CHITI MODEL. The fastest pitches are easily handled with this rugged, professional size catcher's mitt. Made of high grade, specially tanned cowhide mitt leather. Jute felt padding. Vinyl plastic binding. Snap action lacing—full grease-set pocket. Leather laced wood shearing wrist pad. R. H. player. Wt. 2 lbs.
20-5400-847 . . . . . Retail **12.95**

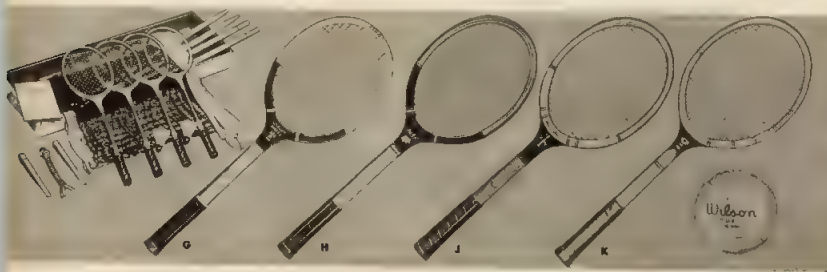
(B) JIM HEGAN CATCHER'S MITT. Has the size and "feel" of a major league backstop's mitt. A true replica of the glove used by many of the game's outstanding receivers. Tan cowhide—hand type palm. Regular fingers for sure catch of any pitch. Laced type wrist strap. Hand pad, flat binding. Laced thumb. R. H. player. Wt. 2½ lbs.
20-5401-510. . . . . . Retail **7.95**

(C) PROFESSIONAL TRAPPER. Designed to allow more action of all fingers. Made of special quality cowhide leather, fully oiled. Hand-formed felt pad, fibre reinforced thumb and finger sections. Grease-set pocket. Roll leather binding—rawhide leather laced edge. Wt. 2 lbs.
20-5402-847 R.H player. . . . . Retail **12.95**
20-5403-847 L.H. player. . . . . Retail **12.95**

(D) YOUTH'S TRAPPER MODEL. Built on a professional pattern in a medium size. The whole glove works with the hand and closes over the ball at impact. Made of glove cowhide. Jute felt padding with fibre stiffening. Roll leather binding. Full grease-set pocket. Wt. 2 lbs.
20-5404-627 R.H. player. . . . . Retail **9.45**
20-5405-627 L.H. player. . . . . Retail **9.45**

(E) BOB PORTERFIELD MODEL. Made of tanned high grade ansonia cowhide. Extra long fingers to give better control, solid ball trap feature, interlaced fingers and welted seams. Cowhide lining, rolled binding, inner greased pocket, streamlined back, laced heel.
20-5418-1335 R.H. player . . Retail **[illegible]**
20-5419-1335 L.H player. . . Retail **[illegible]**

(F) CARL FURILLO MODEL. Tan cowhide Heavily greased pocket and fully oiled. Leather welted throughout, rolled leather binding. Solid ball trap feature, leather interlaced fingers, leather laced heel and adjustable pocket lace. Designed for the major leaguer
20-5420-599 R.H. player . . . . Retail **10.50**
20-5421-599 L.H. player . . Retail **10.50**



WILSON BADMINTON SETS. For the family on Sunday afternoon, or the kids on home-from-school days. Can be used indoors or outdoors. This superb set consists of four finalist model rackets, one badminton net, one pair of net posts, two special shuttlecocks and a badminton rule book. Wilson's skilled craftsmen built this equipment to give you top performance features and long life. Wt. 5 lbs.
20-3400-1489 Retail **24.00**
20-3401-960 As above
2 rackets. 3 lbs. . **15.00**

(G) WILSON "PHOENIX" Economically priced. "Strata-Bow" construction provides splendid balance Red throat and shoulders, natural-finished handle, maroon leather grip, fiber laminated Ash frame. Nylon strung.
20-3402-500 Wt. 1½ lbs. Retail **8.00**

WILSON "HARDWICK TITLEIST." (Not illus.) Blue and White with natural-fin. handle, leather grip. Nylon strung
20-3409-615 Wt. 13 oz. Retail **10.00**

(H) WRIGHT & DITSON "PARK." By Spalding. Frame is 8-ply ash and fiber construction. Leather grip. Fin. in 2 colors and nat. wood. Nylon strung.
20-3403-614 Wt. 1½ lbs. **9.95**

(J) GONZALES SIGNATURE BY SPALDING. Here is a "Pancho" Gonzales model at a popular price. Noted for its popularity and dependability. Laminated frame of maple and fiber strips. In attractive colors; light blue throat, white shoulders and handle flakes. Beautiful natural bow. Leather grip Nylon strung. Wt. 1½ lbs.
20-3405-773 . . . . . Retail **12.50**

(K) WRIGHT & DITSON "DAVIS CUP" . . . by Spalding Endorsed by many famous Davis Cup players. Eleven-ply laminated construction of choice ash and fiber stripes, with selected beech outer strip. Bow has rawhide shoulders, handle and throat are reinforced with white fiber. Red leather grip. Nylon strung. Wt. 1½ lbs.
20-3406-1315. . . . . Retail **20.50**

WILSON CHAMPIONSHIP TENNIS BALLS. The choice of leading players. No floating, drifting or fading. 100% natural rubber, felt cover. Sold in cans of 3 balls. Wt. ½ lb.
20-3407-203
Retail Per Can **2.65**

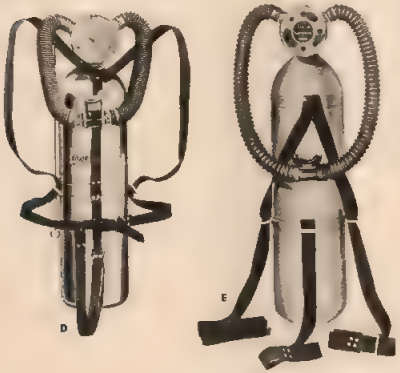
WRIGHT & DITSON TENNIS BALLS. (Not illus.) Perfect uniformity in bounce, flight, speed and control. Sold in hermetically sealed cans of 3 balls Wt. ½ lb
20-3408-203
Retail Per can **2.65**

Outstanding Skin Diving Equipment

(A) HEALTHWAYS "RONDINE" SWIMMING FINS. Scientific design gives straight line from knee to fin tip, allows foot natural position. Form fit allows diver to walk on ocean floor, open toe design prevents toe cramps. Lightweight yet rigid, greater speed. Right and left interchangeable.
20-7018-600 Pair. Medium large fits sizes 7 to 9 Wt. 2½ lbs. Retail **9.95**
20-7019-600 Pair. Large—fits sizes 9 to 11. Wt. 3 lbs. ....Retail **9.95**

(B) HEALTHWAYS CRESSI SWIMMING MASK. Water tight self sealing edge makes this mask ideal for professional deep-water diving Can be used with any diving unit. Finest ¼" shock resistant tempered safety glass lens. Mediterranean Blue rubber. Adjustable straps, brass buckles.
20-7020-300 Wt. ¾ lb. .... Retail **4.95**

(C) HEALTHWAYS ESPADON SPEAR GUN. French hand wrapped rubber power sling propells spear with greatest accuracy and impact. One-pc trigger— fewer parts, less wear. Amazing lightweight materials—it floats, won't corrode New smaller barrel diameter gives least resistance to water, easily maneuvered.
20-7070-1020 Wt. 2 lbs. Length 36" Retail **16.95**



(D) HEALTHWAYS DIVAIR UNDERWATER BREATHING APPARATUS. Effortless breathing—gives air quickly, helps conserve energy. Foolproof, trouble free—only 6 moving parts. Includes: Breathing regulator with air reserve, 170 cu. ft. tank (1 hr capacity), pressure valve, harness, instructions.
20-7060-8000 Wt. 32 lbs. F.O.B. California ..... Retail **119.95**
Two Tank Apparatus. Above with 2 170 cu. ft. tanks, double harness.
20-7061-12500 Wt. 68 lbs FOB California ..... Retail **187.50**
20-7062-4500 Divair Breathing Regulator. Wt. 3½ lbs. FOB Calif. **67.50**

(E) DACOR DIVING LUNG. Completely self contained unit with 2-stage, double diaphragm regulator– pressure instantly regulated. Self bailing; non-return valve mouthpiece—no breathing of exhaled air. No interference with face mask. Galvanized steel air tank, 70 cu. ft. capacity, air valve. Wide yarn harness.
20-7050-9967 Complete Unit. FOB Ill. Wt. 32 lbs. Retail **149.50**
20-7051-5495 Regulator Only. FOB Ill. Wt. 4 lbs. . Retail **82.50**

WHITE BEAR WATER SKIS
Fun for everyone . . . the equipment is inexpensive and anyone can do it. The skis are fashioned of select ash carefully cut and perfectly balanced for buoyant planing. Foot harnesses of polished aluminum and rubber adjust to any size . . . fit snugly yet are easy to disengage. Toe bends of skis are glue bent . . . won't ever straighten out. Greater toe bend insures extra stability.

6-Ft. Outboard, 7" wide. Best for motors 22 H.P. or under.
20-7026-2330 Pair. Wt. 20 lbs. FOB Minn..... Retail **34.95**
5½-Ft. 6" wide. Best for boats with motors 22 H.P. or over.
20-7027-2263 Pair. Wt. 15 lbs. FOB Minn. .....Retail **33.95**
5-Ft. Best for beginners or people 130 lbs. or less. Outboards 25 H.P.
20-7028-2196 Pair. Wt. 14 lbs. FOB Minn. .....Retail **32.95**
Varnished Skis. 5½-ft. Toe bend longer, shallower; laminated tip.
20-7029-2463 Pair. Wt. 17 lbs. FOB Minn..... Retail **36.95**
Slalom Ski. 6 Ft. For new thrills. Deep rudder for control, special binding for other foot. Start with 2 and drop the extra one.
20-7030-1567 Each. Wt. 12 lbs. FOB Minn .....Retail **23.50**

WHITE BEAR AQUAPLANE. Six feet long and fashioned of ¾-inch marine plywood and 24 inches wide . . . truly fun for the whole family. Strong manila control rope with comfortable wooden handle. Has two 6"x15" strips of "Safety Walk" for non-slip foot pads. Bright yellow with red skidless surface. Can be pulled with as little as a 6 horse power motor. Wt. 25 lbs. FOB Minn.
20-7025-1996 .. Retail **29.95**

(F) Manila Tow Rope. 70 feet. ¾" diameter, 3 strand. Oil treated.
20-7042-330 Single handle. Wt. 2 lbs. FOB Minn. ..Retail **4.95**

Adult Life-Saving Equipment

AQUA FLOAT LIFE JACKET. Approved by U.S. Coastguard. Kapok electronically sealed in plastic to insure indefinite buoyancy. Heavy duty, rust proof hardware offering maximum adjustments. Lightweight and comfortable . . . assures complete freedom of movement. Adult size. Bright orange color. Wt 2 lbs.
20-3571-477 Retail **7.95**

SPORTSMAN LIFE VEST. Provides greater comfort and freedom of action while casting, shooting, etc. Ideal for water skiing and aquaplaning. Special waist adjustment 28 to 50 in. and full chest adjustment. Hand filled with finest Java Kapok electronically sealed in plastic for permanent buoyancy. Rustproof zipper. Red color. Wt. 2 lbs.
20-3568-441 **7.30**

FISHING LURES

HEDDON MIDGIT DIGIT RIVER-RUNT-SPOOK

Sinking Model

Transparent with indestructible finish. The smallest of the "River-Runt" family. A favorite of the light-tackle enthusiast and is deadly for walleyes, bass, pike and large pan fish. Casts like a bullet, wiggles like mad and produces when larger lures fail.

1⅝ in. Plastic Body, Two No. 6 Treble Hooks

Weight each ⅜ ounce.

	Each
No. 9020M -Pike scale	$1.35
No. 9020RH White, red head	1 35
No. 9020L—Yellow perch scale	1.35
No. 9020XRY—Yellow shore	1.35
No. 9020XRS—Silver shore	1.35

HEDDON MIDGET RIVER-RUNT-SPOOK

Sinking Model

One size larger than the above and extremely popular with the light tackle angler. Sinks slowly and has excellent action. Especially effective for large and small mouth bass, pike, walleyes and other game fish

2⅛ in. Plastic Body, Two No. 2 Treble Hooks

Weight each ⅝ ounce.

	Each
No. 9010M Pike scale	$1 35
No. 9010RH—White, red head	1 35
No. 9010L—Yellow perch scale	1.35
No. 9010XRY—Yellow shore	1.35
No. 9010XRS—Silver shore	1.35

FISHING LURES

HEDDON STANDARD RIVER-RUNT-SPOOK

Sinking Model

Transparent with indestructible finish. The original River-Runt-Spook. Slightly larger than the Midget. Sinks slowly and has fast wiggling action. Unexcelled for large and small mouth bass, pike, pickerel and walleyes.

2¼ in. Plastic Body, Two No. 1 Treble Hooks

Weight each ½ ounce

	Each
No. 9110M Pike scale	$1 35
No. 9110RH White, red head	1 35
No. 9110L—Yellow perch scale	1 35
No. 9110XRY—Yellow shore	1.35
No. 9110XRS—Silver shore	1 35

HEDDON FLOATING RIVER-RUNT-SPOOK

Floating-Diving Model

Floats at rest; when retrieved dives to a depth of 1 or 2 feet with a fast, snappy wiggle. Excellent for casting or trolling in shallow water or over weed beds. Ideal for bass, pike, pickerel and muskies

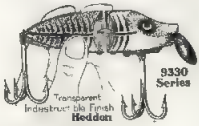
3 in. Plastic Body, Two No. 1 Treble Hooks

Weight each ½ ounce.

	Each
No. 9400M—Pike scale	$1.35
No. 9400RH White, red head	1 35
No. 9400L—Yellow perch scale	1 35
No. 9400XRY -Yellow shore	1.35
No. 9400XRS Silver shore	1 35
No. 9400XRW—Black and white shore	1.35

FISHING LURES

HEDDON JOINTED RIVER-RUNT-SPOOK



Sinking Model

Similar to the one-piece River-Runt-Spooks except jointed. Has lively action with plenty of tail "kick." Bass, walleyes and pike cannot resist it. Also excellent for large brown, rainbow and lake trout.

2⅞ in. Plastic Body, Two No. 2 Treble Hooks

Weight each ⅝ ounce.

	Each
No. 9330L—Yellow perch scale	$1.50
No. 9330M—Pike scale	1.50
No. 9330XRS- Silver shore	1.50
No. 9330XRY—Yellow shore	1.50
No. 9330XRW—Black and white shore	1 50

HEDDON JOINTED GO-DEEPER RIVER-RUNT-SPOOK

Deep Sinking Model

A slow sinking deep diving lure, jointed to give it a natural "tail kick," producing a snake-like crawling action that is irresistible to bass, walleyes, northern pike and muskies. A fine lure for casting along drop-offs, and ideal for trolling in deep water.

4¼ in. Plastic Body, Two No. 1 Treble Hooks

Weight each ⅝ ounce.

	Each
No. D9430M—Pike scale	$1.50
No. D9430L—Yellow perch scale	1.50
No. D9430XRS—Silver shore	1.50
No. D9430XRY—Yellow shore	1 50
No. D9430XRW Red and white shore	1 50

HEDDON STANDARD GO-DEEPER RIVER-RUNT-SPOOK

Deep Sinking Model

Especially designed for deep feeding fish Stays deep due to large lip. Especially effective in hot weather Popular in deep water lakes created by government dams.

3½ in. Plastic Body, Two No. 1 Treble Hooks

Weight each ⅝ ounce

	Each
No. D9110M -Pike scale	$1.50
No. D9110L—Perch	1 50
No. D9110XRS—Silver shore	1.50
No. D9110XRY—Yellow shore	1.50

HEDDON TADPOLLY SPOOK

Floating-Diving Model

A well balanced lure and a killer for bass, musky, pike, walleyes and large trout. At normal retrieve it runs just below the surface; at fast retrieve it will go to a depth of 5 or 6 ft.

3 in. Plastic Body, Two No. 2 Treble Hooks

Weight each ⅝ ounce.

	Each
No. 9000BF—Bullfrog	$1.35
No. 9000RH—White, red head	1.35
No. 9000L—Perch	1 35
No. 9000XRS—Silver shore	1.35
No. 9000XRY—Yellow shore	1 35

All above, one in a box, twelve in a carton.

Heddon AND South Bend GLASS SPINNING RODS

Heddon Black Beauty "Pal" 2-Piece Tubular Glass Spinning Rod—Model 175

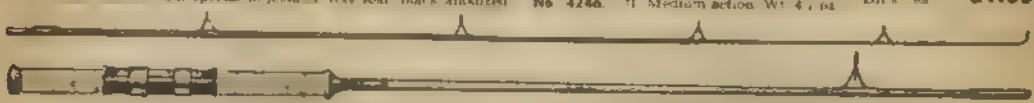
• Satin Natural Finish Blade • Positive Locking Reel Seat

A beautiful fine quality rod with [illegible] satin hand rubbed natural finish. Reel seat [illegible] "V" type guides. Tip top [illegible] size for more [illegible] range of [illegible] Reel seat [illegible] with sperate [illegible] reel seat [illegible] anodized

Popular bag, aluminum case.

No. 4211, 6½ ft. Light action. Wt. 4.3 oz.
No. 4208, 7 ft. Light action. Wt. [illegible] oz.
No. 4246, 7 ft. Medium action. Wt. 4½ oz.

List $35.00. Dlr's. ea. **21.00**



Heddon Thorobred "Pal" 2-Piece Tubular Glass Spinning Rod—Model 155

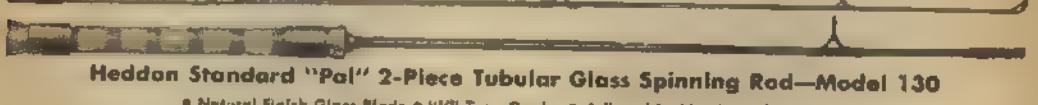
• Natural Finish Blade • Sliding Aluminum Reel Seat • Cork Handle

Light, well balanced rod has [illegible] weight, any spin fisherman. Natural finish with durable "V" type guides, graduated; black ferrule. Sliding aluminum reel seat, black with bright bands. Group windings on butt and guide windings scarlet with black trim.

Select cork handle with distinctive red butt cap. Durable cloth bag and fibre case.

No. 4168, 6½ ft. Medium action. 4.2 oz.
No. 4169, 7 ft. Light action. 4.6 oz.

List $24.95. Dlr's. ea. **14.97**



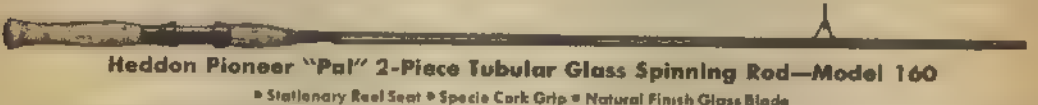
Heddon Standard "Pal" 2-Piece Tubular Glass Spinning Rod—Model 130

• Natural Finish Glass Blade • "V" Type Guides • Adjustable Aluminum Reel Bands

A fisherman's dream. Natural finish. Lacquered light black anodized ferrule. "V" type chrome guides and tip top. Brown and tan windings and red aluminum reel bands on select handle. Cloth bag, fibre case.

No. 4201, 6½ ft. Light action. Wt. 4.2 oz.
No. 4198, 7 ft. Light action. Wt. 4.3 oz.
No. 4248, 7 ft. Medium action. Wt. 4.5 oz.

List $19.95. Dlr's. ea. **11.97**

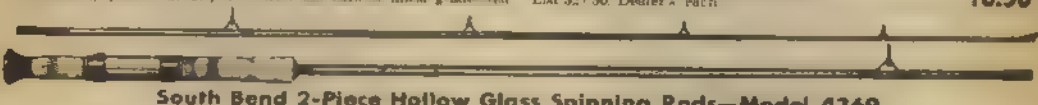


Heddon Pioneer "Pal" 2-Piece Tubular Glass Spinning Rod—Model 160

• Stationary Reel Seat • Specie Cork Grip • Natural Finish Glass Blade

A 2 piece tubular glass spinning rod with extra large "V" type guides properly graduated to [illegible] with [illegible] spinning [illegible] smooth casts. Special [illegible] aluminum reel seat [illegible] to [illegible] fore grip, 3 rear grip, 2 [illegible] cork of finest grade red butt cap. Winds on butt and guide winds are scarlet with black trim. Keeper plate for fastening fore when rod not in use. Leatherette bag.

No. 4167, 6½ ft. Light action. Weight 6 oz.
List $27.50. Dealer's each **16.50**



South Bend 2-Piece Hollow Glass Spinning Rods—Model 4369

• Chrome Plated Stainless Steel Guides & Tip Top • 12" Specie Cork Handle

XL hollow glass constructed spinning rods finished in attractive Aqua. The [illegible] green [illegible] shaded [illegible] of [illegible] guides. Fast [illegible] reel seat [illegible] on [illegible] waterproof [illegible] ferrules of brass alloy colorfully anodized lightweight, chrome plated stainless steel graduated guides; black and red [illegible] winds packed in cloth bag. Medium action.

No. 4157, 6½ ft. 4 guides. Wt. [illegible] oz.
No. 4156, 7 ft. 5 guides. Wt. 4 [illegible] oz.

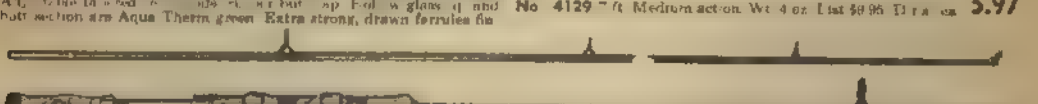
[illegible] Dealer's, each **9.57**

South Bend 2-Piece Hollow Glass Spinning Rod—Model 4169

• Aqua-Therm Green Finish Blade • Adjustable Tapered Reel Bands • Plated Stainless Steel Guides and Tip Top

A popular priced 2 piece hollow glass spinning rod with guides and [illegible] stainless steel. [illegible] specie cork handle. All [illegible] to wood [illegible] guides, reel [illegible] butt cap. Following glass tip and butt section are Aqua Therm green. Extra strong, drawn ferrules fin[illegible]shed attractive yellow Cobrafast winds are yellow nylon. Packed in bag.

No. 4129, 7 ft. Medium action. Wt. 4 oz. List $9.95. Dlr's. ea. **5.97**



South Bend 2-Piece Hollow Glass Combination Fly & Spinning Rod—Model 4469

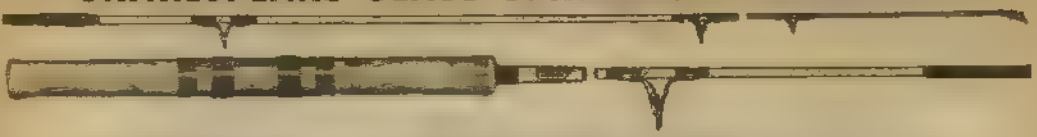
• Thermo Jade Finish Blade • Specie Cork Handle • Five Guides & Tip Top

This dual purpose rod offers the finest in fly or spin fishing. Tip and butt sections of hollow glass finished in rich Thermo Jade. [illegible] wire [illegible] guides, [illegible] tip top. Agate [illegible] stainless steel. Matching green and white winds. Strong, lightweight, drawn ferrules are anodized green. Specie cork handle has adjustable locking metal reel sleeve with tapered rubber reel bands. Fly reel seat or fly rod. Shaped extension butt with ag[illegible]

No. 4136, 7 ft. medium action. 4½ oz. List $[illegible]. Dlr's. ea. **10.77**

Satisfaction Guaranteed or Money Refunded

SHAKESPEARE GLASS SPINNING WONDERODS



Shakespeare Solid Glass 2-Piece Super DeLuxe Spinning Rod Model 1286

• 5 Carboloy Guides and Tip Top • 13" Specie Cork Handle • Sliding Ring Lock Reel Seat

The ultimate in a spinning rod! Handles all the popular light spinning lures easily up to ⅜ oz. Black anodized aluminum welded ferrules, 5 carboloy spin guides, carboloy supported tip top, 13" select specie cork handle with sliding ring lock seat. Wonderod white blade with red Nylon winds tipped with green. Aluminum carrying case
No. 4265 Wt. 4.6 oz. Length 7 ft. List $41.50. Dlrs., ea. **24.90**

Shakespeare 2-Piece Tubular Glass Spinning Wond-O-Rod Model 1430

• Wonderod White Blade • Chromed Stainless Steel Guides • Sliding Ring—Lock Reel Seat

A glass spinning rod finished in Wonderod white with red Nylon winds. Anodized aluminum ferrules, stainless steel and chromed guides, carboloy tip top, 13" specie cork handle. Sliding ring lock reel seat of green anodized aluminum. Packed in cloth bag and case
No. 4109 6 ft. 6 in. 4 guides. Wt. 4.6 oz. } List $25.00
No. 4111 7 ft. 5 guides. Wt. 4.9 oz. } Dlrs., ea. **15.00**

Shakespeare Solid Glass DeLuxe 2-Piece Spinning Wonderod Model 1266

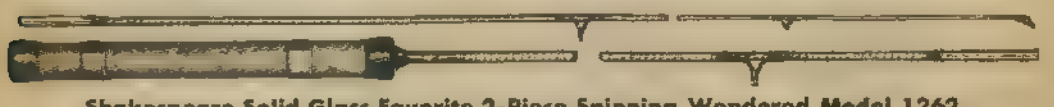
• Wonderod White Blade • Nylon Winds • 13" Cork Grip • Sliding Ring Lock Reel Seat

Deluxe features at a low cost. 2 piece all-purpose rod handles lures up to ½ oz. Wonderod white solid glass blade with 2 tone Nylon winds, 13 in. specie cork grip, sliding ring type reel seat, anodized aluminum ferrules, stainless steel guides. Carboloy supported tip top. Plastic bag, fibre case. Light action.
No. 4106 6½ ft. 4 guides. Wt. 4.4 oz. List $22.50
No. 4261 7 ft. 5 guides. Wt. 5.1 oz. Dealers, each **13.50**

Shakespeare Solid Glass 2-Piece Spinning Wonderod Model 1263

• Copper Brown Wonderod Blade • 13" Cork Handle • Aluminum Sliding Ring Lock Reel Seat

Hooks, plugs, and lands those big ones. Copper brown styled spinning Wonderod for lures up to ⅜ oz. Permanent finish. Nylon winds. Anodized aluminum ferrules. Stainless steel guides and tip top are chromed. Aluminum reel guide. 13" specie cork handle with aluminum winding check. Aluminum sliding ring lock reel seat, cloth bag
No. 4121 6 ft. Wt. 4.2 oz. 4 guides. } List $17.50
No. 4122 6 ft. 6 in. Wt. 4.5 oz. 4 guides. } Dealers, each **10.50**
No. 4123 7 ft. Wt. 4.9 oz. 5 guides.

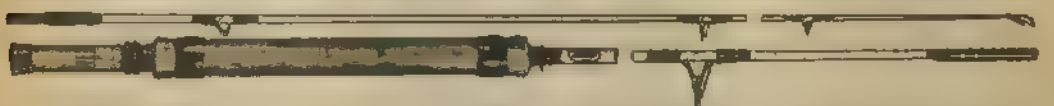


Shakespeare Solid Glass Favorite 2-Piece Spinning Wonderod Model 1262

• Stainless Steel Guides and Tip Top • Tapered Locking Rings • 12" Cork Grip

There's power and action packed into this 2 pc. spinning rod. Ideal for fishing small streams with ⅛ to ⅜ oz. baits. Pearlescent finish. Nylon winds decoratively tipped, 12 in. cork grip. Adjustable tapered locking rings, reel seat nickel plated brass welted ferrules, stainless steel lead guide and 2 ring guides, stainless steel supported tip top—packed in plastic bag
No. 4301 6½ ft. Wt. 6.1 oz. } List $12.95.
No. 4102 7 ft. Wt. 6.5 oz. } Dealers, each **7.77**

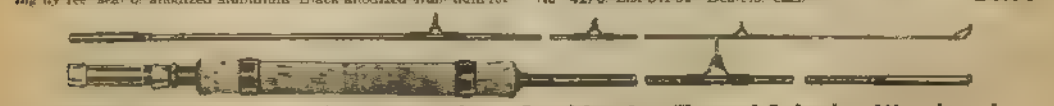
SHAKESPEARE GLASS COMBINATION FLY & SPINNING WONDERODS



Model 1288 Super Deluxe 2-Pc. Solid Glass Combination Fly and Spinning Wonderod

• Wonderod White Blade • Screw Locking Fly Reel Seat • Adjustable Tapered Rings for Spin Reel

A beautiful rod of white fibre glass with Nylon winds that will bring joy to a fisherman's heart. Designed for top-notch performance. 10" specie cork grip with ⅜ adjustable rings for spin reel and screw locking fly reel seat of anodized aluminum. Black anodized aluminum ferrules welted and waterproofed. Large stripping guide, 5 stainless steel snake ring guides. Carboloy supported tip top. Wt. 4.9 oz. Length 7 ft. Packed in cloth sack and carrying case
No. 4270. List $41.50. Dealers, each **24.90**



Model 1258 2-Piece Solid Glass Deluxe Combination Fly and Spinning Wonderod

• Fly and Spin Reel Seats • Golden Brown Blade • Stainless Steel Guides and Tip Top

A two piece combination all purpose glass fly rod which can be used most efficiently with spinning lures to ⅜ oz. Golden brown blade with black nylon bread winds tipped with yellow. Anodized aluminum reel seats, 4 ring guides and supported tip top are stainless steel. 10" specie cork grip with aluminum winding check. Gold anodized aluminum spinning reel seat, sliding hood. Packed in a cloth sack
No. 4104. 7 ft. 4.7 oz. List $2.50. Dealer's each **12.90**

Hedstrom Union DOLL CARRIAGES and STROLLERS

CARROL

CARROL. Just like a real baby carriage! Body is covered in bright military blue leatherette with cardboard insert and a full wooden body rail. 4-bow leatherette two-tone hood with visor. Fully collapsible shackle gear, tubular pusher finished in aluminum and hand brake. Easy-rolling 8" wire wheels with white enamel finished and plated hub caps and 2¼" rubber tires 23" long, 12" wide and 9½" deep bed. Height of pusher 28¼". Proud little "mothers" will take their dolly for airings many times in this colorful carriage. Ship. weight 15 lbs.
No. 8818. List $12.95. Dlr's., ea. $8.50. 3 lots, ea. $7.75. 6 lots, ea..... **7.29**

SHEILA

SHEILA. A beautiful and spacious folding doll cart with fully collapsible shackle gear, aluminum finish. Dainty powder blue body in leatherette with cardboard insert with full wooden body rail and foot extension. Chrome tubular pusher 32" high. Two-tone 4-bow hood with sun visor, 8" wheels with white enamel wires, ¾" tires, large hub caps. Equipped with two-wheel hand brake. Overall size 26" long, 13" wide, 10½" deep. Take her dolly out traveling in style! Finest features as in big carriage models. Ship. wt. 18 lbs.
No. 8816. List $18.95. Dlr's., ea. $12.50. 3 lots, ea. $11.40. 6 lots, ea. **10.72**

JO-ANNE

JO-ANNE. Luxurious comfort for dolly! Handsome folding doll cart in striking military blue leatherette body with cardboard insert. Foot extension, full wooden body rail. Fully collapsible shackle gear, 33" high tubular chrome pusher, tubular chromed gear springs, chromed cross legs. 2-wheel hand brake. Easy rolling 9" wire wheels finished in white enamel with 1" white tires, big hub caps. Overall size 28¼" long with foot extension up, 18¾" wide, 10½" deep.
No. 8815. Wt. 20 lbs. List $24.95. Dlr's., ea. $16.45. 3 lots, ea. $15.00. 6 lots, ea. **14.11**

CATHY

CATHY. For the proud little mother who wants nothing but the best for her own personal family! This deluxe folding doll carriage has richest imaginable two-tone powder blue leatherette hood and padded body. Smart 5-bow hood and adjustable visor! All metal collapsible gear with latest sprung action suspension and foot brake. Jumbo 9"x1" wire wheels have finest white rubber tires, chrome plated hub caps. Foot extension. Pusher adjusts from 29" to 33¼" 28 ½" long with foot extension up, 35" long with extension down 18¾" wide, 13½" deep. Wt 24 lbs.
No. 8814. List $3 00. Dlr's ea. $20.50. 3 lots, $.8 70. 6 lots ea. **17.61**

PLAYTIME FOLDING DOLL STROLLERS

BONNIE

MARY-ANN

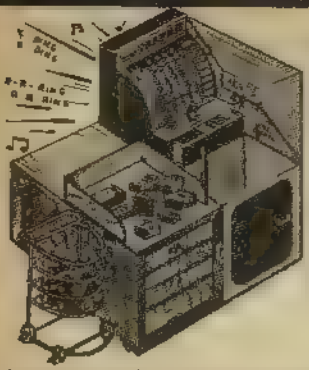
BONNIE. For the proud "little mother" to take her dolly strolling, this economical favorite can't be beat. Red and white striped cloth bag and canopy. Red cloth seat. All steel collapsible frame in baked aluminum finish and white 5½" wire wheels with ⅜" rubber easy rolling tires. Tubular pusher is 25" high. Footrest to fold canopy top and removable shopping bag. Plated hub caps. Seat is 9½" long 8" wide, 12" high.
NOT AVAILABLE

MARY-ANN. To take her dollies traveling in style! Lightweight but sturdy collapsible all steel frame in baked aluminum finish with attached footwell, adjustable backrest and footbrake. Even has safety strap! Covered in Electric Blue and Pale blue two-tone vinyl plastic with new square 3-bow folding hood. Tubular handle 25" high. 6½" wire wheels with ⅜" white rubber tires and plated hub caps. Seat is 8½" long, 10" wide, 6¼" deep, 16½" high. Shipping weight 9 lbs.
No. 8383. List $9.00. Dlr's., ea. $6.05. 3 lots, ea. $5.55. 6 lots, ea..... **5.19**

LAURA-SUE

LAURA-SUE. Every young mommy likes to take her family for a walk on a nice sunny day, and what's better than a smart new stroller? This one is lovely with a new gray hood of Lintex fabric, 4-bow with visor. New Lintex seat, back and flap, decorated hard sides. Complete with hand brake, reclining back rest, full adjustable dasher, chrome plated pusher 28¼" high. Gear finished in a lustrous 7" white enameled finished wire wheels, ⅝" tires, hub caps. Seat measures 11x11". A faithful reproduction in miniature of adult models., sure to please even the most critical young mother. Ship. wt 19 lbs.
No. 8821. List $17.95. Dlr's., ea. $11.45. 3 lots, ea. $10.45. 6 lots, ea. **9.84**

"LITTLE GIRL" FAVORITE TOYS



SUPER MARKET CHECK OUT COUNTER

Complete with Cart, Cash Register and Counter

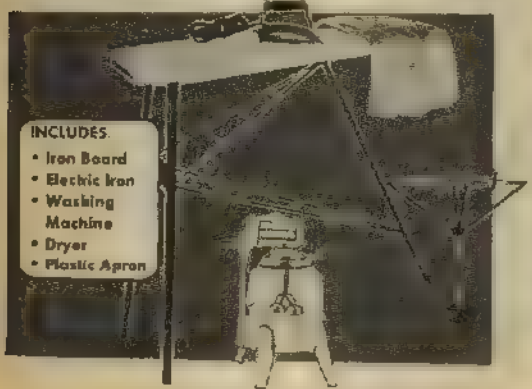
All children love to play store, and here's everything they need to make their game real as life. The child "buys" miniature boxes of real brand name foods, places them in a metal top shopping cart and rolls it to the check out counter where the "clerk" pulls the purchases toward him with a lever, rings up the sale on a metal toy cash register and gives change with metal play money. There are even paper bags to wrap the purchase. Colorful, exciting 24 miniature food boxes included. Ship. wt. 8 lbs.

No. 8429. List $6.98. Dlr.'s, ea. $4.95. 3 lots, ea. $4.50. 6 lots, ea. **4.24**

Electric Range with Utensils and Fibreglas Oven

It bakes and cooks like mother's big range. A scale model toy that has a beautiful enameled white body with chrome trim. Clear window fibreglas insulated oven. Includes seven utensils among them a real whistling tea kettle and cook book. Separate elements for burners and ovens for better baking and cooking. Safety tested. U.L. approved. Separate porcelain plate heating elements mounted in enclosed burner plates. Oven element is mounted beneath the oven. All steel heavy welded construction. One-piece top and back. Complete with attached cord set. 16x12¾x8¾". 110 V. AC DC with cord set. Ship. wt. 10 lbs.

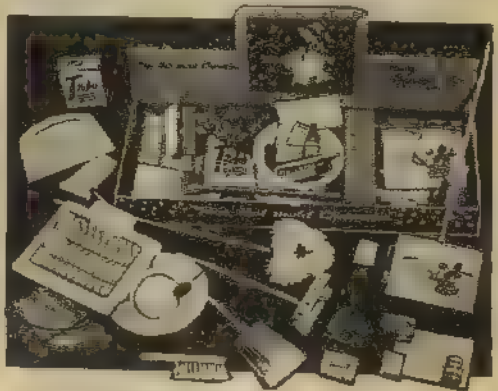
No. 8074. List $9.95. Dlr.'s, ea. $6.50. 3 lots, ea. **5.83**



Little Girls 5-Pc. Laundry Set

For the little girl who likes to keep herself and her dolly spick and span. 12¾" high washing machine swishes doll clothes through four-way agitator action that's visible through heavy-duty glass bowl. Plastic wringer with real rubber rollers. All-steel folding dryer is 12½" high, 13" square in baked enamel finish. Clothes pins included. Beautifully designed folding ironing board has wide braced legs. U.L. approved junior electric low heat iron has double-insulated heating element. Plastic ruffled apron completes set.

No. 8214. Wt. 8 lbs. List $6.95. Dlr.'s, ea. $4.40. 3 lots, ea. $4.00. 6 lots, ea. **3.77**



Little Girls' 21-Pc. Cleaning Set

Everything a little girl needs to help Mommy with a thorough housecleaning! Includes: metal sweeper broom, hi-styled dust pan, dust mop, duster, squeeze sponge mop, genuine chamois, Dupont sponge, hand brush, dishpan, drainer drain tray with legs, apron, silverware holder, dish scraper, bottle brush, colored story book and packages of Brillo, S.O.S., Tide, Ivory Soap and Wright's Silver Cream. House cleaning toys that mold character, look real, really work and are lots of fun! Ship. wt. 4 lbs.

No. 8210. List $5.60. Dlr.'s, ea. $3.56. 3 lots, ea. $3.25. 6 lots, ea. **3.04**

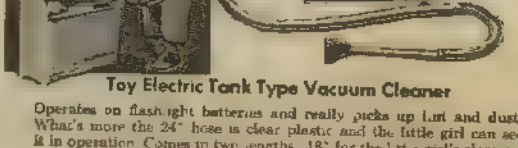
HOOVER Vacuum Cleaner

• Runs and Hums • Lights Up
• Bag even Fills Up!
• Safe and Loads of Fun!

A "junior-miss" size vacuum cleaner that really works. Safe and easy to operate, it actually picks up dirt. Tested and approved by UL with electric light. Doesn't have to be plugged into electric socket—operates on batteries! Plastic constructed throughout — beautifully streamlined design—a genuine Hoover. Blue and white color with electric light. On-off switch. Runs and hums. Has a motor that really picks up dirt and even fills the bag. Shipping weight 3½ lbs.

No. 8211. List $9.95. Dlr.'s, ea. $6.47. 6 lots, ea. **5.84**

No. 14014. *Batteries for above. 2 required.* List 15c. Dlr.'s, ea. **9¼ ¢**



Toy Electric Tank Type Vacuum Cleaner

Operates on flashlight batteries and really picks up lint and dust! What's more the 24" hose is clear plastic and the little girl can see it in operation. Comes in two lengths: 18" for the little girl's cleaning up, and 6" more for Mother's small hard-to-get at "jobs! Constructed of brightly finished aluminum. 11" long. Has 3½ volt motor that makes whirring noise but which is perfectly safe. Has on-off switch, removable end caps, extra dust collectors included.

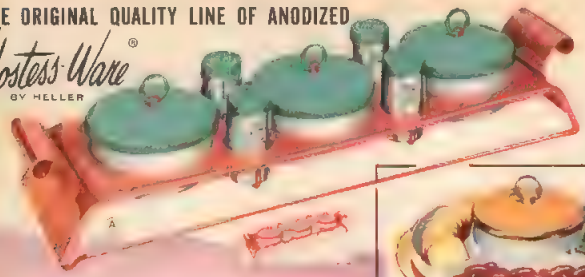
No. 8231. List $5.98. Dlr.'s, ea. $3.95. 3 lots, ea. $3.60. 6 lots, ea. **3.37**

No. 14014. Batteries for above, 2 required. List 15c. Dlr.'s, ea. 9¼¢

THE ORIGINAL QUALITY LINE OF ANODIZED

Hostess-Ware®

BY HELLER



COLORAMA® SERVING AIDS

Anodized aluminum gift-ware color fused into the metal for permanent brilliance. Won't fade, chip, tarnish or stain!

Ⓐ Colorama 8-Piece Buffet or Patio Server

For indoor and outdoor use. Aluminum carrier tray copper-tone finish 3 milk glass, heat-proof 1-qt. casseroles with high impact, molded covers. Covers have rings. Includes 2 sets of matching salt and pepper shakers. Wt 6 lbs.

1942 Turquoise cover
1943 Pink cover List $10.00 Dlr's., ea $6.66. 6 lots, each **5.88**

Ⓑ Colorama Ball Bearing Lazy Susan

Brilliant color-anodized 14" tray, 4-sectional heat-proof milk white glass dishes and covered casserole. Anodized base, tray and cover. Wt 5 lbs.
1933 Gold) List $7 Dlr's.
1940 Turq.) ea $4.80 6 ea **4.12**

Ⓒ Colorama 8-Pc Beverage Set

2-quart pitcher and matching 14½" embossed aluminum tray and 6 beautiful 12-oz Tumblers each a different color. Wt 2¼ lbs
1372 Gold pitcher and tray
1374 Red pitcher and tray
List $6.00 Dlr's., ea. $5.35. Lots of 6, each **4.70**

Ⓓ Colorama 8-Piece 12-oz. Tumbler Set

Smartly shaped, brilliantly colored tumblers. Concave bottoms prevent sticking. 8 assorted colors in transparent acetate gift tube. Wt. 1½ lbs
298. List $4.50. Dlr's., ea. $3.00. 6 lots, each **2.64**

Ⓔ Colorama 8-Pc. Sherbet Set

Colorful service for seafood cocktails, fruits, sherbets, dessert. Each one finished in a different color. Crystal glass inserts. Gift boxed. Wt 2¾ lbs.
1291 List $6.50. Dlr's ea $4.33. 6 lots each **3.82**

Ⓕ Colorama Serving Tray

14½" aluminum tray with embossed design and scalloped edge. Wt 3¼ lb.
1334 Gold List $2.75 Dlr's.
1290 Red) ea. $1.83. 6 ea. **1.62**

Ⓖ Colorama Deluxe 2½-Qt. Aluminum Footed Pitcher

Contemporary design. Colorama colors. Black high impact molded handle. Pouring spout fitted with ice guard. Wt 1¼ lb.
1370 Gold) List $4.00. Dlr's
1368 Red) ea $2.66.
1366 Green) 6 lots, ea **2.35**

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Ⓒ

Smart'n Chic Thrilling to Own!

Ⓔ

Ⓓ

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longer acts as a driving sail but serves more as a weather vane which keeps the bow pointed down wind in spite of the mainsail's effort to luff the bow to windward By keeping the mainsheet slacked off so that the mainsail is always just at the luffing point, the mainsail force M is unable to overcome the jib force J and push the bow very far to windward. Thus the boat holds its course quite steadily on the desired loose reach These statements have been verified by experiments on the model rig shown in Fig. 6. In sketches (g) and (h) of Fig. 5 it may be noted that the angle between the main boom and the wind is somewhat greater than the 30-degree angle previously mentioned as the luffing angle for the Marconi sail of Fig. 1. This is in accordance with the test results. The sail luffs at an angle somewhat greater than 30 degrees when its downwind side is almost completely blanketed by the heavily sheeted-in jib shown in sketches (g) and (h).

For Self-steering, Yawl Is Better Than Ketch

Since when sailing with the tiller lashed the mizzen must be kept at the luff point in order to obtain the best self-steering qualities with the wind forward of the beam, the ketch rig is somewhat less desirable than the yawl rig from the standpoint of self-steering on such courses during long ocean voyages, because the driving power of the large mizzen of the ketch is not fully utilized all the time under such self-steering conditions. On the other hand, the driving power of the jib and mainsail are not fully utilized when sailing self-steering with lashed tiller and the wind abaft the beam. For these reasons, Robinson, during his voyage around the world, rarely utilized the self-steering qualities of his famous ketch Svaap, but he or his Polynesian companion stayed at the wheel day and night. Since in the yawl the mizzen-sail area is a smaller fraction of the total sail area than in the ketch, the sacrifice of mizzen driving power to secure self steering with the wind ahead of the beam is less serious in the former.

Of course the ketch has the following advantages over the yawl: (1) the mainsail is smaller and therefore more easily handled by a small crew and (2) the balance is better when sailing under jib and mizzen only—a safety feature which facilitates weathering squalls by dropping the mainsail. On the other hand the yawl has better performance to windward and is better adapted to riding to a sea anchor with a small storm mizzen. Thus in deciding on the best rig for a small ocean cruiser there must be a compromise between the foregoing qualities. Presumably, a good compromise might be a rig on the boundary line between yawl and ketch

Wind Abaft the Beam on Sloops and Cutters

The foregoing remarks about the self-steering of yawls and ketches with the wind abaft the beam also apply to sloops and cutters. Since in sketches (g) and (h) of Fig. 5 the mizzen force F has no effect on self-steering, the balance of the mainsail force M and the jib force J shown in these figures is also applicable to sloops and cutters. In a mild seaway the latter boats will steer themselves with lashed tiller if the jib is sheeted in too tight for most efficient pulling and the mainsheet is slacked off until the mainsail is at the luffing point This statement also applies to courses with the wind ahead of the beam. Figure 7 is a photograph of a sloop-rigged pivoted model sailing self-steering with fixed rudder on a tight reach. However, the self-steering of a sloop or cutter with lashed helm and wind forward of the beam is much less satisfactory than that of a yawl or ketch, not only because of the sacrifice of the driving efficiency of both jib and mainsail, but also because the luffing sail—the mainsail is much larger than is needed merely for self-steering purposes, and therefore the sudden changes in the force which it exerts have a more violent effect which in the presence of gusts or a heavy seaway may throw the boat completely off course. It is evident that the remarks of this paragraph are also applicable to schooners

With tiller or wheel lashed the self-steering qualities of any sailboat begin to become unsatisfactory when the waves of the seaway become sufficiently high and breaking to exert

DEPEND ON
HINCKLEY

H 36

Yawl or Sloop Rigged

Custom – Standard – Special

Hinckley Designed . . . Hinckley Built

Assures satisfaction with the most complete comfortable, fast modern yacht. Sound construction tested and proven by cruising families in all waters, gives years of pleasure afloat

"BUILDING AMERICAN" AT HINCKLEY'S IS WHY, YEAR AFTER YEAR, SO MANY OF THE LARGEST AND BEST YACHTS ARE LAUNCHED THERE.
Send for illustrated brochure and specifications today.
Visit Hinckley's Booth Nos. 169, 170 and 171 at the New York Motor Boat Show.

THE LARGEST BUILDERS OF AUXILIARIES

HENRY R. HINCKLEY & COMPANY

SOUTHWEST HARBOR MAINE

New Toys on parade

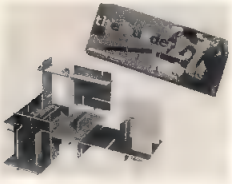
RoToMo, toy rotary mower No. 500 "looks and sounds like a real rotary lawn mower." Metal toy has 25" tubular steel handles, 10" enameled steel base with four rubber wheels. Gong Bell Mfg. Co., East Hampton, Conn.

NO. 250 TRICK SQUIRT water pistol has aiming knob so that only shooter knows which way it'll squirt. Molded of tough plastic, has polyethylene working parts. 50c list price. Keaner Products Co., 912 Sycamore st., Cincinnati, Ohio.

HERMAN HICKMAN'S FOOTBALL GAME features "real action kicker" for field goals over actual goal posts. 32-page book contains diagrams of famous plays. $2.98 retailer. Lowell Toy Mfg., 43-32 37th st., Long Island City, N. Y.

ALUMINUM FOLDING TABLE AND CHAIR SET features 29" chair, 21" high table with red vinyl tops. Tubular legs have non-skid, non scratch tips. Aurlite Aluminum Corp. of 167 - 41st st., Brooklyn, N. Y.

ATOMIC MOBILE UNIT, reproduction of a rocket-launching platform similar to the U. S. Army's atomic cannon, propels soft nosed rockets. Item is 12" long, 5" high. $3 retailer. Ideal Toy Corp., of 200 Fifth ave., N. Y. C.



THE BUILDER, for children 5 to 9, "develops sense of construction in all dimensions." Set comes in fiber board ($1.98) or flexible rubber ($2.98). Chaspec Manufacturing Co., of 342 W. Putnam ave., Greenwich, Conn.

DOLLY'S OWN LUGGAGE comes in plastic. Wardrobe bag, hatbox and swag bag come in washable red, white and green Scotch plaid with solid color trim. $1 retailer, each. Prepac, Inc., of 121 West 26th st., New York, N. Y.

STUMBLEBUM is for all age groups, uses jumping beans as basis for 12 different games (word, card and sport games). Action takes place on a plastic board. $2.98 retailer. Fresseman Toy Corp., of 1107 Broadway, New York, N. Y.

Westminster Chime Clocks in Honduras mahogany; black numerals, silvered dial.

Key Wound...by Herschede. 8-day clock with imported movement.
22-8007 A4080 9x18¾" wide **$68.00**

Electric...by Revere; Telechron movement. Panels of bird's eye maple
22-8013 A3660 8¼x18¼" wide **$61.00**

Pilgrim...electric or key wound. Luxurious in any home. Melodious Westminster chimes faithfully reproduced on full-toned tubular bells. Honduras mahogany case, authentically colonial, has beaded columns, rich ornamental overlay. Gold dial with raised numerals on silvered band, moving moon dial shows lunar phases. Stationary weights, swinging pendulum. 21x12x80" tall. From Ohio.

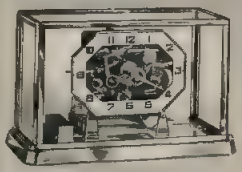
Electric...by Revere. Telechron movement
22-8049 D31900 Wt. 240 lbs.. ..... **$550.00**

Key Wound...by Herschede. 8-day chime clock with imported movement
22-8056 D38860 Wt. 210 lbs..... **$670.00**

Chiming and Strike Clocks

Revere Electric Clock...with melodious Westminster chimes that sound their lovely melody every quarter hour. Handsomely designed case of finest Honduras mahogany with panels of taffy-toned bird's eye maple. Silvered dial with raised gold numerals and hands. Reliable Telechron movement...never needs winding.
22-8023 A4380 8" high, 20¼" wide...**$73.00**

Electric Chime Clock by Revere...a treasure in any home! Beautiful self-adjusting Westminster chimes, softly reproduced in deep, golden tones, sound each quarter hour. Stunning tambour case and dial insert are rich Honduras mahogany. Gold color hands on silvered dial. Famous Telechron movement...accurate, quiet, dependable.
22-8031 A3300 8¾x16¼" wide **$55.00**



The Chime Master...a magnificent clock to treasure always! Made by European master craftsmen...the 8-day key wound movement is visible in the gleaming brass and glass case. Adjustable to Westminster, Whittington or Winchester chimes...for full-toned striking every quarter hour. Has white hands and octagon dial, golden numerals.
22-8098 A5400 12x7½x5¼" . .. **$90.00**

The Lynton by Seth Thomas...especially proportioned to grace narrow mantels, bookcases and cabinets. 8-day key wind movement. Musical bell strikes on the hour and half-hour. Beautifully finished mahogany case with light accent along base. Ivory dial with brown numerals and decorative motif. 16¾x6" deep. Height 8¼".
22-5946 A2484 The Lynton **$39.75**

The Medbury by Seth Thomas...truly a distinguished tambour clock in rich mahogany case with overlaid front panel of crotch mahogany. Melodious Westminster chimes sound their beautiful lilting melody every quarter hour. Dependable 8-day key wind movement. Silvered dial with black numerals. 20" wide, 6" deep, 9¼" high.
22-5953 A3719 The Medbury **$59.50**

Legacy by Seth Thomas...an exquisite design that retains the dignity and charm of a famous English 18th Century clock. 8-day key wind movement. Melodious quarter-hour Westminster chimes. Beautiful mahogany case with crotch mahogany sides, door, top and base. Antique brass dial. 7¼x10¾" wide. Height 14⅛ inches.
22-5938 A7188 Legacy **$115.00**

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Herschede Clocks

With beauty and dignity, these superb clocks maintain the finest traditions of craftsmanship. The cases are masterpieces of design and offer a choice to harmonize with any interior. There is the ageless beauty of authentic 18th Century styling, the charm of French Provincial, the smartness of modern. Dials are exquisitely finished. Strike tones are clear and pure. Chimes reproduce, in golden notes, the correct melodies of Westminster, Canterbury and Whittington. Movements are exact in timekeeping and all are handwound.

With Westminster, Canterbury and Whittington Chimes (nine tubular bells)

522N217-A-P46595
Retail $810.00

PILGRIM ELECTRIC MODEL

Same as above except with Telechron Electric Motor. Wt. 240 lbs. 5 tube model

522NPilgrim P51900 Retail $550

Mahogany case. Silvered dial, raised numerals. 11¼" high, 13¾" wide, Westminster Chimes. Wt. 11 lbs.

522N936-P4740 Retail $79.00

Same design with hour and half-hour strike.

522N768-P3486 Retail $58.00

TUBULAR CHIME CLOCK

Honduras Mahogany case, beaded columns and overlay trim. 30" high, 20¼" wide, 12" deep. Wt 210 lbs with Westminster Chimes (five tubular bells.)

522N217-P34860
Retail $870.00

BANJO MODEL

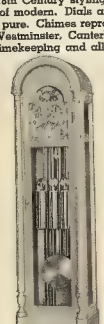
True to Simon Willard traditions. Mahogany case 28" high, 7½" wide. Wt. 8 lbs.

522N160-P2179 Retail $55.00

ELECTRIC

Same style as above except electric

522N160E-P2015 Retail $52.50



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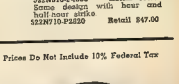

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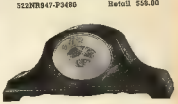

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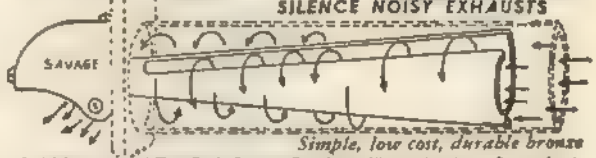

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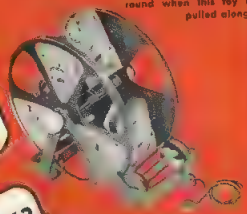

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longer acts as a driving sail but serves more as a weather vane which keeps the bow pointed down wind in spite of the mainsail's effort to luff the bow to windward. By keeping the mainsheet slacked off so that the mainsail is always just at the luffing point, the mainsail force M is unable to overcome the jib force J and push the bow very far to windward. Thus the boat holds its course quite steadily on the desired loose reach. These statements have been verified by experiments on the model rig shown in Fig. 6. In sketches (g) and (h) of Fig. 5 it may be noted that the angle between the main boom and the wind is somewhat greater than the 30-degree angle previously mentioned as the luffing angle for the Marconi sail of Fig. 1. This is in accordance with the test results. The sail luffs at an angle somewhat greater than 30 degrees when its downwind side is almost completely blanketed by the heavily sheeted-in jib shown in sketches (g) and (h).

For Self-steering, Yawl Is Better Than Ketch

Since when sailing with the tiller lashed the mizzen must be kept at the luff point in order to obtain the best self-steering qualities with the wind forward of the beam, the ketch rig is somewhat less desirable than the yawl rig from the standpoint of self-steering on such courses during long ocean voyages, because the driving power of the large mizzen of the ketch is not fully utilized all the time under such self-steering conditions. On the other hand, the driving power of the jib and mainsail are not fully utilized when sailing self-steering with lashed tiller and the wind abaft the beam. For these reasons, Robinson, during his voyage around the world, rarely utilized the self-steering qualities of his famous ketch Svaap, but he or his Polynesian companion stayed at the wheel day and night. Since in the yawl the mizzen-sail area is a smaller fraction of the total sail area than in the ketch, the sacrifice of mizzen driving power to secure self steering with the wind ahead of the beam is less serious in the former.

Of course the ketch has the following advantages over the yawl: (1) the mainsail is smaller and therefore more easily handled by a small crew and (2) the balance is better when sailing under jib and mizzen only—a safety feature which facilitates weathering squalls by dropping the mainsail. On the other hand the yawl has better performance to windward and is better adapted to riding to a sea anchor with a small storm mizzen. Thus in deciding on the best rig for a small ocean cruiser there must be a compromise between the foregoing qualities. Presumably, a good compromise might be a rig on the boundary line between yawl and ketch.

Wind Abaft the Beam on Sloops and Cutters

The foregoing remarks about the self-steering of yawls and ketches with the wind abaft the beam also apply to sloops and cutters. Since in sketches (g) and (h) of Fig. 5 the mizzen force F has no effect on self-steering, the balance of the mainsail force M and the jib force J shown in these figures is also applicable to sloops and cutters. In a mild seaway the latter boats will steer themselves with lashed tiller if the jib is sheeted in too tight for most efficient pulling and the mainsheet is slacked off until the mainsail is at the luffing point. This statement also applies to courses with the wind ahead of the beam. Figure 7 is a photograph of a sloop-rigged pivoted model sailing self-steering with fixed rudder on a tight reach. However, the self-steering of a sloop or cutter with lashed helm and wind forward of the beam is much less satisfactory than that of a yawl or ketch, not only because of the sacrifice of the driving efficiency of both jib and mainsail, but also because the luffing sail—the mainsail—is much larger than is needed merely for self-steering purposes, and therefore the sudden changes in the force which it exerts have a more violent effect which in the presence of gusts or a heavy seaway may throw the boat completely off course. It is evident that the remarks of this paragraph are also applicable to schooners.

With tiller or wheel lashed the self-steering qualities of any sailboat begin to become unsatisfactory when the waves of the seaway become sufficiently high and breaking to exert

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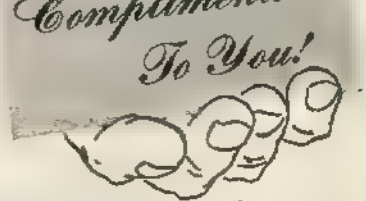

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large forces on the quarters of the hull, thereby throwing the latter so badly off its course that the sail-balance forces are not strong enough to bring it back promptly and completely. Under such conditions the self-steering qualities can be greatly improved by some device which moves the rudder. (We are not here talking about electrically-operated devices but about simple wind-operated arrangements which can be installed by the skipper.) It is desirable that this device include an elastic feature which brings the tiller back to its normal position at times when an abnormal rudder force is not required for restoring the proper course. For providing the required elasticity, rubber bands are more satisfactory than steel springs, because of the greater ease of adjusting the stiffness of the elastic system by changing the number of elastic elements.

Figure 8 shows a suggested self-steering device operated by the mizzen boom and involving the use of elastic bands. A device using this principle (but arranged as shown in Fig. 4) operated very satisfactorily on the pivoted models described in this paper. When used with the yawl or ketch rig shown in Fig. 6 the elastically-controlled wind rudder strengthened the self-steering action on beats and on tight and medium reaches and made it possible on loose reaches with a more efficient adjustment of the jib and mainsail.

How Elastic Steering Device Works

The device of Fig. 8 works as follows. For steering a desired course the tiller is held in its normal position by the rubber bands at A and B. If the boat deviates from the intended course, the mizzen sheet, passing through blocks C and D, pulls the tiller against the elasticity of the rubber and in the proper direction to bring the boat back on course. This action supplements the previously-described normal self-steering action caused by variations in the mizzen's athwartship thrust as it luffs and fills. The ends of the rubber bands are held by hooks, so that the number of the bands can be easily changed. The tightness of the bands can be controlled by the cords which fasten to the two-story cleat at E. In this way the stiffness of the elastic system can be easily adjusted to obtain optimum self-steering under any given conditions of wind, seaway and course. Sensitiveness is promoted by not using any more rubber bands than necessary at either A or B. If the boat is steered by a wheel instead of a tiller, the ingenuity of the skipper will suggest the necessary modification of the elements shown in Fig. 8. If the wheel operates the rudder by a worm gear, then a drum is required on the wheel shaft to receive the end of the mizzen sheet and the cords from the elastic bands. In adjusting the assembly shown in Fig. 8, it may be desirable to change the points of attachments of the mizzen sheet to the boom or the tiller, in order to obtain greater or less leverage.

Combining the Mizzen With Elastic Steering

As previously mentioned, the mizzen of a yawl or ketch with lashed tiller makes little or no contribution to self-steering on a reach looser than a medium or cross-wind one. However, if the mizzen sheet is hooked up to the tiller with the elastic arrangement of Fig. 8, then the luffing of the mizzen may be made to contribute to self-steering on loose reaches, thereby improving the positiveness of this self-steering or minimizing the inefficiency of adjustment of jib and mainsail (see sketches (g) and (h) of Fig. 5) which is required to attain self-steering on these courses with lashed tiller. Referring to sketches (d), (e) and (f) of Fig. 5 it is seen that if rudder control by mizzen luffing is to be utilized to improve self-steering on courses more down wind than a slightly loose reach, then the mizzen boom must be carried forward of athwartships. In order to get the boom into this position it is necessary to use a mizzen mast without shrouds, or to arrange the shrouds so that, on the slack or leeward side, the point of attachment of the shroud to the coaming can be shifted so as to avoid interference with the boom. It is desirable to use two shrouds on each side, one for use abaft of the boom and the other for use forward of it. Of course,

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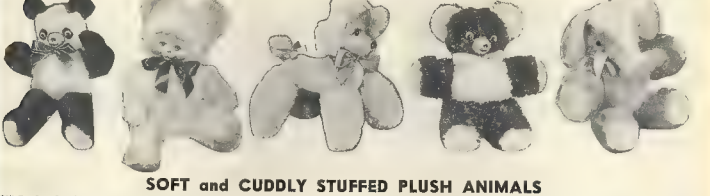

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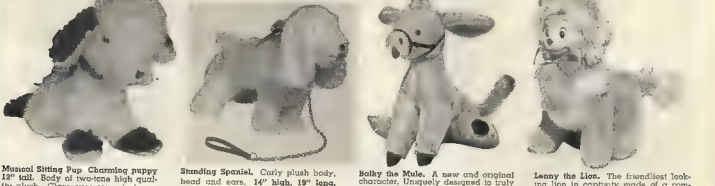

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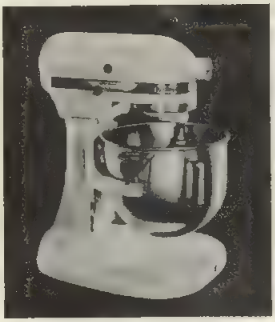

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8H10X797 .....List **$11.95**

DELUXE BLENDORS . . . MIXERS

DORMEYER BLEND-WELL — Big queen size with hurricane action! Liquefies, shreds grinds, blends, whips, beats, chops, churns, etc. Adds hundreds of delightful new dishes to the homemaker's menu. Durable Hi-speed motor never needs oiling. Cleans itself. Just put in soap and water and turn on motor. Includes 32 oz. container with cover; high-speed cutlery steel blades; 110-120 volt, AC-DC motor; 6 ft. rubber-covered cord; big new recipe book. U.L. approved. Sh. wt. 10 lbs.
4E25X2236-3X2070 .....List **$33.95**

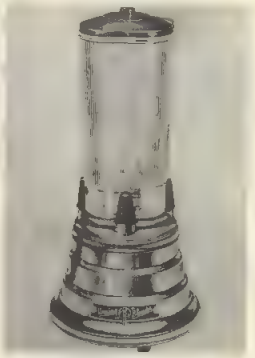
WARING "CELEBRITY" BLENDOR—2 speeds for extra blending control. In seconds every housewife can perfectly blend soups, salad dressing, omelets, main courses health drinks! Unlimited uses in preparing foods that need to be blended, pulverized, liquefied, ground, chopped, mixed. Self-cleaning. Durable, gray and white plastic. 15¾" high. Pyrex container, over 1 qt. capacity. ¼ hp motor; AC-DC; 115 V; 25-60 cycles; U.L. approved. Lifetime lubricated motor. Sh. wt. 11 lbs.
4E41X2894-3X2680 .....List **$43.95**

K-M MULTI-SPEED LIQUIDIZER — New slide switch assures selection of correct speed for each liquidizing function. Liquefies, pulverizes, purees grinds shaves ice, etc. Exclusive 2-pc. cover permits addition of ingredients while blades are in motion. Sharp surgical steel blades. Hexagon shaped glass bowl. Powerful, quiet motor; rubber base for table protection. Self-cleaning 32 oz. capacity; 15" high; 7" diam.; 115 V; AC-DC. U.L. approved. Sh. wt. 10 lbs.
4E19X3280-3X3147 .....List **$49.95**

GILBERT DRINK MIXER—Makes smooth, tasty professional drinks right in your own home. Universal motor with toggle switch control. 110-120 V; AC-DC; 60 cycles or less. Ample rubber cord and plug cap included. Sturdy 1-pc steel shaft with agitator specially engineered to provide thorough, blended mixing. Heavy glass tumbler. 13" high. Whips up delicious malts, shakes in just a few seconds. U.L. tested and approved. Sh. wt. 6¼ lbs.
4E22X1140-6X1065 .....List **$16.95**

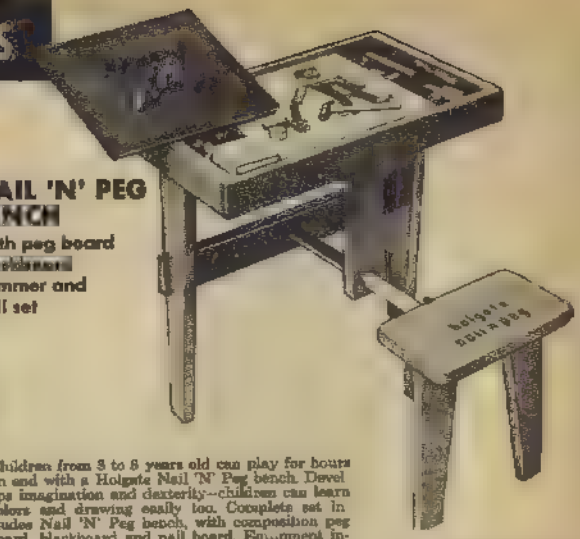
SODA KING SYPHON—Glass lined. Makes delicious sparkling water out of regular tap water. Patented safety relief prevents accidents. Polished aluminum finish with black top. 1-qt capacity. 12¾" high.
4E28X1000 (Sh. wt. 6½ lbs.).....List **$15.00**

SUPERCHARGER FOR ABOVE — Each one makes a full quart of sparkling water. Sh. wt. 1 lb.
4E29X85 (Per box of 10). List **$0.98**



WARING CHROME BLENDOR—Highly polished, all chrome base. Two speeds for extra blending control. Pyrex container with 1-qt. capacity. Powerful ¼ hp motor that can handle any blending, mixing, chopping, grinding job. Lifetime lubrication. Specially engineered blades. Self-cleaning. 115 V; 25-60 cycles; AC-DC; 14¾" high. Comes with recipe book with hundreds of delicious recipes!
4E23X2894-3X2680 (Wt. 11 lbs.) .....List **$43.95**
4E26X3158-3X2924 (Copper) .....List **47.95**

Holgate PRE-SCHOOL TOYS



NAIL 'N' PEG BENCH

With peg board
[illegible]
hammer and
nail set

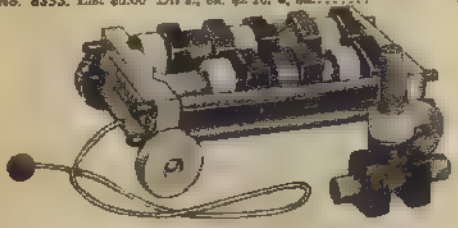
Children from 3 to 8 years old can play for hours on end with a Holgate Nail 'N' Peg bench. Develops imagination and dexterity—children can learn colors and drawing easily too. Complete set includes Nail 'N' Peg bench, with composition peg board, blackboard and pull board. Equipment includes colored pegs and wood pieces with drilled holes, hammer, box of nails and box of chalk. May easily be used as desk or table. Reinforced seat is fully adjustable with a set screw. Finished in warm honey maple.

No. 8357 Ship. wt. 12 lbs. List $6.00. Dlr's., ea. $4.55. 6 lots, ea. . **4.16**

Old Woman of the Lacing Shoe

Something really different for the younger ages. Teaches children to lace their own shoes by practicing on the Old Woman's wooden shoe as they say the familiar nursery rhyme. Two color laces have extra long transparent tips making them easy to thread through the large eyelets. Sturdily made and smoothly finished in brilliant colors. Set includes colorful Old Woman and her many children. Especially designed for children aged 2 to 5. Wt. 2 lbs. **1.92**

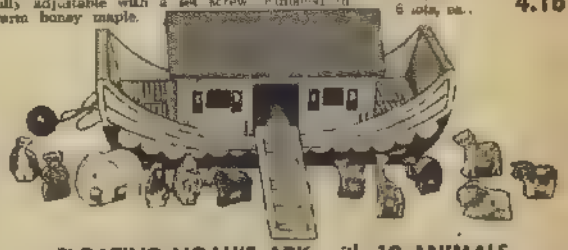
No. 8353. List $3.00. Dlr's., ea. $2.10. 6, ea. . . . . .



[illegible] BLOX CART

Especially designed for an inquisitive youngster who has the desire to take everything apart—and put it together again. He can do that to his heart's content with this toy—10 squares and 10 discs fit easily on 6 wooden rods so endless things may be built on or off the cart. Smooth pieces finished in bright, safe colors. For children 2 to 5. **1.96**

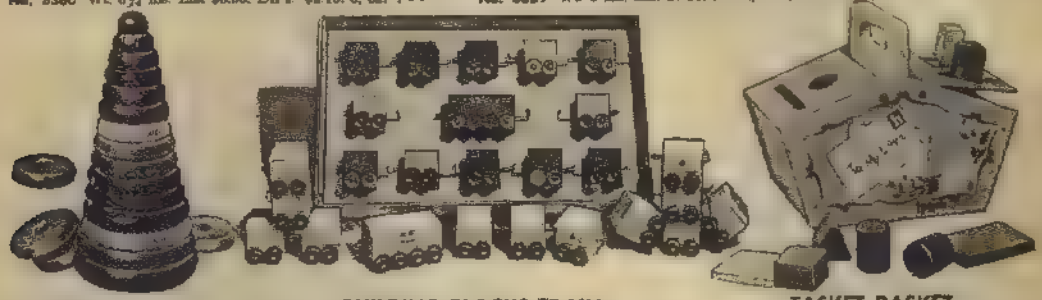
No. 8360 Wt. 3¼ lbs. List $3.00. Dlr's. $2.15. 6, ea. .



FLOATING NOAH'S ARK with 12 ANIMALS

A lovable pull toy that makes the dramatic story of Noah come to life with all its pageantry and color even for the tiny folk. This beautifully built Holgate Ark has Noah and his wife and 12 double-sided animals, and even a gang plank so animals can march in and out. The Ark will also float so its proud possessor can have it with him in the tub. All wooden parts smoothly sanded finished in bright safe colors. For children 2 to 6 **4.81**

No. 8359 Wt. 5 lbs. List $7.50. Dlr's., ea. $5.25. 6 lots, ea. . . . . .



HOLGATE Color Cone

Eleven loose discs fit together to form a perfect cone. Teaches finger dexterity and distinguishing colors, shapes and sizes. For children 1½ to 4 **1.30**

No. 8354. Wt. 1½ lbs. List $2.00 Dlr's., ea. $1.40 6 lots, ea. . . . . .

BUILDING BLOCKS TRAIN

Here's a real two in one toy specially designed for children from three to eight years old. The cars can be coupled together and pulled as a choo choo pull toy or they can be piled up like building blocks in lots of fascinating combinations. Made of bright colored hardwood, gaily trimmed. Assures hours of fascinating fun for the tots they're good training too. Non toxic colors. Wt. 2¾ lbs. **3.17**

No. 8352. List $6.00. Dlr's ea. $4.45
Lots of 6, ea. . . . . .

TASKET BASKET

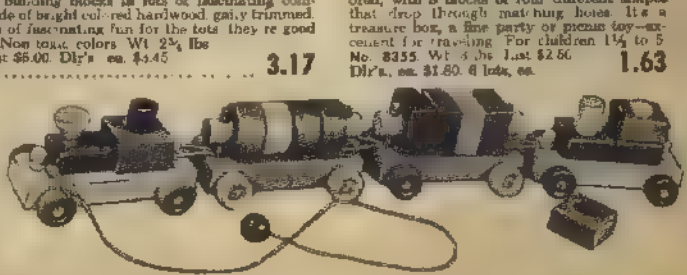
A "carry" toy that has wide appeal because youngsters develop their own games with it. Made of fine wood, brightly and safely colored, with 8 blocks of four different shapes that drop through matching holes. It's a treasure box, a fine party or picnic toy—excellent for traveling. For children 1½ to 5 **1.63**

No. 8355. Wt. 3 lbs. List $2.50. Dlr's., ea. $1.80. 6 lots, ea.

4-CAR PULL TRAIN SET

A combination toy that means hours of play because it can be rearranged so many ways. 4 cars may be used as separate toys. See the peg car engine, block freight car, cylinder tank car and peg and block caboose—all coupled together with safe cord loops. Bright ly colored wood. For boys and girls from 2 to 5 **2.24**

No. 8356. Wt. 2¾ lbs. List $3.50. Dlr's., ea. $2.45. 6 lots, ea. . . . . .



WEN-MAC's new racing car ... the AUTOMITE

Can Be Raced Straight-A-Way Without Control

There's thrills aplenty ... excitement with the speed's Automite. This streamlined racing car is ready to go with it's powerful 049 WEN MAC gasoline engine. Easy starts, and fast zooming get-away. Completely assembled and ready to operate. Made of rugged, ... finished bright red. Can be raced straight away ... control. Includes racing bridle, control line, center post ... and engine starting ... Unconditionally guaranteed. Complete operating instructions. 4" wide, 9" long, 2½" high. Ship. wt. 1 lb., 8 oz.

No 8376. List $10.95. Dlr's., ea. $7.12. Lots of 6 ea. **6.44**

Completely assembled, ready to operate—not a kit!
Powered by the easy-starting WEN-MAC .049

WEN-MAC CORVETTE HYDRO BOAT

- Completely assembled—ready to run
- Complete with outboard motor
- Hydro Boat measures 18" overall

An exciting streamlined speedster combination of hydroplane hull and powerful outboard motor. Hull and engine are perfectly balanced, completely seaworthy. Weighs 16 oz.! Just fuel up and flick the starting cord. Let motor run for a moment, then put hull in water, for plenty of exciting thrills. Can be raced straightaway or in a circular course with control line. Made entirely of hi gloss resilient plastic. 18" overall, 7" beam, 1" freeboard. Complete with instructions. Shipping weight 1 1/6 lbs.

No 8343. List $.2.95. Dlr's. ea. $8.42. Lots of 6. ea. **7.61**

DELUXE ELECTRIC 2 CAR KIT

Here is ... for a genius ... who needs ... to build two luxurious miniature automobiles that actually run under their own power! Includes ... necessary ... and ... course ... both ... latest styled cars ... two tone color styling. Complete ... up to date handling model. Both cars are powered by batteries and can move in either forward or reverse ... direction as operator chooses. There is just as much fun in ... these cars as there is later in operating them. Complete ... all parts ... including 2 cars.

No 8435. Ship. wt. 2½ lbs. List $5.95. Dlr's. ea. $4.05. Lots of 3 ea. $3.70. Lots of 6 ea. **3.47**

No 14014. Batteries—3 required. List 15c. Dlr's. ea. 9½c

2 WAY PAY STATION TELEPHONE SET

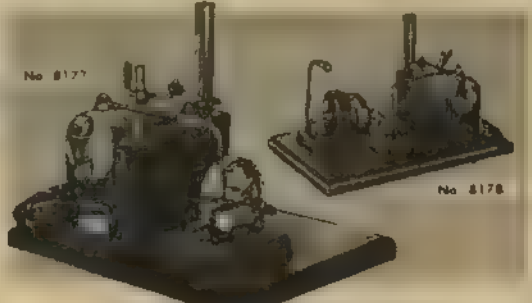
Build a complete two-way phone set. It really works, just like a regular tele ... range pay station can be used ... No batteries needed ... nothing to wear out ... to replace. It's just like regular telephones. Has ... range until receiver is taken off hook. Has station pay ... with dummy coin slots and ... return. Phones measure 5" x 3½" x 3". Set comes complete with 25 feet of connecting ... wire. Instructions ... the Automatic Attendant ... an exciting amusement ... for children. Finish ... with a very rich ... Complete with all parts for building ... telephones.

No 8434. Ship. wt. 3½ lbs. List $4.95. Dlr's. ea. $3.40. Lots of 3 ea. $3.15. Lots of 6 ea. **2.94**

FIXED CRYSTAL RADIO KIT

An easy to build fixed crystal radio kit with permanent type germanium crystal detector. Especially interesting to the more advanced hobbyist. This permanent type crystal detector gives a loud, excellent reception. A big, efficient, 3 ferrite core antenna ... lower cost ... than ... other crystal sets ... makes possible clear reception of distant broadcasts. Receives strong signals with short antenna. Everything needed is included in the kit. No ... soldering ... batteries ... electrical connections necessary. Just a simple screw driver assembly ... and set is ready to receive. Comes complete with all necessary ... assembly ... diagrams, circuit schematics, and instruction booklet. Ship. wt. 1¼ lbs.

No 8405. List $4.95. Dlr's. ea. $3.16. Lots of 3, ea. $2.80. Lots of 6, ea. **2.64**



JENSEN STEAM ENGINES

STEAM ENGINE SENIOR MODEL. Electric ... heated solid brass boiler ... diameter ... long ... nickel plated and polished. Throttle valve ... wood ... Has ... valve ... 9" x ... wood base. ... engine parts ... Approved ... 6V AC, UL approved.

No 8177. Ship. wt. 7 lbs. List $29.50. Dlr's. ea. $13.33. Lots of 3, ea. **12.05**

GENERATING POWER PLANT. Generates enough power to light a ... Solid brass boiler ... Mounted on ... long ... nickel plated 3" dia. ... AC ... current generator. 6 heavy duty cord 9" high. UL approved.

No 8178. Ship. wt. 17 lbs. List $35.00. Dlr's. ea. $22.75. 3 lots, ea. **20.58**

Congratulations—

To the St. Petersburg Y.C.—for adopting the JUNIOR HOLIDAY as its one-design MORC class!

25' JUNIOR HOLIDAY — $4490

● 10 H.P. Kermath ● 940 lb. keel ● Enclosed head ● Stainless galley & ice box ● African mahogany planking ● Glued seams, bronze fastenings ● Light displacement ● Can be customized to MORC rules ● Round bilge ● Trails at 40 m.p.h. on all-steel ROADSKIPPER Trailer, equipped with lights, brakes, springs—$550

These experienced yachtsmen—veterans of the Southern Ocean Racing Circuit and of Lightning Class competition—have selected the Junior Holiday as the *ideal combination* of ocean racer and a hot one-design . . . with neither the cost of one nor the discomfort of the other.

You, too, can thrill to the exhilaration of one-design competition—yet enjoy the comforts of a true auxiliary: galley . . . head . . . refrigerator . . . foam rubber mattresses . . . and ten reliable horses to get you out to the line—and in for supper when the breeze dies with the sun.

You'll find the JUNIOR HOLIDAY an ideal single-hander for an afternoon's sail. She's small enough for racing 'round the buoys in the Bay . . . yet seaworthy enough to handle anything you will meet in weekend off-shore races or cruises. Perfectly balanced, she's a joy to sail—you'll need just one finger on the tiller even when reaching in half a gale!

She's a beauty, too—with the pleasing classic lines of a graceful 40-footer scaled down. *And an excellent investment at far less than the cost of a domestic boat of similar size and quality.*

To learn how you—and your fellow skippers at the Club—can sail a JUNIOR HOLIDAY this summer, send today for free illustrated brochure.

HOLIDAY YACHTS, INC., Dutch yards build many other fine yachts under American supervision. We'll design a custom boat for you—or build from your own designs. Because of our 75% lower labor costs we can save you thousands of dollars. *Ask us to prove it by bidding on your new boat—whether sail or power.*

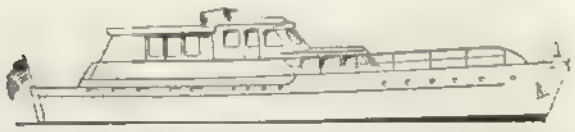
HOLIDAY Sailer
22.5' Sleeps 2-4. Enclosed head. Easy to trail. $5080

30' HOLIDAY
Offshore cruiser, racer. $7990

35' HOLIDAY Mariner
Perfect for the offshore circuit. $13,000

36 HOLIDAY Bermudian
Fast, easy-to-handle. $18,900.

HOLIDAY Explorer
Especially designed for a World cruise—at the price of a coastwise cruiser. $30,000



78' HOLIDAY HAWAIIAN—Cruises 14 knots under twin diesels. Exceptionally seaworthy—designed after North Sea patrol boats. Rain water piped below for long cruises. W.T. fishing cockpit aft. Sliding partitions convert double guest stateroom into separate rooms. Extra large engineroom, room for toolbench, spares, etc. Twin beds and large lockers in owner's stateroom

SORRY FOLKS

We won't be seeing you at the boat shows this year. We are so busy supervising the construction of high quality Dutch-built yachts that we have no personnel available for the shows. Chances are though, there's a Holiday Yacht near you. Write us and we will tell you where.

Quality Built Holland Yachts—American Supervision

Holiday Yachts, Inc.

It's time for a HOLIDAY!

E. M. JOHNSON
Centerport, L.I., N.Y.
Northport 3-3562

CAPT. W. E. HARRINGTON
Lighthouse Pt., Pompano Beach, Fla.
Tel: 3-1298

Local representatives:

WIN TICE
154 E. Erie St.
Chicago 11, Ill. SU 7-0840

CAPT. W. J. HAMMERS
19935 Jeanne
Detroit 5, Mich.

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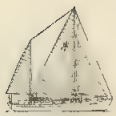
HOLIDAY YACHTS, INC., Dutch yards build many other fine yachts under American supervision. We'll design a custom boat for you—or build from your own designs. Because of our 75% lower labor costs we can save you thousands of dollars. *Ask us to prove it by bidding on your new boat—whether sail or power.*

HOLIDAY Sailor
22'3". Sleeps 2-4. Enclosed head. Easy-to-trail. $3000

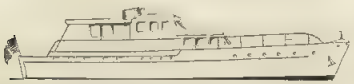
30' HOLIDAY
Offshore cruiser, racer. $7890

35' HOLIDAY Mariner
Perfect for the offshore circuit. $13,000

36' HOLIDAY Bermudian
Fast, easy to handle. $10,890.



HOLIDAY Explorer
Especially designed for a World cruise—at the price of a coastwise cruiser. $30,000



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Detroit 3, Mich.

from Holland

Cook IN THESE LOVELY SERVING DISHES

royal **DRU** *iron*

HAND DECORATED PORCELAINIZED CAST IRON OVEN-TO-TABLEWARE

in Delft Blue or Key Largo Green

Distinctive sauce pans, casseroles, frying pans and baking dishes — all made of porcelainized cast-iron. Designed to be taken directly to the table from the stove top or oven — you cook and serve in the same lovely dish. Royal DRU-iron's permanent, beautifully hand-decorated surface gives it the lifetime beauty of fine china. Made in Ulft, Holland, by skilled old-world craftsmen, each piece is hand-decorated with traditional Dutch motifs of tulips, windmills, and fleur-de-lis. Burnproof, stainproof, easy to wash—Royal DRU-iron is a lifetime of beauty.

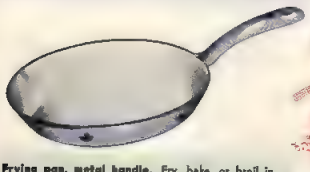
Imported by Evans International

Oval casserole, with cover. Appropriate for a dinner party entre or a family casserole. Never necessary to rewarm. Take this attractive "Dutch Oven" right from the oven to the most charming table setting. Specify blue or green.

29-2377-497 blue, **29-2722-497** green 1¼ qt 4 lbs. **$ 7.45**
29-2378-663 blue, **29-2723-663** green 2¼ qt 5½ lbs. **$ 9.95**
29-2704-730 blue, **29-2724-730** green 3¼ qt. 7 lbs. **$10.95**
29-2705-1130 blue, **29-2725-1130** green 6 qt. 12½ lbs. **$16.95**

Sauce pan, hollow handle with cover; resembling the French-type casserole. Use as a cooking utensil and then put this attractive sauce pan right on the table. Suitable for both stove top or oven. One-quart size ideal for a standard frozen-food package. Specify blue or green.

29-2706-397 blue, **29-2726-397** green 1 qt 3½ lbs. **$5.95**
29-2386-530 blue, **29-2727-530** green 1½ qt 4 lbs. **$7.95**
29-2707-597 blue, **29-2728-597** green 2 qt. 5 lbs. **$8.95**
29-2387-663 blue, **29-2729-663** green 3 qt. 7 lbs. **$9.95**



Frying pan, metal handle. Fry, bake, or broil in this all-purpose pan, and then use as a serving piece. Needs no special cleansers to keep sparkling. Specify blue or green.

29-2708-377 blue, **29-2730-377** green 9½" 3 lbs. **$5.65**

Whistling tea kettle. Porcelainized sheet iron. An attractive spot of color for the kitchen. Functional as well as pretty, never needs polishing. Will dress up any stove top — a bit of the old world in modern garb. Specify blue or green.

29-2388-530 blue, **29-2731-530** green 2 qt 2½ lbs. **$7.95**

from Holland

royal DRU iron

Beautiful... Practical... Lasts a Lifetime...

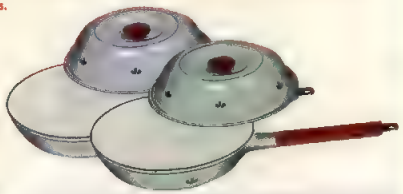
OVEN-TO-TABLEWARE

for stove top, oven or broiler!

Cook in Royal DRU-iron — serve in Royal DRU-iron. All the cooking advantages of cast-iron — all the beauty and cleaning ease of a hand-decorated porcelain finish. Foods simmer at thrifty low heat which brings out the delectable natural flavor, a method of cooking preferred by continental chefs and gourmets. The fine textured finish washes easily like china, no special cleansers required. Each piece in Delft blue or Key Largo green, with sparkling white interiors.

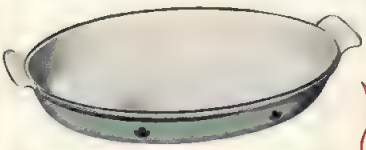
Round casserole, with cover. Perfect for cooking outdoors or over an open fireplace. Can be used as a sauce pan too! Food stays piping hot through second and third servings. Specify blue or green.

29-2700-517	blue,	**29-2710-517**	green	1¼ qt 4 lbs.	$ 7.75
29-2376-597	blue,	**29-2711-597**	green	1¾ qt 4½ lbs.	$ 8.95
29-2732-730	blue	**29-2733-730**	green	3 qt 9 lbs	$10.95
29-2701-1130	blue,	**29-2712-1130**	green	6 qt 14 lbs	$16.95



Frying pan, wooden handle; covers available separately. These versatile pans can be used for everything from southern-fried chicken to cooking eggs the Dutch way. Covers lie flat on the table and are suitable as garnishing or serving dishes. A compliment to any kitchen. Specify blue or green.

PANS	**29-2382-397**	blue,	**29-2713-397**	green	8½" 4 lbs.	$5.95
	29-2383-530	blue,	**29-2714-530**	green	10¼" 6 lbs.	$7.95
	29-2702-597	blue,	**29-2715-597**	green	11½" 7 lbs	$8.95
COVERS	**29-2373-263**	blue,	**29-2716-263**	green	8½" 1 lb	$3.95
	29-2374-330	blue	**29-2717-330**	green	10¼" 1 lb	$4.95
	29-2703-397	blue,	**29-2718-397**	green	11½" 2 lbs	$5.95



Oval dish. Can be used for hot or cold dishes. Marvelous for roasts or broiling. Carve and serve from this attractive dish. Specify blue or green.

29-2380-330	blue,	**29-2719-330**	green	10" 3 lbs.	$4.95
29-2381-517	blue,	**29-2720-517**	green	14" 6 lbs.	$7.75

Butter melter. Double pouring lips, separate base and cover. Ideal for butter and hot or cold sauces. Will dress up any table setting. Specify blue or green.

29-2385-297 blue, **29-2721-297** green 1 cup 1½ lbs. $4.45

HOLMES-OWEN TRUCK LOADERS

New TRUCK LOADER

Reduces Cost of Many Jobs...

One sure way to reduce the cost of operating a dump truck is to equip it with a Holmes-Owen loader. The installation of this unit automatically cuts the cost of operation by converting the truck into an independent working unit. The truck driver then does his own loading, hauling and unloading without the need for extra help or the use of more costly equipment.

Simplifying such operations not only speeds up material handling, but substantially reduces the cost of handling such stock pile materials as: sand, gravel, coal, etc.

DRIVER LOADS—HAULS—DUMPS

The new Holmes-Owen Truck Loader is today handling many varied types of jobs performed by contractors, highway engineers, states, municipalities, industrial and commercial firms. The use of this unit with its hydraulic shoveling power substantially speeds up loading and hauling. It saves time, labor and equipment by permitting the truck driver to do light digging, grading, loading, leveling and cleaning up, without any other assistance. A truck with such versatile one-man operation can easily do the work of several men, assuring a big saving in cost.

Specifications

- Overall height of shovel in top position 115" above truck frame.
- Shovel capacity — weight, 1500 lbs.— volume ½ yard.
- Frame loading with full shovel -4415 lbs
- Pump—balanced vane type.
- Pump input at 1000 psi.—10 hp.
- Pump capacity — 14 gpm. at 1000 psi. at 1200 rpm.
- Oil Reservoir—7 gals.
- Lower Cylinders—3" I.D.x9½" stroke.
- Shovel Cylinders—3" I.D.x18" stroke.
- Low position of shovel—4" below ground level.
- Net weight—2200 lbs. Shipping weight—2400 lbs.
- Shipping weight crated for export—2600 lbs.

ARE YOU UP IN THE AIR *about where to buy*

"My Name is Holly"

STYLE TF89
42" Tall
Approx. $12.00 Each
(Slightly Higher in West)
Other Sizes Available

LIFE SIZE DANCING DOLLS?

HOL-LE TOY COMPANY HAS THE GREATEST VARIETY OF STYLES AND SIZES IN THE WORLD INCLUDING CLOWNS AND BALLERINAS *MADE IN THE HOL-LE MANNER*

Hol-le toys

Division Riverdale Toy Mfg. Co.

Showroom: Room 552, 200 5th Ave., N. Y.

Factory: 148 Post Ave., N. Y. 34, N. Y.

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Showroom: Room 552, 200 5th Ave., N. Y. *Factory: 148 Post Ave., N. Y. 34, N. Y.*

Epicure CHINAWARE

NATIONALLY ADVERTISED

Created by the makers of famous Fiesta Ware, Epicure is the very latest in modern color glaze, ovenproof dinnerware. Each piece shaped with a flange rim that adds extra strength and beauty—designed to offer a variety of uses. The large tea/coffee cup can also be used for consomme, soup, etc. Soft pastel colors of Charcoal Gray, Dawn Pink, Turquoise Blue and Snow White stay fresh-looking under a glass hard glaze that is guaranteed for life against checking or crazing. The colors are in the glaze and will never wear off. Epicure will brighten your informal meals all the year around.

24-Piece Set. Service for 4. Consists of one place setting in each of 4 colors listed above. **Includes:** four 10" dinner plates, four 8" salad plates, four 6" bread and butter plates, 4 tea/coffee cups, 4 saucers, and 4 cereal/soup bowls. Ship. wt. 24 lbs.

1B20-1015. .....RETAIL $14.60

36-Piece Set. Service for 6. Consists of two place settings each in Charcoal Gray and Dawn Pink; one place setting each in Turquoise Blue and Snow White. **Includes:** six 10" dinner plates, six 8" salad plates, six 6" bread and butter plates, 6 tea/coffee cups, 6 saucers, and 6 cereal/soup bowls. Ship. wt. 40 lbs.

1B21-1525. .....RETAIL $21.90

7-Piece Service Set. To complete your lovely Epicure dinnerware **Includes one each:** 12" Dawn Pink Platter, 8" Turquoise vegetable dish, Snow White covered sugar bowl, Turquoise creamer, salt and pepper in Charcoal Gray and Snow White. Ship. wt. 8 lbs.

1B22-465. .....RETAIL $6.60

Semi-Porcelain Dinnerware Sets

NATIONALLY ADVERTISED W. S. GEORGE POTTERY

Pine cone spray in fresh, natural coloring of brown, beige, green, and orange on pure white body. Bolero shape. Pie crust edge with Gold outline. See make-up of sets below.

6B34-1115 35-Pc. Set.....RETAIL $16.75
6B35-1790 53-Pc. Set.....RETAIL $24.50
6B36-3075—85-Pc. Set.....RETAIL $45.00

Harbinger of Spring. Delightful sprays of Pussy Willow—gray buds, green leaves with shading of brown and pink. Pure white body. Ranchero shape, a coupe shape which has captured popular demand. See make-up of sets below.

6B37-1360—35-Pc. Set.....RETAIL $19.75
6B38-2065—53 Pc. Set.....RETAIL $31.00
6B38-3795—85-Pc. Set.....RETAIL $49.50

Luxurious Spray of green leaves with delicately shaded flowers and buds in the new Shashta Shape. Pure white body with graceful French Curves. See make-up of sets below.

6B31-1060—35-Pc. Set.....RETAIL $15.50
6B32-1600—53-Pc. Set.....RETAIL $24.00
6B33-2915—85-Pc. Set.....RETAIL $43.00

MAKE-UP OF SETS

35-Pc. Set, Service for 6—contains 6 each: cups, saucers, sauce dishes, bread and butter plates, and 10" dinner plates. 1 each: Deep oval vegetable dish, platter, covered sugar bowl and creamer. Ship. wt. 26 lbs.

53-Pc. Set. Service for 8—contains 8 each: Cups, saucers, sauce dishes, bread and butter plates, coupe soup bowl and 10" dinner plates. 1 each: Deep, round vegetable dish, platter, covered sugar bowl and creamer. Ship. wt. 44 lbs.

85-Pc. Set. Service for 12—contains 12 each: Cups, saucers, sauce dishes, bread and butter plates, salad plates, coupe soup bowls and 10" dinner plates. 1 each: Oblong vegetable dish, deep, round vegetable dish, 11½" meat platter, 15" meat platter, gravy boat, gravy boat tray, covered casserole, covered sugar bowl and creamer. Ship. wt. 90 lbs.

ORDER EARLY for Holiday Delivery

Lovely Patterns in China Dinnerware

TIMELESS CHARM IN FINE CHINA FOR THE DISCRIMINATING HOSTESS

"Wildwood Flower" 93-Piece Dinner Set. Imported Ivory China set patterned with a rich-colored, life-like flower. Natural flower has lovely shades of Ivory, Brown, and soft Yellow surrounded with luxurious Green colored leaves. Fine distinctive gold edging. China rims with inside flower pattern. Each set in carton. Ship. wt. 90 lbs.

610B352-5989—93-Piece Set.....RETAIL **$98.50**

93-Piece set. Service for 12. Consists of 12 each: cups, saucers, sauce dishes, bread-and-butter plates, salad plates, soup dishes, 10" dinner plates. 1 each, vegetable serving dish, 11½" platter, 13" platter, gravy boat, 2-piece covered casserole, 2-piece covered sugar bowl, cream pitcher.

"Autumn" Design. Imported translucent china. White background with border of graceful leaves in deep vibrant autumn colors of brown, yellow and green. Trimmed in rich gold. An attractive pattern that adds a warm decorative glow to all dining occasions. F.O.B. Pennsylvania.

D44G15 3600—57 Piece Set. . RETAIL **$54.00**

D44G16-5467—98 Piece Set.....RETAIL **97.00**

57 Piece set. Service for 8. Consists of 8 each: dinner plates, bread and butter plates, cups, saucers, soup plates, fruit dishes. 1 each: Sugar with cover, creamer, vegetable serving dish, platter, 4 extra cups. Ship. wt. 41 lbs.

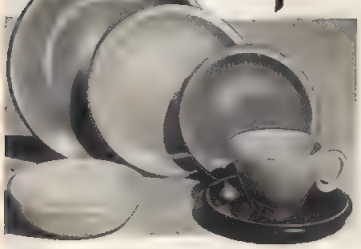
"Silver Wheat" Design. Exquisite imported china dinner set. Fine translucent white china body decorated with graceful spray of gently wind-tossed wheat in rich silver tones. Each piece is edge trimmed with lustrous platinum. "Silver Wheat" is truly marked by expert craftsmanship. F.O.B. Pennsylvania.

D44G13-3600—57 Piece Set . . RETAIL **$54.00**

D44G14-5467—98 Piece Set . . . . RETAIL **97.00**

98 Piece set. Service for 12. Consists of 12 each: dinner plates, bread and butter plates, cups, saucers, salad plates, soup plates, fruit dishes. 1 each: Sugar with cover, creamer, vegetable serving dish, gravy boat, salad bowl, 2 platters and 5 extra cups. Ship. wt. 75 lbs.

Epicure CHINAWARE



BEAUTIFULLY GLAZED—MODERN STYLING

Nationally Advertised

Created by the makers of famous Fiesta Ware, Epicure is the very latest in modern color glaze, ovenproof dinnerware. Each piece shaped with a flange rim that adds extra strength and beauty—designed to offer a variety of uses. The large tea/coffee cup can also be used for consomme, soup, etc. Soft pastel colors of Charcoal Gray, Dawn Pink, Turquoise Blue and Snow White stay fresh-looking under a glass hard glaze that is guaranteed for life against checking or crazing. The colors are in the glaze and will never wear off. Epicure will brighten your informal meals all the year around.

24 Piece Set. Service for 4. Consists of one place setting in each of 4 colors listed above. **Includes:** four 10" dinner plates, four 8" salad plates, four 6" bread and butter plates, 4 tea/coffee cups, 4 saucers, and 4 cereal/soup bowls. Ship. wt. 24 lbs.

1B20-1015.....RETAIL **$14.60**

36-Piece Set. Service for 6. Consists of two place settings each in Charcoal Gray and Dawn Pink; one place setting each in Turquoise Blue and Snow White. **Includes:** six 10" dinner plates, six 8" salad plates, six 6" bread and butter plates, 6 tea/coffee cups, 6 saucers, and 6 cereal/soup bowls. Ship. wt. 40 lbs.

1B21 1525 .. .. - .....RETAIL **$21.90**

7-Piece Service Set. To complete your lovely Epicure dinnerware **includes one each:** 12" Dawn Pink Platter, 8" Turquoise vegetable dish, Snow White covered sugar bowl, Turquoise creamer, salt and pepper in Charcoal Gray and Snow White. Ship. wt. 8 lbs.

1B22-465.....RETAIL **$6.60**

FOR DISCRIMINATING HOSTESSES

GAYLY DECORATED IMPORTS

13-PIECE FINE IMPORTED CHINA TY PARTY SET

The ideal service for all around entertainment. Charming for serving tea, coffee, sandwiches, salads, or cake. Moss Rose or Violet design. Beautiful china plate has a recess for holding matching cup. Ideal for buffet service. **Set includes service for four:** 4 cups, 4 plates, teapot, sugar bowl and creamer. Ship. wt. 7 lbs.

61B5-425

61B5-398—Lots of 3 Sets.....RETAIL, SET **$8.50**

Imported China Cup and Saucer. In the ever popular Moss Rose design that will fit in with most any dinner or tea service. Matches 61B5 listed above 1 dozen in carton. Ship. wt. 8 lbs.

611B5-385. . . . . RETAIL, DOZEN **$6.25**

18-PIECE SERVING SET

Luxurious, translucent china in four floral designs. Fluted edges add distinction to this serving set **Choice of Wildflower, Pink Rose, Violet or Moss Rose pattern, richly gold trimmed.** Ideal for luncheon, dessert or salads. **Set consists of:** six 8" plates, six cups and six saucers. Packed 1 set to a carton. Ship. wt. 9 lbs.

612B12-475.....RETAIL, SET **$7.95**

Similar to above: 12 Piece Breakfast set in Moss Rose design **Set consists of:** four each, 7¼" plates, cups and saucers Packed one set to carton

45G26-265.....RETAIL, SET **$4.95**

8-PIECE CAKE SET

Imported from Italy. This gleaming White porcelain cake set is gaily decorated in a bold floral pattern. Brilliant shades of Rose, Yellow, Green and Blue make up this stunning design. Ideal for serving sandwiches or cake. **Set consists of:** 1 large plate 13x11½", six 8" plates, and one server. Ship wt. 8½ lbs.

612B10-425

612B10-395—Lots of 3 Sets....RETAIL, SET **$7.50**

17-PIECE IMPORTED CHINA TEA SETS

Violet or Moss Rose Design. Servers for 6. Beautifully styled with natural colors. Made of finest thin translucent china. **Set consists of:** 6 cups, 6 saucers, creamer covered sugar, and covered tea pot. 1 set to carton Ship. wt. 6 lbs.

61B3-395 . . . . . RETAIL SET **$6.25**

17-Piece Demitasse Set (not illustrated). Set consists of: 6 cups and saucers, covered sugar bowl, cream pitcher and covered coffee server Violet or Moss Rose design Ship. wt. 4 lbs.

41G6-325

41G6-300—Lots of 3 . . . . . RETAIL, SET **$5.75**

CHARMING, IMPORTED DEMITASSE CUPS AND SAUCERS

Gleaming demitasse cups and saucers of finest porcelain china. Newly imported from Japan are these lovely cups and saucers are gaily delightful to use but collectors items also. Available in assorted delicate popular hand painted floral decorations with rich gold trim, daintily accentuated by a fine gold handle on the handles Packed twelve big selling, different patterns to a box Ship wt 5 lbs

611B12-375

611B12-350—Lots of 3 Dozen . . . . . RETAIL, PER DOZEN **$6.50**

CELLARETTES

FOR HOME AND OFFICE

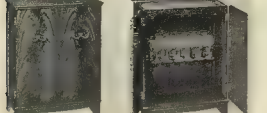
Imported and domestic woods in choice selections of swirls, crotches, and ribbon stripes are intricately patterned to enhance the richness of each individual cabinet. To enliven the lasting beauty of the wood, each Cellarette is hand-rubbed to a lustrous and mirror-like finish.

18TH CENTURY CELLARETTE

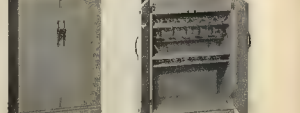
Genuine crotch Mahogany door fronts. Comes equipped with lock and key. Deep well rear of mixing tray to hold bottles when in use. Service for 6 Flintlman Band Glassware, stirrers and opener. Friction hinge on doors prevents doors from flying open or closed. Bottle storage compartment at base of cellarette. Mahogany finish only. Height 37½", Width 28½", Depth 17". Weight 76 lbs.
D381N1216-P9387 F.O.B. Factory Chicago — Retail $139.00

PROVINCIAL CELLARETTE

A very fine Provincial style that will lend itself to any Provincial setting. Plastic covered mixing tray and underneath top lid. Well at rear of mixing tray for bottles when in use. Extra grillwork backed by metal-ite plastic cloth on lower section of doors. Four hand-carved posts. Back completely finished. Large storage space for bottles at base of cabinet. Doors equipped with lock and key. Complete service for 8 using Flintman Band pattern glassware, mixers and opener. Available in Provincial Walnut finish only. Height 36½", Width 31¼", Depth 17". Weight 94 lbs.
D381N1221-P14825 F.O.B. Factory Chicago — Retail $224.00



Talently styled with bright, alive finishes, the Rock-Ola Cellarette is as versatile as it is gracious, as practical as it is beautiful.



CELLARETTE

Moderately-priced cellarette that is ideal for the economy minded. Comes complete with service for six Gold Band glassware, stirrers and opener. Large storage compartment for bottles on bottom. Brass handles, Mahogany finish only. Height 29", Width 23½", Depth 15½". Weight, 47 lbs.
D381N1214-P4809 F.O.B. Factory Chicago — Retail $79.00

No. 1209 MODERN CELLARETTE

This modern home cellarette should be a welcome asset to any modern living room or den. Plastic coated mixing tray. Well in rear of mixing tray provides for storage of bottles while in use. Large storage space at bottom of cabinet. Equipped with lock and key. Comes equipped with complete service for six Autumn Wheat Glassware. Limed Oak and Walnut finishes only. Height 36", Width 24½", Depth 15¾". Wt. 75 lbs.
D381N1209-P7820 Specify Finish F.O.B. Factory — Retail $117.85

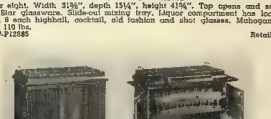
Modern and Period styles are perfectly planned and proportioned in the sturdily constructed cabinet.

MAHOGANY CELLARETTE

Service for eight. Width 31⅜", depth 15¼", height 41¾". Top opens and serves as bar. Cut Star glassware. Slide-out mixing tray. Liquor compartment has lock. Complete with 8 each highball, cocktail, old fashion and shot glasses. Mahogany finish only. Wt. 110 lbs.
D381N1187-P12585 — Retail $195.00

CELLARETTE

This cellarette will fit into any modern home. Has divided flip top which is plastic covered underneath. The four legs are of genuine brass. Equipped with lock and key. Slide-out type mixing tray is plastic coated. Large bottle storage compartment at base. Service for eight glassware is of Gold Band pattern, mixers and opener. Available in Fruitwood and Limed Oak finishes. Height 30½", Width 29½", Depth 15¼".
D381N1216-P9850 Specify Finish F.O.B. Chicago Factory — Retail 147.85

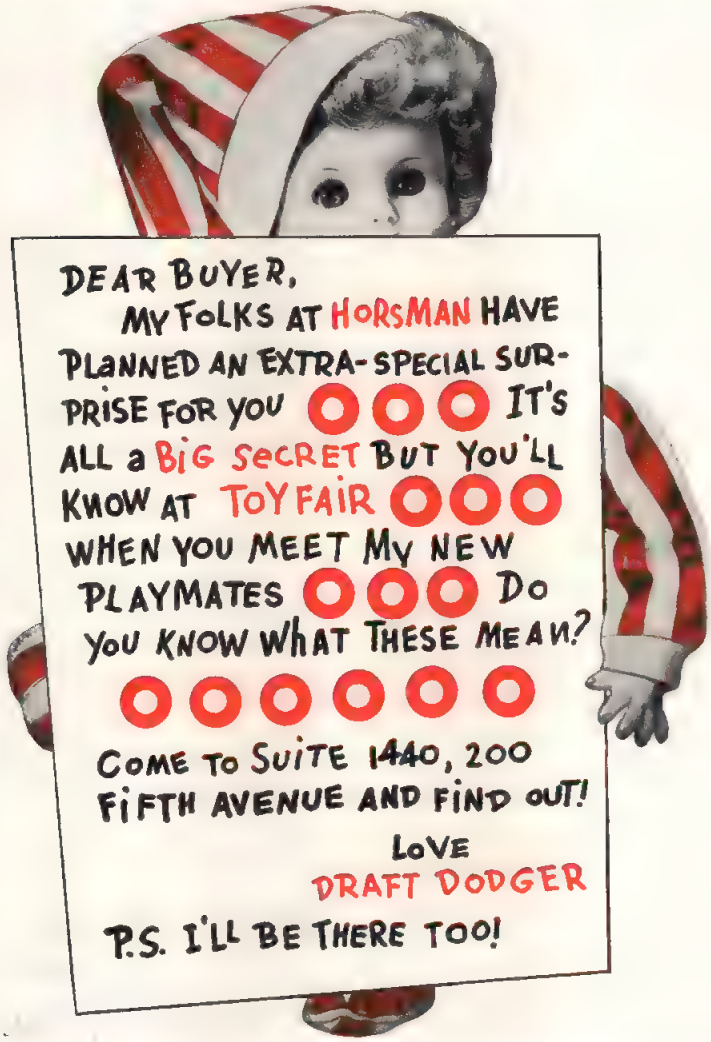


MODERN PORT-A-BAR CELLARETTE

Service for eight. Attractive chrome rail. Utensil drawer, slide-out serving trays, and glass rack. Easy rolling casters for serving on lawn or patio. Liquor compartment has lock. Size: Width 32", depth 18", height 33¾". Complete 8 each shot, highball, cocktail and old fashion glasses. Wt. 115 lbs.
D381N1253S-P15850 Blonde Mahogany — Retail $237.00
D381N1253M P15850 Mahogany — Retail $237.00

BLONDE CANE FRONT PORT-A-BAR

The attractive genuine cane front on this cellarette and modern styling serves as a fine piece of furniture plus a portable bar. Spacious liquor compartment with lock and key. Cut Star glassware with service for eight: cocktail, highball, old fashion, shot. Easy-action casters. Width 32", height 32", depth 17". Sliding work table. Wt. 85 lbs.
D381N1206 P15850 Blonde mahogany — Retail $235.00


DEAR BUYER,
MY FOLKS AT HORSMAN HAVE PLANNED AN EXTRA-SPECIAL SURPRISE FOR YOU O O O IT'S ALL a BIG SECRET BUT YOU'LL KNOW AT TOY FAIR O O O WHEN YOU MEET MY NEW PLAYMATES O O O Do YOU KNOW WHAT THESE MEAN?
O O O O O O
COME TO SUITE 1440, 200 FIFTH AVENUE AND FIND OUT!
LOVE
DRAFT DODGER
P.S. I'LL BE THERE TOO!

HORSMAN DOLLS, INC. 200 Fifth Avenue • New York 10, N. Y.

GIVE Peggy Petite A WHIRL!

New "Merry-Go-Round" Revolving Display in sparkling full color . . . displays complete Peggy Petite assortment! A dramatic attention-getter. For details, use coupon below.

. . . she'll sell so fast your head will spin!

HERE'S WHY THEY ALL WANT "PEGGY PETITE"!

- ***She's a miniature doll that does everything big dolls do!*** Kneels, sits, crosses her legs . . . claps her hands, goes to sleep, takes a bath! Washable ALL VINYL skin, flexible "Super-Flex" arms and legs, turning head, sleeping eyes!
- ***She's a fashion doll*** with a fabulous wardrobe of her own . . . everything from negligees to bridal gowns . . . and wears *any* 8-inch doll clothes!
- ***She has real rooted "Miracle Hair"*** in three styles—regular pony tail . . . long curl bob . . . or PASTEL pony tail in pink, mint or blue! ALL can be washed, waved, combed, brushed, curled!
- ***She's priced comparably to other miniature dolls . . .*** yet offers far more durability and play value!
- ***She's packaged*** in a colorful gift box with a clear acetate window!
- AND—She's made by—

horsman

America's Best Known and Best Loved Dolls

200 Fifth Avenue New York 10, N. Y.

Mail this coupon today!

horsman
dept. 7, 200 5th Ave., N.Y. 10, N.Y.
Please rush me details on how I can get the "Merry-Go-Round" display to help me sell "Peggy Petite".

name _____
title _____
company _____
address _____
city _____ zone _____ state _____

HORSMAN CINDY STRUTTER WALKING DOLLS

- Cindy Strutter Walks, Dances, Does the Splits and Can Sit
- Movable Arms
- Crying Voices
- Sleeping Eyes and Lashes
- All Vinyl Construction of Lifelike Fairy Skin
- Washable, Rooted Saran Curly Hairdos
- Fairy Skin Body — Real to the Touch

These Cindy Strutter Dolls are so flexible and life-like that they actually walk when led by hand.

CINDY STRUTTER with Party Dress

CINDY STRUTTER with Bolero Dress

This pert Cindy Strutter doll is so real and life-like that she is almost like a little girl—and she is just as active, too! Pert and saucy, she actually walks, dances and does the splits! She has soft life-like fairy skin from head to toe. All dolled up in her new party dress trimmed with white collar, she's going to be the belle of the ball. Her soft brunette hair is washable. Complete with rayon stockings and plastic shoes.

No. 8158. 16" tall. Wt. 2½ lbs. List $5.95. Dlr's., ea. $4.15. 3 lots, ea. $3.90. 6 lots, ea. **3.76**

No. 8159. 20" tall. Wt. 3½ lbs. List $7.95. Dlr's., ea. $5.60. 3 lots, ea. $5.25. 6 lots, ea. **5.03**

This Cindy Strutter Doll is all ready to go places and do things. She is gorgeously dressed in a blue nylon mesh skirt with black velvet bolero type jacket. Her collar is lace trimmed and she has Rayon slip and taffeta panties. The outfit is set off by a black velvet beanie. Cindy Strutter has permanently rooted hair. Can be washed, combed and shampooed. Lifelike vinyl "Fairy Skin" from head to toe makes her amazingly lifelike.

No. 8163. 16" tall. Wt. 2½ lbs. List $6.95. Dlr's. ea. $4.85. 3 Lots ea. $4.55. 6 Lots, ea. **4.37**

No. 8164. 20" tall. Wt. 3½ lbs. List $8.95. Dlr's., ea. $6.25. 3 Lots, ea. $5.85. 6 Lots, ea. **5.63**

HORSMAN Life-Like 23" Walking Dolls

- They Walk and Sit . . . Heads Turn While They Are Walking
- Dolls Actually Walk When Led By The Hand
- Deeply Rooted, Washable Saran Hair
- Crying Voice
- Sleeping Eyes Have Real Lashes
- Natural, real-to-the-touch "Fairy Skin"

Actually Walks When Led by Hand

23" WALKING DOLL WITH PONY TAIL

Sweet, pert, pretty and best of all, life-like! This remarkable doll can actually walk and turn her head from side to side when led by the hand. Tilted backward, she cries like a real baby and her long lashed eyes close when she's put to bed. Her skin is warm, soft "Fairy Skin"! Washable saran hair stylishly fashioned in a pony tail. She's ready outfitted in a floral print rayon dress, daintily trimmed with real lace. Wardrobe includes panties, vinyl plastic shoes and washable stockings. Wt. 4¼ lbs.

No. 8156. List $13.95. Dealer's, each $6.95. 3 lots, each $5.65. 6 lots, each **5.35**

23" WALK-A-BYE WALKING DOLL

She walks beside her mommy just like a real little girl. Head turns from side to side while walking. Has crying voice and can sit perfectly. Soft, fleshlike "Fairy Skin" is realistic to touch. Miracle rooted Dyrel hair is permanently imbedded in soft vinyl plastic head and can be combed, curled or washed. Arms and legs of exquisitely detail plastic. Dressed in fancy plaid and solid dresses, all delicately trimmed. Wardrobe comes complete with panties, shoes and washable stockings. Wt. 6 lbs.

No. 8464. List $11.95. Dealer's, each $5.50. 3 lots, each $5.25. 6 lots, each **4.95**

Satisfaction Guaranteed or Money Refunded

Horsman 15 Piece 13" Draft Dodger Doll Set

Complete With Wardrobe and Traveling Case

- **With Flexi Arms and Legs**
- **Doll Can Sit, Kneel, Stand In Any Lifelike Position—just like a real girl**

Little girls can create a whole new world of exciting make-believe with these adorable flexi dolls. The Draft Dodger all-vinyl doll has molded hair. Draft Dodger sleeping garment. 2 piece knitted undergarment, sheer dress with matching bonnet cotton flannel night gown, diaper booties sponge, soap wash cloth clothespins safety pins Has coo voice g assure sleeping eyes with lashes, super-flex arms and legs Suitcase is 16"x12"x6" with drawer Wt 3½ lbs

No. 8151. List $9.95 Dlr's ea $6.90 3 lots, ea $6.50 6 lots, ea **6.22**

HORSMAN FLEXI DOLLS

Horsman 15" Draft Dodger Doll

- Flexible, lifelike arms and legs
- Head turns, Voices Coo when squeezed
- Saran rooted hair, sleeping eyes
- Soft, smooth baby Fairy skin

Move arms in any position. Holds toys, objects, just like a real girl

This lovable doll can kneel, bend her knees, sit in a chair, lie down in bed Her pretty head turns from side to side Has 'Fairy Skin" that's so life like' Stunningly dressed in vivid Red and White striped 4 piece Draft Dodger sleeping garment which has full length zipper down front matching booties and stocking hat Knitted panties too! Rooted curly bob hair sleeping eyes and lashes, coo voice washable all vinyl body makes this a lovable cuddle doll

No. 8152 15' **Draft Dodger Doll** Wt. 2 lbs List $4.95.

Dlr's., ea $3.45 3 lots, ea $3.25 6 lots, ea **3.12**

The Fairy Skin dolls that give the life-like touch to the doll

- All Vinyl "Fairy Skin"
- Coo Voice

"Love Me" Baby Dolls

- **Made of 'Fairy Skin' Vinyl**
- **With Party Dress**
- **Coo Voice**

Horsman's 17" Pram Baby Doll

Little mothers will love her! She crosses her legs, arms, kneels, prays, sits, moves her arms in any position' All vinyl bobs doll from curly bob style rooted saran hair that can be washed combed and set – to the sleeping eyes and lashes – cute Dressed in cotton flannel pram suit with enclosed feet and matching bonnet Squeeze her--hear her coo' Head turns easily too Body is washable.

No. 8150. 17" **Pram Doll.** Wt. 2½ lbs. List $5.95. Dlr's., ea. $4.20 3 lots, ea. $3.95 6 lots, ea. **3.77**

Her voice is a gentle coo, her eyes close, her skin is real to the touch—'Fairy Skin' Soft, lustrous hairdo can be brushed combed and even shampooed With her Super Flex legs she assumes dozens of lifelike positions Dressed in beautiful party dress of colored nylons and cottons trimmed with lace Knit panties, vinyl shoes, and rayon socks

No. 8165 13" tall 1¼ lbs. List $3.95 Dlr's., ea $2.80 3 lots, ea $2.60 6, ea **2.51**

No. 8166 15" tall 2¼ lbs List $4.95 Dlr's ea $3.50 3 lots, ea $3.30 6, ea **3.14**

No. 8167 19" tall 3½ lbs. List $6.95 Dlr's, ea $4.90 3 lots, ea $4.60, 6, ea **4.38**

Baby Precious Coat and Hat Doll

Baby Precious dressed in a pert, heather mottled coat with matching bonnet. Coat is rayon acetate Matching party dress with knit panties Vinyl shoes and rayon socks Like her sisters, she has 'real to the touch' Fairy Skin,' turning head, sleeping eyes and lashes 'Super Flex' legs allow her to sit pray, kneel Coo voice Washable hair

No. 8171 15" tall, 2½ lbs. List $5.95 Dlr's., ea. $4.15 3 lots, ea $3.90 6 ea. **3.74**

No. 8172 19" tall 3½ lbs List $7.95 Dlr's., ea $5.35 3 lots, ea $5.20 6 ea. **5.01**

HORSMAN 21" PERMA NURSER FLEXI DOLL

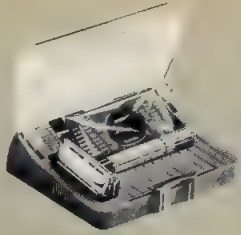
- **Drinks, wets, kneels, sits, turns head**
- **36x36" blanket, nursery bottle**
- **Rooted hair, coo-voice, sleeping eyes**

She drinks, wets, moves in any position—a big life-size 21" baby doll with flexible arms and legs Constructed of soft "Fairy Skin" that's washable. Dressed in cotton flannel bunting with full length zipper, peaked brownie cap, knit pants. With 36x36" blanket, nursery bottle.

No. 8153. 21" **Doll,** Wt. 4½ lbs. List $11.95.

Dlr's., ea. $8.30. Lots of 3, ea. $7.80 Lots of 6, ea. **7.46**

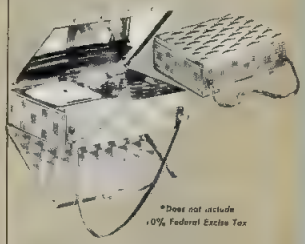
HEDSTROM SKOTCH STROLLER
Perky plaid sun canopy and detachable shopping bag. Steel frame. Comfortable twill seat won't let baby slide out. Adjustable footrest, safety brake. From Massachusetts.
86-0999 D895 Stroller. Wt. 11 lbs. . . . **$11.95**
Babies born in 1903 rode in "stylish" parasol-topped reed carriages that couldn't be washed when soiled . . . and cost pa and ma $22.65.



GILLETTE SUPER SPEED SET
Precision built 1 pc. razor. Opens and shuts with quick twist. Easy to clean without removing blade. Rhodium plated. 6 blades in dispenser included. Handsome travel case.
17-4649 A75 Super Speed Set **$1.00**
Young shavers have all the edge! Old shavers paid five dollars for a relatively crude 3-piece Gillette, not as good as the $1 model.

100 GILLETTE BLUE BLADES
Finest quality double-edge blades . . . world renowned for top shaving efficiency and comfort. Packed in handy 10-blade plastic dispensers with compartment for used blades.
17-4631 A368 Carton of 100 Blades . . **$4.90**
The first Gillette Blades were 12 for $1.00. They were only half as sharp and cost twice as much as today's super-sharp Blue Blades in a dispenser.

On these pages
we offer for sale
goods from regular stock,
PROOF that at John Plain
many products cost
NO MORE NOW
than 40 years ago

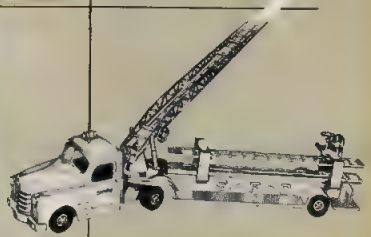


**Does not include 10% Federal Excise Tax*

GLAMOROUS EMPRESS CARRYALL
Golden metal gorgeously worked in quilted pattern. Has mirror, compact, lipstick holder, comb, "mad money" compartment, separate space for cigarettes. Mesh handle.
36-4000 A563 4x3x1¼" . . **$8.50***
This 1956 carryall with all its luxurious appointments and mesh strap costs no more than the 1928 model with brocade cover and metal chain.

COMMODORE VELOCIPEDE
Streamlined delight of young sidewalk speedsters! Today's favorite colors: charcoal, white and sunglow pink. Ruggedly built. Adjustable seat, bars. 12" front wheel.
83-5405 D1125 Tricycle **$15.95**
This modern beauty with its 1¾" semi-pneumatic tires costs one-third less to give today than did the 1916 model with its hard-riding 1" tires.

HORSMAN "BABY PRECIOUS"
19" vinyl plastic doll. Practically unbreakable, with washable rooted hair, soft "coo" voice. Turns her head, closes her eyes, "stands" on flexible legs.
88-7620 B560 19" Doll **$7.98**
"Baby Precious" costs no more than mother's cotton filled, fragile, composition head doll, whose hair wasn't rooted, and wasn't Saran!



HOOK AND LADDER FIRE TRUCK
Authentic reproduction of latest equipment. Heavy gauge steel with aluminum ladders. Simulated hydraulic raising mechanism. Rubber tires. 33¼" long, 7" high, 8¾" wide.
89-4816 B695 Aerial Ladder Truck. . **$9.95**
Aerial Trucks cost the same as they did in grandpa's day, but they represent the latest models of the "real thing" and race to the fire on real tires.

Famous Horsman Dolls . . .

with soft, flexible arms and legs . . . sit . . kneel . . cross legs . . hold any pose!

"DRAFT DODGER"

All cuddly-soft, washable vinyl, wearing stunning red-and-white zip-front "Draft Dodger" pajamas, booties, stocking cap and knitted panties. Her rooted hair can be washed and curled. Has movable head, go-to-sleep eyes, flexible arms and legs that hold any position. "coo" voice.

88-7554 B350 15" Doll **$4.98**
88-7542 B495 19" Doll **6.98**

"LOVE-ME" BABY

All washable vinyl . . . a soft, lovable armful in a froth of lace-trimmed nylon! Her perky "Pony Tail" hairdo 'grows' right out of her head . . can be shampooed and curled. Has a movable head, coo voice, thick fringed eyes that go to sleep. Wears panties, socks, vinyl shoes.

88-7570 B630 21" Doll .. **$ 8.98**
88-7588 B1000 26" Doll ... **13.98**

"BABY PRECIOUS" . . . in Dress or Coat Ensemble

All vinyl . . . she loves to be bathed, powdered and cuddled . . . she even "coos" in reply! She sleeps, sits, crosses her legs and holds the pose. Her curly-bob hair is rooted in, can be shampooed and curled. All dressed up in vinyl shoes, socks, panties, a lacy party dress and matching bonnet; or in a dainty dress, rayon acetate coat in a heather mixture, matching bonnet.

(E) **88-7596** B350 15" Baby Precious in Dress Ensemble.....**$ 4.98**
88-7604 B495 19" Baby Precious in Dress Ensemble..... **6.98**
88-7612 B595 23" Baby Precious in Dress Ensemble **9.98**
(F) **88-7620** B560 19" Baby Precious in Coat Ensemble..... **7.98**
88-7638 B840 23" Baby Precious in Coat Ensemble.. ..... **11.98**

RAGGEDY ANN AND RAGGEDY ANDY

Two beloved story-book dolls that are said to "come to life" the minute you turn your back! With captivating shoe button eyes, rag-mop curls, soft cotton-filled bodies . . . the dolls she takes to heart while she's young, keeps on her bed while she's "growing up." Raggedy Ann wears a white apron over a print dress. Andy has blue pantaloons, checked shirt and cap.

87-7729 B329 20" Raggedy Ann.....**$4.65**
87-7737 B329 20" Raggedy Andy..... **4.65**

WALKING AND SITTING BRIDE . . . with Six Complete Outfits

Even very little girls love the glamorous bridal array . . . so if you want to put stars in her eyes . . . give her this exquisite bridal doll! She'll be entranced . . . for her beautiful bride walks like a queen . . . even assumes a natural sitting position! With the flirting eyes of a coquette . . . her lovely face is framed in lustrous Dynel curls. In her trousseau . . . she brings hours of fun for her little mother can dress her and undress her, dress her again in any of six different outfits. Her wardrobe is fashion-right for every occasion. Includes coat and hat, gay print dress, raincoat, nightgown, housecoat, lovely ballerina dress and accessories.

88-7505 B550 Bride Doll, 16" tall and Trousseau.....**$7.98**

horsman

presents America's SWEETheart!

NEW LIFE SAVERS* DOLL

with lifelike hair in candy colors!

Her permanently rooted hair comes in delicious "Candy Colors" of mint blue, strawberry pink, lime green! Can be washed, waved, combed, brushed, curled. 11" tall, all vinyl, individually packed in a clear acetate LIFE SAVERS* cylinder.

Advertised in LIFE

magnificent

Mardi Gras DOLL

BRIGHT STAR of the ball, in an elaborate lace dress embellished with silver or gold! A glamorous GROWN-UP doll, 18" or 20" tall, with long curl hairdo, high-heeled shoes.

*®Life Savers Corporation for Candies

for full information, write: **horsman** *America's best known and best loved dolls*

200 Fifth Avenue • New York 10, N.Y.

Designed to keep 'em occupied for hours and hours...
THE BUNNER BOOK
THE LITTLE ENGINE THAT COULD
FOLK TALES CHILDREN LOVE
The Gateway to Storyland
The Contented Little Pussy Cat
MOTHER GOOSE RHYMES
CHILDREN OF OTHER LANDS
LITTLE BROWN BEAR
PICTURE STORY BOOKS
75c to $3.00
Just what the doctor ordered to keep little ones busy and happy. Fascinating stories, the favorites of children throughout the years. Handsomely bound and jacketed ... chuck full of beautiful illustrations.
ACTIVITY BOXES
50c to $2.50
THINGS-TO-DO—Cutouts, jigsaw puzzles, tracing, coloring-activity sets ... all designed to instruct the child as he plays. Keep a wide assortment of this famous line in stock as they will sell plenty F-A-S-T! They will make satisfied customers for you.
AMERICAN PICTURE STICK EM
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PUT TOGETHER PICTURES
PAINT WITHOUT PAINTS
BIG BOX Playtime Fun
STAR

THE PLATT and MUNK CO., INC. 200 FIFTH AVENUE NEW YORK 10, N. Y. SUITE 401-403

HORSMAN 23" WALKING, KNEELING AND SITTING DOLL

- She walks, stands alone, cries, sleeps, sits, kneels
- Head turns from side to side while walking
- Has washable rooted pony-tail hair style
- Dressed in nylon dress with pinafore apron

A lovable doll that's an active playtime companion to her little mother. She walks, stands by herself, cries and sleeps. When she walks, her head turns from side to side just like a real little girl. Her knees and arms are jointed so she can assume dozens of life-like positions, such as kneeling to say her prayers, etc. When she goes to sleep her big eyes with their long lashes gently close. Covered from head to toe with baby soft, real feeling "Fairy Skin" Lovely rooted pony tail is made of luxurious saran and can be combed and curled and even washed and set! She comes party dressed in a beautiful, diamond patterned, crimped dress and pinafore apron, both made of washable nylon. Her outfit is completed by a big, bright hair bow vinyl shoes and washable socks. Wt. 4½ lbs.

No. 8157. List $16.95. Dealer's, each $10.45, 3 lots, each, $9.66, 6 lots, each **8.97**

23" Walking Dolls

- Dolls actually walk when led
- Saran hair deeply rooted
- Hair can be washed and set
- Sleeping eyes have real lashes
- Natural, real-to-touch "Fairy Skin"
- Beautifully dressed in fine materials

Actually walks when led by hand

23" WALKING DOLL WITH PONY TAIL

- Made of real feeling 'Fairy Skin'
- Crying voice and sleeping eyes
- Walks and sits
- Head turns while walking
- Dressed in floral print nylon party dress

Sweet pert pretty and best of all, life like. This remarkable doll can actually walk and turn her head from side to side when led by the hand. Tilted backward, she cries like a real baby and her long lashed eyes close when she's put to bed. Her skin is warm soft "Fairy Skin" Washable saran hair stylishly fashioned in a pony tail. She's gaily outfitted in a floral print nylon dress, daintily trimmed with real lace. Wardrobe includes panties, vinyl plastic shoes and washable stockings. Wt. 4½ lbs.

No. 8156. List $13.95. Dealer's, each $8.85 3 lots, each $8.36 6 lots, each **7.96**

23" WALK-A-BYE WALKING DOLL

- Actually walks when led by hand
- Miracle rooted Dynel Hair
- Soft, real-to-the-touch "Fairy Skin"

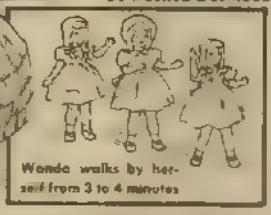
She walks beside her mommy just like a real little girl. Head turns from side to side while walking. Has crying voice and can sit perfectly. Soft, flesh-like "Fairy Skin" is realistic to touch. Miracle, rooted Dynel hair is permanently [illegible] in soft vinyl plastic head and can be combed, curled or washed. Arms and legs of exquisitely detail plastic. Dressed in fancy plaid and solid dresses, all delicately trimmed. Wardrobe comes complete with panties, shoes, and washable stockings. Wt. 6 lbs.

No. 8464. List $11.95. Dealer's, each $7.95 3 lots, each $7.56, 6 lots, each..... **7.13**

WANDA — The Adorable 19" Walking Doll

Wanda Actually Walks Unaided and Unguided

- Head, arms and legs move while Wanda is in motion
- Large, natural looking long-lashed sleeping eyes
- Dressed in embossed Taffeta dress with Velvet belt
- Vinyl head with rooted hair that can be washed & combed



Wanda walks by herself from 3 to 4 minutes

It's like a dream coming true—when the little "mothers" see Wanda walking alone! But it's actually true. Wanda walks **without aid from anyone! A simple, strong clock-wound spring** motor makes her walk without guiding or help in any forward direction—no track, no special surface required. Wanda is a beautiful girl dressed in a Brocadeen pattern jumper-style dress of embossed taffeta with velvet belt in assorted colors. The spring mechanism which makes her walk is completely enclosed—can't be over-wound. The luxurious rooted hair looks amazingly real. Doll is unbreakable plastic, her interior is of solid riveted steel construction to insure long life. She has a soft cuddly Vinyl head. Wt. 4 lbs

No. 8197. List $10.95. Dlr's., ea. $7.50. Lots of 3, ea. $7.00. Lots of 6, each. **6.62**

WINNIE 26" ➧

Walking-Talking-Singing Doll

- Winnie is almost life sized—fully 26" tall

- She has long-lashed big, beautiful moving eyes
- Dressed in gay, colorful lace trimmed party dress
- Soft, silky rooted hair can be washed and combed
- Head, arms, and legs move while Winnie is in motion

Some dolls sell on sight, but "Winnie" doesn't just look pretty, she has the added advantage of sound and animation. She walks unaided! She talks and sings and recites. Thus, plus her colossal lifelike size (26" tall!) are sure to make her a sensational seller. Her delicate, appealing features look deceptively fragile. But Winnie" is a sturdy doll with an unbreakable plastic body and a soft, cuddly vinyl head. The mechanism that operates her is riveted steel construction, which works on 1 master key that shuts off automatically. Her rooted hair can be washed, combed and curled like human hair. Wears a party dress of chromespun material lace trimmed and scalloped with striped skirt of same material in assorted colors. Wt. 7¼ lbs

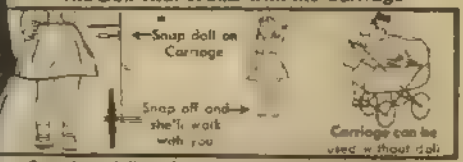
No. 8199. List $24.95. Dealer's, each $16.95. Lots of 3, each $15.95. Lots of 6, each **14.94**

Walks by herself from 3 to 4 minutes

➧ SUSIE 20" Walking Doll and Carriage Set

The Doll That Walks with the Carriage

Complete with frame assembly for snapping doll on or off carriage



- Complete doll and carriage set includes 20" walking doll and gaily colored featherette carriage
- SUSIE is 20" tall • Has a Saran Pigtail wig that can be combed and washed
- Dressed in beautiful two piece suit

SUSIE is a lovely 20" walking doll . . simply snap her to the baby carriage and she walks along side of the carriage . . . unsnap her and she will walk with you. Made of unbreakable plastic with Saran pigtails and cut bangs. She sits or sleeps while riding in the carriage. Saran hair can be washed, combed or set. Dressed in 2-piece suit of soft chenin in coral and beige with coral beret. With frame assembly she can be snapped on and off. Folding type carriage has all steel frame riveted for extra strength. Green and beige color featherette fabric 5½" white enameled wheels have high rubber tires and bright plated hub caps. Hood is 4 bow type, padded with oilcloth lining. Frame pusher is 27½" high, hood 22" long, body 14½" wide, 8½" deep. Wt. 10 lbs

No. 8196. List $9.95. Dealer's each $5.75. Lots of 3, each $5.55. Lots of 6 each **12.11**

CAP PISTOLS

HUBLEY

Flint Lock, Two Shot

Swirl simulated stag plastic with bright metal barrels, trigger and hammers. Finely detail-chasing on hammers and bottom of handle

Single caps loaded in left and right pans. Can be fired one at a time or simultaneously

	Each
No. 1139-280 10½ in. long	$0.98

Twelve in a carton.

Midget

Nickel finish, automatic action, single shot.

	Each
No. 1138-212	$0.30

Thirty-six in a carton.

Automatic Repeater

Barrel slides back to release magazine for loading caps. Bright nickel finish and special simulated stag handle.

	Each
No. 1167-290 7¾ in. long	$1.49

Twelve in a carton.

CAP PISTOLS

HUBLEY

Dick, Repeater

Bright finish. Rear portion of barrel left side is hinged, slides open to load. Oiling hole on right side. Three dimensional realism.

	Each
No. 1160-210—4½ in. long	$0.40

Thirty-six in a carton.

KNICKERBOCKER

Repeater, heavy gauge metal.

	Each
No. 1168-641	$1.00

Twenty-four in a carton.

CIRCLE N

Cap Cartridge Loading

Exclusive cartridge loading design for more realistic appearance and safer performance. Flash is contained completely within the pistol.

Stallion 45

	Each
No. 1148-45—12¾ in. long, complete with six cartridges	$4.00

Twelve in a carton.

Stallion 38

	Each
No. 1149-38—10½ in. long, complete with six cartridges	$1.98

Twenty-four in a carton.

Stallion 32

	Each
No. 1150-32—9 in. long, complete with six cartridges	$1.49

Thirty-six in a carton.

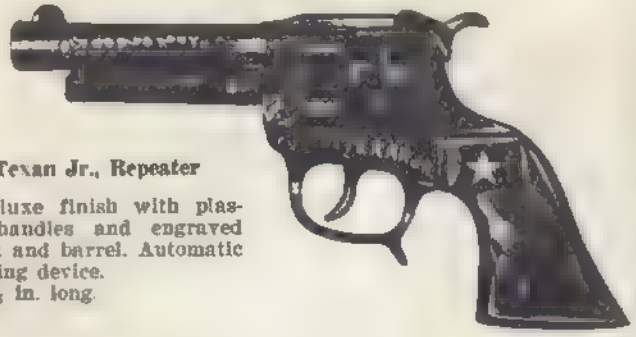
Caps for Stallion Cap Pistols

Specially designed for Stallion Models 45, 38 and 32.

	Per gross
No. 1155-45A 40 boxes in a carton, twelve cartons in a case	$7.20

Five gross in a case.

CAP PISTOLS
HUBLEY



Texan Jr., Repeater

Deluxe finish with plastic handles and engraved stock and barrel. Automatic opening device.
9⅝ in. long.

Each
No. 1104-250—Nickel finish $0 98

Twelve in a carton.

Nickel finish, furnished with 2 interchangeable barrels. Shoots roll caps.

Each
No. 1137-252 ..... $1.00

Twelve in a carton.

Deputy
Nickel finish, with deputy badge. Shoots rool caps.

Each
No. 1115-234 ..... $1.30

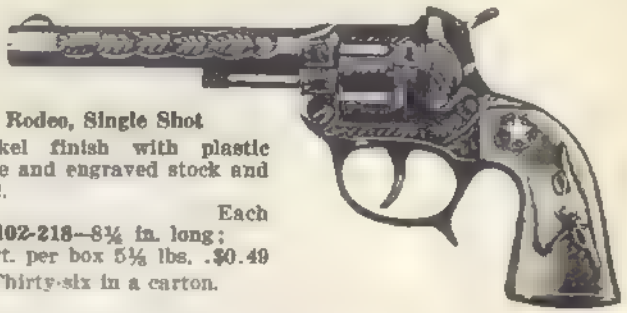
Twelve in a carton.

Pioneer
Nickel finish, shoots roll caps.

Each
No. 1106-260 ..... $1.30

Twelve in a carton.

CAP PISTOLS
HUBLEY



Rodeo, Single Shot

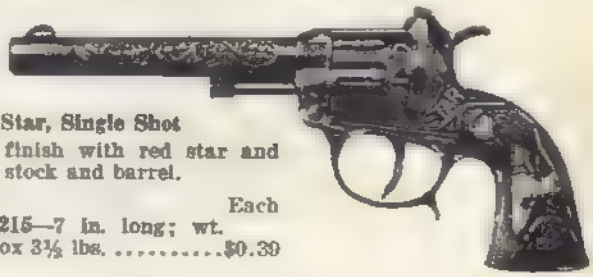
Nickel finish with plastic handle and engraved stock and barrel.

Each
No. 1102-218—8¼ in. long; wt. per box 5⅛ lbs. .$0.49

Thirty-six in a carton.

Per gross
No. 1112—American Ace; roll caps for Hubley pistols; four dozen boxes per counter display container; twelve containers (4 gross) per shipping carton; wt. per carton 20 lbs. $7.00

No. 1113—Doughboy; single shot caps for Hubley pistols; one gross boxes per counter display container, twelve gross per carton 3.85



Star, Single Shot

Nickel finish with red star and engraved stock and barrel.

Each
No. 1101-215—7 in. long; wt. per box 3½ lbs. $0.39

Thirty-six in a carton.

Trooper, Repeater

Nickel finish with red star and black handle. Automatic opening device.

Each
No. 1103-240—6½ in. long $0.70

Thirty-six in a carton.

Sure-Shot, Repeater

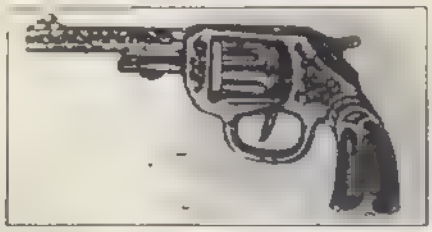
Bright finish with red star on handle. Barrel breaks for easy loading. Engraved steer head handle.

Each
No. 1105-230—8¼ in. long $0.60

Thirty six in a carton.

TOY PISTOLS

WYANDOTTE CLICKER



Made of lithographed metal in western design. Makes loud "click" when trigger is pulled.

Each

No. 1116-24—7¾ in. long $0.25

Thirty-six in a carton.

REMCO ELECTRONIC

A space gun of the future. Aimed through dual telescopic sights; pull trigger and hear atomic sound waves. High speed atom smasher rotates; powerful electronic color beam with adjustable turret for choice of five colors. Complete with batteries and bulb.

Each

No. 1141-600 ..... $2.00

Twelve in a carton.

CAP RIFLES

HUBLEY

Sportsman, Repeater

Swirl walnut plastic butt and hand grip with knurled decoration, nickel plated "telescopic" sight, trigger guard and magazine. Blued metal barrel with red plastic choke and front sight. Breaks realistically for loading by pressing top lever thumb release.

Each

No. 1110-201 ..... $2.98

Six in a carton.

Frontier, Repeater

Walnut color plastic butt and hand grip with knurled decoration. Special shock resistant plastic. Rear sight, trigger guard and all working parts bright metal. Blued metal barrel with red plastic choke and front sight. Pressing catch in front of trigger releases cap loading chamber. Shoots standard roll caps.

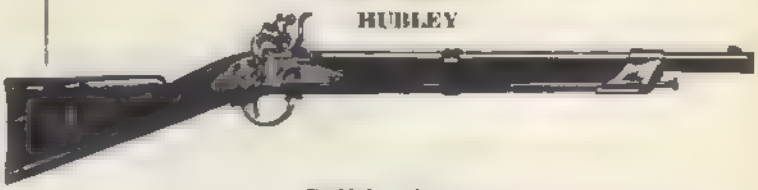
Each

No. 1109-200 ..... $2.98

Six in a carton.

CAP RIFLES

HUBLEY



Buffalo, Single Shot

Swirl walnut plastic stock, blued steel barrel, red plastic sight, bright plated metal parts. Finely chased Buffalo side plates, hammer, pan and trigger guard. Patch box to carry extra caps.

Each

No. 1140-285—24½ in. long $1.98

Twelve in a carton.

TOY GUNS

DAISY

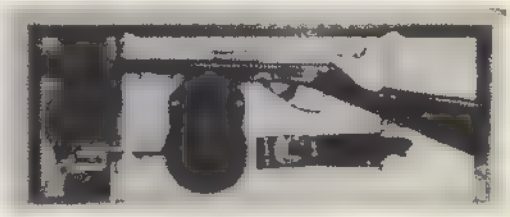
Deluxe finished stock. Break action, double barrel, cork gun.

Each

No. 1171-950 ..... $2.00

Twelve in a carton.

DAISY FRONTIER SCOUTING KIT



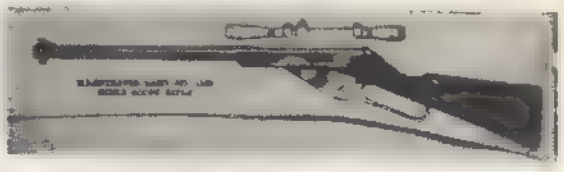
Consists of new "1160" smoke rifle with 11" golden magnifying scope mounted plus genuine leather "3-Way" holster set plus handy snap-off canteen plus leather canteen "holster" plus cap pistol. Durable rifle shoots harmless smoke, noise. Scope demountable. Holster set useable as pistol single or pistol and canteen double or canteen single.

Each

No. 1172-1965 ..... $10.00

Six in a carton.

DAISY SUPER SCOPE PLAY RIFLE



A durable new 32" harmless smoke gun with golden magnifying scope mounted. Rifle shoots a loud noise, smokes. (Won't shoot BBs.) Easy-cocking, golden lever; full-fashioned checkered stock. Bright-plated trigger. Gold design on receiver. Rifle has genuine Daisy appearance, durability, performance. Scope has cross-hairs; snaps on or off for use as a magnifying telescope; 11" long. Terrific parent appeal in looks, safety and low price.

Each

No. 1151-1160 ..... $5.10

Twelve in a carton.

TOY GUNS

DAISY CORK CARBINE

Lever Action

New lever action Western style carbine. Shoots ½ in. cork balls accurately. Makes loud bang with or without balls. Will not shoot BBs. Has checkered full fashioned stock. Bright plated trigger. Packed with cork balls in genuine leather carrying pouch with belt loop

	Each
No. 1143-965—37 in. long	$4.98

Ten in a carton.

DAISY DELUXE TRAINING RIFLE

Lever Action

Made of heavy gauge steel, rust proof gun-blue finish. High impact, shock resistant molded stock and forepiece. A sturdy man sized rifle; world's loudest play gun. Each shot produces smoke, by means of an occasional drop of light oil in the nozzle. Absolutely harmless. With adjustable web shoulder strap.

	Each
No. 1144-960—32 in. long	$3.50

Twelve in a carton.

WYANDOTTE, POP

Break Action

Heavy gauge steel barrel, black enamel finish. Plastic handle New style break action. Self-loading. Safety cork retaining device.

	Each
No. 1145-7—14¾ in. long	$0.49

Thirty-six in a box.

Double Barrel, Break Action

Made of heavy gauge steel, baked enamel finish. New type, realistic walnut stock. Self-loading. Safety cork retaining device. Two-triggers, makes loud noise.

	Each
No. 1117-36—28 in. long	$1.79

Twelve in a carton.

DAISY, POP

Double Barrel, Break Action

Heavy gauge steel, rust proof gun-blue finish. Walnut finished stock. Break action; two triggers; absolutely harmless, shoots corks.

	Each
No. 1146-930—21 in. long	$0.98

Twelve in a carton.

TOY GUNS

STRAUSS POP

With scope. Loud pop, shoots sparks.

	Each
No. 2046-755/117	$1.00

Seventy-two in a carton.

WATER PISTOLS

KNICKERBOCKER

Super-Jet

Made of green, yellow or red transparent plastic. Automatic, will shoot 250 shots each filling

	Each
No. 1114-602	$0.39

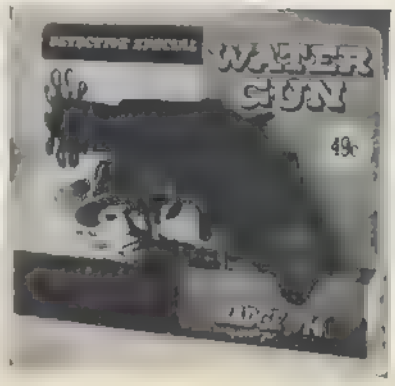
Twelve in a carton.

Midjet

A compact 3½ inch black styrene gun that shoots a stream 25 feet

	Each
No. 1118-620	$0.19

Thirty-six in a carton.



Dragnet, Badge 714

Durable model of Detective Special revolver. Entire interior holds water.

	Each
No. 1156-637	$0.49

Twelve in a carton.

HUBLEY DEPUTY PISTOL

Bright nickel finish. Finely detailed chasing on barrel. Pistol butt highly engraved with cameo effect details. Automatic opening latch on left side under barrel. Shoots standard roll caps. Packed 12 individual boxes per carton, shipping weight 12 lbs.

254 ..... List $1.29

HUBLEY DELUXE AUTOMATIC PISTOL

Bright finish with stag handles. Release catch on left side and slide barrel back. Magazine automatically ejects. Insert roll of caps, press down magazine and slide barrel forward to firing position. Length 7-3/8 inches. Packed 12 individual boxes per carton, shipping weight, 11 lbs.

290 ..... List $1.49

HUBLEY SPORTSMAN RIFLE

REPEATER

Walnut color plastic butt and grip with knurled decoration. Special shock resistant plastic, realistic telescopic sight, trigger guard and all working parts bright nickel finish. Elaborate chasing simulates real engraving of hunting scene. Release at rear of scope breaks barrel for easy loading. Barrel and stock separate and gun can be taken down for easy cleaning. Blued metal barrel with red plastic choke and front sight. Shoots standard roll of caps. Length – 35-1/4 inches. Packed 6 individual boxes per carton, shipping weight 18 lbs.

201 ..... List $3.98

DAISY DOUBLE HOLSTER SET W/CANTEEN

New combination set of double holsters, belt, canteen "holster", molded canteen, 2 Western pistols. Brown mahogany top grain leather; sueded leather fringes. Rich decorations. Can be worn in these different combinations: double holster set, holster and canteen set or canteen "holstered" only. Packed 6 individual boxes per carton, shipping weight 22 lbs.

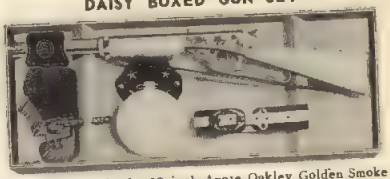
2562 ..... List $7.95

CANTEEN ONLY

Six inches in diameter. Capacity 1 pint. Adjustable shoulder strap. Packed 24 individual boxes per carton, shipping weight 8 lbs.

1800 ..... List $0.98

DAISY BOXED GUN SET



Set includes husky 32 inch Annie Oakley Golden Smoke Rifle plus Annie Oakley holster set and a cap pistol plus useful pure-white molded pint-capacity canteen with leather thong – For girls and boys. Gold-white-blue rifle shoots harmless smoke, noise. The belt has exclusive new Daisy "Triple-X Lace" adjustability. Snap-loop "hangs" canteen. Packed 6 individual boxes per carton, shipping weight 28 lbs.

1967 ..... List $9.95

DAISY GUN W/SCOPE

A durable new 32 inch hamless smoke gun with golden magnifying scope mounted. Rifle shoots a loud noise smokes. (Won't shoot BBs). Easy-cocking, golden lever; full-fashioned checkered stock. Bright-plated trigger. Gold design on receiver. Rifle has genuine Daisy appearance, durability, performance. Scope has cross-hairs; snaps on or off for use as a magnifying telescope. 11 inches long. Packed 12 individual boxes per carton, shipping weight 33 lbs.

1160 ..... List $4.98

DAISY AUTOMATIC SMOKER GUN

32 inches long "air rifle-styled" gun shoots harmless smoke and noise only! New easy-cocking lever. Checkered stock. Bright-plated trigger. For pre-air-rifle-age youngsters – and air rifle age children where BB gun sales are restricted. Packed 12 individual boxes per carton, shipping weight 28 lbs.

960 ..... List $3.49

ESQUIRE DOUBLE HOLSTER SET

Wyatt Earp Belt is genuine leather all over tool embossed with brown inlay. Adjustable. Decorated with 12 silver bullets. Holster is genuine leather all over tool embossed with brown inlay . . . Wyatt Earp cross tab. Packed 12 individual boxes per carton, shipping weight 33 lbs.

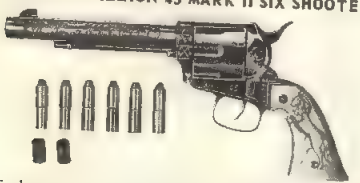
W2629 ..... List $4.98

ACK-ACK GUN

A replica model of the 50 cal. Air Cooled Machine Gun. Aluminum tripod. This is equipped with an ammunition box and belt. It will automatically fire 50 "glow in the dark" Harmless Iridescent Tracer Pellets from a moving belt just like the real one. It is thrilling to see the path of the tracer pellets as they harmlessly leave the muzzle of the gun in the dark. The Ack-Ack Gun is removable from the tripod and can be carried about on the lanyard. Packed 6 individual boxes per carton, shipping weight 18 lbs.

676 . . . . . List $8.98

NICHOLS STALLION 45 MARK II SIX SHOOTER



Exclusive cap cartridge loading. Two sets of grips – black and simulated Mother of Pearl. Safe – flash contained in pistol. Chrome finish. 12¼ inches long. Packed 12 individual boxes per carton, shipping weight 17 lbs.

45 . . . . . List $3.98

STALLION 38 SIX SHOOTER

Designed like Stallion 45, but in .38 caliber size. Gun is 10½ inches long. Uses smaller cartridges, but fires the same size caps. Packed 24 individual boxes per carton, shipping weight 20 lbs.

38 . . . . . List $1.98

STALLION 32 SIX SHOOTER

Brand new! 9 inches long. Cap cartridge loading. Western design. Durable nickel finish. Economically priced. Backed by service policy. Packed 36 individual boxes per carton, shipping weight 23 lbs.

32. . . . . List $1.49

NICHOLS STALLION CAPS

These Stallion round caps give the best service in the cartridge loading pistols. Packed 60 boxes to a carton, 12 cartons per package. Shipping weight 8½ lbs.

45A . . . . . 2 boxes 15¢

ESQUIRE SINGLE HOLSTER SET

Belt is genuine leather decorated with twelve silver bullets. Large nickle buckle. Holster is genuine leather Fast Draw type. Decorated with leather cross tab and nickle buckle. Nickle conchas and jewel, thigh thongs. Packed 12 individual boxes per carton, shipping weight 21 lbs.

W–627 . . . . . List $2.98

MATTEL BURP GUN

Only fully automatic cap gun made. New design and improved mechanism. Safe! One to 50 shots at trigger tough. Noisy fire bursts and smoking barrel. All-metal working parts; rust-resistant plated grip. Easy to load and fire. Use perforated roll caps only. (Individually packaged in self-display box.) Size: 13 x 5¼ x 2 inch. Packed 6 individual boxes per carton, shipping weight 9 lbs.

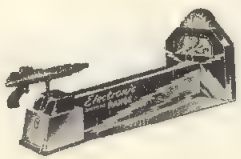
536 . . . . . List $2.98

LITTLE BURP GUN

A new kid-sized version of the famous Mattel Burp Gun, including the smoking action and the realistic wire stock. Note the double-action feature: turn the crank for machine gun bursts or pull the trigger for rifle-like single shots. All metal firing and loading mechanism. Easy to load and fire. Use perforated roll caps only. Packed 12 individual boxes per carton, shipping weight 6½ lbs.

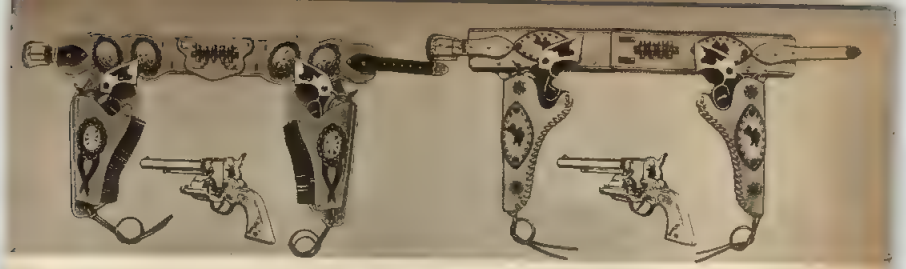
546 . . . . . List $1.19

ANDY GARD ELECTRONIC SHOOTING GALLERY



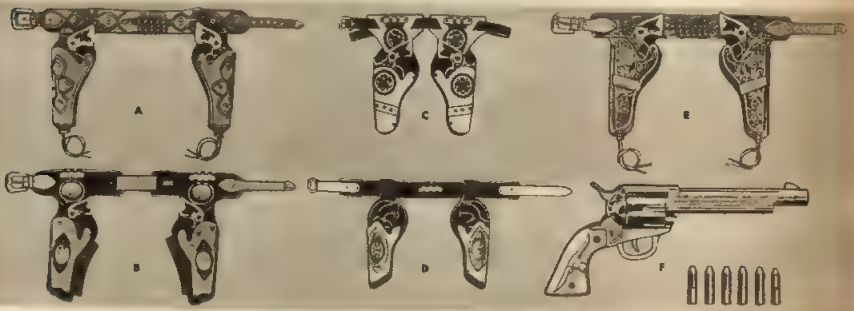
Uses the electric eye principle. Battery powered electric motor-driven revolving target. Litho metal with futuristic plastic gun. "Bull's Eye" hit sounds buzzer and lights "Hit" sign. Revolving jungle action target teaches coordination and shooting skill. Packed 1 individual box per carton, shipping weight 8 lbs.

161 . . . . . List $7.98



FRONTIER STYLED HOLSTER SET. Smile, Podner! . . . when you see this rip-roaring, action-packed brace of shooting irons! They're the same type as the Sheriffs and Rangers carried when the West was new . . . and they come slung in two husky, handsome, he-man holsters that are felt-lined for smoother drawing and longer wear. Both holsters and the wide-shaped adjustable belt are natural color cowhide. The Cowboy Sr. roll-cap six shooters are 12⅛" long and have side break . . . the bullet chamber really revolves! Wt. 3 lbs.
21-6305-690 (Each) **21-6305-633** (3 or more) Retail **9.95**

HIP-SLUNG HOLSTER SET. You can tell a man from Texas by the way he packs his guns. And these straight-shooting beauties are specially made for the cowpoke who likes to "throw" his six shooters fast! Only top grain cowhide would be fit to case guns like these, so that's what the holsters, belt, and tie thongs are made of . . . and all hand laced! Guns are 12⅛" side-break type with revolving barrels, just like the kind your Western hero wears. Adjustable, wide belt and holsters are natural color cowhide. Wt. 3½ lbs.
21-6311-894 (Each) **21-6311-825** (3 or more) . . .Retail **12.95**



(A) WESTERN HOLSTER SET. 2 Texan Jr. roll cap pistols by Hubley in holsters and belt of genuine top grain cowhide. Silver bullets, large nickel conchas, bright nailheads, and flashing stud leather. Adjustable extra heavy nickel buckle and contrasting picot-edged felt-backing dress up belt. Extra-long cowhide tie thongs secure holsters. 2½ lbs.
21-6307-483 (Each) **21-6307-444** (3 or more) **6.95**
(B) COWHIDE HOLSTER SET. Two break-action roll cap 50-shot repeater Western pistols in a natural and ginger set of holsters. 2½ lbs
21-6991-345 (Each) **21-6991-313** (3 or more) **4.98**

(C) WESTERN TWO-HOLSTER SET. Shiny conchas decorate this smooth bark tanned genuine cowhide set of holsters and adjustable belt. Black with white trim. Guns are 50-shot repeater type
21-6308-275 (Each) 1½ lbs.
21-6308-253 (6 or more) Retail **3.95**
(D) RANGER SPECIAL HOLSTER SET. Black, white, silver cowhide, two 50-shot repeater Sure shot guns. Wt. 1½ lbs.
21-6309-210 (Each)
21-6309-191 (6 or more) **2.98**

(E) WESTERN DESIGN HOLSTER SET. Nothing "Tenderfoot" about this brace of six-shooters! They're strictly meant for a real two-gun, hard-riding cowboy! Natural cowhide tooled holsters and the fully adjustable belt are ornamented. Oversize Western buckle. Break action Hubley Cowboy Jr. roll cap revolvers. Leather tie thongs
21-6306-543 (Each) **21-6306-498** (3 or more) **7.95**
(F) STALLION 45. Smokes like a real gun when fired! Looks exactly like a genuine six-shooter! Mother of pearl plastic grips set with bright ruby 1⅛ lbs.
21-6317-248 (Each) **21-6317-228** (3 or more) **3.49**

"PONY BOY" DOUBLE HOLSTER SET. Two genuine leather holsters and cuffs with fringes, die-cast spurs and a pair of break-open Western type six-guns with plastic handles. Nickel conchas, mock jewels on all leather pieces. Trophy belt buckle
21-6779-557 (Each) Wt. 4½ lbs.
21-6779-507 (3 or more) Retail **7.95**

OFFICIAL DRAGNET SET. Police gun and leather holster with belt, metal badge, bullet clip, identification card and a pair of hand cuffs make up this only official Dragnet set.
21-6992-210 (Each,
21-6992-191 (6 or more) Retail **2.98**

"TONTO" INDIAN OUTFIT. Red and white headdress with downy crown feathers. Leather belt and fringed holster decorated with Indian design "Tonto" belt buckle. Side feathers, holster secured by conchas and mock jewels. Wt. 1½ lbs.
21-6780-275 (Each)
21-6780-253 (6, more) **3.98**

NAVY FIGHTER BOMBER

Colors — red wings and cowl, aluminum body with red, white and blue tirm. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels. Packed 12 individual boxes per carton. Shipping weight, 29 lbs.

495 ..... List $1.98

HUBLEY NAVY FIGHTER

All metal. Length, 6½ in.; wingspread, 8¾ in. Bright metal with red trim. Cockpit enclosed with transparent bubble. Folding wings, retractable landing gear, revolving propeller. Black rubber wheels. Packed 12 individual boxes per carton. Shipping weight, 9 lbs.

467 ..... List $1.19

CARGO PLANE

Unbreakable Navy "Tradewinds" type with 3 armored vehicles. It rolls and floats. Equipped with jeep and machine gun armored car and a Rocket Launcher with rocket that works. Packed 6 individual boxes per carton.

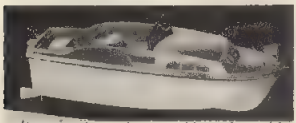
902 .... List $2.98

AIRCRAFT CARRIER

"Forrestal-Type", with 4 Cougar Fighter Planes. Easy on furniture and safe. It'll work on land or sea. Rolls (on almost hidden wheels) and floats. Packed 6 individual boxes per carton.

901 ..... List $2.98

IDEAL LUXURY SPEED CRUISER



Streamlined version of luxury cabin cruiser with unusually powerful and long running clock-work motor. Key attached. Boat comes complete with flag, windshield, steering rudder and simulated cabin portholes, hatches and seats. Made of extra durable plastic. Individually boxed—packed 6 to a carton. Weight per carton, 9½ lbs.

4025 ..... List $2.98

IDEAL TORPEDO SHOOTING SUBMARINE

Action packed scaled model of U.S.N. submarine—length, 12 inches. Has two torpedoes which can be fired from torpedo tubes; actually travel under water about 3 ft., then rise to surface and float. Two deck-guns, conning tower, hatch, torpedo rack. All made of durable plastic. In colors. Individually boxed—packed 12 to a carton. Weight per carton 6 lbs.

4719 ..... List $0.98

IDEAL PLASTIC SEAPLANE

A wind-up motor operates propellers that drive plane on water. Two water-tight pontoons keep plane afloat. Sturdy plastic construction. Wing span, 10 inches. Fusilage, 9½ inches. Individually boxed—packed 12 in a carton. Weight 10 lbs.

4847 ..... List $1.79

BATTLESHIP MISSOURI

A fine replica of a famous fighting ship of the U.S. Navy Comes assembled. Packed 12 individual boxes per carton. Shipping weight 5-1/4 lbs.

8209 ..... List $.98

2 IN 1 PISTOL

Bright nickel finish with ivory plastic handle and red star. Furnished with two interchangeable barrels — To simulate Western gun or a police type revolver. Cylinder raises on left side for insertion of standard roll caps. Packed 12 individual boxes per carton, shipping weight 8 lbs.

252 ..... List $0.98

SKEET SHOOTING GAME

Automatic Skeet Shooting Game — consists of 24 inch long dart rifle black with red stock 3 darts 8½ inches long 3 skeet launchers 7 inches long x 4½ inches high in red color attached to launcher is a 15 inch flexible tube with bubl when pressed with foot is automatically shot from air allowing child to simultaneously shoot dart at skeet. Packed in lithographed box 1 dozen per carton, shipping weight 14 lbs.

2104 ..... List $3.98

WYANDOTTE SHOOTING GALLERY

This mechanical shooting gallery has everything a real one offers. Powerful wind-up motor with key attached keeps ducks moving and when one is hit, it falls over and scoring number appears. Made of lithographed metal in bright colors. Set complete with one plastic dart pistol and 4 rubber tipped darts. Packed 6 individual boxes per carton, shipping weight 32 lbs. Size: 14¼ inches long x 11¼ inches high.

3907 ..... List $3.98

DUCK SHOOT

They'll rock and roll when hit from 6 inch automatic Luger style cork gun. These four little ducks sit roly-poly on the half shell and are much more fun than shooting at a sitting duck. Duck Shoot Game consists of black Styrene gun with gold-painted handle, four 3¼ x 3 inch brightly colored ducks (red, yellow, blue and green) made of high impact plastic and has a supply of corks. Packed 36 individual boxes per carton, shipping weight 19 lbs.

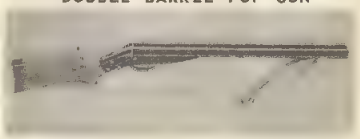
655 ..... List $0.98

MOTHER HEN TARGET

8 plastic eggs go into funnel inside the target and every time the aim is true an egg drops in the basket. With 4 darts and black Styrene plastic gun with silver painted gun handle. 17 x 14 inch and lithographed in full color. Packed 12 individual boxes in carton, shipping weight 33 lbs.

659 .... List $2.98

DOUBLE BARREL POP GUN



27¼ inches long. Made of heavy gauge steel with baked enamel finish on steel barrel. Walnut finished wood stock. Comes with adjustable shoulder strap. Safety cock retaining device. Two triggers and break action. Packed 12 individual boxes per carton, shipping weight 28 lbs.

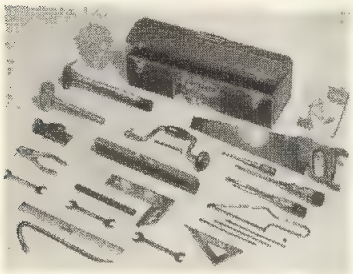
36 ..... List $1.69

HUBLEY PIONEER PISTOL

Bright nickel finish. Finely detailed features and engraved Western Pioneer type gun with simulated bone handles. Loading mechanism closely duplicates mechanism used on authentic Pioneer gun. Shoots standard roll caps. Packed 12 individual boxes per carton, shipping weight 10 lbs.

260 ..... List $1.19

SKIL-CRAFT TOOL SETS



12 PIECE

12-Pc. set in all steel "Handy-Andy" tool box, beautifully lithographed, 12 x 5 x 2 inches, with convenient latch and carrying handle. Includes: claw hammer, saw with plastic handle, screwdriver, try-square, triangle, coping saw, ruler, pencil, (2) sandpaper and "Handy-Andy" Project Manual. Each wrapped in corrugated sleeve. Packed 12 individual boxes per carton, shipping weight, 28 lbs.

620 ..... List $1.98

14 PIECE

14-Pc set in lithographed steel tool box 14 x 5 x 2½ inches. Has complete set of fine finished tools. Consists of: heavy claw hammer, saw, mallet, pliers, screwdriver, try-square, triangle, ruler, pencil, wrench, (2) sandpaper and "Handy-Andy" Project Manual. Each wrapped in corrugated sleeve. Packed 12 individual boxes per carton, shipping weight 39 lbs.

630 ..... List $2.98

19 PIECE

19-Pc set. Every "Junior Carpenter" 7 to 9 years of age will enjoy these beautifully finished quality tools for doing odd jobs around the house and working on his hobby projects. Beautifully finished steel box 16 x 8 x 3 inches. Set consists of: heavy claw hammer, brace, bit large saw, screwdriver, pliers, cast block plane, wood-mallet, steel try-square, metal triangle, steel chisel, spirit level, (1) steel wrench, ruler, pencil (2) sandpaper and "Handy-Andy" Project Manual. Each wrapped in corrugated sleeve. Packed 6 individual boxes per carton, shipping weight 37 lbs.

650 ..... List $4.98

26 PIECE

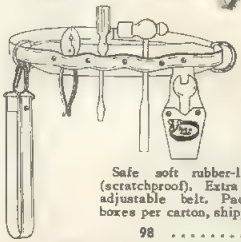
26-Pc set in new "Hip Roof" steel box 18 x 6 x 6 inch. With hammerloid finish. An ideal assortment of fine quality tools, consisting of: large panel saw with new plastic handle, heavy claw hammer, pliers, tool steel chisel, (2) screwdrivers, large steel try-square, metal triangle, (3) steel wrenches, wood mallet, rulet, carpenter pencil, coping saw, (3) coping saw blades, spirit level, full sweep brace, drill bit, wrecking bar, block plane, pkg. sandpaper and "Handy-Andy" Project Manual. Each wrapped in corrugated sleeve. Packed 6 individual boxes per carton, shipping weight 54 lbs.

680 ..... List $8.95

JUNIOR LINEMAN TOOL BELT

Genuine, regulation maintenance gear in minature. Extra heavy full grain leather. Adjustable body belt 22 to 30 inches. Full size tools included; hammer, screwdriver, pliers, and friction tape. Packed 12 individual boxes per carton, shipping weight 26 lbs.

298 ..... List $2.98

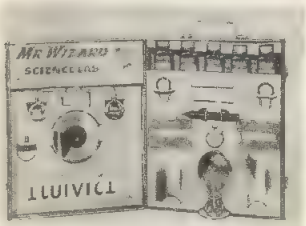


SMALL FRY TOOL BELT

Safe soft rubber-like plastic tools (scratchproof). Extra heavy leather-like adjustable belt. Packed 24 individual boxes per carton, shipping weight, 10 lbs.

98 ..... List $0.98

"MR. WIZARD" SCIENCE LAB SET

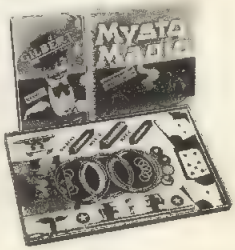


Contains radiometer fingerprint powder, mystic fuel, pulse glass, secret code, and secret ink. Fully detailed instruction and experimental manual. Metal folding cabinet. Packed 3 individual boxes per carton, shipping weight 32 lbs.

WS10 ..... List $10.95

GILBERT MAGIC SET

No. 1½
MYSTO MAGIC



Each of the 11 sets is a real "stopper" and yet each one is easy to master with practice. Set includes the following tricks: Vanishing Handkerchief, Mystic Slide, Cut & Restore Paper Ribbon, Magic Keys, Phantom Cards, Vanishing Rabbit and others. Illustrated booklet tells secret of tricks. Box meas. 18 in. x 10 in. x 1¼ in. Packed 12 individual boxes per carton. Shipping weight, 15 lbs.

1½ ..... List $2.95

PICK-UP TRUCK

Movable tail-gate is secured in open position or held shut by plated chains. Handsome, scale design; heavy, durable construction. Packed 6 individual boxes per carton, shipping weight 18 lbs.

880 . . . . List $2.98

SUBURBAN PUMPER

Actually shoots a continuous stream of water supplied by its own, operating hydrant. Scale model of the most versatile of all fire engines connects to a miniature hydrant (included) that connects to any standard garden hose for real operation. Valve control on hydrant permits young firefighters to regulate water flow through pumper and out fire hose. Detailed truck carries a removable and ladder and two, 6 inch rubber, hydrant-connecting hoses and a 40 inch fire hose, wound on a reel. Fire hose is equipped with a hook for attaching to top of Aerial Ladder, if desired. Packed 4 individual boxes per carton, shipping weight 23½ lbs.

0950 . . . . . List $8.90

ANDY GARD FIRE CHIEF

Remote control fire chief. Flashing red dome light and sounding siren. Forward and back by battery powered electric motor. 12 individual boxes per carton, shipping weight 13 lbs.

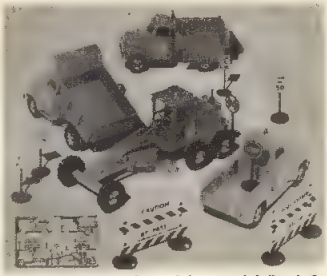
16 . . . List $2.98

BUDDY "L" SEARCHLITE TRUCK

Giant searchlight rotates and swivels — throws powerful beam of light — mounted on truck platform. Uses 2 flashlight batteries. Removable wheels and set of tools. Heavy duty rubber tires. Chrome grille. Packed 6 individual boxes per carton, shipping weight 27 lbs.

5545 . . . . . List $3.98

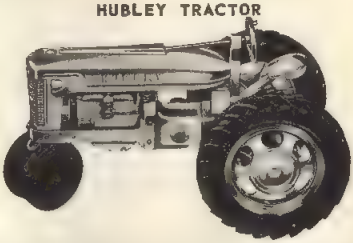
STATE HI-WAY DEPT.



Set includes these scale models: special Road Grader with additional, simulated operating lights; regular Dump Truck, for average road requirements; new Hi-Way Hydraulic Dump Truck for special work assignments and a Pick Up Truck for light hauling. In addition, set contains a complete set of 6 highway signs and 2 road barriers for use in construction areas. Packed 1 individual box per carton, shipping weight 18½ lbs.

975 . . . . . List 19.95

HUBLEY TRACTOR



All-metal. Red with aluminum trimming. Realistic engine details visible on both sides. Spring action driver's seat. Front wheels operated by steering wheel. All metal wheels with black, treaded rubber tires. Length, 9½ in. Packed 12 individual boxes per carton. Shipping weight, 29 lbs.

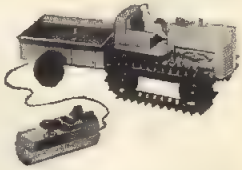
490. . . . . List $1.98

BUDDY "L" SIT-N-RIDE HEAVY DUTY DUMP TRUCK

Size: Length 20-3/8 inches. Width 8¼ inches. Height 11¼ inches. Packed 1 individual box per carton, shipping weight 8 lbs.

5832 . . . . . List $5.98

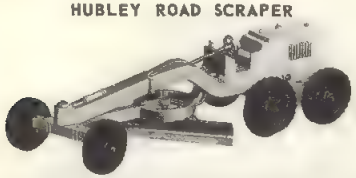
ANDY GARD TRACTOR



Now — a remote control tractor that steers! Steering wheel controlled from the battery case control box. Amazing climbing power. Rubber cleated tread. Separate detachable farm trailer. Packed 12 individual boxes per carton, shipping weight 16 lbs.

411 . . . . . List $3.98

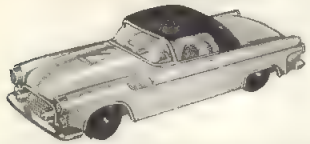
HUBLEY ROAD SCRAPER



A one-piece 10¾ in. all-metal replica of highway machine with adjustable scraper blade in front of driver. Steering wheel action. Mounted on 6 black treaded rubber wheels. Packed 12 individual boxes per carton. Shipping weight, 15 lbs.

481 ..... List $1.25

HUBLEY THUNDERBIRD



All-metal. Color—red with removable black top. Realistic wrap-around transparent windshield. Realistic dashboard and steering wheel. Aluminum trim and rubber wheels. 9¼ in. long. Packed 12 individual boxes per carton. Shipping weight, 20 lbs.

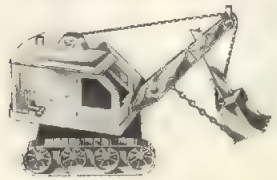
486 ..... List $1.25

HUBLEY DUMP TRUCK

Red chassis, cream cab, green dump with bright metal trim. Tail gate opens when dump is raised. Rubber wheels. Packed 12 individual boxes per carton, shipping weight 19 lbs.

478 ..... List $1.49

HUBLEY POWER SHOVEL



Orange with black striping. Shovel and working mechanism bright metal.

488 ..... List $1.49

HUBLEY SHOVEL TRUCK

All-metal. Colors—green cab and chassis with red operator's cab which turns on swivel. Shovel and working mechanism are aluminum. Bucket opens to release load. Rubber wheels. Length, 13¼ in. Packed 12 individual boxes per carton. Shipping weight, 25 lbs.

494 ..... List $1.98

HUBLEY TRANSPORT

Color-red with aluminum trimming. Realistic chassis details. 4 plastic cars in assorted colors. Cars can be driven on or off trailer over removable ramp which hooks under trailer. Black rubber wheels, dual on rear of tractor. Length, 14 in. Packed 12 individual boxes per carton. Shipping weight, 20 lbs.

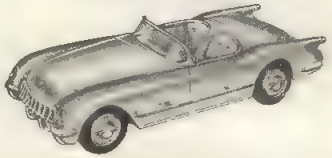
492 ..... List $2.49

HUBLEY TRACTOR LOADER

Red with bright metal loader mechanism and steering wheel. Aluminum trim. Engine details visible on both sides. Spring action seat. Front wheels are turned by the steering wheel. Black rubber tires with tractor tread. Side lever raises, lowers and dumps loader. Packed 6 individual boxes per carton. Shipping weight, 17 lbs. Lgth., 13 in.

500 ..... List $2.98

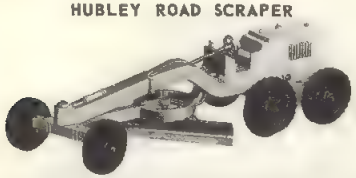
HUBLEY CORVETTE



All-metal. Colors—red, cream and aluminum trim. Realistic wrap-around transparent windshield. Realistic chassis and dashboard details. Working steering mechanism. Front hood opens, revealing finely detailed motor. Rear trunk opens for removal of spare tire. Length, 12¾ in. Packed 6 individual boxes per carton. Shipping weight, 28 lbs.

509 ..... List $3.98

HUBLEY ROAD SCRAPER



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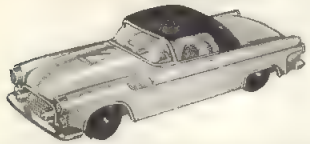

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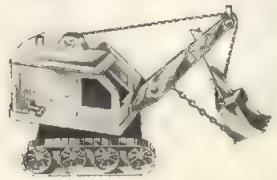

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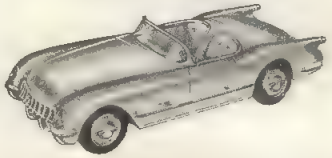

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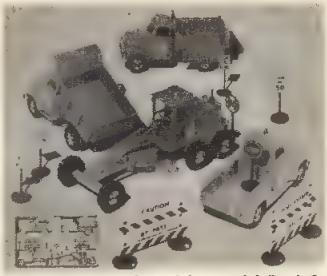

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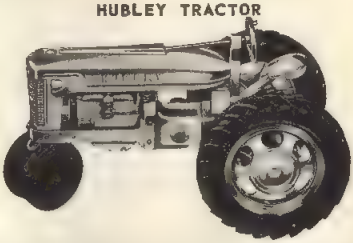

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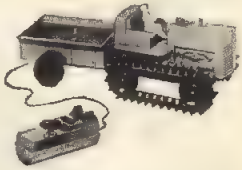

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FISHING LURES

HULA DIVER

Large lip and new rear paddle keeps bait down in deep water and gives it an amazing wiggling action. Colorful small rubber skirt gives an erratic, squirming shimmy that makes bait look alive in the water Ideal for trolling and for use in deep channels around sunken reefs. For bass, walleyes and other game fish.

3¼ in. Long, Two No. 1 Treble Hooks
Weight each ⅝ ounce.

	Each
No. 900R—Red head	$1 25
No. 901F—Frog	1.25
No. 902B—Black	1.25
No. 905Y—Yellow	1.25
No. 904S—Scale	1 25
No. 905P—Perch	1.25
No. 915A Assorted	1.25

HULA DANCER

A sinking bait that runs at medium depth—small, but heavy enough for long casts. Not intended for weeds and lily pads, but in open water is a killer for bass because it has more action for its size than any other bait

2 in. Plastic Body, Two Treble Hooks
Weight each ⅝ ounce.

	Each
No. 800R Red head	$1.25
No. 801F—Frog	1 25
No. 802B—Black	1.25
No. 803Y—Yellow	1.25
No. 804S—Scale	1.25
No. 805P—Perch	1 25
No. 815A—Assorted	1.25

HULA POPPER

A floating bait which has everything any fisherman could ask for in top water lure. Can be "plunked, popped, twitched or jerked" to make noise or commotion on surface. A "killer" for big bass
Equipped with small rubber skirt

2¼ in. Plastic Body, One No. 1 and One No. 2 Treble Hooks
Weight each ⅝ ounce

	Each
No. 750R—Red head	$1.25
No. 751F—Frog, white belly	1.25
No. 752B—Black	1.25
No. 753Y—Yellow	1.25
No. 765A—Assorted	1.25

All above, one in a box, six in a carton

FISHING LURES

EXTRA RUBBER HULA SKIRTS

Large Size

Forty tails. Intended for use on Nos. 1, 1½, 2 and 2½ Hawaiian Wigglers; can also be used on other baits, plain shank treble hooks or single hooks. Gives more action and color than bucktails, feathers or pork rind.

3½ Inches Long

	Each
No. 4000—Red	$0.28
No. 4003—Yellow	.28
No. 4004—Red and white	.28
No. 4006—Black and white	.28
No. 4008—Black and yellow	.28
No. 4015—Assorted	.28

Small Size

Twenty tails. For use on ⅝ oz. Hula Popper, Hula Dancer, Nos. 1, ¼ oz, 2, ½ oz, and 3, ⅝ oz. Hawaiian Wigglers, Hula Spinner and Fly Rod Hula Popper. Can also be used on other baits, plain shank treble hooks or single hooks. Gives more action and color than bucktails, feathers or pork rind.

2½ Inches Long

	Each
No. 2000—Red	$0.17
No. 2003 Yellow	.17
No. 2004—Red and white	.17
No. 2006—Black and white	.17
No. 2008—Black and yellow	.17
No. 2015—Assorted	.17

Twelve in a box.

QUICK CHANGE HULA SKIRT

Simple and quick. Snap attachment with small Hula skirt add new life, appearance and action. Has more action than pork rind, feathers or bucktails. 20 streamers.

	Each
No. 3000—Red	$0 25
No. 3003—Yellow	.25
No. 3004—Red and white	.25
No. 3006 Black and white	.25
No. 3008—Black and yellow	.25
No. 3015—Assorted	.25

Twelve on a display card.

CASTING SPOONS

DARDEVLE

Dardevle is the registered name of the genuine Eppinger lure. It wriggles and wobbles but does not twist the line
Just the right weight for the average steel rod or for a stiff bamboo rod.

3½x1⅛ in. Size, One Treble Hook
Weight each 1 ounce.

	Each
No. 9—Red and white, reverse side copper	$0 95
No. 16—Red and white, reverse side nickel	.95
No. 24—All copper	.95

DARDEVLET

Same as above, except for size.

2⅞x1 in. Size, One Treble Hook
Weight each ⅝ ounce.

	Each
No. 109—Red and white, reverse side copper	$0.95
No. 116—Red and white, reverse side nickel	95
No. 124—All copper	.95

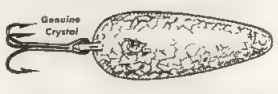
DARDEVLE'S IMP

To be used with extremely light weight rods, and for those who like to use a very light line Has the same air splitting ability as the larger Dardevle.

2⅛x¾ in. Size, One Double Hook
Weight each ⅝ ounce.

	Each
No. 209—Red and white, reverse side copper	$0.90
No. 216—Red and white, reverse side nickel	.90
No. 224—All copper	.90

CRYSTAL DARDEVLET



The newest of genuine Eppinger lures. Tested and proven a remarkable killer. The finish is electroplated by a patented method.
The iridescence of the finish produces shimmering play of rainbow colors. The lure wiggles and wobbles but does not twist the line

2⅞x1 in. Size, One Treble Hook
Weight each ⅝ ounce.

	Each
No. 104—Silver pearl	$1.25
No. 104A—Light gold	1.25

All above, one in a box, twelve in a carton.

CASTING SPOONS
FEATHERED DARDEVLE

For the fisherman who prefers a single hook weedless lure. Can be cast into weed beds without snagging; the feathers stream out behind with lifelike kicking action. Has same fish getting qualities as Eppinger's treble hook spoons.

Used with light tackle.

2¾x1 in. Size, Weedless Hook
Weight each ⅜ ounce.

Each
No. 1516—Red and white scale, reverse side nickel $1.10

One in a box, twelve in a carton.

FEATHER DARDEVLE IMP

Similar to above except for use with extremely lightweight rods.

2⅛x¾ in. Size, One Weedless Hook
Weight each ⅛ ounce.

Each
No. 2516—Red and white scale, reverse side nickel $1.00

One in a box, twelve in a carton.

MARATHON DICTATOR

Treble Hook

Made of heavy gauge brass, plated and buffed Made of highest grade materials throughout.

Small Size, 2-3/16 in. Blade

Each
No. 6200-RWN -Red and white stripe, nickel back $0.35
No. 6200-BWN Black and white stripe, nickel back . . .... .35
No. 6200-RWC Red and white stripe, copper back 35

Medium Size, 2⅞ in. Blade

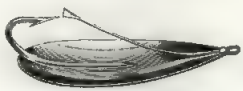
Each
No. 6220-RWN Red and white stripe, nickel back $0.40
No. 6220-BWN Black and white stripe, nickel back ..... .40
No. 6220-RWC -Red and white stripe, copper back ..... .40

Large Size, 3⅝ in. Blade

Each
No. 6240-RWN Red and white stripe, nickel back $0.45
No. 6240-BWN Black and white, stripe, nickel back ..... .45
No. 6240-RWC Red and white stripe, copper back 45

One in a box, twelve in a carton.

CASTING SPOONS
JOHNSON'S SILVER MINNOW



The perfect 100% weedless and snag proof bait. Casts like a bullet and has an irresistible teasing action. Can be used alone or with a pork strip or chunk.

No. B weedless fly bait; No. 1 for spinning; No. 2 for bass and pike; No. 3 ideal bait for those who prefer a heavier lure; No. 4 for muskies, large northern pike, lake trout, etc.

Silver Plated

Nos.	1010	1010S	1110
Size, Nos.	B	0	1
Hook, Nos.	5	1	3/0
Wt. each, oz ..	1/24	1/8	¼
Each	..$0.90	1.25	1.25

Nos.	1210	1310	1410
Size, Nos.	2	3	4
Hook, Nos.	4/0	6/0	8/0
Wt. each, oz.	½	¾	1⅛
Each	$1.25	1.40	1.50

One in a box, six in a carton.

BARRACUDA REFLECTO

Step-down design or series of ridges on this brilliant chrome finished spoon are so arranged to produce greater reflection and more wriggling action than could be obtained by any other method. Proven effective in both fresh and salt water fishing

Chrome Finish

Size, Nos.	R0	R1	R2
Length blade, in. ...	1¾	1¾	2¼
Hook size, Nos.	4	2/0	3/0
Wt. each, oz.	1/8	1/4	½
Each	.80	.60	.70

Size, Nos. . ..	R3	R4	R5
Length blade in. ...	2¾	3¼	4⅜
Hook size, Nos . ..	5/0	6/0	7/0
Wt. each, oz.	⅛	¼	⅝
Each	.$0.80	.90	1.00

Size, Nos.	R6	R7
Length blade, in	4¼	4⅝
Hook size, Nos.	8/0	9/0
Wt each, oz	⅜	1/2
Each	$1.20	1.25

One in a box, twelve in a carton.

CASTING SPOONS
HUNTINGTON DRONE

Blade of solid corrosion-resistant metal with special treatment. No plating to wear or peel off.

Hook of highest quality forged O'-Shaughnessy pattern with filed hollow point; removable without the use of tools, except on No. 00 which has fixed hook.

Bright Silver Finish

Nos.	00	3/0	1½
Length blade, in. ..	1¼	2¾	3¾
Hook size, Nos.	1/0	4/0	6/0
Wt. each, oz.	⅛	¼	½
Each	$0.60	.95	1.10

One in a box, twelve in a carton.

PFLUEGER RECORD

Hand forged hook. Swinging hook can be made stationary if desired, by use of patented clamp.

For salmon, tarpon, yellowfish, kingfish, jackfish, barracuda, striped bass, white sea bass, bluefish, sea trout and all other game fish.

No. 1832—Polished Diamolite on Nickel Silver, Both Sides

Nos.	4	5	5½
Length blade, in. .	2⅜	3⅜	4
Width blade, in. ..	⅝	1⅛	1⅜
Size hook, Nos	4/0	6/0	8/0
Wt. each, oz. ...	⅛	¼	1⅜
Each 80	70	.75	.85

Nos.	6	7
Length blade, in.	4¾	5½
Width blade, in.	1⅜	1⅝
Size hook, Nos	9/0	11/0
Wt. each, oz.	2	2½
Each	$1.10	1.30

One on a card, twelve in a box.

CLARK'S

A highly proven lure for both fresh and salt water fishing. Fast acting, with lifelike actions of a minnow. Bright chromium coated. Equipped with special built-in swivel with red head, and reinforced strong tinned hook.

Each
No. 1-RBM—3 in. long, No. 5/0; wt. each 1 oz. $0.80

Twelve on a display card.

America's Finest Blankets

Chatham's "Elegance"

The Most Luxurious Blanket in the World. Made by a famous Belgian process and imported for exclusive production here. **Deep, rich nap** of 100% wool regally bound on all four sides in **Nylon Velvet Warmer** then three ordinary blankets! Fabulously beautiful colors **Pink with Ruby binding (illustrated), Yellow with Topaz binding or Green with Aquamarine binding** Full 72" x 90" size. Presentation box. Approx. Ship Wt 8 lbs **Specify color.**

5964C3667—"Elegance" Blanket
Mfr's Sugg. Retail $50.00

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IN THE SEASONS NEWEST SHADES

Springfield's "Wonderlight"

Lightweight all season blanket of ⅔ **pure wool and ⅓ nylon.** Sheerer, yet stronger, softer and fluffier than other blankets of similar weight. Shrinkage negligible, unusually quick drying Perfect for chilly nights in summer, for a second blanket in fall or for winter sheets Bound all around with 3" **Nylon Satin binding Gift packaged** Pastel colors. **Blue, Pink, Yellow, Green or White Specify.**

	Sugg. Retail
5965C930—Twin Size Blanket—66" x90" 3 lbs	$11.95
5966C960—Double Size Blanket—80"x90" 4 lbs	$13.95

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Nationally Known Brands
SPRINGFIELD . . . PEARCE . . . CHATHAM . . . HUDSON'S BAY

(A) 5547C1147—PEARCE "Scotch Plaid" Blanket Beautiful all wool creation, an adaptation of famous Dress Stuart Plaid Sparkling color combination of Red, Hunter Green and White with Gold overplaid 7" Red acetate satin binding Full 72" x 90" size. Gift Box. Approx. ship. wt. 5 lbs.
Sugg. Retail $16.95

(B, 5969C507—CHATHAM "Purrey Summerweight." Chatham's famous "Purrey" quality in summerweight. Blend of **Orlon and Rayon,** bound with exclusive 4" **"Durachrome" binding** which outwears ordinary bindings and is "color-sealed" for life of blanket. Ideal for spring, summer and fall. **Bermuda Blue (illustrated), Pink or Red** 72" x 90" size. Gift boxed. Approx ship wt 3½ lbs. **Specify color**
Sugg. Retail $6.95

(C) 5713C2795—HUDSON'S BAY "4 Point Multi-Stripe." World renowned, woven by skilled craftsmen in England. Deep, heavy warm nap—**edges which need no binding** 100% Virgin Wool in full 72" x 90" size. **White with Multi-Stripe** of bold, attractive colors. Gift box. Approx. ship. wt. 8 lbs.
Sugg. Retail $39.00

(D) 5317C2795—HUDSON'S BAY "4 Point Scarlet." Same as above in Scarlet color with Black bar.
Sugg. Retail $39.00

(E, 5967C1319—SPRINGFIELD "Triumph", 80% pure wool and 20% Nylon staple. Absolutely fire-resistant, rich tuck suede finish, 7" binding of glistening satin. **Wool content makes it wonderfully warm, nylon gives it greater strength.** 5 year moth damage guarantee. **Seafoam Green (illustrated), Rose Pink or Blue** Extra large 80" x 90" double bed size. Gift Box. Approx ship wt 6 lbs **Specify color**
Sugg. Retail $17.95

(F) 5970C1140—CHATHAM "Artoom." All wool blanket in medium weight. 72" x 90" size with new longer-wearing 7" **"Durachrome"** binding. **Trinidad Red (illustrated), Nassau Pink or Jamaica Green.** Approx. ship. wt. 5 lbs. Gift box. **Specify color.**
Sugg. Retail $16.95

(G) 5968C1292—CHATHAM "Woolshire." A heavy quality 100% wool blanket in the 72" x 90" size Brushed nap and luxurious 8" **Durachrome** acetate binding **5 year guarantee against moths.** Sparkling colors **Nassau Pink (illustrated), Yellow, Trinidad Red or Jamaica Green.** Gift box Approx. ship. wt 6 lbs **Specify color.**
Sugg. Retail $18.95

(H) 5432C795—CHATHAM "Purrey." Nationally advertised for years—largest selling blanket in the country! Beautiful blend of **miracle Orlon and Rayon.** Gives cozy warmth without excess weight. 7" binding of **"Durachrome,"** in 72" x 90" size **Yellow (illustrated), Pink, Red, Blue or Jamaica Green. Specify color.** Approx. ship wt 5 lbs. Gift box
Sugg. Retail $10.95

Be sure to Specify Choice of Color

"Mobility" a Feature of '56 Vanity Fair Phonographs

Mr. Cohen, left, and Mr. Frank discuss plans for '56. In foreground are Vanity Fair's very first player, next to 1955's all-plastic model.

"Mobility" will be the outstanding feature of the 1956 line of children's automatic record players manufactured by Vanity Fair Electronics Corporation, Brooklyn, N. Y., it is reported. Whereas previously a child could only use a Vanity Fair player in an area where electric current was available, this year, because of the introduction of battery power, children will be able to take their record players to beach, pool and park, or backyard.

The two new units will incorporate the features of other players in the line, which are "adult phonographs designed for children." Vivid colored high impact polystyrene has been used in constructing the case for each player. Each also has Vanity Fair's unique one-piece acoustic reproducing arm, with the popular Vari-Tone volume control

One battery-operated unit is designed as a miniature replica of the popular Model 700 and will retail for $44.95.

The case of the other new battery-operated model is shaped like the head of Mickey Mouse. The plastic case completely encloses the player unit is hinged, and has a carrying handle. The retail is $9.95

The Vanity Fair line also includes the company's original plastic player in red and blue, a "gold plated" version of the same player, a regular portable unit and one metal unit. In addition to these items for children, they also produce radio and record player portable combinations for adults, and an automatic three-speed unit and a small three-speed unit also for adults.

Every unit produced by Vanity Fair is an original design created by owners Stanley Cohen and Marvin J. Frank. Into originality and individuality offers Vanity Fair absolute quality control of every part and every unit since the entire production and assembly process is now under their direction

Indication of their success in the record player manufacturing business is said to be seen in the fact that each year their dollar volume has at least doubled. In 1951, they report, their first year manufacturing children's players, they totalled $50,000. By 1952, the figures soared to $150,000, and leaped again in 1953 to $500,000. In 1954, their sales hit the million dollar mark, and last year the volume is reported to have reached two million

Vanity Fair states that this year it anticipates doing a two and one-half million dollar business.

Vanity Fair will launch an expanded and aggressive advertising, sales promotion, and public relations program this year. For the first time the company will include national consumer advertising both in print and audio visual media.

Included in the plans for the year are new retail and jobber displays, new package designs, aggressive sales promotion and merchandising activities and dealer aids

CHARACTER AND COSTUME WIGS OFFERED BY GRAND WIG CO.

Seymour Granat, president of Grand Wig Company says: "Why rent character and costume wigs when you can buy them for less?"

The company has a complete line of character and costume wigs, made in all-pastel colors to match costumes. They are priced as low as $18 per dozen

Finely detailed and carefully made of flame-retarded 100 per cent wool, the wigs can be used over and over and "are priced so low that they can actually be bought for less than the cost of rental." Excellent for such groups as school drama clubs, fraternal organizations, amateur theatrical societies, costume ball committees and so forth

An illustrated catalog can be secured by writing to Grand Wig Co., Inc., 139 Fifth Avenue, New York City 10

HUNGERFORD PLASTICS OFFERS ALICE IN WONDERLAND DOLL

Hungerford Plastics Corporation of Rockaway, N. J., is introducing another Walt Disney character doll at the Toy Fair. The doll, Alice, from Walt Disney's "Alice in Wonderland" film, is made of soft vinyl plastic with molded delicate features, graceful arms and legs, and slender body. Her head turns from side to side and her beautiful eyes open and shut, her arms and legs are jointed so that she may

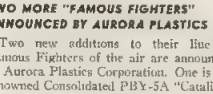
be placed in a variety of positions. Alice is available in 24" and 18" sizes with a choice of either rooted Saran hair or molded hair.

Her costume consists of a blue bouffant skirt, white pinafore, long pantaloons, black sandals and white socks.

Other new Disney character dolls to be exhibited are Princess Tiger Lily and Wendy from Walt Disney's "Peter Pan" and Cinderella from Walt Disney's "Cinderella."

TWO MORE "FAMOUS FIGHTERS" ANNOUNCED BY AURORA PLASTICS

Two new additions to their line of Famous Fighters of the air are announced by Aurora Plastics Corporation. One is the renowned Consolidated PBY-5A "Catalina" flying boat. Affectionately nicknamed "Dumbo" by Navy men of the South Pacific during World War II, this is the

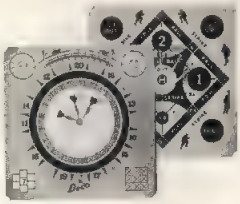


plane that did such diversified work as long range bombing and rescuing countless Allied airmen

The second new addition to the Aurora line is the North American AT-6 "Texan." This is the famous trainer that was first used by the Air Forces over 20 years ago and is still the basic trainer [illegible] U. S. Air Force

Illustrated literature on these and the many other model kits in the Aurora line of Famous Fighters of the Air and Famous Fighters of the Sea, is available by writing to Aurora Plastics, 44 Cherry Valley Road, West Hempstead, L. I., N. Y.

YOU'RE THE
WINNER!



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We'll send you samples of our new, plastic dart . . . plus a catalog showing our complete line of money-making dart games. Lists from .49 to $20. Phone or write today!

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See the NEW
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- Alice
- Cinderella
- Wendy
- Mouseketeer
- Tinker Bell

Room 1165, Hotel New Yorker

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- Complete Fishing Sets from $1.98 list
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Dream Dolls

by "IDEAL"

POSIE—The Walking Doll of a Hundred Life-Like Poses with Exclusive Magic Knee Action. Posie is a doll that can do almost everything a little girl can do.

Posie kneels to pray with you

Posie sits like a real child, with knees bent

SAUCY WALKER

1841T1067—She walks, dirts, sits, cries She turns her head from side to side and rolls her eyes Vinyl head with rooted Saran wig Fully jointed with concealed walking mechanism. No key to wind, nothing to go out of order Her exquisite long Saran hair can be combed, brushed and waved She has plastic curlers High styled outfit includes slip, panties, socks and vinyl shoes, hat and coat. Size 23".

Mfr's. Sugg. Retail **$16.00**

1840T667—Same as above in 17" size

Mfr's. Sugg. Retail **$10.00**

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail Prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

1839T1090—With IDEAL'S exclusive Magic Knee Action POSIE kneels to pray, sits in a chair as naturally as a child, takes a stroll if you lead her by the arm bends her knees in assuming dozens of life-like poses With each step, POSIE'S head turns from side to side There is nothing to break in POSIE'S walking mechanism because it is all concealed in her unbreakable plastic body No wind-up key is necessary POSIE has a beautiful VINYL Magic Flesh head with ROOTED SARAN hair which can be shampooed and styled A supply of plastic curlers is included POSIE has go-to-sleep eyes. She is dressed in an assortment of high fashion frocks with a cotton slip, panties, socks and vinyl walking shoes. Size 23" Mfr's Sugg. Retail **$15.00**

(LEFT) BABY DOLL WITH ALL VINYL BODY

1838T533—Soft vinyl head, body, arms and legs, one piece body construction. Completely bathable Crying voice, sleeping eyes Beautifully outfitted with deluxe organdy dress, ribbon tied bonnet slip, undies socks and vinyl shoes Rooted Saran wig and card of curlers Size 20½".

Mfr's Sugg. Retail **$8.00**

BABY BIG EYES DOLL— A REAL CHARMER

1708T800—A cuddly blanket—full of baby doll with the biggest, most expressive eyes you've ever seen. Vinyl head with rooted saran wig that can be washed, brushed and combed Molded arms and legs with delicate-y detailed fingers and toes. Sleeping eyes Comes in ribbon tied nightgown and receiving blankies Wears diaper. Baby Big Eyes can cross her hands and suck her little thumb Doll is completely washable. Size 25"

Mfr's Sugg. Retail **$12.00**

BETSY WETSY DOLL— COMPLETE WITH LAYETTE

1842T400—America's most famous drink and wet doll now CRIES REAL TEARS, blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed and powdered Comes with a layette including dress, bonnet, slip, pins, c panties, bottle and nipple, package of facial tissue, three cotton puffs, diaper, booties, clothes-pins, wash cloth, shirt, bar of baby soap and length of clothes-line. Is attractively packaged Size 11½"

Mfr's Sugg. Retail **$6.00**

BETSY WETSY DOLL— SHE CRIES REAL TEARS

1843T800 America's most popular drink and wet doll now cries real tears Betsy Wetsy does all these things: she drinks, wets, cries real tears, blows her nose, cries and goes to sleep She has a wig. Her soft vinyl plastic body can be bathed and powdered She comes in a novel suitcase including a removable bassinette for added play value Her complete layette includes dress, bonnet, bottle and nipple, clothespins, shirt, slip, diaper, bar of baby soap and three cotton puffs. Size 13½".

Mfr's Sugg. Retail **$12.00**

Favorites in Toys

(A) 1827T600—SLUMBER CAT & 3 KITTENS Irresistible toy pussy cat made of plush cotton stuffed. Rests in reclining position. Zipper pouch in back contains 3 miniature kittens. Cat—Color: Grey shadow tipped plush with Pink inner ears. Length 25". Kittens—Colors: White, Black, Grey. Length 4½". **Mfr's. Sugg. Retail $8.00**

(B 1821T375 REGAL BEAGLE Popular plush beagle dog, foam rubber stuffed. Vinyl face with realistic-type eyes and eyelids that open, close, even wink. Has Tweak 'n Squeak voice-maker in nose. Beige with Brown markings. Length: 16". **Mfr's. Sugg. Retail $8.00**

(C) 1822T1200 – DISNEY'S WALKING MICKEY MOUSE Turns his head, also sits, stands and has movable arms. Vinyl face, hands and shoes. Has cricket voice in body. Wears removable red corduroy overalls with collar to match. Body is black plush. Height 26½". **Mfr's. Sugg. Retail $16.00**

(D) 1826T375 DISNEY'S SITTING PLUTO Made of plush, cotton stuffed. Has black plush wired ears and tail, black nose, red felt tongue, and wears a leatherette collar around neck. Color: Gold with Black. Height 13½". **Sugg. Retail $3.00**

(E, 1825T300 — GROWLER PANDA. Growler panda made of lustrous plush. Has shaped arms and legs, clamped in moving eyes, vinyl nose. Concealed voice-maker emits low growl. Height: 16. Color: Black and White. **Mfr's. Sugg. Retail $4.00**

(F) 1824T225 — CUDDLE BEAR Cuddle Bear made of plush, foam rubber stuffed. Clamped in moving eyes. Concealed Tweak 'n Squeak voice-maker in tummy. Height 13". Colors: Beige with Sand, Pink with White, Beige with White. **Mfr's. Sugg. Retail $3.00**

Musical Toys

1828T675 — WESTBROOK THE CLOWN A Black cotton stuffed Chimp. Has plush head and arms, felt legs, vinyl hands, face and ears, and white vinyl shoes. A stylish Clown, wearing light blue print satin outfit and fluffy pom-poms with matching hat. White ruffled organdy collar on outfit. Height: 20". **Mfr's. Sugg. Retail $9.00**

(G) 1829T360—MUSICAL PUPPY DOG Attractive new musical toy in light tan color. Skillfully made with genuine Swiss music movement which plays when wound. Length 12". **Mfr's. Sugg. Retail $5.98**

(H) 1827T360 –MUSICAL TEDDY BEAR Cuddly Teddy Bear in warm Brown color with tan trimming. 14" tall. Will win the heart of all youngsters. Genuine Swiss movement plays child's tune. **Mfr's. Sugg. Retail $5.98**

(I) 1837T298 –CHILDREN'S HANDBAG Features a Swiss music box that plays a sweet little tune when the handbag is opened. Has shoulder strap and is trimmed in brass. Red plastic with rayon lining. **Mfr's. Sugg. Retail $2.98**

(J) 1587T465—BEGGING MUSICAL POODLE Attractive poodle in begging position made of printed rayon plush. Contrasting felt hat and collar. Plastic nose, felt tongue, ribbon bow around neck. Safety lock-in eyes. Swiss music box activated by winding knob plays sprightly tune. Size 14". **Mfr's. Sugg. Retail $6.98**

(K) 1626T360 –MUSICAL LAMB Lovable Lamb in soft pastel pink or blue colors. Plays children's tune. Has genuine Swiss music movement. Artistically and skillfully made. 10½" tall. **Mfr's. Sugg. Retail $5.98**

(Above) 1823T450 — DISNEY'S STANDING "LADY" Disney's appealing plush "Lady," in standing position in cotton stuffed. Has vinyl face, jingle bell collar, leash and movable head. Color: Apricot with Brown. Height 12" Length 14". **Mfr's. Sugg. Retail $6.00**

(Left) 1820T225 CUDDLE ELEPHANT Irresistible cuddle Elephant made of plush, foam rubber stuffed. Has secured clamped in moving eyes. Tweak 'n Squeak voice maker in tummy, bow ribbon around neck. Striking red and white color combination. Height, 15". **Mfr's. Sugg. Retail $3.00**

IDEAL DOLLS

Playmates to delight a favorite little girl by the Ideal Toy Corporation, America's leading developers and producers of winsome dolls. Those depicted on this page are so real that they are like having a little sister to play and go to sleep with. Your child will spend endless enchanted hours with her newly found friend.

Magic Lips . . . appealingly pert With an amazing new crying and lip-moving mechanism that makes her pucker up and softly weep when she's gently squeezed Her vinyl head has washable Rooted Saran hair
66-34-39 W1050 23" tall .Retail **$15.00**

Saucy Walker . . . fully jointed with a concealed walking mechanism. She walks, sits, turns, flirts. Vinyl head with washable Rooted Saran tresses
66-34-28 W910 23" tall Retail **$13.00**
66-34-29 W560 17" tall Retail **8.00**

Posie fulfillment of a little girl's dream She has Magic Knee Act on for assuming dozens of life-like poses like kneeling, sitting, bending her knees She turns her vinyl head, flirts and naps. Rooted Saran hair. Complete wardrobe.
66-34-34 W1050 24" tall Retail **$15.00**
66-34-33 W700 17" tall Retail **10.00**

Princess Mary . . . like the little girl who would love to own her She's fully jointed, has a vinyl head with washable Rooted Saran hair in pony tail style With each step she turns her head from side to side When put to bed she closes her eyes to nap Dressed in a high fashion frock, undies, socks and shoes
66-34-04 W840 19" tall.. .... Retail **$12.00**

Betsy Wetsy lovable, lifelike She blows her nose, weeps, drinks, wets, coos, sleeps. Her soft vinyl body with its plastic head can be bathed and powdered A complete layette is included too!
66-34-30 W560 13½" tall Reta.. **$8.00**

Patti Prays a doll so soft and sleepy-sweet Molded vinyl face with plush hair In removable nighty. She kneels, clasps her hands in prayer as talking device recites "Now I Lay Me Down to Sleep "
66-34-32 W350 20" tall..... ... .Retail **$5.00**

Betsy Wetsy . . . with lamb's wool wig. Layette includes: organdy dress, 2 diapers, slip, kimono, booties, bonnet, soap, powder & puff, clothespins, and bottle She cries, wets, blows nose, drinks and coos.
66-34-31 W840 13½" tall ...Retail **$12.00**

IDEAL DOLLS

Betsy-Wetsy

No.	Size	Each
1001	13½"	$8.00

Most popular drink and wet doll now CRIES REAL TEARS. Betsy Wetsy blows her nose, cries and goes to sleep. Her soft vinyl plastic body can be bathed and powdered. She comes in a two-piece window-type box with a complete layette including kimono, bottles, diaper, two safety pins, bottle and nipple, wash cloth and three cotton puffs.

Magic Lips Doll

No.	Size	Each
2350	24"	$20.00

A pert face with an appealing smile, with baby teeth molded into her vinyl head. When her tummy is gently squeezed she brings her lips together and cries ever so gently. She has a rooted Saran wig that can be washed, combed and brushed; comes in an organdy dress with slip, panties, socks, and vinyl shoes. All washable vinyl body.

Betsy-Wetsy

No.	Size	Each
1006	13½"	$10.70

Same as above. Comes in a novel three-piece display box including a removable bassinette for added play value. Her layette includes: slip, diaper, dress, bonnet, bottle, nipples, clothespins, shirt, bar of baby soap

"HONEYBUNCH" DOLL

No.	Size	Each
1457	17"	$12.00

All-washable one-piece Vinyl doll with sleeping eyes and Saran pony-tail wig that can be washed and waved. Dressed in deluxe dress, coat, hat, slip, undies, socks and Vinyl shoes. Each in box.

IDEAL DOLLS

REVLON DOLLS

A doll with the full formed figure of a teenager and the face of an angel. Turning waist permits bending forward, backward or turning completely around. "Magic Touch" skin. Long shapely legs are enhanced by high heel shoes and nylon stockings. Beautifully molded Vinyl head with rooted Saran hair that can be washed and waved. Each in box.

No.	Size	Each
0940	18"	$16.00
0960	20"	21.50

Her high fashion wardrobe includes Kissing Pink dress, crinoline, panties and pearl necklace.

No.	Size	Each
0950	18"	$20.00
0970	20"	26.70
0990	23"	33.50

Her fashionable wardrobe includes Queen of Diamonds dress, slip, panties, fur stole and rhinestone jewelry.

SAUCY WALKER

No.	Size	Each
2009	17"	$10.70

Saucy Walker is the doll that does everything, even breaks sales records. She walks, rolls her eyes and turns her head. She has lovely Saran hair that can be shampooed, waved and curled. She sits, stands, and sleeps but has no mechanical parts to break. Nationally advertised. Individually boxed.

Posie Doll

No.	Size	Each
2650	17"	$13.30
2701	23"	20.00

Walking doll that does everything. She turns her Saran-topped head and rolls her eyes as she walks; she sits and cries. Walking mechanism concealed. No key to wind; nothing to get out of order. Wig can be combed, washed, and waved.

DOLLS
IDEAL

Posie, with Magic Knee Action

Exclusive Magic Knee Action lets Posie kneel, sit in a chair, walk and assume dozens of other life-like poses. With each step Posie's head turns from side to side. Entire mechanism is concealed in unbreakable plastic body—no wind-up key required. Go-to-sleep eyes. Dressed in a high-fashion frock with cotton slip, panties, socks and vinyl walking shoes. Vinyl Magic Flesh head with rooted Saran hair which can be shampooed and styled. A supply of plastic curlers is furnished.

Each
No. 297-2650—17 in. tall $9.98

Twelve in a carton.

Each
No. 298-2701—23 in. tall $14.98

Six in a carton.

Baby Blue Eyes in Blanket

Vinyl head with rooted Saran hair. Molded arms and legs. Sleeping eyes. Ribbon tied nightgown and receiving blanket. Nile green and maize blanket.

Each
No. 243-0423—23 in. tall $11.98

Six in a carton.

DOLLS
IDEAL

Bald Baby

Soft vinyl head, body, arms and legs completely bathable. Crying voice and sleeping eyes. Outfitted with deluxe organdy dress, bonnet, slip, undies, socks and vinyl shoes.

Each
No. 299E-1440—16½ in. tall $4.98

Twelve in a carton.

New vinyl head doll with sleeping eyes; vinyl arms and legs. Lustrous Saran wig which can be brushed, combed and shampooed. Has crying voice in cotton filled body. Comes with plastic curlers.

Dressed in deluxe organdy dress, ribbon tied bonnet, slip, elastic undies, shoes and socks.

Nos.	**238-1455**	**239-1465**
Height, in.	17	19
Each	$6.98	7.98

Twelve in a carton.

WE ARE CONTINUALLY ADDING NEW TOYS

Visit our Toy Department where you will see a grand array of extra profit items for your year 'round sales.

DOLLS
IDEAL

Patti Prays

A cuddly stuffed doll that kneels to pray and clasps its vinyl hands in prayer. Delicately molded face, plush hair. Wears removable nighty. Ideal talking device recites bed-time prayer.

Each
No. 381-7740—20 in. tall $4.98

Twelve in a carton.

IDEAL CAMPBELL KIDS

Two 9½ in. cuddly dolls, copies of the world famous Campbell kids.
Washable vinyl body, coo voice.

Each
No. 2050-0100 ..... $3.50

Twelve in a carton.

DOLLS

ALLIED

Baby

Petite latex baby with painted eyes, dainty jacket and diaper

Each
No. 278-1016—10 in. tall $0.98

Twelve in a carton.

ALLIED-GRAND

Pony Tail

A 15 in. latex girl, moving eyes, rooted pony tail, dress, panty, shoes and socks.

Each
No. 281-1587 ..... $4.00

Twelve in a carton.

DOLLS

ALLIED-GRAND

Latex doll with percale dress and hat.

Each
No. 279-1271—12 in. tall $1.29

Molded Hair and Bonnet

Each
No. 280-1378—13 in. tall $1.98

STAR

An all rubber doll with pique dress, rubber pants, shoes and socks.

Each
No. 285-250R 25 in. tall $6.29

All above, twelve in a carton.

DOLLS

BABY BARRY

Willy the Clown

Standing clown with stuffed body and vinyl head with fur wig

Clown has 3-piece suit: vest, blouse and pants with patches, and felt derby. Simulated fingers on hand made of felt.

Each
No. 186-715—24 in. high $6.98

Twelve in a carton.

M & S

Washable molded plastic face, sealed soft vinyl arms and legs. Cotton stuffed soft body. Full yarn wig with pigtails tied with ribbon bows

Jeans are made with two front pockets and zipper closing on the side. Matching cuffs; separate neckerchief

Janie

Each
No. 288-3735—20 in. tall . . $2.98

Twenty-four in a carton

Bonny

Each
No. 289-5735—26 in. tall $4.98

Twelve in a carton.

Our Long Experience in Serving This Territory Enables Us to Stock Items which are Sure to Sell.

This Assures the Dealer a Quick Turnover of Merchandise and Therefore Quick Profits.

Cuddly ANIMAL TOYS for Tots

Soft-to-the-touch plush dolls for any little boy or girl. The snuggly playmates that children want most. They almost ask to be taken in one's arms to be fondled and petted. Ever-faithful, yet shameless coquettes, who will steal the heart of your favorite moppet with wanton abandon. Each by a famous doll maker.

Standing Musical Poodle . . talented playtime pal. 16" of blue and white long pile plush in jaunty beret. Gay tuned Swiss music box inside, too! Safety lock-in eyes, plastic nose, felt tongue. By Ideal
66-34-36 W490. . . . . Retail **$7.00**

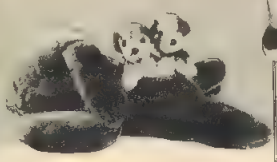
French Poodle so real you feel he loves you too. Luxurious plush of burnt almond or dove grey, chain leash, simulated leather collar 20" tall, 14" long. By Delite
66-12-01 W425 Brown . . . . . Retail **$6.95**
66-12-02 W425 Grey. . . . . Retail **6.95**

Walking Monkey . head turns from side to side as he walks with his proud owner 24" plush covered plastic body with vinyl head and hands, glassene eyes. Dressed in removable coveralls and hat By Ideal
66-34-38 W840 . . . . . Retail **$12.00**

Algy the Cat . squeezable little rascal with moving eyes and eyelashes that open and close Dust seal makes him safe for dust-allergic children "Sassy" painted features on vinyl mask. By Ideal
66-34-35 W350 16" long . . . .Retail **$5.00**

Rosy Nosy the Musical Clown . a real performer Rosy's nose winds a Swiss music box Pressed mask brightly painted face, plush head, feet and hands, tasseled clown cap, printed satin body By Ideal
66-34-14 W420 18" tall . . . . .Retail **$6.00**

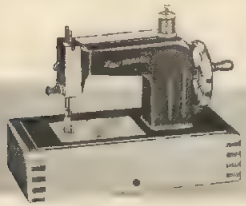
Musical Teddy Bear . . . a bed companion with Swiss music box that plays Brahms lullaby. Soft plush body, rolling eyes 32" red & white or 25½" brown & gold
66-82-02 W597 32". . . . . Retail **$9.95**
66-82-01 W477 25½" . . . . . Retail **7.95**



Sleepy Dog Family . . 3 sleepy-time companions. 18" long sepia Mother; 2 contrasting pups in lined zippered pouch that seconds as pajama bag. Soft plush, sterilized cotton stuffed. By Cardinal
67-25-01 W330 . . . . . Retail **$5.00**

Talking "Smoky" . . . symbol of Forest Fire Prevention, he recites a safety message In blue dungarees, Ranger hat, badge and belt. Vinyl face Complete with applications for Jun or Ranger Club By Ideal
66-34-37 W350 17" tall . . . . . Retail **$5.00**

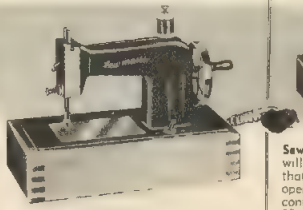
Zimvac Portable Vacuum Cleaner . . . that really cleans! High-impact plastic case, metal base and cover for its 1 30 HP motor, 9 foot extension cord, accessories Handy for small apartments and autos, too! Safe and efficient "real" toy U.L. App 3 lbs
66-80-04 W900 . . . . Retail **$15.00**



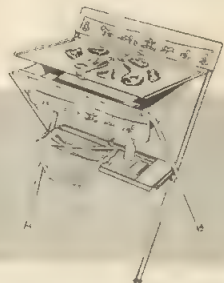
Deluxe Sewing Machine . . . miniature for little dressmakers. Professional performance Gear and transmission hand operated with stitch and tension adjustment, big machine thread guide Mounted on hardwood cabinet 9¾x5¼x7½" Wt 3⅞ lbs
66-70-04 W650 . . . . . Retail **$10.00**

Doll Jr. Con-Sealy-Bed . . . a sofabed for dolly Remove seat cushion and pull out folded doll bed Seconds as child's TV chair Heavy frame of sheet steel, upholstered in vinyl and padded Protected bottom prevents slipping Wt 6 lbs
66-21-01 W400 . . . . . Retail **$6.00**

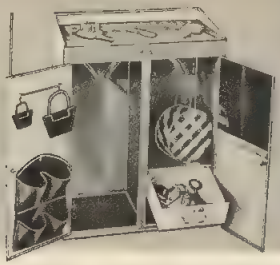
Girl's Two-Piece Chap Set . . . for an active young cowgirl Natural leather colored suedine with fringed leatherette at hem; appliqué decoration studded with brass nailheads Washable Specify size
66-28-05 W375 Size 6 . . Retail **$6.00**
66-28-06 W375 Size 4 . . Retail **6.00**



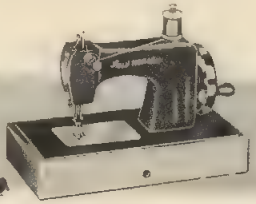
Electric Sewing Machine . . . does the same lovely work that an adult machine can do More than a toy for daughter; a real help for Mother Stitch & tension adjustment, self setting presser foot, enclosed gear driven mechanism 9¾x5¼x7½" 4⅝ lbs
66-70-05 W1165 . . . . . Retail **$17.95**



Doll Bathinette . . . for the very young mother. White enamel with steel utility tray, heavy vinyl tub with hammock rest, side back dressing table with safety straps, soap, wash cloth, apron, oil bottle, comb, brush, drainhose 31½x21x14" Wt 4½ lbs
66-27-01 W400 . . . Retail **$6.00**

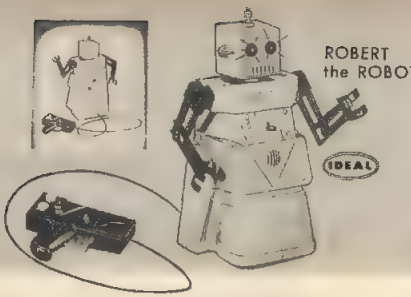


Doll Wardrobe . . . a wonderfully complete wardrobe to dress dolly up. Lithographed strong metal with safety rolled edges. 2 open and close doors Includes belt rack, shoe bag, purse, 4 plastic hangers, hat box, hair brush 16½x12x6½" Wt. 7 lbs
66-34-17 W350 . . . . . Retail **$5.00**

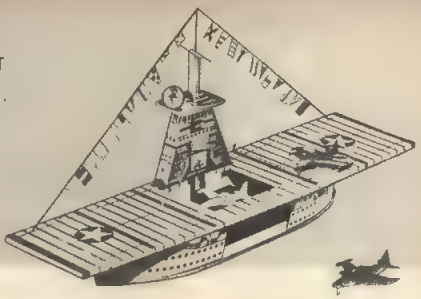


Sewing Machine . . . your little seamstress will love it! It does such a professional job that Mother will be borrowing it Hand operated with gear and transmission Stitch control Mounted on hardwood cabinet 8⅜x4⅝x6¾" Wt 2¾ lbs
66-70-03 W450 Retail **$7.00**

Little Princess Washer . . . really washes clean and bright Baked enamel finish rubber rollers Operates on 4 flashlight batteries (not included) Safety engineered making shocks impossible Rugged, constructed 6¾x6½x12½" Wt 4 lbs
66-68-02 W520 Retail **$7.95**



Robert the Robot . . right out of the 20th century! Moves forward & back; turns left and right by means of a winding crank and trigger. Switch controls lights in eyes & antenna. Tool chest in body. Talks too! Made of tough, high-impact plastic. 3 lbs.
66-34-27 W420 . . . . . Retail **$6.00**



Aircraft Carrier . . keeps the sea lanes clear! Brings the battle to the enemies' shore! 36" of steel, 10" wide, 14" high. Radar equipped tower, signal flags, crank operated elevator to raise the 3 jet action planes to the flight deck. 5½ lbs.
66-21-02 W350 . . . . . Retail **$5.00**

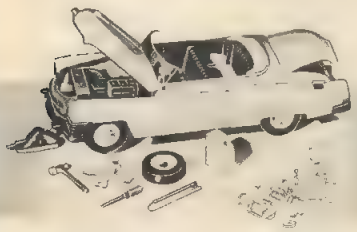
Airplane Accessory Kit . . everything you need to fly your TD-3 plane, battery excepted. Fuel, filler cap & hose, battery wire, glow plug clip, reel, flying lines and Fin guard. Standby for take-off!
66-66-05 W195 . . . . . Retail **$2.95**

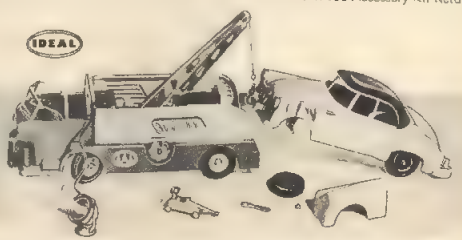
Prop Rod Accessory Kit . . for preparations in the pit. Contains fuel, filler cap with stainless steel strainer, filler hose, battery wires, battery clip, bridle, cable and center post compactly packed.
66-66-06 W130 . . . . . Retail **$1.95**

TD-3 Airplane . . for Jr. pilots. With symmetrical airfoil wing. High-impact plastic 17" wingspread, 16" long, .054 hp. Engine dismounted. Requires Accessory Kit. Rugedly made, readily repaired.
66-66-03 W665 . . . . . Retail **$9.95**
66-66-05 W195 Accessory Kit Retail **2.95**

TD-1 Airplane . . learn to fly with this hot ship that really flies. Completely assembled, ready to fly with control reel and lines, battery wires and connecting clip, fuel filler hose and Finguard. 24½" wingspread, 18" long. .103 hp., .049 engine.
66-66-01 W1330 Retail **$19.95**

Prop-Rod . . thrills and spills. Propeller driven 12" speedster with a real .049 engine. High-impact plastic body with aluminum frome. Machine aluminum wheels. Fully assembled and ready to go.
66-66-04 W665 . . . . . Retail **$9.95**
66-66-06 W130 Accessory Kit Retail **1.95**





Fix-It Sport Convertible . . basic training for young mechanics! Luggage compartment contains complete tool kit ready to go to work under the hood that opens to reveal a simulated motor with plastic battery, radiator, etc. Tires may be changed. Finely detailed sport model 13x5x4", with many extras. Wt. 2 lbs.
66-34-25 W210
Retail **$3.00**

Fix-It Wrecker Truck . . ready to give a helping hand to the sedan that just got hit. Wrecker of rugged metal and plastic, has aluminum bumper, paneling and crane. Removable tires. Jack, searchlight, fire extinguisher, towing hook and utility compartments. Tow truck really operates. Sedan included. 6½ lbs.
66-34-26 W700
Retail **$10.00**

STUFFED ANIMALS

IDEAL

Jointed Bear

Legs and arms are jointed. Honey colored. 17½ inch size.

Each
No. 369-7277 ..... $3.00

Twelve in a carton.

Dear Dog

Cotton stuffed, plush. Size: 15 inches.

Each
No. 382-7844 ..... $5.00

Six in a carton.

Laddie

Made of new synthetic fur. Vinyl nose and mouth. Size: 13 inches.

Each
No. 374-7433 ..... $5.00

Six in a carton.

M&S

Made of Cannon Mills terry cloth and stuffed with the finest foam rubber. Soft and cuddly, safe, washable and floats in water.

8 to 10 Inches Tall

Contains one dozen assorted Baby Doll, Clown Doll, Scottie Dog, Lamb, Daschund and Sleepy Pooch.

Each
No. 367-200/300—Wt. per box 3½ lbs. $0.98

Twelve (assorted) in a box

10 to 13 Inches Tall

Contains one dozen assorted Scottie Dog, Clown Doll, Lamb and Sleepy Pooch.

Each
No. 366-TF100—Wt. per box 7 lbs. $1.98

Twelve (assorted) in a box.

IDEAL

Assorted Miniature Animals

Rayon plush; vinyl face and glassine eyes. Assorted cats, dogs, bears and leopards.

Each
No. 399A-C2000—8 in. $1.98

Twelve assorted in a carton.

DELITE

Bear

Rayon plush bear with clamped in eyes and nose.

Ribbon bow.

Each
No. 399B 28 in. high $4.29

Twelve in a carton.

STUFFED ANIMALS
HOL-LE

"Baby's First Stocking"

Red and green harlequin pattern.

Each
No. 388-B20/2 ..... $2.00

Twelve in a carton.

TV Horse

Plaid pattern — 39 in. long.

Each
No. 371-TF80 ..... $9.00

Twelve in a carton.

KNICKERBOCKER KEWPIE

Rose O'Neill's famous cuddle doll. Made of finest quality soft rayon plush with vinyl head and removable bunting hood.

Pink, blue and red colors.

Each
No. 385-507/3 12 in. tall $3.50

Six in a carton.

STUFFED ANIMALS
KNICKERBOCKER

Sleepyhead Doll

A basic for year round sales, Sleepyhead has been famous as a steady profit-maker. A must for every stuffed toy operation. A truly charming, washable, hand painted plastic face, enhanced by little tufts of cotton curls in contrasting colors to the body which is made of DuPont's new crush resistant, washable rayon plush. Stuffed with synthetic, non-allergic featherfoam. Wears an attractive ribbon bow around her neck. Colors: Pink, blue, mint and maize. Approximately 16 inches long.

Each
No. 372-210/30 ..... $3.50

Six in a carton.

Musical Sleepyhead Doll

Same as above. With imported Swiss music box. Music box in zipper pouch is removable to wash toy.

Each
No. 384-210/30M $6.00

Six in a carton.

Humpty Dumpty

Soft feather-foam stuffed. Vinyl face. Attractively dressed in plaid suit.

Each
No. 386-75/3—12 in. tall $3.50

Twelve in a carton.

HAND PUPPETS
GUND

Peter Pan Series

Hand puppets that squeak, squawk and almost talk; do almost anything you want them to.

Made of firm molded vinyl plastic and color fast fabric bodies.

Contains Peter Pan, Wendy, Tinker Bell and Captain Hook puppets.

Each
No. 344-WD612/4—Wt. per carton 4½ lbs. $0.98

Twelve in a carton.

OUR TOY DEPARTMENT

Visit our big, new Toy Department where you will see a grand array of extra profit items for your year 'round sales. Games, trucks, trains, dolls can mean an added bonus to your business and bring new customers into your store. Attractive and colorful displays advertise and sell merchandise. Visit our Toy Department and be convinced.

5-PC. MIRRO MOLD SET

Assorted shapes in fiery copper-toned Alumilite, absolutely tarnish-proof.

Gelatin desserts, cakes and salads take on really festive airs when turned out in these ornate molds. In warm coppery aluminum, so decorative you'll hang them on the wall when they're not dressing up favorite dishes!

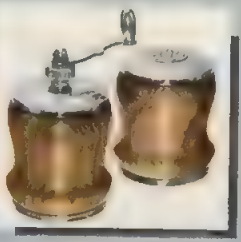
50-7459 B380 Complete Set $5.95

SET OF FOUR HASKO TRAYS

Fine wood grain lithographed on basswood veneers, floral trim. 11x18 inches

Easy-to-handle Hasko trays take all the awkwardness out of lap buffets—serve breakfast in bed, sandwiches or snacks in or outside. Just the right size for individual portions. Lovely, lightweight, durable.

50-9435 B285 Set of 4 Trays..... . $4.35



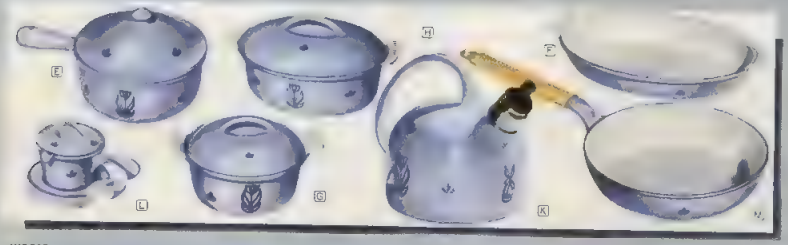
PEPPER MILL AND SALT SHAKER

Deluxe designed in handsomely grained hardwood, Blond or Mahogany finish.

Lacquered for lasting beauty in the finish of your choice! Pepper mill has case-hardened gears to grind fine, coarse or in-between. Chrome tops. Matching salt shaker 3".

50-9398 B420 Mahogany Finish $6.95

50-9406 B420 Blond Finish .. . 6.95



IMPORTED DRU-IRON WARE

Ten oven-to-table cookers with a lovely chip-proof, porcelain-like finish

Lasts a lifetime, this oven-to-table ironware imported from Holland. Blends beauty and utility so effectively, because it's made of indestructible iron coated with a baked enamel high gloss finish that closely resembles fine porcelain.

Use in oven or over open flame. Dru-iron cooks quickly and thoroughly either way. Comes right to your table, too, to serve your guests with great charm. Interiors are white to contrast prettily with the soft Delft blue outside, hand-painted in a tasteful tulip design. And Dru-iron takes no special care, just soap and water cleans it

(E) **50-9901 B663** 3-Qt. Sauce Pan $9.95

50-9919 B530 1½-Qt. Sauce Pan. ..$7.95

(I) **50-9927 B330** 10" Oval Dish 4.95

(G) **50-9935 B598** 1¾ Qt. Cov Casserole 8.95

(H) **50-9943 B497** Oval Baker 1¼ Qt . . 7.45

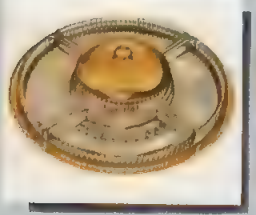
50-9950 B663 Oval Baker 2¼ Qt.. . 9.95

(K) **50-9968 B330** Tea Kettle, 2 Qt 7.95

(L) **50-9976 B295** Butter Melter 4.45

(M) **50-9984 B398** 8½" Fry Pan 5.95

50-9992 B598 11½" Fry Pan 8.95



KOPPERFX LAZY SUSAN BY KROMEX

Rich copper tones on embossed anodized aluminum, ball bearing base, 14" diam.

Spins around to serve with ease, makes a superb appearance on any table! Stays looking lovely, because it's chip proof, tarnish-proof, unbreakable. 4 shimmering cut glass sections, covered casserole in center

50-7046 B398 Lazy Susan $5.95

FOLD-AWAY BUFFET

3-tiered server of polished natural hardwood, opens to a full 26" spread.

Goes to great lengths to serve you! With 5 wells, 2 glass jars with spreaders, wooden lids, salt and pepper shakers, too. Use for all sorts of snacks. Has 24K gold-plated handle caps, measures 14x7½" closed.

50-7848 B777 Fold Away Buffet $12.95

"TRAYMASTER" DELUXE

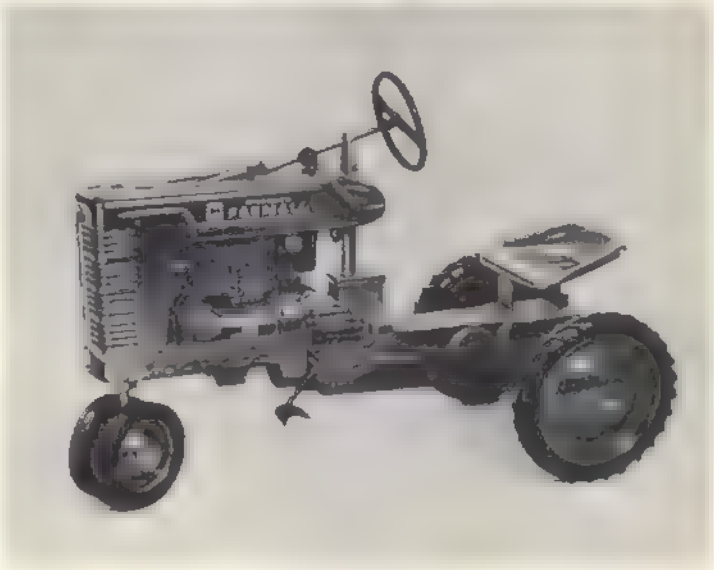
Goldplate snack server with fingertip bar that raises, lowers leaf covers.

Designed for smartness with any table setting—and so marvelously functional! This lovely server keeps tidbits fresh and clean with lids that lift with ease. Sized 10" sq. unfolds 4 leaf-shaped snack containers

50-7855 B300 "Traymaster" Deluxe . .$5.00

All American
For your own executives or leading customers, there's nothing like a cruise to keep them in shape. Rhonda III, steel-hulled and consequently fire-resistant, is an All-American star if there ever was one — the outstanding American-built yacht of the present era. You have to see Rhonda III to appreciate her fully. Write for an appointment to inspect this magnificent yacht.
FREE
Descriptive Brochure on RHONDA III
Write today for the brochure describing this distinctive, 96-foot yacht. Designed for use in the event of a national emergency, Rhonda III already has been designated a Coast Guard Auxiliary craft.
of Super-Tankers, Passenger Liners, Cargo Vessels, Warships, Barges, Towboats, Yachts.
THE
INGALLS
SHIPBUILDING CORPORATION
EXECUTIVE OFFICES: Birmingham, Ala., U. S. A.
SHIPYARDS: Pascagoula, Miss.; Decatur, Ala.
OFFICES: New York, Chicago, Pittsburgh, Philadelphia, Washington, Houston, New Orleans, Atlanta.

Authentic Chain-Driven
INTERNATIONAL HARVESTER
Farmall Tractor



No. F400 Farmall Tractor $50.00 Each

Waterproof Vat-dyed canvas.
Aluminum brackets, easily assembled.
Weight 5 lbs., packed one to a carton

SPECIFICATIONS:

Length 39½"—Width 18½"— Height 27½"
Shipping weight approximately 40 lbs., packed one to a carton

Increased tractor size, recommended for children three years to eight years of age.

New authentic 'quick hitch', an ESKA exclusive, for effortless adaptability of trailer.

New gear shift lever for greater play value.

New simulated tractor sound—an ESKA exclusive! A simple twist of the gear shift lever and the tractor sounds like a live action farm tractor.

New baked enamel finish—tractor finished in authentic International Harvester RED.

New ball bearings for greater roadability, finger tip steering for increased maneuverability.

Concealed chain drive.

Shipped, fully assembled except for wheels. Takes but a few minutes to assemble!

New indestructible aluminum alloy casting.

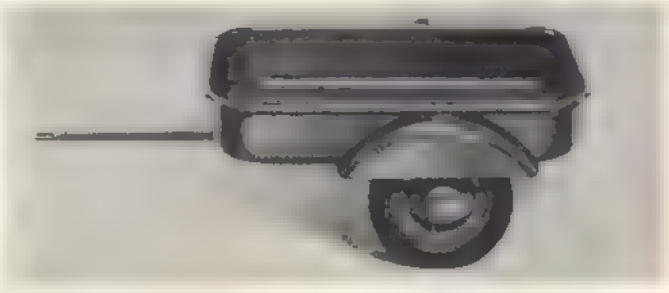
UMBRELLA

No. F402 Umbrella $5.00 Each

MODEL F-101 TRAILER & HITCH

Length (without hitch)	19 inches
Length (with hitch)	28 inches
Wagon body width	13¼ inches
Wagon body width (including fenders)	17¼ inches
Depth	4 inches

Wheel size (7 x 1.50) semi-pneumatic tires--mudguard covering each wheel.
Authentic "quick-hitch" -- a patented coupling allowing the child to hitch and unhitch the trailer while seated on the tractor.
COLOR: Red with International Harvester emblem and the name McCormack stamped on rear end in White.



No. F101 Trailer & Hitch $11.00 each

S C O O T E R S

Rex "1"

Frame 33" length, 30" height; Tires 6" x ¾" molded; Bearings steel sleeve; Packed 1 to a carton — 7 lbs.

No. 1 $4.00 Each

Super Scooter

Frame 33" length, 30" height; Tires 7" x 1.25" Chevron type semi pneumatic; Bearings "Congo". Packed 1 to a carton — 8½ lbs.

No. 2 $5.50 Each

SIZE—Length 39 inches, height 33 inches.
WHEELS—10 inch artillery, with roller bearing.
TIRES—1¾ inch puncture proof semi-pneumatic.
EQUIPMENT—Wood footboard with patented folding seat. Fender. Brake. Tubular steel handle with rubber grips. Parking stand.
FINISH—Frame wheels and fender red. Handle bar, decorations and wheel rims white. Footboard and seat black.
PACKING—One in carton.
WEIGHT—20 pounds.

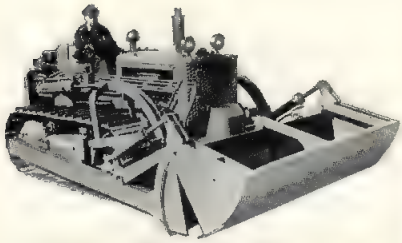
No. 5870 $15.00 Each

Any youngster will be proud of this de luxe model Scooter, with its big balloon tires that give an airflow glide. Size: length 38", height 34"; Wheels: 10" double disc, "Congo" bearings; Tires: 10"x1¾"; 13" tubular steel handle with rubber grips; Brilliant red baked enamel; Wheels: sparkling gray enamel with red stripe; Equipment: parking stand and brake; Packing: 1 in carton, 15 lbs.

No. 4 $7.50 Each

DROTT BULLCLAM SHOVEL

For International TD-14A or TD-18A Tractors



No expensive modifications. Mount on standard wide tread International tractor.

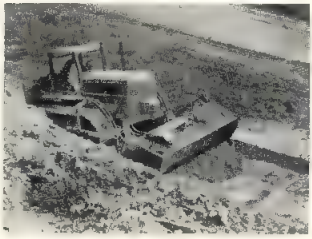
Digs, transports, grades. One man and one machine can efficiently perform all phases of the operation.

Closed hydraulic system. Pioneered and developed by Drott to positively lock oil in—air and dirt out.

Power tilt. Either end of blade can be raised or lowered hydraulically from the operator's seat.

Positive down pressure. Maximum compaction is obtained by adding down pressure to the loaded Bullclam.

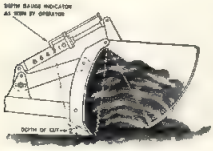
The difficult problem of refuse disposal becomes a simple project with the Drott Bullclam Shovel Method of Sanitary Fill. The Bullclam excavates and trenches, covers and compacts, transports material and grades—levels the final site. It is the only machine specifically designed for Sanitary Landfill operations.

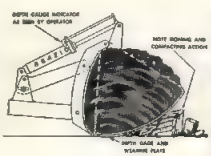


Prepares the site

Compacts

Finishes





SPECIFICATIONS

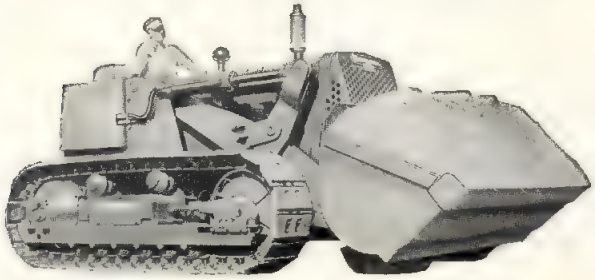
Drott Bullclam Shovel International Tractor		14C TD-14A	18C TD-18A
Capacity	yds.	2	3
Length of Blade	in.	117	117
Height of Blade	in.	34	37½
Lift Above Ground	in.	34	38
Drop Below Ground	in	14	16
Tilt of Blade	in.	18	18
Opening of Jaw Above Ground	in.	41	42½
Throat Opening Between Cutting Edges	in.	55	59
Cutting Edge (Moldboard)	in.	⅝ x 6	⅝ x 6
Wear Plate (Clam)	in.	⅝x14	⅝x14
Maximum Width of Track Shoe	in.	20	22
Shipping Weight (Approx.)	lbs.	8370	9200

It is the desire of the Drott Manufacturing Corporation to continually improve its products, therefore specifications are subject to change without notice.

59-8-56

DROTT SKID-SHOVEL

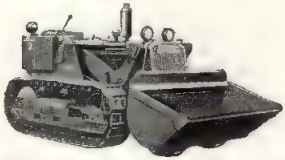
For International TD-6, TD-9, TD-14 or TD-18 Tractors



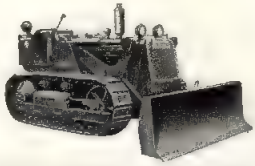
The Drott Skid-Shovel is an advanced design front-end loader for mounting on the TD-6, TD-9, TD-14 and TD-18 models of International crawler tractors. The clean and efficient design of the Drott Skid-Shovel has fully enclosed and protected hydraulics. No piping, cross-bracing or structural parts project above the original profile of the tractor.

The exclusive pry-over-shoe Break-out Action rolls the bucket back 42° **at ground level** and assures bonus yardage. The loaded bucket is semi-skidded over the ground on skid-shoes. This eliminates "carry strain" on the tractor and combines low clearance with excellent balance and visibility. The Skid-Shovel is equipped with the Hydro-Spring, a super shock absorber that puts the hydraulic system under spring tension. The Hydro-Spring reduces destructive shocks to less than one-third of their force. This adds much life to the hydraulic system, loader and tractor. It greatly increases operator comfort.

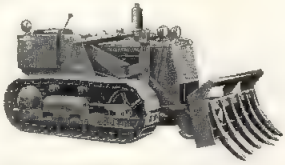
The Drott Skid-Shovel is equipped with many outstanding patented and exclusive features. It is specifically designed to do a wider variety of jobs faster and more profitably, with less wear and tear on the machine.



BUCKETS—Extra heavy-duty double-bottom bucket is furnished. Larger capacity buckets for light materials can be had for all models. Narrow width buckets are also available.



BULLDOZER BLADE—A radius control Bulldozer Blade is interchangeable with the bucket. Heavy digging or fine grading is controlled by "rolling" the blade forward or back, over the loader shoes.



GRUBBER BLADE—This land clearing attachment has manganese-molybdenum teeth. Each one is designed to withstand four times the drawbar pull of the tractor. They are individually mounted and ajustable for spacing.

59-1-56

SUPERIOR CTD-9 REVOLVING CRANE

mounted on
INTERNATIONAL TD-9
CRAWLER TRACTOR
available with or without
9C-AF ANGLE PUSH BLADE

The International TD-9 Crawler Tractor is equipped with overlapping flat shoes, 15 in. wide; rigid extended track frames, large diameter front idlers, electric starter and lights, head lamp brush guards, muffler, radiator guard, crankcase guard, and front pull hook.

SPECIFICATIONS

Crane Boom (Telescoping): Length 12 to 18 ft.
Swing Angle between automatic stops, 275°.
Swing Speed, Max. for 180°.....11.5 Sec.

Lifting Capacity: On hard level surface (w/o Push Blade). Boom radii measured from C/L of turntable.

Radius:	Ft.	10	12	14	16	18
Capacity:	Lbs.	5600	4850	3750	3000	2100

Line Speeds at Drum: Ft./min. at rated governed engine RPM, bare drums.
Load Winch: 71 Boom Winch: 40

Crane Cables:
Load: Single, ½" Boom: 3-Part, ⅝"

Blade (Cable Operated): 8 ft. long x 27" high. **Angle,** right or left, 33°. **Max. Lift,** 28".

Track Data: Tread C to C of Track.....60"
Length of Track on Ground.....72-9/16"
Ground Contact Area (15" shoes), 2177 Square inches
Number of Track Shoes..... 72
Height of Detachable Angle Grousers, 2½".

TRACTOR AND CRANE DATA

Overall Length, with boom telescoped and clamped in boom support	214¾"
with boom extended and clamped in boom support	286¾"
without boom	121½"
Width, to outside of crane frame	90½"
Height of drawbar above base of flat shoe	14½"
Height from base of flat shoe to top of mast, boom lowered	111½"
Ground Clearance, of lowest point above base of flat shoe	10⅜"
Approximate Weight of Crawler Tractor (less fuel and water)	11,150#
of Crane Unit	7,725#
of Push Blade Unit	2,000#

JACKIE GLEASON and Gerry M. Kalmanson demonstrate for the benefit of the photographer one of the new Tomar *away-we-go* toys which portray Gleason's TV roles.

TV publicity backs *away-we-go* toy

Slated for much TV publicity this year is the Jackie Gleason *away-we-go* toy of Tomar, Inc., 2709 N Lincoln ave., Chicago.

An action climbing toy, six of the personalities portrayed in Gleason's nationally-televised Saturday night show, is available in this toy item. Included are: Reggie Van Gleason III, Rudy the Repairman, Charlie Bratton, The Poor Soul, Ralph Kramden, and Fenwick Babbit.

Character's body is of high impact plastic, finished with colorfully reproduced cartoon art. The body is on a fishing line cord with plastic finger rings. Pull the string and the toy climbs up and down with an animated leg and arm action. The toy is carded and retails for 59c.

Jackie Gleason, it is said, will play with the toy on his personal show, as well as at guest appearances.

Currently scheduled for additional TV plugs are Robert Q. Lewis, Garry Moore and Dave Garroway on their TV shows. Art Carney and Audrey Meadows, co-stars of the Jackie Gleason *Honeymooners* TV show, also will lend their efforts toward visual promotion of the toy.

Capitol Records, recording and selling agent of the Jackie Gleason Record Albums, has arranged for TV disc jockeys throughout the country to play with and demonstrate the toy.

National publications such as *Look*, *Life*, *Newsweek*, and *Time*, it is said, are planning to editorialize the *away-we-go* toy individually and to incorporate it with editorials on Jackie Gleason.

Many newspapers throughout the country have been contacted by the Jackie Gleason and CBS publicity staffs for additional promotion.

Currently, the toy is featured in many national chain stores and is being sold to other retail trade by leading jobbers.

The factory says it is prepared for immediate shipment and is working on an around-the-clock schedule, with minimum production of 25,000 pieces a day, due to the number of advance orders placed for the toy. Production schedule is being studied for increase.

Gerry M Kalmanson Associates, 1123 Broadway New York City, is national sales representative.

Associate sales organizations are: Roy Deng & Associates, 11-113 Merchandise Mart, Chicago; Sam Shulman, 815 Park Avenue Building, Detroit, Mich., Irving Petok, 310 E. 4th st., Los Angeles 13, Calif.

MODEL plays with plastic action toy which represents Reggie Van Gleason III, one of Gleason's characters. The toy has animated leg and arm action.

Plastics Div. of Frank Paper now separate firm

After a dozen years of operation as a division of Frank Paper Products Corp., the plastics operations and personnel of that company have been transferred to a new corporate entity, Frank Plastics Corp.

The new firm has purchased the tooling, plastics fabrication facilities and proprietary lines of Frank Paper, including Christmas decorations, bicycle accessories, and other novelty and housewares lines.

Officers of the new company, which has its headquarters at 2941 E. Warren ave., Detroit 7, Mich., are: L. C. Frank, chairman of the board, Lew Frank Jr., president, Joseph Morrison, vice president; R. M. Young, secretary; and Morris Mandelbaum, treasurer.

Ralph Ware elected to All-American Hall of Fame

Ralph Ware, late secretary and treasurer of Chicago Roller Skate Co., has been elected to roller skating's all-time, All-American Hall of Fame.

Nominations were made by the readers of Bill Love's column *Skating* in the New York *Journal-American* and readers of *Billboard* magazine, with final selections by Art Goodfellow, editor-publisher of National Roller Skating Guide, Joe Shevelson of Chicago Roller Skate Co. and Bill Love.

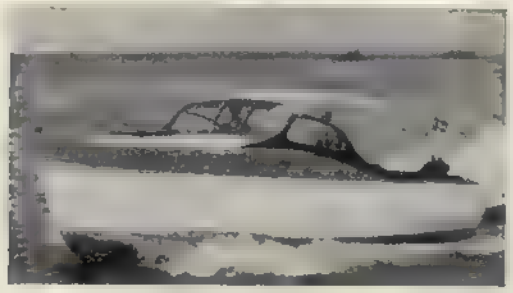
WARE

Ralph Ware, dedicated to the advancement of roller skating as a sport and recreation, was one of the original three Ware Brothers, who, with their father, E. C. Ware, pioneered the Chicago Roller Skating Co. After joining the young firm in 1906, he devoted four decades until his death in 1945 to the development, production and marketing of advanced skates at fair prices. Due partly to his efforts, Chicago now manufactures 14 different models and 20 different types of wheels.

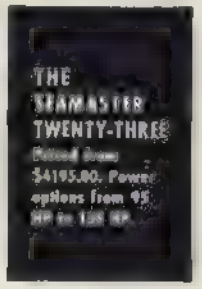
Jackson Haines, known the world over for the popular spin that bears his name, was also elected to the All-American Hall of Fame. Jackson Haines played a major role in founding and developing the international style of ice and roller skating.

Honorable mentions were Laurence Anselmy, Fred Bergin, Malcolm Carey, Arthur Eglington, Al Flath, Johnny Johnston, Norman Latin, Allie Moore, Fred Nall, Betty Lytle Ringwald, Gladys and George Werner, Joe Laurey, Victor Brown, and Levant Richardson.

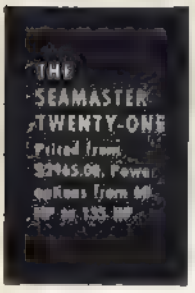
FIRST CHOICE FOR VALUE



JAFCO 1956 *Seamasters*



Whatever your 1956 boating plans may be, there's a Seamaster that fits them perfectly. Available in four popular lengths, all feature solid Philippine mahogany planking, striking new two-tone colors and new deluxe standard equipment. Individually, there are power options, specifications and prices to meet your particular needs and pocketbook. Before you choose any boat, see the outstanding quality and eye appeal of these exciting new Seamasters for '56. At Jafco dealers everywhere, or write Jafco Marine, Inc.



Prices, Specifications and Equipment subject to change without notice. F.O.B. Sheffield, Pa.

JAFCO
MARINE, INC. 2192 NIAGARA STREET, BUFFALO 7, NEW YORK PHONE BEDFORD 2775

...BUY Bendix !

FROM THE MOST COMPLETE MARINE ELECTRONIC LINE

AUTOMATIC PILOTS

Four models for automatic steering any size vessel. Priced surprisingly low. Takes the drudgery out of boating — puts an expert helmsman aboard

MARINE RADAR

The new low cost, high performance radar with 5 ranges (from 40 yards to 32 miles) and the big 10" tube.

OUTBOARD TACHOMETERS

Accurately registers engine R.P.M., enabling you to obtain top efficiency of single or twin outboards for pleasure or racing.

AUXILIARY POWER UNITS

Now you can enjoy radio, television, DF, automatic steering and other electrical units aboard or ashore. This portable light-weight (35 lb.) complete power plant gives you 1000 watts anytime, any place for permanent or standby service.

ANTENNAS

Specially designed for extra long range performance with your Bendix radio equipment.

Bendix

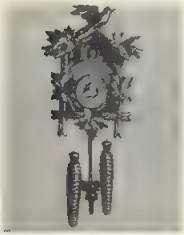
PACIFIC DIVISION

Bendix Aviation Corporation

NORTH HOLLYWOOD, CALIF.

AT THE NEW YORK, CHICAGO AND MIAMI SHOWS

UNUSUAL and DISTINCTIVE CLOCKS

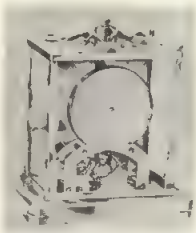


SCHATZ "BIRD" CLOCK—Imported by Remington Rand. Spread wing bird and decorative floral design. 13" high. Deeply hand-carved in a rich mahogany-colored wood, with white numerals and white baroque hands. Requires winding once every eight days. Cuckoos on the ½ hour and chimes on the hour with the correct number of cuckoo calls. Realistic pine cone weights. Sh. wt. 10½ lbs.

8H49X1900-6X1700 ..... List **$28.50**

JEFFERSON GOLDEN HOUR CLOCK—Durable cast base and dial, heavily 24 carat gold plated, rich satin finish. Trim, modern hands and Arabic numerals treated with radium for easy night time-telling. Factory tested for split-second accuracy. Non-scratching plastic base. Size: 8⅜" high, 7-7/16" diameter; base 5⅞" wide, 4½" long. 110-125 V; 60 cycles, AC only. Sh. wt. 5 lbs.

8H52X1473-3X1437 ..... List **$23.95**

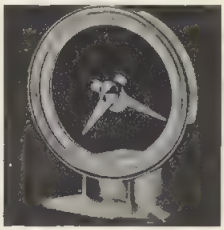


SCHATZ "ROYAL" CLOCK—Satin-finish lacquered brass enclosed in crystal clear glass. Raised gilt numerals and hands. 1000 days of dependable timekeeping on 1 winding plus the eternal fascination of a silently rotating pendulum. Imported exclusively and guaranteed by Remington Rand. Dimensions. 9¼" high x 7⅛" wide x 5⅞" deep. Sh. wt. 6¾ lbs.

8H11X3200-8X2950 ..... List **$49.50**

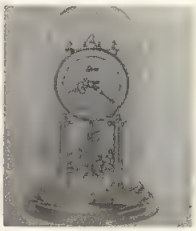
SESSIONS CHIME CLOCK — Westminster Chime. Mahogany case. Burl Walnut overlay with brass feet. Gold colored bezel; sunburst gold finished 4½" dial. Raised numerals edged in black. Gold second hand. Has full quarter hour strike Westminster chime . . . 4 rod. 4 rod chord hour strike. Simplified movement design with fewer moving parts. Size: 19 x 5¾ x 4". Sh. wt. 7 lbs.

8H73X2897 ..... List **$44.95**



JEFFERSON GOLDEN MINUTE CLOCK — 24 carat gold plated base and outer ring, tastefully contrasted with brushed chrome inner ring and radium filled hands and numerals. Crystal clear see-thru feature. Perfectly contoured to complement any decorating motif, modern or traditional. 110-125 Volts, 60 cycles, AC only. Size: 7¾" high, 6" in diameter. Comes with complete directions

8H12X1534-3X1497 (Sh. wt. 3¾ lbs.) List **$24.95**



SCHATZ 400 DAY CLOCK—Imported by Remington Rand. Now the World's Most Distinguished Anniversary Clock offers the utmost in accuracy . . . scientifically maintained by an exclusive Schatz improvement that "paces" the silently rotating pendulum for 400 days of measured timekeeping on 1 winding. Gleaming brass finish, cream enamel dial, raised numerals, antique gilt hands. Sh. wt. 9 lbs.

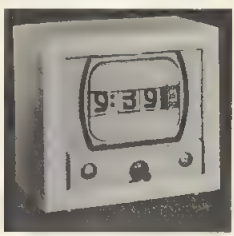
8H45X2900-6X2650 ..... List **$49.50**

AMBASSADOR 8 DAY CLOCK — American made 2-jewel movement. Richly etched silver finished dial. Bevel-edge, high crystal. The last word in elegance. A clock that speaks of dignity and charm and arouses admiration wherever used. Precision made movement provides quiet dependable service, freedom from unsightly wires. Sizes 6½" wide, 7½" high. Sh. wt. 3 lbs.

8H64X1497 ..... List **$24.95**

JEFFERSON GOLDEN HELM CLOCK—Nautical motif has individually machine-turned wheel spokes, meticulously detailed anchor and boat hook. Base and outer ring are 24 carat gold plated; inner ring is satin chrome with navy blue numerals. 110-125 volts, 60 cycles, AC only. Instructions for setting time, cleaning of clock dial and glass disc are included. 7-7/16" in diameter. Sh. wt. 5 lbs.

8H66X1842-3X1797 ..... List **$29.95**



GLOLITE TV LAMP-CLOCK—With "focalizer" stare break. Features the optical principle to give your eyes a rest! The whole clock glows in the dark and can be used as a night light! Self-starting electric clock, automatically calculated time at a glance. Plastic case with colorama numerals; gold trimmed video screen. 5" high, 5½" wide, 3¼" deep. U.L. approved. Sh. wt. 3 lbs.

8H13X963 ..... List **$12.95**

AIRGUIDE WEATHER INSTRUMENTS

THE PRINCETON COMBINATION UNIT — Smooth, graceful and classically modern. A beautiful barometer for home or office. Also tells indoor temperature and humidity. Combination desk unit comes in gunmetal gray case with polished brass base. Handsome two tone dial with brass pointers. Dimensions: 3⅞" high 7¾" wide, 1¾" deep. An Airguide instrument. Sh. wt. 1¾ lbs

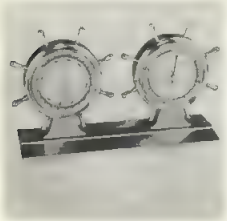
12G37X800 . . List **$10.00**

INDOOR - OUTDOOR THERMOMETER — Tells both indoor and outdoor temperature. Designed in the smooth, modern manner. Easily mounted indoors, no holes to bore. Choice of two smart and attractive finishes. Dark gray or warm ivory plastic case. Specify finish desired when ordering. Overall dimensions. 8¼" high, 2½" wide, 4 feet of tubing Sh. wt. 1 lb.

12G38X300 .....List **$5.00**

THE RIVIERA A charming adaptation of wrought iron makes this combination barometer, thermometer and humidity indicator a unique gift item. The polished copper finished cases are suspended gracefully from the satin black wrought iron stand. Black dials with white graduations and polished copper knob. 5⅝" high, 10" wide, 2⅛" deep Sh. wt. 2½ lbs.

12G10X1050 List **$17.50**

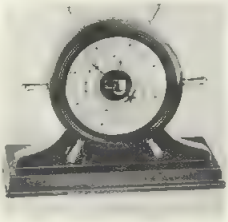


THE CORSAIR TWIN SHIP WHEEL UNIT — Trim and neat and nautically precise. Beautiful refinement in every detail. Silvered dials with satin brass hands. Base, cases and spokes are brass finished. Shows weather trends, temperature and humidity. Overall dimensions 5⅛" high, 8½" wide, 2¼" deep. A fine gift for the office or den Sh. wt 2½ lbs.

12G36X1200 .....List **$20.00**

FINE IMPORTED BAROMETER "The Favorite" is a German made barometer set in a beautiful, heavy, highly polished mahogany finished frame. It has an ivory enamelled metal scale polished brass bezel, an 85mm dial and open face movement. A beautiful precision instrument that can be hung on a wall by its brass hoop. Overall size: 5" in diameter

12G11X397 Sh. wt. 2 lbs. . . . List **$5.95**



THE PILOT—An Airguide instrument that is all ship-shape and alert to weather trends. Performs with famous nautical precision. Case is bronze color with polished chrome spokes. Open faced dial black details on white Base is of finely grained, hand-rubbed, solid walnut. Overall dimensions: 5⅝" high, 5⅝" wide and 2⅝" deep. Sh. wt. 1½ lbs.

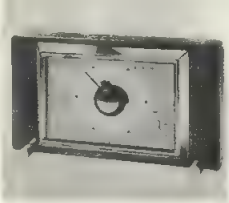
12G13X720 .....List **$12.00**

WINDOW THERMOMETER—A modern, instant-reading dial-type thermometer Beautiful gray, weather-proof plastic case. Sturdily built to give years of accurate service Easy-to-read dial with bright red pointer. The mounting bracket is adjustable for maximum visibility. Diameter is 3¾"; the swinging bracket is 4 inches long. An Airguide weather instrument.

12G14X150 (Sh. wt. ½ lb.).....List **$2.50**

THE CARLTON Useful and beautiful in the modern trend. Tells temperature and relative humidity. Sleekly styled in warm gray plastic. The base is solid, highly polished brass. Distinctive dial design of smart simplicity Overall dimensions 3½" high, 5½" wide, 2" deep. An Airguide weather instrument, precision built for years of accurate service.

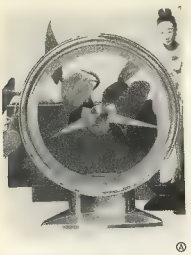
12G15X300 (Sh. wt 1 lb.).....List **$5.00**



THE SHERWOOD—The original "home weather bureau" has taken on a sparkling modern look. Satin brass finished bezel and feet and polished brass knob and hands complement the provincial finish of the solid fruitwood case. Combination barometer, thermometer and humidity indicator. Gray and white dial with black gradations 5½" high, 9¼" wide, 2⅛" deep. Sh. wt. 2¼ lbs

12G67X800 .....List **$15.00**

GIFT WRAPPINGS ON PAGE 171



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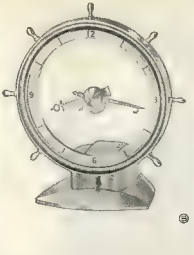

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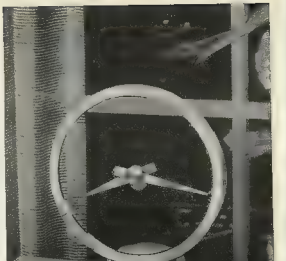

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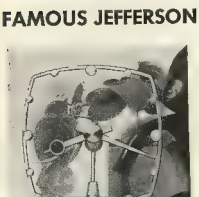
FAMOUS JEFFERSON "SEE-THRU" CLOCKS



Ⓓ

Prices of Jefferson clocks fair traded. Offered for resale to dealers or price and premium users.

Ⓐ **Golden Minute Electric Clock.** Elegant styling and unit-swing "see-thru" dial fitting for home or office, desk or table. Base and outer ring are 24K gold plated . . . inner ring is satin chrome with radium numerals. **Size: 7" high, 8" diam.** AC only, 110-125V, 60 cycle. Ship. wt. 7 lbs.

55C2-3X1497/1534.....RETAIL **$24.95**

Ⓑ **Nautical Model.** Interprets the romance of the sea. Authentic in detail, helm dial frame, anchor hour-hand, and hook minute-hand. Ultra modern "see thru" dial blends perfectly with decorator scheme. Hands "float" in air with no visible means of motivation. Base and outer ring in 24K gold plated metal with inner ring satin-finished chrome. Navy blue numerals. **Overall height, 7 13/16". AC only.** 110-125V 60 cycles

55C4-3X1797/1842 ....RETAIL **$29.95**

Ⓒ **Golden Hour Clock.** A striking modern creation that's already proven its sales appeal and popularity. Ultra modern "see through" dial. Hands "float" in clear crystal dial with no visible means of motivation. Durable cast base and dial, heavily 24K gold plated and polished to a rich satin finish. Arabic numerals treated with radium for easy time telling. **8⅝" high, dial 7 7/16" in diam.** AC only. 110-125V, 60 cycles. Ship. wt. 5 lbs.

55C1-3X1437/1473.....RETAIL **$23.95**

Ⓓ **Golden Secret Clock.** A new, breath-taking clock with no glass at all. A popular business gift. Admired at home . . . on a desk, table or TV set. A truly prized possession. **Size: 7 5/32" high, 5½" diam.** AC, 110-125 volts, 60 cycles. Ship. wt. 4 lbs.

55C3-3X1377/1411.....RETAIL **$22.95**

Numerchron and Novelty Clocks

TV PLANTER CLOCK

Unusual clock-planter for television set, mantel, or night table. May also be used as a TV light or night light. Luxurious plastic case finished in Black with Gold trim and lined with White fiberglass shade. Removable glass planter slides out of holder easily to allow trimming and watering. (Plants not included.) Lunshire self-starting electric clock fully guaranteed for one year. **Size: 4½x8½x8½".** AC only, 110-125V, 60 cycle. Ind. boxed. Ship. wt. 7 lbs.

57C14-777 .... .RETAIL **$12.95**

AMUSING ANIMATED CLOCKS

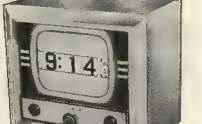
Kit Kat Electric Clock. The eyes move and the tail wags. Luminous eyes, mouth and dial. Precision electric movement. All brass gears and pinions. Self starting. Plastic case. **Size: 13½" high, 4" wide.** 110-120V, 60 cycle. U.L. approved. Guaranteed against factory defects. **Available in:** Jet Black, Chinese Red, Pasta, Pink, and Pastel Blue. Ship. wt 4 lbs.

57C4-587—Specify color.....RETAIL **$8.95**

Plato Electric Clock. Walt Disney's famous dog has moving tongue and eyes. Luminous eyes and "bone" hands. Made of colorful plastic. Quiet, long wear-ng nylon gear movement. **Size: 9½" high, 5" wide, 4" deep.** Self-starting synchronous electric motor. Guaranteed against all factory defect. 110-120 volts, 60 cycle, AC. Ship. wt. 4 lbs.

57C5-680.....RETAIL **$10.95**

Prices Do Not Include Excise Tax



TV CLOCK

This clock tells time at a glance—only simple bold numerals to read. Even a child can tell time from it—no puzzling over hour and minute hands on a clock face. Mottled Walnut plastic case. Luminous video dial attractively trimmed in Gold. 110V, 60 cycle AC. Self-starting. Guaranteed 25,000 hours. **Size: 5x5½x3½" deep.** Ship. wt 3 lbs.

57C18-857.....RETAIL **$10.95**

NUMERCHRON CLOCKS

Provides an accurate reading to the minute. Eliminates conventional dial with hour and minute hands. Perfect for home or office. Plastic case in Walnut finish with Gold bezel. **Size: 7¾x4x4".** Ind boxed. Ship. wt. 3 lbs.

57C16-597.....RETAIL **$9.95**

As above: Ivory finish.

57C17-657.....RETAIL **$10.95**

"Join in the Real Fun . . . Join the Band"

[1] JR. COWBOY GUITAR. Accompany yourself singing! 31-in. fiber and wood guitar, 6 nylon strings, friction tuning pegs, steel tailpiece. Music, instr. Mail. R35 JP 2747. Shpg. wt. 4 lbs 2.98

[2] JIMMY DURANTE'S HA-CHA-CHA UKE. 4 real gut strings, raised plastic frets, friction tuning pegs. Plastic, 21-in. long. Pick, songbook, instructions. Mail. R35 JP 2717. Shpg. wt. 3 lbs. . . . 1.98

[3] PROFESSIONAL SIZE GUITAR has deep tone. 3 wire, 3 nylon strings; metal frets, lock-screw tuning. All wood, brown finish. Neck cord, music, instr. Mailable. R35 JP 2711. 32 in. long (6 lbs.) 8.95

[4] 13-KEY ACCORDION plays sharps and flats; 25 reeds have rich tone. Plastic ends, fabric bellows; 7x8 in. closed. Fiber case, music book. 35 J 2776. Shpg. wt. 2 lbs. 6 oz. 3.59

[5] VIOLIN and bow. Chart on fingerboard teaches fingering. 1 steel, 3 nylon strings, friction tuning pegs, fiberboard body. Rosin, instructions. Mailable. R35 JP 2748. 22 in. long (2 lbs.) 2.98

[6] MR. BANJO rolls his eyes as you play. Lock-screw tuning pegs, 1 wire, 3 nylon strings, 16 inlaid frets. Fiber body, wooden neck. 25 in. long. Instr. Mailable. R35 JP 2709. Shpg. wt. 3 lbs. 2.98

[7] SET OF 3 INSTRUMENTS. 13 in. clarinet with metal keys, 9-in. trumpet, 11-in. sax. Each has 4 reeds—easy to play. Red and Yellow plastic. 35 J 2783. Shpg. wt. 2 lbs. . . . 3 pcs. 1.79

[8] "GOLDEN" TRUMPET has 4 brass reeds; high-impact "Gold"-plated "engraved plastic. Mute, 2 sterilized mouthpieces. Lyre, music, fiberboard case. 35 J 2777. 13 in. long. (2 lbs. 2 oz.) . . . 3.59

[9] RHYTHM BAND. 7-in. 78 RPM record instructs, provides accompaniment. Rhythm blocks, cymbals, triangle, maracas, sticks, gourd, wrist bells, tambourine. Mail R35 JP 2782. (6 lbs.) . Set with Record 4.49

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Ⓐ Four 78 r.p.m. records **89c**

Ⓑ Mouseketeers Newsreel **2.69**

Ⓒ Portable Phonograph **9.95**

Ⓓ Acoustic Phonograph **7.49**

Start Them Early—the Joys of Music Last a Lifetime

Ⓐ ALBUM OF FOUR 6-IN. RECORDS finely grooved for 7-in. playing time. Orchestral backgrounds, known vocalists. Package of needles incl. with each album. Sturdy plastic. 78 RPM Album (X): Christmas favorites. (C): Story telling songs. (D): Lesson songs. (E): Mother Goose. (F) Goldilocks, Cinderella, etc. (G) Animal and toy songs.
State Album X, C, D, E, F, or G.
35 J 2769 Shpg. wt. 10 oz. Album of 4 for 89¢

Ⓑ OFFICIAL MOUSEKETEER "NEWSREEL" Load projector, place record on phonograph (phono not incl.); record gives background and story for film. "Beep" tells when to change picture; 10 "stills" each film. Plastic projector 6x9 in. high takes 2 "C" cell batteries (sold pg 239). Screen 9 in high, picture projects 5x5 in. Record film incl. "Dance of Leopard Boys", "Touchdown Mickey".
35 J 2792 Shpg. wt. 1 lb. 12 oz. .....Set 2.69
EXTRA FILMS WITH MATCHING RECORDS.
35 J 2793. 2 Disney Cartoons. 2-adventures.
35 J 2794. "Mail Pilot," 3 nature films.
35 J 2795. Scenes from "African Lion" and "Vanishing Prairie," 2 others.
Shipping weight 9 oz. .4 stories in each set 89¢

Ⓒ VOLUME CONTROL in acoustic head; electric motor, hi-impact plastic case. Plays up to 10-in 78 RPM records with clear tone. (No tubes.) 110-120 V. AC-DC. 10x14x5 in.
R35 JP 2706. Mailable. (9 lb.).....9.95
Phono, 10 records (titles under (1) at right).
R35 JP 2707. Mailable. (10 lbs.).....Set 11.95

Ⓓ ACOUSTIC PHONO has electric motor, plastic arm and base. Plays up to 12-in. 78's. Extra needles. 15x10 in. (No tubes)
R35 JP 2713. AC only. Mail (6 lbs.).....7.49
Phono, 10 records (titles under (1) at right).
R35 JP 2701. Mailable. (7 lbs.).....Set 9.49

(1) PHONOGRAPH, STAND, AND 10 CHILDREN'S RECORDS

Acoustic phonograph plays up to 12-in. 78 RPM records with good clear tone. Strong electric motor, metal head, on-off switch. Handsome fiberboard case 10x12x6 in. deep has plastic handle, snap lock. Masonite stand wipes clean; has wooden legs. 16x12x20 in. high

Package of needles included. 10 popular children's records (see titles at right). Save on complete set U.L. approved. AC only. (No tubes.) Mailable.

Shipping weight 20 lbs.
R35 JP 2755W ..Complete set 14.95

PHONOGRAPH ONLY.
R35 JP 2756. Mailable. (9 lbs.)....8.98
PHONOGRAPH WITH 10 RECORDS (see titles below). Save on set!
R35 JP 2758. Mailable. (10 lb.) Set 10.95
PHONO STAND ONLY.
R35 JP 2759 Mailable (8 lb.).....4.49

TEN 6-IN. 78 RPM RECORDS, RACK. 20 songs Robin Hood, Alphabet, Baa Baa Black Sheep, Mulberry Bush, etc. Teakwood rack (incl.) holds 27 records.
35 J 2757. (1 lb. 6 oz.) .2.49

(2) MOUSEKETEER TV. Pictures move across lighted opening, synchronized record inside tells story with music—official Walt Disney characters. So simple even a 4-year old can operate it! 10 reels, 5 records.

Acoustic phono, electrically driven, plays up to 7-in. 78's. Steel case 9x 14x10 in. high. Mailable. (10 lbs.)
R35 JP 2760.....11.95

(3) DELUXE PHONOGRAPH has acoustic head, electrically driven 8 in flocked turntable, on-off switch. Plays up to 10-inch 78 RPM records—gives clear, accurate reproduction. Throw-back arm makes changing records easier. Handsome wooden case. (No tubes.) Mailable.
R35 JP 2721 (9 lb.). 10.95
Deluxe Phono, 10 records under (1) above. Mail.
R35 JP 2722 (10 lb.)..12.95

(4) ACCORDION. Deluxe model—a real beginner's instrument.
28-note chromatic keyboard, 4 left-hand bass and chord keys. Push or pull, get same note. 52 hand-tuned brass reeds give full rich tone. Plastic, "Gold" trim—looks like professional models. Adjustable harness. luggage-type fiber case, instruction book. 8x10 in. high.
35 J 2790. (4 lbs.)...7.25

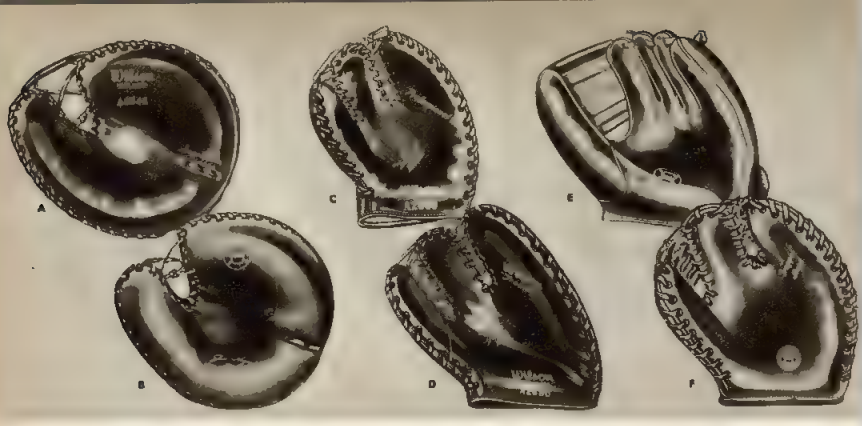
(5) "CATHEDRAL bells" have piano-type keyboard; press colored key, same color bell swings out and rings corresponding note; 1-octave range. Easy-to-follow color music makes reading simple. 8 well-tuned metal bells mounted in plastic tower 13 in. high. Mail.
R35 JP 2775. (4 lb.) 4.49

(6) 12-BAR Metallaphone. Play with 2 wood mallets—high carbon steel bars, each colored to match notes in color keyed music, marked with corresponding tone letter. Wood frame 13 inches long.
35 J 2783. (2 lb 12 oz) 1.98

8-BAR MODEL. 18 in. long
35 J 2784 (1 lb. 6 oz.) .98¢

(7) DELUXE BANJO Copy of real banjo with adjustable skin head, gut strings, raised frets. With push-button chord selector they'll be strumming tunes right away. Plastic body, "gold" trim; 22 in. long, body 8½ in. in diam. Fiberboard case and instructions included.
R35 JP 2791. (3 lbs.) .6.29

Budget Power can make this your brightest, happiest Christmas



(A) JOE GARAGIOLA MODEL. The fastest pitches are easily handled with this rugged, professional size catcher's mitt. Made of high grade, specially tanned cowhide mitt leather. Jute felt padding. Vinyl plastic binding. Snap action lacing—full grease-set pocket. Leather laced wood shearling wrist pad R. H. player. Wt. 2 lbs
20-5400-945 . . . . . Retail **12.50**

(B) JIM HEGAN CATCHER'S MITT. Has the size and "feel" of a major league backstop's mitt. A true replica of the glove used by many of the game's outstanding receivers. Tan cowhide—band-type palm. Regular fingers for sure catch of any pitch. Laced type wrist strap. Hand pad, flat binding Laced thumb. R. H player Wt. 2½ lbs.
20-5401-540 . . . . . .Retail **7.50**

(C) PROFESSIONAL TRAPPER. Designed to allow more action of all fingers. Made of special quality cowhide leather, fully oiled. Hand-formed felt pad, fibre reinforced thumb and finger sections. Grease-set pocket. Roll leather binding—rawhide leather laced edge. Wt. 2 lbs
20-5402-1295 R.H. player. . . . Retail **16.95**
20-5403-1295 L.H player . Retail **16.95**

(D) YOUTH'S TRAPPER MODEL. Built on a professional pattern in a medium size. The whole glove works with the hand and closes over the ball at impact. Made of glove cowhide. Jute felt padding with fibre stiffening Roll leather binding Full grease-set pocket. Wt. 2 lbs
20-5404-695 R.H. player. . . Retail **8.95**
20-5405-695 L.H. player . Retail **8.95**

(E) SAM MELE MODEL. Top major league quality The veteran Washington Senator and sensational fielder, Sam Mele stamps his approval on this fine glove Choice leather. Authentic Mele styling. Fully oiled . . . ready to use. Half-lined. Palm and thumb welded. Laced heel Solid leather web. Weight 2½ lbs
20-5406-425 R.H player Retail **6.25**

(F) JUNIOR TRAPPER MITT. Hand shaped "grooved action" of reinforced gray felt. Inner greased palm, cemented back Rolled edges. Adjustable finger loop and wrist strap. Wt. 2½ lbs.
20-5407-498 . . . . . Retail **7.50**

TRAPPER MITT. As above except professional size.
20-5408-645 . . . . . .Retail **8.95**

WILSON BADMINTON SETS. For the family on Sunday afternoon, or the kids on home-from-school days. Can be used indoors or outdoors. This superb set consists of four finalist model rackets, one badminton net, one pair of net posts, two special shuttlecocks and a badminton rule book Wilson's skilled craftsmen built this equipment to give you top performance features and long life Wt. 5 lbs
20-3400-1489 Retail **24.00**
20-3401-960 As above, 2 rackets. 3 lbs. **15.00**

(A) WILSON "FLIGHT." A tennis racket designed and built to provide real enjoyment for the beginner or occasional player at the lowest possible price. Exclusive Strata-Bow construction provides splendid balance Frame is of ash and fibre laminations with attractive blue finish Fibro-suede grip Nylon strung. Wt. 1½ lbs.
20-3402-565. . . . . .Retail **7.50**

(B) WRIGHT & DITSON "PARK" . . . by Spalding. Frame is eight-ply ash and fiber construction. Leather grip. Finished in two colors and natural wood. Nylon strung Wt. 1½ lbs.
20-3403-675 . . . . . .Retail **9.65**

WRIGHT & DITSON "STROKE KING" . by Spalding. (Not illus.). 6-ply ash strips
20-3404-510 Wt 1½ lbs. Retail **7.25**

(C) GONZALES SIGNATURE BY SPALDING. Here is a "Pancho" Gonzales model at a popular price. Noted for its popularity and dependability. Laminated frame of maple and fiber strips. In attractive colors, light blue throat, white shoulders and handle flakes. Beautiful natural bow. Leather grip Nylon strung. Wt. 1½ lbs
20-3405-870 Retail **12.00**

(D) WRIGHT & DITSON "DAVIS CUP" . . . by Spalding. Endorsed by many famous Davis Cup players. Eleven-ply laminated construction of choice ash and fiber stripes, with selected beech outer strip. Bow has rawhide shoulders, handle and throat are reinforced with white fiber Red leather grip Nylon strung Wt. 1⅛ lbs
20-3406-1375. . . . . .Retail **19.25**

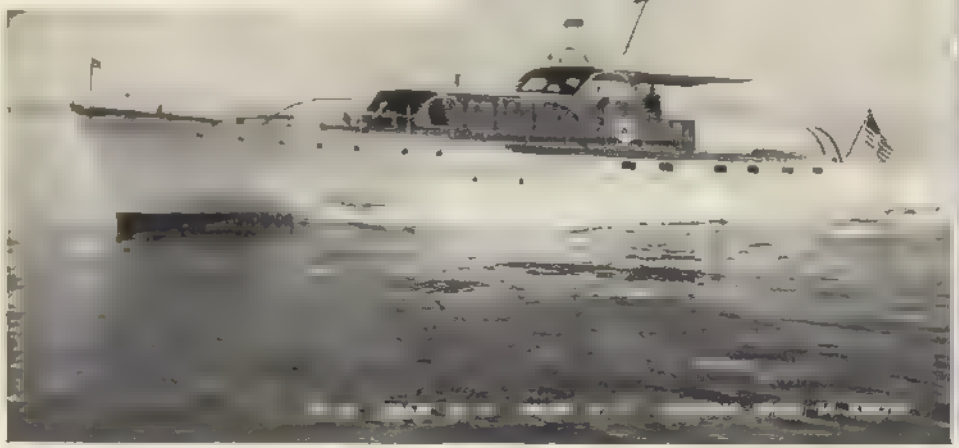
WILSON CHAMPIONSHIP TENNIS BALLS. The choice of leading players. No floating, drifting or fading. 100% natural rubber, felt cover. Sold in cans of 3 balls. Wt. ½ lb
20-3407-190
Retail Per Can **2.50**

WRIGHT & DITSON TENNIS BALLS. (Not illus.). Perfect uniformity in bounce, flight, speed and control. Sold in hermetically sealed cans of 3 balls. Wt. ½ lb
20-3408-190
Retail Per can **2.50**

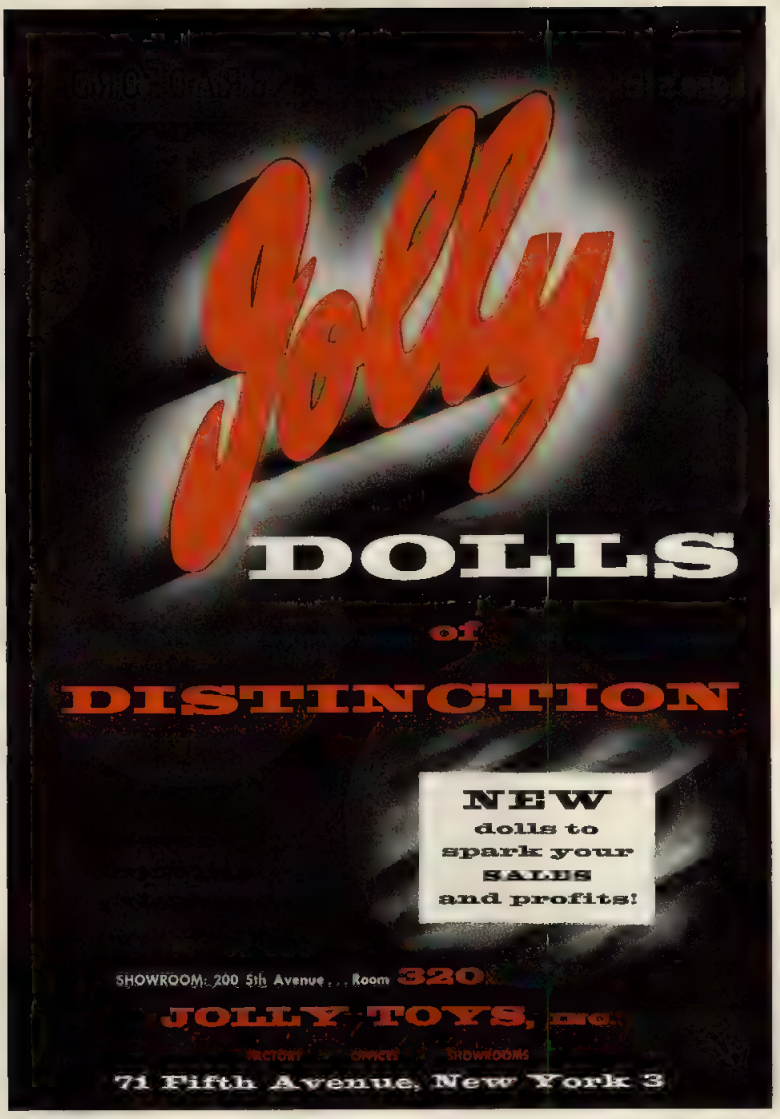
TWO FINE YACHTS by AMERICAN CRAFTSMEN

AURORA IV AFTER DECK

RUMAK III *built for*
Mr. & Mrs. Wm. W. McKelvy
of Pittsburgh, Pa.



JOHN TRUMPY & SONS, INC.
ANNAPOLIS, MARYLAND


Jolly
DOLLS
of
DISTINCTION
NEW
dolls to
spark your
SALES
and profits!
SHOWROOM: 200 5th Avenue . . . Room 320
JOLLY TOYS, Inc.
FACTORY OFFICE SHOWROOMS
71 Fifth Avenue, New York 3

(A) 4500W6000 "Jessica"
Tailored simplicity for Town or Sports wear 14K yellow gold case, 17J Jurgensen movement. Black suede strap. May also be had in white gold on special order
Established Retail $125.00

(B) 4501W5175 "Sharon"
Symmetrically designed, smartly styled 14K white gold case with Jurgensen 17J movement. Dainty black silk cord. This model may also be ordered in yellow gold if desired. *Established Retail* $100.00

Jules Jurgensen
CORPORATION
Chronometer and Watchmaker

ESTABLISHED AT COPENHAGEN 1749 WINNER OF 22 OFFICIAL GUARANTEED INTERNATIONAL AWARDS

ROYAL ORDER OF DANNEBROG AND OF THE "LEGION D'HONNEUR"

Watches of Distinction
Since 1740

Jules Jurgensen watches for over two centuries have been without peer as timing instruments

Their worldwide reputation is based upon generations of technical skill as exemplified by the list of horological honors heaped upon the products of Jurgensen craftsmen

In international competition Jules Jurgensen watches have consistently garnered the highest awards, medals and grand prizes. Today, the modern counterparts of the early Jules Jurgensen masterpieces are the ultimate in consumer value.

★NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell See Trade Information

(C) 4502W5175 "Irma"
Spherical beauty in 14K white gold. Simple round design. Neat modern dial, fine 17J Jurgensen movement. Black silk cord. May also be had in yellow gold on special order *Established Retail* $100.00

(D) 4503W5475 "Louise"
Attractively sculptured 14K yellow gold case fitted with accurate 17J Jurgensen movement. Black silk cord attachment *Established Retail* $110.00

4504W10125 "Darius"
17J Jurgensen Automatic water and shock proof movement in 14K yellow gold case of rugged beauty. Sweep second hand and 18K gold hour markers
Established Retail $218.00

4505W4830 "Dexter"
Automatic water and shock proof 17J movement in 10K yellow gold filled case. Radium dial. Guaranteed Jurgensen accuracy
Established Retail $84.50

4506W7500 "Wayne"
Perfect square, ultra flat thin, 14K yellow gold case. 18K oppad markers with sharply faceted hands. 17J Jurgensen movement
Established Retail $150.00

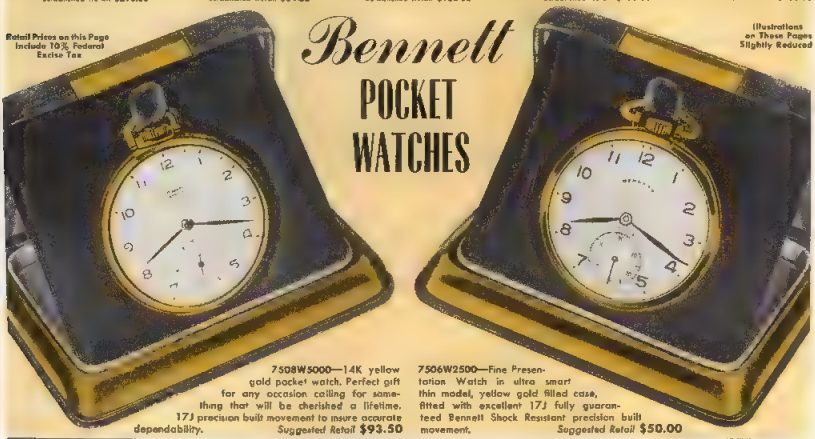
4507W7300 "George"
Wafer thin round silhouette 14K yellow gold case with fine 17J Jurgensen movement. 18K gold hour markers. May also be supplied on special order in 14K white gold
Established Retail $150.00

4508W9750 "Dawson"
Automatic 17J Jurgensen movement in distinguished round 14K yellow gold case. 18K gold applied hour markers, smartly faceted hands.
Established Retail $200.00

Retail Prices on this Page Include 10% Federal Excise Tax

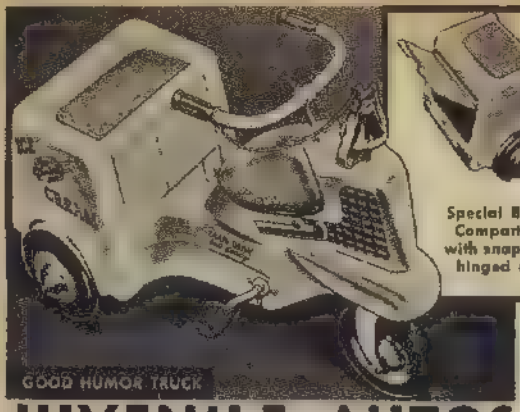
Illustrations on These Pages Slightly Reduced

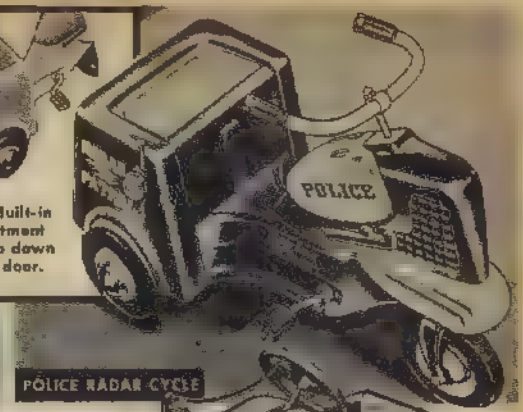
Bennett
POCKET WATCHES



7508W5000—14K yellow gold pocket watch. Perfect gift for any occasion calling for something that will be cherished a lifetime. 17J precision built movement to insure accurate dependability. *Suggested Retail* **$93.50**

7506W2500—Fine Presentation Watch in ultra smart thin model, yellow gold filled case, fitted with excellent 17J fully guaranteed Bennett Shock Resistant precision built movement. *Suggested Retail* **$50.00**





JUVENILE AUTOS

Good Humor Truck

- **Built-in Snap Down Hinged Door**
- **Heavy Gauge Steel Body**
- **Full Ball Bearing Chain Drive Mechanism**

Realistic Good Humor Truck has white baked enamel finish with red, white and blue trim, bright plated bell and rear compartment, white enamel handlebar red grips. Ball bearing chain drive, snap down hinged door. 1¾" semi-pneumatic front tires 1¾" solid rubber rear tires and 8" full ball bearing wheels. Steering joint permits 360° turning. Fabric type seat pad. 36" long, 20" high, 22" wide.

No. 9885 List $32.50. Dealer's, each $21.80.
Lots of 3 each $20.60. Lots of 6, each **18.56**

Police Radar Cycle

- **Spring Radar Antenna**
- **Ball Bearing Chain Drive Mechanism**
- **Hinged Door Rear Compartment**
- **Ball Bearing Wheels**

The badmen won't get away when a Jr. patrolman has one of these Murray Police Cycles. They may run when they hear the bright plated push down lever siren, but the radar will find 'em. And even if there's a crash, this cycle can take it. Steering joint permits 360° turning. Red grips, fabric type seat pad. Ball bearing chain drive and wheels, and a heavy gauge steel body. Front tires are semi-pneumatic, 1¾" rear tires, solid rubber. Finished in baked-on enamel, blue body, red and white trim. 36" long, 30" high, 22" wide.

No. 9886 Wt. 38 lbs. List $33.50. Dealer's, each $22.25.
Lots of 3 each $20.55. Lots of 6, each **19.10**

Chain Drive Fire Chief's Car

- **Full Ball Bearing Chain Driven Mechanism**
- **Bright Plated Bell**
- **8" Double Disc Wheels**

The Chief won't miss any fires when he speeds around in this! Ball bearing chain drive mechanism with pedal crank rotating in ball bearing hanger. Bright plated bumper radiator grille, hub caps and bell. 8" double disc ball bearing wheels. ¾" solid rubber tires, fabric type seat pad. Finished bright vermilion baked enamel, yellow trim. Rubber block pedals. Size 36" long, 17" wide.

No. 9838. Ship. wt. 32 lbs. List $21.95.
Dlr's. ea. $12.35. 3, ea. $11.65. 6 lots, each **11.03**

Pedal Drive Dump Truck

- **Operating Tail Gate and Dump Box**
- **8" Ball Bearing Wheels with Solid Rubber Tires**

Box dumps load, operated from driver's seat. Tail gate may be raised or lowered. Ball bearing Pedal drive mechanism for easy pedaling. Sturdy front axle and steering mechanism, 8" double disc ball bearing wheels, ¾" rubber tires. Fabric type seat pad. Rubber block pedals, bright plated radiator, hood windshield bumper enameled in silver. Yellow baked enamel finish. 47" long 17" wide. 41 lbs.

No. 3538. List $25.50. Dlr's., ea. $14.60.
3 lots, ea. $13.80. 6 lots, ea. **13.35**

Little Giant Fire Truck

- **Full Ball Bearing Driving Mechanism**
- **Steel Hood Rails**
- **Complete with Bell and 2 Ladders**
- **8" Wheels**

Has everything a playtime fireman could want. Ball bearing 8" double disc wheels with solid rubber tires. Heavy gauge steel body and undergear. Fabric type seat pad. Drive mechanism has ball bearing pull straps and ball bearing rear axle hangers. Designed for easy pedaling and more leg room. Finished in brilliant red baked enamel with white trim. Size 43" long 17" wide. Wt. 34 lbs.

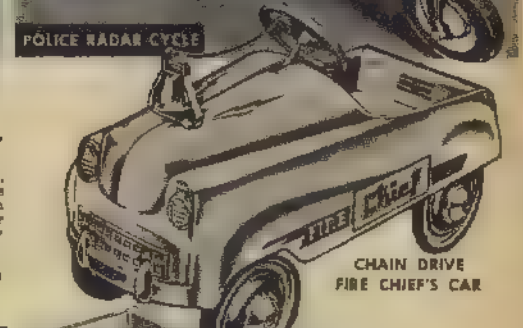
No. 9839 List $23.95. Dlr's., ea. $15.60.
Lots of 3 each $14.40. Lots of 6, each **13.37**

Pedal Drive Sky Rocket

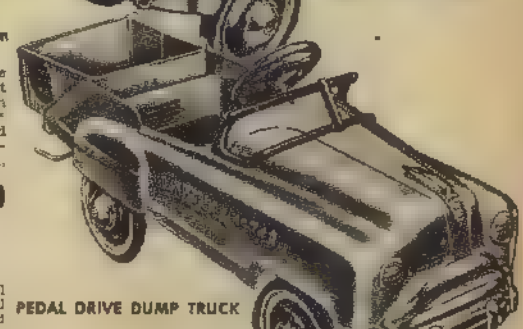
- **Dual Jet Controls**
- **Simulated Instrument Panel**
- **Full Ball Bearing Pedal Drive Mechanism**
- **8" Ball Bearing Wheels**

Sleek and streamlined like the modern jets! Semi-pneumatic front tires, 1¾" rear tires, and full ball bearing pedal drive mechanism make pedaling easy. Full 360° turning. Heavy gauge steel construction with wear resistant baked enamel finish. Fuselage rocket red. Delta wing, 2-tone in blue and red. Sky Rocket measures a full 45" long with a broad, 25" wing spread.

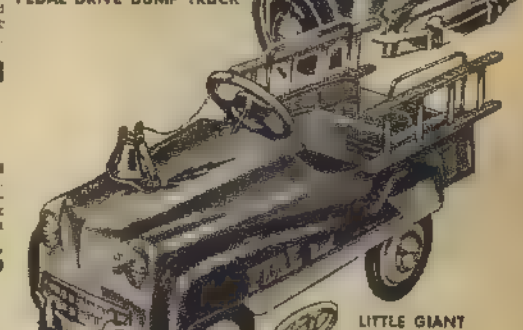
No. 9887 Wt. 38 lbs. List $28.95. Dealer's, each $19.15.
Lots of 3, each $17.70. Lots of 6, each. **16.42**



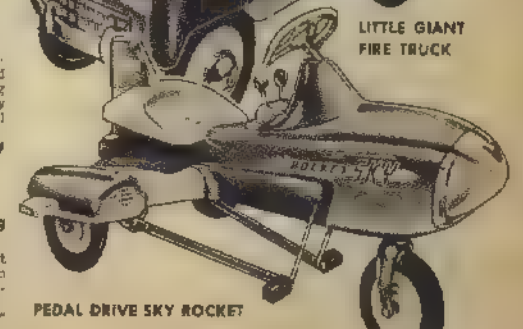
CHAIN DRIVE FIRE CHIEF'S CAR



PEDAL DRIVE DUMP TRUCK



LITTLE GIANT FIRE TRUCK



PEDAL DRIVE SKY ROCKET

Murray TRACTORS AND WAGONS

Murray Chain Drive Tractor

- Ball Bearing Chain Drive Mechanism
- Motor-tone Gear Shift
- Adjustable All Metal Seat

This Murray Trac is sure to make a hit with every boy and girl that sees it. Like all top quality Murray products the Trac is made from carefully detailed heavy gauge steel stampings to lend exciting realism. Check these Murray specials. . . All steel adjustable bucket seat, just like on a real tractor, ball bearing chain drive mechanism, pedal crank rotates in ball bearing hanger. An improved universal joint steering mechanism permits full 360° turns in a short rad ius. Both front and 10" rear wheels have ball bearing construction with 1¾" semi pneumatic tires. . Rear tires have tractor treads. The Trac has baked enamel highway orange finish with black trim the seat and steering wheel are black, wheels orange. 38¼" long, 20½" wide, 27½" high

No. 9881. Ship. wt. 34 lbs. List $26.95. Dlr's., ea. $17.30
3 lots, ea. $16.00 6 lots, each

Murray Pedal Drive Tractor

- All Steel Adjustable Seat
- Easy Operating Pedal Drive
- Realistic Gear Shift Lever

Children will love the fine, excitingly realistic design and easy operation. And parents who want their children's toys to last can depend on this Trac to provide endless hours of playtime fun. Built of heavy gauge steel, it has strong 5" front and 10" rear ball bearing wheels, semi pneumatic tires. . . rear wheels have tractor treads. the gear action long service. Finished in durable, red baked enamel with black enamel trim. Features include sturdy dependable pedal drive, universal joint steering mechanism allowing 360° turns, and a sharp, real looking gear shift lever. 38½" long, 20½" wide, 27½" high. 31 lbs. 3... ibs.

No. 9842. List $22.50. Dealer's, ea. $14.60.
3 ea. $13.50 Lots of 6, ea.

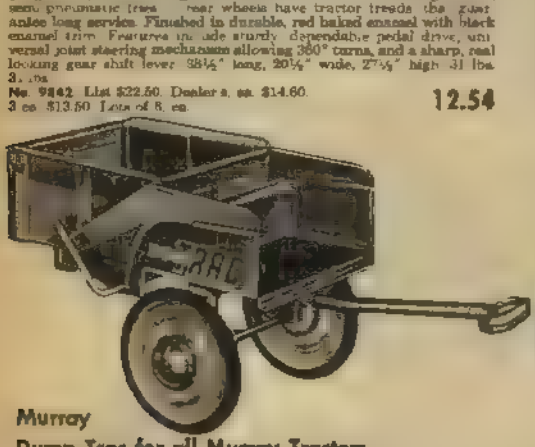
Pedal Drive Tractor No. 9842

Murray Deluxe Chain Drive Tractor

- With Motor-tone Gear Shift
- Rear Tires Have Tractor Tread
- Ball Bearing Chain Drive Mechanism
- Ball Bearing Wheels • 1¾" Semi-pneumatic Tires

Has genuine motor tone shift lever all steel bucket seat, and a sparkling tractor red, baked enamel finish. One of the finest of the Murray line, this Trac has all the marks of quality construction. Tubular heavy gauge steel frame, all steel hood and chain guard, ball bearing 5" front and 10" rear wheels, and the rear wheels feature ball bearing chain drive. The body is vermil ion baked enamel with silver trims, seat and steering wheel are black. Universal joint steering allows 360° turning. 38¼" long, 22" wide, 27½" high. Wt. 39 lbs.

No. 9880. List $31.50. Dealer's, ea. $20.66
3 lots, ea. $19.00. 6 lots, ea.



Murray Dump Trac for all Murray Tractors

- 6" Double Disc Ball Bearing Wheels
- ¾" Solid Rubber Tires

This two-wheeled dump Trac is the perfect companion to any of the Murray tractors and loads of fun when used by itself. It features sturdy construction and high quality materials. The dump Trac box been carefully engineered so that even the youngest children can pull it effortlessly. The dumping mechanism is easily operated from the front seat. The wheels are of 6" double disc construction with solid rubber tires. The Trac is finished in bright red enamel, baked on for durability. Size 33" long 15½" wide. Weight 16 lbs.

No. 9841. List $10.95. Dlr's., ea. $7.30
3 lots, ea. $6.75 6 lots, ea. . . . . .

Murray Super Deluxe Wagon

- Full Ball Bearing 10" Double Disc Wheels
- 1¾" Semi-pneumatic Tires

Boys and girls both like the Super Deluxe Wagon—it looks so speedy glides along so smoothly and effortlessly. Even small fry enjoy it because it pulls and rolls easily. Built sturdily to take the rougher treatment of bigger children. Fully ball bearing 10" double disc wheels with 1¾" semi-pneumatic tires. Box and undergear of rugged heavy gauge steel. Bright plated hub caps. Tongue is 1" heavy gauge steel tubing. Box maroon enamel finish. Tongue and undergear finished in silver enamel. Wheels vermilion. Size 50" long 22" wide. Bright Plated Hub Caps. Weight 34 lbs.

No. 9840. List $17.50. Dlr's., ea. $11.46.
3 lots, ea. $10.60. 6 lots, ea. . . . . .

For those who demand the finest

K·M·T electric trains know no peer for realistic detail, rugged durability and lifelong performance.

Visit rooms 619 and 621 in the Hotel McAlpin during the Toy Fair. You'll see the **ALL NEW "K" SERIES** electric trains plus many additions and improvements in the **K·M·T** "O" gauge line.

Write Department "P" today for your full color catalog.

KUSAN-AUBURN, INC.

2716 FRANKLIN ROAD • NASHVILLE, TENN.

KAMPKOOK PORTABLE CAMP STOVES

2-BURNER GASOLINE STOVE

Burns ordinary automobile gasoline. Large lead coated tank holds 1½ quarts, gives 5 hours of continuous cooking with both burners on high. Positive pressure airlock pump. Burners operate independently or together. Sapproof grate. Folding adjustable windshields. Braced, heavy gauge steel, finished in a durable bronze enamel. Easily set up. Folds to 22x12x5¼".

78R16-1460—Ship. wt. 19 lbs.....RETAIL **$19.95**

3 burner camp stove. *(Not illustrated.)* Large lead coated tank holds 2 quart of fuel and gives three hours of cooking with all burners on high. Folds to 28½x11x5".

78R17-1753—Ship. wt. 22 lbs.....RETAIL **$23.95**

REVOLUTIONARY NEW "K" FUEL CAMP STOVES

These stoves burn the new "K-Fuel," the pressure fuel in the handy throw away container which is easy to change and safe. Fully automatic, instant lighting, strike a match, turn the self cleaning burners on, and the Kamplass fuel container when not in use, because of the double shutoff valve feature. Burners are operated independently—five to seven hours use from each fuel cartridge. The clean odorless flame allows you to cook without smoke, storm-proof operation permits use in wind or rain. Compact design is easy to carry and takes up less room in your car or boat, takes less room than standard overnight bag.

TWO BURNER KAMPKOOK MODEL (Above center)

Outdoor cooking is a pleasure with this new convenient "K-Fuel" Kampkook. Independently operated burners give up to five to seven hours use with each can of fuel. With easily hold two 12" skillets, or dogs.

78R69-997—Ship. wt. 14 lbs.. ..RETAIL **$14.95**

ONE BURNER KAMPSTOVE (Above right)

Versatile, single burner portable stove. With hold a 12" skillet or pot. 7 to 10 hours use with each can of "K-Fuel". Folds to a convenient size 14x11x4".

78R70-663—Ship. wt. 8 lbs.....RETAIL **$8.95**

POPULAR KAMPLITE LANTERNS

[A] KOOKLITE MODEL KL-2 COMBINATION LANTERN STOVE

New double duty lantern stove combines a powerful 240 candle power light and a super hot 1000° burner. **Burns automobile gasoline.** Turns on easily and efficiently, heats pan in only minutes. Extra large fuel capacity holds 1½ pints—enough for 10 hours of continuous lighting and cooking. Complete with all attachments. **Size: 12½" high, 8" wide.**

78R15-1117—Ship. wt. 6 lbs.....RETAIL **$14.95**

[B] KAMPLITE MODEL LRL-4

Big, powerful, single mantle lantern for tough lighting assignments. **Burns automobile gasoline.** Features wide hood for more light. Ideal for farm lighting, emergency, or sports. Extra large 2 pint fuel capacity. Red with black trim.

78R72-1117—Ship. wt. 8 lbs.....RETAIL **$14.95**

[C] KAMPLITE "K-FUEL" MODEL KFL-2 DOUBLE MANTLE

America's first and only pressure fuel lantern. Requires no lifting, just insert handy throw away cartridge, twist, and lantern is ready to light. Fully automatic instant lighting, simply strike a match, turn the valve and light. Safe and dependable, lantern will not spill it it is upset. Produces a brilliant **500 candle power. 4 to 6 hours continuous light on one can of fuel.** 15½" high, 5¾" in d.a at base.

78R75-863—Ship. wt. 5 lbs.....RETAIL **$12.95**
As above: Single mantle model KFL-1.
78R74-730—Ship. wt. 5 lbs.....RETAIL **$10.95**

[D] KAMPLITE SINGLE MANTLE MODEL LRL-2

This Kamplite burns ordinary automobile gasoline. Stormproof: works in wind or rain. Factory tested to insure performance. **1½ pint fuel capacity gives up to 10 hours of continuous light.** Can't be beat for use on farms, camping trips, or in emergencies. Red with black trim.

78R71-968—Ship. wt. 4 lbs.....RETAIL **$12.95**

[E] KAMPLITE MODEL 1L-1 INVERTED LANTERN

Burns automobile gasoline. Produces a brilliant 300 candle power light. Fuel capacity 2 pints for 8 to 10 hours of continuous light. Large, built in lock type pump makes pumping easier, and insures against leakage. **Features:** storm-proof construction, self-cleaning generator, extra large filler plug, angle mantle, clear white globe.

78R14-1327—Ship. wt. 7 lbs.....RETAIL **$18.95**

[F] KAMPLITE "K-FUEL" MODEL KFL-4 DOUBLE MANTLE LANTERN

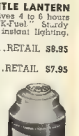
Big, heavy-duty, 500 candle power double mantle lantern. Gives 4 to 6 hours continuous light on one can of easy to use, throw away, "K-Fuel". Sturdy cast iron base, reduces danger of tipping. Fully automatic instant lighting. Produces brilliant steady white light. **13" high, 5½" at base.**

78R75-587—Ship. wt. 4 lbs.....RETAIL **$8.95**
As above: single mantle model KFL-3.
78R76-530.....RETAIL **$7.95**

"K-FUEL" IN DISPOSABLE CONTAINER

America's newest and most convenient fuel for portable cooking and lighting appliances. The pocket size throw away "K-Fuel" containers are easily replaced, cartridge can be changed in less than 5 seconds. Gives clean, hot, odorless flame. Makes appliances fully automatic. Just strike a match, open the valve, and light. Packed 1 dozen cans to carton. **(No less sold.)**

79R23-398.....RETAIL, PER CARTON OF 12 **$5.88**



Ready-lite mantles. For any of the single mantle automobile gas lanterns listed on this page. Packed 1 dozen cans to carton **(No less sold.)**

78R13-100.....RETAIL, PER CARTON **$1.80**

HAGNS—Quality Merchandise Since 1911

LOVELY GIFT JEWELRY

B. KEY-QUALITY MARK

1/20th 12K Yellow Gold Filled

Karen Lynne

1/20th 12K yellow GF necklace with matching earrings set with cultured pearls A delicate leaf-like motif exquisitely styled

Sug Ret

237J52 808T Earrings 16.50 pr.
248J139 1800T Set 36.75

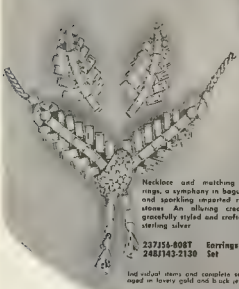
Individual items and complete sets packaged in lovely gold and black jewel box

1/20th 12K yellow GF necklace with matching earrings set with cultured pearls An original floral pattern . . delicate and so feminine.

Sug Ret

237J53-588T Earrings 12.00 pr.
248J140-1433T Set 29.25

Individual items and complete sets packaged in lovely gold and black jewel box



Necklace and matching earrings, a symphony in baguettes and sparkling imported rhinestones An alluring creation, gracefully styled and crafted in sterling silver

Sug Ret

237J56-808T Earrings 16.50 pr.
248J143-2130 Set 42.50

Individual items and complete sets packaged in lovely gold and black jewel box

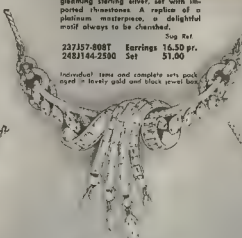
Pin and matching earrings finished in 1/20th 12K yellow GF and enhanced with fashion-lovely cultured pearls A masterpiece of styling.

Sug Ret

237J54-514T Earrings 10.50 pr.
248J141-1282T Set 26.25

Individual items and complete sets packaged in lovely gold and black jewel box.

STERLING SILVER

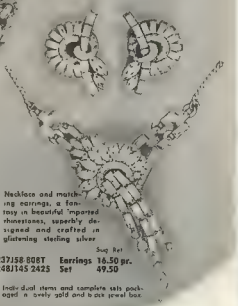


Necklace and matching earrings, gleaming sterling silver, set with imported rhinestones A replica of a platinum masterpiece, a delightful motif always to be cherished.

Sug Ret

237J57-808T Earrings 16.50 pr.
248J144-2590 Set 51.00

Individual items and complete sets packaged in lovely gold and black jewel box



Necklace and matching earrings, a fantasy in beautiful imported rhinestones, superbly designed and crafted in glistening sterling silver

Sug Ret

237J58-808T Earrings 16.50 pr.
248J145 2425 Set 49.50

Individual items and complete sets packaged in lovely gold and black jewel box

Pin and matching earrings finished in 1/20th 12K yellow GF and set with rich cultured pearls. Original styling keynotes this fashion masterpiece.

Sug Ret.

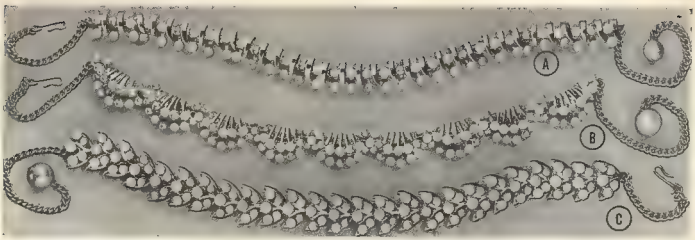
237J55-660T Earrings 13.50 pr.
248J142-1650T Set 33.75

Individual items and complete sets packaged in lovely gold and black jewe box

PRICES DO NOT INCLUDE EXCISE TAX

SHOWN SLIGHTLY REDUCED IN SIZE

ORDER EARLY FOR HOLIDAY DELIVERY



Multi-Pastel, Simulated Pearl Creations

Yellow Gold plated jewelry set with multi-colored pastel pearls. Dainty and gay. A delightful accessory for Mi-Lady's outfit. Quality workmanship and finish gives the appearance of much higher priced jewelry. Necklaces have adjustable chains to fit the individual neck. All brooches have safety catches and earrings are for non-pierced ears. Earrings are designed to match brooches and necklaces, making a smart ensemble. Illustrations are shown ⅔ size.

(A) Modern design necklace.
211]274-36?T.. ... ..RETAIL $7.50

(B) Double scalloped design necklace.
211]276-294T.....RETAIL $5.95

(C) Double leaf design necklace.
211]275-36?T.....RETAIL $7.50

(D) Swirl Brooch.
236]235-98T.... .....RETAIL $1.98

(E) Scalloped swirl brooch.
236]236-147T..... .....RETAIL $2.98

(F) Large swirl brooch.
236]234-147T . ..... RETAIL $2.98

(G) Pendant Earrings.
237]86-87T. .. ..RETAIL $1.75

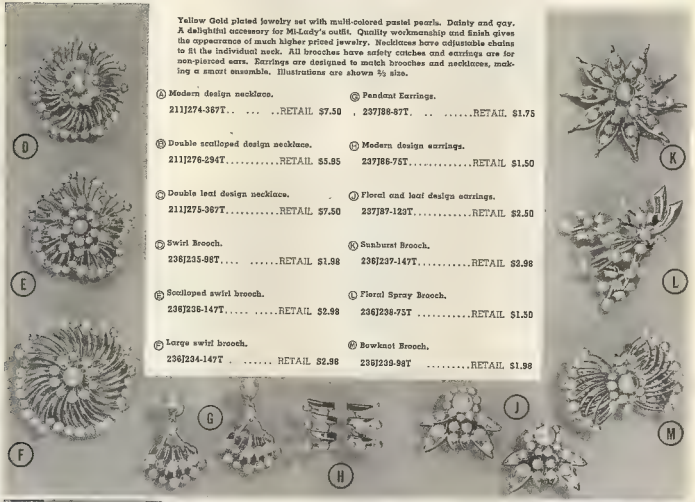
(H) Modern design earrings.
237]85-75T.....RETAIL $1.50

(J) Floral and leaf design earrings.
237]87-123T.....RETAIL $2.50

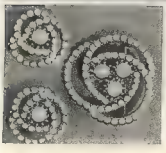
(K) Sunburst Brooch.
236]237-147T.....RETAIL $2.98

(L) Floral Spray Brooch.
236]238-75T .....RETAIL $1.50

(M) Bowknot Brooch.
236]239-98T .....RETAIL $1.98



BROOCH AND EARRING SETS



Yellow Gold plated brooch—completely paved with simulated pearls. Center pearls are set in pronged mountings for unique effect. Matching earrings complete a charming set.
236]240-185T—Brooch . .RET. $3.75
237]88-185T—Earrings .RET. $3.75

Rhodium plated snowflake brooch, set with brilliant rhinestones. Center is a cluster of simulated pearls. Matching earrings create a lovely and dainty ensemble.
236]241-165T—Brooch . .RET. $3.35
237]90-165T—Earrings .RET. $3.35

Outstanding and timely values in brooch and earring sets. Smartly styled for casual or dress wear. Brooches are fitted with safety catches, earrings are for non-pierced ears. Illustrations shown about ⅔ actual size.

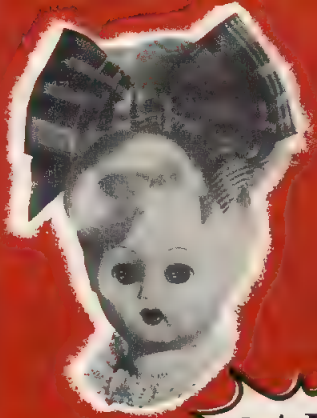
Prices Do Not Include Excise Tax

ANOTHER FIRST!

Ginger

"THE DARLING OF THE DOLL WORLD"

Proudly Presents



BABY Ginger®

THE FIRST AND ONLY

8" all vinyl, fully jointed drink and wet **Baby Doll**, with rooted hair and moving eyes. Retail **$2.98** with diaper and bottle. Here are only a few of her many new outfits.

Baby Ginger comes with diaper and nursing bottle — **$2.98**

600 — Baby Ginger Carrying Case — **$1.98**

611 — $1.00
Outfit only
1611 — $3.98
Dressed Baby

612 — $1.00
Outfit only
1612 — $3.98
Dressed Baby

613 — $1.00
Outfit only
1613 — $3.98
Dressed Baby

622 — $1.59
Outfit only
1622 — $4.59
Dressed Baby

621 — $1.59
Outfit only
1621 — $4.59
Dressed Baby

623 — $1.59
Outfit only
1623 — $4.59
Dressed Baby

631 — $1.98
Outfit only
1631 — $4.98
Dressed Baby

632 — $1.98
Outfit only
1632 — $4.98
Dressed Baby

633 — $1.98
Outfit only
1633 — $4.98
Dressed Baby

639 — $1.98
Outfit only

641 — $2.98
Outfit only
1641 — $5.98
Dressed Baby

Mfd. by COSMOPOLITAN DOLL & TOY CORPORATION
JACKSON HEIGHTS, NEW YORK

Sole Sales Representatives
Kathryn Kay, Inc.
RM. 806 • 200 FIFTH AVE.
NEW YORK 10, N. Y.

ALL OF "GINGERS" OUTFITS ARE MANUFACTURED IN OUR OWN FACTORIES UNDER GOVERNMENT APPROVED SANITARY CONDITIONS.

get back the boy who's [illegible] toys

...with the hobby kits he puts together himself

This is fact: a survey of Opinion Research Corporation shows that while kids from 11 to 14 account for only 9% of all toy sales, they're the very group that has made hobby kits big business. A sure-fire way to make that business grow even bigger is to put your fastest selling hobby kits right out on the counter as fast as they move off—Revell.

Actual photo of assembled Revell Ford Fairlane Sunliner 1956 (H-1202-6). Retail price 98¢

INSTRUMENTS

(H) ISLANDER PLASTIC BARITONE UKULELE. Made in handsome professional cutaway style. Has deep, penetrating tone. Finest patent pegs. Extended fingerboard. Nylon wound strings. Beautiful rosewood grain and blonde finish. **Complete with pick, bag and key adjuster.** F.O.B. Chicago. Ship. wt. 5 lbs.

75R92-787 . . . . . RETAIL **$12.95**

(J) ISLANDER PLASTIC UKE. A handsome full size professional instrument with mellow and penetrating tone. Perfect pitch. Easy-to-play premium keyboard. Beautiful rosewood grain and ivory finish. Nylon strings, patent pegs. **Complete with all-weather plastic bag, instrument book, key adjuster and felt pick.** F.O.B. Chicago. Ship. wt 4 lbs.

75R93-269 . . . . . RETAIL **$3.95**

(K) KAY GUITAR. Standard size guitar with spruce top, maple back and sides. White striping on top and back edges and sound hole. Attractive dark brown shaded finish with curly maple graining on back, sides and neck. Fingerboard has 14 frets clear of the body. Ship. wt. 22 lbs. F.O.B. Factory, New York City

D74R39-1280 . . . . . RETAIL **$23.95**

CARRYING CASE FOR ABOVE GUITAR. Ship. wt. 18 lbs. F.O.B. Factory, N.Y.C.

D74R40-800 . . . . . RETAIL **$16.50**

(L) ARCHED AUDITORIUM GUITAR. Spruce top. Hardwood back and sides. **Fully arched.** Top, back edges and fingerboard bound with white celluloid. Beautiful shaded violin brown finish. Nickel plated patent heads with white buttons. Adjustable rosewood bridge. White celluloid guard plate. F.O.B. Factory, New York. Ship wt. 22 lbs.

D74R5-2250 . . . . . RETAIL **$37.50**

CARRYING CASE FOR ABOVE GUITAR. Deluxe quality. Laminated chipboard shell covered with waterproof material. Edges bound with heavy glazed material. Fleece lining, nickel plated catches. Pool leather handle. F.O.B. New York. Ship. wt. 18 lbs.

D74R34-880 . . . . . RETAIL **$16.50**

(M) FULTONE EBONITE CLARINET OUTFIT. An imported instrument of highest quality. **Boehm system B♭ with 17 keys and 6 rings.** Looks and performs like finest wood clarinets but will not crack like wood. Solid nickel silver key mechanism. **Complete in 2-tone gladstone case lined with silk plush.** Ship. wt. 10 lbs. F.O.B. New York.

D74R35-6908 . . . . . RETAIL **$129.50**

(N) FULTONE METAL CLARINET. An imported beauty with excellent tonal qualities and construction. **Boehm system B♭ with 17 keys and 6 rings.** Bright silver plated finish. **Complete in deluxe silk plush lined case.** F.O.B. New York. Ship. wt. 12 lbs.

D74R28-5700 . . . . . RETAIL **$105.00**

(O) FULTONE FLUTE OUTFIT. A superior instrument with tone, volume and responsiveness generally found only in the higher priced finest instruments. **Made of solid nickel silver, silver plated and hand burnished.** Tempered steel springs. 4 adjusting screws. Closed G# key. **Complete in silk plush lined case.** F.O.B. New York. Ship. wt 6 lbs.

D74R27-6665 . . . . . RETAIL **$125.00**

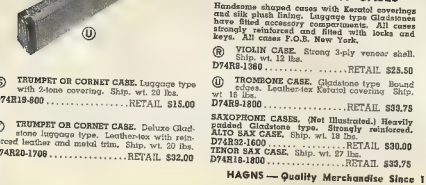
FULTONE SAXOPHONES. Americus made. Superb instruments with perfect intonation. **Latest, improved fingering system facilitates execution of fast and difficult passages.** Modern method of brass tempering improves tonal and mechanical qualities. Large bore bell and body. Hard bronze alloy keys have modern design. **Positive, bounceless octave key mechanism. Beautifully engraved polished golden finish Permo-lacquered.** F.O.B. New York.

(P) ALTO SAXOPHONE. E♭. Ship. wt. 14 lbs.

D74R28-13760 . . . . . RETAIL **$215.00**

(Q) TENOR SAXOPHONE. B♭. Ship. wt. 18 lbs.

D74R29-13820 . . . . . RETAIL **$255.00**



(R) TRUMPET OR CORNET CASE. Luggage type with 2-tone covering. Ship. wt. 20 lbs.

D74R18-800 . . . . . RETAIL **$15.00**

(S) TRUMPET OR CORNET CASE. Deluxe Gladstone luggage type. Leather-ite with reinforced leather and metal trim. Ship. wt. 20 lbs.

D74R20-1709 . . . . . RETAIL **$32.00**

Deluxe Plush Lined INSTRUMENT CASES

Handsome shaped cases with Keratol coverings and silk plush lining. Luggage type Gladstones have fitted accessory compartments. All cases strongly reinforced and fitted with locks and keys. All cases F.O.B. New York.

(T) VIOLIN CASE. Strong 3-ply veneer shell. Ship. wt. 12 lbs.

D74R8-1380 . . . . . RETAIL **$25.50**

(U) TROMBONE CASE. Gladstone type. Bound edges. Leather-ite Keratol covering. Ship. wt 16 lbs.

D74R9-1800 . . . . . RETAIL **$30.75**

SAXOPHONE CASES. (Not illustrated.) Heavily padded Gladstone type. Strongly reinforced. ALTO SAX CASE. Ship. wt. 18 lbs.

D74R32-1600 . . . . . RETAIL **$30.00**

TENOR SAX CASE. Ship. wt. 27 lbs.

D74R18-1800 . . . . . RETAIL **$33.75**

Flexo®

Flexo All-Purpose fluorescent lamp. Easily adjustable to all positions and puts light where you want it. Extends 36". 2-Lite A.C., 15-watt tubes included. Finishes: Bronze or Gray. Specify.

(A) Desk Model. Attractive weighted base. Wt. 25 lbs.
83E5-3X1688/1775.....RETAIL **$28.75**

(B) General Model. Clamps to any surface, or remove bolts for screw mounting. Wt. 10 lbs.
83E4-3X1309/1379.....RETAIL **$20.75**

(C) Floor Model. Portable—has many uses. Shaft 36". Heavy base 15½" dia. Wt. 32 lbs.
83E8-3X1918/2020.....RETAIL **$30.50**

LITEMASTER®

Ideal for student, executive or clerk. Smartly designed, beautifully finished. A.C. *15 watt tubes included.* Finishes—Bronze or Gray, specify.

(D) 1-Lite. Ht. 11". Wt. 6¼".
83E1-3X622/656.....RETAIL **$9.85**

(E) 1-Lite. No-Glare TV viewing or for any soft indirect illumination. Telechron electric clock. Ht. 15½". Wt. 9 lbs.
83E7-3X1119/1179.....RETAIL **$17.85**

(F) 2-Lite Executor. Telechron electric clock. Ht. 14¼". Wt. 11 lbs.
83E6-3X1437/1513.....RETAIL **$22.85**

(G) 2-Lite President. Same as above without clock. Ht. 14½". Wt. 10½ lbs.
83E107-3X1248/1314.....RETAIL **$19.75**

THE LIGHT OF YOUR LIFE

Flexarm

For practical everyday use. The ever dependable gooseneck feature insures easy placement of light. A.C. *15 watt tubes included.* Finishes—Bronze or Gray, specify.

(H) 1-Lite. Max ht. 12". Wt. 7 lbs.
83E2-3X656/691..RETAIL **$10.45**

(I) 2-Lite. Max. ht. 14". Wt. 9 lbs.
83E3-3X1081/1118..RET. **$18.75**

SIGHTMASTER

Functional portable lamps—fluorescent and incandescent. Models for all purposes, cleverly designed to harmonize with all interiors. Complete adjustability. Incandescent has special Cool-Shade. Finishes: Plated brass with Coral, Green, Gray or Bronze, specify.

(J) 2-Lite. For corner table, twin beds, etc. Ht. 18". Wt. 8 lbs.
D25E886-3X991/1043.....RETAIL **$15.85**

(K) 1-Lite. Use on desk, TV, piano and or night table. Arm 14". Ht. 19". Wt. 5½ lbs.
D25E885-3X818/851.....RETAIL **$8.95**

(L) 2-Lite Pin-up. Wt. 5 lbs.
D25E890-3X928/977.....RETAIL **$14.85**

(M) 1-Lite Pin-up. Wt. 3 lbs.
D25E889-3X558/585.....RETAIL **$8.85**

(N) 2-Lite, Fluorescent, A.C. Swivels at base and shade. Arm 12½" Max ht. 15". 15-watt tubes included. Wt. 10 lbs.
D25E887-3X1188/1249.....RETAIL **$18.95**

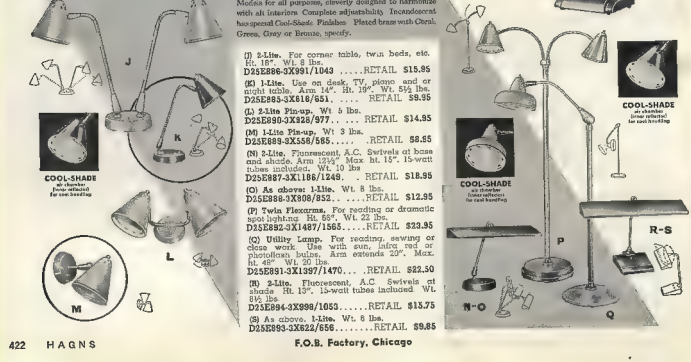
(O) As above: 1-Lite. Wt. 8 lbs.
D25E888-3X908/852.....RETAIL **$12.95**

(P) Twin Flexarms. For reading or dramatic spot lighting. Ht. 58". Wt. 22 lbs.
D25E892-3X1487/1565.....RETAIL **$23.95**

(Q) Utility Lamp. For reading, sewing or close work. Use with sun, infra red or photoflash bulbs. Arm extends 39". Max. ht. 49". Wt. 20 lbs.
D25E891-3X1397/1470.....RETAIL **$22.50**

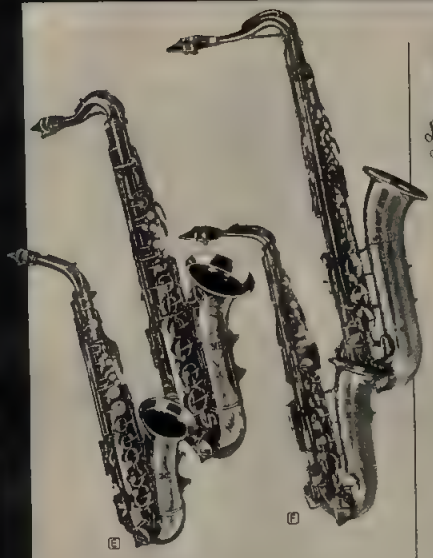
(R) 2-Lite. Fluorescent, A.C. Swivels at shade. Ht. 13". 15-watt tubes included. Wt. 8½ lbs.
D25E894-3X998/1053.....RETAIL **$13.75**

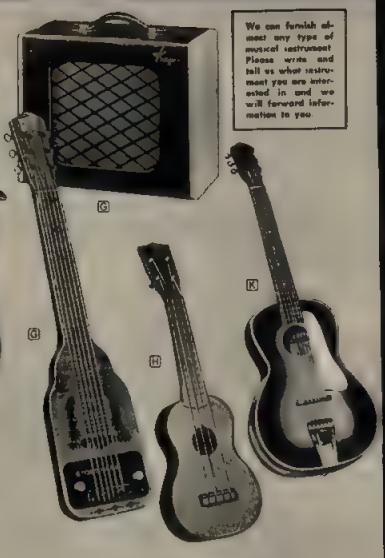
(S) As above. 1-Lite. Wt. 6 lbs.
D25E893-3X622/656.....RETAIL **$9.85**



F.O.B. Factory, Chicago

We can furnish almost any type of musical instrument. Please write and tell us what instrument you are interested in and we will forward information to you.





ACME

Fine Saxophones

E ACME MASTER SAXOPHONES . . . give perfect intonation and easily-produced rich full tones. Latest improved fingering system facilitates execution of rapid and difficult passages. Tone hold rings are flared from body, bow and bell, eliminating leaky or loose sockets. Equipped with new, improved Resonator Pads for better, more resonant tone, even volume throughout scale range. Available in alto or tenor models. Each instrument is carefully regulated before it leaves the factory

Case hardened keys. New single action octave key. New improved wide-flare bell. Highly polished brass; Perma-lacquered. Complete with accessories. Shipped from Michigan

76-1163 D17450 Master Alto Saxophone, E flat.....**$295.00**
76-1171 D19950 Master Tenor Saxophone, B flat..... **345.00**

F ACME ARTIST SAXOPHONES . . . world's greatest saxophone value! Although very reasonable in price, Acme Artist saxophones are made with the same fine craftsmanship and painstaking care as the most expensive saxophones. Modern forged and cast keys of extreme hardness afford smooth, responsive and easy action. Intonation, tonal quality and volume are superlative. Now the Acme Artist saxophones have the new combination articulated G#, B and B♭ keys

Elaborately engraved, brilliantly polished . . . thin Perma-lacquer finished to withstand wear. All accessories included. Shipped from New York

76-1205 D14950 Artist Alto Saxophone, E flat . **$259.00**
76-1213 D18950 Artist Tenor Saxophone, B flat... **310.00**

GLADSTONE CASES . . . for Acme Saxophones. Fitted compartment for all accessories. Finest Keratol covering, plush linings. Light-weight, with post handle for easy carrying. Fits all makes. With lock and key.

76-1221 D1750 Case for Alto Saxophone.....**$30.00**
76-1239 D1950 Case for Tenor Saxophone..... **33.00**

KAY GUITARS

Favilla Ukuleles

G KAY HAWAIIAN ELECTRIC GUITAR . . . Student Model. Tan; Brown stencilled fingerboard. Powerful magnetic pick-up, built-in tone, volume controls. Deluxe heads.

76-1486 D2450 Electric Guitar (no amplifier)..... **$39.50**

G ELECTRIC GUITAR with AMPLIFIER. Same as above, plus 3-tube amplifier, 2-tone Keratol covered cabinet; 8" speaker, white plastic control panel. 4 to 8 watts. From New York

76-1592 D4950 Electric Guitar with Amplifier.....**$107.00**
76-1601 D495 Buffalex Case for Electric Guitar..... **7.50**

H "FAVILLA" UKULELE Hand rubbed mahogany; ebony nut and bridge saddle. Nickel-plated tuning pegs. From New York

76-1460 D895 Standard Size Ukulele.....**$15.00**

"FAVILLA" BARITONE UKULELE (not shown). Hand rubbed mahogany. Extended fingerboard, rosewood bridge; inlaid position dots on front and side of board. From New York.

76-1478 D2150 Baritone Ukulele **$35.00**

K KAY SPANISH GUITAR. Solid mahogany, white celluloid edges, rosewood fingerboard, adjustable bridge. 4-position marker, nickel-plated head. From New York

76-1619 D2650 Spanish Guitar. Auditorium Size.....**$42.50**
76-1403 D995 Case for Spanish Guitar above..... **16.50**

K KAY STANDARD GUITAR. Fingerboard has 14 frets clear of the body. Spruce top, maple back and sides. White striping on top; brown finish. Shipped from New York

76-1411 D1450 Standard Guitar **$23.95**
76-1494 D650 Case for Standard Guitar..... **11.00**

KEYSTONE TOYS

MAGNETIC PICTURE STORIES

Consists of five sets of magnetized precut figures taken from the most popular children stories. Each figure mounted to a separate magnet and may be placed in any position on decorated picture background, fitted into gilded wood frame 11" x 14½" and with easel back. Many pictures from each story may be made by changing the location of the subjects to match any "spot" in the story. The subjects stick in position by attraction of magnets to metal background. One dozen per carton, weight 27 lbs. per ctn.

431N518-P267 **Retail $3.99**

SQUIRREL HUNT GAME

A safe shooting game with exciting new action. Three different size all wood squirrels are snapped into position on an all wood fence. Each size target is numbered for scoring. Equipped with repeater rifle and harmless safety rubber tipped bullets. When hit each squirrel jumps, giving the thrill of a real good shot. Wt. per doz. 18 lbs.

431N828-P200 **Retail $2.98**

FIREBOAT

A 12" fireboat finished in three colors. Equipped with cabin, bridge, stack and working water pump with nozzle. Individual display box. Packed one dozen per carton. Weight 12 pounds per dozen.

431N333-P113 **Retail $1.98**

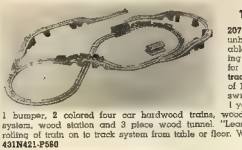
"RIDE 'EM" LOCOMOTIVE

With adjustable handle bar steering control and comfortable seat. Large all rubber tires. Made of automobile body stock in beautiful red and black colors. Luggage space provided in coal tender. Loud whistle operated by hand action. Loud ringing bell. Locomotive will carry weight of adult.

Length 28"; Height 12½". Shipping weight—14½ lbs.

431N6400-P834

Retail $12.50

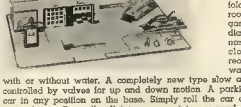


TOT TRAIN SET

207 inches of Guaranteed unbreakable interchangeable track with easy working interlocking end joints for making **many different track layouts.** Set consists of 18 curves, 4 straights, 1 switch, 3 complete bridges, 1 yoke 1 "leaf in section."

1 bumper, 2 colored four car hardwood trains, wood blocks for **two level** system, wood station and 3 piece wood tunnel. "Lead in" section for easy rolling of train on to track system from table or floor. Wt. ea. 3 lbs.

431N421-P560 **Retail $7.95**



GAS STATION

Brand new gas station on large platform base with every part a real play unit! A two door building with folding doors and plenty of room for car storage. New gas pump with recording dial operated by turning nozzle. A completely enclosed wash pit with real working pump and water spray. Can be used with or without water. A completely new type slow acting air lift sensitively controlled by valves for up and down motion. A parking device which parks car in any position on the base. Simply roll the car onto the platform, point and release. Car will roll into garage, into car wash, on to lubricating rack or into parking areas. Set includes easy rolling car with lifting hood. Finished in all new bright colors, equipped with all working parts. Shipped completely set up ready to use. Base size 16" x 24". Shipped each in a carton. Weight 6 lbs. each.

431N219-P330 **Retail $5.00**

BULLETIN PIN-UP BOARD

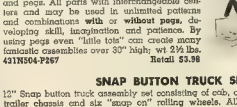
Corked faced bulletin board approximately 31½" x 17¼" with shaped wood frame, finished in gray and decorated in 2 color design. Individually boxed with hanging eyes, thumb tacks, and display notes. Packed 8 per carton, weight 39 lbs.

431N 57-P330 **Retail $5.00**

TEETER-TOTS

A "swing and sway" balance set consisting of 5 large 5½ to 6", highly decorated, thick indestructible, **interesting** plastic figures with **"great personal appeal."** Figures colored on both sides, fitted with body arm and leg sockets in vertical and angular directions. One large wood base 3¾ x 5¾ and two wood blocks 2½" cube, each decorated and fitted with sockets for mounting all parts. Two formed wires, one large ball, one umbrella, one chair with sockets and peg legs, one **magnetic** table with magnetized bottle and glass, two balance poles 12 and 16" long, rods and pegs. All parts with interchangeable centers and may be used in unlimited patterns and combinations **with or without pegs,** developing skill, imagination and patience. By using pegs even "little tots" can create many fantastic assemblies over 30" high; wt 2½ lbs.

431N504-P267 **Retail $3.98**



SNAP BUTTON TRUCK SET

12" Snap button truck assembly set consisting of cab, cab chassis, trailer body, trailer chassis and six "snap on" rolling wheels. All solid wood parts with hollow body finished in natural and decorated with decalcomanias. A "snap" assembly for three complete toys, cab unit, platform trailer truck and caravan body trailer truck. A large sturdy all-wood truck set with rubber wheels, built to satisfy the little tots "take apart and put together" interest without using small easily lost parts, difficult for little hands. Packed in set up illustrated box with counter display panel. 1 doz. per carton. 19 lbs.

431N230-P267 **Retail $3.95**

FISHING GAME

A brand new exciting fishing game in which the fish when caught jump from the pond in a real life like action. Equipped with five large fish which must be "played" to be caught by dropping lure into mouth, and then working the pole and line. With two poses equipped with working reels for a real contest to see who can "catch" the most fish. Fish when caught leap into the air from the pond and then can be brought in with reel. Wt. 3 lbs.

431N555-P267 **Retail $3.98**

FERRY BOAT

A 12" ferry boat with cabin, bridge, stack, double side lights, folding metal ramps, two colored wood cars and trailer truck. A perfect toy for working pools, floor, table, tub or beach. Packed in individual display box. One dozen per carton, weight 17 lbs.

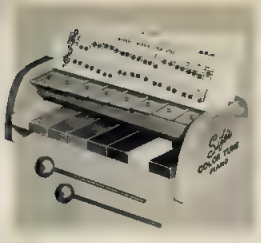
431N354-P130 **Retail $1.95**

EXPLODING SHIP WITH ATOMIC SUBMARINE

A real action toy.

An all wood ship, 12" long fitted with deck, cabin bridge, stack, hidden spring and target. Set also includes 8" submarine fitted with torpedo tube and trigger. When target on side of assembled ship is hit by torpedo "fired" from U S. Atomic Submarine, all deck parts of the ship are thrown up in an explosion pattern. Furnished in many colors and packed in an individual demonstration box clearly indicating action. Shipped one dozen per carton, weight 18 lbs. per dozen.

431N361 P130 **Retail $2.00**



COLOR TUNE PIANO . . . with songs printed in colored notes to match the keys. By the time a child is three, he can begin to pick out real tunes! Full octave keyboard can be played like a piano, or with the 2 mallets provided. Will give tots pleasure for years; develops their sense of rhythm and interest in tone. 11⅛x5½x3¼"

89-1531 B350 Color Tune Piano . . $5.00

TRAIN & TRACK SET . . . exciting, easy for a tot to "engineer"

Deluxe set has 2 wooden 4-car trains—each with locomotive, freight car, flat car and caboose. Both glide smoothly and swiftly along the plastic track. Tot can design his own rail system from the 41 easy-to-assemble track pieces. There are 9 straight and 20 curved sections, 3 switches, 6 bridge sections, 3 dead ends, and a series of blocks for elevated track. Almost nothing to break . . . nothing complicated. Child can enjoy hours of constructive play; has lots of interest for a wide range of ages.

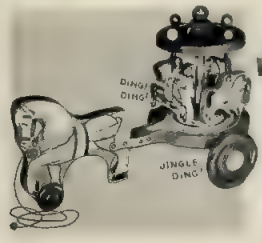
89-1762 B565 Deluxe Train Set. **$8.00**

Same, but only 1 train, 32 track sections—12 curves, 2 switches, 2 bridges, 2 dead ends.

89-1770 B350 Standard Train Set. . . . **$5.00**

ROLLER CHIME . . . tinkles merrily as toddler pushes it. Encourages first steps; satisfies a child's natural interest in musical sounds. Substantially built with solid wood wheels . . . rolls along in right position without tipping. Gaily ornamented in circus-bright colors. Safe-grip knob handle, 7½ inches wide with 16½ inch handle

89-1580 B210 Roller Chime **$3.00**



MERRI-GO-ROUND PULL TOY . . . a carnival of fun for tots 1 to 4. As you pull the colorful horse, the canopy spins around, bells jingle, and round and round go the four gay horses and their riders. Has lots of motion, lots of pleasant sound to keep little folks interested. All wood with bright, safe paint decoration. 12x8½"

89-3255 B210 Merri-Go-Round **$3.00**

HOLSTER SET FOR WEE BUCKAROOS . . . watch little eyes light up when they see these miniature versions of big brother's cowboy "hardware." Proportioned for tiny waists from 15" to 22". Natural top grain leather, embossed with real Western designs. With bright metal buckle and 2 shiny toy guns . . . just like his TV hero's!

89-2984 B150 Holster Set **$2.25**

"SNAP-BUTTON" TRUCK SET . . for little fellows who love to take things apart. 12" truck can be broken down into cab, cab chassis, trailer body, trailer chassis, and six rubber rolling wheels . . . then easily snapped back together again. Assembles to do three different "jobs" just like a real trailer truck. Natural finish wood.

89-1788 B210 Snap-Button Truck Set. . . **$3.00**

TWO FASCINATING TOYS THAT NEST "Billie and His Barrels" has a whole series of screw-together barrels that fit inside each other. Billie hides in the smallest. "Building Beakers" features 12 bright colored cups, each with a different animal on the bottom. Together they build a tower 18" high, all fit compactly into the largest.

89-2927 D250 Set of 2 Nesting Toys. . . **$3.50**

LADY TAKES A BOW . . . and that's not all this versatile pup can do! "Lady," a new Walt Disney character, is a top star with the junior set. They never tire of her captivating performance. This tough, resilient little dog does any number of tricks; serves as a pull toy too. Complete with her own quaint dog house and bone.

89-2992 B285 Lady and Her House. . . . **$3.98**

KEYSTON BROS.

TOP GRAIN

"THE ACME OF FINE COWHIDE LEATHER"

No 2048
$3 98

No 2038
$2 98

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$5.95

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BY THE WEST S LARGEST MAKERS OF COWBOY SADDLES

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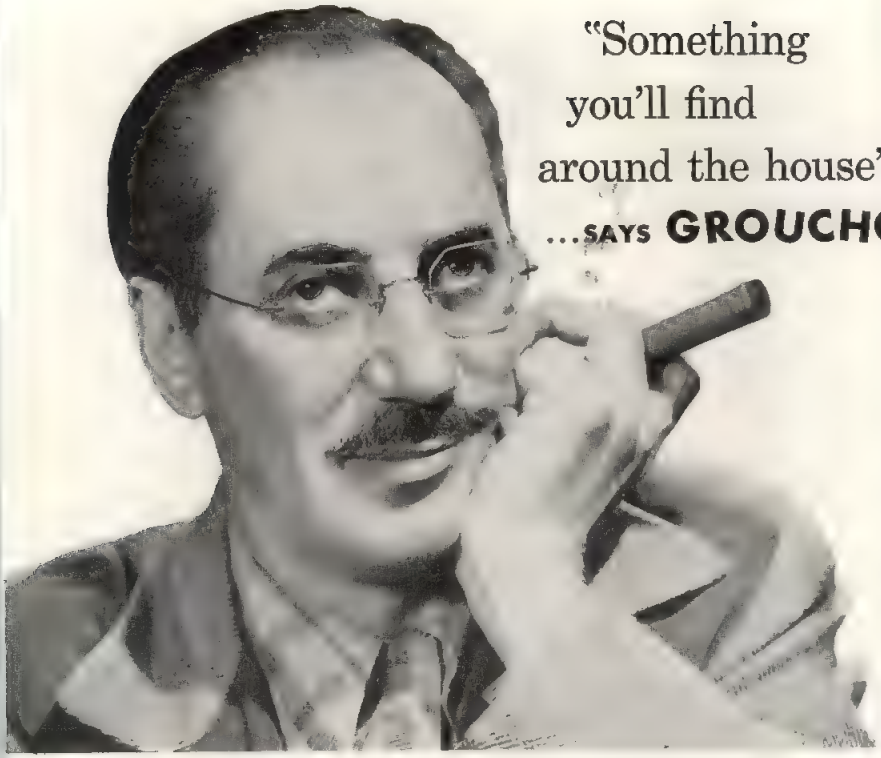


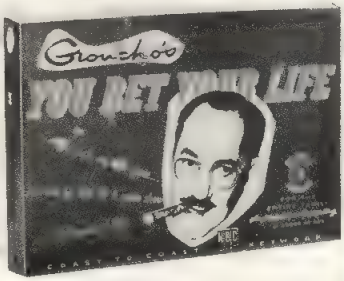
"Something you'll find around the house"
...SAYS **GROUCHO**

You Bet Your Life... IT'S A LOWELL TV GAME

Another smash hit from Lowell... joins the popular, fast selling "Beat the Clock," "The $64,000 Question," "This is Your Life," "Dollar A Second," "Big Town," "Strike It Rich," and other top rated TV shows that have become Lowell TV games.

Lowell games are pre-sold by consistent magazine and TV advertising, plus powerful weekly plugs by the shows themselves.

Write today for the complete Lowell story. Be sure you're prepared for the greatest demand in game history.



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WESTERN ACCESSORIES
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THE ONLY COMPLETE JR. COWBOY LINE
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729 W. 3RD ST., LOS ANGELES, CALIF.

New Fun for the Children! New Profits for you!

Futuramic Jet FOR CHILDREN

Here's the most stupendous electric-powered futuramic jet kiddie car that's creating a sensation wherever it's been shown.

The Futuramic Jet is skillfully engineered for easier handling. The heavy gauge plastic body is designed in sweeping lines of the long, low, silhouette in exciting plas-tone color styling, in two-tone or solid colors. Runs at a maximum safe speed of 5 to 8 miles per hour. It's safe—cannot be turned over. Chassis is built of rugged, heavy duty steel. Automatic brakes. Body length 72"; overall height 19"; overall width 34". Total weight less battery 124 lbs. Retails for $298.95.

Be the first in your city to introduce this new sales sensation. Every child will want one.

ON DISPLAY DURING NEW YORK TOY FAIR
ROOM 1170 HOTEL McALPIN

KIDDIE KAR KORP. INC.
Box 168, Sikeston, Missouri

Universal of High Point enters juvenile desk field

Universal Co., High Point, N. C., manufacturer of television tables, will introduce its new *Junior Executive* line of juvenile desks, student desks, and juvenile desk and chair sets at the March Toy Fair, in 705-707, Sheraton-McAlpin.

"This introductory showing is designed with an entirely new concept in mind, a new approach to juvenile desks. We're calling it the 'Junior Executive' line, because it not only represents a new interpretation in the styling of juvenile desks, but also the use of color. We've developed new manufacturing techniques. We're even erecting a new building on our High Point property to house the manufacturing facilities for this new line. And we have every reason to believe that Junior Executive line will offer jobbers and merchants alike, tremendous merchandising possibilities and handsome profits," Murray J. Abeles, Universal's president said

Goshen names Tinsley-Clark as southern representative

The Tinsley-Clark Co., Greensboro, N. C., has been selected by The Goshen Manufacturing Co., Inc., Goshen, Ind., as exclusive sales representative in Florida, Georgia, Alabama, South Carolina, North Carolina, Virginia and Tennessee

The selling program includes all three Goshen product lines: Goshen outdoor furniture, *Merriplay* home play equipment, and *Blue Ribbon* ladders. To handle this extensive arrangement, Tinsley-Clark will increase personnel. It is planned to provide better and more frequent contact in the established territories.

Disc Jockeys receive Mattel Musical Maps

For the first time, records being sold in toy stores instead of music stores, are being promoted and sold through the disc jockeys of the nation.

The promotion is being used by Mattel, Inc., for its new Mickey Mouse Club Musical Map, which consists of five 78 rpm acetate records. In addition to the records, the map tells the same story as the records in verse and pictures.

Three of the original tunes have been culled into a special DJ recording, which has been sent to the disc jockeys, along with a copy of the musical map.

"We felt that this type of promotion serves a double purpose," said Elliot Handler, president of Mattel. "First, it gives added exposure to our Musical Maps and second, it offers good juvenile programming for the deejay. Technically and musically, the records are equal in quality to any popular record or album."

New look, new toys . . .

(Continued from page 492)

said Koether.

Sandalwood pegboard was used throughout this showroom. Displayed on it were Jacmar's new *Mickey Mouse Club Magic Multiphier*, a $1 item; Superior Stationery's $1 rack pack, a bank simulating a residential-type mailbox, in various combinations of red, white and blue; and J & E Stevens' toy pistols.

Koether-Parsons now also represents Thomas Manufacturing Co.'s plastic toys in Illinois, Michigan and Indiana, and Blockraft Inc.'s line of blocks.

One phase of expansion has been completed and another, more ambitious project is still under way in the showrooms of James R. Cavanagh & Associates, Room 1613. The wall at the front of the room, which formerly backed up the display window, has been removed, providing a backless window that "opens up" the whole showroom and gives a more spacious look

During the market, work was in progress on a new "buyer room." Of ultra-modern design, it will have three pegboard recessed wall sections which can be closed off; the room itself can be closed off from the main showroom to give a buyer privacy. Philippine mahogany will be used throughout. The room will have a kitchenette attached.

The main showroom now is a pale turquoise with beige pegboard. Displayed were *Tonka Toys*, Emenee's musical instruments, and Banner Plastics' numbers.

Charles Kortright, in showroom 1208, was showing the line of games produced by Regal Game Manufacturing Co.

Ace Toy's stuffed animals, and lines of Estelle Toy Co., Jewel Leather Goods Co., Fibre Bilt Toys, Oakes Chair Co., and Town-Line Manufacturing, were on display in Lloyd Troike's showroom at 1815.

Room 1824 is the headquarters for Michael Gould, who represents Segall Novelty Manufacturing, Union Wadding, Brite Star, and Peerless Tree Lite Co.

In the Saul Mondschein showroom, 1821, All American's scale model metal toys, stuffed toys from Chic Toy Co., S & P dolls, and Royal Tot's lines were shown.

BACK HOME

Miss Amanda Schellorn, for many years a toy buyer at M. L. Parker Co., Davenport, Iowa, and who, more recently has lived in Highland Park, Ill., has moved back to her former home in Davenport—2024 Brown st.

SELLS ON SIGHT

. . . and helps sell other toys, too!

Stirs Kids' Imaginations!

The Comet Electric Lantern is one of the very strongest related-item and impulse sellers in the entire toy field. Watch it work when you

Show it . . .

- with ROAD-BUILDING MACHINERY!

- with MODEL RAILROAD SET-UPS and RAILROADER COSTUMES!

- with COWBOY & COWGIRL SUITS!

- with FARMER MANNIKINS!

- with FIRE-FIGHTING EQUIPMENT!

- with CAMPING, FISHING GEAR!

Each "Picture" Display Box suggests other imaginative uses for the Comet, to supplement your display! Six boxes to the carton.

DIETZ Comet

Electric Lantern

$3.00 RETAIL

As long as children play cowboy, engineer, farmer, construction man . . . as long as they want camping or fishing equipment "just like Dad's" . . . you'll find a booming market for the Comet Electric Lantern.

This is no mere fad toy. It's a year-'round solid seller . . . and a prime mover of your most profitable toys when displayed with them!

A "White Item" . . . in Fire-Engine Red!

Hundreds of toy departments and stores across the country have found the Comet one of the most successful and cleanest items they've ever handled.

The Comet discounts at a firm 40%. It is backed by advertising in LIFE . . . and a complete promotional package including attachable display cards, display material, envelope stuffers, ad mats.

Use the display Comet with flashing bulb – and watch related-item sales skyrocket! Available at $2.50 each . . . FREE with quantity purchases!

√ *Ask your jobber today for full information . . . or write us.*

R. E. DIETZ COMPANY
105 LEAVENWORTH
SYRACUSE 1, N.Y.

New Fun for the Children! New Profits for you!

Futuramic Jet FOR CHILDREN

Here's the most stupendous electric-powered futuramic jet kiddie car that's creating a sensation wherever it's been shown.

The Futuramic Jet is skillfully engineered for easier handling. The heavy gauge plastic body is designed in sweeping lines of the long, low, silhouette in exciting plas-tone color styling, in two-tone or solid colors. Runs at a maximum safe speed of 5 to 8 miles per hour. It's safe—cannot be turned over. Chassis is built of rugged, heavy duty steel. Automatic brakes. Body length 72"; overall height 19"; overall width 34". Total weight less battery 124 lbs. Retails for $298.95.

Be the first in your city to introduce this new sales sensation. Every child will want one. Write us today for full particulars.

KIDDIE KAR KORP. INC.

Box 168, Sikeston, Missouri

FOUND: Space

(Continued from page 121)

Vogue and Terri-Lee dolls are both big sellers

"And," he added, "we find a great and consistent demand for Structo and Tonka toys. The line of electronic toys put out by Remco is also extremely popular. These include radio loudspeaker trucks, telephones and intercommunication systems.

"Then there are always the old standbys. They keep right on being as well liked as ever. By these, I mean the chemistry sets, the *Tinker Toys* and *Erector* sets. Year in and year out you can always count on them."

In the future, the Collinses plan to do some direct mail advertising and will use postcards and the Toy Guidance Council booklets. But, in the meantime, their greatest publicity comes from the word-of-mouth advertising being spread throughout their neighborhood. The grapevine has it that they stock an amazingly comprehensive selection of toys, hobbies and games, and that a shopper can look around at leisure without being bothered by a sales clerk

"Do go and have a look," says one neighbor to another. "It's fun to see and they don't make you feel you have to buy something every time you go in."

And, when the Collinses balance their books at the end of each month, they find dollar-and-cents proof that the policy—"never high-pressure a customer"—is really paying off.

Joseph Orgill new head of Memphis wholesale house

Edmund Orgill has announced his resignation as president of Orgill Brothers & Co., to assume the office of mayor of Memphis. The Orgill firm is a wholesaler of toys, sporting goods housewares and major appliances, and other supplies

Joseph Orgill Jr., who had been secretary-treasurer of the Memphis firm, was named president and treasurer. Kenneth W. Orgill, formerly a vice president, will become secretary, and Fred Orgill and John W. Morris will continue as vice presidents.

Joseph Orgill, the new president, has worked in almost every capacity at Orgill Brothers & Co. since his graduation from Yale in 1927. He designed the firm's new building and has supervised its operation and the operation of the I.B.M. department.

CBS BUYS TERRYTOONS

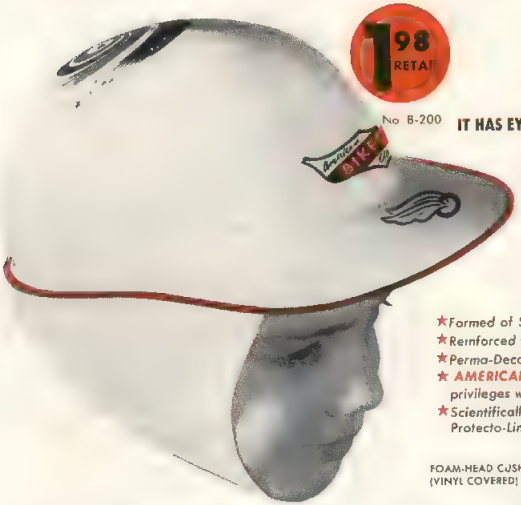
CBS is wrapping up a purchase of all the assets of Paul Terry's Terrytoon, Inc., animation outfit for a price said to run about $5,000,000

The network would take over 100 per cent of the stock of the company, together with its more than 1,100 cartoons and its merchandising rights to the Terrytoon characters.

LOOK FELLAS NO HANDS!

THAT'S RIGHT NO HANDS NEEDED TO PUSH THE SALE OF THE BIKESTER . . .
THE BIKESTER IS NEW . . . DIFFERENT!! IT SELLS ITSELF . . .

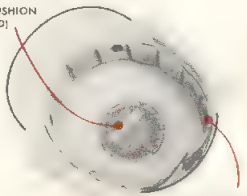
1.98 RETAIL



No B-200

IT HAS EYE-APPEAL AND I WANT APPEAL!
DESIGNED TO FILL A NEED!
YOUR MARKET IS EVERY CHILD RIDING A BICYCLE . . .
BOYS OR GIRLS . . .

- ★ *Formed of Shock-Proof Butyrate*
- ★ *Reinforced tubular welded colorful rim bead*
- ★ *Perma-Decorated in two gay colors*
- ★ ***AMERICAN BIKESTER CLUB®** emblem and privileges with each hat*
- ★ *Scientifically engineered Head-Cushion Protecto-Liners*



The BIKESTER is your insurance against off season selling.
The BIKESTER is the only child's hat with LIFE-GUARD PROTECTION —built in
The BIKESTER is the only hat with a Growing Promotion to back it up
BUY NOW and Coast-with-the-BIKESTER
Ask to see the L-400 **Leaguer.** Newest idea in baseball head protection.

PRICE SHEETS SPECIFY PACKS—

No S-100

SPORTSTER $1.49
For Car Wise small fry Perma-Decorated with sports cars and race flags

No D-500
© Walt Disney Productions

DISNEYLAND $1.49
The sensation of **Disney-land** Perma-Decorated with the famous **Disney-land** Symbols. Distributed by Bailey of California, Los Angeles 14

B. F. McDONALD CO.
5721 West 96th Street
Los Angeles 45, California

REPRESENTATIVES
ROBERT PATTERSON & ASSOCIATES

224 S. Western	200 5th Ave.	209 S. State St.
Los Angeles	New York 10	Chicago 4

Fine American China by Kirk

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set is soon in your possession—to give pleasure for a lifetime.

5-Pc. Individual Place Setting, 1 each—10½" dinner plate, 8⅞" salad plate, 6⅛" bread and butter plate, cup, and saucer. Ship. wt. 5 lbs.

COMPOSITION OF SETS—53-Piece Set, 8 each—10½" dinner plates, 8⅞" salad plates, 6⅛" bread and butter plates, 5¾" fruit dishes, cups, saucers; 1 each—14½" platter, 10¾" baker, creamer and covered sugar bowl. Ship. wt. 45 lbs.

93-Piece Set, 12 each—10½" dinner plates, 8⅞" salad plates, 6⅛" bread and butter plates, 5¾" fruit dishes, 8⅞" rim soups, cups and saucers; 1 each—14½" platter, 10¾" baker, creamer, covered sugar bowl, covered casserole, gravy boat, salad bowl. Ship. wt. 95 lbs.

All Dinnerware Patterns Are Open Stock

This genuine American-made China is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns.

All shipments are F.O.B. Pennsylvania Factory.

"Forever Bountiful"

Sprays of rich golden wheat gracefully decorate each piece. A pattern with ample elegance to blend with any setting. 22K Gold band trim. Fine China at its finest

	Mfr's. Sugg. Retail
5321XF1321—5-Pc. Place Setting	$ 21.50
5327XF16139—53-Pc. Service for 8	264.95
5333XF29990—93-Pc. Service for 12	492.50

"Travosa"

Just about to bloom roses with green foliage to accentuate their freshness and natural charm. Edged in 22K gold for the ultimate touch of perfection

	Mfr's. Sugg. Retail
5485XF1045—5-Pc. Place Setting	$ 16.95
5486XF12643—53-Pc. Service for 8	207.50
5487XF23409—93-Pc. Service for 12	384.50

"Killarney"

This large white rose pattern was first introduced in 1912 and yet remains one of America's favorites. Pure Platinum trim accentuates its snow white beauty

	Mfr's. Sugg. Retail
5392XF1105—5-Pc. Place Setting	$ 17.95
5393XF13450—53-Pc. Service for 8	220.75
5394XF25054—93-Pc. Service for 12	411.50

"Gold Band"

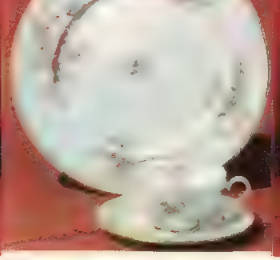
22K Gold border. Ideal for formal settings

	Mfr's. Sugg. Retail
5322XF1105—5-Pc. Place Setting	$ 17.95
5328XF13450—53-Pc. Service for 8	220.75
5334XF25054—93-Pc. Service for 12	411.50

"Platinum Band"

Same as above with Pure Platinum border

	Mfr's. Sugg. Retail
5491XF1105—5-Pc. Place Setting	$ 17.95
5492XF13450—53-Pc. Service for 8	220.75
5493XF25054—93-Pc. Service for 12	411.50



"Hathaway"

A restrained floral decoration in subdued shades of rose, mauve and green. The 22K gold trim enhances its elegance. An excellent choice for the traditional home

	Mfr's. Sugg. Retail
5488XF970—5-Pc. Place Setting	$ 15.95
5489XF11711—53-Pc. Service for 8	192.25
5490XF21534—93-Pc. Service for 12	353.75

"Somerset"

An exquisite pink bouquet which combines dogwood and spirea blossoms with tulips and other spring flowers. Lovely 22K Gold trim.

	Mfr's. Sugg. Retail
5398XF850—5-Pc. Place Setting	$ 13.75
5399XF10348—53-Pc. Service for 8	169.95
5400XF19034—93-Pc. Service for 12	312.50

Imported and American Dinnerware

Composition of Sets

5-Pc. Place Setting: 1 each—Dinner Plate, Salad Plate, Bread and Butter, Teacup and Saucer. Ship. wt. 5 lbs.

53-Pc. Service for 8: 8 each—Dinner Plates, Salad Plates, Bread and Butter, Soup Plates, Teacups and Saucers. 1 each—Open Vegetable, Medium Platter, Sugar and Cover, Creamer. Ship. wt. 45 lbs.

95-Pc. Service for 12: 12 each—Dinner Plates, Salad Plates, Bread and Butter, Fruit Dishes, Soup Plates, Teacups and Saucers. 1 each—Oval Vegetable Dish, Round Vegetable Dish, Medium Platter, Large Platter, Sugar and Cover, Creamer, Gravy Boat, Pickle Dish, Covered Vegetable Dish. Ship. wt. 65 lbs.

A beautiful set of fine china is a treasured possession in any home. For more than a century BOOTHS Fine English Semi-Porcelain Dinnerware has been made by hand at the famous old works in Staffordshire, England. From the royal palace abroad to the average home in America, BOOTHS fulfills the desire of those who demand the best in authentic design, fine quality, the lasting beauty and charm of a fine English table service.

In their charming patterns VILLEROY and BOCH bring to the United States the good taste and warmth of France itself.

American-made china by HALLCRAFT is manufactured from the finest clays by experienced dinnerware craftsmen.

"Real Old Willow"—by Booths

The only rich and elegant treatment of this famous design, cherished for generations. Semi-Porcelain English Dinnerware in blue underglaze with gold on white.

		Mfr's Sugg Retail
5303XF604	—5-Pc. Place Setting	$ 8.95
5506XF7823	—53-Pc. Service for 8	124.95
5507XF13351	—95-Pc. Service for 12	244.95

"Flowerpiece"—by Booths

The inspiration of this pattern is a flower painting by an 18th Century Dutch artist. The mixed flower spray is equally suitable for traditional or modern table settings. Semi-Porcelain English Dinnerware.

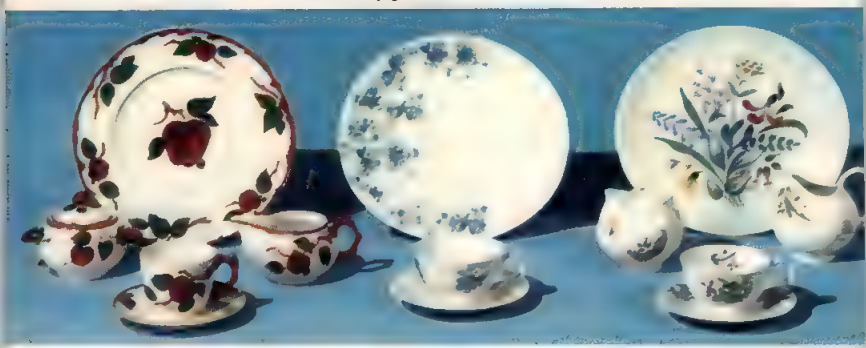
		Mfr's Sugg Retail
5302XF5556	—5-Pc. Place Setting	$ 8.50
5503XF7060	—53-Pc. Service for 8	114.95
5504XF13695	—95 Pc. Service for 12	219.95

"Vine and Wheat"—by Booths

Hand crafted, English dinnerware in semi-porcelain. This distinctive border pattern, reproduced from the original engravings by renowned 19th Century designer, Davenport, is as beautiful today as it was a Hundred Years ago.

		Mfr's. Sugg. Retail
5499XF398	—5-Pc. Place Setting	$ 5.95
5500XF4941	—53-Pc. Service for 8	79.95
5501XF9364	—95-Pc. Service for 12	149.95

All Sets on this page F.O.B. New York Warehouse.



"Delicious Apple"—by Villeroy & Boch

Semi Porcelain dinnerware imported from France. Made by experienced craftsmen, the Life-like Apple decoration is done entirely by hand under glaze for permanent and sealed-in beauty. **F.O.B. N. Y Warehouse.**

		Mfr's. Sugg Retail
5494XF5390	—5-Pc. Place Setting	$ 6.25
5495XF4464	—53-Pc. Service for 8	71.95
5496XF7913	—93-Pc. Service for 12	124.95

(Same as 93-Pc. set less covered vegetable dish)

"Frost Flowers"—by Hallcraft

Fine American dinnerware in a semi-oval pattern designed to steal the hearts of the young and old alike. Delicate turquoise blue sprays in lacy motifs on a truly original shape. Beautifully finished glazed surface. **F.O.B. N. Y Warehouse**

		Mfr's. Sugg Retail
5497XF2779	—53 Pc. Service for 8	$41.95

"Bouquet"—by Hallcraft

American dinnerware in the new oval form created by Eva Zeisel—a truly different and beautiful shape with free-flowing curves that give every piece the expensive "modelled" look of fabulous hand-made originals. **F.O.B. N. Y Warehouse**

		Mfr's. Sugg Retail
5498XF2779	—53-Pc. Service for 8	$41.95

★**NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

KitchenAid

Kitchen Aid Professional Food Mixer with K tchen Aid's exclu sive planetary action, the same as that used by their famous com mercial mixers. This powerful deluxe unit will perform scores of laborious food-preparing tasks. Ideal for farms, professional use Standard equipment includes 5-qt bowl, combination flat beater and wire whipper. Kitchen-Aid has more than 10 speeds with re-serve power for 16 attachments. Write for special catalog Used by the finest bakers in the U S.

51-84-04 W8137	Food Mixer	Retail	**$123.50**
51-84-05 W841	Food Chopper Attachment	Retail	**12.95**
51-84-07 W321	Juice Extractor	Retail	**4.95**

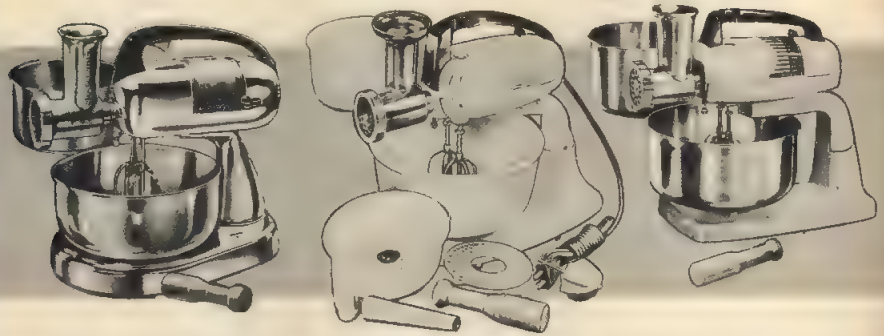
Kitchen Aid Food Mixer . . self scraping planetary action reaches all parts of the bowl, w thout manual or mechanical gadgets. Stainless steel beater so easy to keep clean—only one beater needed for all mixing purposes. Mix, whip, beat or blend one egg or a bowlful with this real kitchen aid. More than 10 different speeds; 3-quart bowl. The choice of the nation's test kitchens.

51-84-02 W3920	White enamel	**$59.50**
51-84-08 W5238	All copper	**79.50**
51-84-05 W841	Food Chopper Attachment	**12.95**

Juice extractor attachment will thoroughly strain seeds, fiber, pulp
51-84-07 W321 Juice Extractor **$4.95**

DORMEYER

Canfield BLUE RIBBON



Dormeyer Silver-Chef All-Chrome Mixer with 2 stainless steel mixing bowls—will lighten meal-making tasks, and brighten the smartest kitchen. Food grinder at no extra cost. 10 speeds with indications for use Detachable mixing head may be used anywhere Turntable stand with automatic bowl-size indicator; rubber strip footing will not mar table top Two nickel-chrome beaters with automatic release Recipe book is included
53-30-03 W3887 **$55.95**

Dormeyer Power-Chef Mixer . . . is a grinder, juicer, mixer 10 tested speeds on dial selector, finger-tip beater release This guaranteed mixer comes with grinder, juicer-bowl, recipe book, 2 opal-glass mixing bowls, 2 reinforced chrome beaters, reamer, strainer, pestle Built-in power drive for attachments—no awkward adapters needed The food grinder will help you to prepare delicious recipes. Give the family a real treat by using this famous mixer.
53-30-01 W3297 **$47.50**

Canfield Power-Mix . . . for the smartest kitchen Two-tone (white and gray) color-dynamic design, gold-finished trim Stainless steel bowls, electric grinder Carry portable mixing head anywhere and use in any pot or pan A flick of your finger sets the dial selector at one of the 10 speeds. Use the grinder for raw or cooked meats or vegetables. Guaranteed against defects in material and workmanship for two years. Two chrome beaters included. Free recipe book.
52-28-02 W2870 **$42.50**

Westinghouse
FOOD CRAFTER

Modern . . . Rugged . . . Smart

Powerful: gives you all the power it takes to do everything that a mixer should do . . . *better*. You will bake cakes lighter than a cloud . . . prepare velvety whipped cream and make sensationally flaky pie crusts. With the "Food Crafter," you short-cut all in-between steps . . . just pour the ingredients into a mixing bowl and mix them all at once, all together. No need to shift speed once set.

Handy Mix-Dial: up front for swift visibility, sets with a touch of a thumb. Choice of six basic speeds with 20 variations for delicate adjustments. Bowl revolves at a slow, positive speed while twin beaters float against specially contoured Pyrex bowls. Perfect mix action prevents spatter and muss with either dry or liquid ingredients.

Portable Mixing Head: lifts from stand for use at range or work surface. Designed for both right-handed and left-handed cooks. Used either way the other hand is completely free. No cracks or crevices to collect dirt—whisks clean. ½ H.P. motor, 115 volts AC-DC. Radio interference suppressor. Complete with 2 matching Pyrex bowls. U.L. App'd.

26-0230-3287 (Each) Wt. 15 lbs.
26-0230-3137 (3 or more) Retail **49.95**

JUICE CRAFTER ATTACHMENT. Gets close to rind for *all* the healthful juices, even from the largest grapefruit. Clear plastic bowl is graduated from 6 to 24 oz., has pour-spout, metal strainer.

26-0231-310 (Each)
26-0231-296 (3 or more).....Retail **4.65**

"KITCHEN AID" MIXERS AND ACCESSORIES

By Hobart...World's Largest Manufacturer of Kitchen Machines

MODEL 3-C—STANDARD FAMILY SIZE. Popularly priced, perfect for the average family. Handles as little as one egg white or as much as a bowlful of whipped potatoes. Planetary action assures thorough mixing from center to sides and back again . . . self-scraping beater action eliminates constant watching of contents. Controlled quiet power on all 10 speeds . . . built-in power unit for easy operation of attachments. Simplified front vision speed guide. Zinc die-casting construction, with white baked-enamel finish, chrome or stainless steel fittings. Includes 3-qt. heat-resistant glass bowl. Wt. 25½ lbs.

26-0234-3920 (Each)
26-0234-3746 (3, more) **59.50**

MODEL KS-A—LARGE FAMILY SIZE. For large farm or metropolitan families . . . an extremely powerful and well-constructed unit that will perform scores of laborious food tasks easily and quickly. It's thorough and result-perfect every time. Ten definite speeds are controlled by electrical governor; planetary action stirs every section of bowl completely. Zinc die-cast construction, baked-on white enamel finish. Power for attachments is supplied directly. Includes 5-qt. tinned steel mixing bowl and wire loop whip in addition to regular combination flat beater. This is Hobart's finest.

26-0235-8137 (Each) Wt. 37 lbs.
26-0235-7776 (2 or more) . . . Retail **123.50**

Stock No.	Item	Fits	Retail
26-0247-516	(A) Pea Sheller	Both	**7.95**
26-0241-321	(B) Juice Extractor	Both	**4.95**
26-0242-451	(C) Silver Buffer	Both	**6.95**
26-0246-386	(D) Oil Dropper	Both	**5.95**
26-0238-256	(E) Dough Hook	Both	**3.95**
26-0245-321	(F) Knife Sharpener	Both	**4.95**
26-0239-1295	(G) Ice Cream Freezer	3-C	**19.95**
26-0248-841	(H) Vegetable Slicer	Both	**12.95**
Not Shown			
26-0236-1295	Ice Cream Freezer	KS-A	**19.95**
26-0240-386	Colander and Sieve	3-C	**5.95**
26-0237-1081	Colander and Sieve	KS-A	**16.65**
26-0244-841	Food Chopper	Both	**12.95**
26-0243-386	Can Opener	Both	**5.95**

KitchenAid

REG. U. S. PAT. OFF.

FOOD MIXERS AND SPECIAL ATTACHMENTS

All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models. Mark order plainly.

Sail through heavy tasks as easily as light ones with the PLANETARY ACTION of KITCHENAID Mixers and Attachments. They efficiently mix, whip, blend, stir, fold, or beat with the same superior true-to-recipe results demanded by world famous chefs of America's renowned clubs, hotels, and restaurants. Even a beginner will obtain professional results easily and quickly with the KITCHENAID.

Perfected "Planetary Action," exclusive with KITCHENAID home food mixers, eliminates the necessity of turning the bowl and assures far better results. The beater travels around the bowl in one direction while turning on its own axis in opposite direction. Diagram at left illustrates the path of the beater in just one complete trip around the bowl.

2250E3920—Standard Electric Food Mixer

Ideal for the average family—will handle as little as one egg or a bowlful of whipped potatoes. Attractive—finished in durable baked white enamel—easy to clean. Equipped with 3-qt. stationary Pyrex bowl, 1 all-purpose beater. KitchenAid motors have reserve power for heavy loads and attachments. Mixer has full power on all 10 definite speeds and intermediate speeds, if desired. Has up front convenient mixing guide for greater satisfaction—eliminates guesswork. Shipping weight 25½ lbs.

Established Retail $69.50

4826E8137—Family Size KitchenAid Electric Food Mixer

Large heavy-duty all-purpose food mixer which does a stainless job with unsurpassed ease. Has Universal Type Motor capable of developing ½ H.P. on heavy duty load. Ten definite speeds, 2 on the case are baked on white Maiolic Resi-cpe wire Loop Whip, one cream-beater or Flat Beater—Pastry Knife. Uses all attachments listed on this page except 2321E32, Juice Extractor. Ship wt. 37 lbs.

Established Retail $129.50

ATTACHMENTS FOR ALL MODELS

4786E841
Food Chopper Set. Finest steel cutters and hardwood pestle.
Estab. Retail $12.95

2317E386
Can Opener
No spilling—no cut fingers. Can be held firmly without help from operator.
Estab. Retail $5.95

2319E321
Knife Sharpener
Estab. Retail $4.95

4787E451
Silver Buffer
Estab. Retail $8.95

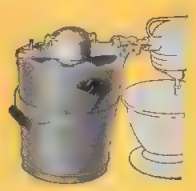
4781E7149—DeLuxe KitchenAid Electric Food Mixer

This mixer becomes a complete kitchen servant with the special attachments listed on this page. Operates on the universal power shaft with power to perform light or heavy tasks. Self-locating base. 1/3 H.P. motor, ten definite speeds, governor controlled intermediate speeds. White enameled base. Steel Mixing Bowl, Wire Loop Whip and Flat Beater are furnished with this mixer. Shipping weight approximately 31 lbs.

Established Retail $108.50

4783E1915
Idisk type Vegetable Slicer
Estab. Retail $29.50

4785E841
Rotor type Vegetable Slicer
Estab. Retail $12.95



Ice Cream Freezer

4828E1898—Freezes delicious ice cream, ices, sherbets etc., without hand cranking. Can beat two quarts freezing time about 15 min. Attaches directly to Mixer. Specify Mixer Model When Ordering.

Established Retail $16.95

2320E516
Pea Sheller
Estab. Retail $7.95

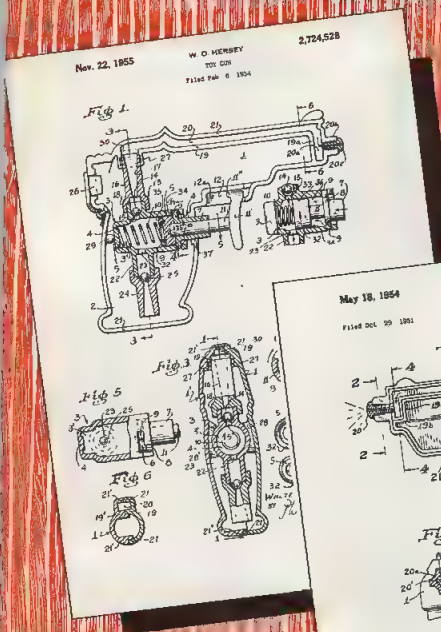
2321E321
Fruit Juice Extractor
Estab. Retail $4.95

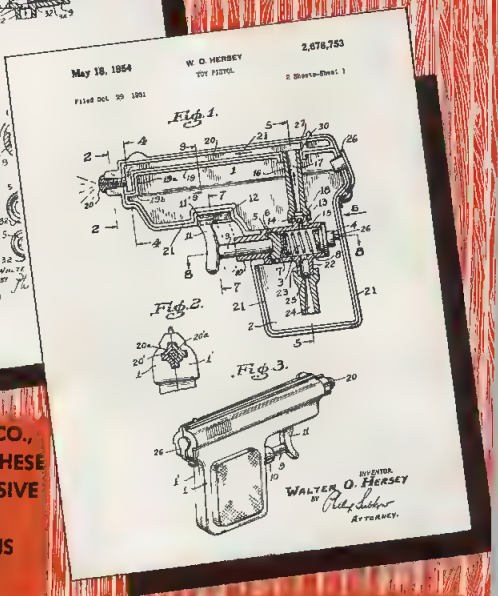
KitchenAid Is Distinguished by the Completeness of Its Performance!

NOTICE!

KNICKERBOCKER

ANNOUNCES THE ISSUE OF U.S. LETTERS PATENT NO'S. 2,678,753 ON MAY 18, 1954, 2,724,528 ON NOV. 22, 1955





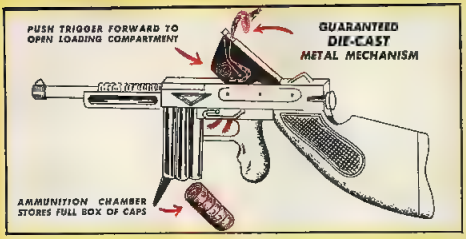
KNICKERBOCKER PLASTIC CO., INC., AS THE OWNER OF THESE PATENTS, HAS THE EXCLUSIVE RIGHT TO MAKE, USE AND SELL THE WATER GUNS COVERED BY THE CLAIMS OF THE PATENTS.

1107 Broadway — New York City
FIFTH FLOOR

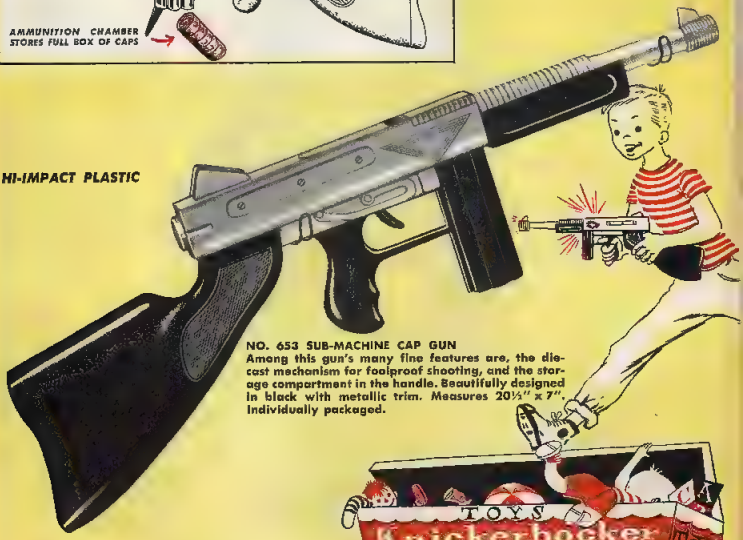
TOYS TOYS TOYS

SUB-MACHINE CAP GUN

$1.98


PUSH TRIGGER FORWARD TO OPEN LOADING COMPARTMENT
GUARANTEED DIE-CAST METAL MECHANISM
AMMUNITION CHAMBER STORES FULL BOX OF CAPS

HI-IMPACT PLASTIC



NO. 653 SUB-MACHINE CAP GUN
Among this gun's many fine features are, the die-cast mechanism for foolproof shooting, and the storage compartment in the handle. Beautifully designed in black with metallic trim. Measures 20½" x 7". Individually packaged.

Leaders on the Toy Shelves of America

SHOWROOMS
1107 Broadway — New York City
FIFTH FLOOR

KNOWLES

Semi-Porcelain Dinnerware

Lovely patterns in gay colors to meet the approval of the most discriminating hostess. Styled by today's foremost designers . . . in breath-taking beauty to please any home-maker.

FORSYTHIA PATTERN

A gracious, simple pattern. Dainty bell-like, yellow blossoms interminglied with graceful green leaves on ivory background, emphasize the simplicity of the new "Accent" shape. Edges rimmed with thin bands of 22K gold trim. Expert overglaze brings out the beautiful colorings and assures lasting scratchproof beauty

32 PIECE SET

No. 54042. Wt. 25 lbs. List $17.95
Dlr's. per set $11.22 3 sets, ea. **11.24**

53 PIECE SET

No. 54043. Wt. 35 lbs. List $29.95
Dlr.s., per set $19.43. 3 sets, ea. . **17.73**

93 PIECE SET

No. 54044. Wt. 66 lbs. List $52.95
Dlr's., per set $34.90. 3 sets, ea **31.90**

GRAPEVINE PATTERN

Beautifully illustrated silver and green leaves resting against a clean, uncluttered ivory white background. Suitable for modern or period motif. Famous, not only for its beauty, but also because it blends so well with either white or colored table cloths. In popular new "Accent" shape

32 PIECE SET

No. 54045. Wt. 25 lbs. List $18.50
Dlr.s.,per set $11.86. 3 sets, ea **10.83**

53 PIECE SET

No. 54046. Wt. 35 lbs. List $28.50
Dlr's., per set $19.01. 3 sets, ea. **17.14**

93 PIECE SET

No. 54047. Wt. 66 lbs. List $51.95.
Dlr's., per set $35.60 3 sets ea **32.50**

TIFFANY PATTERN

Today's smartest color combination-black and pink . . . in a delicate center spray. Ivory white background has the "Accent" shape and rich Platinum trim. Tiffany pattern will add charm and elegance to any setting . . . both modern and traditional. Expert overglaze for lasting scratchproof beauty

32 PIECE SET

No. 54048. Wt. 25 lbs. List $19.95
Dlr's., per set $12.07. 3 sets, ea. . . **11.01**

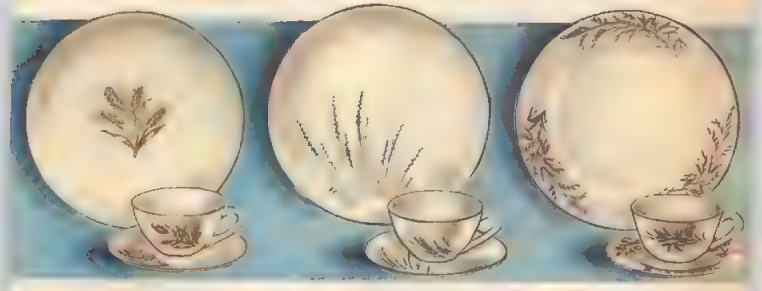
53 PIECE SET

No. 54049. Wt. 35 lbs. List $30.95
Dlr's., per set $20.61. 3 sets, ea **18.81**

93 PIECE SET

No. 54050. Wt. 66 lbs. List $56.50.
Dlr's. per set $37.80 3 sets, ea **34.50**

For composition of Each Set See Black and White Page Preceding this color Section.



PARK LANE PATTERN

Lovely as its name, Park Lane is the timeless type of pattern that will be treasured for years to come. Enchanting, stylized floral sprays in soft rose, gray and brown encircle the rim, edged in platinum.

11 PIECE SET

No. 54033. Wt. 22 lbs. List $19.95
Dlr's., per set $13.06. 3 sets, ea. **11.91**

53 PIECE SET

No. 54043. Wt. 35 lbs. List $34.50.
Dlr's., per set $22.57. 3 sets, ea. . . **20.60**

93 PIECE SET

No. 54035. Wt. 65 lbs. List $61.95
Dlr's., per set $41.10. 3 sets, ea **37.50**

FANTASY PATTERN

No ordinary pattern this. guests and family alike will love this delightful dinnerware. Unusual simplicity of design and delicacy of color on ivory white rimless shapes emphasized by the gleam of platinum on edges.

32 PIECE SET

No. 54036. Wt. 22 lbs. List $19.95.
Dlr's., per set $12.07. 3 sets, ea. **11.01**

53 PIECE SET

No. 54037. Wt. 35 lbs. List $30.91
Dlr's., per set $20.61. 3 sets, ea.. **18.81**

93 PIECE SET

No. 54038. Wt. 65 lbs. List $56.50.
Dlr's., per set $37.80. 3 sets, ea . . . **34.50**

WHEAT PATTERN

There is unusual beauty, enduring elegance in the slender spears of wheat—aglean with 22K gold and silhouetted against the striking gold-edged "Accent" shape. Exquisite design with a rare combination of traditional formality and modern simplicity. Ivory white background

32 PIECE SET

No. 54039. Wt. 22 lbs. List $17.95.
Dlr's., per set $11.22. 3 sets, ea. **10.24**

53 PIECE SET

No. 54040. Wt. 35 lbs. List $29.95.
Dlr's., per set $19.43. 3 sets, ea **17.73**

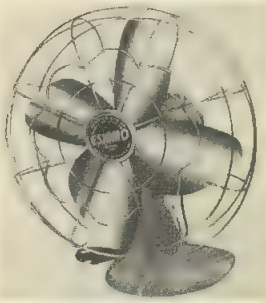
93 PIECE SET

No. 54041. Wt. 65 lbs. List $52.95.
Dlr's., per set $34.90 3 sets, ea . . **31.90**

Electric Fans — Air Circulators

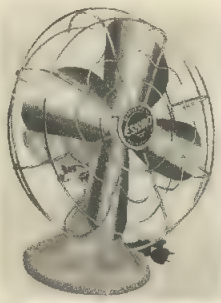
Cory 17 In. Air Circulator. Efficient 2-speed air circulator with famous Fresh'nd-Aire plastic blade. Close-mesh safety guard. Heavy duty motor, carrying handle for floor, window or table use. Swivel mounting provides directional control for any angle. Finished in light green baked enamel. Operates on 110-120 volts 60 cycles, AC. Packed one. Wt. 17 lbs.

1246A382907, 3247 . . . . . Retail **$10.95**



Eskimo 16 In. 3 Speed Oscillating Table Model. A large heavy-duty Eskimo for use in churches, factories and theaters. 110 volts with Three speed switch. Off-Low-Med-High. Oscillates or moves as stationary fan as desired by finger tip control. Two tone lacquer finished blade. 110-120 volts 50 cycle AC only. 165 watts. 1 to carton. Ship wt. 34 lbs.

1270A2970 . . . . . Retail **$44.55**



Eskimo 12 In. 3 Speed Oscillating Table Model. It oscillates or operates as a stationary fan as desired by simple finger-tip adjustment. The three speed switch—Off-Low-Med-High" permits a selection of any amount of air movement desired. 110-120 volt 50 cycle AC only. 55 watts, two-tone blue Polished Blades. 1 to carton. Ship wt. 14 lbs.

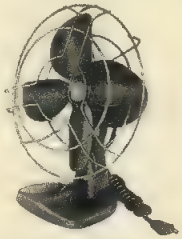
1269A1025 . . . . . Retail **$24.40**

12 In. Zero Single Speed Oscillating Fan. A powerful motor that is quiet and sturdy. Air cooled. Welded guard. Single speed fan with switch. 110-120 volts, 60 cycles. 55 watts AC only. No radio or TV interference. Packed one to a carton. Wt. 11 lbs.

1278A1240 . . . . . Retail **$18.95**

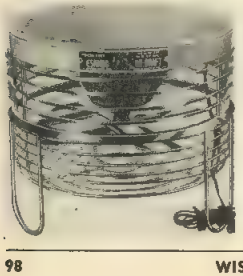
10 In. Koldaire Oscillating Fan. Single speed. Shaded 4-pole induction type motor. Full blade for maximum air delivery. Blades, body and base finished in enamel. Can be used both as an oscillating or stationary fan. Long heavy cord. 115 volts, 60 cycle AC only. One to box. Wt. 6 lbs.

1239A1000 . . . . . Retail **$14.95**



8 In. Koldaire Non-Oscillating Fan. Shaded 2-pole type motor. High velocity full blade for quiet efficient operation. Sturdy base. Rubber feet for furniture protection. Movable up or down. U.L. approved 115 volts AC only. One to box. Wt. 3.2 lbs.

818A420 . . . . . Retail **$6.50**



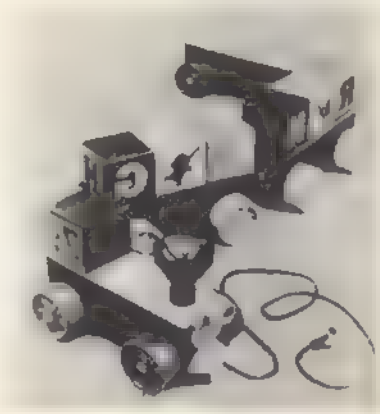
Cory Hassock Type Air Circulator. A combination air circulator, coffee table, TV seat, or hassock. Special safety guards protect hands, keep out pets. 3-speeds—high, medium and slumber speeds for super-quiet night cooling. Heavy duty gray green and cream plastic with scuff-proof and stain-resistant finish. 110-120 volts AC. Packed one. Wt. 21 lbs.

1226A3830 46/3289 . . . . . Retail **$49.95**

The Eskimo 12 In. Fan Hassock. Beautifully designed in gleaming chrome and gray . . ruggedly made, with deep-pitched fan blades that send out cool, pleasant Draft-Free breezes. Quiet rubber-mounted heavy-duty motor responds instantly to 3-speed switch; it's so quiet on low that you can hardly hear it. Compare—and you'll buy an Eskimo! Packed 1 to carton. Ship. wt. 15 lbs.

1274A1025 . . . . . Retail **$28.90**

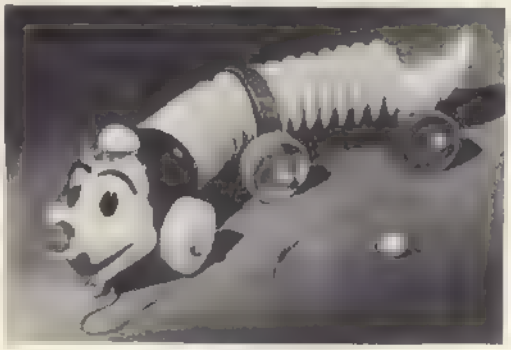
KUSAN·TOYS



No. K-21 $32.00 Doz.

KOCOMOTIVE LTD.

A train load of easy pullin' fun for junior engineers. From cow catcher to caboose, the KOCOMOTIVE LTD. is 21 inches of sparkling plastic. The "blox" cars are loaded with removable ABC blocks for extra play value. Gift boxed. **No. K-21**



No. K-33 $32.00 Doz.

KRAZY KRAWLER

A sly ole' rascal designed to give the pull toy set hours of rollickin' fun. Eighteen inches long, Krazy's molded of soft, flexible, vinyl . . . practically indestructible. Wheels are molded of extra tough, rigid plastic for action a'plenty. And, KRAZY makes a funny noise, too . . . just squeeze him. Gift boxed.
No. K-33

No. K-38 $32.00 Doz.

KRASSHOPPER

With Knee-Action

Colorful life-like, action packed, extra tough . . . that's Kelly, The KRASSHOPPER. He's an overgrown insect with knee-action galore and enjoys being pulled around. With his over-size, off-center, rear wheels, Kelly takes tremendous strides as he rolls along. Wood axles and high impact plastic combine to give Kelly at least nine lives. Kelly measures almost a real foot long (plus three feet of richly colored cord) and about fifty grasshopper feet high. Gift Boxed. **No. K-38**

No. K-65 $15.60 Doz.

KUZIN' KLEM

An old-time favorite, forever fascinating to kids and grown-ups. Kuzin' has a NEW smooth working plastic latch that operates easy as ABC. Just press the button and up he jumps making a funny noise. This 4½" square box is reinforced with metal for many additional play hours. **No. K-65**

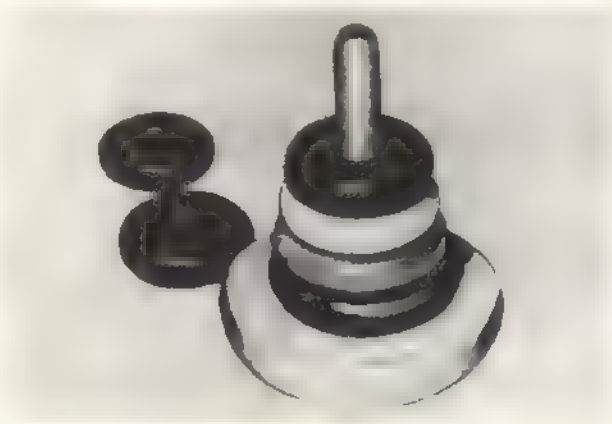
HOLGATE TOYS

No. 1062 **$21.60 Doz.**

No. 1062—COLOR CONE TREE. A stacking toy resembling a Christmas tree. Bright, large discs stack on a wooden spindle. Teaches size and color discrimination. Size —3½" diameter, 7½" high. 1½ to 4 years. List price $1.50.

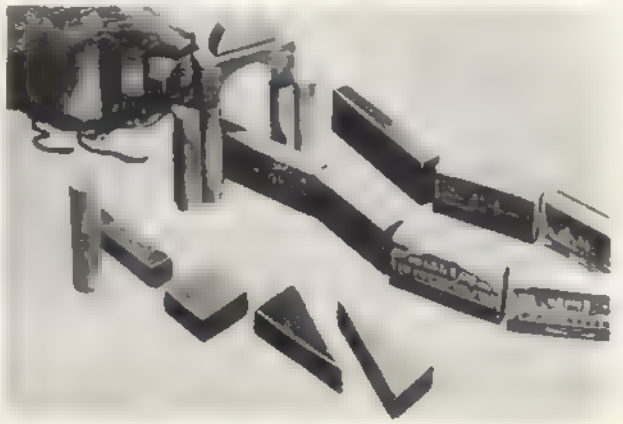
No. 1066 **$36.00 Doz.**

No. 1066 — TWIST-N-TURN HYDRANT. A puzzle cone that stimulates experimentation. 3 fire hose coupl lings and brightly colored discs stack on a wooden spindle. Size—4¼" long, 4¾" wide, 7" high. 2 to 5 years List price $2.50.



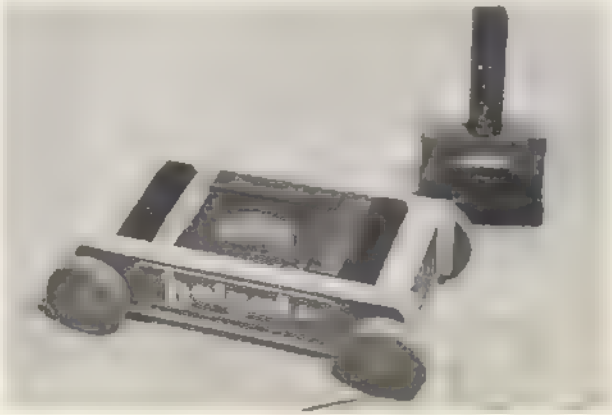
No. 1107 **$14.40 Doz.**

No. 1107—ROCKY COLOR CONE. Six brightly colored discs form a cone when properly stacked on rocky base. Basic play material for the baby. Size—4" diameter, 5½" high. 6 months to 2 years. List price $1.00.



No. 1928 . **$21.60 Doz.**

No. 1928—CIRCUS TRAIN BLOCKS. 28 plain wood blocks with attractive colored stenciled designs with a circus motif. Has almost unlimited play value. Size of bag—9¾" wide, 14¾" long. 3 to 8 years. List price $1.50.



No. 1912 **$21.60 Doz.**

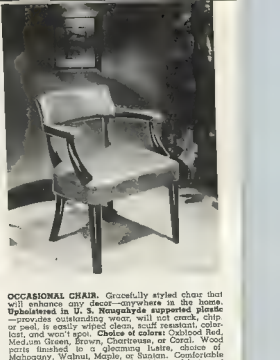
No. 1912—RED WAGON BLOCKS. Colored geometric hardwood blocks in attractive wagon. All basic shapes for constructive block play. Keeps small hands busy. Size—10¼" long, 5¾" wide, 2¾" high. 2 to 8 years. List price $1.50.

TRADITIONAL WING CHAIR. Style of distinction and dignity—ever popular for the well-appointed living room. Sturdy hardwood frame with hand finished in traditional Mahogany. Reversible seat cushion with all wire unit, cotton filled. 8-coil spring base covered with denim and cotton filling. Back has 3 no-sag springs with cotton filling. Arms and wings cotton filled. Seat size: 22x21" deep. **Overall size:** 41" high, 32" wide, 32" deep. Upholstered in charming Colonial design Tapestry with Lurex, choice of: Green, Red or Sauge. Decorative nail-head trim. Ship. wt. 60 lbs. F.O.B Factory, North Carolina.

218F84-5360—Specify color. ..... RETAIL **$79.50**

OCCASIONAL CHAIR. Neat, biscuit tufted and comfortably rounded back. **Foam rubber seat, back, and arms.** Sturdy, hardwood frame with legs in quality finishes of: Sunkin, Mahogany, or Black Lacquer. 4 no-sag springs in base. Seat size: 20x21" deep. **Overall size:** 29" wide, 29" deep, 33" high. 2-Tone, close woven Tweed upholstery in choice of: Charcoal, Toast, Coral, Green, or Turquoise. Ship. wt. 50 lbs. F.O.B Factory, N. C. **Specify color and finish.**

218F26-5025 ..... RETAIL **$76.50**



OCCASIONAL CHAIR. Gracefully styled chair that will enhance any decor—anywhere in the home. **Upholstered in U. S. Naugahyde supported plastic**—provides outstanding wear, will not crack, chip or peel, is easily wiped clean, scuff resistant, colorfast, and won't spot. **Choice of colors:** Oxblood Red, Medium Green, Brown, Chartreuse, or Coral. Wood parts finished in a gleaming Lustre, choice of Mahogany, Walnut, Maple, or Sunkin. Comfortable seat has 5 no-sag springs with rubberized hair and cotton padding. Solid Brass nail-head trim. Seat size 19x19". **Overall size:** 29" wide, 29" deep, 31" high. Ship. wt. 35 lbs. F.O.B. Factory, N. C. **Specify color and finish.**

218F31-3365 RETAIL **$49.50**

Lloyd "CAPRI" *Casual Groups*

Handsome new styling with the latest, beautiful modern materials for gracious modern living. Ideal for patio, porch, recreation room, or any semi-outdoor or open space modern living.

Construction features:

- **Frames.** ⅝" round tubular steel, welded joints, Bonderite treated. Black finish with smartly contrasting Brass ferrules and self-leveling floor glides on legs.
- **Seat cushions.** Comfortable 2½" box cushions on hardwood frame cushioned with molded, shredded latex foam rubber over No-Sag springs. Black extruded plastic double welt lends a smart, tailored touch.
- **Back cushions.** 1½" box with rubberized curled hair and Tuflex Black extruded plastic double welt. Cushion supported by steel straps on tubular frame.
- **Removable seat and back cushions.** Backs detach for K D shipping.
- **Arm rests.** Soft padding over shaped hardwood. Black extruded plastic same welt.
- **Table tops.** Plastic laminate in Platinum wood-grained pattern with brass banding around edge of top. Fine-grained composite tops that will provide permanent new beauty. Heat resistant, alcohol and acid proof, easily wiped clean with a damp cloth.
- **Black finish.** ⅝" tubular steel frame with welded joints. Bonderite treated. Brass ferrules and self-leveling floor glides on legs.

Choice of 3 smart new upholstery plastics:

Tweed plastic. Choice of: Red, Green, Ivory, Yellow, or Chartreuse

Panama pattern—a textured basket weave plastic in choice of: Grey, Citron, Bamboo, Chartreuse, Pink, or Sky Blue

Tolex—a cloth-backed plastic in a textured, straw weave pattern. Choice of: Pink, Coral, Straw, Antique White, Celadon (a medium green), or Mocha (medium brown). Seating pieces in large grouping at left are shown upholstered in Tolex.

Swatches on request. F.O.B. Factory, Michigan.

Large "Capri" Full Upholstered Group—(Top left)

Arm Chair (as foreground). Seat cushion 22½" wide, 20" deep. Upholstered in Tweed or Panama plastic. **Specify color.** Ship. wt. 35 lbs.

61F26 2610 ..... RETAIL **$35.50**
61F27 1740—Tolex plastic ..... RETAIL **$37.50**

Ottoman—Lay Seat. Cushion 18½" wide, 20½" long, 15¼" high. Upholstered in Tweed or Panama plastic. **Specify color.** Ship. wt. 32 lbs.

61F26 980 ..... RETAIL **$13.50**
61F29 1015—Tolex plastic ..... RETAIL **$14.50**

Left Arm Love Seat. Seat cushion 45" wide, 20" deep. Upholstered in Tweed or Panama plastic. **Specify color.** Ship. wt. 65 lbs.

61F35-4630 ..... RETAIL **$85.50**
61F31-4635—Tolex ..... RETAIL **$88.50**

Right Arm Love Seat. Same size, weight and upholstery as left arm. **Specify color.**

61F32-4820 ..... RETAIL **$85.50**
61F33-4835—Tolex ..... RETAIL **$88.50**

Note: Right and Left Arm Chairs (similar to illustration at right) are available with backs and arms as above. Prices on request.

Cocktail Table. Round top, 36" in diameter, 16" high. Ship. wt. 28 lbs.

61F34 1540 ..... RETAIL **$21.50**

Corner Table. Top 24x24", 25" high. Base 33x30", 16" high. Ship. wt. 44 lbs.

61F33-2555 ..... RETAIL **$38.50**

Step-End Table. Top shelf 18x15", 24" high. Bottom shelf 18x20", 16" high. Ship. wt. 36 lbs.

61F36 1825 ..... RETAIL **$25.50**

"Capri" Fibre-Back Group—(Above, right)

Same construction details as for group top left with exception of fibre backs on seating pieces. **Woven fibre backs have steel wire re-inforcing in upright strands.** Patented metal edge and metal border all around fibre. **See complete listing of construction features at left.**

Arm Chair with Right Arm or Left Arm. Seat cushion 22½" wide, 20" deep. Seat upholstered in Tweed or Panama plastic. **Specify color.** Ship. wt. 35 lbs.

61F26 2530 ..... RETAIL **$28.50**
61F37-2135—Specify right arm or left arm ..... RETAIL **$30.50**
61F38-2135—Tolex ..... RETAIL **$32.50**

Love Seat with Left Arm or Right Arm. Seat cushion 45" wide, 20" deep. Seat upholstered in Tweed or Panama plastic. **Specify color.** Ship. wt. 65 lbs.

61F35-4045—Specify left arm or right arm ..... RETAIL **$55.50**
61F40 4125—Tolex ..... RETAIL **$58.50**

Arm Chair (As shown above but with 2 arms).

61F45-2225—Tweed or Panama ..... RETAIL **$33.50**
61F44-2275—Tolex ..... RETAIL **$34.95**

Cocktail Table. Rectangular top 18x36", 16" high. Ship. wt. 26 lbs.

61F41-1410 ..... RETAIL **$19.50**

Lamp Table. Top size 24x24", 25" high. Bottom shelf 20x20", 13" high. Ship. wt. 29 lbs.

61F42-1825 ..... RETAIL **$25.50**

Step-End Tables same as listed for large group.

Comfort and Quality

Special selections in excellently styled upholstered pieces. Constructed to give long service and real comfort. All are available with foam rubber cushions if desired. Swatches sent on request. F.O.B. Factory, Michigan.

(A) **SOFA.** Attractively styled with latest refinements incorporated in the ever popular, classic Lawson design. Has smart new, slightly curved front and button tufted back. **Has accenting Boucle trim and fringe.** Excellent, sturdy construction with full coil spring seat and back, cushioned with deep layers of felted cotton. Fully webbed base. **Upholstered in a beautiful Nylon Matelasse, choice of colors:** Toast, Green, Rose, Sage, Gold or Grey. **Overall size:** 84" long, 39" deep, 31" high. Length between arms 68". Ship wt 290 lbs. F.O.B. Factory, Mich.gan. (See matching chair B and matching sectional E.)

12F1-15615—Specify color .....RETAIL **$232.50**

12F1A-17250—With Foam Rubber Cushions.....RETAIL **$276.50**

(B) **CHAIR.** Matching chair to above sofa. Same excellent construction in every detail. Also, same high quality Nylon Matelasse upholstery, colors as listed above. **Overall size:** 34" wide, 37" deep, 31" high. Ship. wt. 140 lbs. F.O.B. Factory, Michigan. (Matching 2-Pc. sectional, see E.)

12F2-7775—Specify color.....RETAIL **$115.50**

12F2A-9080—With Foam Rubber Cushion.....RETAIL **$136.50**

(C) **LOUNGE CHAIR.** Handsome, pleasing styling—equally "at home" in a modern or traditional living room. **Outstanding comfort with foam rubber cushion form-fit, rounded and button tufted back.** Legs in choice of Blonde or Dark finish, Brass ferrules. Upholstered in the latest modern fabric, choice of new decorator colors: Natural, Persimmon, Sage, Gold, Turquoise and other popular colors. **Overall size:** 31" wide, 32" deep, 33" high. Ship. wt 60 lbs. F.O.B. Factory, Pennsylvania.

12F3-5125—Specify color and finish.....RETAIL **$76.50**

(D) **CURVED 3-PIECE SECTIONAL.** Modern simplicity with graceful arm styling and neatly tailored, button tufted back. **Foam rubber cushions.** Expert craftsmanship and high quality materials throughout. Coil spring back, fully webbed base, solid hardwood frames. Smartly accenting Brass ferrules on legs—these in choice of Blonde or Dark finish. Latest modern upholstery with metallic thread in choice of: Natural, Persimmon, Sage, Gold, Turquoise, and other popular colors. F.O.B. Factory, Michigan. 3-Piece Sectional. **Overall size of each section:** 46" wide, 33" deep, 30" high. Ship. wt. 145 lbs. (Priced as 2-piece sofa. Center section priced separately.)

12F4-13460—Specify color and finish.....RETAIL, 2 PIECE **$188.50**

Center Section. Overall size: 66" wide (curved back), 33" deep, 30" high. Ship. wt. 75 lbs.

12F5-8100—Specify color and finish.....RETAIL **$118.50**

(E) **2-PIECE SECTIONAL.** Designed for the home of today—luxuriously styled curved front. Sturdy, high quality construction throughout with spring filled cushion and back, generously padded with felted cotton. Fully webbed base, Hardwood frame. Button tufted back. (See matching chair B and same style Sofa A.) Modern upholstery fabric with metallic thread in a variety of decorator colors: Natural, Persimmon, Sage, Gold, Turquoise and other popular colors. **Overall size of each section:** 50" wide, 39" deep, 31" high. Ship wt. 304 lbs. F.O.B. Factory, Michigan

12F6-18190—Specify color.....RETAIL, 2-PIECE **$275.50**

12F6A-22800—With Foam Rubber Cushions.....RETAIL, 2 PIECE **$337.50**

As above: Upholstered in Nylon Matelasse. Choice of: Toast, Green, Rose, Sage, Gold, or Grey. (Same upholstery as listed for sofa and matching chair at top of page.)

12F7-19530—Specify color.....RETAIL **$285.50**

12F7A-24100—With Foam Rubber Cushions.....RETAIL **$339.50**

(F) **2-PIECE SECTIONAL.** Distinctive, modern styling with interesting base and arm design. Large sail web easily frames cushions and back. Wide, comfortable arm rests. High quality construction with hardwood frame, fully webbed base, spring filled cushion and back. Deep layers of felted cotton filling. Modern fabric upholstery in new decorator colors: Natural, Persimmon, Sage, Gold, Turquoise and other popular colors. **Overall size of each section:** 39" wide, 34" deep, and 30" high. Ship. wt. 275 lbs. F.O.B. Factory, Michigan.

12F8-12150—Specify color.....RETAIL, 2-PIECE **$184.50**

12F8A-14245—With Foam Rubber Cushions.....RETAIL, 2 PIECE **$209.50**

(G) **SOFA.** Styled in classic simplicity that will harmonize beautifully in any period or modern living room. Sturdy construction with high quality materials. Spring filled seat and back, padded with deep layers of felted cotton. Fully webbed base and hardwood frame. Upholstered in new, fashionable modern fabric, choice of colors: Natural, Persimmon, Sage, Gold, Turquoise and any other of the popular colors. **Overall size:** 84" wide, 34" deep, 30" high. Ship. wt. 290 lbs. F.O.B. Factory, Michigan.

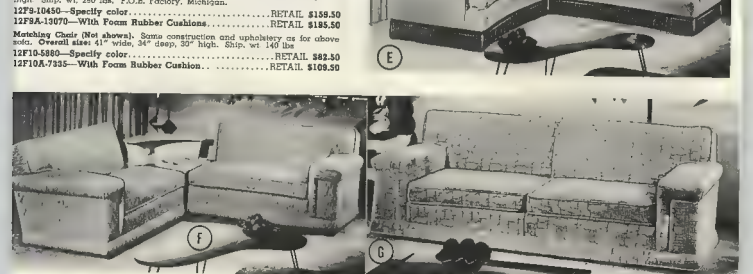
12F9-10450—Specify color.....RETAIL **$159.50**

12F9A-13070—With Foam Rubber Cushions.....RETAIL **$185.50**

Matching Chair (Not shown). Same construction and upholstery as for above sofa. **Overall size:** 41" wide, 34" deep, 30" high. Ship. wt 140 lbs

12F10-5860—Specify color.....RETAIL **$82.50**

12F10A-7335—With Foam Rubber Cushion.....RETAIL **$109.50**



Important information on factory ship

Lloyd *Chrome Furniture*

FOR INSTITUTION, HOME OR OFFICE

Lloyd chromed furniture is well adapted to homes, offices, waiting rooms, institutions and such places where it is likely to be subjected to unusually hard use. It is exceptionally comfortable and completely lacking in the stiff, formal qualities usually associated with metal furniture. Frames are durably constructed of 1" and ¾" heavily chromed seamless tubing. Upholstered pieces are covered with leather-grained plastic, vinyl coated and fabric backed to stand up under heaviest duty. It resists scuffing and other destructive forces and cleans to original brightness with soap and water. Available in Blue, Green, Grey, Pigskin, Chartreuse, Yellow or Red. Welting, where used, is Bone colored for contrast. All units shipped F.O.B. Factory, Michigan.

(A) DELUXE DAVENPORT. Handsome wrap-around runner base distributes weight evenly on floor. Removable individual seat and back cushions spring filled and generously padded for utmost comfort. **Reversible for long wear.** Seats have 6" boxings. Molded black plastic arm rests. **Overall dimensions:** 85x36x70½" wide. **Specify upholstery color.** Ship. wt. 185 lbs.
61F9 10825.....RETAIL **$158.50**

(B) DELUXE SETTEE. Same as above in two cushion size. **Overall dimensions:** 35x34x48½" wide. **Specify upholstery color.** Ship. wt. 130 lbs.
61F10-7985.....RETAIL **$123.50**

(C) DELUXE LOUNGE CHAIR. Same quality construction as companion pieces above. Spring filled, generously padded cushions. Black plastic arm rests. **Overall dimensions:** 34x33x29½" wide. **Specify upholstery color.** Ship. wt. 45 lbs.
61F21-4490.....RETAIL **$69.25**

(D) DELUXE SPRING BASE ARM CHAIR. Same basic construction as other deluxe units above. Spring steel base gives gentle rocking motion. Molded black plastic arm rests. **Overall dimensions:** 33x36x24½" wide. **Specify upholstery color.** Ship. wt. 55 lbs.
61F12-4289.....RETAIL **$87.95**

(E) STANDARD DAVENPORT. Real comfort for three is offered in this spring filled davenport. Rapid 1" tubular steel frame. 6" seat cushion and back spring filled and generously padded. Tight seat design. Neatly tailored with contrasting welt. Arm rests of molded black plastic. **Overall size:** 86x32½x36" wide. **Specify upholstery color.** Ship. wt. 100 lbs.
61F13-5825.....RETAIL **$81.50**

(F) STANDARD SETTEE. Same as above in two cushion size. **Overall dimensions:** 58x33½x48". **Specify upholstery color.** Ship. wt. 90 lbs.
61F14-4750.....RETAIL **$71.25**

(G) STANDARD ARM CHAIR. A favorite for lobbies, lounge areas and rest rooms. Same spring filled construction as companion pieces above. **Overall dimensions:** 36x32½x24" wide. Molded black plastic arm rests. **Specify upholstery color.** Ship. wt. 28 lbs.
61F15-2875.....RETAIL **$45.00**

(H) STANDARD SPRING BASE ARM CHAIR. Same basic construction as arm chair above with spring steel base that gives a gentle rocking motion. **Overall dimensions:** 25x33x24" wide. **Specify upholstery color.** Ship. wt. 38 lbs.
61F16-3285.....RETAIL **$51.90**

(J) 4-HOOK COSTUMER. An attractive and sturdy costumer with heavy weighted base for stability. Main upright of 1¼" tubular steel. **Circular 18" weighted base. Overall height 78".** Ship. wt. 34 lbs.
61F17-1850.....RETAIL **$29.75**

(K) PLASTIC TOP WRITING DESK. Perfect for hotel and motel use. **Top measures 28x24".** Drawer is 14x18¾". Inside Legs and frame of 1" chromed tubing. Plastic laminate top has stainless steel banding. **Choice of plain Black or Tan linen pattern.** Ship. wt. 61 lbs.
61F19-2975—Specify top.....RETAIL **$43.50**

(L) PLASTIC TOP COCKTAIL TABLE. Blends perfectly with other Lloyd pieces to make pleasingly matched groups. **Top 18x24". 17" high.** Stainless steel banding around edge of plain Black or Tan linen pattern plastic laminate top. **Specify color.** Ship. wt. 27 lbs.
61F19-1685.....RETAIL **$25.75**

(M) PLASTIC TOP END TABLE. Extremely strong and durable. Top surface measures 18x18". Lower shelf is 14x18". Overall height 21". Legs made of 1" tubular steel. Top shelf supports of ¾" tubing. Stainless steel edging. Choice of plain Black or Tan linen pattern plastic laminate tops **(specify).** Ship. wt. 26 lbs.
61F20-2125.....RETAIL **$21.95**

(N) PUT-UP CHAIR. A sturdy arm chair that is a consistently good seller. Frame made of 1" tubing with ¾" tubing for extra bracing. No-sag spring with padded seat cushion and back. Back curved for greater comfort. **Overall size:** 23½x32x20" wide. **Specify upholstery color.** Ship. wt. 28 lbs.
61F31-2X1985/2186.....RETAIL **$31.50**

(O) STACKING CHAIR. Especially suitable for convention halls, lodges and recreation centers where storage space is at a premium—4 chairs can be stacked to height of only 44½". Padded back and spring filled seat cushion. **Overall dimensions:** 29x31x20½" wide. **Specify upholstery color.** Ship. wt. 24 lbs.
61F22-4X1873/1980.....RETAIL **$29.75**

ALL PRICES F.O.B. FACTORY, MICHIGAN

See Page 786 for complete information on factory shipments.

SNOW STAR . . . L & M china

Snow Star captures all the gleam and brilliance of fresh fallen snow on a crisp winter's night . . . bright blue-gray and gold snow stars twinkle on fine, snow white imported china. Its lovely translucence and high glaze emphasize the ethereal loveliness of this inspired design. Perfect choice for any setting. See page 504 for contents.

70-9584	C1185	20-pc. Set (for 4) $16.00
70-9592	C475	4 ea.: fruits, soups 7.00
70-9600	C795	5-pc. Service Set.. . 11.95

SWIRLING LEAVES . . . L & M china

For you . . . Swirling Leaves, a new kind of poetry! The graceful flight of windswept leaves caught with soft green and brown hues against the glowing translucence of pure white imported china. A delightful pattern . . . as heartwarming today as it will be in years to come. Coupe shape bordered with gold. Contents on page 504.

70-9618	C1185	20-pc Set (for 4). $16.00
70-9626	C475	4 ea.: fruits, soups 7.00
70-9634	C795	5-pc. Service Set 11.95

DAMASK ROSE . . . china by L & M

Here, the ever-beloved rose in delicate pinks with tender leaves in soft gray-green poses on pure white translucent imported china . . . a beautiful foil for the soft gray-green toned border, with concentric circles of sparkling platinum. Expertly crafted to give years of elegant and durable service. See page 504 for contents.

70-9642	C1185	20-pc. Set (for 4). $16.00
70-9659	C475	4 ea.: fruits, soups.... 7.00
70-9667	C795	5-pc. Service Set . . . 11.95

CATHAY . semi-porcelain

An artist's conception of the timeless beauty of Oriental blossoms in a pattern that will give you lasting pleasure through years of fashionable dining. Soft-spoken brown and blue tones charm this creamy-white American semi-porcelain in the new Futura shape. Cathay makes gracious living an everyday custom. Contents on page 504.

70-9675	C950	20-pc. Set (for 4) . $13.95
70-9683	C480	4 ea.: salads, soups 7.25
70-9691	C650	5-pc. Service Set 9.75

SHARON . . . semi-porcelain

Fine American semi-porcelain, done in today's foremost colors and newest shape. Sprays of pink blossoms and gray leaves are framed against a creamy white background. A fine line of platinum touches the rim. Sharon creates new beauty for your table . . . and expresses your gracious hospitality so well. Contents on page 504.

70-9709	C900	20 pc. Set (for 4) $13.50
70-9717	C450	4 ea salads, soups 6.75
70-9725	C585	5-pc. Service Set.. 8.95

WHEATLAND . . . semi-porcelain

Set your table proudly with the symbol of hospitality—sheafs of wheat, in dramatic new colors of bright pink and deep charcoal leaves and stems that melt into soft gray. Wheat sheafs are artistically drawn on fine creamy-white, American semi-porcelain in the highly acclaimed Futura shape. Banded in platinum. Contents on page 504.

70-9733	C1050	20-pc. Set (for 4).....$15.00
70-9741	C510	4 ea.: salads, soups... 7.75
70-9758	C680	5-pc. Service Set..... 9.25

L
27
330

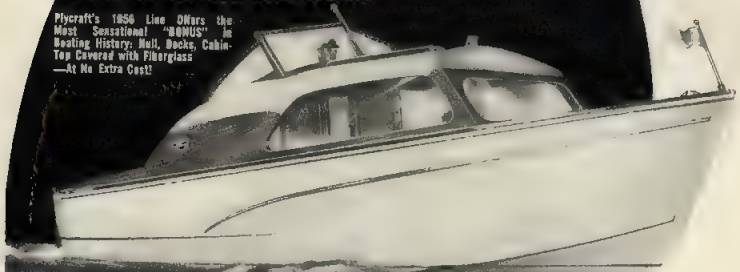
PLY-CRAFT

PROUDLY PRESENTS

THE FLEETMASTER "21"

PRIDE OF THE NEW 1956 FLEET!

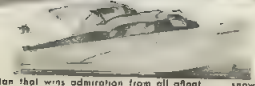
Plycraft's 1956 Line Offers the Most Sensational "BONUS" in Boating History: Hull, Decks, Cabin-Top Covered with Fiberglass —At No Extra Cost!



Dealers everywhere are hailing FLEETMASTER "21" as the best boat buy of 1956!

The advanced design and superior construction of the FLEETMASTER assures you modern styling and seaworthiness . . . plus the tremendous advantages of Plycraft's FIBERGLASS BONUS! The entire hull from deck to keel, the decks and cabin-top are all covered with fabulous Fiberglass . . . applied by our own secret process (for which we won the coveted A.I.M. award). Fiberglass eliminates all painting and caulking, prevents checking and leaking, cuts maintenance costs and "fitting out time", gives a smooth bottom (faster ride) and is rot- and termite-proof! No wonder FLEETMASTER "21" is the most talked about cruiser afloat . . . a terrific boat at an extremely competitive price!

Colorful, too! FLEETMASTER "21" is a "Sea-B-rama" of brilliant colors afloat! Snow-White hull and choice of three striking colors—Gulf Blue, Sunset Coral, Deep-Sea-Green. In addition to the standard accessories aboard, there are these Plycraft features . . . "Straight-Line" worm gear steering . . . built-in folding table . . . hull interior frames treated with Cuprinol preservatives!



INBOARD OR OUTBOARD Inboard or outboard 5-ply ¾" marine plywood brass screwed and glued to solid oak frames . . . highest quality paints and finishes used wherever not Fiberglassed . . . sleeps 3, 6'4" berths with foam rubber cushions in cabin . . . ventilated cabin windshield . . . both cabin windows slide . . . fully enclosed head . . . completely equipped galley . . . excellent stowage capacity under berths and transom seat . . . cabin sides, seats, doors, etc. made of solid mahogany . . . cabin-top and decks Fiberglass covered with non-skid finish flying bridge windshield . . . complete toe-rail around wide walk-around decks . . . running lights . . . chrome on brass marine hardware . . . full width transom cockpit seat . . . self-bailing motor-well and cockpit . . . drain plug . . . uses one or two outboards of any h.p. or 65 h.p. Gray Marine inboard . . . Length 21' . Beam 98" . Draft 10" . . . Weight 1,750 lbs. . . . Headroom 5'8" . . . Y bottom.

ADMIRAL "17" . . . a sports sedan that wins admiration from all afloat . . . snow white Fiberglass hull and choice of deck colors . . . combination front windshield and sliding cabin hatch opens to give maximum access to forward deck . Length 17' . Beam 80" . Draft 9" . Weight 1,000 lbs . . two 6'4" berths . outboards of any h.p.

CAPTAIN "21" . . . the best skiff money can buy . . . snow white Fiberglass covered hull and choice of deck colors . Length 21' Beam 98" . Draft 10" Weight 1,250 lbs. . . . V bottom . 5 mahogany seats . . outboards of any h.p.

COMMANDER "17" . . . another great skiff . . . Fiberglass covered . Length 17' . . . Beam 80" . . . Draft 9" . Weight 900 lbs . . . Y bottom . . . seats 5 . . . any outboard 10 to 40 h.p.

CHIEF "8" . . . the perfect pram . . . Fiberglass covered . . . Length 8' . . . Beam 48" . . . Draft 3" . . . Weight 95 lbs. . . . Flat bottom . . . outboards up to 3½ h.p.

BO'SUN "8" . . . a terrific buy . . . Fiberglass taped seams . . . Length 8' . . Beam 48" . Draft 3" . . . Weight 85 lbs . . . flat bottom . . . outboards up to 2½ h.p.

Whether you now have a boat or are planning to join the millions of families who find new comfort and relaxation on America's waterways, there's the perfect boat for you (and your budget!) in the Lawrence Plycraft Fleet. Write today for complete information on the boat you'd like to own.

PLY-CRAFT

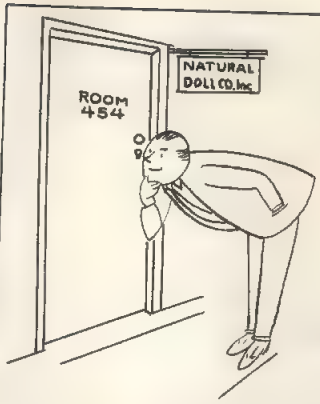
LAWRENCE PLYCRAFT INC.

39 SOUTH CANAL STREET LAWRENCE, MASS.

STYLE-SETTER OF SAFER MODERN BOATS

● SOME TERRITORIES AVAILABLE FOR DEALERSHIPS INQUIRIES INVITED

LAWRENCE PLYCRAFT WILL BE "GLAD TO HAVE YOU ABOARD" WHEN YOU VISIT OUR BOOTH—NO. B-12—AT THE NEW YORK SHOW



WAIT until you see what's behind this door at the McALPIN HOTEL

during

TOY FAIR

BIGGER! BETTER! FULL of SURPRISES!

CHAS. COLOMBO EMIL HOENIG

to greet you

ALSO ON DISPLAY IN OUR PERMANENT SHOWROOM
SUITE 319 FIFTH AVE. BUILDING
SAM & HERBERT DRELICH AND MILDRED LEVY IN ATTENDANCE

NATURAL DOLL CO., INC.

134-136 SPRING STREET NEW YORK 12, N. Y.

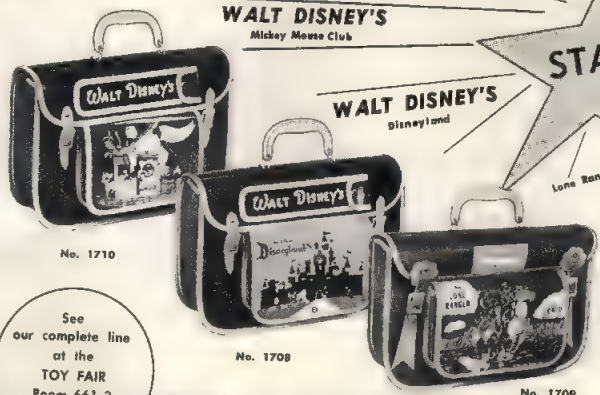
Hitch your SALES to these great

WALT DISNEY'S
Mickey Mouse Club

WALT DISNEY'S
Disneyland

STARS

Lone Ranger



No. 1710

No. 1708

No. 1709

Write for our 1956 Catalog of School Bags, Brief Bags, Ring Binders, Utility Bags, and Novelties.

See our complete line at the TOY FAIR Room 661-3 Hotel McAlpin

NATIONAL LEATHER MFG. CO., INC.
201 FRONT STREET BROOKLYN, NEW YORK

Moulded Products introduces Royal Line

Moulded Products, Inc., Maple Plain, Minn., will introduce at the Toy Fair, what H. E. Wolner, president, terms the most sensational line of spring horses his company has ever produced. Nothing has been spared in making the new Royal Line a quality line from every standpoint, Mr Wolner states.

Spearheading the Royal Line is the large, fully moulded spring horse *King Harry*. King Harry measures a whopping 40 in. long, 40 in. high and

21 in. wide in his over-all dimensions. Like all Moulded Products' items, King Harry is made of double impregnated Dura-fibre, a tough, yet lightweight material, said to withstand hard use and weathering. One of the outstanding features of King Harry is that the fully moulded body has a horizontal seam. This makes the body stronger because the weight of the rider rests on the seamless top half, thus eliminating the danger of cracking through hard usage. King Harry is available in four sparkling, weather resistant colors: golden Palomino Appaloosa gray, midnight black and silver gray. Base is selected hardwood with natural finish. All hardware is rust proof and weather proof.

New to the Royal Line is the fully moulded *Prince Harry*. Prince has all the features of King Harry, but is smaller in size, over-all dimensions being 35½ in. long, 33 in. high and 20½ in. wide. Like King Harry, Prince has sturdy aluminum tubing through the body to house the dowels for the foot rest, handles and supports for the springs. Prince Harry is available in two baked enamel finishes, golden Palomino and silver gray.

Rounding out the Royal Line is the semi-moulded *Sir Harry*. Sir Harry has the same head and top-half body as Prince Harry. Legs are one-piece selected wood. Steel cross bars support the body. Colors are midnight black and golden Palomino.

In addition to the Royal Line, the standard numbers of the Harry stable have all been revised for 1956 and are on display in Moulded Products' exhibit, Rooms 542 and 543, Hotel New Yorker, during the Toy Fair.

Advertising for the year emphasizes the use of all Harry horses for both indoors and outdoors play, pointing to the Dura-fibre construction, weather resistant baked enamel finish, and rustproof hardware.

Baxter line includes five new offerings

Cincinnati's Baxter Co. has moved into new and enlarged manufacturing and office quarters at 13-19 E. 2nd st Jack Guggenheim, general manager, announced.

In addition to the firm's *Disneyland Rocket Ship Control Board* (No. CB-101), now in its second year, Baxter is marketing five new games.

Wordwel, a word game selling for $1, was tested in the firm's hometown at the end of last year. Quick acceptance led to its national distribution, now obtained. The four other new games are: *Detour, Fisherman's Luck, Indian Scalp* and *Picture Frame*.

SGT. PRESTON and King of the Northwest Mountie is CBS-TV network show viewed in 8,000,000 homes. Requests for franchises are handled by Trendle-Campbell-Meurer of Detroit.

Bradley toys and games tied in with *Sgt. Preston*

Sgt. Preston of the Yukon and his dog *Yukon King* are scheduled to appear on educational toys and games by the Milton Bradley Co., Springfield, Mass., in an exclusive franchise.

James J. Shea, president of Milton Bradley, has announced that the television personality will play "an important role in merchandising plans for 1956."

Sgt. Preston is a property of Trendle-Campbell-Meurer of Detroit who states that licenses have also been granted to Western Printing and Lithographing Co., Dell Publishing, Decca Records, Rand McNally and the Jack J. Seifter Co.

Holgate tells addition of three new sales reps.

James V. Dunleavy, vice president and general sales manager of Holgate Brothers Co., Kane, Pa., has announced a stepped-up sales program for 1956 with the addition of three new sales representatives. According to Mr. Dunleavy, this is the initial step by Holgate Brothers to more intensively blanket the trade along with a new expanded sales, advertising and promotion program announced at its annual sales conference in February.

Benjamin McCabe, a graduate of Brown University and a World War II Army pilot with five years' experience in the toy field, will represent Holgate in New England and upper New York state.

Fred Curtis, a nine-year toy representative, will service western Pennsylvania, part of Illinois, and the states of Michigan, Indiana, Ohio and Kentucky.

Wesley Bilby, a graduate of Seton Hall University and a Navy veteran of World War II, will represent Holgate in the southeast.

In addition to calling on toy accounts all members of the sales organization will now service Holgate's many activities in the industrial wood specialty field.

"With a restyled revision in packaging and color," Mr. Dunleavy stated, "Holgate has completed a very successful 1955." Holgate Brothers Co. manufactures a well-known line of preschool age educational toys and commercial and industrial wood turnings.

CARRY-HOME carton, 16 in. long for its rigid frame wading pools, has been introduced by Bilnor Corp., 300 Morgan ave., Brooklyn, N. Y. Previously, the packing cartons, in many instances, had to be as long as the pools themselves.

LEMAIRE
8x30 BINOCULAR

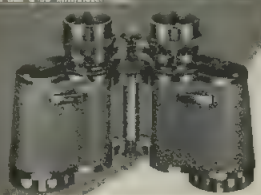
World's finest eight power binocular. Superb general use glass for sporting events, hunting, racing, theatrical events, vacations. Strong, lightweight, built to last a lifetime. Fourteen superbly produced achromatic and coated lenses and prisms. Doubles your viewing enjoyment anywhere. Magnification, 8 times; field of view at 1,000 yards, 420 feet; height, 4½"; center focus. Case included

5869J7950 $132.50

LEMAIRE

All Glasses Gift Boxed, with Complete Instructions

EXPLANATION OF DIMENSIONS: First number ... power, second number the size of lens. ... 8 x 30 means glass brings object eight times close and has a 30 millimeter ...



LEMAIRE 7 x 35 EXTRA WIDE ANGLE BINOCULAR

A new standard by Lemaire. Never before possible to see so MUCH so far. Especially valuable for fast action sports where wide views are essential. Magnification, 7 times; field of view at 1,000 yards, 525 feet; height, 5"; center focus. Case included.

5870J8250 Retail **$137.50**

DELMER 7 x 35 BINOCULAR

Precision produced 7 x 35, made by Lemaire for the moderate price field. Ideal for sports, hunting, mountaineering. Magnification, 7 times; field of view at 1,000 yards, 410 feet height, 5", center focus. Case incl

5854J4735 Retail **$78.50**

LEMAIRE THEATRE GLASS

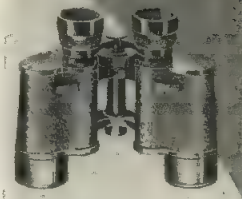
For over a century Lemaire has been unsurpassed leader in supplying quality glass for theatre and sports events. All time favorites for indoor use. Three power magnification, center focus, wide field of view. Only 2" high. Black leather trim plus black leather case. Weighs only 8 oz.

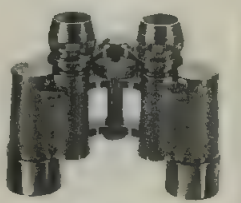
5848J1715 Retail **$29.50**

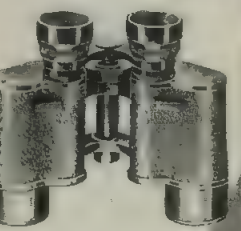
LEMAIRE MOTHER OF PEARL

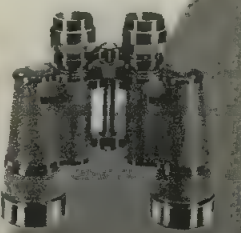
Similar to above, but in gorgeous genuine mother of pearl finish, accented by gleaming gold trim. Chic silk case

5850J3175 Retail **$52.50**









BELLEVUE 6 & 8 POWER BINOCULARS

Lowest price in history for fine French coated lens center focus binoculars. Lightweight sturdy, ideal for every purpose. Case included.

BELLEVUE 6 x 25: Extraordinary value. Magnification, 6 times; field of view at 1,000 yards, 380 feet height, 4".

5874J2400 Retail **$39.75**

BELLEVUE 8 x 30: Top value, all uses. Magnification 8 times, field of view at 1,000 yards 390 feet, height, 4"

5877J2800 Retail **$46.75**

BELLEVUE 8 x 30: As above, but six power. Ideal for hunting or bird-watching. Field of view at 1,000 yards, 350 feet; height, 4".

5875J2800 Retail **$46.75**

BELLEVUE 8 x 30 TWO-TONE BINOCULARS

First time offered. New ideal Sensational Parisienne style combined with traditional French precision of manufacture. The newest thing in gorgeous color combinations. Available in 3 different color combinations: 1) brown frame with pigskin body, 2) royal blue frame with grey body; 3) sky blue frame accented with white leather body. For men or women. Magnification, 8 times, field of view at 1,000 yards, 390 feet height, 4"; center focus. Smart matching case included. Specify color

5882J2970 Retail **$49.50**

BELLEVUE 7 x 35 BINOCULAR

Ideal general size for fast action sports hunting, racing, boating, as well as outdoor theatricals and scenic viewing. High in quality, low in price. Magnification, 7 times; field of view at 1,000 yards, 405 feet; height, 5". Coated lenses, center focus. Case included

5878J3400 Retail **$56.50**

BELLEVUE 7 x 50 BINOCULAR

Same as above with wider field of view. Magnification, 7 times; field of view at 1,000 yards, 391 feet, height, 6". Center focus, coated lens. Case included.

5879J4300 Retail **$71.50**

DELMER 8 x 32 BINOCULAR

Made by Lemaire for the ultimate in fine viewing pleasure at a moderate price. Ideal for distant vistas, scenic and outdoor work. Magnification, 8 times; field of view at 1,000 yards, 420 feet; height, 4½". Case included

5851J3825 Retail **$64.50**

DELMER 10 x 35 BINOCULAR

As above but magnifies ten times for long range viewing. Pinpoint far-off objects, field of view at 1,000 yards, 360 feet height, 5" center focus. Case included.

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LEMAIRE 7 x 50 BINOCULAR

Superb all around glass for a lifetime of service. Ideally suited for boating, racing and conditions where light is dim. Only recently released by the French army for public use. Coated lenses and prisms throughout. Magnification, 8 times, field of view at 1,000 yards, 400 feet, height, 7"; center focus. Case included.

5869J7950 Retail **$132.50**

LEMAIRE 10 x 50 BINOCULAR

Same specifications as above except particularly suited for long-range viewing. Magnification, 10 times, field of view at 1,000 yards, 390 feet; height, 7"; center focus. Case included.

5871J8370 Retail **$139.50**

More than ever!... TOPS IN

Top Quality in Genuine Top Grain Cowhide

HOLSTER SETS . . .

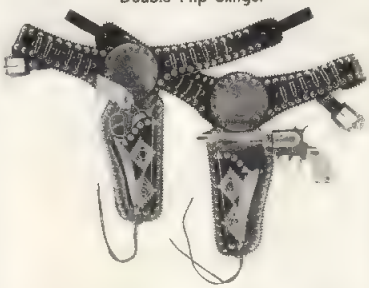
Nothing Finer Made!

Especially Designed and priced for **DEPT. STORE PROMOTIONS**

Contour Hip Fit

Double Hip Slinger

Double Hip Slinger



Contour Hip Fit

ALL DOUBLE HOLSTER SETS (Genuine Top Grade Cowhide) **from $1.98 to $10.98**

Outstanding Cowboy Brand Names } TEXAS RANGER • GENE AUTRY
WILD BILL HICKOCK • YOUNG BUFFALO BILL

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America's most popular playground ball. NOW in new pastel shades of pink, green and yellow—also in white

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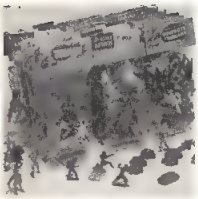

NO. 540—30 PIECE SWIVEL WESTERN MILITARY AND KNIGHT ASSORTMENTS—COMPLETELY UNBREAKABLE, IN SARAN BAGS—WITH FREE DISPLAY RACK

Western horses, swivel action riders cowboy and Indian figures, fences and weapons knight chargers riders fig ures and weapons Soldiers tanks jeeps Packed with play value! Saran Bagged and mounted with colorfu top pers 40 pieces to each bag

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Lido TOY COMPANY
208 5th AVENUE • ROOM 206
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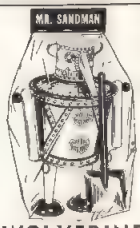
TOYS and NOVELTIES



WOLVERINE Presents the Greatest Sand Toy in Years!

•

MR. SANDMAN . . The Robot
No. 44 — 12" high

■

See the many other new items in the Wolverine Spring and Summer Line.

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WOLVERINE Supply & Mfg. Co.
Factory, Pittsburgh, Pa. — N. Y. Office, 200 Fifth Avenue

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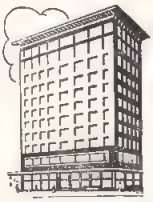

Beautiful rooms and suites smartly fashioned for modern living and old fashioned comfort. Refreshingly cooled with refrigerated air. Attentive service friendly spirit . . . an experience in gracious living

HOME OF THE FAMOUS COCK 'N BULL GRILL

HOUSTON
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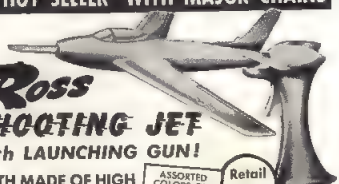
A "HOT SELLER" WITH MAJOR CHAINS



Ross SHOOTING JET with LAUNCHING GUN!

BOTH MADE OF HIGH IMPACT PLASTIC!

ASSORTED COLORS ON ATTRACTIVE DISPLAY CARD

Retail 49c

Ross Chemical & Mfg. Co., 8459 Melville St., Detroit 17, Mich.

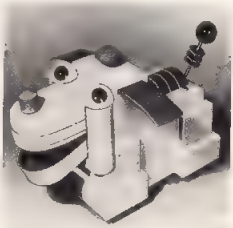
New Toys on parade

JUNIOR SKATE Number 30 with interchangeable, laced, red, vinyl plastic toe straps, protecting shoe. Chime tone bells. Winchester Arm & Ammunition, Olin Industries, New Haven, Conn.

"RUB-A-DUB-DUB, Three Toys for the Tub" is three-toy gift wrap, plastic assortment, including, from right to left, "Willy spout," "Rainboat" and "Showerball." Dan-toy Products, Burlingame, Calif.

TELEPHONE REPAIRMAN velocipede comes with kit consisting of climbing strap and tool belt complete with hammer, pliers screwdriver and tape. Has large storage box. Olive green with white. Garton Toy Co., Sheboygan, Wis.

FORMAL CHI CHI teen-age doll has high heels, nylon full-fashioned stockings, dynel pastel tinted hair, swing eyes, mink cape, mature body, lady like face. She winks. Schiaparelli Dolls Ltd., 200 5th ave., N. Y. C.



'ROBO' ROBOT DOG moves forward, eyes rolling, jaw opening, closing, tail wagging, if hair tuft on head is patted. Squeaks at touch of nose. Battery operated. Metal and plastic. $4.95. All Metal Products Co., Wyandotte, Mich.

TAKE-APART BELL can be taken apart, stacked. It floats, rings. Handle and center dowel are hardwood, rings are colored and of soft plastic. 18 months to 3 yrs. $1.25. Childhood Interests, Roselle Park, N. J.

CAMPBELL KIDS LUNCH TIME set includes four 4½ oz. cans of Campbell's soup (tomato, celery, vegetable and beef), an aluminum sauce pan, spoon, soup ladle, potholder, two bowls, two spoons, napkins. $3. AMSCO, Hatboro, Pa.

LINK KIT construction set, for 5-12 group, consists of 50 colorful, linkable plastic pieces to form dozens of three-dimensional toys. Comes in plastic toy pail, 59c. Dewl Plastic Toy Corp., 200 Fifth ave., New York City.

EXTRA BONUS OFFER

(1) YOU GET AN EXTRA $5.05 for your old watch on this fine men's model—or a total of $25.05 trade-in allowance. Elgin's "Trinidad"—styled for dress with features sportsmen want—Waterproof, Dustproof, Shock-resistant. Raised block figures, diamond-shaped markers and second hand stand out against silvered "nite-glow" dial. Stainless steel case, expansion band. Give him this watch—make his Christmas one to remember. 17 jewels.
45 TP 575 L—Regularly $55.00. Trade-in Price.... 29.95

Wards Christmas Special...$20 Trade-in on Elgins

- DON'T THROW THAT OLD WATCH AWAY—It's worth $20 during Wards Trade-In Sale.
- REGARDLESS OF AGE, MAKE OR CONDITION, your old watch is worth money on a new Elgin.
- FIRST AT WARDS never before have such great savings been offered on famous Elgins.
- ONLY AT WARDS—no other catalog will bring you this tremendous trade-in allowance.
- YOU DON'T NEED CASH during trade-in—your old watch is your down payment. See Pg. 285.
- THERE IS NO CARRYING CHARGE. See Pg. 285.
- NO POSTAGE CHARGE—all *Postpaid*, gift boxed.

For that special person on your Christmas list give Elgin, "The Beautiful Way to Tell Time." Watches whose looks, performance and popularity reflect Elgin's achievement of fine watch making. Each has a patented Duro-power mainspring which is an magnetic, rustproof - guaranteed never to break. Models (3), (4), (5) and (6) are Waterproof as long as crystal and back remain intact. All except (3) and (5) have stainless steel backs. 10% Fed. Exc. Tax incl. Shown ¾ size. Mail your old watch (Parcel Post Insured) with order. *State wrist size in inches.*

(2) JOANNA "19"—Sleek, extra-small 10K yellow or white gold filled case is typical of Elgin's distinctive styling. Perfect for dress or casual wear. Smooth flowing lines from end pieces to expansion band gives a one-piece, custom look. 19-jewel movement. *State yellow or white gold.*
Regular Price $75.00
Minus Allowance ..... —20.00
45 TP 1866 L—Wards Trade-in Price 55.00

(3) GUILFORT—Simplicity is the keynote of this fine 19-jewel Water-, Dust-proof Shockmaster by Elgin. Styled for dress yet built for rugged wear. An impressive watch with the minimum of ornateness—will make a fine gift. Trim, graceful endpieces emphasize 10K yellow gold-filled case. Handsome dial has modern figures, markers and unique second dial. Harmonizing expansion band gives that look of success.
Regular Price..... $79.50
Minus Allowance 20.00
45 TP 577 L—Save during Wards Trade-In.59.50

(4) WATERFALL SHOCKMASTER. Designed to go with any costume. Waterproof, Shock-resistant, Dustproof. Heavy 10K rolled gold plate case, detailed figured endpieces accentuate diminutive round dial. Yellow gold case has brown calf strap, white gold has smart black patent leather strap. You get not only a well-known watch but a smart piece of jewelry too! 17 jewels. *State choice of yellow or white gold.*
Regular Price..... $62.50
Minus Allowance..... —20.00
45TP1885 L—Buy during Wards Trade-In. 42.50

(5) SAMOA—One of the few dainty watches that is Waterproof, Shock-resistant, Dustproof. 10K yellow or white rolled gold plate case. Just enough design on endpieces and matching expansion to relieve its striking simplicity. Raised dial figures. 17 jewels. *State color of gold.*
Regular Price..... $57.50
Minus Allowances..... —20.00
45TP1964 L—Low, low Elgin Sale price.37.50

(6) MIDSHIPMAN—"Wafer-thin" watch—so extra thin it looks far more elegant and expensive than its low price. 10K yellow rolled gold plate case. Modern figures and leaf-drop markers on finely grooved dial create smart and unusual effect. Waterproof, Dustproof and Shock-resistant features are the practical ones a man wants most in a wrist watch. Small second dial. 17 jewels. Harmonizing expansion band.
Regular Price..... $59.50
Minus Allowance..... —20.00
45 TP 576 L—A new Elgin model for only.39.50

(7) LORETTA—"Demi-Size"—the small watch every woman wants. Extremely tiny case permits greater refinement of design—so flattering to the wrist. 10K yellow or white rolled gold plate case with matching expansion band. *State choice of yellow or white gold.* 17 jewels.
Regular Price..... $49.75
Minus Allowance..... —20.00
45 TP 1863 L—Shop at Wards and save .29.75

SEE OTHER FINE WATCHES FOR CHRISTMAS GIVING IN WARDS BIG BOOK

GIVE A DEPENDABLE LIGHTER...CHOOSE FROM THESE FAMOUS NAMES

(8)—(16) ZIPPO, RONSON, EVANS All gift boxed *Postpaid.*

(8) ZIPPO SLIM LINE new narrow shape. Striking wheel, engine-turned case, initial panel.
45 TP 5824 E—*State 1 initial*..6.00

(9) (10) ZIPPO WINDPROOFS popular with men, women. Wind guards, striking wheels.
(9) 45 WP 5855. Brush finish.3.50
(10) 45 WP 5801E—Engine-turned design on case. Initial panel.
60 WARDS ALL *State 1 initial.* 3.75

(11) RONSON WINDLITE — excellent for sportsmen, for outdoor use. Striking wheel, chrome plated case.
45WP5806—Very dependable 3.95

(12) RONSON WINDSOR—distinctive modern styling. Durable plastic case with polished chrome trim. Automatic action. Choice of Black Onyx, or Turquoise Blue.
45 WP 5856—*State color* ... 5.50

(13) RONSON CAPRI — lightweight oval shaped case—so easy to handle. Automatic action. Chrome finished case, panel for 3 initials.
45 WP 5808 E—*State 3 initials*.8.50

(14) RONSON WHIRLWIND — a lighter he'll be proud to use. Retractable wind guard, automatic action. Initial panel, engine-turned design.
45 TP 5885 E *State 3 initials*...8.95

(15) EVANS LIGHTER automatic action, fiberglass wick. Chrome finished case in engine-turned design. Plaque for engraving 1 initial.
45 WP 5812 E—*State 1 initial*.....2.95

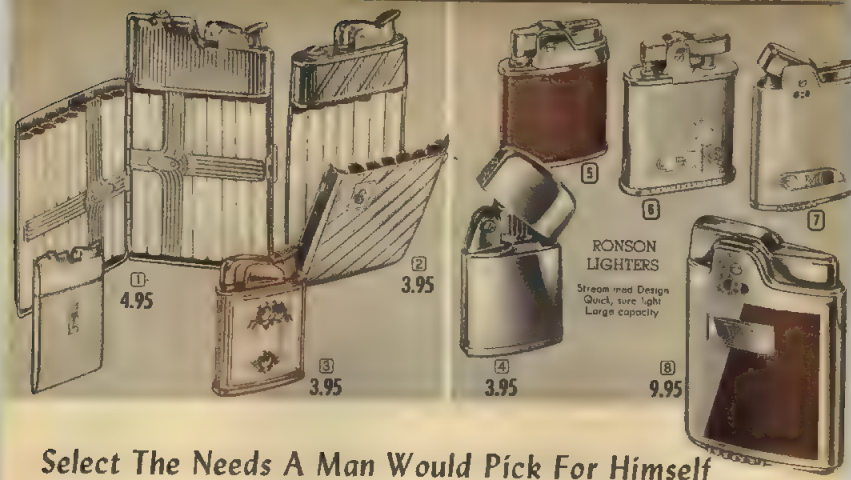
(16) EVANS LADIES' LIGHTER — dainty French enameled floral design in pink, blue and white. Gold-color metal trim. Automatic action.
45 WP 5884 Fiberglass wick...3.95

(17)—(19) K & K, ELGIN - AMERICAN LIGHTERS—So distinctive. Automatic action, fiberglass wicks.

(17) K & K LIGHTER FOR WOMEN—Rhinestone replica of cigarette on gold-color metal. Wt. 5 oz.
45 T 5826—10% Tax incl. ...16.95

(18) ELGIN-AMERICAN—*modern* styling. Slim case, round panel for initials. Chrome finish *Postpaid*
45 TP 5828 E—*State 3 initials*. .8.95

(19) ELGIN-AMERICAN — scroll design, gold-color metal case.
45 TP 5827 *Postpaid*.... . 7.95



Select The Needs A Man Would Pick For Himself

1 EVANS DELUXE 20-PACK combination cigarette case and lighter. Luxurious sunburst design with rhodium finish. Holds 20 regular or 18 king-size cigarettes. Handsome gift bargain . . . sells elsewhere for $7.50. Buy now in time for Christmas. (6 oz.).
54 J 2512. State 1 initial.....4.95

2 EVANS STANDARD COMBINATION cigarette case and lighter. A handsome gift for someone special. Holds 14 regular or 12 king-size cigarettes. Good-looking sunburst design, finished in polished rhodium plate. State Regular or King-size case. (8 oz.)
54 J 2543. State 1 initial 3.95

3 EVANS "CLOISONNE" LIGHTER. Beautiful floral design on white enamel. Simplest to operate . . . just press the lever, it lights . . . release the lever, cap covers flame. No mess, no fumbling. (6 oz.)
54 J 2513. Gold plate trim.....3.95
54 J 2547. All chrome plated case.....2.95

4 RONSON "WINDLITE." Lowest priced lighter in the famous Ronson line. Perforated windshield makes it ideal for out-of-doors use. Streamlined case of handsome brush chrome finish. One-finger wheel action lighting. Large fuel capacity.
54 J 2510. Shpg. wt. 6 oz. .. 3.95

5 NEW RONSON "SPORT." The lighter for men who want the latest styling with Ronson dependability. Automatic action—press it lights, release it's out! Textured Brown enameled finish with polished chrome trim. Large fuel capacity.
54 J 2509. Shpg. wt. 8 oz.....5.50

6 RONSON "WHIRLWIND." Personalized free! 2 lighters in 1. Features disappearing windshield to give you positive outdoor and indoor lighting. When not in use, windshield lowers out of the way. Polished chrome finish. Fill-flip bottom filling.
54 J 2538. State 1 initial. (8 oz.) 8.95

7 RONSON "ESSEX" LIGHTER Personalized free with any 1 initial you choose! Makes a delightful gift for any smoker on your list. Handsomely engraved, streamline design. New internal float action gives instant lights everytime. Fill-flip swivel base for easy, quick re-fueling. Large fuel capacity. Colorful tortoise colored enamel finish with polished chrome trim. State 1 initial only.
54 J 2536. (8 oz.).....8.50

8 NEW! RONSON "CAPRI" LIGHTER. Personalized free with any 1 initial you choose. New distinctive styling . . . a fashion leader in new slim, trim lines. Automatic action . . . press, it lights, release, it's out! Only 1 1/32 x 1 3/4-in. Fits easily into pocket or purse. Swivel base for easy filling; easiest to operate. Brushed chrome trim with your choice of finishes. State 1 initial only. Shipping weight 8 oz.
54 J 2533. Tortoise enamel finish....9.95
54 J 2534. Genuine lizard cover.....9.95

9 IMPORTED MOROCCO Leather case holds complete pack of cigarettes. Hinged lid opens automatically. Polished metal trim, fine suede leather interior. Helps keep cigarettes fresh . . . prevents tobacco from falling in pocket or purse. State Regular or King-size case.
54 J 2548. (5 oz.)....1.95

10 IMPORTED MOROCCO Leather flat style cigarette case. Holds 20 regular or 14 king size cigarettes. 4-inches square. Metal bar holds cigarettes in place, prevents loose tobacco from falling in pocket or purse. Helps keep cigarettes fresh always, in place.
54 J 2833. (5 oz.)....1.95

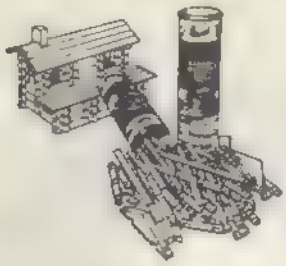
11 MAGNA-ELECTRIC LIGHTER and Flashlight Combination gift set. Revolutionary new development lighter needs no flints—is electrically ignited. Sealed 2V battery gives up to 3 months service with normal use. Lighter alone retails for $9.95. With built-in 2V flashlight. Gift set incl.: extra battery; extra wick; extra bulb; extra igniter; screw driver. Chrome finish.
54 J 2532. (8 oz.).....9.95

12 ZIPPO "WINDPROOF." Outdoor favorite that lights in the wind. Windproof shield. Chrome plated satin finish. 1-finger flint wheel action. Snug fitting hinged lid.
54 J 2523. Shpg. wt. 6 oz.....3.50

13 ZIPPO "SPORTSMEN." As above with engraved 4-color scene on side of lighter. (6 oz.)
54 J 2525. Fisherman Scene...4.75
54 J 2524. Hunter Scene..... 4.75

See Page 287 for Spiegel Budget Power...a wonderful way to buy

LINCOLN LOGS



Lincoln logs made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored.

All sets contain design suggestions.

	Each
No. 2169-1C—53 pieces	$0.98
No. 2170-2C—91 pieces	1.98

Twelve sets in a carton.

	Each
No. 2171-3C—120 pieces	$2.98
No. 2172-4CF—129 pieces plus 7 metal figures	3.98

Six sets in a carton.

	Each
No. 2173-6CF—178 pieces plus 10 metal figures	$5.98

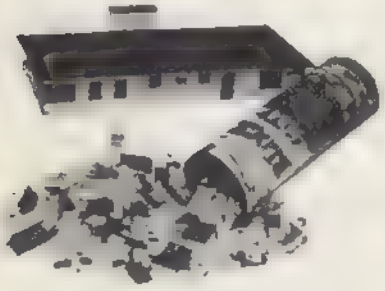
Four sets in a carton.

	Per set
No. 2185-5C—178 pieces	$5.00

Four sets in a carton.

PLASTIC BLOCKS

PLASTIC BLOCK CITY



Sturdy molded plastic blocks and accessories fit together and interlock. In sealed tube container.

	Per set
No. 182-B500—306 pieces	$5.00

Six in a carton.

No. 184-B300—152 pieces	3.00

Twelve in a carton.

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

AMERICAN BRICKS

HALSAM, PLASTIC

No. 715

Molded of the finest plastic and are unaffected by weather, room temperature or moisture. Brilliant brick red and stone gray colors are harmless, permanent and solid throughout the pieces. Models follow true bricklayer's practices and are practically scale miniatures.

Vertically scored sides and ends and mortar spaces give real wire-cut brick appearance. Just 8 simple shapes and sizes of bricks, build many different models. Large pieces represent a nest of nine bricks forming a bricklayer's stretcher course. Patented peg-socket construction precision interlocks each brick.

Half and gable bricks, new plastic windows and doors that open and close. Embossed roofs designed to simulate asphalt shingles.

1¾x⅞ in. bricks.

	Per set
No. 710-705—115 piece set; wt. per carton 15 lbs.	$2.00

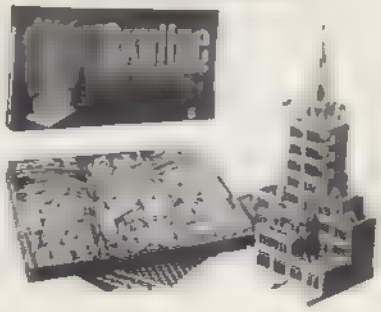
Twelve sets in a carton.

	Per set
No. 706-715—208 piece set; wt. per carton 13 lbs.	$3.49
No. 707-725—290 piece set; wt. per carton 17 lbs.	5.00

Six sets in a carton.

CONSTRUCTION SET

HALSAM SKYLINE



Easy and fascinating to build true-to-life skyscrapers with this new Plastic Construction Set.

True architectural scale unit parts, make it easy to create one eighth inch to foot (HO) models.

Interlocking pieces of simple design, precision made, will not break under ordinary conditions of play.

	Per set
No. 484-93—723 pieces	$6.00
No. 485-92—476 pieces	4.00

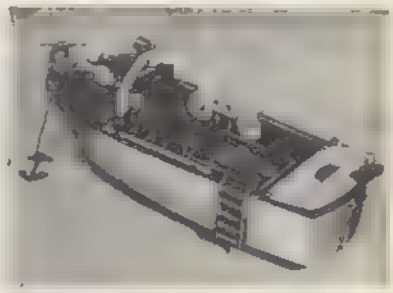
All above, six in a carton.

No. 486-91—229 pieces	2.00

Twelve in a carton.

MODEL BOAT KITS

TAKE-A-PART POWER LAUNCH



Streamlined launch can be completely disassembled by removing metal screws.

Removable crank, lever to raise and lower anchor, hatches, fog horn, searchlight, fog lights, throttle, compass, steering wheel, fire extinguisher, life preservers, etc. All necessary parts to properly assemble craft.

Sturdy plastic construction.

	Each
No. 120-4713—14 in. long, 5 in. wide	$2.98

Six in a carton.

MODEL CAR KITS

IDEAL CORVETTE

Dismantles to 61 pieces, including chassis, body, two-piece engine hood, trunk cover, grille, removable clear plastic top, steering wheel, tire caps and five vinyl tires and separate wheels.

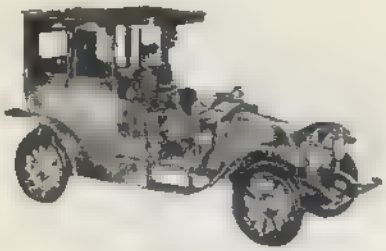
Headlights actually work with batteries.

	Each
No. 2060-3083—16x5¾x3¾ in.	$3.98

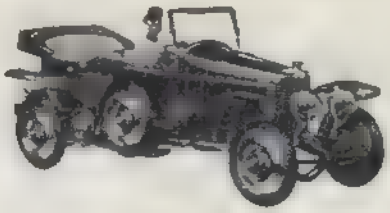
Six in a carton.

MODEL CAR KITS

REVELL HIGHWAY PIONEERS

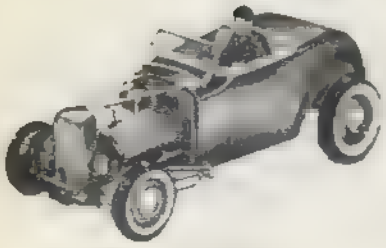


1907 Renault Limousine

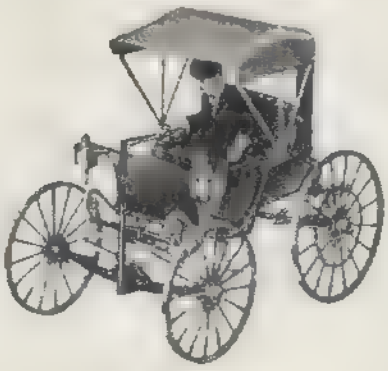


1913 Mercedes Benz

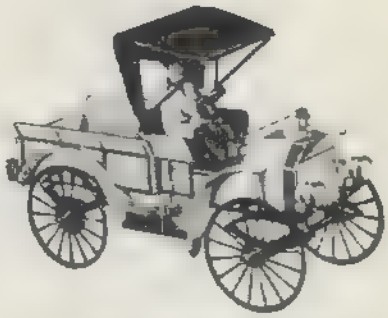
1915 Fiat



1932 Ford Hot Rod



1893 Duryea



1910 International Harvester Auto Wagon

Each car is a faithful miniature replica. Parts are precision molded of durable plastic. Easy to assemble, no carving or sanding necessary. Models can be painted to suit hobbyist's color fancy. 1/8 in scale

Assorted

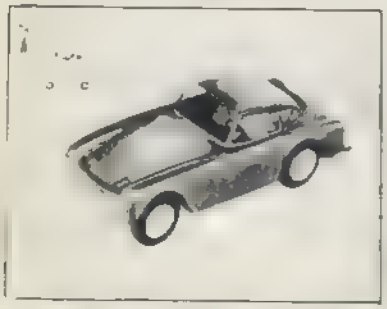
Assortment includes—1910 Model T Ford, 1909 Stanley Steamer, 1914 Stutz Bearcat, MG Model TD, Jaguar Model XK120, 1932 Ford Hot Rod and 1893 Duryea.

	Per car
No. 2016-477—Assorted	$0.69

Twenty-four assorted cars in a carton

MODEL CAR KITS

IDEAL SPORTS STYLE



Authentic replicas of luxury sports cars. Made of plastic. No gluing required. Complete with screws, metal axles and decals. Easy to assemble and disassemble. Ideal for display.

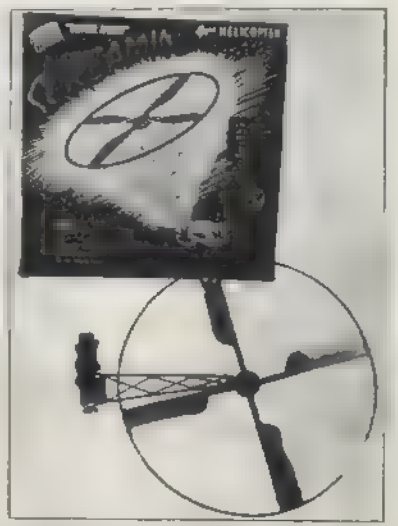
Kit contains thirty five pieces. Sealed cellophane to the front. Assorted colors.

	Assorted	Each
No. 2050-3064		$0.98

Twenty-four in a carton.

AIRPLANES

IRWIN SCREAMING GYRO



Unbreakable polyethylene gyro propeller with siren whistle. Helicopter body with automatic re-wind string to launch gyro.

Assorted colors.

	Each
No. 1725-426—10½ in. diameter, 6½ in. long	$0.39

Twenty four in a carton

PLASTIC MODEL KITS

REVELL AIRPLANES

Gift Set

Ideal set of planes for gift buying

Set includes—B25 North American Billy Mitchell, B24 Consolidated Liberator bomber, F84-F Republic Thunderstreak jet fighter, 10582 Douglas Skyrocket, S55 Sikorsky helicopter; complete with swivel bases and cement.

	Per set
No. 2019-G240	$4.50

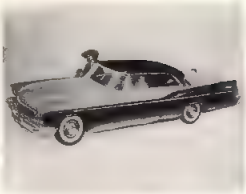
Six sets in a carton

Open Stock — Plane Kits

	Each
No. 2013-A209—Assorted	$0.96
No. 2014-A225—Assorted	.79
No. 2015-A234—Assorted	.89

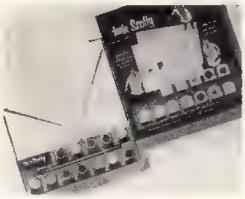
Twenty-four in a carton.

Hobbycrafts on parade



CHRYSLER NEW YORKER, new '56 precision engineered model, is scaled under authorization of Chrysler Co. Easy-to-assemble plastic kit measures 8⅞" over-all. Retails for 98c Revell Inc., 4223 Ocean Park ave., Venice Calif

NAVY CUTLASS, No. CU-1, all-assembled fighter-interceptor jet, is an engine powered model. 4 bladed pusher-prop design; automatic recoil engine starter, $14.95. Wen-Mac Corp., 11511 Tennessee ave., Los Angeles 64.



TWIN SCOTTY, numbered oil paint set, has two 12" x 9" mounted panels (ready to frame). Paint is easy to open and reseal. Manufactured by Art Award Co., 390 Wythe ave., Brooklyn, N. Y.

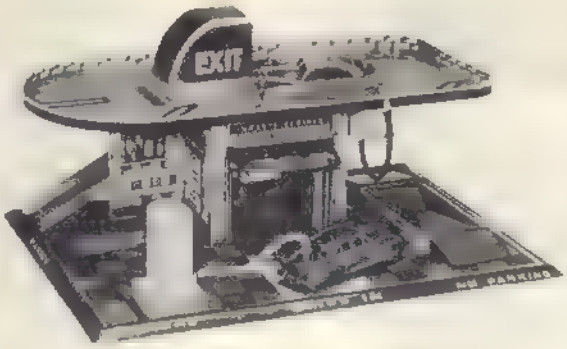
BURRO CRANE, self-propelled with own motor, will pull own work cars. Three lever cab control; crane has railside bumpers for automatic reversing of action. Lionel Corp., 15 E. 26th st., New York City

JIM WALKER PURSUIT PLANE with a free-wheeling propeller is ready to fly, packed in a colorful box which shows other planes available in the same series. Made by A. J. Aircraft, 1201 S.E. 3rd ave., Portland, Ore.

COBRA CHRIS-CRAFT accurate scale model, 21" long. Of plastic with wood finish. Mahogany color. Electric motor-powered. With power $4.98, without power, $3.98. Lindberg Prods., 8050 N. Monticello, Skokie, Ill

SEA GOING DIESEL TUG can be made from this all-plastic motorized hobby item. It's complete with a powerful electric motor, parts to assemble a floating model. From Pyro Plastics Corp., Pyro Park, Union N. J

FREE METAL DISPLAY STAND included with assortment of balsa wood gliders and airplanes. Holds 4 doz. 10-cent, 1 doz. 25-cent, 1 doz. 29-cent and 1½ doz. 49-cent items. Testor Chemical Co., 520 Buckbee st., Rockford, Ill.



#43 LITHOGRAPHED METAL SERVICE STATION
SHIPPED SET UP

DESCRIPTION: A two story garage consisting of metal base, garage and upper parking area, car ramp from roof to lower level, washing unit, grease pit, 2 cars and automatic ejection unit in garage.
SIZE: Length 16½ inches, Width 12 inches, Height 7½ inches.
PACKED: Individually boxed, 6 pieces to the shipping carton, set up.
WEIGHT: Approximately 17 pounds per carton.

No. 43 $36.00 Doz.

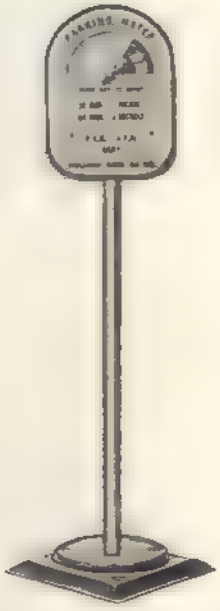
TRAFFIC SIGNAL

No. 7800 $57.60 Doz.

Stands 30" high
Bell rings as light changes
Teaches child to cross street

STRONG STEEL CONSTRUCTION
POWERFUL COIL SPRING MOTOR
LIGHTS "CHANGE" OVER 200 TIMES ON ONE WINDING
BEAUTIFUL BAKED ENAMEL—FINISHED IN GREEN & SILVER
PACKED IN INDIVIDUAL SHIPPING CARTONS

PARKING METER



No. 7500 $28.80 Doz.

Drop in coin - turn key to right
Ticks off minutes
Also a bank
Will operate without coin

STANDS 24½" HIGH
ALL STEEL METER & BASE
LITHOGRAPHED IN BRILLIANT COLORS
INDIVIDUALLY BOXED

ROY ROGERS DOUBLE BAR RODEO RANCH SET

No. 3985 ---------- $11.00 Each

Set complete with rodeo, three rodeo stall chutes with swinging gates, cowboys with lassos and whips, bucking horses, snorting and bucking steers, complete with 10 sections of log style fence and Roy Rogers archway entrance. Ranch building measures 11" x 7" x 6-1/8" and is made of lithographed metal. Rodeo chutes measure 9¼" x 4-3/4" x 4-3/4" and are molded in authentic detail with shinging gates. Each set in box.

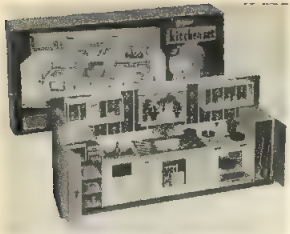
DAVY CROCKETT AT THE ALAMO

No. 3539 ---------- $14.00 Each

The realistic Alamo Fort is made of lithographed steel, measuring 12" x 4" x 7". Eight lithographed steel interlocking wall sections, each measuring 8½" x 3-3/8", surround the Alamo building with an archway and two gates. All of the authentic figures and equipment with this set are official and include 20 stalwart frontier figures in fighting pose, and 10 attacking Mexican soldiers in regulation uniform. In addition there are 15 frontier accessories. Each set in box.

Lithographed Toys

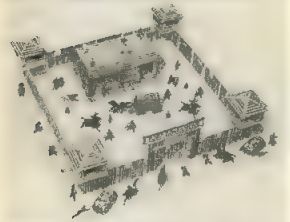
KITCHEN — FORT — GAS STATIONS — HOUSES



(A)

(A) Lithographed Metal Kitchen. Set up ready to use. A modern kitchen combining 6 completely set-up toy items: Refrigerator with freezing compartment, shelves, plastic ice cube tray and numerous food items. Combination dishwasher-clothes washer which holds water and can be agitated by hand spinning. Cabinet sink with working faucet, drain, and sliding doors. Stove with Dutch Oven and regular oven (door opens); is equipped with frying pan, sauce pans, roaster, coffee pot, ladle, spatula. Broom closet including broom, carpet sweeper, dust pan. Two overhead cabinets with cups and saucers, drinking glasses, miniature food boxes, tableware. Most accessories of plastic material. Package of Vel Sponge. Length 23¼ in.; width 4¾ in., height 11 in. Individually boxed, 6 pieces to ship carton. Wt. approximately 27 lbs.

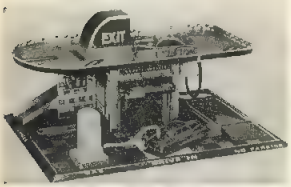
6700A68255/285 ..... Retail **$4.25**



(B)

(B) Fort Comanche. A metal decorated fort consisting of a complete stockade and gateway with four corner block houses and a metal headquarters building and stable. Soft plastic cowboys, Indians, horses, western figures, together with an army wagon with moving horse and cannons which shoot bullets. An added attraction is that the riding figures all swivel on the horse. Length 24 in., width 24 in., height 6¾ in. Individually packed 6 pieces per ship. carton. Wt. 22 lbs. per ship. carton.

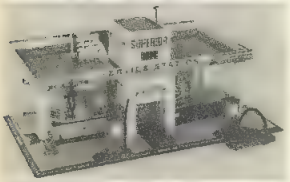
22168A68320/355 ..... Retail **$5.35**



(C)

(C) Lithographed Metal Service Station. Shipped set up. A two story garage consisting of metal base, garage and upper parking area, car ramp from roof to lower level, washing unit, grease pit, 2 cars and automatic ejection unit in garage. Length 16½ in., width 12 in., height 7½ in. Individually boxed, 6 pieces to the ship. carton, set up. Wt. approx. 17 lbs. per carton.

6673A68160/180 ..... Retail **$2.75**



(D)

(D) Lithographed Metal Service Station. A two story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, washing unit, car ramp from roof to lower level, 2 cars. Length 25 in., width 16⅜ in., height 10¼ in. Individually boxed, 6 pieces to the ship. carton, partially assembled. Wt. 40 lbs.

6543A68320/355 ..... Retail **$5.35**

(E)

(E) Metal Lithographed Ranch House. A 4 room, ranch type doll house, consisting of a kitchen, bedroom, living room and bathroom, including 16 pieces of large size plastic furniture. Completely lithographed inside and out in four colors. Length 25 in., width 9⅛ in., height 16⅛ in. Individually boxed, 6 pieces to the ship. carton. K.D. Wt. 24 lbs. per ship. carton.

22167A68190/210 ..... Retail **$3.20**

(F)

(F) Metal Lithographed Doll House. A 6 room, 2 story doll house, consisting of a living room, dining room, kitchen, bedroom, nursery, bathroom, and terrace including 25 pieces of large size plastic furniture. All ground floor doors and windows open. Completely lithographed inside and out in four colors. Length 23¾ in., width 5½ in., height 18⅜ in. Individually boxed, 6 pieces to the ship. carton, K.D. Wt. 40 lbs. per ship. carton.

6588A68320/355 ..... Retail **$5.35**

Remote Control Toys

Andy Gard Electric Magnetic Crane. All remote controlled bucket loads and unloads automatically Motor powered crane raises and lowers bucket—forward and reverse, steers left or right. Cab and boom manually adjustable. Magnetic attachment lifts ferrous metals. Realistic construction equipment, colors, orange and black. Powered with two independent electric motors by battery control case switch. Size 7¾x13¼x17 in Std pack ½ dozen. Approx. wt 24 lbs.

22283A38740/800 .....Retail **$12.00**

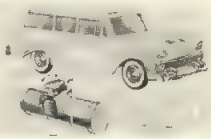
Lightning Brainy Bug. Doggedly works itself out and around obstacles in its path Antenna making contact with any object automatically changes direction left, right or in a complete circle Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light. Size 9⅜x14x5 in. Std. pack 1 dozen. Approx. wt. 13 lbs.

22284A38300/335 Retail **$5.00**

Fire Engine. Fire engine red with white accessories Realistic flashing dome Light and sounding siren 18 in. extension ladder and removable auxiliaries Forward and reverse action Jack knife action in reverse. Dual rubber wheels. Siz. 16x13¾x7¾. Std. pack 1 dozen. Approx. wt. 18 lbs

22285A38300/335 Retail **$5.00**

(A)



(B)

(C)

Remote Control Autos. Exclusive! Remote control cars with power steering. Remote control Just slide the switch and car goes forward or backward. Control box, small enough to be held in hand, holds two regular flashlight batteries that power the precision motor in car Powerful miniature motor Power steering An additional motor turns car left or right to any degree, gradually or quickly as miniature steering wheel on control box is turned. Batteries supply power to turn wheels Each boxed, 12 to carton, Wt 12 lbs.

(A) Ford Country Sedan. Remote control plus power steering.

22286A68880/400 ...Retail **$5.98**

(B) Chevrolet Station Wagon. Remote control plus power steering.

22287A68380/400 ...Retail **$5.98**

(C) Chevrolet 4 Door Hardtop. Remote control plus power steering

22288A68880/400 ...Retail **$5.98**

Remote Control Robot. Made of lithographed metal Battery operated Eyes lite up, it will do your every wish—just push the controls. Individually packed, 12 to box

22289A128215/250 .....Retail **$3.75**

Elgin Sweeper. A scale-model, realistic motor-driven toy with remote control Lever on control box steers the Street Sweeper right or left or holds it on a straight line. Two buttons run the Sweeper forward or backward, selectively Both main and side brushes rotate whenever the Sweeper is moving. Requires two size D flashlight batteries (not furnished) Size: 8¾ in long, 7 in. wide, 5 in high Packed one to box, 6 units to standard ship. carton Wt. per dozen 40 lbs.

22290A68360/400 .....Retail **$5.95**

Buddy "L" Pressed Steel Toys

Designed for beauty . . . Planned for duty . . .

Buddy "L's" *new forward look* combines advanced design and rugged durability featuring action plus with many movable parts. Buddy "L", always the leader in lifetime steel toys . . .

America's finest playthings

Buddy "L" . . . *the leader because* . . .

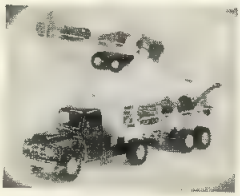
● HEAVY-GAUGE "AUTO-FENDER" STEEL CONSTRUCTION ● FLASHING CHROME GRILLES ● PLATED HUB CAPS ● ALL METAL EDGES ROUNDED FOR SAFE PLAY ● GLEAMING BAKED-ON ENAMEL FINISHES ● HEAVY DUTY RUBBER TIRES

Buddy "L" Extension Ladder Trailer Fire Engine. Realistically detailed extension ladder fire engine. Extension ladder raises and lowers and rotates in complete circle. Two extra ladders to extend to 39 in. Authentic brilliant baked-on fire engine colors. Dimensions: Length 25½ in.; width 6½ in.; height 7 in. Packing: Individual ship. carton. Ship wt. 7 lbs.

22318A38465/485 .....Retail **$6.98**

Buddy "L" U. S. Mail Delivery Van. Accurate model of the popular U. S. Mail truck. Hinged louvered doors in rear. Unit with drop latch. Top is removable for extra play value. Tandem toggle-action rear wheels. 6 heavy duty rubber tires. Length 23⅜ in., width 6½ in., height 9¾ in. Packed 1 to box. Wt. 9½ lbs.

1465A6S465/485 .....Retail **$6.98**



Buddy "L" Farm Machinery Hauler Trailer. Fourteen wheel hauling trailer with 4 pieces of unbreakable farm equipment. Retractable loading ramps. Trailer has dual tandem rear wheels with toggle action for smooth riding over bumpy farm roads. Plated guard rails are removable. Retractable supporting gear on trailer. Dimensions: Length 31¾ in.; width 6 in.; height 6 in. Packing: Individual ship carton. Ship. wt. 7 lbs.

22319A38465/485 .....Retail **$6.98**

Buddy "L" Repair-It Auto Service with Tools. This "Big Fella" Repair-It truck offers so much play for busy hands. Bumper jack lifts truck. Hammer, screwdriver and hub cap wrench to remove "flat tire." Wrecker boom (with weighted hook) removable to convert into delivery truck. 7 rubber tires are interchangeable with spare. Dimensions: Length 24½ in.; width 6¾ in.; height 8¾ in. Packing: Individual ship. carton. Ship. wt 7¼ lbs.

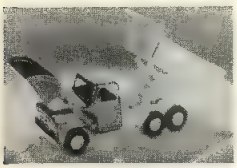
4473A38400/420 .....Retail **$5.98**

Buddy "L" Sit-N-Ride Heavy Duty Dump. Sit-N-Ride to play! Big, sturdy dump truck with automobile type steering linkage removable seat for added play. Safe riding lock lever on dump box. Length 20½ in., width 8½ in., height 12 in. Packed 1 to box. Wt. 8 lbs.

22320A38400/420 .....Retail **$5.98**

Buddy "L" Sit-N-Ride Steam Shovel. Details galore! Extra large steam shovel ruggedly built for riding. Removable wide, flat roof forms seat for rider. Large double grip steering handle. Wide base and over size heavy rubber track-treads for stability and safety. Will swing, dig and dump in any direction. Rat-tat-tat motor sound. Dimensions: Length 23⅜ in.; width 7¼ in.; height 13¾ in. Packing: Individual ship. carton. Ship wt. 6¾ lbs.

22321A38400/420 .....Retail **$5.98**



Buddy "L" Hi-Lift Scoop-N-Dump. Perfect for the junior contractor's big construction projects. Front scoop picks up load and transfers to rugged panelled dump box. 6 in. hi-lift action dumps load through hinged tail-gate. Six heavy duty rubber tires. Dimensions: Length 17⅞ in.; width 5⅝ in.; height 9 in. Packing: Individual box, ½ dozen to carton. Ship. wt. 28½ lbs.

23322A38270/200 .....Retail **$3.98**

Buddy "L" Super Market Delivery with Accessories. A truckload of groceries for the young Supermarket operator to deliver. Comes with assortment of miniature food packages. Large six wheel truck. Dimensions: Length 14½ in.; width 5½ in., height 5¼ in. Packing: Individual box ½ dozen to carton. Ship wt. 21 lbs.

22323A38200/220 .....Retail **$2.98**

Buddy "L" Sand and Stone Dump Truck. Six wheel dump truck empties load through hinged tailgate. Tandem rear wheels. Dump box has extended cab protector. Six rugged rubber tires. Dimensions: Length 15 in.; width 5⅞ in.; height 7¼ in. Packing: Individual box ½ dozen to carton. Ship. wt. 21¾ lbs.

22324A38200/220 .....Retail **$2.98**

Buddy "L" Pressed Steel Toys

Designed for beauty . . . Planned for duty . . .

Buddy "L"s" ***new forward look*** **combines advanced design and rugged durability featuring action plus with many movable parts. Buddy "L", always the leader in lifetime steel toys . . .**

America's finest playthings

Buddy "L" . . . ***the leader because*** . . .

● HEAVY-GAUGE "AUTO-FENDER" STEEL CONSTRUCTION ● FLASHING CHROME GRILLES ● PLATED HUB CAPS ● ALL METAL EDGES ROUNDED FOR SAFE PLAY ● GLEAMING BAKED-ON ENAMEL FINISHES ● HEAVY DUTY RUBBER TIRES

Buddy "L" Hauling Rig with Steam Shovel. Authentic "Diamond T" Cab Child can ride sturdy steam shovel which is mounted on 4 rugged rubber tires, which will actually dig, swing on swivel platform and dump. 12 rugged rubber tires. Plated hub caps. Dimensions: Hauling rig 31¾x7¼x8¾ in. Steam shovel 21x7¼x11⅞ in. Individually packed to shipping carton. Wt. 12 lbs.

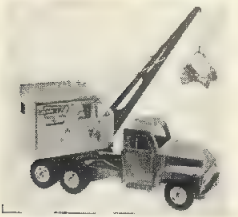
147A38800/830 . . Retail **$11.98**

Buddy "L" Hydraulic Hi-Lift Dumper. As versatile as its real life counterpart. Mammoth size dump truck with self-energizing hydraulic piston and special knuckle linkage to raise dump body extra high. Load slides out through chute door in rear. Realistic dual tandem wheels with 10 rugged rubber tires. Dimensions: Length 25⅛ in.; width 9 in.; height 14 in. Packing, Individual ship. carton. Ship. wt. 10½ lbs.

223117A38065/690 ..... Retail **$9.98**

Buddy "L" Double Hydraulic Self-Loader-N-Dump. Deluxe ten wheel dump truck with hydraulic dump box and hydraulic front scoop loader. Giant scoop lifts big load into dump box hydraulically! When jumbo dump box is loaded, junior contractor drives truck to unloading point, where another real hydraulic cylinder dumps load. Swinging tail-gate and cab protector. Dual tandem rear wheels. Dimensions: Length 29 in.; width 8½ in.; height 16 in. Packing, Individual shipping carton. Ship. wt. 11¾ lbs.

223124A38800/830 . . . Retail **$11.98**



Buddy "L" Mobile Power Digger Unit. Drive this Mobile Power Digger out to your toughest construction job. Authentically scaled digger unit swivels on truck chassis. 3 controls to raise, lower, open and shut clam bucket. Tandem rear wheels with 6 rugged rubber tires. Dimensions: Length 31⅝ in., Width 8 in., Height 17 in. Packing—Individual ship. carton. Ship. wt. 9 lbs.

22318A38535/555 . . . . Retail **$7.98**

Buddy "L" Heavy Hauling Hydraulic Dumper. Heavy duty dump truck with real hydraulic dump action. Depress release lever and real hydraulic cylinder raises dump box way, way up to empty full load. Beautifully detailed, ruggedly built, all rounded edges. Dimensions: Length 22 in.; width 7¼ in.; height 12⅝ in. Packing: Individual ship. carton. Ship. wt. 8 lbs.

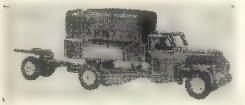
22314A38100/420 . . Retail **$5.98**

Buddy "L" Heavy Hauling Dumper. Special excavating model with jumbo sized dump box. Tail gate swings open when dump box is raised. Authentically detailed 8x rugged rubber tires. Dimensions: Length 21½ in.; width 8⅜ in.; height 9⅜ in. Packing: Individual ship. carton. Ship wt. 8 lbs.

223145A38335/355 . . . . . Retail **$4.98**

Buddy "L" Trailer Van Truck. Young truckers get a full load of fun. Tail-gate door on huge trailer van converts to loading ramp. Detachable trailer stands on own retractable supporting gear. 6 heavy duty wheels. Dimensions: Length 33⅜ in., width 6½ in.; height 9⅝ in. Packing: Individual ship. carton. Ship. wt. 11½ lbs.

22316A38535/555 . . . . . Retail **$7.98**



Buddy "L" Army Transport with Shooting Howitzer. Transporting a "Big Shot" can be fun. This big, sturdy Army Transport tows accurate shooting howitzer (ammunition pellets supplied) mounted on separate detachable trailer. Removable tarpaulin cover. Toggle action rear wheels. Authentic Army color. Dimensions: Length 27 in., width 6¾ in.; height 5⅝ in. Packing: Individual ship. carton. ship. wt. 6½ lbs.

4481A38350/370 . . . . . Retail **$5.25**

Buddy "L" Coca-Cola Bottling Route Truck. Looks just like the real thing! Authentically scaled and colored to match the real "Coke" truck. Complete with six cases of bottled "Coke" and hand truck to provide added fun. Dimensions: Length 14¾ in.; width 6¼ in.; height 6¾ in. Packing: Individual box, ½ dozen to carton. Ship. wt. 29¾ lbs.

223174A38270/290 . . . . . Retail **$3.98**

Compare Construction!

Compare Comfort!

Compare Cost!

Little MARINER

CRUISERS AND UTILITY BOATS

IF VALUE IS WHAT YOU WANT, THIS IS THE BOAT YOU'LL BUY

BAYFARER—20 Ft. Family Cruiser, Inboard or Outboard Power

LITTLE MARINER—new champion of the 20-Ft. field—proven best by the only test that counts· comparison with every craft in its class. "Big-boat" value is built into these two brilliant performers, and their point by point superiority is backed by fact. From stem to stern, LITTLE MARINER construction reflects the rigid specifications of best ship building standards. The hull plan of both boats is a form developed by professional naval architects.

LITTLE MARINER design means maximum strength with minimum weight, maximum performance at minimum cost—a new high standard of seagoing stamina, safety, comfort, economy and handling ease. See the field, but don't decide until you've tried LITTLE MARINER, the boat that can challenge comparison—with confidence. Write for full information today.

FISHAWK—20 Ft. Utility Boat, Inboard or Outboard Power

"FINE-YACHT FEATURES" MAKE LITTLE MARINER YOUR BEST BOAT BUY

Twin berths seat as many as six people in this comfortable, spacious cabin.

Full freedom of movement, plus space and equipment for a shipshape galley.

Wide, deep cockpit means safety for children and ample room for fishermen.

Solid stem members in deck, ready for mooring cleats, towing eye, bumpkin.

Know the Facts—AND COMPARE—Before You Buy

Send for a free LITTLE MARINER brochure that describes the Bayfarer and Fishawk in full detail—then compare and prove to yourself that LITTLE MARINER is the boat to beat and the boat to buy—by every standard

"DEALER INQUIRIES INVITED"

Clip and Mail This Coupon Today

GENERAL MOTORBOAT CORP.
94 Compromise St. • Annapolis, Md.

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NAME

ADDRESS

CITY . STATE

Compare Construction!
Compare Comfort!
Compare Cost!

Little MARINER

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IF VALUE IS WHAT YOU WANT, THIS IS THE BOAT YOU'LL BUY

BAYFARER — 20 Ft. Family Cruiser, Inboard or Outboard Power

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FISHAWK — 20 Ft. Utility Boat, Inboard or Outboard Power

FINE-YACHT FEATURES MAKE LITTLE MARINER YOUR BEST BOAT BUY

Twin bunks seat as many as six people in this comfortable, spacious cabin.

Full freedom of movement, plus space and equipment for a shipshape galley.

Wide, deep cockpit means safety for children and ample room for fisherman.

Solid stern structure is deck-high for added comfort, safety and strength.

Know the Facts—AND COMPARE—Before You Buy

Send for a free LITTLE MARINER brochure that describes the Bayfarer and Fishawk in full detail—then compare and prove to yourself that LITTLE MARINER is the boat to beat and the boat to buy—by every standard

"DEALER INQUIRIES INVITED"

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GENERAL MOTORBOAT CORP.
94 Compromise St. • Annapolis, Md.

Send me a Free Little Mariner folder

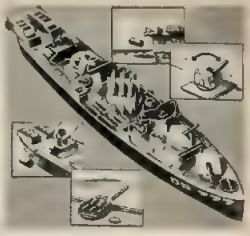
NAME .....

ADDRESS .....

CITY ..... STATE

NEW ROCKET SOCK-IT
Great sport, and completely safe! 13" high-impact plastic gun shoots 5 rocket darts at once or any 4, 3, 2, 1 of them at a time. New self-scoring target automatically keeps track of score. Darts are lightweight with suction cups. Each rocket has its own trigger key; just push down on gun.
89-3024 B210 Gun and Target. **$2.98**

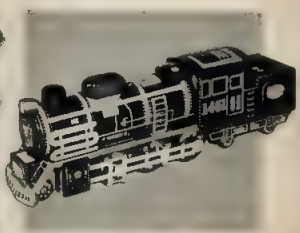
NAVY BATTLE FLEET
3 ships, "Tekwood" targets. 12" wood ship with deck, cabin, bridge, hidden spring, target. 8" sub with torpedo tube trigger, throws deck of assembled ship into explosion pattern when fired. 14" cruiser rocket ship, guns on rotating turrets fire harmless rubber-tipped rockets. "Radar" screen.
89-1820 B280 Ships and Targets.....**$3.98**



U. S. NAVY DESTROYER
Every "Battle Station" of a real destroyer is packed into this amazing, durable plastic toy! Rotating bow guns protect ship from aircraft; 3 torpedo tubes fire miniature torpedoes, 2 aft depth charges can be launched to drop "ash can" on a lurking sub. Realistically decorated; 15" long
89-1192 B140 All-Action Destroyer.....**$2.00**

NEW DRIVE-UR-SELF
Correctly engineered, mechanically perfect, puts the child in the driver's seat! Magi control steering turns a real steering wheel that guides a toy automobile along a brilliantly colored moving highway. With horn and realistic dashboard. All steel, 18¼x6½". With 36 inches of movable road.
89-4394 B230 Drive-Ur-Self **$3.29**

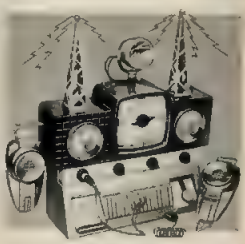
TOOTSIETOY TRANSPORTATION SET
Eight of the latest model cars and trucks, plus two jet planes, built with the famous Tootsietoy "Rol-Eay" construction! All on fast-turning rubber wheels, in brilliant assorted colors. Boys and girls both will thrill to the streamlined beauty of these realistic replicas. In gay gift box
89-4352 B210 Set of Ten Toys.. . **$2.98**



FRICTION-POWERED TRAIN
All aboard on the World Express—a heavy metal train with a powerful friction motor. Shafts actually turn with wheels, simulating real locomotive drive. 20" long, 4½" wide and 6½" high, it's just the ticket for end less enjoyment indoors or out. In bright Blue with Red, White and Yellow trim.
89-1267 B350 Friction Train **$4.98**

ROYAL KNIGHT SET
Jeweled sword, dagger, shield and scabbards bring knighthood back in flower! 18" hi-impact plastic blade on sword (11½" on dagger) with "can't-hurt-ta-ox" rubber tips. Colorful medieval hills topped with King-size jewels. All metal shield, 12" in diam. Scabbards and vinyl belt-hanging straps.
89-1465 B210 Royal Knight Set.....**$2.98**

RING-A-PHONE SET
A real operator! Big shiny switchboard with chrome plated front, sturdy interlocking sides, no sharp edges. New pulley system makes it almost impossible for 6 plug-ins to get out of order. Two phones, plus the one on switchboard, have reinforced dials that move and click. 11¾x10½x6½" wide.
89-1937 B495 Ring-A-Phone Set.....**$6.95**



ELECTRONIC RADIO STATION
A real communication center—authentic station sends, receives, up to ½ mile away. Two microphones transmit voice and telegraph codes. Switchboard type transmitter with individual plug-in for each activity. Telegraph key sends searchlight and click messages. With batteries, accessories.
89-4105 B495 Plastic Radio Station.....**$6.95**

Logan All-Steel Outdoor Furniture

Neat, handsome styling for modern comfort, beauty, and convenience. Cool, ventilated, simulated cushion seats, shaped for real relaxation. Frames of 1" tubular steel, finished in White enamel. **Seat and back in choice of Green, Red, or Yellow.** All edges turned on both seat and back. Glider has rubber tips to close all tubing. Ends of tubing frame on chair closed and shaped.

Glider. Seat 19" deep, back 20" high, width between arms 54". Height of seat from floor 17". Packed 1 in carton. Ship. wt. 72 lbs. **Specify color.**

226F950-2340.....RETAIL **$34.50**

Chair (Shown above at center of grouping). Spring steel frame—flat steel with rounded edges 1¼x⅝". Perfectly balanced with cross bar at base. Shaped seat 18x18", height 17" from floor. Back 18" wide, 19½" high. Packed 1 in carton. Ship. wt. 32 lbs. **Specify color.**

226F450-2X815/845.....RETAIL **$13.50**

Chair (Shown at right in above grouping). 1" tubing frame, shaped seat 18x18", height of seat from floor 17". Back 18" wide, 19½" high. Packed 1 in carton. Ship. wt. 31 lbs. **Specify color.**

226F350-2X580/620.....RETAIL **$8.50**

Fold-Away Table. Not sold separately (sold only together with other items in above grouping). Top is pressed metal 19¼" in diameter. Legs of flat steel ⅝x3¼". Height 18". White enamel finish. Packed 1 in carton. Ship. wt. 8 lbs.

226F222-255.....RETAIL **$3.95**

(A) 3-POINT HAMMOCK AND STAND

Beautiful, plaid, 9-oz. Sirron hammock comfortable and smooth. Not hot or sticky because cooling air can circulate through weave. Has matching, adjustable pillow. **Bed size:** 38x80". Plaid colors a combination of Red Green, and Yellow. 3-point hi carbon steel stand in Field Green. Ship. wt 30 lbs. F.O.B. Factory, W. Jefferson.

2F410K3/866-1835.....RETAIL **$27.50**

As above: Hammock only. Ship. wt. 5 lbs.

2F410X3-1115.....RETAIL **$16.50**

(B) 3-POINT HAMMOCK AND STAND

For personal comfort—because this hammock is large, soft, cool, and safe. Sturdy cotton in Cinnamon Rust with White diamond pattern. **Bed size:** 40x80". 12" deep. Has adjustable, matching pillow. Hi carbon steel stand, 10 ft. 3 in. long. Field Green. Stand has adjustable chain assembly to get just the right tension. Ship. wt. 62 lbs. F.O.B. Factory, Wisconsin.

2F390K3/866-1455.....RETAIL **$21.50**

As above: Hammock only. Ship. wt 8 lbs

2F390X3-780.....RETAIL **$10.50**

(C) ADJUSTABLE HAMMOCK LOUNGE

Brand new idea for summer relaxation—easy to adjust for use as chaise lounge, cot, or hammock. Ideal for picnics camping, or sun-bathing. Portable, 4-point stand in Field Green. Smart, vat-dyed and colorfast hammock of duck to give outstanding service and comfort. Has seat fringe trim. **Extra wide, 40½", extra long 90". Favorite summer colors:** Scarlet Red or Emerald Green. The charming and convenient canopy is easily attached with thumb screws. **Canopy size:** 29" wide, 25" long, with 14" fringed apron. Colors to match hammock. Ship. wt 41 lbs. F.O.B. Factory, Wisconsin. **Specify color.**

2F5C2-1540.....RETAIL **$21.50**

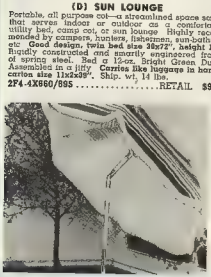
As above: Hammock only. Ship. wt. 34 lbs.

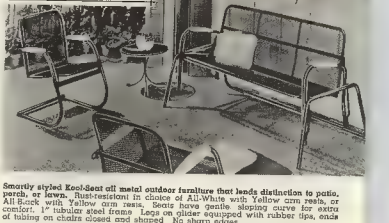
2F5-1115.....RETAIL **$15.50**

(D) SUN LOUNGE

Portable, all purpose cot—a streamlined space saver that serves indoor or outdoor as a comfortable utility bed, camp cot, or sun lounge. Highly recommended by campers, hunters, fishermen, sun-bathers, etc. **Good design, twin bed size 20x72", height 16".** Rugdily constructed and smartly engineered frame of spring steel. Bed of 12-oz. Bright Green Duck. Assembles in a jiffy. **Carries like luggage in handy carton size 11x8x39".** Ship. wt. 14 lbs.

2F4-4X860/895.....RETAIL **$9.50**





Smartly styled Kool-Seat all metal outdoor furniture that lends distinction to patio, porch, or lawn. Rust-resistant in choice of All-White with Yellow arm rests, or All-Rock with Yellow arm rests. Seats have gentle sloping curve for extra comfort. 1" tubular steel frame. Legs on glider equipped with rubber tips, ends of tubing on chairs closed and shaped. No sharp edges.

Glider. Seat 20¼" deep, back 20¼" high, width between arms 54". Height of seat from floor 17". Packed 1 in carton. Ship. wt. 55 lbs. **Specify color.**

226F850-2390.....RETAIL **$32.50**

Chair. Seat 20¼" deep, height of back 20¼". Height of seat from floor 17". Width between legs 20". Packed 1 in carton. Ship. wt. 31 lbs. **Specify color.**

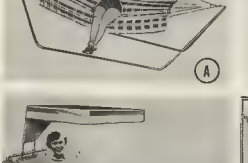
226F250-2X770/790.....RETAIL **$10.50**

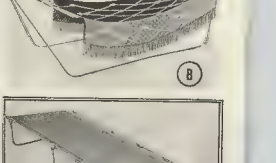
Table (Shown at center background in above grouping). Not sold separately. Sold only in conjunction of other items in above grouping. All metal mesh top, 18" in diameter, 19½" high. Rubber tipped legs. Choice of Black or White finish. Ship. wt. 6 lbs. **Specify color.**

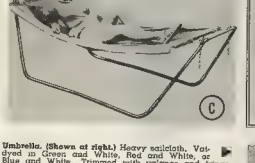
226F3-380.....RETAIL **$5.50**

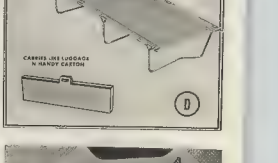
F.O.B. Factory, Kentucky

Hammocks for Summer Comfort









Umbrella. (Shown at right.) Heavy sailcloth. Vat-dyed in Green and White, Red and White, or Blue and White. Trimmed with valance and fringe. **8-rib style. 7 feet wide.** 5-piece wood pole and chromed tilt adjustment. Ship. wt 18 lbs. **Specify color.**

37F77-2418.....RETAIL **$35.75**

Umbrella. (Shown at left.) Heavy boat drill with Multi Color painted stripes. Trimmed with valance and 2" fringe. **8-rib style, 6 feet wide.** 5-piece wood pole and chrome tilt adjustment. Ship. wt. 16 lbs.

37F8F-1438.....RETAIL **$21.50**

All Metal Garden Table. (Not illustrated.) Sturdy construction of extra heavy gauge steel with tubular steel legs. **Legs bolted securely to rugged double spreader.** 1⅜" center hole for garden umbrella, with snap-in button to close hole when table is used without umbrella. **Finished in a high quality baked White enamel. 42" top. Height, 29".** Sh.p wt 40 lbs

37F442-1622.....RETAIL **$25.25**

Above Items F.O.B. Factory, Illinois

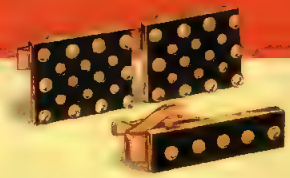
Important Information on Factory Shipments—Page 778

Lord Maxwell

As advertised in **Esquire**

There's something special about Lord Maxwell jewelry. It's styled right, priced right and beautifully packaged for gift giving.

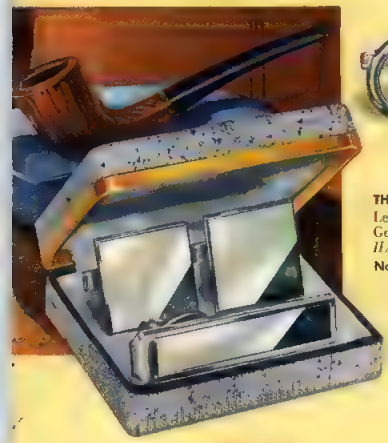
Be sure it's Lord Maxwell. Original stylings created for you by America's leading jewelry designer.

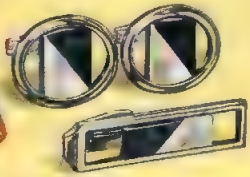


THE VARSITY
Compliment-catching, unique hobnail in black and shining gold finish. *HAND POLISHED.*
No. 110 Retail **$7.50**

THE CELEBRITY
Bright raised rhodium finish on smartly contrasting background for the style-leader. *HAND POLISHED.*
No. 111 Retail **$7.50**

THE DEBONAIR
Gleaming gold and black finish in the latest contemporary design. *HAND POLISHED.*
No. 112 . . . . . Retail **$7.50**





THE "PEEK-A-BOO"
Let that new shirt and tie show through. Genuine smoked and white mother of pearl. *HAND POLISHED*
No. 113 Retail **$10.00**

THE BANKER
Sparkling rhodium finish enhanced by a rich-looking blue center stone. *HAND POLISHED.*
No. 114 . . . . . Retail **$7.50**

THE SENATOR
Genuine smoked and white mother of pearl flatter each other in a set that flatters your own good taste.
No. 115 Retail **$9.00**

THE FRATERNAL
Masonic set in handsome quality, hand polished setting. Imported simulated ruby stone.
No. 116 Retail **$9.00**

THE SPORTSMAN
For the Sports Lover. Genuine mother of pearl, set in gleaming yellow gold finish. *HAND POLISHED.*
No. 117 . . . . . Retail **$7.50**

THE COUNTRY CLUB
The Golfer in the style-swing this year wears this rhodium finish golf club on starkly contrasting background.
No. 118 . . . . . Retail **$7.50**

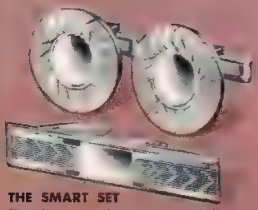
FIELD & STREAM
You'll land compliments with this genuine trout fly mounted under shining crystal.
No. 119 . . . . . Retail **$10.00**

Merchandise illustrated actual size.

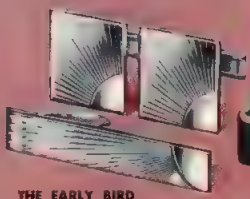
Colors and Finish as illustrated

Lord Maxwell

STERLING SILVER



THE SMART SET
For the man who gets around. Handsome Sterling Silver engraved by Master Craftsmen. *HAND POLISHED.*
No. 100 . . . . . Retail **$22.50**



THE EARLY BIRD
Striking sunburst design in Sterling Silver for the man of fine discrimination. *HAND POLISHED.*
No. 101 . . . . . Retail **$22.50**

THE DIRECTOR
A symphony in Sterling Silver that strikes the right style note. Desirable satin and bright finish. *HAND POLISHED*
No. 102 . . . Retail **$25.00**

THE DIPLOMAT
Popular oval shape for the man of the minute. Sterling Silver, mirror-finished to reflect good taste. *HAND POLISHED.*
No. 103 . . . . . Retail **$22.50**

THE EXECUTIVE
Sterling silver style-setter in the wanted round shape for the man who's a leader. *HAND POLISHED.*
No. 104 . . . . . Retail **$15.00**

THE DESIGNER
Smartly tailored simplicity of design in quality Sterling Silver. *HAND POLISHED.*
No. 105 . . . . . Retail **$15.00**

Lord Maxwell

As advertised in **Esquire**

MEN'S JEWELRY

High style in step with modern fashions, is yours in the exciting Lord Maxwell jewelry sets illustrated. Original styles created for you by America's leading jewelry designers.

Lord Maxwell jewelry is styled right, priced right and beautifully packaged for gift giving.

THE ENVOY
Handsome jet black, set with genuine gleaming rhinestone center. The Diamond Look. *HAND POLISHED.*
No. 106. . . . . . Retail **$9.00**

THE CORINTHIAN
Graceful simplicity in the elegant look. *HAND POLISHED.*
No. 107 . . . . . Retail **$9.00**

THE AMBASSADOR
The tailored look in handsome engine turned design. *HAND POLISHED.*
No. 108 . . . . . Retail **$9.00**

THE COUNSELOR
Oval concave design set with small white simulated pearl. The Rich Look. *HAND POLISHED*
No. 109 . . . . . Retail **$10.00**

Merchandise illustrated actual size

Colors and Finish as illustrated

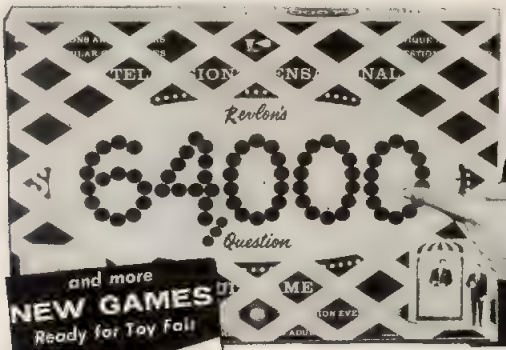
IT'S A **NEW** LOWELL GAME

You're Always Top Winner—with

LOWELL TOY'S

Top Selling TV Fun Games

Pre-sold to Millions All Year 'Round



and more **NEW GAMES** Ready for Toy Fair!

"$64,000 QUIZ GAME"
"I'VE GOT A SECRET"
"MAMA"
"BIG TOWN"
"JOE PALOOKA"
"JINGLE DINGLE"

—and still breaking sales records!...

"BEAT THE CLOCK"
"DOLLAR A SECOND"
"YOU BET YOUR LIFE", *and many others*

LOWELL TOY MFG. CO. 43-34 37th St., Long Island City, N. Y.
Can. Repr. -International Games of Canada, Toronto

See them!
Mid-West Repr. GIL SMITH

Rooms 738-740 · McAlpin Hotel
Room 518 · Fifth Ave. Building
Room 953 · Fifth Ave. Building

Chicago Rink Roller Skates

Toe Stops and Pompon Set FREE See Special Combination Offer

Enjoy healthful fun and exercise, thrilling speed, with Chicago Rink Roller Skate outfits . . . the most widely used rink skates in America. Famous 10-degree *angle* construction lets you race around sharp curves, do figure skating or waltz with the ease of a professional. Concentric ground maple rollers take long, hard use. Each wheel rolls quietly on full precision ball bearing units that cut friction to a minimum, insure greater speed. Rubber cushion shock absorbers; one-piece footplate. Fully lined shoes are top-grain Elk leather with leather sole and heel that let feet "breathe." Strong built-in arch-supporting steel shank. Each pair comes with adjusting wrench. Men's, Ladies' and Children's Chicago Rink Roller Skate outfits in professional-type closed-toe models. From Penn.

*Special Combination Offer: A pair of pure white rubber toe stops and a set of large colorful wool pompons included without extra charge with each Ladies' and Men's skate-and-case combination (not included with children's). Toe-stops are approved by all rinks . . . have fast brake action, will not mar or mark floors . . . triples the wear of skate shoes.

P ***SKATES and CASE COMBINATION.** Includes skates, metal case (described below), toe stops and pompons. Ladies' in White elk; ½ sizes 3-10, C width. Men's in Black elk; ½ sizes 3-13, D width. Girls' (White leather) and Boys' (Black leather) in full sizes 9-3.

80-8253	D1680	Ladies' Outfit. Specify size	$25.50
80-8261	D1245	Ladies' Skates only. Specify size	18.95
80-8279	D1680	Men's Outfit. Specify size	25.50
80-8287	D1245	Men's Skates only. Specify size	18.95
80-8337	D1745	Girls' Skates. Specify size	17.50
80-8345	D1745	Boys' Skates. Specify size	17.50

R **SKATE CARRYING CASE** . . . protects your skates in the locker room, enroute to the rink. Any size shoe skates fit. Of red, white and blue lithographed steel over 3-ply plywood frame. Plastic handle 2 snap bolts and lock and key. Turned steel binding.
80-8295 D436 Skate Case, 15½x12½x6½" deep. From Penn . . . $6.55

S **DELUXE RINK ROLLER SKATES.** New long-wearing plastic wheels. Finest grade Elk; leather lined. From Penn. Specify size.

80-8311	D1875	Ladies' White Skates. ½ sizes 4-10	$28.00
80-8329	D1875	Men's Black Skates. ½ sizes 4-13	28.00

LUND JUNIOR SKI SET. Selected maple skis, walnut finish. Red foot plate. Youth's strap type ski bindings. 5 ft. or 5½ ft. lengths. Two 39" Tonkin shaft poles. From Minn.
80-8428 D1085 Specify length $16.50

SKI BOOTS. Goodyear welt; European lasts. Black top grain leather, sponge rubber and kip lined. Full sizes; specify size.

80-8402	D1775	Men's sizes 6-12	$26.50
80-8410	D1775	Ladies' sizes 4-9	26.50

T **LUND FIS SKIS.** Choice multiple laminated hickory, precision fitted with interlocking steel edges. Moulded head and camber, adapts to most rugged terrain. Lund ski free safety bindings included. Ebonite bottoms; metal heel protectors. Tantone/Red. From Minn.
80-8451 D4250 State ski lengths*, boot size. Pair $65.00

LUND "TRAVELER" SKIS (not shown). Laminated hickory. Steel edges. Lund ski free safety bindings included. From Minn.
80-8469 D2995 State ski lengths*, boot size. Pair $42.50

V **ALUMINUM SKI POLES.** Strong, light. Leather strap, grip.
80-8436 D465 Specify 42 or 48" length. From Minn. Pair $4.95

W **SKI-FREE BINDINGS.** Safe, easily installed. Fits all boots.
80-8444 D865 Unit and 2 Sets of Hitches. From Minn $12.95

*Ski Length: 6, 6¼, 6¾, 7 or 7¼ ft. Measure distance from palm of hand (raised over head) to floor. Order nearest length

One of These LYMAN Clinker-Built Models Will Make 1956 Your Happiest Year . . .

New Features, a New Model . . . Famous Lyman Outboards Are Better Than Ever

This year the famous 13 ft. and 15 ft. Outboard Runabouts and Anglers—as always, smartly styled and seaworthy—feature "walk through" amidship decks for convenience and comfort. This practical "plus" makes access to both forward and amidship cockpits safe and easy. The popular Fisherman, in 13 ft. and 15 ft. lengths, is roomy, open and without amidship deck. Husky and spacious, the 13 ft. Leader is an all-around outboard that can be easily transported. Designed for rowing or small motors, the 13 ft. Ideal is a fine "budget" boat.

Biggest news among all outboards is the latest member of the Lyman Clinker-Built line—the new 18 ft. Outboard Runabout. A superb boat for friendly get-togethers and fishing trips, it is big and able for offshore expeditions, yet transportable on a trailer. Plenty of space under the forward deck for stowage and roominess amidship for fishing and deck chairs or sleeping bags. It can be powered with either one or two motors of 15, 25, 30, or 40 HP

In Performance and Comfort These "New Design" Inboards Have No Equal

Lyman engineers have always aimed at keeping Lyman inboards superior to any in performance.

The performance of the 1956 Lyman models under all conditions can only be described as sensational. Dry riding, level riding, rough water ability and soft riding characterize the new 18 ft. Inboard Runabout and the popular 18 ft. Islander. Both models now incorporate the same highly successful Clinker-Built hull.

The new 18 ft. Runabout, designed for motors up to 100 HP, is as versatile as it is handsome. Performing beautifully in every sport from trolling to waterskiing, it has been carefully planned for greater comfort and convenience.

The big, seaworthy Islander, a long-time favorite of fishermen and boating fans, is better than ever with its new 18 ft. Runabout hull—your assurance of dry, level riding, free from pounding or jarring.

The Islander, especially suited for trolling and family outings, accommodates 8 comfortably, is adapted for motors up to 60 HP.

The newly-designed Lyman inboard models are beautiful, comfortable, seaworthy—yet reasonably priced.

Send today for new literature describing the 1956 Lyman models . . . and for the name of the Lyman dealer nearest you.

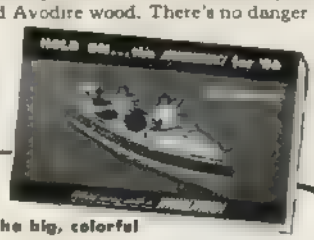
LYMAN BOAT WORKS

1621 FIRST ST. SANDUSKY, OHIO

the NEW 14' WHIRLWIND SUPER DELUXE

Wait until you get a look at this brand new beauty with the split center deck and deep aft deck — you'll love the luxurious appearance of the optional, two tone combination obtained by blending dark mahogany and blond Avodire wood. There's no danger of the color "fading out" either, because it's the natural color of the wood. Colorful custom upholstery is available, too. For high speed boating with comfort and safety, the 14' Whirlwind Super Deluxe has an all Philippine mahogany molded plywood hull six plys in thickness, which, combined with her reinforced transom, permits the use of motors up to 40 horsepower. The Whirlwind's extra wide beam and greater depth gives you a smoother ride and greater safety, and you can't beat a Whirlwind for cutting maintenance time —the molded plywood hull means there are no joints or seams to caulk.

CHOICE OF 17 MODELS IN ALL . . . visit your dealer today and pick the Whirlwind that suits you best — choose from a complete line of 17 models in 6 styles for fishing, cruising or family fun. See the new wider and deeper 16' models.



Write for the big, colorful 1956 Whirlwind catalog that illustrates and describes the complete line.

Whirl away with a WHIRLWIND!

MOLDED PRODUCTS, INC.
100 YORK ROAD • COCKEYSVILLE 1, MARYLAND

ATLANTIC-PACIFIC

The Coast Guard has adopted new specifications for buoyant cushions to provide inner plastic film covers over the kapok to minimize possibility of waterlogging. Under new specifications, all cushions manufactured after October 1, 1955, must have the kapok contained in at least four electronically sealed plastic film bags and the outer cover must have a gusset or boxing made of fabric or other porous material to permit the cushion to dry.

The cushions are offered in various covering materials such as vinyl leatherette, unsupported vinyl or fabric.

APCO is also making a complete line of seat cushions and backrests for almost all standard make boats. These cushions are custom made and meet the new law.

APCO is in full production on the cushions as well as the new Motor Boat Buoyant Vests, approved exclusively for use on pleasure Motorboats of Classes A, 1 and 2 not carrying passengers for hire. The kapok buoyant material is electronically sealed in vinyl bags

In watersport equipment, APCO is now adding an Outboard Ski Kit to their line of water skis. Also offered is a towline made of polyethylene floating rope which does not require a float.

APCO's new marine and watersport equipment catalog may be obtained from Atlantic-Pacific Mfg. Corp., 124 Atlantic Avenue, Brooklyn 1. N. Y

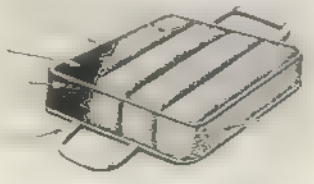
COMMODORE UNIFORM

Boatmen look to Commodore Uniform Co., Inc., for what's newest and finest in boating apparel and equipment. The impeccable style, quality and workmanship of Commodore apparel needs no introduction to thousands of boatmen. The Navy Blue Flannel Blazer Jacket represents one of the most popular items in boating clothing. The Blazer Emblem is a beautiful example of the increasingly popular "patch" insignia, for wear on jackets and sweaters. It is gold bullion embroidered, with multi color club burgee or owner's private signal, on a black background.

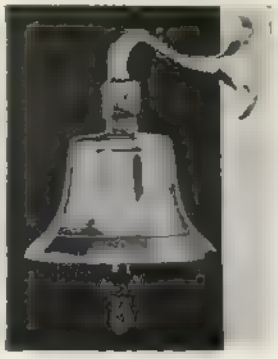
Commodore's DeLuxe Zephyrweight Perma-Top dress cap is another quality item. So crush-resistant is this cap that it can be rolled up and put in one's pocket The fixed top is of finest all-wool lightweight Navy Blue Serge, colorfast.

Commodore's Tablecloth is of superb quality nautical crash linen, imported. It is imprinted in an attractive nautical design, in red, blue and yellow colors. You have your choice of red or blue color in the outer border. It is sunfast and colorfast. The Buoy Ash Tray, a king-size item for smokers, is 9" high by 5" wide. You have your choice of red or black buoys. The Snug Harbor Mixing Set is a combination 3-piece group for relaxing cocktails for two. There is a 16 oz. mixer with code flag stirrer, and two cocktail glasses, each with code flag cocktail pick. The rectangular tray, 6" by 12", of blond Korina hardwood, has a yacht rope rail all around and brass cleat handles.

Commodore's showroom is at 349 Broadway, New York, N. Y.



The new Atlantic-Pacific buoyant cushion complies with Coast Guard requirements.



Right: The Scottish Ship's Bell, an item from Commodore's latest gift catalog.

Ludwig Bemelmans'
MADELINE

Bill Williams
Adv. of KIT CARSON**

QUEEN FOR A DAY

Eleanor Hempel
LITTLE SCHOOLHOUSE

Charles Tazewell's
THE LITTLEST SNOWMAN

Jack Webb
DRAGNET*

CHARACTER MERCHANDISING WITH BIG-NAME APPEAL!

And big profits for you! The greatest names in show business now available for merchandising tie-ups.

Behind each glamourous name—a great pre-sold audience!

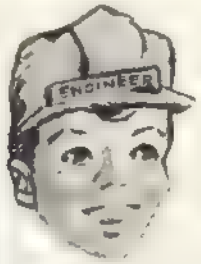
*Trade Mark Sherry TV, Inc

**Revue Productions, Inc.

FOR THE "SURE TOUCH" IN ADAPTING THESE NAMES TO YOUR PRODUCTS, CONTACT FRANK MINCOLLA, MANAGEMENT CORPORATION OF AMERICA, 598 MADISON AVENUE, NEW YORK 22, N. Y. PLAZA 9-7500.

MCA

LIONEL TRAINS



FOR 1956

Featuring Exclusive Lionel MAGNE-TRACTION

. . . and REMOTE CONTROL KNUCKLE COUPLERS!

"027" TRAIN SETS and LOCOMOTIVES

Each Set Complete with Transformer!

Lionel trains have all the vibrant color and flashing action of real railroading. New, long, scale-modeled Lionel box cars in brilliant colors. Great locos, streamliners and new diesels. Lionel's exclusive Magne-Traction is a permanent track-gripping power for more speed . . . more pull . . . more climb.

All Lionel Trains Operate on 110 Volt, 60 Cycle AC Only

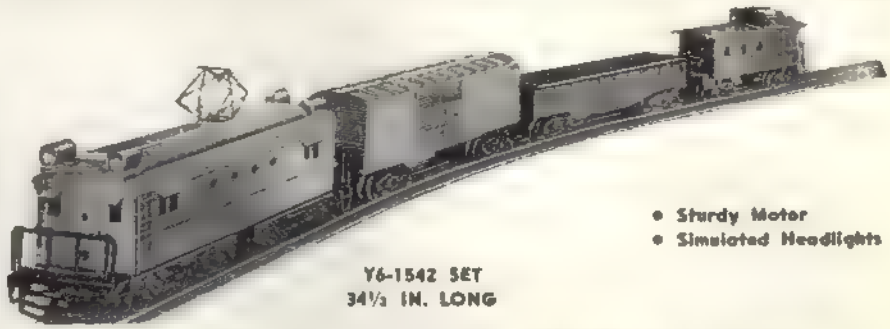
Wonderful Value

in the Model Train Field!

3-CAR ELECTRIC FREIGHT SETS

GE-E electric orange and black engine with simulated pantograph; red "Baby Ruth" box car; black gondola rod caboose; 8 section curved track, 1 section straight track; 1 uncoupling track set; 45-watt transformer. Lockon, lubricant and instructions. Each in ctn., 9 lbs

Y6-1542 .....Set **26.00**



Y6-1542 SET
34½ IN. LONG

- Sturdy Motor
- Simulated Headlights

3-CAR GE DIESEL FREIGHT SETS

Beginner's set. Red and white striped GE44 Lehigh Valley diesel; red flat car with pipes; black gondola car with red industrial canisters; red caboose; 8 sections curved tracks 1 section straight track, uncoupling track set, 45-watt transformer Lockon, lubricant and instruction sheet Each set in ctn., 9 lbs

Y6-1543.....Set **30.00**

Y6-1543 SET
37 IN. LONG

- With Magne-Traction
- Featuring GE 44-TON Diesel

4-CAR GE DIESEL FREIGHT SET

Black and yellow striped GE-44 Northern Pacific Diesel twin auto car; red box car; single dome "Gulf Oil" car red caboose; 8 sections curved track; 3 sections straight track, 1 uncoupling track set; 45 watt transformer Lockon lubricant and instructions. Each set in ctn., 15 lbs.

Y6-1545.....Set **39.94**

DIESEL ONLY

Y6-628 -"Northern Pacific," Black & Yellow Each **22.60**

Y6-629 'Burlington,' Silver and Red Each **22.60**

Y6-1545 SET
37 IN. LONG
Y6-628 LOCOMOTIVE

- With Magne-Traction
- Headlight
- 44-TON DIESEL

3-CAR STEAM SWITCHER FREIGHT SET

Steam switcher with ladder-back tender; black and gray wheel car; manually operated crane in black with red cab, white markings and insignia; orange work caboose 8 sections curved track; 3 sections straight track; uncoupling track set; 45 watt transformer. Lockon, lubricant and instructions. Each in ctn., 14 lbs.

Y6-1549.....Set **46.66**

STEAM SWITCHER AND TENDER ONLY

Y6-1615LT.....Each **30.00**

Y6-1549 SET 43 IN. LONG
Y6-1615LT LOCOMOTIVE

- 0-4-0 Switcher
- Headlight

4-CAR DIESEL FREIGHT SET

Blue with orange trim "New Jersey Central" diesel and switcher; rail truck car; 3-dome Gulf Oil' tank car gondola with cannisters, red caboose; 8 sections curved track; 2 sections straight track; 1 uncoupling track set, 60 watt transformer with whistle controller, Lockon ubricant and instructions. Each in ctn., 13 lbs

Y6-1551W.....Set **53.26**

DIESEL ONLY

Y6-621 .....Each **30.00**

Y6-1551W SET
51 IN. LONG
Y6-621 LOCOMOTIVE

- With Magne Traction
- Horn

"027" LIONEL TRAIN SETS AND LOCOMOTIVES

CONTINUED FROM PAGE 1

EACH SET COMPLETE WITH TRANSFORMER

5-CAR DIESEL FREIGHT SETS

GP-7 "Milwaukee Road" diesel in black and orange; "New Haven" box car in orange, black and white; trailer flat car with 2 vans; ALCOA cement car in silver with blue markings; red gondola with barrels; red caboose; 8 sections curved track, 3 sections straight track; 1 remote control track set; 80 watt transformer with whistle controller. Lockon, lubricant and instruction booklet. Each in ctn., 16 lbs.

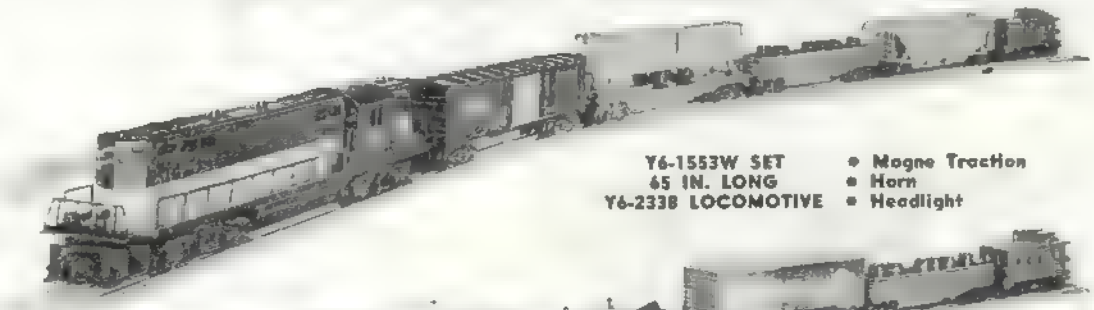
Y6-1553W .....Set **66.60**

"Milwaukee Road" Diesel Only

Y6-2338—Black and Orange..Each **33.34**

"Burlington" Diesel Only

Y6-2328—Silver and Red...Each **31.34**



Y6-1553W SET
65 IN. LONG
Y6-2338 LOCOMOTIVE

- Magne Traction
- Horn
- Headlight

4-CAR STEAM FREIGHT SETS

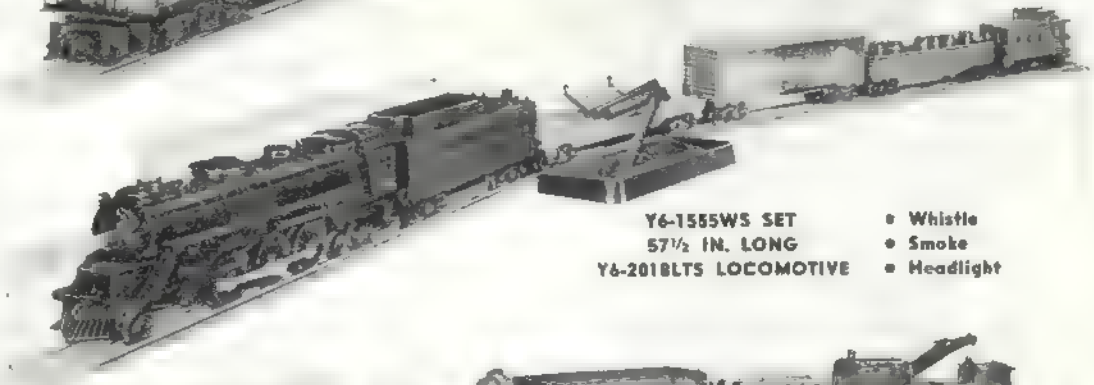
Steam engine; whistle tender, red and gray operating lumber car with unloading bin; "B & O" box car in blue and orange; red gondola car red caboose; 8 sections curved track; 3 sections straight track; remote control track set; 60-watt transformer. Lockon, lubricant, smoke pellets, instructions. Each in ctn., 17 lbs

Note: This set does not have Magne Traction

Y6-1555WS .....Set **66.60**

Steam Locomotive & Tender Only

Y6-2018LTS .....Each **30.00**



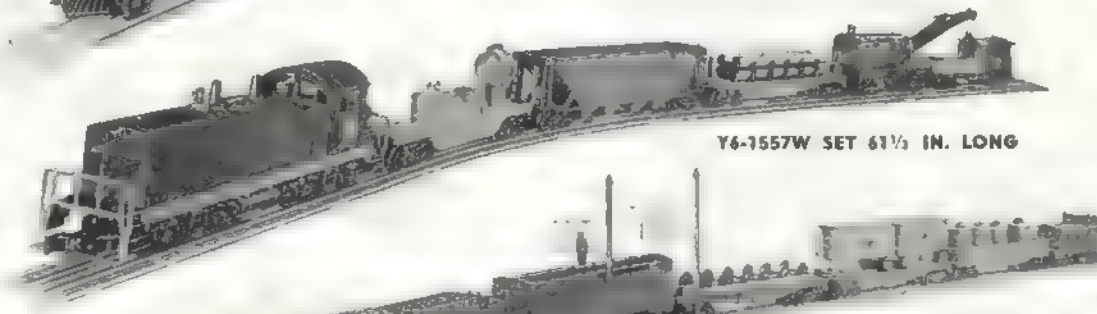
Y6-1555WS SET
57½ IN. LONG
Y6-2018LTS LOCOMOTIVE

- Whistle
- Smoke
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue with orange trim "Jersey Central" diesel switcher; searchlight car with rotating searchlight; red hopper car; pipe car; wrecking crane, black with red, white markings and insignia, orange work caboose; 8 sections curved track, 3 section straight track; 1 remote control track set; 80 watt transformer. Lockon, lubricant and instruction booklet. Each in ctn., 14 lbs

Y6-1557W.....Set **66.60**

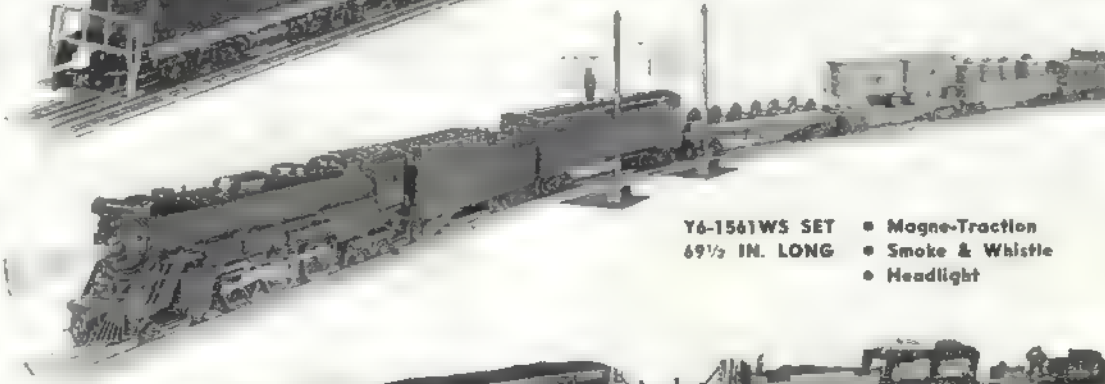


Y6-1557W SET 61½ IN. LONG

5-CAR STEAM FREIGHT SETS

6 big driving wheels on locomotive; whistle tender; new tell-tale car; wheel car; trailer flat car; canister gondola-type car; red caboose; 8 sections curved track, 3 sections straight track, remote control track set; 90 watt transformer has whistle and directional controls. Lockon lubricant, smoke pellets, instruction booklet Each in ctn., 18 lbs.

Y6-1561WS.....Set **79.94**



Y6-1561WS SET
69½ IN. LONG

- Magne-Traction
- Smoke & Whistle
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue and white heralds on "Wabash" "A and B" unit diese, with motor in "A" unit; miscellaneous car in black with white lettering, operating barrel car, Evans auto transport in red with black and gold insignia, searchlight car, illuminated caboose, 8 sections curved track, 3 sections straight track, remote control track set 90 watt transformer Lockon lubricant, instruction booklet Each in ctn, 21 lbs.

Y6-1563W .....Set **90.00**

"A & B" Unit "Wabash" Diesel Only

Y6-2240 .....Each **39.94**

Y6-1563W SET
76 IN. LONG
Y6-2240 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

5-CAR STEAM FREIGHT SETS

6 wheel locomotive and whistle tender; white milk car with green platform; operating searchlight extension car; Evans automobile car in red with black and gold insignia; "ALCOA" cement car in silver with blue lettering; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90 watt transformer. Lockon, lubricant, smoke pellets instruction booklet. Each in ctn., 21 lbs.

Y6-1565WS.....Set **93.28**

Y6-1565WS SET
70½ IN. LONG

- Magne-Traction
- Whistle & Smoke
- Headlight

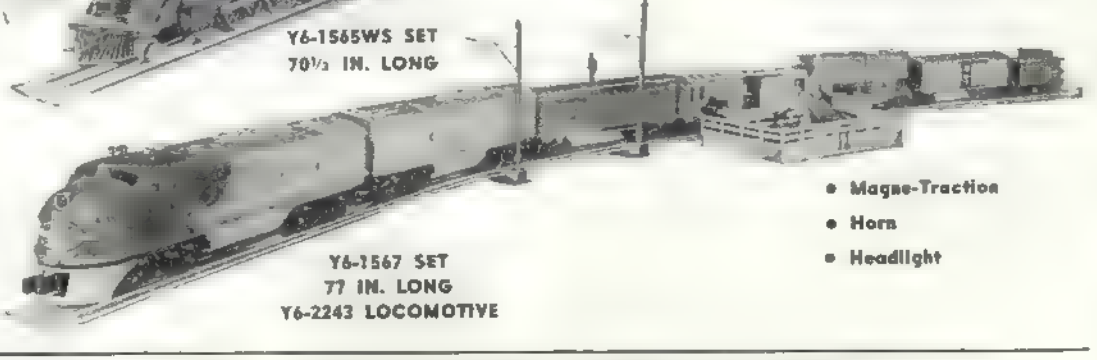
5-CAR DIESEL FREIGHT SETS

Crimson and silver "Santa Fe" A and B unit diesel with motor in "A" unit; operating tell-tale car, operating horse car with horses with corral, trailer flat car with 2 removable trailers, orange and black refrigerator car; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90-watt transformer. Lockon, lubricant, instruction booklet. Each in ctn., 22 lbs.

Y6-1567W .....Set **100.00**

"Santa Fe" A & B Unit Diesel Only

Y6-2243 .....Each **39.94**

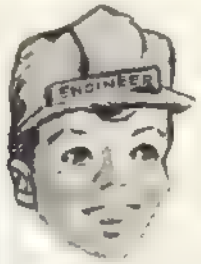


Y6-1567 SET
77 IN. LONG
Y6-2243 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

Please Note: Many of the Locomotives in the Train Sets May Be Ordered Separately

LIONEL TRAINS



FOR 1956

Featuring Exclusive Lionel MAGNE-TRACTION

. . . and REMOTE CONTROL KNUCKLE COUPLERS!

"027" TRAIN SETS and LOCOMOTIVES

Each Set Complete with Transformer!

Lionel trains have all the vibrant color and flashing action of real railroading. New, long, scale-modeled Lionel box cars in brilliant colors. Great locos, streamliners and new diesels. Lionel's exclusive Magne-Traction is a permanent track-gripping power for more speed . . . more pull . . . more climb.

All Lionel Trains Operate on 110 Volt, 60 Cycle AC Only

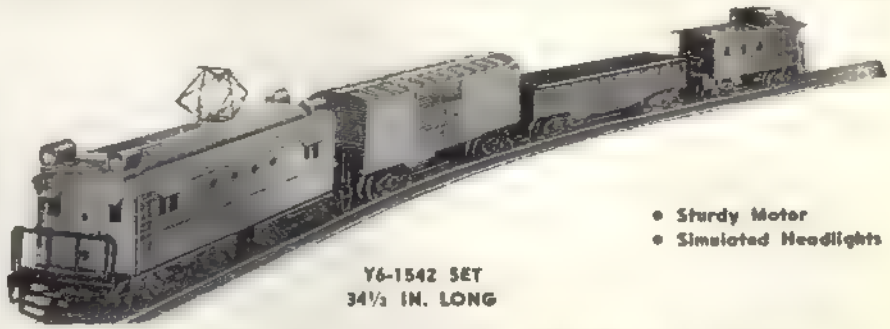
Wonderful Value

in the Model Train Field!

3-CAR ELECTRIC FREIGHT SETS

GE-E electric orange and black engine with simulated pantograph; red "Baby Ruth" box car; black gondola rod caboose; 8 section curved track, 1 section straight track; 1 uncoupling track set; 45-watt transformer. Lockon, lubricant and instructions. Each in ctn., 9 lbs

Y6-1542 .....Set **26.00**



Y6-1542 SET
34½ IN. LONG

- Sturdy Motor
- Simulated Headlights

3-CAR GE DIESEL FREIGHT SETS

Beginner's set. Red and white striped GE44 Lehigh Valley diesel; red flat car with pipes; black gondola car with red industrial canisters; red caboose; 8 sections curved tracks 1 section straight track, uncoupling track set, 45-watt transformer Lockon, lubricant and instruction sheet Each set in ctn., 9 lbs

Y6-1543.....Set **30.00**

Y6-1543 SET
37 IN. LONG

- With Magne-Traction
- Featuring GE 44-TON Diesel

4-CAR GE DIESEL FREIGHT SET

Black and yellow striped GE-44 Northern Pacific Diesel twin auto car; red box car; single dome "Gulf Oil" car red caboose; 8 sections curved track; 3 sections straight track, 1 uncoupling track set; 45 watt transformer Lockon lubricant and instructions. Each set in ctn., 15 lbs.

Y6-1545.....Set **39.94**

DIESEL ONLY

Y6-628 -"Northern Pacific," Black & Yellow Each **22.60**

Y6-629 'Burlington,' Silver and Red Each **22.60**

Y6-1545 SET
37 IN. LONG
Y6-628 LOCOMOTIVE

- With Magne-Traction
- Headlight
- 44-TON DIESEL

3-CAR STEAM SWITCHER FREIGHT SET

Steam switcher with ladder-back tender; black and gray wheel car; manually operated crane in black with red cab, white markings and insignia; orange work caboose 8 sections curved track; 3 sections straight track; uncoupling track set; 45 watt transformer. Lockon, lubricant and instructions. Each in ctn., 14 lbs.

Y6-1549.....Set **46.66**

STEAM SWITCHER AND TENDER ONLY

Y6-1615LT.....Each **30.00**

Y6-1549 SET 43 IN. LONG
Y6-1615LT LOCOMOTIVE

- 0-4-0 Switcher
- Headlight

4-CAR DIESEL FREIGHT SET

Blue with orange trim "New Jersey Central" diesel and switcher; rail truck car; 3-dome Gulf Oil' tank car gondola with cannisters, red caboose; 8 sections curved track; 2 sections straight track; 1 uncoupling track set, 60 watt transformer with whistle controller, Lockon ubricant and instructions. Each in ctn., 13 lbs

Y6-1551W.....Set **53.26**

DIESEL ONLY

Y6-621 .....Each **30.00**

Y6-1551W SET
51 IN. LONG
Y6-621 LOCOMOTIVE

- With Magne Traction
- Horn

"027" LIONEL TRAIN SETS AND LOCOMOTIVES

CONTINUED FROM PAGE 1

EACH SET COMPLETE WITH TRANSFORMER

5-CAR DIESEL FREIGHT SETS

GP-7 "Milwaukee Road" diesel in black and orange; "New Haven" box car in orange, black and white; trailer flat car with 2 vans; ALCOA cement car in silver with blue markings; red gondola with barrels; red caboose; 8 sections curved track, 3 sections straight track; 1 remote control track set; 80 watt transformer with whistle controller. Lockon, lubricant and instruction booklet. Each in ctn., 16 lbs.

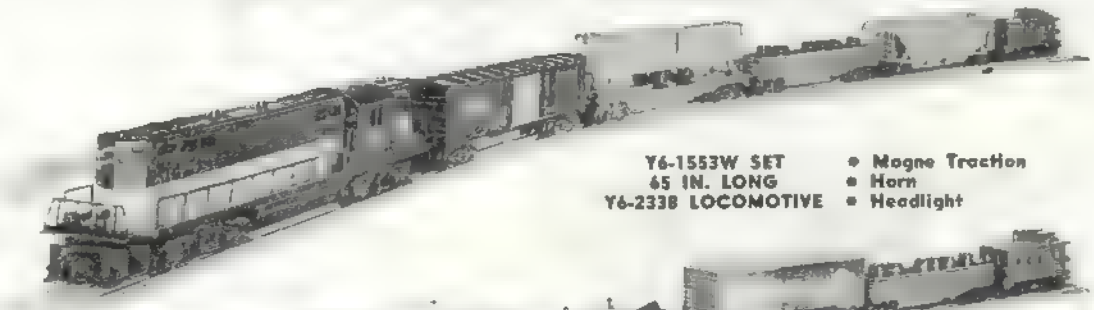
Y6-1553W .....Set **66.60**

"Milwaukee Road" Diesel Only

Y6-2338—Black and Orange..Each **33.34**

"Burlington" Diesel Only

Y6-2328—Silver and Red...Each **31.34**



Y6-1553W SET
65 IN. LONG
Y6-2338 LOCOMOTIVE

- Magne Traction
- Horn
- Headlight

4-CAR STEAM FREIGHT SETS

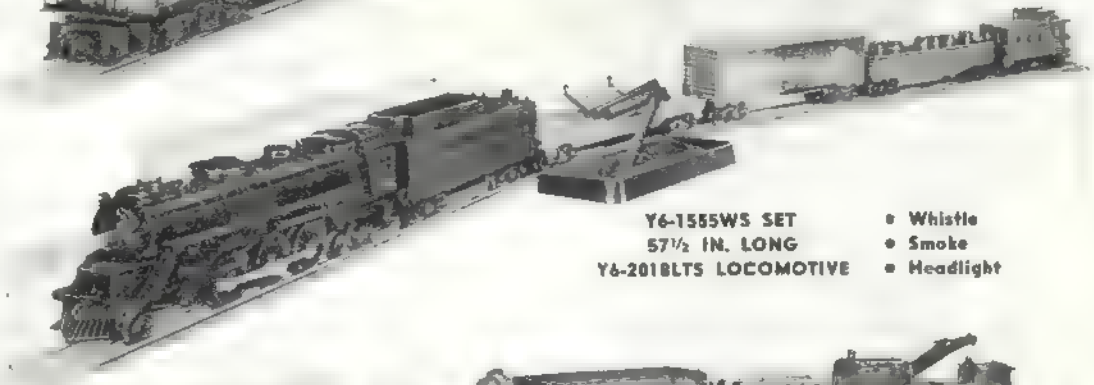
Steam engine; whistle tender, red and gray operating lumber car with unloading bin; "B & O" box car in blue and orange; red gondola car red caboose; 8 sections curved track; 3 sections straight track; remote control track set; 60-watt transformer. Lockon, lubricant, smoke pellets, instructions. Each in ctn., 17 lbs

Note: This set does not have Magne Traction

Y6-1555WS .....Set **66.60**

Steam Locomotive & Tender Only

Y6-2018LTS .....Each **30.00**



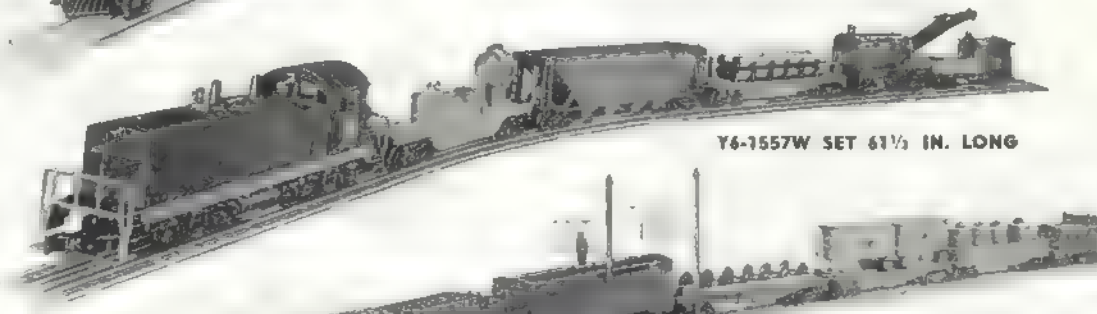
Y6-1555WS SET
57½ IN. LONG
Y6-2018LTS LOCOMOTIVE

- Whistle
- Smoke
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue with orange trim "Jersey Central" diesel switcher; searchlight car with rotating searchlight; red hopper car; pipe car; wrecking crane, black with red, white markings and insignia, orange work caboose; 8 sections curved track, 3 section straight track; 1 remote control track set; 80 watt transformer. Lockon, lubricant and instruction booklet. Each in ctn., 14 lbs

Y6-1557W.....Set **66.60**

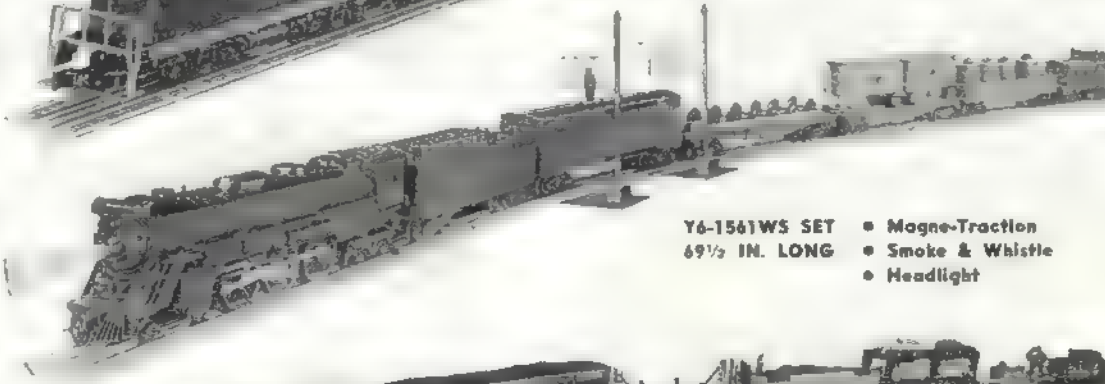


Y6-1557W SET 61½ IN. LONG

5-CAR STEAM FREIGHT SETS

6 big driving wheels on locomotive; whistle tender; new tell-tale car; wheel car; trailer flat car; canister gondola-type car; red caboose; 8 sections curved track, 3 sections straight track, remote control track set; 90 watt transformer has whistle and directional controls. Lockon lubricant, smoke pellets, instruction booklet Each in ctn., 18 lbs.

Y6-1561WS.....Set **79.94**



Y6-1561WS SET
69½ IN. LONG

- Magne-Traction
- Smoke & Whistle
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue and white heralds on "Wabash" "A and B" unit diese, with motor in "A" unit; miscellaneous car in black with white lettering, operating barrel car, Evans auto transport in red with black and gold insignia, searchlight car, illuminated caboose, 8 sections curved track, 3 sections straight track, remote control track set 90 watt transformer Lockon lubricant, instruction booklet Each in ctn, 21 lbs.

Y6-1563W .....Set **90.00**

"A & B" Unit "Wabash" Diesel Only

Y6-2240 .....Each **39.94**

Y6-1563W SET
76 IN. LONG
Y6-2240 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

5-CAR STEAM FREIGHT SETS

6 wheel locomotive and whistle tender; white milk car with green platform; operating searchlight extension car; Evans automobile car in red with black and gold insignia; "ALCOA" cement car in silver with blue lettering; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90 watt transformer. Lockon, lubricant, smoke pellets instruction booklet. Each in ctn., 21 lbs.

Y6-1565WS.....Set **93.28**

Y6-1565WS SET
70½ IN. LONG

- Magne-Traction
- Whistle & Smoke
- Headlight

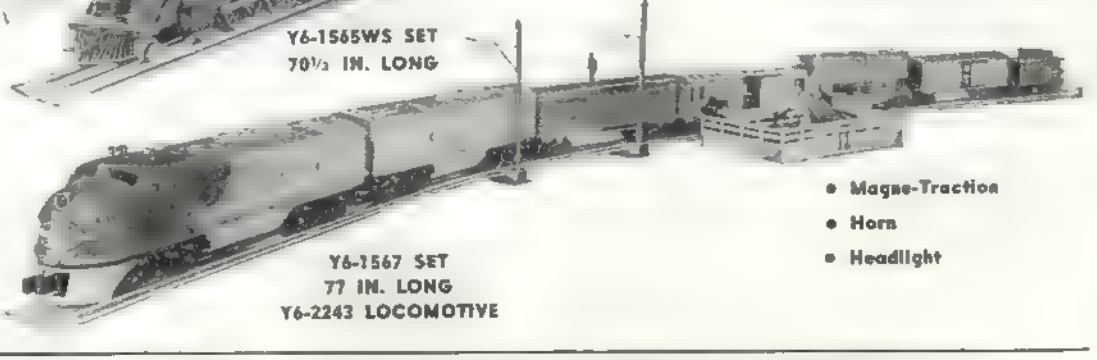
5-CAR DIESEL FREIGHT SETS

Crimson and silver "Santa Fe" A and B unit diesel with motor in "A" unit; operating tell-tale car, operating horse car with horses with corral, trailer flat car with 2 removable trailers, orange and black refrigerator car; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90-watt transformer. Lockon, lubricant, instruction booklet. Each in ctn., 22 lbs.

Y6-1567W .....Set **100.00**

"Santa Fe" A & B Unit Diesel Only

Y6-2243 .....Each **39.94**



Y6-1567 SET
77 IN. LONG
Y6-2243 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

Please Note: Many of the Locomotives in the Train Sets May Be Ordered Separately

• LIONEL "O" TRAIN SETS AND LOCOMOTIVES •

THESE SETS HAVE MAGNE-TRACTION

• *Transformers Not Included with These Train Sets* •

4-CAR DIESEL SWITCHER FREIGHT SETS

Red and black striped diesel switcher "Seaboard", operating tell-tale car; rail truck car black with red cab, white markings and insignia crane car, orange work caboose; 8-sections curved track 3 sections straight track; remote control track set. Lockon, lubricant, instruction booklet. Each in ctn., 11 lbs.

Y6-2255W.....Set **53.26**

Switcher Locomotive Only

Y6-601.....Each **33.34**

"NEW HAVEN" ELECTRIC 5-CAR FREIGHT SETS

White, orange and black electric "New Haven" pantagraph locomotive; orange, black and white "New Haven" box car, pipe car; trailer flat car, operating searchlight extension car; brown illuminated caboose, 8 sections curved track; 5 sections straight track; remote control track set. Lockon, lubricant and instruction booklet. Each in ctn., 14 lbs.

Y6-2259W.....Set **73.34**

Electric Locomotive Only

Y6-2350.....Each **39.94**

5-CAR STEAM FREIGHT SETS

Hudson-type steam locomotive and whistle tender operating barrel car; red with black and gold insignia Evans automobile car, red hopper car white and red circus car; brown illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set. Lockon, lubricant, smoke pellets and instruction booklet. Each in ctn., 18 lbs.

Y6-2261WS.....Set **79.94**

Locomotive and Tender Only

Y6-646LTS.....Each **50.00**

5-CAR ELECTRIC FREIGHT SETS

White, orange and black "New Haven" electric pantagraph locomotive; orange, black and white "New Haven" automobile car; red with black and gold insignia Evans automobile car; gray with red operating twin dump car; operating milk car, red bay window caboose; 8 sections OC curved track, 7 sections OS straight track; UCS remote control track set. Lockon, lubricant and instruction booklet. Each in ctn., 18 lbs.

Y6-2263W.....Set **86.68**

5-CAR STEAM FREIGHT SETS

Berkshire" locomotive; whistle tender; operating tell-tale car operating searchlight car; trailer flat car, black with white lettering miscellaneous car red bay window caboose 8 sections curved track 7 sections straight track; remote control track set Lockon, lubricant, smoke pellets, instruction booklet. Each in ctn., 18 lbs.

Y6-2265WS.....Set **93.28**

5-CAR DIESEL FREIGHT SETS

"Fairbanks-Morse" two-motor "Virginian" diesel; gray and red operating twin bin dump car, operating barrel car; black with red cab wrecking [illegible] operating [illegible] car with [illegible] car, [illegible] gray and black work caboose, 8 sections curved track 7 sections straight track remote control track set Lockon lubricant and instruction booklet. Each in ctn., 19 lbs.

Y6-2267W.....Set **93.28**

Diesel Locomotive Only

Y6-2331—"Virginian".....Each **53.26**
Y6-2341—"Jersey Central" blue & orange Each **53.26**

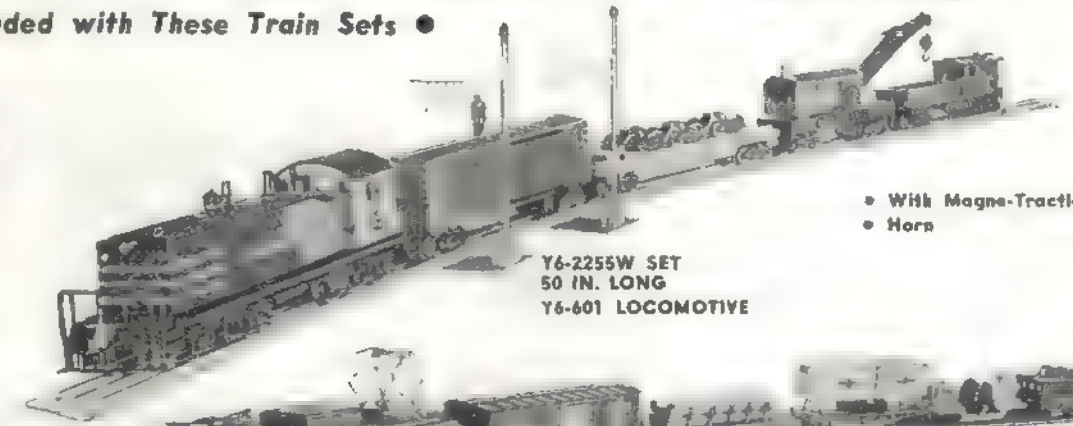
2 MOTOR DIESEL 5-CAR FREIGHT SETS

Blue and white striped "Baltimore and Ohio" 2-motor diesel; black and orange chemical car transformer car; horse car with corral, red lumber car with bin; illuminated bay window red caboose 8 sections curved track, 7 sections straight track; remote control track set Lockon Lubricant and instruction booklet. Each in ctn 21 lbs.

Y6-2269W.....Set **100.00**

Two Motor Diesels Only

Y6-2368—"B & O." Blue & white striped Each **53.26**
Y6-2363—"Illinois Central." Yellow & Brown ..... Each **53.26**



Y6-2255W SET
50 IN. LONG
Y6-601 LOCOMOTIVE

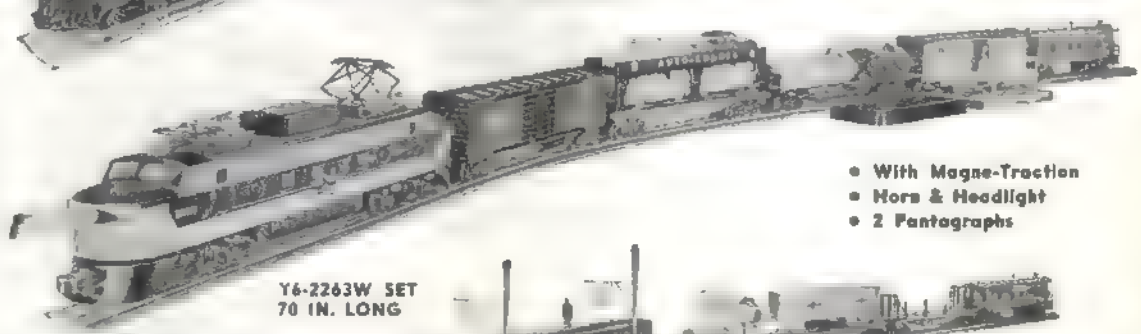
• With Magne-Traction
• Horn

Y6-2259W SET
54 IN. LONG
Y6-2350 LOCOMOTIVE

• With Magne-Traction
• Horn & Headlight
• 2 Pantagraphs

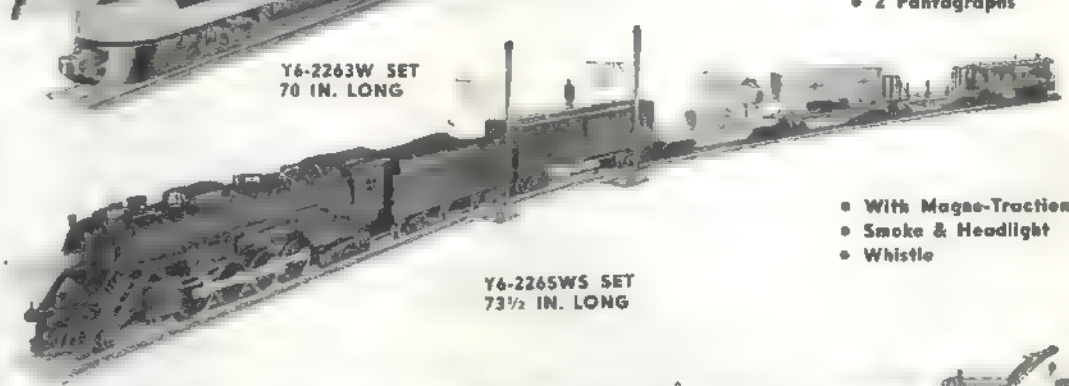
Y6-2261WS SET 75 IN. LONG
Y6-646LTS LOCOMOTIVE

• With Magne-Traction
• Smoke & Light
• Twin Pitch Whistle



Y6-2263W SET
70 IN. LONG

• With Magne-Traction
• Horn & Headlight
• 2 Pantagraphs



Y6-2265WS SET
73½ IN. LONG

• With Magne-Traction
• Smoke & Headlight
• Whistle

Y6-2267W SET 67 IN. LONG
Y6-2331 LOCOMOTIVE

• With Magne-Traction
• Horn

Y6-2269W SET
84½ IN. LONG
Y6-2368 LOCOMOTIVE

• With Magne-Traction
• Horn

• LIONEL "O" TRAIN SETS AND LOCOMOTIVES •

WITH MAGNE-TRACTION

TRANSFORMERS NOT INCLUDED IN THESE SETS

5-CAR ELECTRIC FREIGHT SET with 2 MOTORS

Green Pennsylvania GG-1 electric locomotive; tell-tale car; white operating milk car with green platform; machinery car; red with black and gold insignia Evans auto car; brown illuminated caboose; 8 sections curved tracks; 7 sections straight tracks; remote control track set. Lockon, lubricant and instruction booklet. Set in ctn., 21 lbs.

Y6-2271W.....Set **106.00**

Electric Locomotive Only

Y6-2360-25.....Each **66.60**

Y6-2271W SET 70½ IN. LONG

Y6-2360-25 LOCOMOTIVE

- With Magne-Traction
- Headlight
- Horn
- Pantographs

2-MOTOR DIESEL 5-CAR FREIGHT SETS

"Milwaukee" 2-motor gray and orange striped diesel end unit; Culvert loader with station; gondola and controller; gray and red twin-bin dump car; white milk car with green platform, barrel car; red illuminated bay window caboose, 8 sections curved tracks; 7 sections straight track; remote control track set. Lockon, lubricant and instruction booklet. Set in ctn., 24 lbs.

Y6-2273W.....Set **113.34**

2-Unit Diesel Locomotive Only

Y6-2378 ... ...Each **53.26**

Y6-2273W SET 80 IN. LONG

Y6-2378 LOCOMOTIVE

Illustration Shows Culvert Loader

- 80½ IN. LONG
- Magne-Traction
- Horn
- Headlight

4-CAR "CONGRESSIONAL" PASSENGER SETS with Two Motors

Wine "Pennsylvania" GG-1 two-motor electric locomotive; "Molly Pitcher" pullman car; "William Penn" pullman car; Betsy Ross" Vista Dome, "Alexander Hamilton" observation car, 8 sections curved tracks; 11 sections straight tracks; remote control track set. Lockon, lubricant, instruction booklet. Each set in ctn., 33 lbs.

Y6-2274W.....Set **133.34**

Electric Locomotive Only

Y6-2360-1.....Each **66.60**

Y6-2274W SET
78 IN. LONG

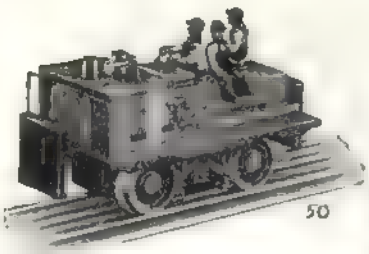
Y6-2360-1 LOCOMOTIVE

- With Magne-Traction
- Horn
- 2 Motors
- Headlight

LIONEL MOTORIZED CARS and LOCOMOTIVES

FOR USE WITH EITHER "O" OR "027" SETS

OTHER LOCOMOTIVES ARE LISTED WITH SETS, PAGES 1-4

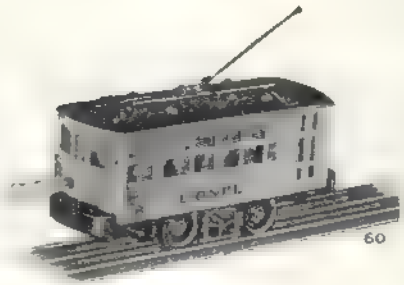


SECTION GANG CARS

With 3 Trainmen...$7.95 Sug. Retail

4¾ in. long. Motor operates from track power just as any Lionel locomotive does. Reverses direction when buffer plates strike a bumper. Men face the other way when car changes direction. Each in box.

Y6-50 Each **10.60**

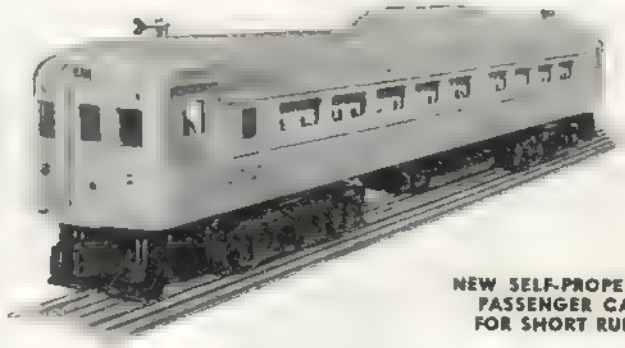


TROLLEY CAR

$8.95 Sug. Retail

7¾ in. long. Fascinating to watch in action. Has its own motor and operates on track. When plates on either end strike a bumper, car reverses itself. Little passengers can be seen in the windows. Illuminated. Each in box.

Y6-60.....Each **11.94**

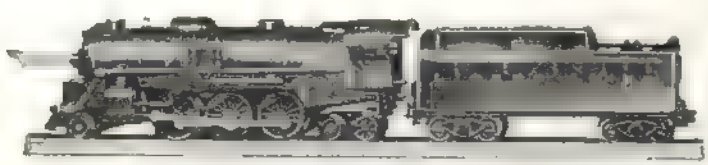


NEW SELF-PROPELLED PASSENGER CAR FOR SHORT RUNS

NEW "BUDD" RDC . . . $25.00 Sug. Retail

16½ inches long. Gleaming **aluminum** short run car complete with headlights, marker lights and operating couplers on both ends. Equipped with Magne Traction and horn. Interior lights show passengers in the window. 7 lbs.

Y6-400.....Each **33.34**



STEAM LOCOMOTIVE . . . $27.50 Sug. Retail

18¾ inches long. Steam locomotive with 6 big driving wheels. Two-tone whistle in tender. Each in ctn., 6 lbs.

Y6-2016LT.....Each **36.66**

STEAM LOCOMOTIVE and TENDER . . . $35.00 Sug. Retail

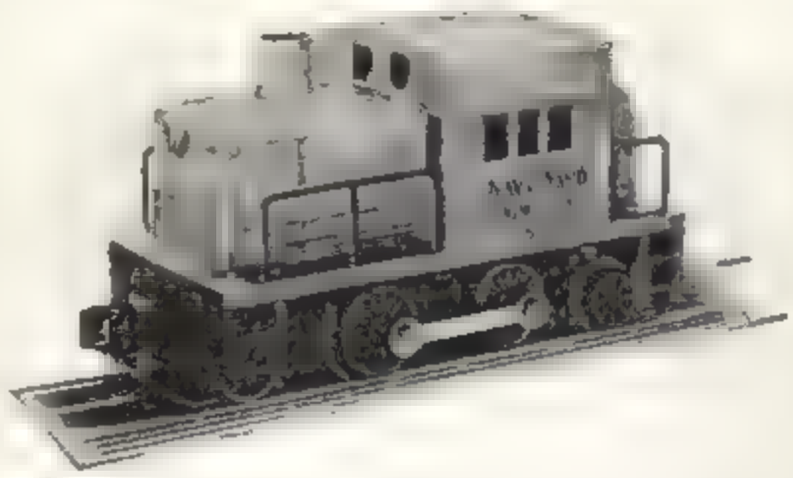
19 inches long. Powerful Universal-type parallel plate motor. 4-6-4 wheel arrangement. Has smoke, whistle and Magne-Traction. Each in ctn., 7 lbs.

Y6-665LTS.....Each **46.66**

LIONEL RAILROAD CARS

Unless Otherwise Indicated, Cars on This Page Can Be Used on "0" or "027" Gauge Tracks

SWITCHER LOCOMOTIVES



NEW Navy Diesel Switcher...$10.95 Sug. Ret.

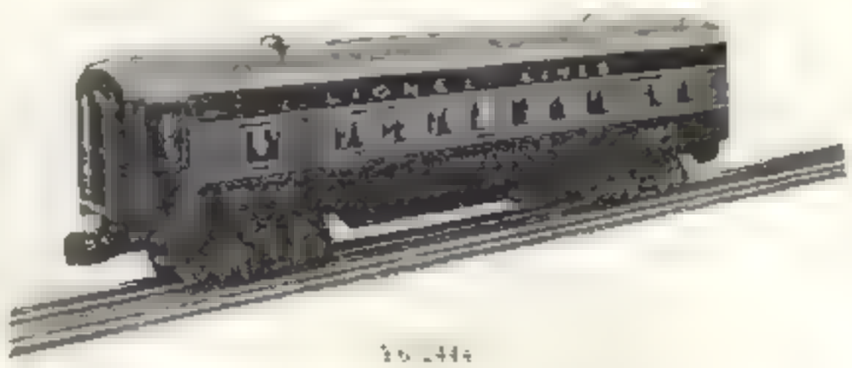
7½ inches long. New Navy Yard switcher. Carries the heralds of the U.S. Navy. Operating knuckle couplers on both ends. Used for switching work on any train set. 3 lbs.

Y6-51.....Each **14.60**

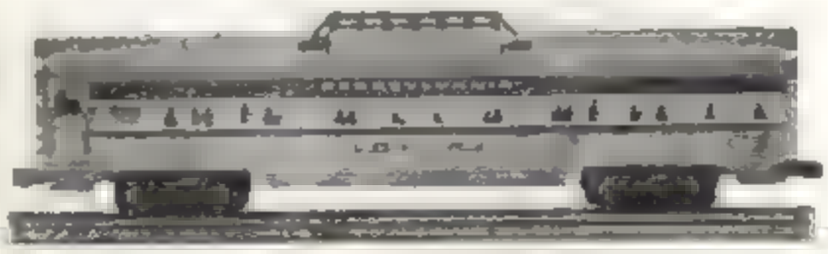
Army Gas Turbine...$10.95 Sug. Ret.

Similar to above with U.S. Army markings

Y6-41.....Each **14.60**



Y6-2444



Y6-2542

NEWLY DECORATED STRIPED CARS

Illuminated silver color with red trim. Shadow figures of passengers in windows. For use on "027" only. Each in ctn., 2 lbs.

NEWARK Pullman Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2444.....Each **11.94**

ELIZABETH Pullman Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2445.....Each **11.94**

CLIFTON Vista Dome Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2442.....Each **11.94**

SUMMIT Observation Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2446.....Each **11.94**

PENNSYLVANIA STREAMLINE CARS

16¾ inches long. Silver colored aluminum with maroon trim except baggage car which is all silver. Windows have silhouettes of passengers. For use on "0" gauge only. Each in ctn., 3 lbs.

BETSY ROSS Vista Dome...$12.95 Sug. Ret.
Y6-2542.....Each **17.26**

ALEXANDER HAMILTON Observation Car
$12.95 Sug. Ret.
Y6-2541.....Each **17.26**

WILLIAM PENN Pullman Car. $10.95 S.R.
Y6-2543.....Each **14.60**

MOLLY PITCHER Pullman Car $10.95 S.R.
Y6-2544.....Each **14.60**

RAILWAY EXPRESS Baggage Car...$10.95 S.R.
Y6-2530.....Each **14.60**

New "Alcoa" Cement Car $5.95 Sug. Ret.

11¼ inches long. Silver color with blue lettering. Covered hopper with "Alcoa" markings. Equipped with 12 opening roof hatches. Each in ctn., 2 lbs.

Y6-6346.....Each **7.94**

Hopper Car...$4.95 Sug. Ret.

11⅜ inches long. Bright red, 4 double hoppers. Each in ctn., 2 lbs.

Y6-6436-25.....Each **6.60**

New 3-Dome Oil Car...$5.95 Sug. Ret.

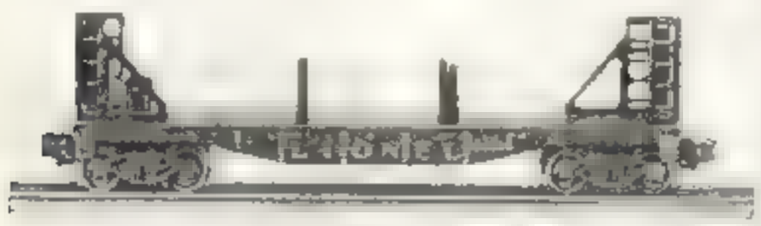
10¾ inches long. Authentically detailed with the markings of Gulf Oil. Each in ctn., 2 lbs.

Y6-6425.....Each **7.94**

3-Dome Chemical Car...$6.95 Sug. Ret.

10 inches long. Black and orange with Gulf markings and authentic details. Each in ctn., 2 lbs.

Y6-6218.....Each **9.26**



New Miscellaneous Car...$5.95 Sug. Ret.

11 in. long. Black with white lettering. 2 lbs.

Y6-6467.....Each **7.94**

Machinery Car...$7.95 Sug. Ret.

16 in. long. FOR O GAUGE ONLY. Detachable bridge girder. 2 lbs.

Y6-6418.....Each **10.60**

Cable Car...$6.95 Sug. Ret.

10 in. long. Orange cable reels. 2 lbs.

Y6-6561.....Each **9.26**

New Transformer Car...$7.95 Sug. Ret.

16 in. long. FOR O GAUGE ONLY. Simulated transformer. 3 lbs.

Y6-6518.....Each **10.60**

Pipe Car...$5.95 Sug. Ret.

11 in. long. 12 stakes, 5 pipe sections, knuckle couplers.

Y6-6511—2 lbs.....Each **7.94**

New Wheel Car...$5.95 Sug. Ret.

11 in. long. Black and gray. 6 removable wheel and axle assemblies. 2 lbs.

Y6-6262.....Each **7.94**

Railway Truck Car...$5.95 Sug. Ret.

10⅜ in. long. Carries 3 removable trucks. 2 lbs.

Y6-6362.....Each **7.94**

New Gondola Car with Canisters...$4.95 Sug. Ret.

10⅜ in. long. 4 large removable canisters. 2 lbs.

Y6-6562-25.....Each **6.60**

NEW Circus Car...$5.95 Sug. Ret.

11⅜ inches long. White with red lettering. Roof is red and white. Complete with circus markings. 2 lbs.

Y6-6376.....Each **7.94**

Refrigerator Car...$5.95 Sug. Ret.

10⅜ in. long. Orange with black trim. Actual model of Santa Fe Mechanical Temperature Controlled reefer. Plush closing doors, remote control couplers. 2 lbs.

Y6-6672.....Each **7.94**

NEW Flat Car with 2 Vans...$6.95 Sug. Ret.

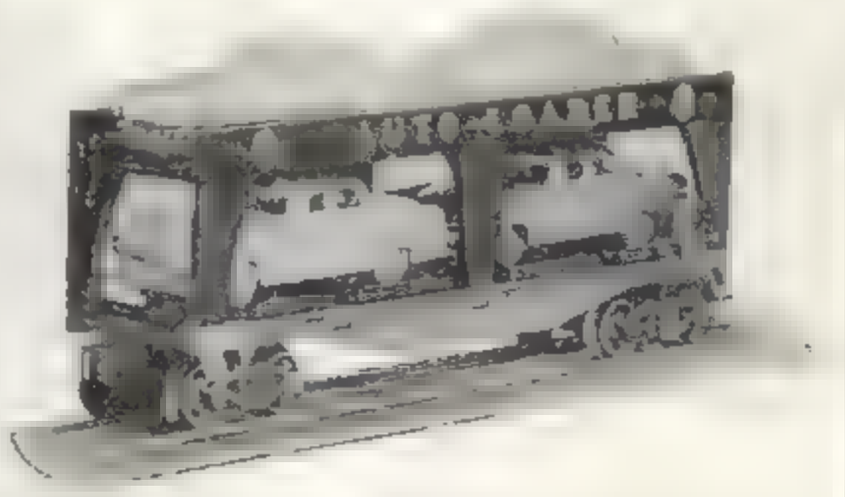
11 inches long. Long flat car with 2 removable Fruehauf trailers. 2 lbs.

Y6-6430.....Each **9.26**

Flat Car with 2 Autos...$3.95 Sug. Ret.

11 in. long. Complete with 2 simulator automobiles. 2 lbs.

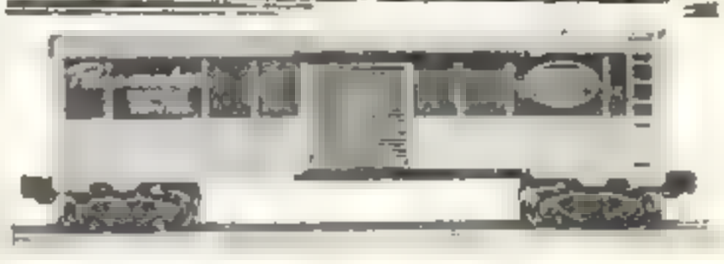
Y6-6424.....Each **5.26**



Evans Auto Transport Car...$8.95 Sug. Ret.

11 inches long. Bright red with black and gold insignia. 4 removable precision scale models. Ford autos. 1 lb.

Y6-6414.....Each **11.94**



TRUE-TO-SCALE BOX CARS
Scaled for "0" Gauge.
But Can Be Used for "027"

"Pacemaker" Box Car...$5.95 Sug. Ret.

10½ in. long. Gray and red. New York Central's fast freight carrier. Operating knuckle couplers.

Y6-6464-125.....Each **7.94**

"Overnight" Box Car...$5.95 Sug. Ret.

10½ in. long. Southern Pacific fast freight. Operating knuckle couplers, sliding doors. 1 lb.

Y6-6464-225.....Each **7.94**

"Rutland" Box Car...$5.95 Sug. Ret.

10½ in. long. Dark green and canary yellow sides, dark green roof. Model of Vermont's freight-hauling line. 1 lb.

Y6-6464-300.....Each **7.94**

New "Sentinel" Box Car...$5.95 Sug. Ret.

10½ in. long. Blue and silver with blue and white lettering. From B & O line. 1 lb.

Y6-6464-325.....Each **7.94**

New M-K-T Box Car...$5.95 Sug. Ret.

10½ in. long. Wine colored with white lettering. Heralds of Missouri, Kansas, Texas. 1 lb.

Y6-6464-350.....Each **7.94**

New Central of Georgia Box Car...$5.95 Sug. Ret.

10½ in. long. Wine and silver with white and red lettering. Heralds of Central Georgia. 1 lb.

Y6-6464-375.....Each **7.94**

New B & O Box Car...$5.95 Sug. Ret.

10½ in. long. Blue and orange with blue and white lettering. Heralds of Baltimore and Ohio.

Y6-6464-400.....Each **7.94**

New Haven Box Car...$5.95 Sug. Ret.

10½ in. long. Orange, black and white. Heralds of New Haven. 1 lb.

Y6-6464-425.....Each **7.94**

New Great Northern Box Car...$5.95 Sug. Ret.

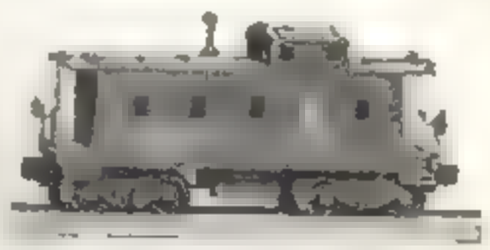
10½ in. long. Green and orange with yellow stripes, white and blue lettering. Heralds of Great Northern. 1 lb.

Y6-6464-450.....Each **7.94**

New Automobile Car...$5.95 Sug. Ret.

10½ in. long. Orange, black and white colors of the New Haven. 2 lbs.

Y6-6468-25.....Each **7.94**



Illuminated Caboose. $4.95 Sug. Ret.

7 in. long. Maroon. Smokestack. "Glassed-in" windows. Front and rear railguards. Scaled for 027 use.

Y6-6357.....Each **6.60**

Work Caboose...$6.95 Sug. Ret.

9 in. long. Gray with black lettering. D. L. & W. markings. Automatic remote control couplers.

Y6-6419.....Each **9.26**

Illuminated Caboose...$5.95 Sug. Ret.

7⅛ in. long. Maroon. 1-piece glazing for windows, doors, cupola. Penn. R.R. turret cupola class N5C. 1 lb.

Y6-6417.....Each **7.94**

Bay Window Caboose...$7.95 Sug. Ret.

18 in. long. Red. Smoke stack, radio antenna and slipping walk hand grips, ventilating panel under windows. Illumination from side lanterns.

Y6-6517.....Each **10.60**

LIONEL OPERATING RAILROAD CARS

NEW "Eagle" Operating Car...$7.95 Sug. Ret.

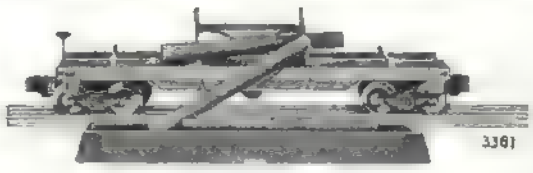
18½ in. long. Blue and gray striped with yellow doors. Missouri Pacific markings. Little trainman pops out of door by remote control. 2 lbs.

Y6-3494-150.....Each 10.60

NEW "State of Maine" Operating Car...$7.95 S. R.

10½ in. long. Red, white and blue. Bangor and Aroostook railroad markings. 2 lbs.

Y6-3494-275.....Each 10.60



Operating Lumber Car...$7.95 Sug. Ret.

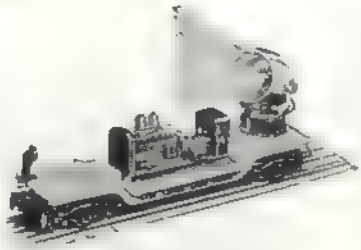
10⅝ in. long. Red with gray lumber. Pulsing mechanism tilts car bed slowly realistically by remote control until logs roll off into bin. Legs and bin included. 1 lb.

Y6-3361.....Each 10.60

Operating Barrel Car...$8.95 Sug. Ret.

11⅝ in. long. Barrels move along car and roll off into bin by remote control. Complete with 6 barrels, bin, track contactor, push button control. 2 lbs.

Y6-3562.....Each 11.94

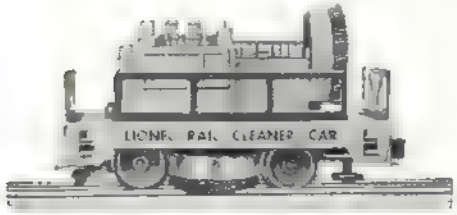


Operating Searchlight Car

$7.95 Sug. Retail

10 in. long. Finely detailed well-car carries generator and a big light which rotates continuously. Operates from track . . . does not require a remote control track section. Each in box. 2 lbs.

Y6-3620.....Each 10.60



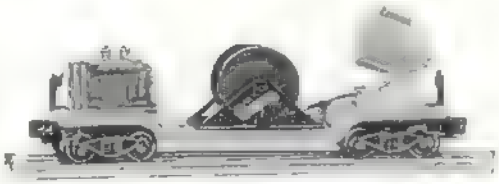
NEW Track Cleaning Car...$8.95 Sug. Ret.

8½ in. long. Coupled to a locomotive, it can be pulled around track while rotating brush, operated by its own motor, cleans off tracks. Reservoir for liquid track cleaner. 1 remote control knuckle coupler. 2 lbs.

Y6-3927.....Each 11.94

Liquid Track Cleaner

Y6-927-3.....Each .60



NEW Operating Cable-Light Car. .$8.95 Sug. Ret.

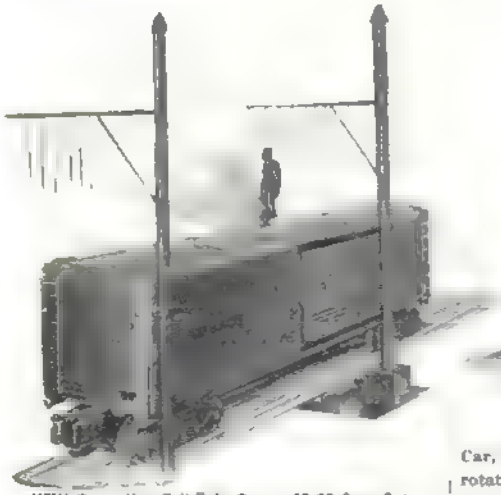
8½ in. long. Powerful revolving searchlight can be removed from car. Current is fed to light from wire on rotating cable reel in center car. Cable can be wound and unwound by hand crank. For trackside work. 2 lbs.

Y6-3650.....Each 11.94

Operating Twin Bin Dump Car...$8.95 Sug. Ret.

11½ in. long. Gray and red. Two separate dump units operate in sequence by remote control. Complete with bag of coal and large receiving bin. 1 lb.

Y6-3359.....Each 11.94



NEW Operating Tell-Tale Car. $8.95 Sug. Ret.

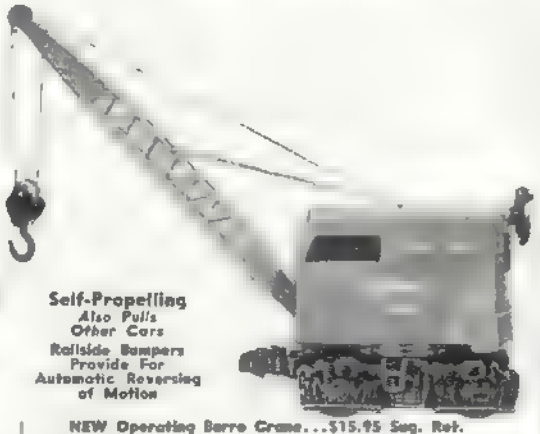
10½ in. long car, 7½ in. high poles. First tell-tale pole tumbles man, second brings him upright. Power is taken from track. 2 lbs.

Y6-3424.....Each 11.94

NEW Operating GM Generator Car...$12.95 Sug. Ret.

Car, 10½ in. long; power pole, 7½ in. high. Generator hums, fan rotates, searchlight on separate base swivels. Lighted interior shows diesel-electric generator attendant. Power pole with simulated transformer clamped to track. 2 lbs.

Y6-3830.....Each 17.26



NEW Operating Derrick Crane...$15.95 Sug. Ret.

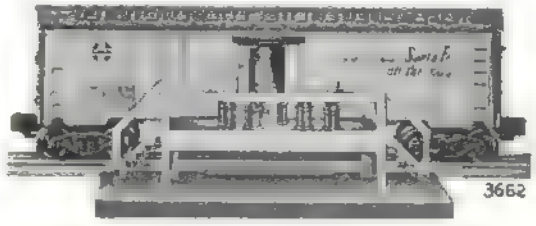
Cab 4 in. long; boom, 7¼ in. Self-propelling crane doubles as engine. Lever control for propelling car, rotating cab, raising and lowering hook, reversing direction. Knuckle coupler.

Y6-3360.....Each 21.26

Wrecking Crane. .$7.95 Sug. Ret.

7⅞ in. long. Black with red cab, white markings and insignia. 2 handwheels. 2 lbs.

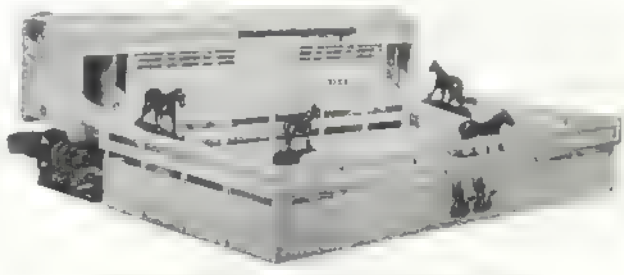
Y6-6560.....Each 10.60



Operating Milk Car...$10.95 Sug. Ret.

10⅝ in. long. Famous remote control operating milk car, now newly designed and extra long! White car, green platform, milk cans and miniature operator included. Carries Santa Fe herald. Each in box. 3 lbs.

Y6-3662.....Each 14.60

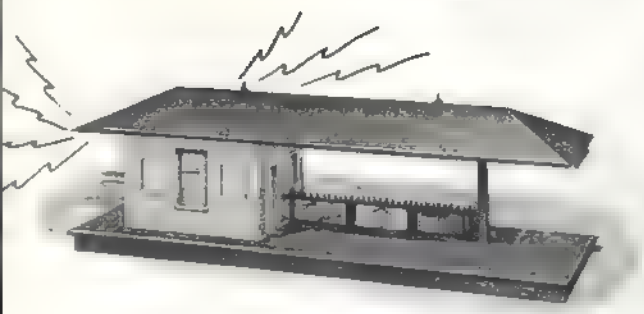


NEW Operating Horse Car...$15.95 Sug. Ret.

11¼ in. long. Includes car, horses, controls, 12x5¾ in. corral. Horses are moved by remote control and can also be maneuvered by use of gates. Does not require a remote control track section. 3 lbs.

Y6-3356.....Each 21.26

LIONEL OPERATING UNITS for Extra Volume



Operating Station with Horn . . . $6.95 Sug. Retail

15x5x5½ in. building. Horn blows by push button. Station is connected with a controller so that the horn can be sounded at will. Horn is blown by a dry cell battery contained in station. 3 lbs.

Y6-257 ..... **Each 9.26**

Water Tank
$6.95 Sug. Ret
(Not Illustrated)

10¼ in. high. Lower the water spout by remote control. Release button spout rises back. 3 lbs.

Y6-138 . . . **Each 9.26**

Diesel Fueling Station . . . $8.95 Sug. Ret.

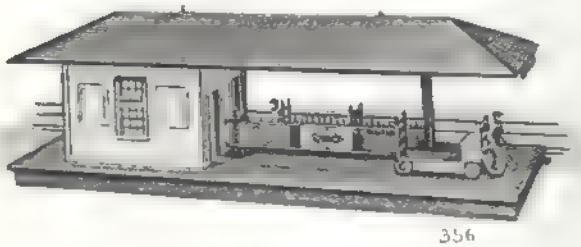
9x9 in., almost 10 in. high. Yellow, red, white and blue combined sanding and fuel oil station. As train stops in front of station, man comes out of house, fuel pipe moves to fueling position. Release push button and man turns around and goes back into station. Operated by remote control. 3 lbs.

Y6-415 ..... **Each 11.94**

New Sound Dispatching Station
$12.95 Sug. Ret

11x8 in. station. Control in handle of "mike" stops or starts train. Station contains loudspeaker connected to microphone from which operator announces arrivals, etc. Batteries for loudspeaker included. 3 lbs.

Y6-465 Each 17.26



356

Operating Freight Station . . . $8.95 Sug. Ret.

16x6x5½ in. Two baggage cars with attendants move in and out of baggage room at the touch of the remote control switch. Illuminated station house. Controller and wires included. 3 lbs.

Y6-356 ..... **Each 11.94**

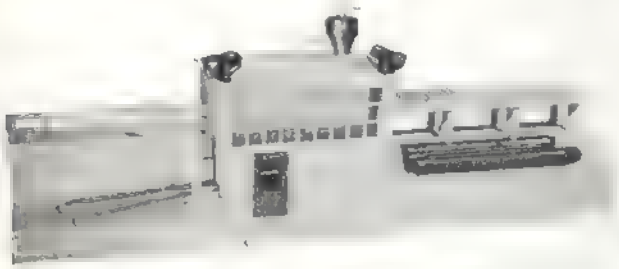
ADDITIONAL OPERATING UNITS
(Not Illustrated)

Operating Barrel Loader...$10.95 Sug. Ret.
19x4¼x4 inches. With controller, wires, track clips. 4 lbs.
Y6-362 ..... **Each 14.60**

Operating Log Conveyor...$15.95 Sug. Ret.
3-3/16x4¼x27½ in. Red and green. Operated by remote control. 6 lbs.
Y6-364 ..... **Each 21.26**

Coal Loader...$15.95 Sug. Ret.
10x7½x6 in. With coal, controller, connection wires. Operates by remote control. 6 lbs.
Y6-397 ..... **Each 21.26**

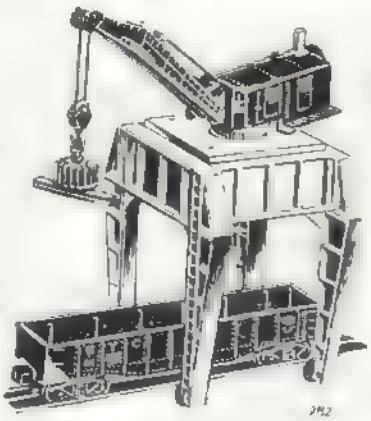
Coaling Station...$17.95 Sug. Ret.
9½x6x10 in. Four way remote control operation. 6 lbs.
Y6-497 ..... **Each 23.94**



New Operating Lumber Mill . . . $10.95 Sug. Ret.

16½x6x6 in. With logs, dressed lumber, controller, 2 swivel spotlights, sawdust collector. Remote control operated with true-to-life buzzing. 3 lbs.

Y6-464 **Each 14.60**

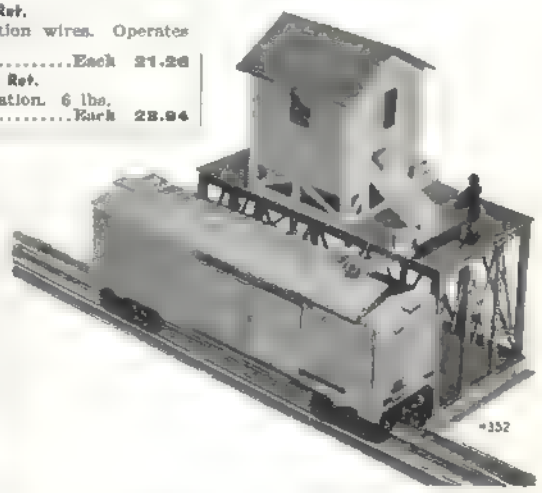


282

Gantry Operating Crane . . .
$18.95 Sug. Ret.

10½ in. high; portal structure, 5x7½ in. Crane has 3-lever control: one turns cab clockwise or counter-clockwise. Second raises or lowers electro-magnet. Third turns magnet on or off. Crane lifts by electro-magnet or "big hook." (Car and track not included.) 5 lbs.

Y6-282 ..... **Each 25.26**

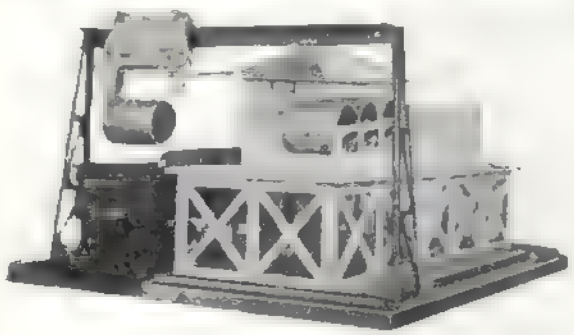


352

Ice Depot Set . . . $14.95 Sug. Ret.

11⅝x4x8½ in. base of station. Set includes depot, man "ice cubes," refrigerator car. Can be placed anywhere on track layout. Ice cubes placed in station manually. When refrigerated car stops, man moves cubes from base of chute into car hatch on top of car which opens to receive them. Cubes drop into ice bunker in car . . . all by remote control. 4 lbs.

Y6-352 ..... **Each 19.94**



New Operating Culvert Loader . . . $15.95 Sug. Ret.

Station: 11½x10x6 in. Car length, 10½ in. Includes station (houses mechanism), gondola, controller. Remote control works loading and crane. 4 lbs.

Y6-342 ..... **Each 21.26**

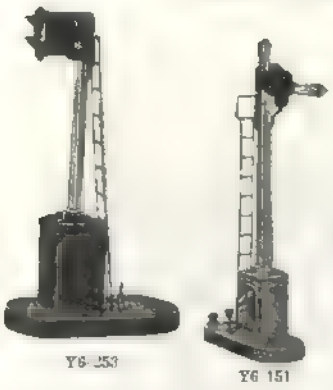
Piggy Back Transportation Set . . . $12.95 Ret.

11x8¾ in. Overall height, 4 in. Includes platform, flat car and trailers. Hand crank and lever on platform cause tiny lift-truck to move miniature Fruehauf trailers out onto special flat car. Then car can be pulled away. When car returns to position, trailers can be moved back onto platform. 4 lbs.

Y6-460 ..... **Each 17.26**

Make Extra Profits with "LIONEL" ACCESSORIES

For Use with "O" or "O27" Gauge Track



Y6-253 Y6-151

NEW Automatic Signal Control $4.95 S.R.

4x2x7 in. Stops train for a period that can be adjusted by lever in base. Red and green signal lights. 1 lb.

Y6-253 . . Each 6.60

Automatic Semaphore...$4.95 S.R.

9⅜ in. high. When train passes, blade drops to horizontal position and red light flashes. Contactor included. 1 lb

Y6-151.....Each 6.60

Operating Signal Bridge...$7.95 S.R.

5¾x16½x7¾ in. Spans 2 tracks. Light flashes green to red as train passes under. May be used as a block signal to stop next train. 2 lbs

Y6-450 Each 10.60

Y6-153 Y6-154

Automatic Block Signal...$4.95 S.R.

3⅜x1½ in. base. 8¾ in. high. Lights change from red to green as train passes

Y6-153..... Each 6.60

Contactor for Y6-153 ..$1.50 S.R

Y6-153C .... Each 2.00

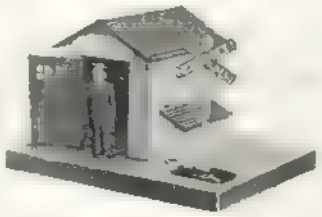
Flashing Highway Signal...$4.95 S.R.

9 in. high. Automatic red warning lights flash alternately when train approaches Contactor included. 1 lb

Y6-154 .... Each 6.60

Contactor for Y6-154 .$1.50 S.R.

Y6-154C Each 2.00



Operating Gateman...$5.95 S.R.

7x6⅝x7¼ in. Approaching train opens door, gateman rushes out swinging lantern. When train passes, he returns to illuminated shack and door closes. With contactor. 2 lbs

Y6-145 Each 7.94

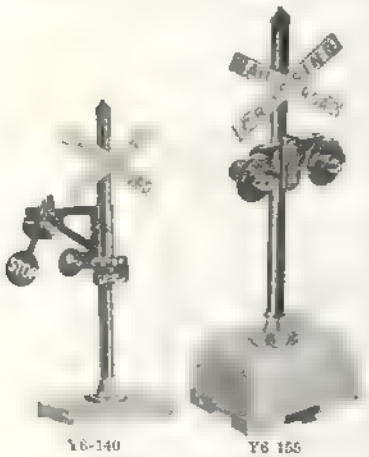
Contactor for Y6-145 ..$1.50 S.R

Y6-145C ..... Each 2.00

Operating Switch Tower...$7.95 S.R.

6¾x5¾x7¼ in. On approach of train towerman enters tower, 2nd man descends steps with lantern. After train passes, men return to original positions With contactor. 2 lbs

Y6-445 ..... Each 10.60



Y6-140 Y6-155

Banjo Signal...$4.95 S.R.

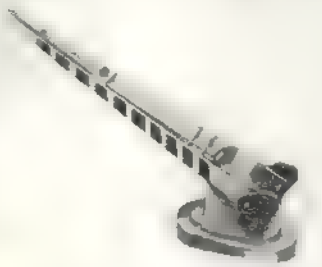
7⅛ in. high. As train approaches red warning light flashes on and "stop" signal swings back and forth. Action stops when train passes. With contactor. 1 lb.

Y6-140.....Each 6.60

Blinking Signal with Bell...$6.95 S.R.

8½ in. high. Black signal on white base with black diagonal stripes. Twin red lights flash, bell rings as train passes. 1 lb

Y6-155 ..... Each 9.26



Automatic Crossing Gate...$4.95 S.R.

9⅝ in. long, 8 in. high. Gate lowers, lights go on when train approaches. Gate rises, lights go off after it passes. With contactor. 1 lb.

Y6-252 .....Each 6.60

LIONEL "TRAINMASTER" TRANSFORMERS

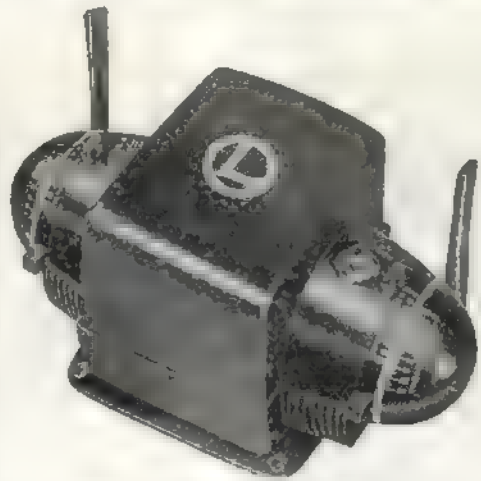


Illustration of Y6-ZW

TYPE ZW

275 Watt, 115 V. AC., 60 Cycles

$35.00 Sug. Retail

Handles four trains on different layouts at the same time. Engineer type throttles push forward to increase the speed, pull back to slow or stop train. Heavy duty circuit breaker protects against overloads and turns on red warning light. Green light shows "power on"

Y6-ZW ..... Each 46.66

TYPE LW

125 Watt, 115 Volt AC., 60 Cycles

$14.95 Sug. Retail

Offers a full range of speed for any locomotive. Has 2 fixed voltages, 14V and 18V, having a common ground with the track. Simultaneously operates equipment requiring different voltages. Each in box.

Y6-LW . Each 19.94

TYPE TW

175 Watt, 115 Volt AC., 60 Cycles

$22.50 Sug. Retail

Power for train completely separate from accessory voltage. Left throttle operates whistle and reverse. Two built-in circuit breakers and "Power on" pilot light.

Y6-TW. . Each 30.00

TYPE KW

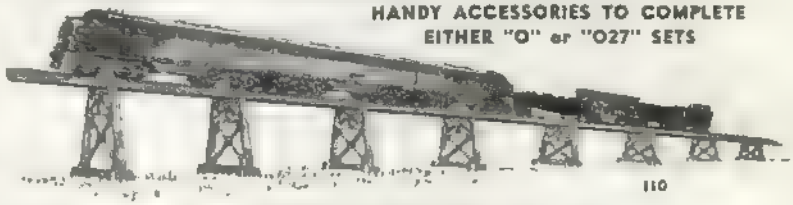
190 Watt, 115 Volt AC., 60 Cycles

$27.50 Sug. Retail

Operates two trains plus accessories. Train control throttle designed after the type used in Diesel locomotives. Forward and reverse buttons. Circuit breaker protects against overloads and turns on red warning light

Y6-KW.....Each 36.66

HANDY ACCESSORIES TO COMPLETE EITHER "O" or "O27" SETS



24 Pc. Graduated Trestle Set...$5.95 Sug. Ret.

24 graduated piers to make overpass and other overhead structures. 2 lbs.

Y6-110 ..... Each set 7.94

10 Pc. Large Trestle Sets...$3.95 Sug. Ret.

10 large piers (same size) that can be used to extend Y6-110 set. 2 lbs.

Y6-111..... Each set 5.26

Steel Trestle Bridge...$2.95 Sug. Ret.

24 in. long, 4⅝ in. wide, 5¾ in. high. All steel detailed span. 3 lbs

Y6-317. . . . . Each 3.94

Steel Girder Bridge...$1.95 Sug. Ret.

10 in. long, 4½ in. wide, 1⅝ in. high. Throughway for 1 track.

Y6-214.....Each 2.60

Illuminated Bumper. $1.95 S.R.

Y6-290.....Each 2.60

Conversion Coupler...50c S.R.

Converting "Scout type" cars to remote control uncoupling.

Y6-480-25 Each .74

Lockon with Light...$1.25 S.R.

Y6-LTC..... ... .Each 1.66

Lockon for O27 or O Gauge...25c S.R.

Y6-GTC . . ..Each .34

15 Ft. Conductor Cable on Reel...$1.25 S.R

Y6-40-25 . . Each 1.66

50 Ft. Cable Reel...$1.25 S.R.

Y6-40.....Each 1.66

Lubricating-Maintenance Kit...$1.95 S.R

Y6-927..... .. Each 2.60

Tube of Lubricant 35c S.R

Y6-925. ....Tube .46

Smoke Pellets...50c S.R.

Y6-SP..... .....Jar .66

DECORATIVE ACCESSORIES for MORE REALISM

Y6-89

NEW 11 in. Flag Pole...$1.50 S.R.

Y6-89 ..... Each 2.00

Yard Sign Set...$1.00 S.R.

8 assid. signs for permanent mounting

Y6-309.....Each 1.34

Billboard Set...$1.00 S.R.

5 frames, 6 colored billboards.

Y6-310. ..... Each 1.34

Billboard Blinker...$1.95 S.R.

Y6-410 ....Each 2.60

6 in. Lamp Post...$1.25 S.R.

Y6-71. ... Each 1.66

11¼ in. Rotating Beacon .$4.95 S.R

"Vibrotor" powered to revolve blinking red and green lights.

Y6-494 . Each 6.60

Floodlight Tower. .$4.98 S.R.

5x5x11½ in. 4 swiveled spotlights.

Y6-395..... Each 6.60

Plastic Coal in Bag... 50c S.R.

Y6-206 .. ... Each .66

½ Lb. Artificial Grass...50c S.R.

Y6-219..... .... Each .66

Y6-410

LIONEL TRACK & TRACK ACCESSORIES

"O" Gauge

10 in. Long Straight Track...10c S.R.

Y6-OS.....Each .40

½ Section Straight Track.. 30c S.R

Y6-½OS . Each .40

10⅞ in. Curved Track. 30c S.R.

Y6-OC Each .40

½ Section Curved Track. .30c S.R

Y6½OC..... Each .40

14 in. 76 Pc. Curved Track Sets . $7.20 S.R

Y6-760 Set 9.60

90° Crossover ..$2.95 S.R

Y6-020 . . Each 3.94

45° Crossover...$3.50 S.R

Y6-020X Each 4.66

Remote Control Track Set .$4.95 S.R

Y6-UCS Set 6.60

Steel Pins...10c Doz. S.R.

Y6-OC-18 . Doz. .14

Fibre Pins .5c Ea. S.R.

Y6-011-11 . . . . Each .06

Manual Switches...$12.95 S.R

Y6-042 . . Each 17.26

Remote Control Switches .$25.00 Pr. S.R

Y6-022 .. Pair 33.34

R.C. Right Switch...$12.95 S.R.

Y6-022RH Each 17.26

R.C. Left Switch ..$12.95 S.R.

Y6-022LH . .. Each 17.26

"027" Gauge

8⅞ in. Long Straight Track . 25c S.R.

Y6-1018 Each .34

½ Section Straight Track 25c S.R

Y6-½1018 .... Each .34

9½ in. Long Curved Track . 25c S.R

Y6-1019 Each .34

½ Section Curved Track. 25c S.R

Y6-½1019 Each .34

45° Crossover. .$2.50 S.R

Y6-1023 . Each 3.34

90° Crossover $1.95 S.R

Y6-1020 Each 2.60

Remote Control Track Sets .$3.95 S.R.

Y6-6019 . Each 5.26

Steel Pins ..10c Doz. S.R.

Y6-1013-17 Doz .14

Fibre Pins.. 5c Ea. S.R

Y6-813-62 . Each .06

Manual Switches .$5.95 S.R.

Y6-1022 . Each 7.94

Remote Control Switches...$14.95 Pr. S.R

Y6-1122 . . Pair 19.94

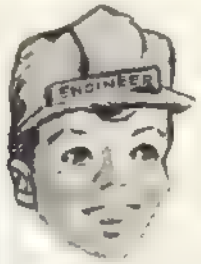
R.C. Right Switch .$8.95 S.R

Y6-1122RH ... Each 11.94

R.C. Left Switch ..$8.95 S.R.

Y6-1122LH. . Each 11.94

LIONEL TRAINS



FOR 1956

Featuring Exclusive Lionel MAGNE-TRACTION

. . . and REMOTE CONTROL KNUCKLE COUPLERS!

"027" TRAIN SETS and LOCOMOTIVES

Each Set Complete with Transformer!

Lionel trains have all the vibrant color and flashing action of real railroading. New, long, scale-modeled Lionel box cars in brilliant colors. Great locos, streamliners and new diesels. Lionel's exclusive Magne-Traction is a permanent track-gripping power for more speed . . . more pull . . . more climb.

All Lionel Trains Operate on 110 Volt, 60 Cycle AC Only

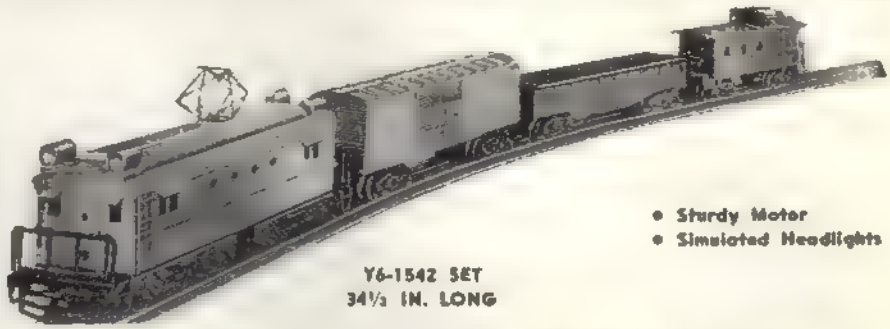
Wonderful Value

in the Model Train Field!

3-CAR ELECTRIC FREIGHT SETS

GE-E electric orange and black engine with simulated pantograph; red "Baby Ruth" box car; black gondola rod caboose; 8 section curved track, 1 section straight track; 1 uncoupling track set; 45-watt transformer. Lockon, lubricant and instructions. Each in ctn., 9 lbs

Y6-1542 .....Set **26.00**



Y6-1542 SET
34½ IN. LONG

- Sturdy Motor
- Simulated Headlights

3-CAR GE DIESEL FREIGHT SETS

Beginner's set. Red and white striped GE44 Lehigh Valley diesel; red flat car with pipes; black gondola car with red industrial canisters; red caboose; 8 sections curved tracks 1 section straight track, uncoupling track set, 45-watt transformer Lockon, lubricant and instruction sheet Each set in ctn., 9 lbs

Y6-1543.....Set **30.00**

Y6-1543 SET
37 IN. LONG

- With Magne-Traction
- Featuring GE 44-TON Diesel

4-CAR GE DIESEL FREIGHT SET

Black and yellow striped GE-44 Northern Pacific Diesel twin auto car; red box car; single dome "Gulf Oil" car red caboose; 8 sections curved track; 3 sections straight track, 1 uncoupling track set; 45 watt transformer Lockon lubricant and instructions. Each set in ctn., 15 lbs.

Y6-1545.....Set **39.94**

DIESEL ONLY

Y6-628 -"Northern Pacific," Black & Yellow Each **22.60**

Y6-629 'Burlington,' Silver and Red Each **22.60**

Y6-1545 SET
37 IN. LONG
Y6-628 LOCOMOTIVE

- With Magne-Traction
- Headlight
- 44-TON DIESEL

3-CAR STEAM SWITCHER FREIGHT SET

Steam switcher with ladder-back tender; black and gray wheel car; manually operated crane in black with red cab, white markings and insignia; orange work caboose 8 sections curved track; 3 sections straight track; uncoupling track set; 45 watt transformer. Lockon, lubricant and instructions. Each in ctn., 14 lbs.

Y6-1549.....Set **46.66**

STEAM SWITCHER AND TENDER ONLY

Y6-1615LT.....Each **30.00**

Y6-1549 SET 43 IN. LONG
Y6-1615LT LOCOMOTIVE

- 0-4-0 Switcher
- Headlight

4-CAR DIESEL FREIGHT SET

Blue with orange trim "New Jersey Central" diesel and switcher; rail truck car; 3-dome Gulf Oil' tank car gondola with cannisters, red caboose; 8 sections curved track; 2 sections straight track; 1 uncoupling track set, 60 watt transformer with whistle controller, Lockon ubricant and instructions. Each in ctn., 13 lbs

Y6-1551W.....Set **53.26**

DIESEL ONLY

Y6-621 .....Each **30.00**

Y6-1551W SET
51 IN. LONG
Y6-621 LOCOMOTIVE

- With Magne Traction
- Horn

"027" LIONEL TRAIN SETS AND LOCOMOTIVES

CONTINUED FROM PAGE 1

EACH SET COMPLETE WITH TRANSFORMER

5-CAR DIESEL FREIGHT SETS

GP-7 "Milwaukee Road" diesel in black and orange; "New Haven" box car in orange, black and white; trailer flat car with 2 vans; ALCOA cement car in silver with blue markings; red gondola with barrels; red caboose; 8 sections curved track, 3 sections straight track; 1 remote control track set; 80 watt transformer with whistle controller. Lockon, lubricant and instruction booklet. Each in ctn., 16 lbs.

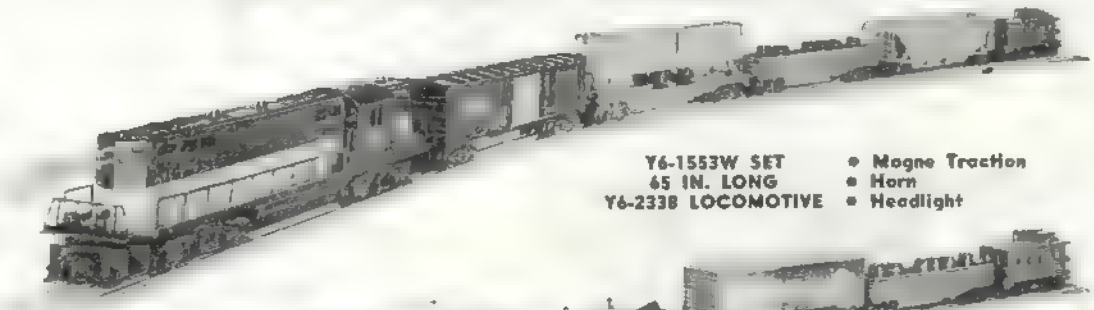
Y6-1553W .....Set **66.60**

"Milwaukee Road" Diesel Only

Y6-2338—Black and Orange..Each **33.34**

"Burlington" Diesel Only

Y6-2328—Silver and Red...Each **31.34**



Y6-1553W SET
65 IN. LONG
Y6-2338 LOCOMOTIVE

- Magne Traction
- Horn
- Headlight

4-CAR STEAM FREIGHT SETS

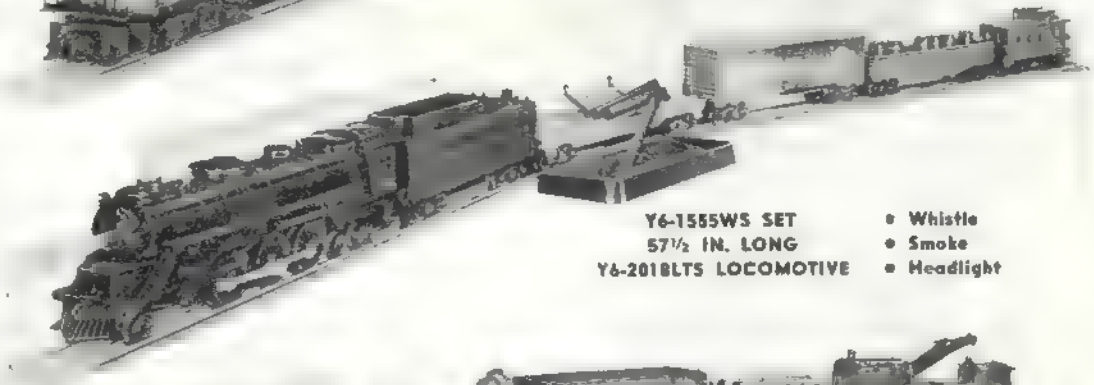
Steam engine; whistle tender, red and gray operating lumber car with unloading bin; "B & O" box car in blue and orange; red gondola car red caboose; 8 sections curved track; 3 sections straight track; remote control track set; 60-watt transformer. Lockon, lubricant, smoke pellets, instructions. Each in ctn., 17 lbs

Note: This set does not have Magne Traction

Y6-1555WS .....Set **66.60**

Steam Locomotive & Tender Only

Y6-2018LTS .....Each **30.00**



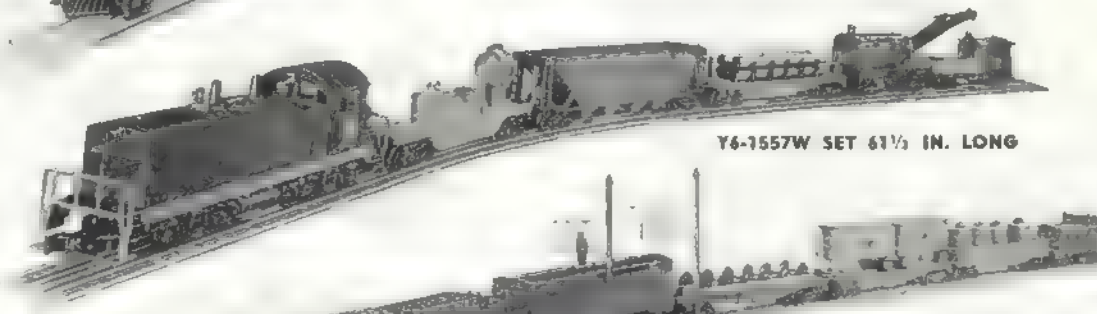
Y6-1555WS SET
57½ IN. LONG
Y6-2018LTS LOCOMOTIVE

- Whistle
- Smoke
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue with orange trim "Jersey Central" diesel switcher; searchlight car with rotating searchlight; red hopper car; pipe car; wrecking crane, black with red, white markings and insignia, orange work caboose; 8 sections curved track, 3 section straight track; 1 remote control track set; 80 watt transformer. Lockon, lubricant and instruction booklet. Each in ctn., 14 lbs

Y6-1557W.....Set **66.60**

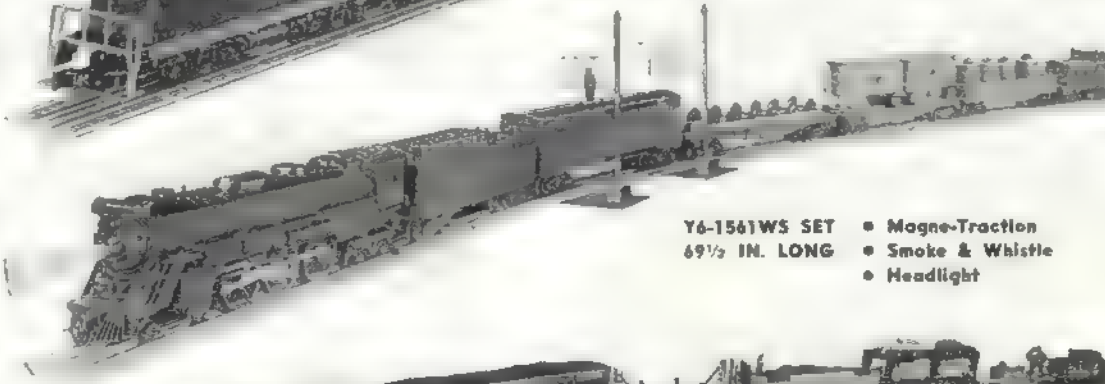


Y6-1557W SET 61½ IN. LONG

5-CAR STEAM FREIGHT SETS

6 big driving wheels on locomotive; whistle tender; new tell-tale car; wheel car; trailer flat car; canister gondola-type car; red caboose; 8 sections curved track, 3 sections straight track, remote control track set; 90 watt transformer has whistle and directional controls. Lockon lubricant, smoke pellets, instruction booklet Each in ctn., 18 lbs.

Y6-1561WS.....Set **79.94**



Y6-1561WS SET
69½ IN. LONG

- Magne-Traction
- Smoke & Whistle
- Headlight

5-CAR DIESEL FREIGHT SETS

Blue and white heralds on "Wabash" "A and B" unit diese, with motor in "A" unit; miscellaneous car in black with white lettering, operating barrel car, Evans auto transport in red with black and gold insignia, searchlight car, illuminated caboose, 8 sections curved track, 3 sections straight track, remote control track set 90 watt transformer Lockon lubricant, instruction booklet Each in ctn, 21 lbs.

Y6-1563W .....Set **90.00**

"A & B" Unit "Wabash" Diesel Only

Y6-2240 .....Each **39.94**

Y6-1563W SET
76 IN. LONG
Y6-2240 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

5-CAR STEAM FREIGHT SETS

6 wheel locomotive and whistle tender; white milk car with green platform; operating searchlight extension car; Evans automobile car in red with black and gold insignia; "ALCOA" cement car in silver with blue lettering; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90 watt transformer. Lockon, lubricant, smoke pellets instruction booklet. Each in ctn., 21 lbs.

Y6-1565WS.....Set **93.28**

Y6-1565WS SET
70½ IN. LONG

- Magne-Traction
- Whistle & Smoke
- Headlight

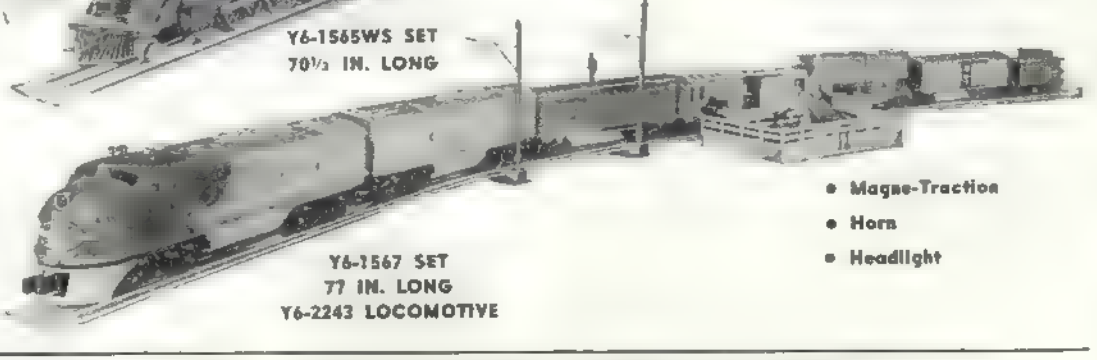
5-CAR DIESEL FREIGHT SETS

Crimson and silver "Santa Fe" A and B unit diesel with motor in "A" unit; operating tell-tale car, operating horse car with horses with corral, trailer flat car with 2 removable trailers, orange and black refrigerator car; illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set; 90-watt transformer. Lockon, lubricant, instruction booklet. Each in ctn., 22 lbs.

Y6-1567W .....Set **100.00**

"Santa Fe" A & B Unit Diesel Only

Y6-2243 .....Each **39.94**



Y6-1567 SET
77 IN. LONG
Y6-2243 LOCOMOTIVE

- Magne-Traction
- Horn
- Headlight

Please Note: Many of the Locomotives in the Train Sets May Be Ordered Separately

COTTON BATTING

30x30 Inch Sheet

Snow White . . . Absolutely Fireproof

Natural snow-white cotton sheet is soft and fluffy. Fine for mantel, table or around base of tree. Each in green, white and red band

T7938 - 6 doz. N.B. 26 lbs. **Doz. 3.60**

ANGEL HAIR

Fireproof White Spun Glass

6x7 In. Box . . . 10c Retail

Creates a delicate filmy effect used on tree, mantel or centerpiece. In colorful window display box varnished for added attractiveness

T7921 12 doz. N.B. 5 lbs. **Doz. 1.44**

TREE BLANKETS

"Twinkiesnow" Cotton Sheets

Two Sizes . . . Flame-Proofed

A glittering, drapable sheet of snowy cotton flecked with multi-color foil. For mantel, table or under tree. Each in gaily decorated cellophane bag

16x54 IN. SIZE

T7922 —3 doz. N.B. 6 lbs. **Doz. 7.20**

32x54 IN. SIZE

T7923 2 doz. N.B. 8 lbs. **Doz. 14.40**

"Holiday" Cotton Sheets

16x50 In. Sheets . . . Flame-Proofed

Snowy white cotton sheets covered with expanded foil in honeycomb design. Asstd. color foil 18 silver, 18 gold, 6 pink and 6 turquoise

T7924 —4 doz. asstd. N.B. 14 lb **Doz. 12.00**

TREE STANDS

"Ring-Lite" Tripod Style

Tripod stand measures 38 in. between feet. Extra-heavy gauge steel throughout. Perforated metal ring around tree cup will accommodate lights if desired. Extra capacity deep water bowl keeps tree fresh. Supports accurately to accommodate any size tree. Finished in bright red and green baked enamel. Packed KD in 3 color decorated re-shipper carton.

6-4201 1 doz. O.S. **Doz. 30.00**

Tree Stand with Winter Scene

13½ In. diam., 5⅝ In. high. Heavy steel construction throughout. "U" shaped channel and 3 adjustable thumb screws firmly hold tree. Large capacity water reservoir with convenient side opening for filling. Winter scene beautifully lithographed on stand in white, red, green, gray and black. Each in ctn. 5 lbs.

T7935 ..... **Doz. 60.00**

ARTIFICIAL SNOW

"Magic" Snow Flakes

Dispenser Type Can

Sprays Snow!

Decorate Trees

Windows, Center Pieces, Packages

Handy 10 oz. bomb-type can. Just press button and out comes sparkling white flakes. Adheres readily to windows, trees, center pieces, packages, etc. Use indoors and outdoors.

T7937 1 doz. N.B. 13 lbs. **Doz. 14.40**

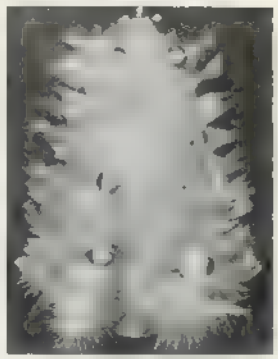
Plastic Snow

¾ Oz. Cellophane Bag

Sparkling white plastic snow in cellophane bag. For sprinkling around Christmas trees, on decorations, etc.

T7920 3 doz. N.B. 8 lbs. **Doz. 3.60**

ARTIFICIAL CHRISTMAS TREES

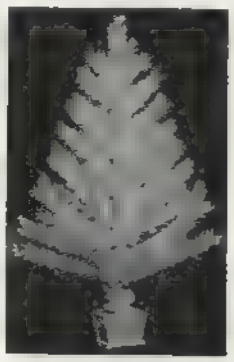


NEW 16 Inch FEATHER Trees

12 In. diam. Real feathers create a stunningly soft and beautiful effect. Decorated with contrasting ornaments and topped with crystal 4-dimensional snowflake. Base wound in red ribbon. Each in ctn. 1¾ lbs.

N49-746—White
N49-748—Pink
N49-750—Red
Each **7.20**

Matching Feather Wreaths on Page 78



4 Ft. Silver and White Trees

Fade and flame-resistant plastic trees with silver and white needles. Individually wrapped trees with base of sturdy heavy wire construction throughout for easy shaping. For use by itself or with decorations. Ship. wt. 7 lbs.

T7901 ..... **Each 12.00**

Visca Trees . . . Flame Resistant

Made from pure imported Swiss Visca. Sturdy wire construction allows shaping of branches as desired. Weighted wooden base

48 IN. TREES

T7908—White .....} Ship. wt. 5 lbs.
T7909—Green .....} Each **10.00**

60 IN. TREES

T7910—White .....} Ship. wt. 9 lbs.
T7911—Green .....} Each **16.00**

72 IN. TREES

T7912—White .....} Ship. wt. 10 lbs.
T7913—Green .....} Each **20.00**

CHRISTMAS TREE DECORATIONS

FLAMEPROOF . . . TARNISHPROOF TINSEL GARLANDS

Sturdy Cord with Glittering Tinsel . . . 3 Thicknesses . . . Asstd. Colors

1¼ In. Diam. . . . 15 Ft. Long

Silver Color . . . Carded and Bonded

6-4164—1 doz. N.B. . . **Doz. 7.20**

2 In. Diam. . . . 15 Ft. Long

In Colorful Window Box

6-4165—Silver, ½ doz. N.B. **Doz. 14.40**

6-4166—Turquoise **6-4168**—Lt. Blue
6-4167—Chartreuse **6-4170**—Gold
6-4168—Pink

½ doz. of a no. N.B. . . **Doz. 15.20**

3 In. Diam. . . . 15 Ft. Long

Extra Bushy . . . In Chipboard Box

6-4171—Silver **6-4174**—Gold
6-4172—Pink **6-4175**—Turquoise
6-4173—Chartreuse

½ doz. of a no. N.B. . . **Doz. 45.60**

SILVER LEAD FOIL ICICLES

Shimmering silver icicles made of lead foil. **Absolutely fireproof.** In lithographed window box

	Length	Wt Per Box	Packing			
T7914	18 in	¾ oz	12 doz. N.B.	22 lbs.	Doz.	1.44
T7915	18 in.	¼ oz	6 doz. N.B.	11 lbs.	Doz.	1.50
T7916	24 in.	3 oz.	6 doz. N.B.	24 lbs.	Doz.	3.60
T7917	24 in.	3 oz.	3 doz. N.B.	12 lbs.	Doz.	3.90
T7918	36 in.	1 oz.	3 doz. N.B.	22 lbs.	Doz.	7.20
T7919	48 in.	1 lb.	1 doz. N.B.	12 lbs.	Doz.	18.00

N.B.: Indicates Standard Packing Units, "Not Broken."

"NOMA" TREE LIGHT SETS

MULTIPLE TREE LIGHTS . . . INDOOR and OUTDOOR

Lamps Burn Independently

With Safety Fuse Plug

The Safety Fuse Plug protects the entire tree from possible short circuits or overloading. Fuses are replaceable. Extra fuse included in each set

SETS MAY BE ASSORTED FOR QUANTITY PRICES

INDOOR SETS—3 SIZES

C7½ lamps with candelabra bases. Equipped with washers to keep lamps tight in sockets; prevents trouble from metallic decorations. Wires sealed in sockets, berry beads, add-on connector for attaching additional sets, 3-ft. lead cord. Lamps spaced 18 in. apart. Each set in box.

15-LIGHT SETS
With Safety Fuse Plug

N9-34155F . . . . . Set **8.68**
Lots of 24 sets Set **8.26**

7-LIGHT SETS
With Safety Fuse Plug

N9-30108F . . . . . Set **4.12**
Lots of 24 sets Set **3.92**

25-LIGHT SETS
With Safety Fuse Plug

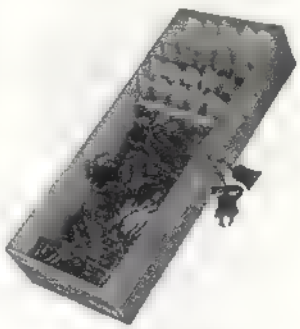
N9-34255F . . . . . Set **14.82**
Lots of 24 sets Set **14.12**

OUTDOOR SETS—2 SIZES

C9½ intermediate base weatherproof lamps. Plastic coated wire. Straight line construction. Spring contact keep lamps snug and rubber washers seal out moisture. 18 in. spacing. 3-ft. lead cord and add-on connectors for attaching additional sets. Each in box.

15-LIGHT SETS
With Safety Fuse Plug

N9-32155F . . . . . Set **11.34**
Lots of 24 sets Set **10.80**



25-LIGHT SETS
With Safety Fuse Plug

N9-30255F . . . . . Set **18.76**
Lots of 24 sets Set **17.86**

"TWINKL-GLO" CHRISTMAS LIGHTS

Each Lamp Twinkles Off and On Individually

For Indoor Use Only

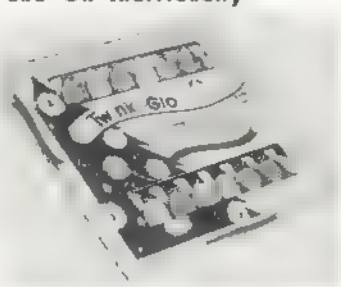
Asstd. color individually twinkling C7½T multiple bulbs. Complete with add-on connector. Set in display box.

7-Lite Twinkl-Glo Sets

N9-156 . . . . . Set **4.00**

15-Lite Twinkl-Glo Sets

N9-161 . . . . . Set **8.80**



For Outdoor or Indoor Use

Asstd. color individually twinkling C9½T multiple bulbs. Complete with add-on connector. Set in display box.

7-Lite Twinkl-Glo Sets

N9-950C . . . . . Set **5.50**

15-Lite Twinkl-Glo Sets

N9-960C . . . . . Set **12.00**

CHRISTMAS TREE BULBS

Replacement lamps are always in demand during the Holiday Season. The three types of American Made lamps shown below account for practically all replacement sales. These include series lamps, multiple indoor lamps and multiple outdoor lamps. Demand starts early and becomes brisk as more and more trees appear and does not taper off until Christmas Day. Even after Christmas, there are some sales of replacement bulbs as long as trees remain up. Be sure to order sufficient for last minute sales.

C6 Series Type
15 V. Indoor Bulbs

Miniature Base. 10 Asstd. or 10 of a color to box.

6-4186—Asstd.
6-4187—Red
6-4188—Blue
6-4189—Orange
6-4190—Green

1/10 C N.B.
Per C 10.92
Quan. of 5 C
Per C 10.40

C7½ Multiple Type
120 V. Indoor Bulbs

Candelabra base, independently burning. 10 asstd. or 10 of a color to box.

6-4191—Asstd.
6-4192—Red
6-4193—Blue
6-4194—Orange
6-4195—Green
6-4208—White

1/10 C N.B.
Per C 21.00
Quan. of 5 C
Per C 20.00

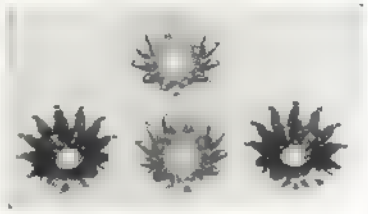
C9½ Multiple Type
120 V. Outdoor Bulbs

Intermediate base, independently burning, outdoor or indoor. 10 of a no. in box.

6-4196—Asstd.
6-4197—Red
6-4198—Blue
6-4199—Orange
6-4200—Green

1/10 C N.B.
Per C 26.68
Quan. of 5 C
Per C 25.40

STAR BULB REFLECTORS



Jewel Reflectors

Fits All Indoor Light Strings

3 in. diam. unbreakable flame-resistant plastic jewel-like reflectors in 12 point star shape. Fits all standard indoor strings. Asstd. red, blue, green, amber and clear.

N9-2091 –6 doz. in ctn. N.B.
Doz. .80

TREE TOP STAR LIGHTS

Edges and Center Glows

Includes Lamp, Cord and Plug

6¾ in. tip-to-tip. All metal tree-top star. Light glows on outer edges and through red plastic bead in center. Complete with C7½ lamp, cord and plug.

N9-426 . . . . . Each **1.74**

FLOODLIGHT UNITS

For Holiday and Year 'Round Use

For Indoor or Outdoor Use

Heat-Resisting Lenses
in 4 Different Colors
For Ground or Surface Mounting

For Lighting
Barbecue Pit . Garden . . . Walks
Driveway . . . Holiday Display

Floodlight unit consists of heavy gauge steel "Utilite" with weatherproof finish, steel base plate for surface or outlet box mounting, spike for ground mounting, 6 ft. cord and plug, heat-resisting colored lens, lens holder, lamp gasket and 150 watt PAR-38 floodlamp. Each unit in box.

6-4182 RED LENS
6-4183—GREEN LENS
6-4184 BLUE LENS
6-4185—AMBER LENS

Each 8.48
Lots of 6
Each 7.64

May Be Asstd. for Quantity Prices

SANTA CLAUS SUITS

Made of Red Duvetyn
Medium (38-40) and Large (42-44) Sizes

WHITE DUVETYN TRIM OUTFIT

Soft red duvetyn suit and hat with white duvetyn trim. Black imitation oilcloth boots and belt. Santa's mask with white wool hair and beard. **Please specify size.**

N6123 . . . . . **Each 14.00**

WHITE PLUSH TRIM OUTFIT

Soft red duvetyn suit and hat with white plush trim. Black plastic boots and belt with large silver buckle. Life-like white woolen wig, beard, moustache and eyebrows. **Please specify size.**

N6124 . . . . . **Each 21.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

"IDEAL" BETSY-WETSY DOLLS

Each Betsy-Wetsy Doll

- Drinks
- Cries Tears
- Wets
- Sleeps
- Coos
- Sits Up

Soft, Baby-Like Vinyl Skin Can Be Washed, Powdered or Lotioned

•

Separate Baby Fingers and Toes

•

Molded Hair or Curly Wigs

20-IN. BETSY-WETSY IN ROMPERS . . . Molded Hair or Saran Wig

Life-size doll feels just like real baby! Well detailed vinyl body and limbs. Eyes that open and close. Jointed limbs and head can be posed in any position. She drinks, wets, cries and blows her nose. Beautifully made romper outfit of waffle pique and contrasting rick-rack, lace trimmed. Knitted booties. Complete with extra diaper, clothespins, cleansing tissues, bottle and nipple. Each in colorful box.

(A) 20 In. Betsy with Molded Hair

Perky pique bonnet trimmed with lace, tulle and rick-rack. Beautifully detailed composition head.

Y19-1020.....Each **17.20**

(B) 20 In. Betsy with Rooted Hair

Soft, natural vinyl head with permanent rooted-in washable hair

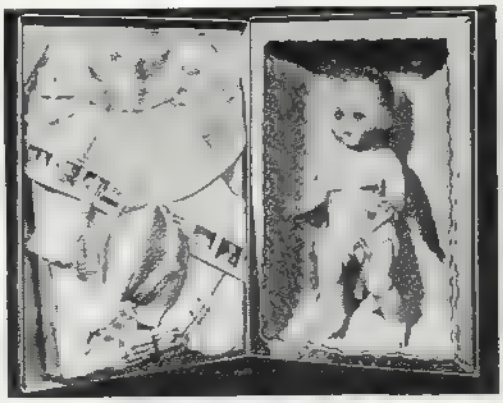
Y19-1034.....Each **21.20**

11½ In. Betsy-Wetsy . . . In Display Box

Molded Hair . . . Drinks, Wets and Cries Real Tears

Drinking and wetting doll now cries real tears, blows her nose and goes to sleep. Her soft vinyl plastic body can be bathed and powdered. Chubby arms and legs with dimples and soft baby-like skin. Complete layette includes kimono, booties, diaper, 2 safety pins, bottle, washcloth and 3 cotton puffs. Each in box with layette.

Y19-1001.....Each **8.00**



13½ and 16 In. Betsy-Wetsy

Molded Hair . . . Layette

She drinks, she wets, she cries real tears. She blows her nose, she goes to sleep. Soft vinyl plastic body can be bathed and powdered. Complete layette includes dress, bonnet, bottle and nipple, clothespins, shirt, slip, diaper, bar of baby soap and 3 cotton puffs. Each in 3-pc. display box with removable bassinette.

Y19-1006—13½ In. .....Each **10.60**

Y19-1011—16 In. .....Each **13.20**

Deluxe Layette Betsy-Wetsy

13½ and 16 In. . . . Curly Wool Hair

Soft vinyl plastic body can be bathed and powdered. Deluxe layette includes organdy dress, slip, booties, bonnet, extra diapers, bar of soap, powder puff, can of powder, clothespins, drinking bottle and nipple. She wears a baby shirt and diaper.

Y19-1008—13½ In. .....Each **13.20**

Y19-1013—16 In. .....Each **17.20**

Betsy-Wetsy in Suitcase with Layette

13½, 13½ and 16 In. . . . Curly Wool Wig

Soft vinyl plastic body can be bathed and powdered. Deluxe layette includes organdy dress, slip, kimono, booties, bonnet, extra diapers, bar of soap, powder puff, can of powder, clothespins, drinking bottle and nipple. She wears a baby shirt and diaper.

11½ IN. DOLL . . . 13½x9½x4¼ In. Suitcase

Y19-1002.....Each **13.20**

13½ IN. DOLL . . . 15¼x10¼x4½ In. Suitcase

Y19-1007.....Each **16.00**

16 IN. DOLL . . . 17½x11½x5¼ In. Suitcase

Y19-1012.....Each **20.00**

"UNEEDA" DOLLS

(A) 22 In. Walking Bride Dolls

Exquisitely beautiful bride doll walks when given a hand. Soft, washable vinyl face naturally tinted, big blue eyes that open and close, long lashes and lovely rooted hair. Body and jointed limbs of rigid composition. Long bouffant gown and veil of dotted voile and elegant tulle; tulle and glazed rayon skirts. Bride carries tiny bouquet of tulle, rose and lilies-of-the-valley. Lace trimmed panties. White socks and slippers complete outfit. Each in colorful carton.

Y20-185.....Each **13.20**

(B) 26 In. Busting Dolls with Voice

Cuddly doll of naturally soft vinyl from head to toe; cotton stuffed. Beautifully tinted face. Rooted, curly-top hair. Eyes open and close, long lashes. Coo voice. Perma-bend action in legs enables posing doll. Non-inflammable poodle cloth snow suit and hat complete with pompoms and vinyl shoes. Each in colorful carton.

Y20-0161.....Each **13.20**

16 In. "Dew Drop" Dolls with Layette

She Drinks . . . She Wets . . . She Cries

All soft baby vinyl skin from head to toe. Darling face with eyes that open and close; long lashes. Perma-root hair to wash, comb and wave. Cooing voice. Doll drinks, wets and tears flow directly from eyes. Knitted shirt and pants. Layette includes slippers and socks, slip, decorated organdy dress and bonnet, bottle and nipple, clothespins, soap and Kleenex.

Y20-200.....Each **13.20**

16 In. "Baby-Trix" with Layette

Features Real Baby-Like Motions

She Drinks . . . She Wets . . . She Cries

All soft baby vinyl skin from head to toe. Just a squeeze and she'll coo and wiggle like a real baby! Eyes open and close; long lashes. Perma-root hair to wash, comb and wave. Tears flow directly from eyes. Knitted cotton shirt and pants. Layette includes slippers and socks, slip, decorated organdy dress and bonnet, bottle and nipple, clothespins, soap and Kleenex.

Y20-134.....Each **16.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

NEW "CISSY" DOLLS for 1956 by Madame Alexander

All 20 Inches High . . . Long Trim Body of Hard Plastic • Beautifully Shaped Legs • Delicately Molded Bosom

Movable head crowned with lovely washable hair. Long eyelashes and movable eyes. Soft vinyl jointed arms; fine detailed feet with high-heeled shoes and nylon hose. Give her a hand and Cissy walks. Each in tissue-lined gift box.

Cissy Attends the Matinee

Simply styled afternoon dress of red taffeta. White straw and tulle hat. Rustling can-can petticoat.

Y18-2012.....**Each 22.80**

Cissy Takes Afternoon Stroll

Pert pink and white striped dress with black contour belt. Tiny black velvet flower-trimmed hat with nose veil. Taffeta can-can petticoat. Tiny hat box.

Y18-2014.....**Each 22.80**

Cissy Goes to Afternoon Tea

Smart aqua taffeta dress with long torso worn over can-can petticoat. Velvet bolero jacket. Tiny hat of flowers with veil. Rhinestone bracelet, afternoon bag

Y18-2017.....**Each 24.00**

Cissy Dressed for Town

Smart street suit of black felt with frilly white lace trimmed organdie blouse. Hat of red rose petals. Jeweled lapel pin. Gloves and hat box accessories.

Y18-2024.....**Each 27.60**

Cissy's the Belle of the Ball

Ankle length gown of dawn pink nylon tulle over pink taffeta. Unpressed pleated skirt with bodice of lace and tulle. Pearl necklace, solitaire ring and corsage at waist. Flowers in her hair

Y18-2025.....**Each 27.60**

Cissy's A Lovely Bridesmaid

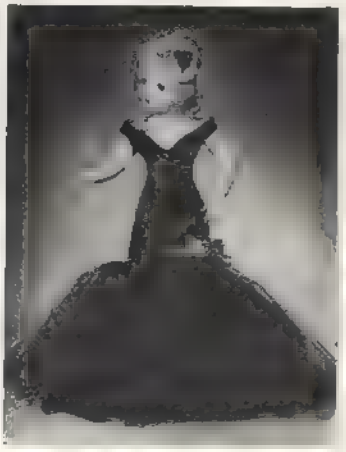
Gown of nylon tulle and silver-threaded net the color of blue-bells. Tiny blue hat of fluffy tulle and rosebuds to match her gown. She carries a bouquet and wears a solitaire and pearl necklace

Y18-2030.....**Each 30.00**

Cissy's Invited to A Garden Party

Beautifully styled dress of white organdie. Wide ruffled skirt flows over ruffled taffeta petticoat. Picture hat tied on with wide veiling. Dress and hat trimmed with red rosebuds. Cissy carries red organdie parasol

Y18-2035.....**Each 31.20**



Cissy at Formal Dinner Party

Long-stemmed look in gown of black velvet and nylon tulle. Flared decolletage lined with pink satin. Deep flounce lines. Cluster of pink rosebuds at shoulder Simple elegance.

Y18-2043.....**Each 34.20**

"CISSY" DOLLS in LACE CHEMISE

20 In. Basic Undressed Doll

The same gorgeous doll described above. Cissy wears only a black lace chemise with tiny rhinestones and rosebuds, nylon hose and high-heeled black lacey pumps. Each in gift box

Y18-2001.....**Each 19.20**

"CISSY'S" ACCESSORIES

Every item of highest quality and finest workmanship. Designed to fit Cissy perfectly. Each in box.

Y18-21-25—Nylon Hose in Hat Box 1 doz. prs. N B	Doz prs.	8.00
Y18-21-40—Pink Can Can Petticoat	Each	4.00
Y18-21-43—Silk Nightie	Each	4.20
Y18-21-44—White Lace Chemise	Each	4.20
Y18-21-47—Pink Nylon Robe	Each	4.80
Y18-21-48—Rosebud Print Dress	Each	4.80
Y18-21-49—Candy Stripe Dress	Each	4.80
Y18-21-52—Velvet Slacks & Flowered Cardigan Outfit	Each	5.40
Y18-21-53—3-Pc. Bermuda Short Outfit	Each	6.00
Y18-21-55—Flowered Print Torso Dress	Each	6.00
Y18-21-56—Blue Dot Organdie Torso Dress	Each	6.00
Y18-21-62—Velvet Skirt & Organdie Blouse Outfit	Each	6.90
Y18-21-63—Navy Taffeta Dress with Jacket	Each	6.90
Y18-21-65—Velvet Dress with Lace Petticoat	Each	8.40
Y18-21-66—Velvet Coat, Fancy Hat	Each	9.60
Y4085—Shoes in Plastic Traveling Bag 1 doz. prs. assrd. N B.	Doz prs.	15.60

Popular BRIDE & BALLERINA DOLLS

Wendy Bride...2 Sizes

Body and jointed legs of hard plastic. Soft molded plastic arms. She walks. Head can be posed in many positions. White nylon tulle gown with skirt of unpressed pleats flaring from tight bodice. Underdress of taffeta. Satin sash. Tulle veil and Medici cap. Bouquet, pearl necklace, white satin slippers and nylon hose

Y18-1580—15 In. High.. Each 17.40
Y18-1880—18 In. High.. Each 22.80

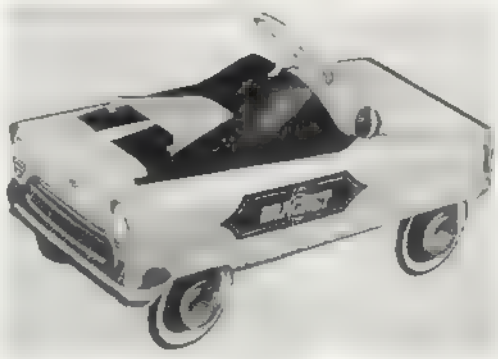
Margot Ballerina...2 Sizes

Body and jointed legs of hard plastic. Soft molded plastic arms. She walks. Head can be posed in many positions. Hair in classical chignon of curls. Pink nylon tulle tou-tou over nylon tights and taffeta panties. Satin ballet slippers. Each in gift box.

Y18-1580—15 In. High...Each 15.00
Y18-1880—18 In. High...Each 19.20

See Pages 214 and 215 in Our No. 564 GIFT Catalog for "Alexander-Kins" Miniature Dolls

"GARTON" DRAGNET PEDAL AUTO and CHAIN DRIVE KIDILLAC



T21-5724

DRAGNET PEDAL AUTO

With Electric Microphone & Loud Speaker

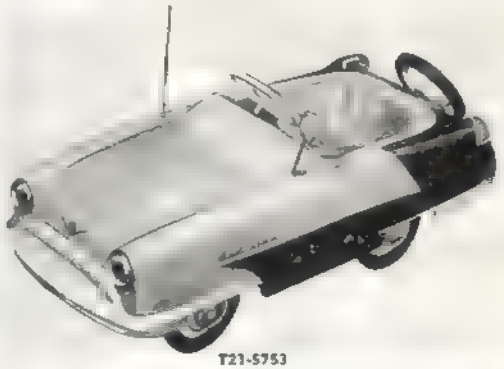
37 in. long. All steel construction. Electric microphone with loud speaker and amplifier (Battery not included). Ball bearing rear axle supports. Adjustable pedals. 8 in. disc wheels with nylon bearings and ⅝ in. rubber tires. Black striped white. **White and black, decorated red and silver.** Facsimile license stenciled on rear of body. Each in ctn. 28 lbs.

T21-5724.....**Each 32.60**

KIDILLAC with CHAIN DRIVE

45 in. long. One piece steel construction. Speedy, easily operated chain drive with ball bearing pedal cranks. Ball bearings on three rear axle supports. 8 in. disc wheels, with nylon bearings and 1¼ in. rubber tires. White striped Bittersweet and black. Plated hub caps. Plated rear view mirror. Aerial. Head lamps. Removable spare wheel & tire. **Northern Bittersweet and Panther Black, with silver and red trim.** Each in ctn. 51 lbs.

T21-5753.....**Each 46.20**

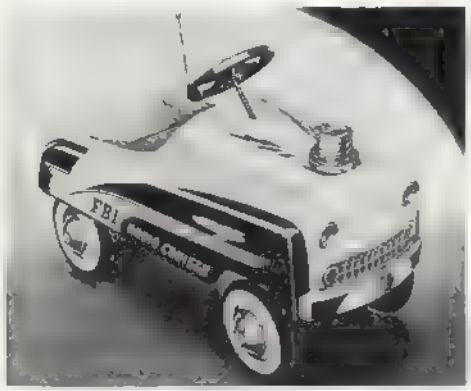


T21-5753

FAMOUS "MURRAY-OHIO" WHEEL GOODS

Nationally Advertised . . . "Parents" Seal of Approval . . .

Newest in Design . . . Finest in Quality . . . Tops with Kids!

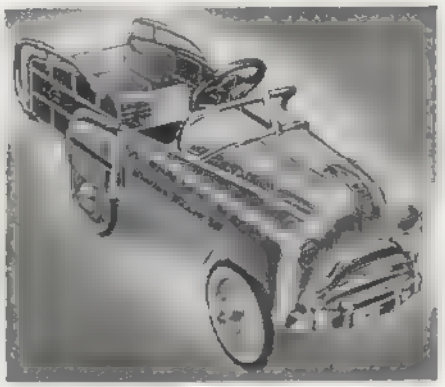


PEDAL F.B.I. RADIO CRUISER

With Police Flasher Light

36 in. long, 17 in. wide. Heavy gauge steel body and undergear. Ball bearing pull straps, ball bearing rear axle hangers. 8 in. double disc wheels, baked vermilion finish with white trim. ⅞ in. solid rubber tires. 15 in. high coil spring antenna. Real Police flasher with 6 volt battery and switch (Battery not included). Vermilion fabric seat pad. Finish: two-tone white baked enamel and jet black side panels with brilliant gold trim. Each in ctn. 29 lbs.

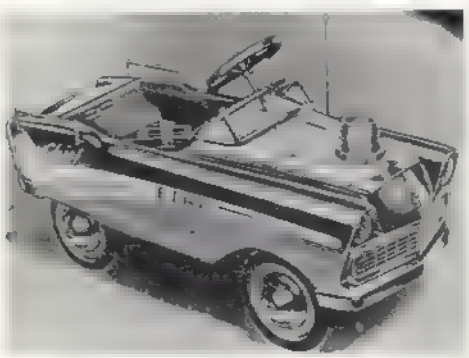
T23-614.....**Each 33.00**



PEDAL RANCH WAGON

47 in. long, 17 in. wide. Heavy gauge steel body and undergear. Ball bearing pull straps, ball bearing rear axle hangers. 8 in. ball bearing double disc wheels. **vermilion** finish with white trim. 1 in. solid rubber tires. Rubber block pedals. Aluminum windshield and front bumper. Tubular steel [illegible] aluminum handrails. **Vermilion** fabric seat pad. Finish: **mecca blue with peacock blue baked enamel body panels.** Each in ctn. 37 lbs.

T23-741.....**Each 36.60**

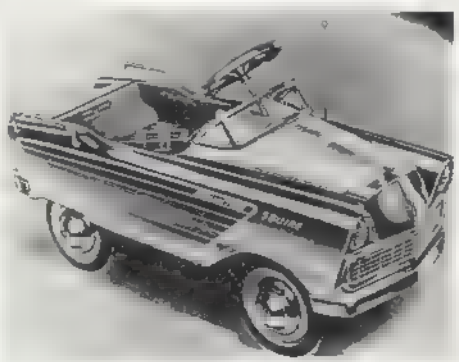


DELUXE PEDAL FIRE CHIEF CAR

With Fire Chief Flasher

39 in. long, 17 in. wide. Heavy gauge steel body undergear and hinged rear trunk door. Ball bearing pull straps, ball bearing rear axle hangers. 8 in. ball bearing double disc wheels **baked vermilion finish with white stripe.** 1 in. solid rubber tires. Block rubber pedals. Aluminum windshield and baked enamel bumper. 15 in. high coil spring antenna. Real Fire Chief flasher with 6 volt battery holder and switch (Battery not included). **Red plaid fabric seat pad.** Finish: **two-tone baked vermilion with white baked enamel panels on engine hood and rear deck. Side panels trimmed in white.** Each in ctn. 40 lbs.

T23-762.....**Each 43.00**



"THE COUNTRY SQUIRE" AUTO

Dyna-Chain Drive with Motor Tone Shift

39 in. long, 17 in. wide. Heavy gauge steel body and [illegible] hinged rear trunk door. Ball bearing pull straps, ball bearing rear axle hangers. Dyna-Chain drive mechanism. Shift lever in middle of seat simulates motor noise when turned on. 8 in. ball bearing double disc wheels. baked **vermilion** finish with **white stripes.** 1 in. solid rubber tires. Block rubber pedals. Aluminum windshield and baked enamel bumper. 15 in. high coil spring antenna. **Green** plaid fabric seat pad. Finish: **two-tone baked metallic green with Vermont green panels on engine hood and rear deck. Side panels in mahogany with white trim.** Each in ctn. 40 lbs.

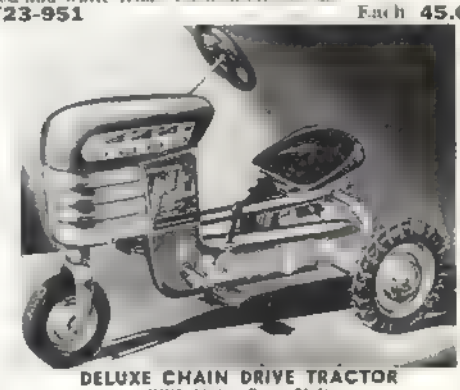
T23-761.....**Each 43.50**

RADAR POLICE PATROL CYCLE

With Chain Drive...Siren

36 in. long, 20 in. high, 22 in. wide. Heavy gauge auto body with realistic embossed grille and gas tank. Trunk with rear door. Full ball-bearing 8 in. double-disc wheels. 1¾ in. semi-pneumatic front tires. 1¼ in. solid rubber rear tires. Ball bearing chain drive mechanism. ⅝ in. enameled handlebar with red plastic grips and streamers. Finished in **Bathom Blue** baked enamel with red and white trim. Each in ctn. [illegible] lbs.

T23-951 **Each 45.00**

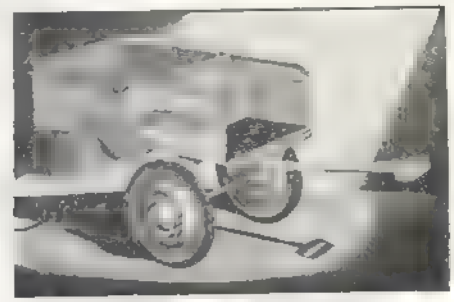


DELUXE CHAIN DRIVE TRACTOR

With Motor Tone Shift

38½ in. long, 22 in. wide, 25½ in. high. Heavy gauge steel [illegible] with [illegible] frame heavy gauge steel hood with [illegible] gear shift lever, adjustable spring type seat, chain guard. Bicycle type chain drive. Ball bearing white wheels 8 in. front and 11 in. rear with [illegible] tread and 1¾ in. semi-pneumatic tires. Bright vermilion baked enamel with aluminum radiator shutter, black seat and steering wheel. Each in ctn. 29 lbs.

T23-300 **Each 42.00**



TRAILER DUMP ATTACHMENT

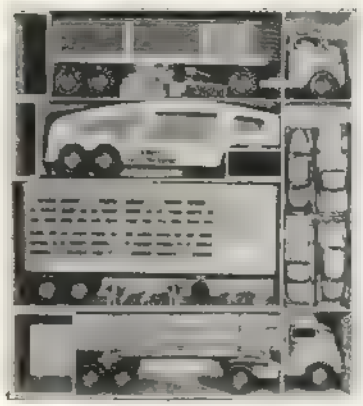
For Tractor 723-300 Shown Above

33 in. long, 15½ in. wide, 15 in. high. 13½ in. tongue. Made of heavy gauge steel finished in vermilion baked enamel with white trim. White baked enamel. 8 in. double disc wheels, ball bearing. ⅞ in. solid rubber tires. Black fabric seat pad. Simple hand dump mechanism. Easily attached and detached. Each in ctn., 15 lbs.

T23-320.....**Each 15.00**

Golf Supplies Make Fine Christmas Gifts . . . See Our No. 562 Sporting Goods Catalog Now!

TRUCKS & CONSTRUCTION TOYS



"Structo" Transcontinental Fleet
2 Cabs, 4 Trailers . . . 26 Other Items

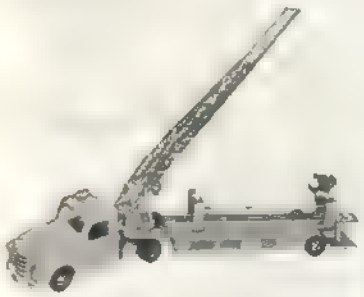
Cab and trailer average 26 in. long. 2 chrome-plated cabs. Red steel cargo trailer with asstd. "play" cartons. Deluxe yellow auto transport trailer with 4 die-cast metal automobiles. Blue timber toter trailer with 6 wood logs. Green cattle transport trailer with 10 hand painted die-cast metal animals. All with rubber tires. Each set in display ctn 24 lbs

Y26-726.....Set **27.00**

"Structo" Trailer Truck
Tailgate Lifts Mechanically

24½x6x5⅝ in. Red steel trailer with chrome-plated aluminum cab. Blue crank-operated tail gate raises and lowers for loading and unloading. 2 retractable rubber dolly wheels, 14 die-cast metal wheels with rubber tires. Asstd play cartons. Each in ctn 6 lbs

T24-705.....Each **8.00**



"Structo" Hook & Ladder Truck
With Crank Mechanism to Extend Ladder

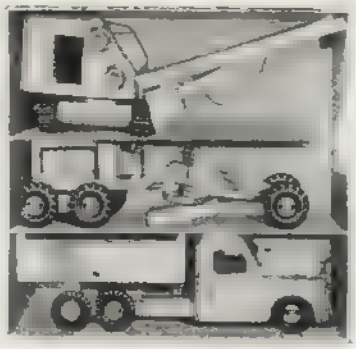
33¼x6¾x7 in. red fire truck. Ladder extends to 34 in., rotates on 360° platform. Auxiliary ladder also. Heavy-gauge steel and aluminum. 8 die-cast metal wheels with rubber tires. Each in ctn. 11 lbs.

T24-260.....Each **13.20**

"NY-LINT" MICHIGAN SHOVEL

31½ in. long, 7½ in. wide, 28¾ in. high. 20-gauge and heavier welded steel. Yellow baked-enamel finish. The bucket opens automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots. Front wheels are steerable. 10 rubber tires. Floating tandem duals. Each in ctn., 12 lbs.

T20-2200 . . . . Each **13.20**



"Structo" Highway Builders
3-Pc. Road Building Asst.

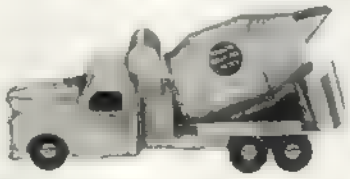
26½x7x6⅝ in. green and yellow steam shovel with revolving cab and controls for operating scoop, and heavy duty tractor treads. 20x6¾x6¼ in. red and green dump truck with realistic action 6 rubber wheels and chrome-plated hub caps. 18x7x7½ in. red and silver diesel operated road grader with adjustable scraper blade, 6 rubber wheels, front steering. Set in display ctn. 15 lbs.

Y26-326.....Set **13.20**

"Structo" Machinery Hauling Truck
Trailer Truck with Clam Bucket

31⅞x7⅝x6¼ in. green and yellow trailer truck and 16¾x7⅛x7½ in. matching clam bucket. Clam bucket cab revolves; cranks control bucket operation; heavy duty rubber tractor treads. Truck has crank operated steel chain winch, hinged loading ramp, 12 rubber wheels. Set in ctn 9 lbs.

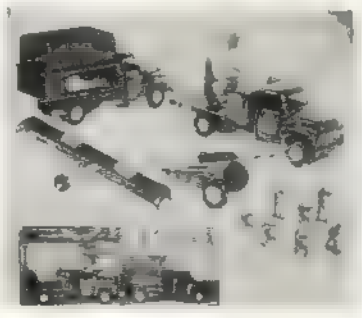
T24-404.....Each **10.60**



"Structo" Ready-Mix Concrete Truck
Mixer Rotates as Truck Moves

21½x7¼x8¼ in. red and yellow truck with green trim. Mixer is geared to axle and rotates as truck moves, simulates mixing noise; raised by crank for unloading. Simulated water storage tank and diesel motor. 10 rubber wheels chrome-plated hub caps. Each in ctn 10 lbs.

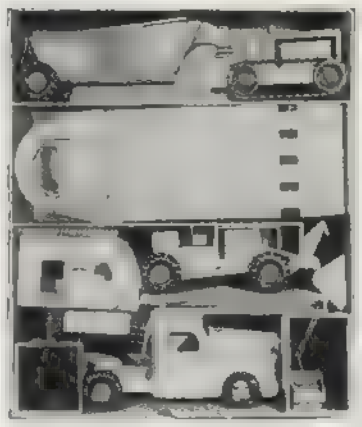
T24-271.....Each **10.60**



Buddy "L" Army Combination
17-Pc. Set Including 2 Trucks

Army olive drab covered artillery unit heavy gauge steel truck, olive drab howitzer, ammunition and yellow ammunition conveyor. Olive drab army searchlight truck with yellow searchlight and tools. 7 soldiers in action. Heavy rubber tires on trucks and cannon. Set in 30x6½x12½ in box. 9½ lbs.

T30-5560.....Set **14.60**



"Structo" Turnpike Builder
5-Piece Road Building Asst.

Red 22⅜x6½x6⅝ in. earth mover pulled by tractor; crank-operated trip opens bottom doors for unloading. Blue 15¼x6½x6¼ in. end-loader with crank to raise bucket 10½ in.; load held in any position. Green and yellow 31⅝x7⅝x6½ in. machinery hauling truck with hinged loading ramp and crank operated chain winch. Red and yellow 16¾x7⅛x7½ in. clam bucket with revolving cab and crank operated bucket. Set in display ctn. 18½ lbs.

Y26-327.....Set **21.00**

"STRUCTO" HYDRAULIC DUMP TRUCK

20⅞ in. long, 7⅜ in. wide, 6⅝ in. high. Orange body, green cab and chassis with aluminum trim. Heavy-gauge steel construction. Cantilever action. The hydraulic lift action is smooth and powerful. 10 rubber tires. Dual tires in rear. Each in ctn 7 lbs

T24-250.....Each **8.00**

SEE FRONT COVER FOR OTHER "STRUCTO" TOYS

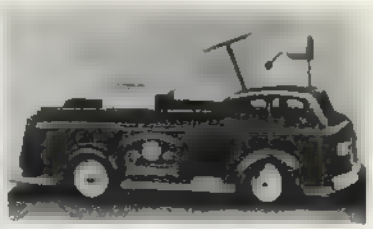
Buddy "L" Self-Loader-N-Dump
Hydraulic Dump Box & Front Scoop-Loader

25x8½x7¼ in. ten-wheel dump truck of heavy gauge steel. Yellow, orange and green baked on enamel, chrome grille plated hub caps. Hydraulic scoop lifts load and dumps into truck. Hydraulic dump. Each in ctn. 10 lbs.

T30-5892 . . . . Each **16.00**

STURDY TRUCKS BUILT TO RIDE

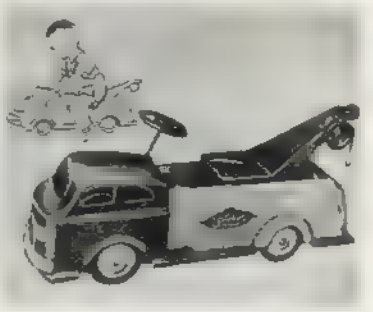
Made of Extra Heavy Automobile Stee Reinforced for Durability



"Wyandotte" RIDER FIRE TRUCK
With Siren & Flashing Red Light

31x15x8¾ in. Red extra heavy steel reinforced construction. Rubber tires. Bicycle-type seat 10 in. from floor and long steering wheel makes it easy to ride and steer. Plastic and metal housing on top of cab contains loud, hand-operated siren and red light which flashes off and on as siren is operated. Each in ctn. 12 lbs.

T7374 . . . . Each **9.60**



"Wyandotte" RIDER TOW TRUCK
Supports up to 200 Pounds

32x15x8 in. extra heavy reinforced steel towing truck with various 2-color combinations of baked enamel colors. Solid rubber tires on heavy metal wheels with polished hub caps. Hand operated winch with locking device. Sturdy steel seat is 9 in. from floor. Easily steered by the smallest child. Each in ctn. 14½ lbs

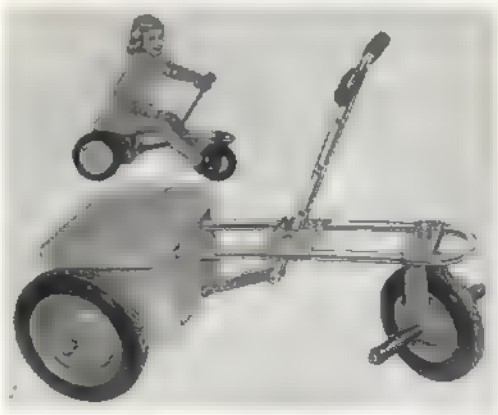
T7375.....Each **9.60**

BUDDY "L" SIT-N-RIDE DUMP TRUCK
Removable Seat for Added Play Use

30½ in. long, 11¼ in. high. All heavy gauge steel. Baked-on enamel finish, red seat, yellow dump body, blue cab and chassis. Plated grill and hub caps. Automobile type steering linkage. Lock lever on dump box. Heavy duty rubber tires. Each in box 8 lbs.

T30-5832.....Each **8.00**

IRISH MAIL HAND CARS



New Model of an all-time favorite

Chain Drive Transmission For Children 3 to 10

32 in. long, 13½ in. wide, 11 in. high. Sporty fire engine red enamel and bright chrome steel finish. Sturdily safe with chain drive transmission, ball bearing wheels, semi-pneumatic tires. Plastic covered seat adjusts for boys or girls 3 to 10. Fun safe as a circle tractor and a body guider toy. Each in ctn. 28 lbs. Fully assembled—just attach handle.

T7428 ..... **Each 26.60**

VELOCIPEDES . . . *Latest Models!*

670 Series

"JUNIOR" VELOCIPEDES . . . 3 Sizes

Frame: New "rocket" design, 2 in. steel tubing. Jet wing design, formed steel rear step plate. New "Flite-Line" design fender. **Wheels:** Heavy gauge riveted steel spokes. Ball bearing front wheel. Self lubricating Oilite bearings in rear wheels. Chrome plated hub caps. Molded rubber semi-pneumatic and puncture proof tires. **Handle bar** ⅝ in. steel tubing with red plastic grips and knuckle guards. Chrome plated. **Adjustable Saddle Seat:** 2-tone padded vinyl top with double coil springs. Adjustable. **Pedals:** 2-piece bicycle type with red pedal treads. **Finish: Flamboyant blue with white and chrome trim. White wheels.** Each in ctn.

Size of Front Wheels	Wt	Each
T22-670—10 Inch.....	23 lbs.....	**27.00**
T22-671—12 Inch.....	26 lbs.....	**29.00**
T22-672—16 Inch.....	32 lbs.....	**32.00**

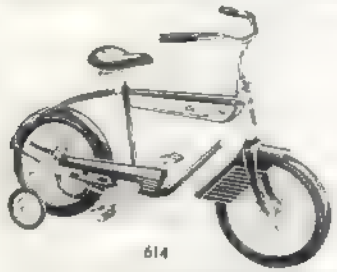
"GARTON" 12 In. VELOCIPEDES

Free Wheeling Front Wheel . . . Hand Brake

Frame: 1¼ in. tubing, standard arch type with embossed step plate. **Wheels:** Wire spoke with barrel hubs. Easy rolling nylon bearing pedal and rear wheels. Plated hub caps. **Pedals:** 2-piece opaque red and white vinylex. **Tires:** 1.75 puncture proof semi-pneumatic. **Equipment:** Free wheeling pedals when for coasting. Hand brake. Padded stitched vinyl top saddle over coil type, plated crash rail and coil springs. ⅜ in. plated tubular adjustable handle bar. Rubber grips and hand guards. Streamers. **Finish:** Flamboyant Red Frame, fork and fender decorated gold and white. **Wheels white with black and red stripes.** Each in ctn. 25 lbs.

T21-3651..... **Each 37.20**

SIDEWALK BIKES . . . With Trainer Wheels For Beginning Cyclists



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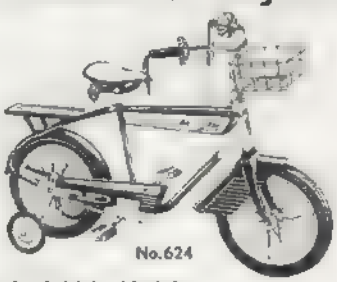


No. 624

"JUNIOR" ROADMASTER BIKES . . . 14 In. & 16 In. Models

Convertible from Boy's to Girl's Model

Sturdy tubular steel frame. New "Flite-Line" design. Tank hinged at front and snaps down for rear support bracket to convert from boy's to girl's model. Riveted spoke wheels with wide channel rims finished in silver. 1.75 in. semi-pneumatic and puncture proof rubber tires. 2-piece, bicycle type pedals with rubber treads. Chrysler Oilite bearings. Chrome plated adjustable handle bar with plastic grips. 3 in. steel disc stabilizer wheels with 2¼ in. rubber tires. Adjustable and removable. ½ in. pitch roller chain.

14 IN. STANDARD MODEL

Saddle: Molded rubber top with coil springs. **Finish: Indian Red with white trim.** Each in ctn. 33 lbs.

T22-614..... **Each 36.00**

16 IN. STANDARD MODEL

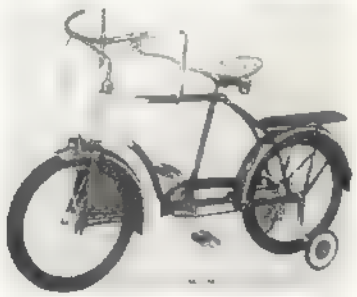
Saddle: Molded rubber top with chrome plated double coil springs. Adjustable. **Finish: Ebony black with red and white trim.** Each in ctn. 36 lbs.

T22-606 ..... **Each 40.50**

14 IN. DELUXE MODEL

Red plastic grips, knuckle guards and streamers on handle bar. Luggage carrier and wire basket. **Saddle.** Deluxe two-tone padded vinyl top with chrome plated coil springs. Double adjustable. **Finish: Flamboyant blue with white trim.** Each in ctn. 38 lbs.

T22-624..... **Each 41.00**



"GARTON" 16 IN. BIKE with Hand Brake

Convertible from Boy's to Girl's Model

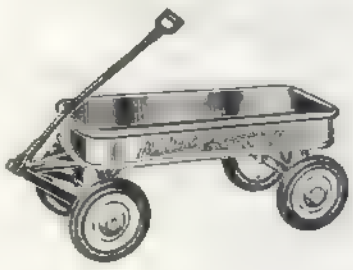
Heavy tubing frame. Cross bar removable for converting into girl's model. Wheels have wire spokes, with easy rolling nylon bearings, finished in white with green and black stripes. 16x1.75 in. semi-pneumatic tires. 2-piece, bicycle type pedals with vinylex treads. Free wheeling rear wheel for coasting. Hand brake on front wheel. ⅜ in. tubular adjustable plated handle bar. Streamers on grips. Vinyl top saddle with plated coil springs and crash rail. Luggage carrier. Two 3 in. **removable trainer wheels.** Bicycle roller chain and guard. **Finish: Flamboyant green, decorated white and gold.** Each in ctn. 38 lbs.

T21-5618..... **Each 51.20**

"RADIO" STEEL WAGONS

Sturdy, Dependable Steel Wagons . . . All with Rubber Tires

Shipped K.D. In Carton

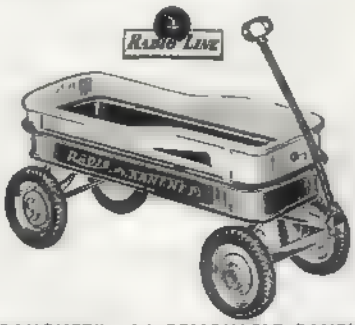


"RADIO FLYER" WAGONS

Body Size 34x15½x4½ Inches

Wheels are 10 in. double disc, finished in gray enamel with a red stripe; 10x1.75 in. super balloon molded tires; "Congo" lifetime bearings: ½ in. round axles. **Bright red** baked enamel on body with **black** gear and handle. Each in ctn. 33½ lbs.

T12-18..... **Each 13.50**



"RANCHER" with REMOVABLE PANELS

Body 34x17x19 Inches

Wheels are 10 in. double disc with 1¾ in. chevron type semi-pneumatic tires. Congo "lifetime" bearings never need oiling, won't rust or lock and carry the heaviest loads. ½ in. round axles. **Red** baked enamel finish on body, **gray** finish on panels. **Black** undergear and handle. Wheels **gray** with red stripe. Each in ctn. 38 lbs.

T12-19..... **Each 20.00**

"RADIO" STEEL SCOOTERS

Shipped K.D. In Carton

"RADIO IMPERIAL" SCOOTER

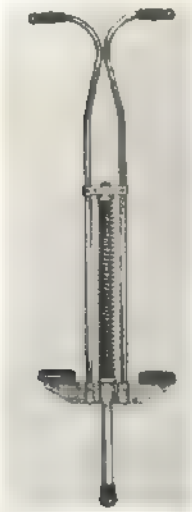
38 In. Long x 34 In. High . . . 10 In. Wheels

Frame is one-piece heavy gauge steel with embossed footrest. **Maroon baked enamel finish.** 10 in. double disc wheels with 10x1.75 in. semi-pneumatic **blue side wall tires,** and "Congo" lifetime bearings. **White fenders and undergear.** 13 in. tubular steel handles **blue rubber grips,** colorful plastic streamers and metal bell. Each in ctn. 16 lbs.

T12-5..... **Each 12.00**

Additional Wheel Goods is Shown In Our No. 563 Toy and Game Catalog . . . Refer to This Catalog When Ordering

Newest Model!
POGO STICKS



Chrome Plated Steel

41 in. overall height. Tubular steel chrome plated stick. Tempered preset adjustable spring . . . provides instant tension adjustment for all normal weights. Self lubricating for easy action. 11 in. tempered steel chrome plated cast piece with treaded rubber foot pads. Easy hand grip balance with rubber handles. Non-skid rubber tip. Each in ctn. 7¼ lbs.

T7271...Each 13.20

PUNCHING BAG On STEEL PLATFORM

Adjustable Rod From 39 to 46 In.

18 in. two-color leatherette punching bag. Molded rubber cup protects rubber bladder. Bag mounts on a strong spring steel rod which is adjustable from 39 to 46 in. Rod attaches to 10x3½ in. long base made of attractively colored heavy gauge steel. Complete with inflating needle. Each set individually packed, 5 lbs.

T7320....Each 6.60

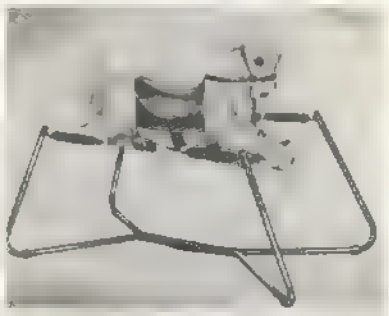
See Page 39 for Juvenile Boxing Gloves

SPORTING GOODS
For the "Small Fry"
Make Excellent Christmas Gifts!

See Page 3 of Our No. 563 Toy & Game Catalog

SPRING ACTION "WONDER HORSES"

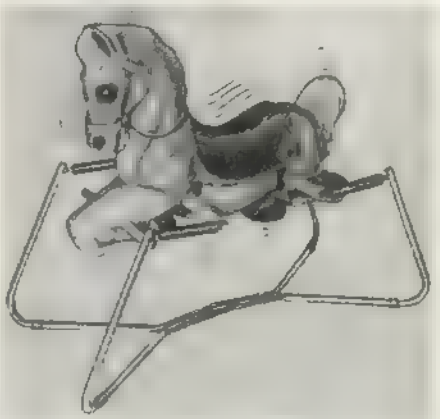
"Wonder Horse" Bodies Molded of Extra Tough Plastic with Lustrous Washable Finish . . . Stands Up Under Rough Riding Without Cracking or Peeling. Non-tip Bases and Sturdy High-Test Replaceable Springs.



NEW WONDER MARE on Metal Base...$19.95 Retail
For Children One to Seven Years

Overall size 34½x19x28½ in. high. Rich natural color of the golden palomino with brown saddle and bridle. Mounted on sturdy metal frame in rich dark brown. Each in ctn. 16 lbs.

T7417.....Each 26.00



DELUXE WONDER HORSE . . . $29.95 Retail
For Children One to Seven Years

Overall size, 39x19x32 in. high. Beautiful Palomino coloring with brown saddle and trim. Tubular chrome steel base with rubber bumpers. Each in ctn. 20 lbs.

T7209.....Each 38.40

ROCKING and SPRING ACTION HORSES

"ROCK 'N' ROLL" ROCKING HORSE
All Metal...For Children 1 to 4 Years

Overall size, 33x15½x19 in. high. All metal construction—for extra strength, extra safety. Life-like, shaped horse head brightly lithographed in 4 colors. Bicycle-type seat and foot rest. Attractive enamel finish of red and green. Each in ctn. 11 lbs.

T7409.....Each 8.00

"PINTO PETE" SPRING HORSE
Metal Base . For Children 1 to 4 Years

Overall size, 36x17x24 in. high. Handsome Palomino coloring with brown saddle and bridle. Pony made of hi-impact plastic to stand up under rugged play. Sturdy metal frame with silver-colored baked enamel finish. Each in ctn. 18 lbs.

T7407.....Each 14.60

COLLAPSIBLE "PLAYTIME PRODUCTS" DOLL STROLLERS and CARRIAGES . . . *Nationally Advertised!*

"TRIPLE PLAY" DOLL STROLLERS
Stroller Seat Converts Into Car Seat or Swing
For Children 4 to 12 Years

SEAT: 9½ in. long, 9 in. wide, 7½ in. deep at back, 15¾ in. high. CROSS HANDLE: 29 in. high from floor. Tubular, chrome plated. WHEELS: 6½ in. wire, ½ in. rubber tires. Plated hub caps. FRAME: Steel, collapsible. Axles welded to frame. Foot rest. Detachable canopy. Removable shopping bag. Foot brake. Lift out seat converts to swing or car seat. Carton contains the extra parts necessary for conversion. FINISH: Red, yellow and green plaid fabric. Baked aluminum enamel frame and white wheels. Each in ctn. 8 lbs.

T17-609.....Each 12.00

FOLDING DOLL CARRIAGES . . . *Bed Lifts Out!*
4-Bow Folding Piped Hood with Visor
For Children 5 to 12 Years

BODY: 23½ in. long, 12 in. wide, 9 in. deep, 21½ in. high. Lift out body. Half draft rail. HOOD: 4-bow piped, with visor, folding. CROSS HANDLE: 30 in. high from floor. Tubular, chrome plated. WHEELS: 7½ in. wire with ⅝ in. rubber tires. Plated hub caps. FRAME: Steel, collapsible. Axles riveted to frame. Double steel rail. Shackle-type duchess undergear. Double-action 3-piece foot brake. FINISH: Olive green and off-white quilted fabric of washable vinyl plastic. Baked aluminum enamel frame and white wheels. Each in ctn. 12 lbs.

T17-613.....Each 17.34

FOLDING DOLL CARRIAGES...With Foot Extension
4-Bow Piped Hood with New 3 Stage Folding
For Children 5 to 12 Years

BODY: 23¾ in. long, 12½ in. wide, 9½ in. deep, 21½ in. high. Half draft rail. Fold-up foot extension. Inside utility pocket. HOOD: 4-bow piped. New 3 stage folding. CROSS HANDLE: 30 in. high from floor. Tubular chrome plated. WHEELS: 7½ in. wire, ⅝ in. white rubber tires. Large plated push on hub caps. FRAME: Steel, collapsible. 3 position hood. Axles welded to frame. Chrome plated fenders. 3 piece brake. FINISH: Cherry red and off-white quilted fabric of washable vinyl plastic. Baked aluminum enamel frame and white wheels. Each in ctn. 12 lbs.

T17-616.....Each 21.34

Check Through These Pages and See the Wonderful Toys Available . . . We Suggest You Order Now!

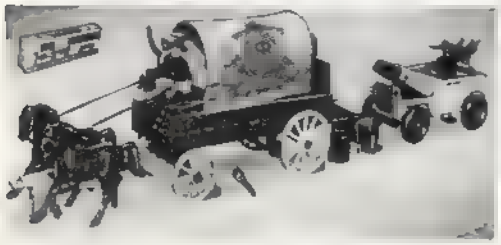
"AUBURN'S FRONTIER SETS

44-Pc. Early American Frontier Sets

12x18x2½ in. colorful box. True-to-life colored figures are made of rubber-like vinyl with accurate detailing. They are soft, harmless and will not scratch or mar furniture or floors. Set consists of one 6¾x6¾x5 in. log cabin; three 6¾x5¾ in. Indian wigwams; six Indians; five frontiersmen; one frontierswoman, each 3 in. high; two horses and riders, covered wagon with team, 20 assorted North American animals.

Y27-563.....Set **5.34**

ROY ROGERS' CHUCK WAGON



Fix-It Chuck Wagon & Nellybelle Jeep

19x9¾ in. plastic wagon with removable cover. Roy Rogers and Dale Evans models guide 2 horses. Removable, interchangeable wheels. Rear platform drops into table. Miniature pots and pans. Pat Brady and "Bullet" models ride the 7x4 in. Nellybelle jeep. In box, 2¼ lbs.

Y33-4553.....**Each 7.60**

Hand-Painted "HARTLAND" TOYS

Horse and Removable Rider
With Removable Accessories

Hand painted, life-like toys of unbreakable acetate. Children react scenes, experienced by popular characters on TV, radio and in the comic strips. Nationally advertised. Each in ctn., 1¼ lbs.

Y4504—Roy Rogers on Trigger. 9½x8½x4 in. Removable saddle, guns and hat.

Y4502 Dale Evans on Buttermilk. 9½x8½x4 in. Removable saddle, gun and hat.

Y4501—Lone Ranger on Silver. 9½x8½x4 in. Removable saddle, guns, hat and reins.

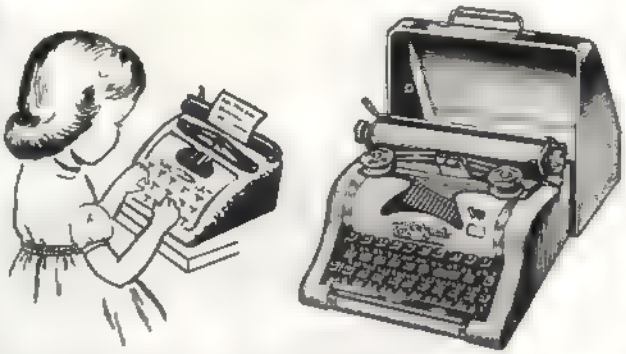
Y4503—Tonto on Scout. 9½x8½x4 in. Removable saddle, knife, gun, feather, reins.

Y4505—Wyatt Earp on Tombstone. 9½x9x4 in. Removable hat, guns and saddle.

Y4506—Indian Chief on Black Plato. 13½x8½x4 in. Removable war bonnet, tomahawk, blanket bow, spear, knife.

Each 5.20

TOY TYPEWRITERS THAT REALLY TYPE



"TOM THUMB" TOY TYPEWRITER and CARRYING CASE
With Ribbon Shift and Finger Tip Spacer

Overall size, 10 in. deep, 10¾ in. wide, 6 in. high. All metal housing and case with **green crackle baked enamel finish, chrome trim.** Letters arranged the same as standard keyboard. Individual key operation. Black flat keys with white letters. Shift keys. Ball bearing carriage and standard ½ in. ribbon. Each in ctn. 10 lbs.

Y4920—Typewriter and Case.....**Each 26.00**

TYPEWRITER ONLY WITHOUT CASE

Same as above except without carrying case.

Y4921—Ship. wt. 9 lbs.....**Each 24.00**

REAL Typewriter

Overall size 10 in. deep, 8 in. wide, 5¾ in. high. Die cast metal body with blue enamel and chrome trim, metallic blue finish. 54 characters on 27-key keyboard including numerals, punctuation marks, dollar sign. 2 shift keys. Makes carbons and cuts stencils. Flat dark blue keys with white letters. Ball bearing carriage. Standard ⅜ in. ribbon. Each in ctn., 14 lbs.

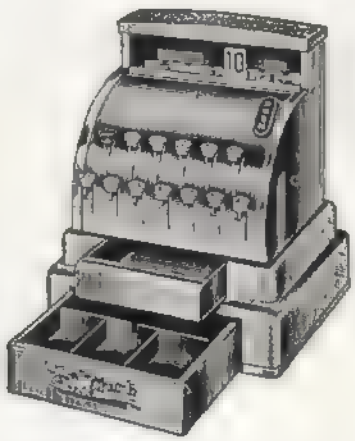
Y-4941.....**Each 48.00**

Typewriter Case for Above

11 in. deep, 12 in. wide, 6¾ in. high fibrewood with reinforced wooden sides. Clip-on hinges allows cover to be removed when typewriter is used. Gray tweed with solid gray trim. Red plaid lining. Brass fittings. Gray plastic carrying handle. In ctn.

Y-4942.....**Each 6.60**

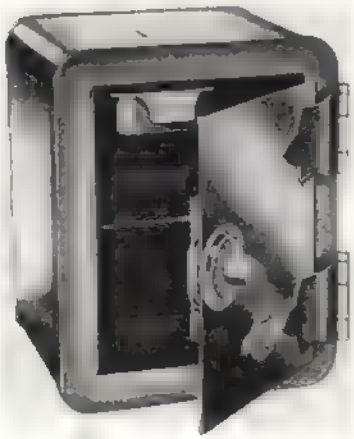
CASH REGISTERS and BANKS



"Tom Thumb" Deluxe Cash Registers
Complete with Supply of Play Money

6¼ in. deep, 7½ in. wide, 8⅝ in. high. Made of heavy gauge **steel** with new "Pyramid" base design. All **chrome case and blue wrinkle trim.** 13 plastic covered keys including "No Sale." Safe, unbreakable plastic window. Two drawers . . . 1 is "secret" with key, the other is a large drawer with change and bill compartments. Opens by pressing "push" lever and a bell rings. Each in ctn., 4 lbs.

Y4945.....**Each 6.60**



Steel Toy Safes with Combination Lock
Exact Replica of a Hercules-Mellink Safe

8¾x7x6 in. Made of electrically welded, heavy gauge **gray** steel. An exact miniature of a Hercules Mellink office safe. Complete with a real combination lock, steel sliding cash drawer, savings slot and shelf to store things. A private secret and secure safe for youngsters to keep their valuables in. Printed history of safes enclosed. In self-sealing carton, 4½ lbs.

Y4938.....**Each 6.60**

COMPLETE PRINT SHOP SETS

Rubber Type, Type Tray, Ink
With Post Card Size Roller Press

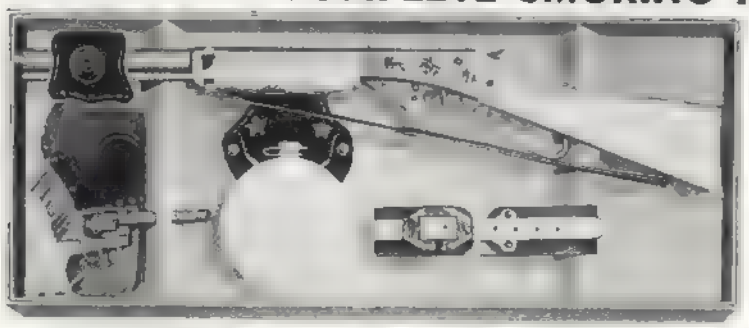
Set consists of 4x8x3½ in. all-metal hand roller press for printing illustrated 2-color work. 18x12x3½ in. plastic tray with 48 alphabetized compartments for type and bins for all other materials. Type case, metal type holders, rubber type, pictures, 2 colors of printers' ink and extra ink roller. Rigid acetate cover protects outfit when not in box. Includes complete instructions and a copy of the Printers' Journal. Set in box, 3½ lbs.

Y4914.....**Each 9.30**

See Page 144 Of Our #565 Catalog For Complete Listing of Rubber Printing Sets

N.B.: Indicates Standard Packing Units, "Not Broken."

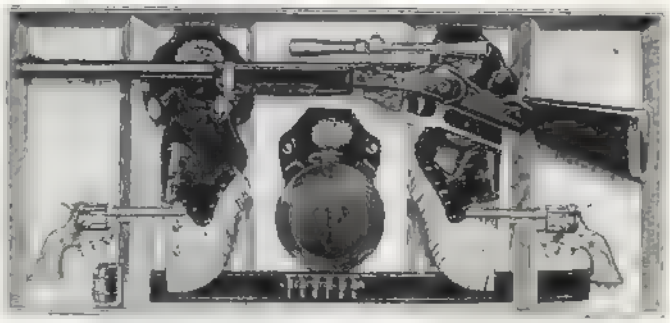
COMPLETE SMOKING RIFLE and HOLSTER SETS



"Daisy" ANNIE OAKLEY Rifle and Holster Sets
Golden Smoke Rifle...Holster Set...Cap Pistol...Canteen

32 in. rifle makes shooting sound and actually smokes! *Absolutely safe* Golden metal barrel, white plastic stock, blue strap. Lever action. 14x7 in. blue and buff leather holster carries 8 in. repeating cap pistol with white plastic butt. Takes full roll of caps (not included) Pure white molded plastic canteen has snap-loop to hang from belt. Blue belt has new Tripl-X adjustability. Colorful 2-pc. display type carton

Y22-1967—6 O.S. 28 lbs. ..... **Each 13.20**



"Daisy" COWBOY KING Shootin' Outfit
Super Smoke Rifle with Scope . Double Holster Outfit. 2 Cap Pistols. Canteen

32 in. super rifle shoots loud noise-smokes! Black metal barrel with mounted golden ranging scope Brown plastic stock. Lever action. Genuine leather double holster set in brown and buff 2 8 in Western repeating cap pistols with white plastic butts Take full roll of caps (not included) Brown molded plastic canteen attaches by snap-loop to either holster Adjustable belt holds plastic bullets Colorful 2-pc. display type carton

Y22-1961 6 O S 52 lbs. ..... **Each 20.00**

DOUBLE HOLSTER SETS

"ROUNDUP COWBOY" Double Holster Sets
With "Stallion 32" Cap Guns

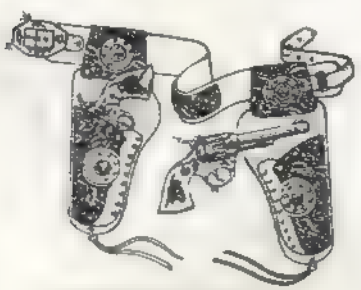
13x6 in. holsters of genuine leather. Striking black and white color combination with red and silver medallions. 9 in. Stallion 32 cap guns have exclusive cap cartridge loading and come complete with six cartridges in cylinder. Cylinder revolves like on a real gun. Adjustable black leather belt with silver color Western buckle. Each set in colorful box.

Y4559 ..... **Each 9.34**

Bill William's "KIT CARSON" Double Holster Sets
With "Stallion 28" Cap Guns

13x6 in. holsters of genuine leather Handsomely embossed leather gives rich realistic effect. Brown and khaki color 10½ in Stallion cap guns have exclusive cartridge loading and come complete with six cap cartridges in cylinder. Cylinder revolves like on a real gun. Adjustable leather belt holds plastic bullets Set in striking lithographed box

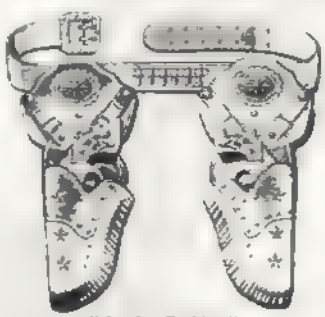
Y4560 ..... **Each 10.68**



DOUBLE HOLSTER SETS
$4.98 Retail

Two "Western" break-action repeating cap guns **Holsters, 12x5⅝ in. each.** Distinctively styled in genuine leather 3 color combination of cream, brown and floral embossing Large red "Headlight" jewel decoration, silver color studs. 2¼ in. **adjustable belt.** Holsters slide off remove one for single holster set or reverse to make cross-draw outfit. Each set in box.

Y22-2534..... **Each 6.60**



"Annie Oakley"
DOUBLE HOLSTER SETS

14x7 in. genuine leather holsters. **Brown and buff** color combination decorated in gold stars and medallions 2 Western break action repeating cap revolvers have molded plastic handles Takes full roll of caps (not included). Adjustable leather belt holds 6 silver colored plastic dummy bullets Silver color buckle. Holsters slide off for use as single holster set Set in colorful box.

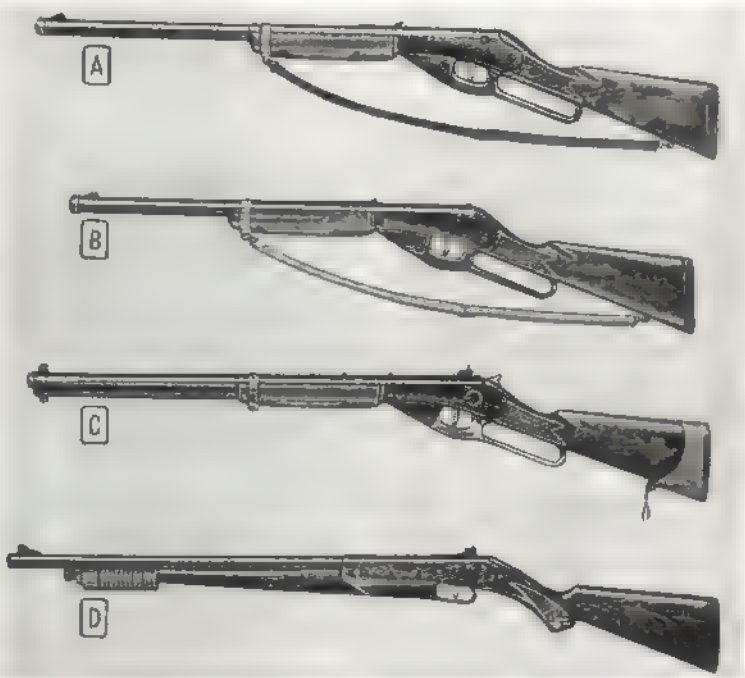
Y22-2559..... **Each 9.20**

PERFORATED ROLL CAPS . . . For All Makes of 50-Shot Repeaters

50 caps on a roll. 5 rolls in a box. Contains lubricant for easier gun operation Caps centered and evenly spaced. *(Not Mailable.)*

Y24-150—5 doz. bxs. N.B. ..... Doz. bxs. **.80**

"DAISY" AIR RIFLES



(A) "750-Shot" Repeater Air Rifle
With New BB Loader and 2 Pouches of Shot

35 in. long Lever action. Holds over 750 BBs. Adjustable double notch rear sight Full-fashioned stock Bright plated trigger swivels and hardware Adjustable sling Each in gun-case type carton, 5 lbs

Y22-80. . . . . **Each 10.00**

(B) "450-Shot" Repeater Air Rifle

32 in. long Lever action repeater holds over 450 BBs Adjustable sight Checkered forearm, bright-plated steel forearm band. Bright plated trigger swivels and hardware, Adjustable sling. Each in gun-case type carton, 3 lbs

Y22-75..... **Each 8.66**

(C) "Red Ryder" Carbine
With New BB Loader and 2 Pouches of Shot

35 in. long. Lever action with secondary barrel with lightning loader feature Holds over 850 BBs Adjustable sporting peep-and-open sight Bright finish trigger, hammer and carbine ring Leather boot of stock trimmed with brass Swivels for sling Each in gun-case type carton 3 lbs

Y22-94 . . . . . **Each 11.34**

(D) Pump Repeater Air Rifle
With New BB Loader and 2 Pouches of Shot

37 in. long. Combination peep-and-open sight adjustable for windage and elevation "Ramp-type" front sight. Bright plated trigger. Gold-filled "engraving" on jacket. Each in gun-case type carton 4 lbs

Y22-25. . . . . **Each 12.66**

"850-Shot" "Eagle"...with Bulls Eye Scope...$12.95 Retail

37 in. long. Smart sporting rifle styling Full fashioned stock with "Eagle" design and extra long "big game rifle" forepiece. Lever action. Beautiful gold design on receiver and barrel. Equipped with 4-lens, 2-power magnifying scope. Metal parts are gun-blu, scope is 2-tone black Genuine leather adjustable sling. Lightning BB loader and 2 BB packs. Each in gun-case type carton, 6 lbs.

Y22-98..... **Each 17.32**

Electronic Toys Shown on the Back Cover Will Be Important Sellers This Christmas . . . Be Sure You See Them!

"EMENEE" MUSICAL TOYS . . . Play Like Real Instruments

GOLDEN TRUMPET with MUTE

Play Bugle Calls, Marches and Songs

Gold Plated Finish . . $3.98 Retail

Over 13 in. long. Authentic details copied from professional trumpet. Heavy gold plating on break-resistant plastic. Sterilized mouthpiece. 4 brass hand-tuned reeds. Complete with detachable music stand, music book and mute. Packed in "luggage" carrying case, 1½ lb.

Y4703.....**Each 5.00**

GOLDEN BANJO

With Automatic Banjo Player

$7.00 Retail

Over 22 in. long. Authentic banjo with gold finish and engraving. 8 adjustable lugs to regulate tension of genuine calf drum skin. Screw type, adjustable tuning pegs. True banjo tonal quality. Song and instruction book included. Each in luggage type carrying case, 2 lbs.

Y4727.....**Each 9.00**

"GENE AUTRY" GUITAR

With Automatic Chord Selector

$10.00 Retail

32x11x3 in. guitar in 2-tone tan plastic with black trim. Sculptured Western motif decoration on front includes Gene on horseback, long horn steer, mounted steer horns, spurs and six-gun. Automatic chord selector attachment permits playing without lessons. Gear action metal tuning pegs, steel strings. Rich professional tone. Red and yellow neck cord, felt pick and music book. Each in luggage type carrying case, 4½ lbs.

Y4732.....**Each 13.00**

DELUXE PIANO-ACCORDION

$8.00 Retail

18 in. high, extends to almost 2 feet. Easy action bellows. Sturdy high impact plastic body is brightly colored with gold finish trim and fittings. Full scale right hand piano keyboard plays sharps and flats. Base notes and base chords for left hand play harmony and rhythms. 52 hand-tuned brass reeds. Adjustable shoulder harness. Music book included. Each in luggage type carrying case, 2½ lbs.

Y4704.....**Each 10.50**

SILVER SAXOPHONE

$6.00 Retail

Over 17 in. long. Heavy silver and gold finish on elaborately engraved break-resistant plastic. Sanitary sealed mouthpiece. 14 tuned reeds (making a full scale) including two triple reed harmony chords. Adjustable strap to hang around neck holds saxophone in comfortable position. Music book included. Each in luggage-type carrying case 2½ lbs.

Y4730 **Each 7.60**

FLAMINGO UKULELE with Self Tuner

Plus Arthur Godfrey Uke Player

$5.00 Retail

23 in. long professional size ukelele in **plastic with mahogany and ivory finish.** 4 built-in reed pitch pipes for easy tuning. Nylon strings, adjustable friction tuning pegs. "Arthur Godfrey" uke tuner fits over neck and strings of uke. Easy for beginner to play. Complete with felt pick and song book. Each in luggage type carrying case, 1¾ lbs.

Y4726 . . . **Each 6.60**

WALT DISNEY'S "MICKEY MOUSE" RHYTHM BAND SETS

Set contains: ● Tambourine ● Cymbals ● Triangle ● Sandpaper Blocks ● Ratchet Board ● Rhythm Sticks ● Song Book ● Instructive Phonograph Record

22¼x11⅝x3½ in. box with a place for keeping each item. Set designed to develop a child's sense of rhythm in order that he may learn the rudiments of music. 7 in. diam. tambourin has red plastic rim and silver color metal jangles, two 7 in. diam. cymbals in copper-tone metal with red plastic holders; 6x5 in. metal triangle with 6 in. metal striker; 5x2¼x¾ in. sandpaper blocks with red plastic knobs, red cloth wristlet with 4 metal ¾ in. diam. jingle bells; 8 in. long maracas with red wood handle and yellow plastic top; 10 in. long red plastic ratchet board, two 7 in. wooden rhythm sticks; easy-to-follow song book; 78 RPM non-breakable plastic record prepared by a leading musical educator so that even pre-school children can understand the directions and follow the music on the record. Ship wt. 2½ lbs.

Y4733 .....**Set 6.60**

SWISS MELODÉ BELLS

Set of 8 Bells . . . $4.98 Retail

Teaches Music, Colors, Pitch and Numbers

Set includes the full diatonic scale of precision tuned bells, **each 3⅝ in. high.** Made of brilliantly colored high impact styrene plastic over metal. Each bell a different tone and color. It's easy to follow the colored notes in the music book to play the old favorites! Each set in display box which serves as a music stand.

Y4720 .... **Set 6.50**

Jingle Bells for use on Gifts, Toys, Shoes, Skates, etc. are Shown on Page 159 of our No. 564 Gift Catalog

CHILDREN'S TRAP DRUM SETS

3-Color "TV Hep-Cats" Design

20½ in. diam. large drum with body lithographed in bright red star design, rimmed in blue. Cloth head on drummer side. 9 in. cloth head snare drum with star design and blue rim. Two 10 in. sticks. 6¼ in. diam. cloth head tom-tom with star design. "T" bracket holds 7 in. cymbal, large triangle, cowbell and 3 aluminum bells . . . 2, 2¼, 2½ in. size. Side cymbal played by steel foot beater . . . legs, supports and foot beater snap over drum rim. In case, 9 lbs.

T32-45 . ...**Each 6.60**

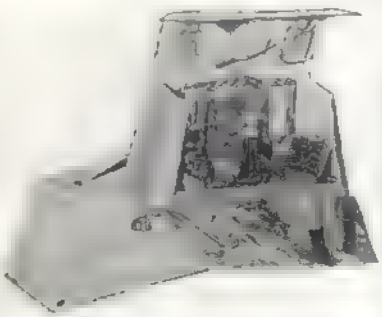
Bagged Toys on Display Racks are Shown on the Inside Front Cover of Our Toy and Game Catalog

REALISTIC TOYS for the JUNIOR MISS

"American Beauty" Beauty Bags
With 1-Pc. Lift-Out Plastic Tray

8¾x8¾x4½ in. plastic covered fiberboard in **red, green and black plaid.** Metal lock, black carrying handle. Set includes nationally known beauty aids plus a 4-pc. plastic manicuring set and "gold-flecked" plastic comb, mirror, compact, lipstick. Lift-out clear plastic tray can be used on child's bureau

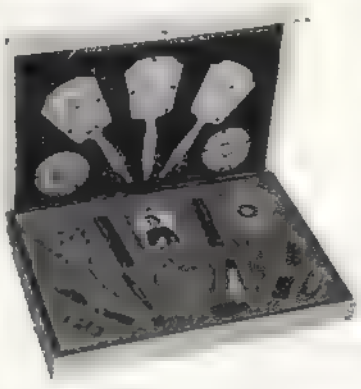
N6185—1 doz. O.S. 21 lbs
Doz. 48.00



Jr. Miss Travel Cosmetic Bags
Includes Atomizer That Really Works

9½x4½x6 in. **padded vinyl case.** Set contains atomizer that works, 3-mirrored vanity that can be set on a bureau, 4-pc manicuring set, comb, mirror, compact, lipstick case and rouge case finished in brilliant "Meto Lite."

N54-1919—1 doz. O.S. 15 lbs.
Doz. 48.00



Jr. Miss Dresser Sets
With Trim-It Yourself Jewels

18½x10¾x1¾ in box. Set contains full size brush, 2 combs, picture frame, powder box, rouge box, compact, lipstick in beautiful shiny "Meto-Lite." Set complete packaged jewels with glue and tweezers for trimming each item.

N54-2320—1 doz. O.S. 21 lbs.
Doz. 48.00

"SUN-DEE" Colored BOTTLE BABY

18 In. Dressed Doll
She Drinks, Wets, Cries, Blows Bubbles

Specially compounded non-toxic colored vinyl that brings out each wrinkle and dimple of even the tiny baby fingers. Soft, lightweight and completely washable. Each arm and leg fully jointed in a close fitting socket. Dressed in pink or yellow knitted sweater suit with matching booties. Nursing bottle and bubble pipe included. In display box, 3¼ lbs.

Y4068.....**Each 10.60**

Walt Disney & Howdy Doody MARIONETTES

New Simplified 1-Pc. Hand Control

- **Mickey Mouse**
- **Minnie Mouse**
- **Howdy Doody**
- **Heidi Doody**
- **Boy Mouseketeer**
- **Girl Mouseketeer**

Made of shiny plasticized finished wood, realistically painted for a bright, sharp, lifelike look. Each marionette is colorfully dressed in appropriate clothes. The simple hand control is designed to make marionettes tangleproof. Reversible. Complete with easy-to-follow instructions. Each in colorful cardboard box with cellophane window. Ship. wt. 1½ lbs.

Y4026—Mickey Mouse 11¾ in. tall
Y4027—Minnie Mouse 11¾ in. tall
O.S. Doz. 48.00

Y4028—Howdy Doody 16 in. tall
Y4029—Heidi Doody 13½ in. tall
Y4030—Boy Mouseketeer with Roller Skates. 14½ in. tall
Y4031—Girl Mouseketeer with Roller Skates. 14½ in. tall
O.S. Doz. 64.00

TV TOTS by "HORSMAN"

Dolls Packed Sitting On Beach In "TV Set" Box Designed for Quick Sales Appeal

- **Boy, 15 in.**
- **Girl, 11 in.**

Brother and "Little Sis" Doll Sets

The "TV Tots" are seated on a removable bench inside the TV set designed box that has a transparent "screen." TV set measures 16 in. high, 11 in. wide, 7 in. deep. Both dolls have rooted curly hair, coo voices, glassine sleeping eyes with lashes and super-flex legs. Boy is dressed in long trousers with matching blouse; girl in cotton skirt with matching blouse. Ship. wt 5 lbs

Y-4073. . . . . **Set 13.20**

"RAGGEDY ANN" and "RAGGEDY ANDY" LOVEABLE DOLLS and STORY BOOKS

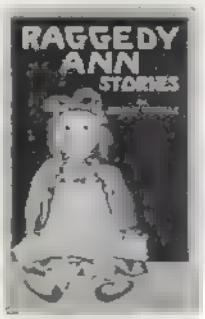
RAGGEDY ANN & RAGGEDY ANDY DOLLS

America's best loved, fastest selling soft dolls. Dressed in brightly colored fine quality percales. Yarn hair, shoe button eyes. Stuffed with fine garnetted cotton. Each in box

(A) RAGGEDY ANN		(B) RAGGEDY ANDY	
Y4051—15 In.	**Doz. 48.00**	**Y4052** 15 In.	**Doz. 48.00**
Y4053—20 In.	**Doz. 64.00**	**Y4054** 20 In.	**Doz. 64.00**
Y4063 32 In.	**Each 12.00**	**Y4064** 32 In.	**Each 12.00**

RAGGEDY ANN & RAGGEDY ANDY BOOKS

6½x9 in. Bound in heavy board with full color cover design. Pleasing format. Many colored illustrations. Printed on fine coated paper.



- —Raggedy Ann in the Magic Book
- —Raggedy Ann and the Golden Butterfly
- —Raggedy Ann and Andy and the Nice Fat Policeman
- —Raggedy Ann and the Betsy Bonnet String
- —Raggedy Ann in the Snow White Castle
- Raggedy Ann and Andy and the Camel With the Wrinkled Knees
- —Raggedy Ann Stories
- Raggedy Ann in the Deep Deep Woods
- —Raggedy Ann in Cookie Land
- Raggedy Andy Stories

QRU Please Specify Title. . . . . **Each 2.10**

Big Selection of Best Selling Juvenile Books are Shown in Our No. 564 Gift Catalog

LOVABLE PLUSH TOYS for BOYS and GIRLS

NOW . . . A COMPLETE SELECTION of wanted soft plush toys . . . sure sellers from the moment you stock them. Adults and children love them . . . buy them. Order a complete selection now for a fast turnover . . . quick profit.

"Ideal's" Plush "Rin-Tin-Tin"

Reclining position 16 in. long. Brown, black and white plush blending of a real "police dog." Safety lock-in eyes, plastic nose, embroidered tongue. Brown plastic collar with buckle. Long pointed ears and bushy tail lend the finishing touches to his authenticity.

Y19-7883.....**Each 6.60**

"Ideal's" "Laddie Boy" Collie Dog

Sitting position, 15 in. Life-like replica of the beloved collie. Made of Furlene, a smooth-as-silk synthetic long-haired fur in brown and white. Realistic molded vinyl nose and mouth. Glassine eyes

Y19-7434.....**Each 9.20**

"Ideal's" White Cha-Cha Monkey

20 in. high. Lively bouncy monkey on an elastic string, perfect for crib and carriage. **White synthetic Furlene fur.** Life-like vinyl face and hands. Glassine eyes. Perky blue and pink knit stocking cap with matching scarf and booties.

Y19-7748.....**Each 10.80**

"Ideal's" Comical Plush Tiger

29 in. reclining position. The lovable, whimsical expression makes this an irresistible toy for any boy or girl! Colorful tiger-striped plush. Safety lock-in eyes. Lavish ribbon bow around neck. Each in box

Y19-7492.....**Each 13.20**

Plush Musical Turnover Cat

12½ in. long. Adorable sleeping cat that plays music and rolls over when tail unwinds. Made of washable rayon plush. Stuffed with synthetic non-allergic featherfoam. Flirty black felt lashes, embroidered nose and mouth with bright red felt tongue and perky whiskers. Imported Swiss music box is removable from zippered pouch when toy is washed. Pretty pink satin bow adorns neck. **Gray with white trim.** Ship. wt., 1¾ lbs.

Y4036.....**Each 8.00**

"Daisy Belle" Cow with Moo Voice

19½ in. high, 15 in. long. Spotted brown and white plush. Handpainted vinyl face, big brown eyes and 2 pearly white toothed friendly smile. She has fringed yarn bangs, yarn tail, floppy felt lined ears, felt hoofs. "Daisy Bell" wears a colorful Daisy flower chain and a shiny tinkling cowbell. A flower is tucked on one ear and a ribbon adorns her tail. Tip her forward and back and she gives a wonderful "moo." Ship. wt. 2½ lbs.

Y4018.....**Each 8.00**

"Fifi" French Poodle

Stands 14 in. high. Long and short plush gives effect of Dutch clip. pompon on ears and tail. Black glass eyes set in long black felt lashes. Pert turned-up nose. Dressed in flowers, ribbon and bows with rhinestone collar and leash. Asstd. **white, pink, blue.** Ship. wt. 2 lbs.

Y4019.....**Each 8.00**

"Zippy" the Chimp

15 in. tall. Made of black shaggy rayon plush. Zippy has a vinyl hand painted impish face with big ears that makes him irresistible to youngsters. He has vinyl hands that seem so real and white baby shoes. Zippy wears a collegiate outfit consisting of bright red corduroy overalls with green button trim and a yellow jersey with "Zip" stamped on the front. Red and white felt hat. Ship. wt. 1½ lbs.

Y4023.....**Each 9.30**

Musical White Scotty Dog

15 in. tall. Made of very long pile lustrous curly plush with handpainted whimsical vinyl face. Wide satin bow. A twist of the key under his front paw and the genuine Thorens Swiss works tinkles a lovely song. In box, 4 lbs.

T7353.....**Each 13.20**

Musical Lion

15 in. tall. Beautifully designed in combination bright plush and extremely long pile. His mane is sprayed with brown shadings. Lovable handpainted smiling face. Genuine Thorens Swiss music plays a pretty tune by a twist of the key under his front paws. In box, 4 lbs.

T7354.....**Each 13.20**

"Bobo the Hobo"

21 in. tall. A delightful tramp doll that will capture the heart of every youngster. Happy-go-lucky handpainted smiling vinyl face with cigar in mouth. Vinyl hands. Bobo wears corduroy pants, shaggy checked jacket, striped jersey. Black felt hat sits on his frizzle-top head. Complete with knapsack containing a small chicken. In box, 3½ lbs.

T7356.....**Each 13.20**

"Tony" The Monkey Man

21 in. high unusual stuffed toy. Beaming vinyl face. Tony wears colorful felt pants, brass buttoned vest and jersey with a feathered hat atop his head. Music box that plays hangs from his neck. His friend, Baby Chico is an 8 in. **plush brown monkey** who wears a red felt cap. In ctn., 4 lbs.

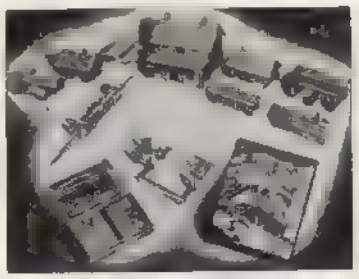
T7355.....**Each 16.00**

Many of the Toys in This Catalog are Sold Individually . . . This Permits You to Offer a Wide Variety!

AMERICAN LOGS

211 Pc. Sets
¾ In. Hewn Logs
13¾x7½ in. tube of square cut logs of assid. lengths with roof planking and chimney. All edges smoothly finished and splinter-free.
N19-825.....**Set 5.20**

314 Pc. Sets
¼ In. Hewn Logs
19¼x7½ in. tube of square cut logs of assid. lengths with roof planking, chimneys, etc. to complete building. Notched for interlocking and can be glued for permanent installations. Ideal for use with model railroads.
N19-835.....**Set 7.80**



811 Pc. Sets
¾ In. Hewn Logs
14-7/16x19¾ in. box of square cut logs and other accessories to reproduce pioneer homes in perfectly detailed miniature.
N19-80.....**Set 13.00**

AMERICAN BRICKS

Red Plastic Bricks in Tubes
With Doors, Windows, Coping Blocks
1⅝x⅞ in. brilliant red plastic bricks with white coping blocks, lintels, doors, window frames and garage doors, green roofs, transparent jalousies. Full, half and gable bricks, all with patented peg-and-socket feature for complete interlocking of each brick and all accessories. Models follow true bricklayers' practices and are scale miniatures. Completely washable. Doors and windows open and close. Sliding overhead garage doors.

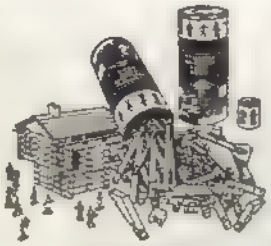
290 Pc. Set in 13x5-3/16 in. Tube
N19-725.....**Set 6.34**

459 Pc. Set in 18x5-3/16 in. Tube
N19-735.....**Set 8.90**

Red Plastic Bricks in Boxes
982 Pc. Set Complete with Accessories
18x12¼x4 in. box of bricks. Same as above except larger, more complete set with many extra accessories and packed in a box instead of a tube
N19-75.....**Set 19.00**

Be Sure to See
Our No. 563
Toy, Game and Pastime
Catalog
For Complete Selection

LINCOLN LOG SETS



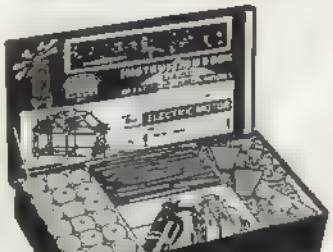
(16CF Illustrated)

Safe . . . Educational
Entertaining . . . Nationally Advertised
⅝ in. diam. Selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. All sets contain design suggestions. Colorful can container with metal screw cap. All sets interchangeable.

178-Pc. Set with 10 Metal Figures
Can Container...18 In. High, 7½ In. Diam.
N13-6CF.....**Each 8.00**

178-Piece Sets
Can Container...18 In. High, 7½ In. Diam
N13-5C.....**Each 6.68**

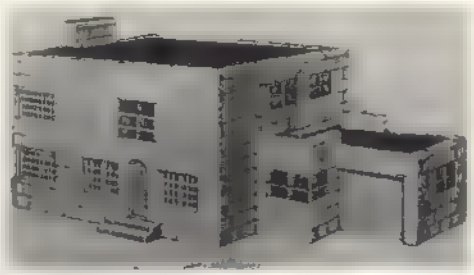
MASTER TINKERTOYS



With 2-Speed Electric Motor
All the parts such as rods, spools, windblades, windblade holders, etc necessary to build mechanical models with many moving parts. Smooth New England white birch wooden parts . . . rods painted in non-toxic red. 110-120 volt AC electric motor (Underwriters' approved) with 6 foot rubber cord needs no transformer. 16 page instruction. In 18¼x9x2¾ in. hinged cover cardboard box 4¾ lbs
Y4911.....**Each 13.20**

"BLOCK CITY" BLOCK SETS

Colorful Plastic Interlocking Building Blocks



This Building Made From "New Yorker" Set

Block City Scale Model Sets

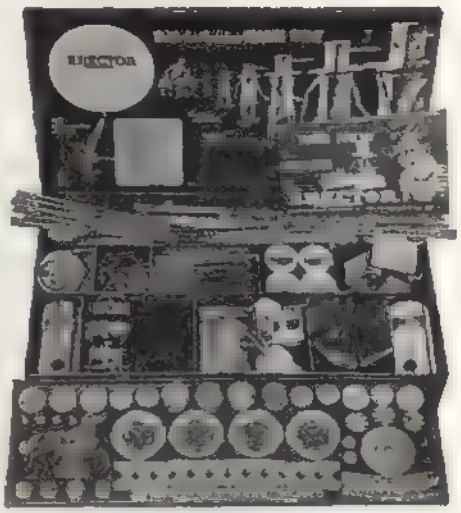
All plastic building blocks; interlocking, washable and shatterproof. All blocks and parts in bright contrasting colors. Each set has ample roofing material and instruction book.

"THE CHICAGOAN" BLOCK SET
16½x5 In. Diam. Tube . . . $7.50 Sug. Retail
Contains: 310 blocks; 65 half blocks; 6 door lintels; 5 doors; 9 side windows; 6 corner windows; 33 coping strips; 1 garage door; 1 garage door lintel; 24 roofing blocks; 6 fence pieces; 2 fence gates; 3 corner window lintels. Wt. 4 lbs.
Y8-750.....**Set 10.00**

"THE NEW YORKER" BLOCK SET
13½x9½x2½ In. Plastic Box . . . $15.00 Sug. Retail
820 pc. set. Contains: 528 blocks, 140 half blocks; 8 corner windows; 4 corner window lintels; 12 side windows; 44 coping strips; 48 roofing blocks; 2 garage door lintels; 12 fence pieces; 4 fence gates, 4 front doors; 4 round door lintels; 4 back doors; 4 square door lintels; 2 garage doors. Each set in transparent and shatterproof plastic box. Wt. 5 lbs.
Y8-1500.....**Set 20.00**

FAMOUS GILBERT ERECTOR SETS

Choice of 7 Popular Sets



(No. 12½ Illustrated)

One Hundred Toys in One!

Not simply a chest of gleaming metal girders and other parts . . . it's a ferris wheel, a draw bridge, a searchlight . . . or even a walking robot!

Each set has an exciting book of things to make and how to make them. Nuts and bolt construction develops finger dexterity and gives sturdy construction. Girders, gears, wheels, pinions and other parts included in all sets. Powerful 20 watt 110-120 V 4-speed motor with forward and reverse drive included with larger sets (sizes 6½-12½).

No. 12½ Walking Robot Sets
More than 30 lbs. of parts and equipment including electric and wind-up motors and many new parts. A robot that walks by himself, step-by-step with glowing eyes and swinging arms is just one of the many items than can be made with this set. In steel chest 24x10x4 in., 39 lbs
T29-12½.....**Each 86.68**

No. 10½ Amusement Park Sets
Nearly 25 lbs. of parts and equipment for building carnival-like amusement park. All-steel hinged cabinet, 22x13¾x 2¾ in., 28 lbs.
T29-10½.....**Each 59.94**

No. 8½ All Electric Sets
Nearly 16 lbs. of parts and equipment for building ferris wheel, pile driver and many other toys. Heavy gauge red steel chest 20¼x12⅝x2¾ in.
N50-8½.....**Each 36.68**

No. 7½ Engineers' Sets
Over 360 all-metal parts for building giant walking beam engine and scores of others. Hinged cover, heavy gauge steel chest, 18¾x10⅛x3⅛ in.
N50-7½.....**Each 28.68**

No. 6½ Electric Engine Sets
More than 325 parts for building airplane ride and many others. Steel chest 18x 10x3 in.
N50-6½.....**Each 22.60**

No. 4½ Motorized Sets
Two big tiers of parts including wind-up motor for making smaller walking beam engine and many others. 18¾x10⅝x3 in. chest.
N50-4½.....**Each 14.60**

No. 3½ Professional Sets
182 parts for making elevator and many others. 18x8x2 in. box.
N50-3½.....**Each 7.94**

N.B.: Indicates Standard Packing Units, "Not Broken."

"FISHER-PRICE" PULL TOYS

Playmates for Children 1 to 7 . . . Safe and Sturdy

Fisher-Price Toys are famous for quality and construction! Approved by Parent's Magazine. Order now and feature these toys in your store . . . they sell fast and give you good profit.

TINY TEDDY

6¼ in. long. Teddy's paws swing up and down, tapping out gay musical sounds on 3 nickeled metal xilo keys! Colorful design appeals to child's imagination. Solid wood lithographed in color with enameled trim. Spring connected wood-turned mallets. Each in box.

Y2-634—1 doz. O.S. 11 lbs. **Doz. 19.20**

FIDO ZILO

9 in. long, 10 in. high, 6 in. wide. Full-color lithographs permanently laminated to all wood construction. As front leg form pivots, "Fido" swings his arms striking all 4 nickeled xilo keys with his spring-connected wood mallets.

Y2-707—1 doz. O. S 27 lbs. **Doz. 32.00**

MUSICAL SWEEPERS

8½ in. wide, 3 in. high, 18½ in. detachable wood handle. Steel cover decorated with two honey bears. Thick wood sides and hardwood wheels. Wire bound brush and dual compartment. Actually sweeps as it plays gay musical notes. Yellow, red and green. Ship wt., 3½ lbs.

Y2-230—½ doz. N.B. **Doz. 36.00**

MUSICAL ROLLER CHIMES

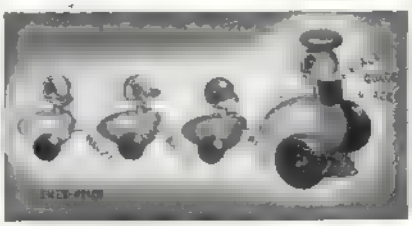
7½ in. wide, 6½ in. diam. Clappers on top roller strike revolving bright-finish steel xylophone bars, mounted on colorful sound pipes. Beautiful chime sounds result. 18½ in. detachable wood handle. Solid wood wheels. Wt. 3 lbs.

T15-123—O.S. . . . . **Doz. 56.00**

TALKING DONALD DUCK

6½ in. long, 5¾ in. wide, 8 in. high. Realistic talking duck with ingenious voice mechanism that sounds just like Donald! He struts and swings his arms up and down. Solid wood body lithographed in bright color with jaunty wood turned sailor hat and black vinyl ribbon.

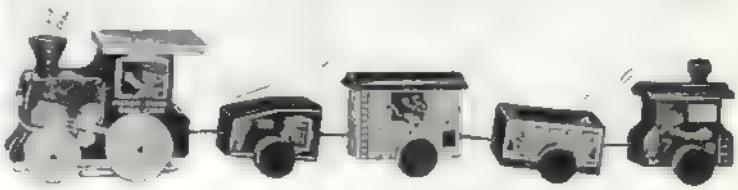
Y2-765—1 doz. O.S. 12 lbs **Doz. 22.40**



QUACKY FAMILY

13¼x5x3½ in. Enameled hardwood. Quacky family has characteristic duck waddle when pulled. Mama Duck "quacks" continuously.

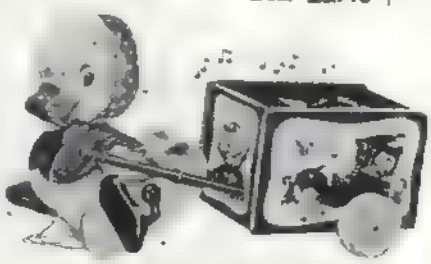
Y2-799—1 doz. O.S. 13 lbs.. **Doz. 22.40**



CHOO-CHOO TRAIN . . . *Lots of Action!*

17 in. long, 2½ in. wide, 3 in. high. Wood train with imaginative animal trainmen and a cow waving from a "cow" car. Lithographed in bright red, yellow, blue and black. Cars wobble and train makes a "choo-choo" sound. Durable construction; unbreakable steel connectors and axles.

Y2-215—1 doz. O.S. 13 lbs. . . . . **Doz. 26.60**



MOTHER GOOSE MUSIC CART

12 in. long, 6½ in. high, 4¾ in. wide. Colorful wood cart lithographed with Mother Goose pictures and verses, pulled by yellow wood duckling. Acetate feet of duckling go "flip-flop" as 3 concealed xylo keys provide musical sound.

Y2-784—1 doz. O.S. 20 lbs. **Doz. 32.00**

BUCKY BURRO . . . *Makes "Hee-Haw" Sound*

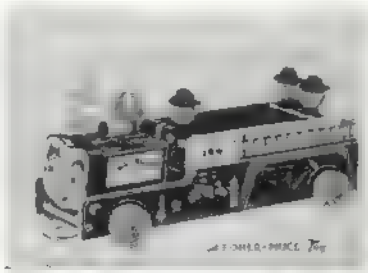
13½ in. long, 7½ in. high, 4¾ in. wide. Colorful lithographed wood toy makes life-like "hee-haw" sound as it goes into action. Burro bucks up and down, his acetate ears flop back and forth and his spring tail swishes as he rolls along. Mechanism concealed in cart.

Y2-166—1 doz. O.S. 20 lbs. . . . . **Doz. 40.00**

"KATY KACKLER" . . . the Red Hen

7¾ in. long, 5 in. wide, 9½ in. high. Here's Katy Kackler with repeating mechanism sounds, "Cluck, cluck, cluck —SQUA-AWK" Sturdy wood construction with bright colors.

Y2-140—1 doz. O.S. 20 lbs. **Doz. 40.00**



"WINKY-BLINKY" FIRE TRUCK

12 in. long. Roomy truck body, solid wood construction. Eyes roll up and down, nickeled bell rings and heads of rear firemen revolve up and down as truck is pulled. Bright fire-truck colors.

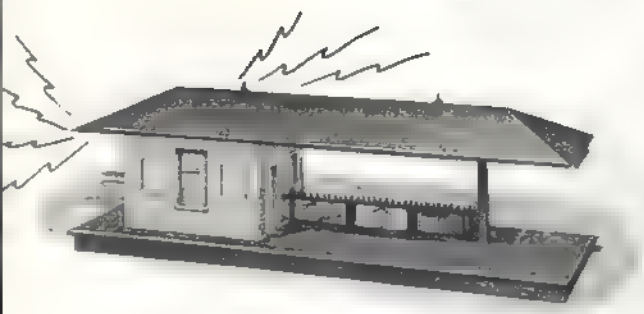
Y2-200—1 doz. O.S. 19 lbs. **Doz. 32.00**

FREE NEWSPAPER MATS of
FISHER PRICE TOYS
AVAILABLE ON REQUEST

Fisher Price Toys
are Nationally Advertised
They are in Demand All Year 'Round!

Other Outstanding Fisher Price Toys are Shown on Inside Front Cover . . . Be Sure to Order "Molly Moo Moo!"

LIONEL OPERATING UNITS for Extra Volume



Operating Station with Horn . . . $6.95 Sug. Retail

15x5x5½ in. building. Horn blows by push button. Station is connected with a controller so that the horn can be sounded at will. Horn is blown by a dry cell battery contained in station. 3 lbs.

Y6-257 ..... **Each 9.26**

Water Tank
$6.95 Sug. Ret
(Not Illustrated)

10¼ in. high. Lower the water spout by remote control. Release button spout rises back. 3 lbs.

Y6-138 . . . **Each 9.26**

Diesel Fueling Station . . . $8.95 Sug. Ret.

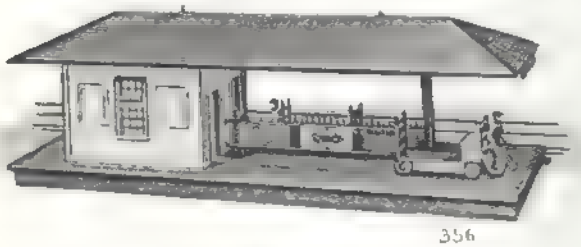
9x9 in., almost 10 in. high. Yellow, red, white and blue combined sanding and fuel oil station. As train stops in front of station, man comes out of house, fuel pipe moves to fueling position. Release push button and man turns around and goes back into station. Operated by remote control. 3 lbs.

Y6-415 ..... **Each 11.94**

New Sound Dispatching Station
$12.95 Sug. Ret

11x8 in. station. Control in handle of "mike" stops or starts train. Station contains loudspeaker connected to microphone from which operator announces arrivals, etc. Batteries for loudspeaker included. 3 lbs.

Y6-465 Each 17.26



356

Operating Freight Station . . . $8.95 Sug. Ret.

16x6x5½ in. Two baggage cars with attendants move in and out of baggage room at the touch of the remote control switch. Illuminated station house. Controller and wires included. 3 lbs.

Y6-356 ..... **Each 11.94**

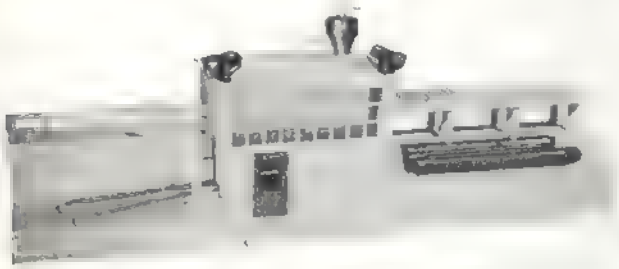
ADDITIONAL OPERATING UNITS
(Not Illustrated)

Operating Barrel Loader...$10.95 Sug. Ret.
19x4¼x4 inches. With controller, wires, track clips. 4 lbs.
Y6-362 ..... **Each 14.60**

Operating Log Conveyor...$15.95 Sug. Ret.
3-3/16x4¼x27½ in. Red and green. Operated by remote control. 6 lbs.
Y6-364 ..... **Each 21.26**

Coal Loader...$15.95 Sug. Ret.
10x7½x6 in. With coal, controller, connection wires. Operates by remote control. 6 lbs.
Y6-397 ..... **Each 21.26**

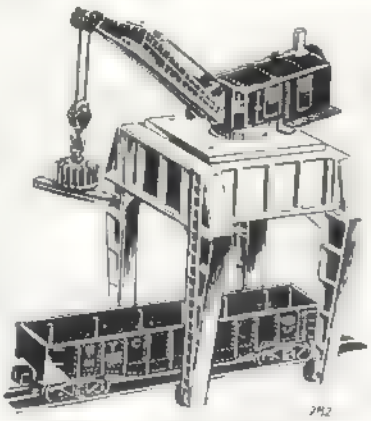
Coaling Station...$17.95 Sug. Ret.
9½x6x10 in. Four way remote control operation. 6 lbs.
Y6-497 ..... **Each 23.94**



New Operating Lumber Mill . . . $10.95 Sug. Ret.

16½x6x6 in. With logs, dressed lumber, controller, 2 swivel spotlights, sawdust collector. Remote control operated with true-to-life buzzing. 3 lbs.

Y6-464 **Each 14.60**

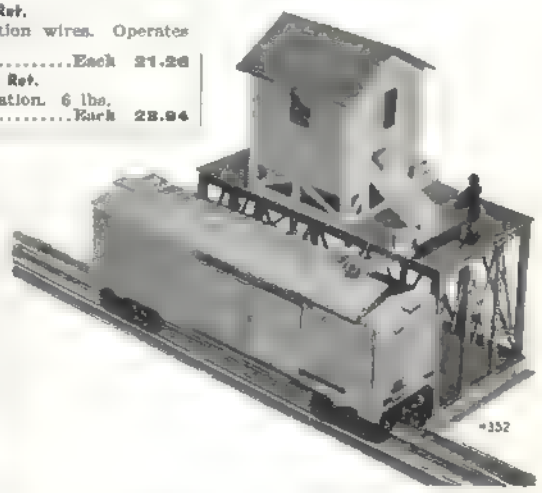


282

Gantry Operating Crane . . .
$18.95 Sug. Ret.

10½ in. high; portal structure, 5x7½ in. Crane has 3-lever control: one turns cab clockwise or counter-clockwise. Second raises or lowers electro-magnet. Third turns magnet on or off. Crane lifts by electro-magnet or "big hook." (Car and track not included.) 5 lbs.

Y6-282 ..... **Each 25.26**

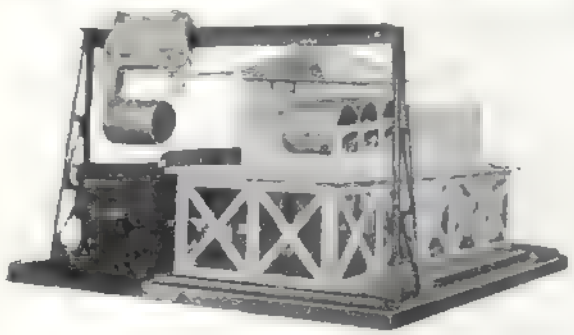


352

Ice Depot Set . . . $14.95 Sug. Ret.

11⅝x4x8½ in. base of station. Set includes depot, man "ice cubes," refrigerator car. Can be placed anywhere on track layout. Ice cubes placed in station manually. When refrigerated car stops, man moves cubes from base of chute into car hatch on top of car which opens to receive them. Cubes drop into ice bunker in car . . . all by remote control. 4 lbs.

Y6-352 ..... **Each 19.94**



New Operating Culvert Loader . . . $15.95 Sug. Ret.

Station: 11½x10x6 in. Car length, 10½ in. Includes station (houses mechanism), gondola, controller. Remote control works loading and crane. 4 lbs.

Y6-342 ..... **Each 21.26**

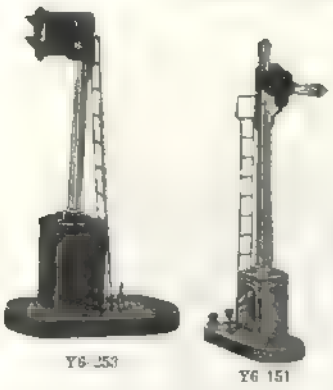
Piggy Back Transportation Set . . . $12.95 Ret.

11x8¾ in. Overall height, 4 in. Includes platform, flat car and trailers. Hand crank and lever on platform cause tiny lift-truck to move miniature Fruehauf trailers out onto special flat car. Then car can be pulled away. When car returns to position, trailers can be moved back onto platform. 4 lbs.

Y6-460 ..... **Each 17.26**

Make Extra Profits with "LIONEL" ACCESSORIES

For Use with "O" or "O27" Gauge Track



Y6-253 Y6-151

NEW Automatic Signal Control $4.95 S.R.

4x2x7 in. Stops train for a period that can be adjusted by lever in base. Red and green signal lights. 1 lb.

Y6-253 . . Each 6.60

Automatic Semaphore...$4.95 S.R.

9⅜ in. high. When train passes, blade drops to horizontal position and red light flashes. Contactor included. 1 lb

Y6-151.....Each 6.60

Operating Signal Bridge...$7.95 S.R.

5¾x16½x7¾ in. Spans 2 tracks. Light flashes green to red as train passes under. May be used as a block signal to stop next train. 2 lbs

Y6-450 Each 10.60

Y6-153 Y6-154

Automatic Block Signal...$4.95 S.R.

3⅜x1½ in. base. 8¾ in. high. Lights change from red to green as train passes

Y6-153..... Each 6.60

Contactor for Y6-153 ..$1.50 S.R

Y6-153C .... Each 2.00

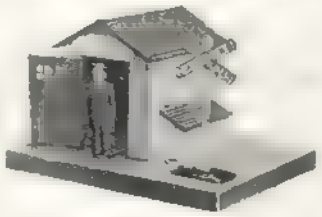
Flashing Highway Signal...$4.95 S.R.

9 in. high. Automatic red warning lights flash alternately when train approaches Contactor included. 1 lb

Y6-154 .... Each 6.60

Contactor for Y6-154 .$1.50 S.R.

Y6-154C Each 2.00



Operating Gateman...$5.95 S.R.

7x6⅝x7¼ in. Approaching train opens door, gateman rushes out swinging lantern. When train passes, he returns to illuminated shack and door closes. With contactor. 2 lbs

Y6-145 Each 7.94

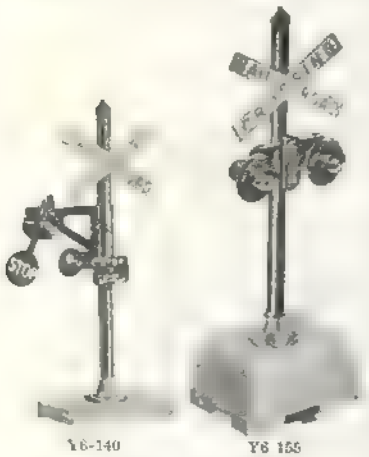
Contactor for Y6-145 ..$1.50 S.R

Y6-145C ..... Each 2.00

Operating Switch Tower...$7.95 S.R.

6¾x5¾x7¼ in. On approach of train towerman enters tower, 2nd man descends steps with lantern. After train passes, men return to original positions With contactor. 2 lbs

Y6-445 ..... Each 10.60



Y6-140 Y6-155

Banjo Signal...$4.95 S.R.

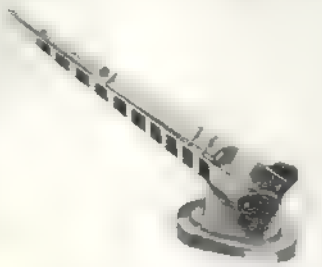
7⅛ in. high. As train approaches red warning light flashes on and "stop" signal swings back and forth. Action stops when train passes. With contactor. 1 lb.

Y6-140.....Each 6.60

Blinking Signal with Bell...$6.95 S.R.

8½ in. high. Black signal on white base with black diagonal stripes. Twin red lights flash, bell rings as train passes. 1 lb

Y6-155 ..... Each 9.26



Automatic Crossing Gate...$4.95 S.R.

9⅝ in. long, 8 in. high. Gate lowers, lights go on when train approaches. Gate rises, lights go off after it passes. With contactor. 1 lb.

Y6-252 .....Each 6.60

LIONEL "TRAINMASTER" TRANSFORMERS

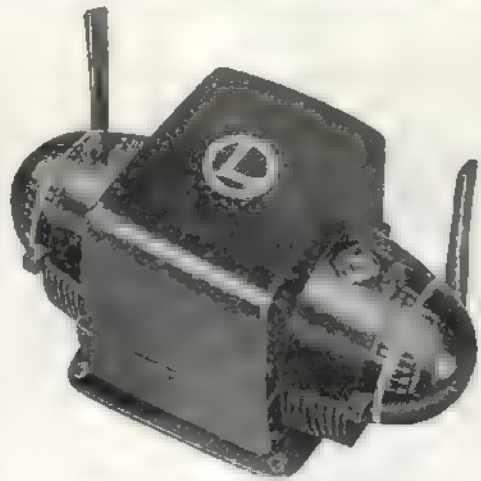


Illustration of Y6-ZW

TYPE ZW

275 Watt, 115 V. AC., 60 Cycles

$35.00 Sug. Retail

Handles four trains on different layouts at the same time. Engineer type throttles push forward to increase the speed, pull back to slow or stop train. Heavy duty circuit breaker protects against overloads and turns on red warning light. Green light shows "power on"

Y6-ZW ..... Each 46.66

TYPE LW

125 Watt, 115 Volt AC., 60 Cycles

$14.95 Sug. Retail

Offers a full range of speed for any locomotive. Has 2 fixed voltages, 14V and 18V, having a common ground with the track. Simultaneously operates equipment requiring different voltages. Each in box.

Y6-LW . Each 19.94

TYPE TW

175 Watt, 115 Volt AC., 60 Cycles

$22.50 Sug. Retail

Power for train completely separate from accessory voltage. Left throttle operates whistle and reverse. Two built-in circuit breakers and "Power on" pilot light.

Y6-TW. . Each 30.00

TYPE KW

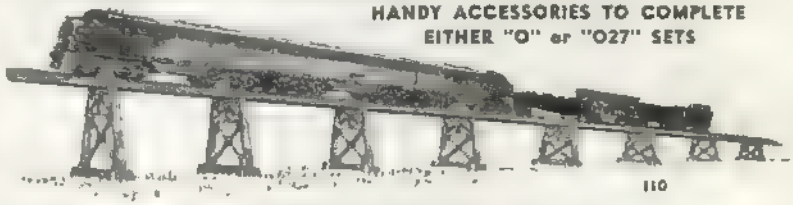
190 Watt, 115 Volt AC., 60 Cycles

$27.50 Sug. Retail

Operates two trains plus accessories. Train control throttle designed after the type used in Diesel locomotives. Forward and reverse buttons. Circuit breaker protects against overloads and turns on red warning light

Y6-KW.....Each 36.66

HANDY ACCESSORIES TO COMPLETE EITHER "O" or "O27" SETS



24 Pc. Graduated Trestle Set...$5.95 Sug. Ret.

24 graduated piers to make overpass and other overhead structures. 2 lbs.

Y6-110 ..... Each set 7.94

10 Pc. Large Trestle Sets...$3.95 Sug. Ret.

10 large piers (same size) that can be used to extend Y6-110 set. 2 lbs.

Y6-111..... Each set 5.26

Steel Trestle Bridge...$2.95 Sug. Ret.

24 in. long, 4⅝ in. wide, 5¾ in. high. All steel detailed span. 3 lbs

Y6-317. . . . . Each 3.94

Steel Girder Bridge...$1.95 Sug. Ret.

10 in. long, 4½ in. wide, 1⅝ in. high. Throughway for 1 track.

Y6-214.....Each 2.60

Illuminated Bumper. $1.95 S.R.

Y6-290.....Each 2.60

Conversion Coupler...50c S.R.

Converting "Scout type" cars to remote control uncoupling.

Y6-480-25 Each .74

Lockon with Light...$1.25 S.R.

Y6-LTC..... ... .Each 1.66

Lockon for O27 or O Gauge...25c S.R.

Y6-GTC . . ..Each .34

15 Ft. Conductor Cable on Reel...$1.25 S.R

Y6-40-25 . . Each 1.66

50 Ft. Cable Reel...$1.25 S.R.

Y6-40.....Each 1.66

Lubricating-Maintenance Kit...$1.95 S.R

Y6-927..... .. Each 2.60

Tube of Lubricant 35c S.R

Y6-925. ....Tube .46

Smoke Pellets...50c S.R.

Y6-SP..... .....Jar .66

DECORATIVE ACCESSORIES for MORE REALISM

Y6-89

NEW 11 in. Flag Pole...$1.50 S.R.

Y6-89 ..... Each 2.00

Yard Sign Set...$1.00 S.R.

8 assid. signs for permanent mounting

Y6-309.....Each 1.34

Billboard Set...$1.00 S.R.

5 frames, 6 colored billboards.

Y6-310. ..... Each 1.34

Billboard Blinker...$1.95 S.R.

Y6-410 ....Each 2.60

6 in. Lamp Post...$1.25 S.R.

Y6-71. ... Each 1.66

11¼ in. Rotating Beacon .$4.95 S.R

"Vibrotor" powered to revolve blinking red and green lights.

Y6-494 . Each 6.60

Floodlight Tower. .$4.98 S.R.

5x5x11½ in. 4 swiveled spotlights.

Y6-395..... Each 6.60

Plastic Coal in Bag... 50c S.R.

Y6-206 .. ... Each .66

½ Lb. Artificial Grass...50c S.R.

Y6-219..... .... Each .66

Y6-410

LIONEL TRACK & TRACK ACCESSORIES

"O" Gauge

10 in. Long Straight Track...10c S.R.

Y6-OS.....Each .40

½ Section Straight Track.. 30c S.R

Y6-½OS . Each .40

10⅞ in. Curved Track. 30c S.R.

Y6-OC Each .40

½ Section Curved Track. .30c S.R

Y6½OC..... Each .40

14 in. 76 Pc. Curved Track Sets . $7.20 S.R

Y6-760 Set 9.60

90° Crossover ..$2.95 S.R

Y6-020 . . Each 3.94

45° Crossover...$3.50 S.R

Y6-020X Each 4.66

Remote Control Track Set .$4.95 S.R

Y6-UCS Set 6.60

Steel Pins...10c Doz. S.R.

Y6-OC-18 . Doz. .14

Fibre Pins .5c Ea. S.R.

Y6-011-11 . . . . Each .06

Manual Switches...$12.95 S.R

Y6-042 . . Each 17.26

Remote Control Switches .$25.00 Pr. S.R

Y6-022 .. Pair 33.34

R.C. Right Switch...$12.95 S.R.

Y6-022RH Each 17.26

R.C. Left Switch ..$12.95 S.R.

Y6-022LH . .. Each 17.26

"027" Gauge

8⅞ in. Long Straight Track . 25c S.R.

Y6-1018 Each .34

½ Section Straight Track 25c S.R

Y6-½1018 .... Each .34

9½ in. Long Curved Track . 25c S.R

Y6-1019 Each .34

½ Section Curved Track. 25c S.R

Y6-½1019 Each .34

45° Crossover. .$2.50 S.R

Y6-1023 . Each 3.34

90° Crossover $1.95 S.R

Y6-1020 Each 2.60

Remote Control Track Sets .$3.95 S.R.

Y6-6019 . Each 5.26

Steel Pins ..10c Doz. S.R.

Y6-1013-17 Doz .14

Fibre Pins.. 5c Ea. S.R

Y6-813-62 . Each .06

Manual Switches .$5.95 S.R.

Y6-1022 . Each 7.94

Remote Control Switches...$14.95 Pr. S.R

Y6-1122 . . Pair 19.94

R.C. Right Switch .$8.95 S.R

Y6-1122RH ... Each 11.94

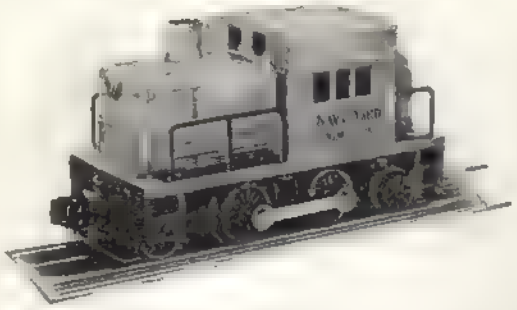
R.C. Left Switch ..$8.95 S.R.

Y6-1122LH. . Each 11.94

LIONEL RAILROAD CARS

Unless Otherwise Indicated, Cars on This Page Can Be Used on "0" or "027" Gauge Tracks

SWITCHER LOCOMOTIVES

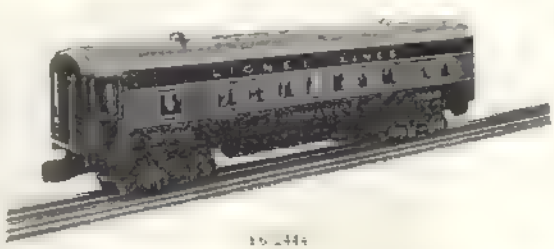


NEW Navy Diesel Switcher...$10.95 Sug. Ret.

7½ inches long. New Navy Yard switcher. Carries the heralds of the U.S. Navy. Operating knuckle couplers on both ends. Used for switching work on any train set. 3 lbs.
Y6-51.....**Each 14.60**

Army Gas Turbine...$10.95 Sug. Ret.

Similar to above with U.S. Army markings.
Y6-41.....**Each 14.60**



Y6-2442

Y6-2542

NEWLY DECORATED STRIPED CARS

Illuminated silver color with red trim. Shadow figures of passengers in windows. For use on "027" only. Each in ctn., 2 lbs.

NEWARK Pullman Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2444.....Each 11.04

ELIZABETH Pullman Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2445.....Each 11.04

CLIFTON Vista Dome Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2442.....Each 11.04

SUMMIT Observation Car
$8.95 Sug. Retail...11¾ In. Long
Y6-2446.....Each 11.04

PENNSYLVANIA STREAMLINE CARS

16¼ inches long. Silver colored aluminum with maroon trim except baggage car which is all silver. Windows have silhouettes of passengers. For use on "0" gauge only. Each in ctn., 3 lbs.

BETSY ROSS Vista Dome...$12.95 Sug. Ret.
Y6-2542.....Each 17.28

ALEXANDER HAMILTON Observation Car
$12.95 Sug. Ret.
Y6-2541.....Each 17.28

WILLIAM PENN Pullman Car...$10.95 S.R.
Y6-2543.....Each 14.60

MOLLY PITCHER Pullman Car...$10.95 S.R.
Y6-2544.....Each 14.60

RAILWAY EXPRESS Baggage Car...$10.95 S.R.
Y6-2530.....Each 14.60

New "Alcoa" Cement Car $5.95 Sug. Ret.
11½ inches long. Silver color with blue lettering. Covered hopper with "Alcoa" markings. Equipped with 12 opening roof hatches. Each in ctn., 2 lbs.
Y6-6346.....Each 7.94

Hopper Car...$4.95 Sug. Ret.
11½ inches long. Bright red, 4 double hoppers. Each in ctn., 2 lbs.
Y6-6436-25.....Each 6.60

New 3-Dome Oil Car... $5.95 Sug. Ret.
10¾ inches long. Authentically detailed with the markings of Gulf Oil. Each in ctn., 2 lbs.
Y6-6425.....Each 7.94

New 1-Dome Chemical Car...$4.95 Sug. Ret.
10 inches long. Black and orange with Gulf markings and authentic details. Each in ctn., 2 lbs.
Y6-6818.....Each 9.26

New Miscellaneous Car...$5.95 Sug. Ret.
11 in. long. Black with white lettering. 2 lbs.
Y6-6467.....Each 7.94

Machinery Car...$7.95 Sug. Ret.
16 in. long. FOR O GAUGE ONLY. Detachable bridge girder. 2 lbs.
Y6-6418.....Each 10.60

Cable Car...$6.95 Sug. Ret.
10 in. long. Orange cable reels. 2 lbs.
Y6-6561.....Each 9.26

New Transformer Car $7.95 Sug. Ret.
16 in. long. FOR O GAUGE ONLY. Simulated transformer. 3 lbs.
Y6-6518.....Each 10.60

Pipe Car...$5.95 Sug. Ret.
11 in. long. 12 stakes, 5 pipe sections, knuckle couplers.
Y6-6511—2 lbs.....Each 7.94

New Wheel Car...$5.95 Sug. Ret.
11 in. long. Black and gray. 8 removable wheel and axle assemblies. 2 lbs.
Y6-6262.....Each 7.94

Railway Truck Car...$5.95 Sug. Ret.
10⅜ in. long. Carries 3 removable trucks. 2 lbs.
Y6-6362.....Each 7.94

New Gondola Car with Canisters...$4.95 Sug. Ret.
10⅜ in. long. 4 large removable canisters. 2 lbs.
Y6-6562-25.....Each 6.60

NEW Circus Car...$5.95 Sug. Ret.

11¼ inches long. White with red lettering. Roof is red and white. Complete with Circus markings. 2 lbs.
Y6-6376.....**Each 7.94**

Refrigerator Car...$5.95 Sug. Ret.

10⅜ in. long. Orange with black trim. Actual model of Santa Fe's Mechanical Temperature Controlled "reefer." Flush closing doors, remote control couplers. 2 lbs.
Y6-6672.....**Each 7.94**

NEW Flat Car with 2 Vans...$6.95 Sug. Ret.

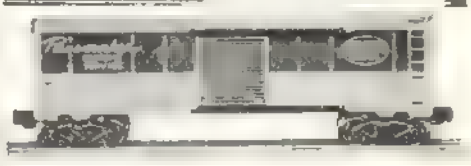
11 inches long. Long flat car with 2 removable Fruehauf trailers. 2 lbs.
Y6-6430.....**Each 9.26**

Flat Car with 2 Autos...$3.95 Sug. Ret.

11 in. long. Complete with 2 miniature automobiles. 2 lbs.
Y6-6424.....**Each 5.26**

Evans Auto Transport Car...$8.95 Sug. Ret.

11 inches long. Bright red with black and gold insignia. 4 removable precision scale models. Ford autos. 1 lb.
Y6-6414.....**Each 11.94**



TRUE-TO-SCALE BOX CARS

Scaled for "0" Gauge, But Can Be Used for "027"

"Pacemaker" Box Car...$5.95 Sug. Ret.
10½ in. long. Gray and red. New York Central's fast freight carrier. Operating knuckle couplers.
Y6-6464-125.....Each 7.94

Overnight" Box Car...$5.95 Sug. Ret.
10½ in. long. Southern Pacific fast freight. Operating knuckle couplers sliding doors. 1 lb.
Y6-6464-225.....Each 7.94

"Rutland" Box Car...$5.95 Sug. Ret.
10½ in. long. Dark green and canary yellow sides, dark green roof. Model of Vermont's freight-hauling line. 1 lb.
Y6-6464-300.....Each 7.94

New "Sentinel" Box Car...$5.95 Sug. Ret.
10½ in. long. Blue and silver with blue and white lettering. From B & O line. 1 lb.
Y6-6464-325.....Each 7.94

New M-K-T Box Car...$5.95 Sug. Ret.
10½ in. long. Wine colored with white lettering. Heralds of Missouri, Kansas, Texas. 1 lb.
Y6-6464-350.....Each 7.94

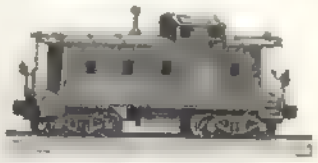
New Central of Georgia Box Car. $5.95 Sug. Ret.
10½ in. long. Wine and silver with white and red lettering. Heralds of Central Georgia. 1 lb.
Y6-6464-375.....Each 7.94

New B & O Box Car...$5.95 Sug. Ret.
10½ in. long. Blue and orange with blue and white lettering. Heralds of Baltimore and Ohio.
Y6-6464-400.....Each 7.94

New Haven Box Car. $5.95 Sug. Ret.
10½ in. long. Orange, black and white. Heralds of New Haven. 1 lb.
Y6-6464-425.....Each 7.94

New Great Northern Box Car...$5.95 Sug. Ret.
10½ in. long. Green and orange with yellow stripes, white and blue lettering. Heralds of Great Northern. 1 lb.
Y6-6464-450.....Each 7.94

New Automobile Car... $5.95 Sug. Ret.
10½ in. long. Orange, black and white colors of the New Haven. 2 lbs.
Y6-6468-25.....Each 7.94



Illuminated Caboose. $4.95 Sug. Ret.
7 in. long. Maroon. Smokestack. Glass-domed windows. Front and rear railguards. Sealed for 027 use.
Y6-6357.....Each 8.60

Work Caboose...$6.95 Sug. Ret.
9 in. long. Gray with black lettering. D. L. & W. markings. Automatic remote control couplers.
Y6-6419.....Each 9.26

Illuminated Caboose...$5.95 Sug. Ret.
7⅜ in. long. Maroon. 1-piece glazing for windows, doors, cupola. Penn. R.R. turret cupola class N6C. 1 lb.
Y6-6417.....Each 7.94

Bay Window Caboose. .$7.95 Sug. Ret.
10 in. long. Red. Smoke stack, radio antenna, anti-slipping walk, hand grips, ventilating panel under windows, illumination from side lanterns.
Y6-6517.....Each 10.60

LIONEL OPERATING RAILROAD CARS

NEW "Eagle" Operating Car...$7.95 Sug. Ret.

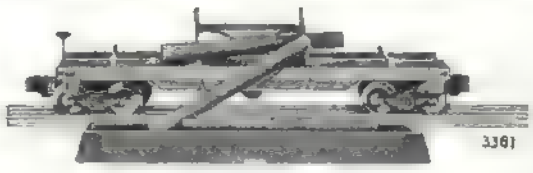
18½ in. long. Blue and gray striped with yellow doors. Missouri Pacific markings. Little trainman pops out of door by remote control. 2 lbs.

Y6-3494-150.....Each 10.60

NEW "State of Maine" Operating Car...$7.95 S. R.

10½ in. long. Red, white and blue. Bangor and Aroostook railroad markings. 2 lbs.

Y6-3494-275.....Each 10.60



Operating Lumber Car...$7.95 Sug. Ret.

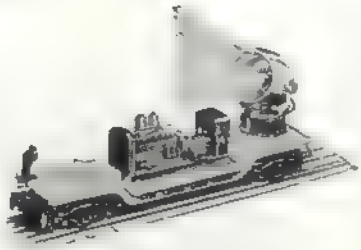
10⅝ in. long. Red with gray lumber. Pulsing mechanism tilts car bed slowly realistically by remote control until logs roll off into bin. Legs and bin included. 1 lb.

Y6-3361.....Each 10.60

Operating Barrel Car...$8.95 Sug. Ret.

11⅝ in. long. Barrels move along car and roll off into bin by remote control. Complete with 6 barrels, bin, track contactor, push button control. 2 lbs.

Y6-3562.....Each 11.94

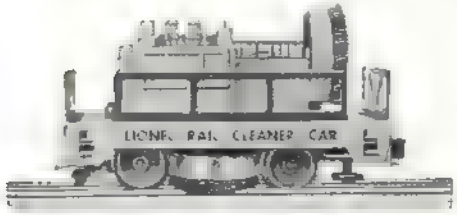


Operating Searchlight Car

$7.95 Sug. Retail

10 in. long. Finely detailed well-car carries generator and a big light which rotates continuously. Operates from track . . . does not require a remote control track section. Each in box. 2 lbs.

Y6-3620.....Each 10.60



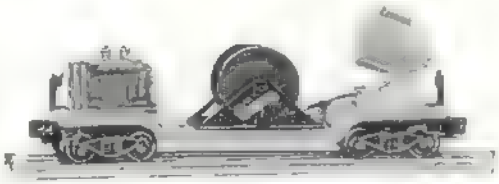
NEW Track Cleaning Car...$8.95 Sug. Ret.

8½ in. long. Coupled to a locomotive, it can be pulled around track while rotating brush, operated by its own motor, cleans off tracks. Reservoir for liquid track cleaner. 1 remote control knuckle coupler. 2 lbs.

Y6-3927.....Each 11.94

Liquid Track Cleaner

Y6-927-3.....Each .60



NEW Operating Cable-Light Car. .$8.95 Sug. Ret.

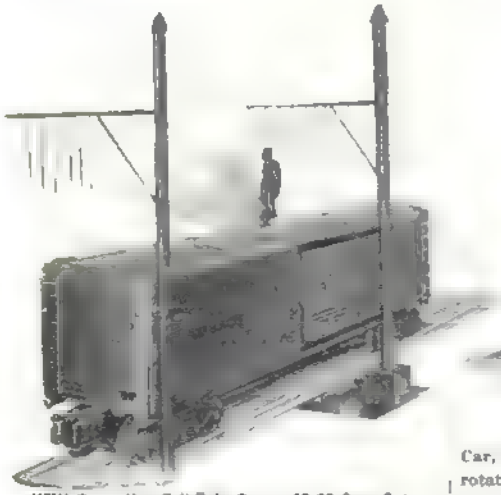
8½ in. long. Powerful revolving searchlight can be removed from car. Current is fed to light from wire on rotating cable reel in center car. Cable can be wound and unwound by hand crank. For trackside work. 2 lbs.

Y6-3650.....Each 11.94

Operating Twin Bin Dump Car...$8.95 Sug. Ret.

11½ in. long. Gray and red. Two separate dump units operate in sequence by remote control. Complete with bag of coal and large receiving bin. 1 lb.

Y6-3359.....Each 11.94



NEW Operating Tell-Tale Car. $8.95 Sug. Ret.

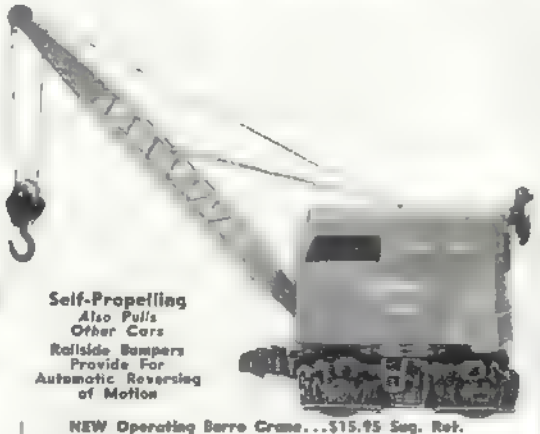
10½ in. long car, 7½ in. high poles. First tell-tale pole tumbles man, second brings him upright. Power is taken from track. 2 lbs.

Y6-3424.....Each 11.94

NEW Operating GM Generator Car...$12.95 Sug. Ret.

Car, 10½ in. long; power pole, 7½ in. high. Generator hums, fan rotates, searchlight on separate base swivels. Lighted interior shows diesel-electric generator attendant. Power pole with simulated transformer clamped to track. 2 lbs.

Y6-3830.....Each 17.26



NEW Operating Derrick Crane...$15.95 Sug. Ret.

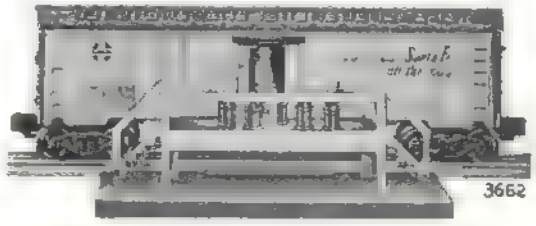
Cab 4 in. long; boom, 7¼ in. Self-propelling crane doubles as engine. Lever control for propelling car, rotating cab, raising and lowering hook, reversing direction. Knuckle coupler.

Y6-3360.....Each 21.26

Wrecking Crane. .$7.95 Sug. Ret.

7⅞ in. long. Black with red cab, white markings and insignia. 2 handwheels. 2 lbs.

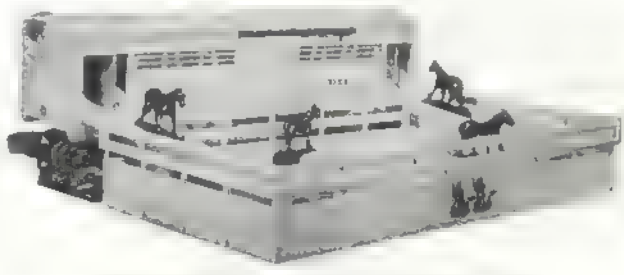
Y6-6560.....Each 10.60



Operating Milk Car...$10.95 Sug. Ret.

10⅝ in. long. Famous remote control operating milk car, now newly designed and extra long! White car, green platform, milk cans and miniature operator included. Carries Santa Fe herald. Each in box. 3 lbs.

Y6-3662.....Each 14.60



NEW Operating Horse Car...$15.95 Sug. Ret.

11¼ in. long. Includes car, horses, controls, 12x5¾ in. corral. Horses are moved by remote control and can also be maneuvered by use of gates. Does not require a remote control track section. 3 lbs.

Y6-3356.....Each 21.26

• LIONEL "O" TRAIN SETS AND LOCOMOTIVES •

THESE SETS HAVE MAGNE-TRACTION

• *Transformers Not Included with These Train Sets* •

4-CAR DIESEL SWITCHER FREIGHT SETS

Red and black striped diesel switcher "Seaboard", operating tell-tale car; rail truck car black with red cab, white markings and insignia crane car, orange work caboose; 8-sections curved track 3 sections straight track; remote control track set. Lockon, lubricant, instruction booklet. Each in ctn., 11 lbs.

Y6-2255W.....Set **53.26**

Switcher Locomotive Only

Y6-601.....Each **33.34**

"NEW HAVEN" ELECTRIC 5-CAR FREIGHT SETS

White, orange and black electric "New Haven" pantagraph locomotive; orange, black and white "New Haven" box car, pipe car; trailer flat car, operating searchlight extension car; brown illuminated caboose, 8 sections curved track; 5 sections straight track; remote control track set. Lockon, lubricant and instruction booklet. Each in ctn., 14 lbs.

Y6-2259W.....Set **73.34**

Electric Locomotive Only

Y6-2350.....Each **39.94**

5-CAR STEAM FREIGHT SETS

Hudson-type steam locomotive and whistle tender operating barrel car; red with black and gold insignia Evans automobile car, red hopper car white and red circus car; brown illuminated caboose; 8 sections curved track; 5 sections straight track; remote control track set. Lockon, lubricant, smoke pellets and instruction booklet. Each in ctn., 18 lbs.

Y6-2261WS.....Set **79.94**

Locomotive and Tender Only

Y6-646LTS.....Each **50.00**

5-CAR ELECTRIC FREIGHT SETS

White, orange and black "New Haven" electric pantagraph locomotive; orange, black and white "New Haven" automobile car; red with black and gold insignia Evans automobile car; gray with red operating twin dump car; operating milk car, red bay window caboose; 8 sections OC curved track, 7 sections OS straight track; UCS remote control track set. Lockon, lubricant and instruction booklet. Each in ctn., 18 lbs.

Y6-2263W.....Set **86.68**

5-CAR STEAM FREIGHT SETS

Berkshire" locomotive; whistle tender; operating tell-tale car operating searchlight car; trailer flat car, black with white lettering miscellaneous car red bay window caboose 8 sections curved track 7 sections straight track; remote control track set Lockon, lubricant, smoke pellets, instruction booklet. Each in ctn., 18 lbs.

Y6-2265WS.....Set **93.28**

5-CAR DIESEL FREIGHT SETS

"Fairbanks-Morse" two-motor "Virginian" diesel; gray and red operating twin bin dump car, operating barrel car; black with red cab wrecking [illegible] operating [illegible] car with [illegible] car, [illegible] gray and black work caboose, 8 sections curved track 7 sections straight track remote control track set Lockon lubricant and instruction booklet. Each in ctn., 19 lbs.

Y6-2267W.....Set **93.28**

Diesel Locomotive Only

Y6-2331—"Virginian".....Each **53.26**
Y6-2341—"Jersey Central" blue & orange Each **53.26**

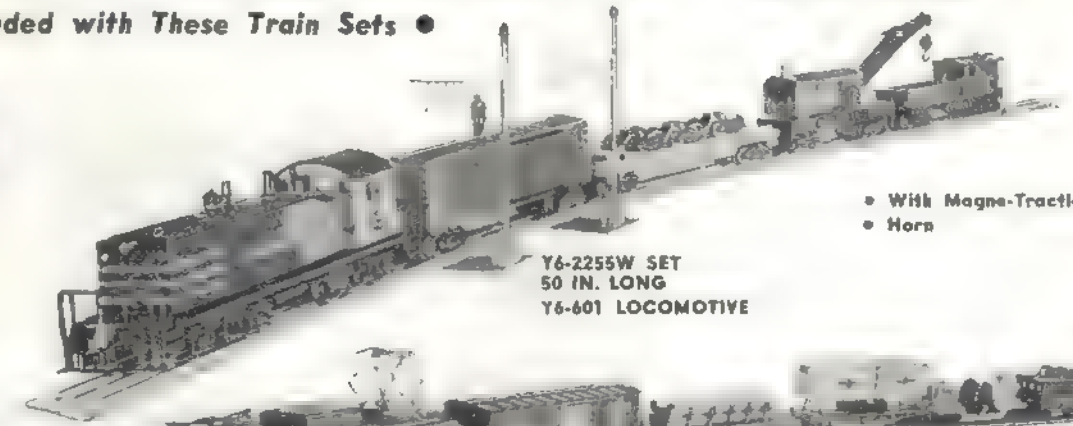
2 MOTOR DIESEL 5-CAR FREIGHT SETS

Blue and white striped "Baltimore and Ohio" 2-motor diesel; black and orange chemical car transformer car; horse car with corral, red lumber car with bin; illuminated bay window red caboose 8 sections curved track, 7 sections straight track; remote control track set Lockon Lubricant and instruction booklet. Each in ctn 21 lbs.

Y6-2269W.....Set **100.00**

Two Motor Diesels Only

Y6-2368—"B & O." Blue & white striped Each **53.26**
Y6-2363—"Illinois Central." Yellow & Brown ..... Each **53.26**



Y6-2255W SET
50 IN. LONG
Y6-601 LOCOMOTIVE

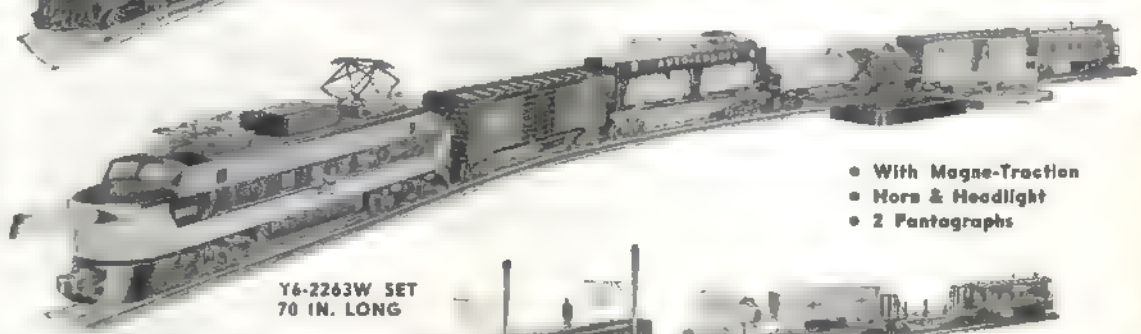
• With Magne-Traction
• Horn

Y6-2259W SET
54 IN. LONG
Y6-2350 LOCOMOTIVE

• With Magne-Traction
• Horn & Headlight
• 2 Pantagraphs

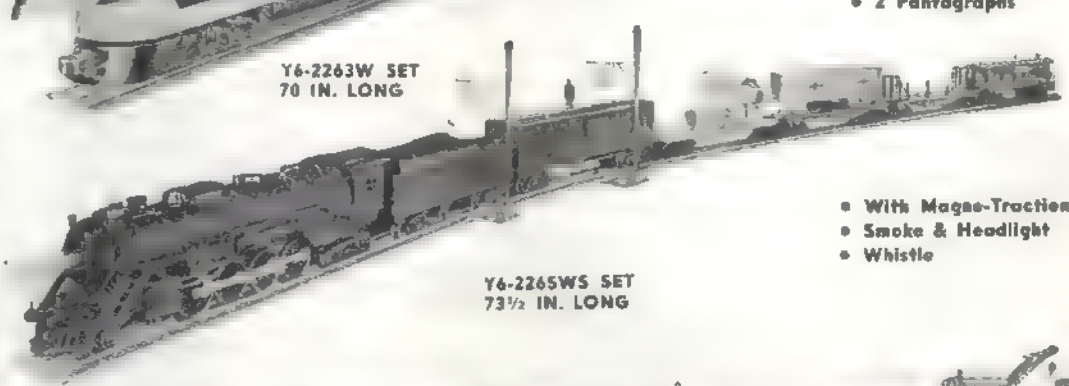
Y6-2261WS SET 75 IN. LONG
Y6-646LTS LOCOMOTIVE

• With Magne-Traction
• Smoke & Light
• Twin Pitch Whistle



Y6-2263W SET
70 IN. LONG

• With Magne-Traction
• Horn & Headlight
• 2 Pantagraphs



Y6-2265WS SET
73½ IN. LONG

• With Magne-Traction
• Smoke & Headlight
• Whistle

Y6-2267W SET 67 IN. LONG
Y6-2331 LOCOMOTIVE

• With Magne-Traction
• Horn

Y6-2269W SET
84½ IN. LONG
Y6-2368 LOCOMOTIVE

• With Magne-Traction
• Horn

• LIONEL "O" TRAIN SETS AND LOCOMOTIVES •

WITH MAGNE-TRACTION

TRANSFORMERS NOT INCLUDED IN THESE SETS

5-CAR ELECTRIC FREIGHT SET with 2 MOTORS

Green Pennsylvania GG-1 electric locomotive; tell-tale car; white operating milk car with green platform; machinery car; red with black and gold insignia Evans auto car; brown illuminated caboose; 8 sections curved tracks; 7 sections straight tracks; remote control track set. Lockon, lubricant and instruction booklet. Set in ctn., 21 lbs.

Y6-2271W.....Set **106.00**

Electric Locomotive Only

Y6-2360-25.....Each **66.60**

Y6-2271W SET 70½ IN. LONG

Y6-2360-25 LOCOMOTIVE

- With Magne-Traction
- Headlight
- Horn
- Pantographs

2-MOTOR DIESEL 5-CAR FREIGHT SETS

"Milwaukee" 2-motor gray and orange striped diesel end unit; Culvert loader with station; gondola and controller; gray and red twin-bin dump car; white milk car with green platform, barrel car; red illuminated bay window caboose, 8 sections curved tracks; 7 sections straight track; remote control track set. Lockon, lubricant and instruction booklet. Set in ctn., 24 lbs.

Y6-2273W.....Set **113.34**

2-Unit Diesel Locomotive Only

Y6-2378 ... ...Each **53.26**

Y6-2273W SET 80 IN. LONG

Y6-2378 LOCOMOTIVE

Illustration Shows Culvert Loader

- 80½ IN. LONG
- Magne-Traction
- Horn
- Headlight

4-CAR "CONGRESSIONAL" PASSENGER SETS with Two Motors

Wine "Pennsylvania" GG-1 two-motor electric locomotive; "Molly Pitcher" pullman car; "William Penn" pullman car; Betsy Ross" Vista Dome, "Alexander Hamilton" observation car, 8 sections curved tracks; 11 sections straight tracks; remote control track set. Lockon, lubricant, instruction booklet. Each set in ctn., 33 lbs.

Y6-2274W.....Set **133.34**

Electric Locomotive Only

Y6-2360-1.....Each **66.60**

Y6-2274W SET
78 IN. LONG

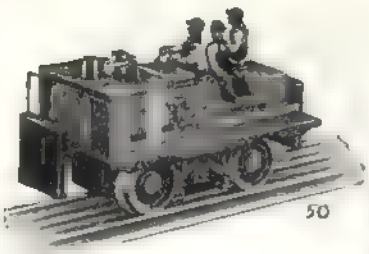
Y6-2360-1 LOCOMOTIVE

- With Magne-Traction
- Horn
- 2 Motors
- Headlight

LIONEL MOTORIZED CARS and LOCOMOTIVES

FOR USE WITH EITHER "O" OR "027" SETS

OTHER LOCOMOTIVES ARE LISTED WITH SETS, PAGES 1-4

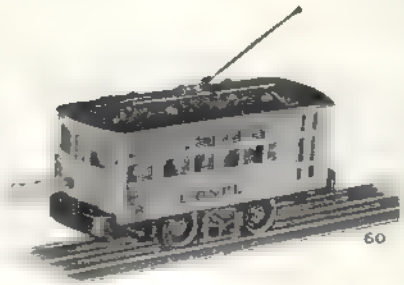


SECTION GANG CARS

With 3 Trainmen...$7.95 Sug. Retail

4⅝ in. long. Motor operates from track power just as any Lionel locomotive does. Reverses direction when buffer plates strike a bumper. Men face the other way when car changes direction. Each in box.

Y6-50 Each **10.60**

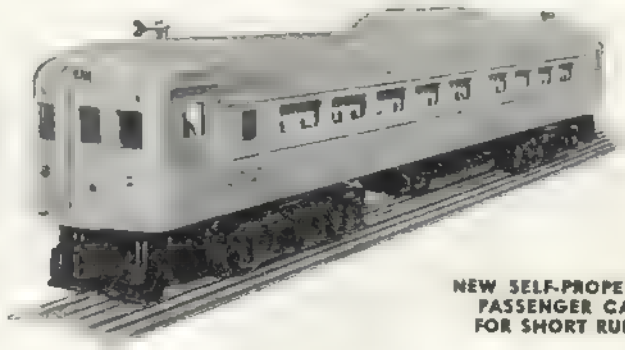


TROLLEY CAR

$8.95 Sug. Retail

7¾ in. long. Fascinating to watch in action. Has its own motor and operates on track. When plates on either end strike a bumper car reverses itself. Little passengers can be seen in the windows. Illuminated. Each in box.

Y6-60.....Each **11.94**

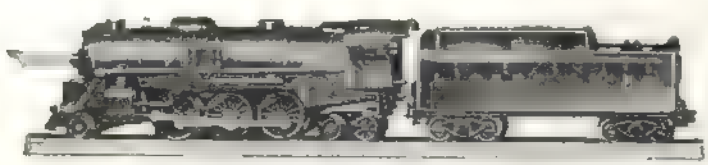


NEW SELF-PROPELLED PASSENGER CAR FOR SHORT RUNS

NEW "BUDD" RDC . . . $25.00 Sug. Retail

16½ inches long. Gleaming **aluminum** short run car complete with headlights, marker lights and operating couplers on both ends. Equipped with Magne Traction and horn. Interior lights show passengers in the window. 7 lbs.

Y6-400.....Each **33.34**



STEAM LOCOMOTIVE . . . $27.50 Sug. Retail

15¾ inches long. Steam locomotive with 6 big driving wheels. Two-tone whistle in tender. Each in ctn., 6 lbs.

Y6-2016LT.....Each **36.66**

STEAM LOCOMOTIVE and TENDER . . . $35.00 Sug. Retail

19 inches long. Powerful Universal-type parallel plate motor. 4-6-4 wheel arrangement. Has smoke, whistle and Magne-Traction. Each in ctn., 7 lbs.

Y6-665LTS.....Each **46.66**

Beautiful . . . Original . . . MADAME ALEXANDER DOLLS

NEW . . . "LISSY" DOLLS

6 Styles . . . All 12 Inches High . . . Exquisite Features

Each doll of hard plastic with jointed arms and legs. Beautifully detailed head can be posed in any position. Washable hair; eyes that move. Each in attractive gift box.

Lissy in Daytime Dress

Gay polished cotton dress in asstd. colors has perky lace ruffle peering from beneath hem. Matching panties. Danish white pique bonnet. Tiny flowers decorate her braids. Strap sandals and socks.

Y18-1222.....**Each 10.80**

Lissy in Organdie Pinafore

Yellow polished cotton dress with tiny puffed sleeves and demure collar worn over matching panties. Crisp organdie pinafore trimmed with val lace and feather stitching. Yellow hair ribbon. Wedge-soled strap sandals and socks.

Y18-1225..... **Each 12.60**

Lissy in Chic Sport Outfit

White organdie dress with red pin dots. Pleated skirt. Both pure red wool cardigan and hat lined to match dress. Strap sandals and white socks. (Bicycle not included.)

Y18-1234.... ...**Each 13.80**

Lissy in Pinafore Outfit

White polished cotton with blue pin dots. Matching hat with bunch of cherries. Crisp organdie pinafore. Lissy has ribbon in her lovely hair.

Y18-1240. . **Each 13.80**

Newspaper Mats of Madame Alexander Dolls are Available Upon Request!

Lissy Is A Bride

Gown of white nylon tulle with lace bodice over white taffeta. Chapel length veil falls from tulle headdress. Lissy wears a blue garter, long nylon hose, strap sandals and carries a delicate bouquet.

Y18-1247... ...**Each 15.00**

Lissy Is A Bridesmaid

Ice blue gown of sheerest nylon tulle, a cascade of unpressed pleats falls from a bodice of net dotted with silver. Blue tulle and rosebud headdress. Satin sash, nosegay, rhinestone bracelet, strap sandals and long nylon hose.

Y18-1248.. ...**Each 15.00**

New for 1956 . . . TROUSSEAU DOLLS

Miniature Trousseau Dolls...2 Wardrobes

7½ in. doll of hard plastic fully jointed. Washable Saran hair. Movable eyes. Each set in beautiful scalloped acetate window box.

STANDARD TROUSSEAU

Consists of doll, skirt, panties, chemise, straw hat, shoes, overshoes, socks, sun dress with matching panties, printed robe, blue and white lace dress, red dress with rick-rack trim, lined faille coat and matching hat and basket of flowers.

Y18-150. ....**Each 16.20**

DELUXE TROUSSEAU

Consists of doll, skirt, panties, handbag, floral headpiece, ballet pumps, shoes and socks in plastic traveling case, pink organdie dress, blue taffeta dress with matching panties, pink pajamas with white lace, blue and white robe, satin and net tou-tou, lined gabardine coat and matching hat.

Y18-160 ....**Each 19.20**

Lissy with 9 Pc. Trousseau Wardrobe

12 in. high doll of hard plastic fully jointed. Washable Saran hair. Eyes open and close. Lissy comes dressed in dainty chemise of Swiss eyelet embroidery trimmed with lace and ribbon. Scalloped acetate window box contains an elegant 8-piece trousseau to dress Lissy in style. She wears strap sandals and socks.

Y18-220..... ....**Each 22.80**

Popular "KATHY" DOLLS — *She Drinks . . . She Wets . . . She Cries*

Superior quality soft molded plastic fully jointed. Eyes open and close; beautiful lashes. Plastic resists soiling. Each in beautiful gift box.

Kathy with Wig and Rompers

2 Sizes

Fine wig of washable rooted Saran hair. Lovely pink rompers with matching bonnet. Tiny slippers. With bottle and nipple.

Y18-2901—10½ In...**Each 6.90**
Y18-4902—15 In. .**Each 12.00**

Kathy with Christening Robe

11 in. doll with long robe of sheerest white organdie with flounce of Swiss embroidery at the bottom. Bodice and matching bonnet trimmed with finest imported lace and white satin ribbon. Long white taffeta petticoat. Tiny slippers. With bottle and nipple.

Y18-2810 . **Each 10.80**

Kathy in Rompers...2 Sizes

Lovely pink rompers with matching bonnet. Tiny slippers. Molded plastic hair. With bottle and nipple.

Y18-4801—15 In. ...**Each 10.80**
Y18-5801—19 In. . **Each 14.30**

Kathy with Wig and Organdie Dress

Fine wig of washable, rooted Saran hair. Imported Swiss white organdie dress trimmed with lace, feather stitching and embroidered medallions. White taffeta underwear. Lace trimmed organdie bonnet and white suede baby shoes. With bottle and nipple.

Y18-4906—15 In. ...**Each 15.60**
Y18-5906—19 In. . . **Each 19.20**
Y18-6906—21 In. . **Each 20.40**

Madame Alexander's NEW "Little Genius" Dolls are Shown in Our No. 564 GIFT Catalog

1956 "ALEXANDER-KINS" MINIATURE WENDY DOLLS

7½ In. Tall . . . With New Bending Knees . . . Moving Eyes . . . Each Wig Is Woven and Washable . . . Each Doll or Clothes Outfit in Gift Box!

A Mighty Fortunate Little Doll—She Has So Many Changes of Clothing!
The Doll Is The Same—Only The Outfit Is Different

Doll with Cotton Swim Suit, Beach Coat, Hat, Beach Bag & Sun Glasses
Y18-541 . Each 6.20
Beach Outfit Only
Y18-0541 . . . . . Each 3.00

Doll with Sheer Organdy Dress
Y18-542 . . . . Each 6.20
Organdy Dress Only
Y18-0542 . . . . Each 3.00

Molded of Finest Hard Plastic
Fully Jointed Body . . . Bending Knees

These Miniature Wendy Dolls are 7½ in. tall, molded of fine hard plastic in miniature perfection, fully jointed and walk. To bend her knee, pull gently on the leg to unlock walking device and bend knee. Woven wigs can be washed, combed and curled. Legs and arms move and head turns.

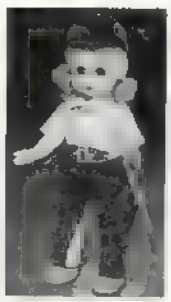
See Pages 214 & 215 of Our No. 564 Gift Catalog For The Complete Listing of "Alexander-Kins" Miniature Wendy Doll and All of Her Interchangeable Wardrobe.

Doll with Ice Skating Outfit
Felt Skirt, Leotards & Hat
Y18-555 Each 6.90
Ice Skating Outfit Only
Y18-0555 Each 3.80

Doll with Pique Dress & Straw Hat
Y18-559. Each 6.90
Dress & Hat Only
Y18-0559 Each 3.80

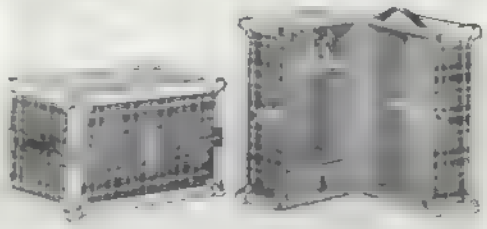
Ballerina Doll
Nylon Tulle & Satin
Y18-564 Each 6.90
Ballerina Outfit Only
Y18-0564 . . . . . Each 3.80

Doll with Cotton Dress & Apron and Basket
Y18-566. Each 6.90
Dress, Apron & Basket Only
Y18-0566 . . . . . Each 3.80



Doll with Riding Outfit
Shirt, Breeches & Cap
Y18-571. . Each 7.90
Riding Outfit Only
Y18-0571 . . . . . Each 4.80

MINIATURE DOLL TRUNKS



Holds Miniature Doll on One Side and Wardrobe on Other

Fitted with Drawer and Hangers

Red Plaid Trunks Trimmed in Ivory

10x6¾x6 In. Metal doll trunk with simulated canvas over fibreboard lining. Ideal for carrying an "Alexander-Kin" or other miniature doll and her wardrobe. Doll fits on one side and clothes on other. Drawer and hangers included. Lithographed metal over fibreboard with ivory trim. Leather like carrying handle.

Y4598. . . . . Each 6.60

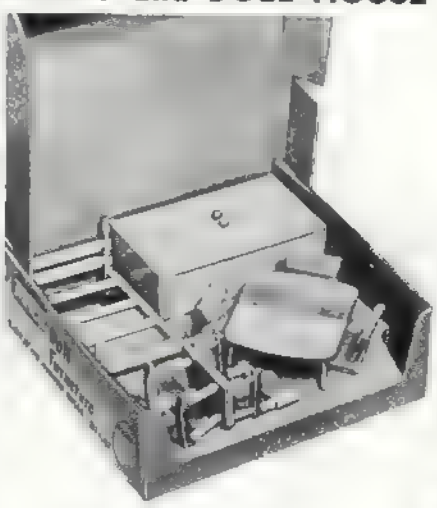
DOLL HOUSES and DOLL HOUSE FURNITURE

Six-Room Doll Houses

Built to Scale . . . Inch to the Foot

36 in. long, 16 in. wide, 23 in. high. Made from wood and fibreboard. White exterior, blue shutters and door, gray and green trim, wallpapered walls, decorated floors. All wood roof serrated to simulate shingles. Equipped with clear plastic windows, swinging door, movable partitions, chimney, wooden staircase. Ample room for doll house furniture. Easy to assemble or take apart. Each in ctn. 20 lbs.

T7134. . . . . Each 22.60

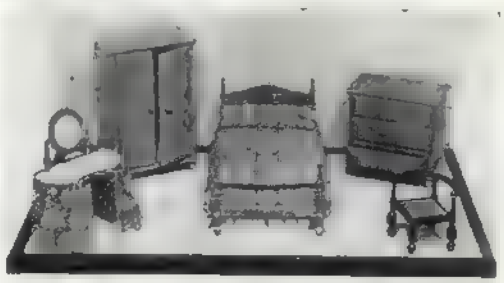


8 Pc. Miniature Furniture Sets

Natural Finish Fine Grain Birchwood

True-to-scale natural finish birch furniture that will delight any girl because each piece looks so real! 6x7 in. dining table with 4 matching chairs. 7 in. high rocking chair. 16¼x5⅝ in. bed. 10x6x5¾ in. wardrobe chest. Each set in a fitted box.

Y12-722. . . . . Set 13.20



5 Pc. Bedroom Suites

Bed, Dresser, Wardrobe, Vanity, Chair

Wood furniture carefully detailed. 12⅛x7x8¼ in. maple bed with box spring, stuffed mattress and pillow, cloth spread. 6¾x6¾x3¾ in. three-drawer maple dresser. 18½x6¾x3¾ in. wardrobe finished in blue-gray decorated in gold, with swinging doors, clothes rod and hangers. 6x3 in. maple and blue-gray vanity fitted with skirt and mirror. 4⅝x4½ in. black ebony corner or vanity chair. Set in box, 5 lbs.

Y4835. . . . . Set 17.20

Early American Four Poster Bed

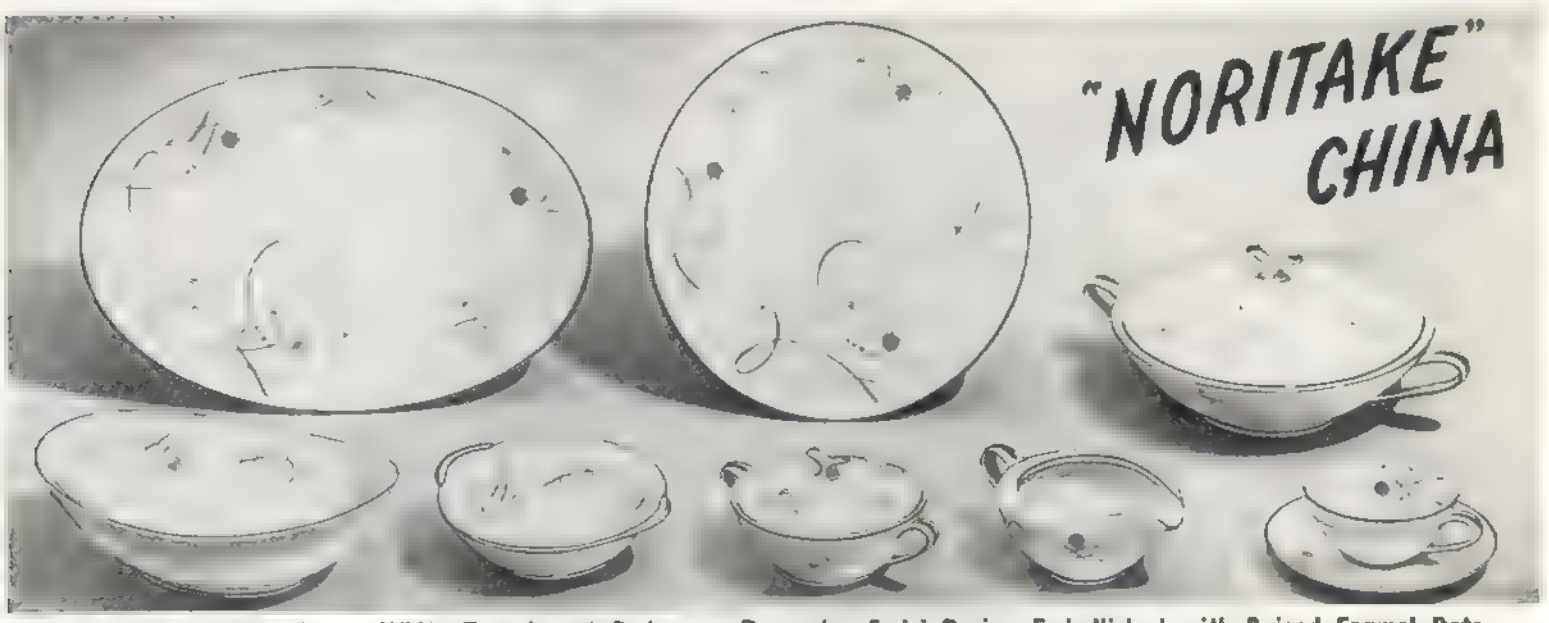
Complete with Canopy

10½ in. long, 12 in. high bed for miniature dolls. Plastic mahogany colored frame. Ruffle-edged canopy and matching spread with cardboard mattress. Your customers will adore this unusual item. Each in box.

Y33-4417
Each 3.80

N.B.: Indicates Standard Packing Units, "Not Broken."

MODERN JAPANESE DINNERWARE . . . Translucent China



"DESIREE" PATTERN . . . White Translucent Body . . . Turquoise Swirl Design Embellished with Raised Enamel Dots

Platinum Snowflakes, Handles, Knob and Edge Trim . . . Modern Coupe Shape

OPEN STOCK PRICE LIST

(Actual Sizes Given)	Retail Each	Doz.
W6600C—Teacups Only	$1.30	18.50
W6600S Tea Saucers Only	.65	9.20
W6601 B & B Plates 6 in.	.70	9.80
W6602—Salad Plates, 8 in.	1.10	15.60
W6603 Dinner Plates 10½ in.	2.25	32.00
W6604 Lug Soups 5 in.	1.40	20.40
W6605—Fruits	.65	9.20
W6606 Cream Soup Cups & Saucers	3.25	48.00
		Each
W6607—Oval Platters 10 in.	4.15	5.00
W6608 Oval Platters 12 in.	5.60	6.80
W6609—Oval Platters, 14 in.	7.50	9.00
W6610—Bakers, 10 in.	$3.90	4.70
W6611—Sauce Boats, Fast Stand	4.35	5.20
W6612 Covered Casseroles	9.50	11.50
W6613 Covered Sugars	3.90	4.70
W6614—Creamers	2.10	2.50
W6615—Round Salads	4.75	5.70
W6616—Covered Teapots	6.35	7.60

DINNERWARE SETS

	Ship Wt.	Retail Set	Set
W6617—5 Pc. Place Setting	5 lbs.	$ 6.00	7.10
W6618—20 Pc. Starter Set	20 lbs.	22.20	26.24
W6619—53 Pc. Dinner Set	45 lbs.	71.10	84.78
W6620—93 Pc. Dinner Set	75 lbs.	132.00	157.30

COMPOSITION OF DINNERWARE SETS

See Below for Composition of 53 Pc. Sets

5 PIECE PLACE SETTING...Service for 1

1 Teacup, 1 Saucer, 1 B&B Plate, 1 Salad Plate, 1 Dinner Plate

20 PIECE SET...Service for 4

4 Teacups, 4 Saucers, 4 B&B Plates, 4 Dinner Plates, 4 Fruits

93 PC. SET . . . Service for 12

12 Teacups, 12 Saucers, 12 B & B Plates, 12 Dinner Plates, 12 Salad Plates, 12 Soup Plates, 12 Fruits, 1 Platter, 10 in., 1 Platter, 14 in., 1 Baker 10 in., 1 Cov'd. Casserole, 1 Sauce Boat, F/S, 1 Covered Sugar, 1 Creamer

"STARTIME" PATTERN . . . Translucent China at Domestic Earthenware Prices . . . Modern in Shape and Decoration

Oyster White Body . . . Delicate Pink, Green and Gray Star Flower Decoration . . . Gold Trim

(Actual Sizes Given)	Retail Each	Doz.
W6550C—Teacups only	$ 0.90	12.96
W6550S Tea Saucers only	.45	6.48
W6551—Bread & Butter Plates 6 in.	.65	9.36
W6552 Salad Plates, 7 in.	.85	12.24
W6553 Dinner Plates 10 in.	1.60	23.52
W6554—Coupe Soups, 7½ in.	1.00	14.40
W6555 Fruits, 5½ in.	.55	7.92
		Each
W6556—Oval Baker, 10¼ in.	$ 3.25	3.90
W6557 Round Salad 9½ in.	3.00	3.60
W6558—Oval Platter, 12 in.	$ 3.50	4.20
W6559 Oval Platter 14 in.	5.00	6.00
W6560 Oval Platter 16 in.	7.00	8.40
W8561 Covered Sugar	2.50	3.00
W6562 Cream	2.00	2.40
W6563—Gravy Boat Fast Stand	3.75	4.80

DINNERWARE SETS

	Ship Wt.	Retail Set	Set
W6565 5 Pc. Place Setting	20 lbs.	$ 3.75	4.50
W6566 53 Pc. Set, for 8	45 lbs.	47.95	57.54
W6567 92 Pc. Set for 12	75 lbs.	96.00	115.20

COMPOSITION OF DINNERWARE SETS

See Above for Composition of 5 Pc. Sets

53 PIECE SET . . . Service for 8

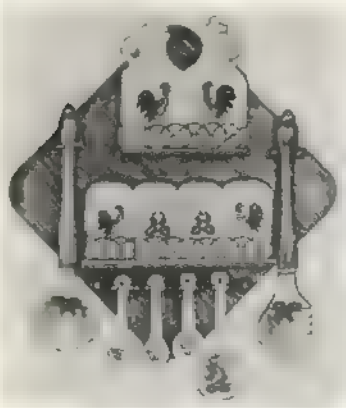
8 Teacups, 8 Saucers, 8 B & B Plates, 8 Dinner Plates, 8 Soups, 8 Fruits, 1 Sand, 1 Platter 14 in., 1 Cov'd Sugar, 1 Cream

92 PIECE SET . . . Service for 12

12 Teacups, 12 Saucers, 12 B & B Plates, 12 Salad Plates, 12 Dinner Plates, 12 Soups, 12 Fruits, 1 Oval Baker, 1 Salad, 1 Platter 12 in., 1 Platter, 16 in., 1 Cov'd Sugar, 1 Cream, 1 Gravy Boat, Fast Stand

PROVINCIAL WARE
POPULAR ROOSTER MOTIF

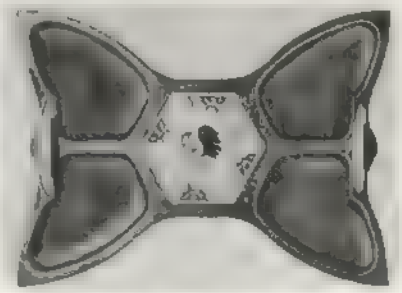
Imported from Japan



14-Pc. Wall Condiment Sets

9½ in. square polished wood wall rack, 4 platforms with black wire gallery. White ceramic pieces have multi-color rooster and floral decoration. Set consists of stoppered oil & vinegar cruets, 4 shakers marked for salt, pepper, paprika and cinnamon, 4 graduated measuring spoons and salad fork & spoon with wooden handles. Set in ctn. 4 lbs.

W8/6776 . . . . . **Set 6.00**



Butterfly Trays...With Tile Insert

17⅝x12¾x⅝ in. thick. Five quality wooden tray, hand finished in deep dark walnut. Hexagons [illegible] with multi-color rooster design. Sturdy chrome plated handles. Set in ctn. 4 lbs.

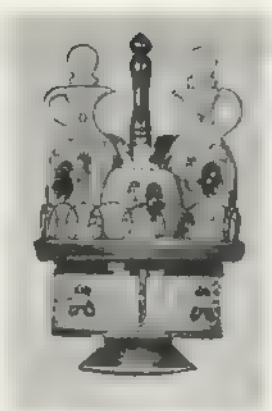
W8/6052 . . . . . **Each 9.50**

RECTANGULAR TRAYS ..with Tile Inserts

(Same as above except for size and shape.)

W8 6050—12⅝x10⅝ in. **Each 7.00**

W8 6051—18x11¼ in. **Each 9.50**



13-Pc. Susan Canister Sets

Overall dimensions 10½ in. high 7½ in. diam. Polished wood 4 piece [illegible] with 3 canisters. Black wrought iron [illegible] with rooster motif. Canisters and lazy susan are white ceramic with rooster and floral decorations. Canisters marked for sugar, flour & tea. Stoppered oil & vinegar cruets and 4 salt shakers. 4-canisters labeled for cinnamon, cloves, nutmeg and pepper. Set in ctn. 4 lbs.

W8/6775 . . . . . **Set 7.00**

9-PC. SALAD SETS

Imported from Japan

Apple and Leaf Design

Set consists of 11 in. bowl, 7½ in. [illegible] 4 in. salt & pepper, 10 in. plate, wood fork & spoon with wrought iron handles. Ceramic pieces with [illegible] white glaze. Beautiful apple and leaf design in red, green and brown. Set in ctn. 5 lbs.

W8/6702 . . . . . **Set 7.00**

"COCKTAILS FOR TWO" SETS

"Cocktails for Two" . . . 4 Pc. Toast Sets

Set consists of 20 oz., 5½ in. high martini jug; 8¾ in. glass stirrer and two 4 oz., 2½ in. high cocktails in modern bowl shape. Made of heavy sparkling crystal glass with elegant spray cut design. Each set in gift box, 3 lbs.

W8688 . . . . . **Set 10.00**

"Cocktails for Two" . . . 4 Pc. "Star" Sets

Brandy snifter style cocktail set consists of 20 oz., 7 in. high stemmed martini jug, 8¾ in. stirrer and four 3 oz., 3 in. high stemmed glasses. Made of clear blown crystal glass with elegant sparkling Star cut design. Each set in gift box, 4 lbs.

W8686 . . . . . **Set 11.50**

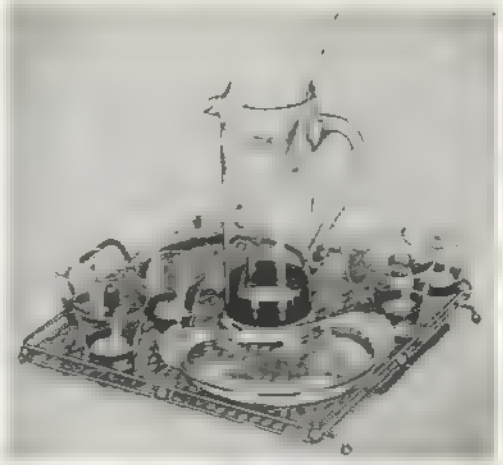
7 PC. POPCORN SETS

POPULAR TV TIME SETS

Made of durable ceramic pottery decorated to resemble yellow ears of corn with green husks. Set includes 4 Bowls, 6½ in. diam., 3¾ in. high; 1 Salt Shaker, 5¾ in. high, 2¾ in. diam.; 1 Butter Pitcher, 12 oz., 5 in. high, 3¾ in. diam.; 10 oz. Metal Can of Popcorn included. Each in gift-display box, 5 lbs.

W8030——O.S. . . . . **Doz. sets 72.00**

11-PC. MARTINI SETS



1 Jug, 6 Cocktails, Stirrer, 2 Snacks in Tray

15 ¼ x 3x3 in. brass finish metal tray with black vinyl plastic spiral wrapped handles; six 5 oz., 3 in. high cocktail glasses; one 32 oz., 9 in. high martini jug and glass stirrer; two 6½ in. oval snack dishes that fit into corners of tray. Clear glass with turquoise blue, white and green floral decoration, 22 kt. gold rims. Set in gift box, 20 lbs.

W684 . . . . . **Set 13.00**

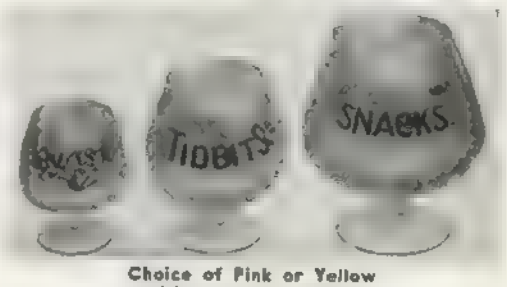
"Hall China"
ELECTRIC PERCOLATORS

8 CUP PERCOLATORS...$17.95 Ret.

11¾ in. high. White semi-porcelain with high-fired glaze. Hand painted apple blossom decoration in true-to-nature colors. Platinum trim. Aluminum basket and stem. Black plastic ball feet. Finely automatic cold water unit. 450 Watt, 110-120 V AC, complete with cord. Each in ctn. 8 lbs.

W143 . . . . . **Each 23.94**

3 PC. BRANDY SNIFTER SETS



Choice of Pink or Yellow with Black Decoration

Set includes 140 oz. "Snack" server, 9 in. high, 8½ in. diam.; 70 oz. "Tidbits" server, 7¾ in. high, 6½ in. diam.; 32 oz. "Nuts" server, 5¾ in. high, 4½ in. diam. Set in corrugated ctn. 10 lbs.

PINK and BLACK Combination

Pink bowl with clear glass stem, black enamel letters and decoration.

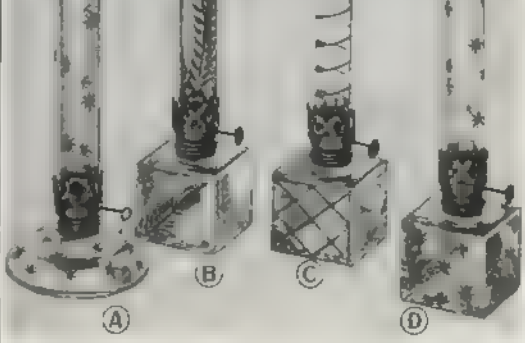
W126 . . . . . **Set 12.00**

YELLOW and BLACK Combination

Yellow bowl with clear glass stem, black enamel letters and decoration.

W624 . . . . . **Set 12.00**

DECORATIVE KEROSENE LAMPS



"SINCLAIR" LOVELITE KEROSENE LAMP PAIRS

4 Different Styles . . With 22 Kt. Gold Decoration

Extra-heavy crystal glass bases with black wrought iron perforated burners [illegible] quality crystal glass chimneys. 3 in. wicks. Each pair in ctn.

ROUND BASE STYLE

4⅜ in. Diam. Base, 10¾ in. High Overall

W366 (A) SNOWFLAKE . . . . . **Pair 9.00**

SQUARE BASE STYLE

3 in. Square Base, 11¾ in. High Overall

W709—(B) CLASSIC FERN . . . . .

W711—(C) LATTICE . . . . . } **Pair 10.00**

W710—(D) SNOWFLAKE

"Salem" China

CHRISTMAS EVE DINNERWARE

Designed by Victor Schreckengost

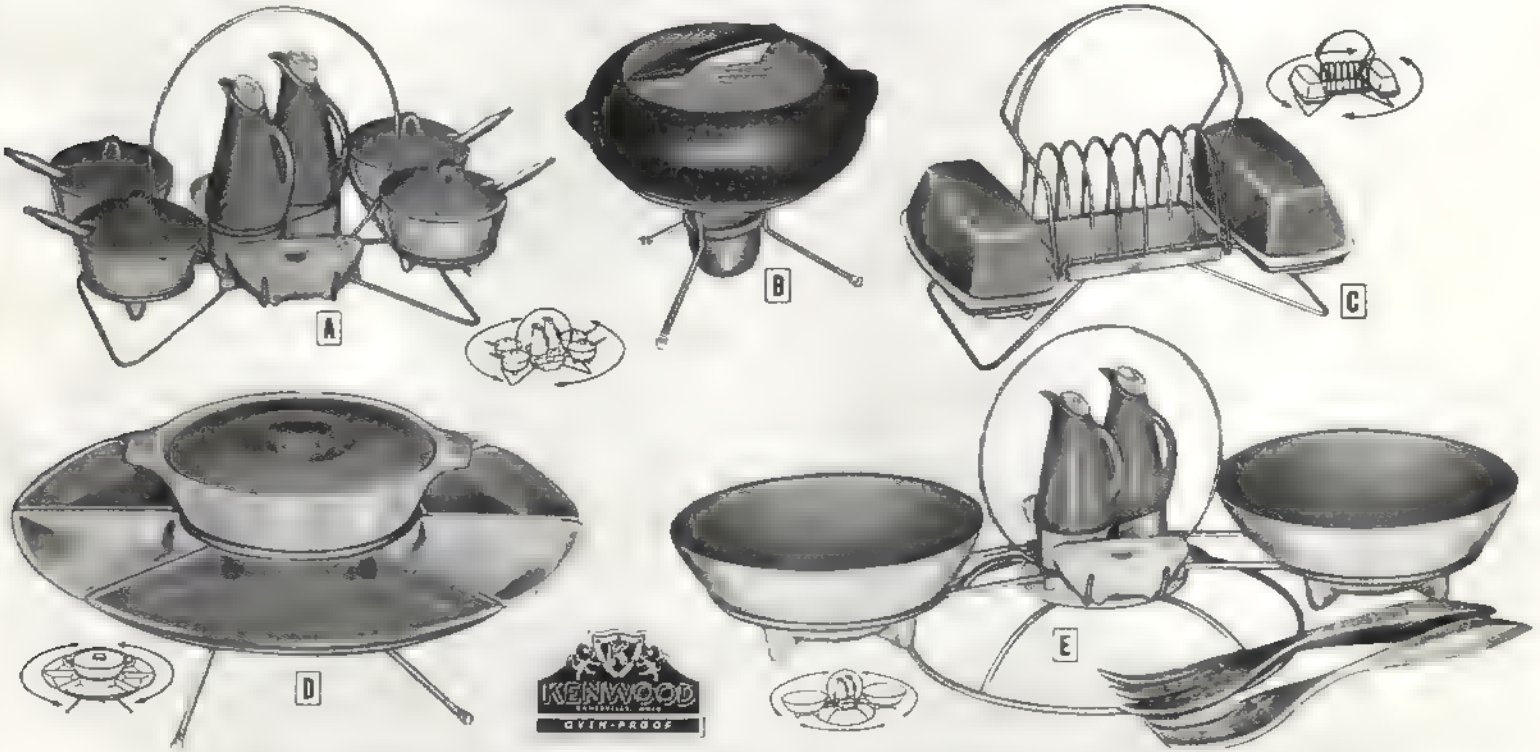
Multi-Color Decoration

Novel . . . and attractive dinnerware designed especially for the Christmas Season. Ivory-tone semi-porcelain body with multi-color holiday decor executed in excellent taste.

OPEN STOCK PRICE LIST

Actual Size Given	Retail Each	Each
W549—12-Pc. Foursome Set Four 10 in. plates, 4 cups, 4 saucers . .	$11.95	**14.34**
W550—Handled Cookie Tray, 11 in.	$2.50	**3.00**
W542—2-Pc. 11 in. Cake Tray and Server	$2.95	**3.54**
W545—3 Tier Tid-Bit Tray, 21" high. 1 Ea. 10, 7, 6 in. Trays	$5.95	**7.14**
W548—4-Pc. Ash Tray Set 5½ in.	$1.96	**2.34**
W546—8-Pc. Buffet Set 4 Cups and four 9 in. Plates	$8.95	**10.74**
W547—9-Pc. Tom & Jerry Set	$12.95	**15.54**
W543—8-Pc. Cake Set 11 in. Tray, Server and Six 7 in. plates	$7.95	**9.54**
W544—2 Tier Tid-Bit Tray, 7" high 8 in. Tray, 5 in. Tray	$4.95	**5.94**

FEATURE "KENWOOD" POTTERY for CHRISTMAS GIFTS



Attractive Color Combinations Featuring . . . TURQUOISE . . . PINK . . . BLACK

Beautiful Oven-Proof, Semi-Porcelain Ceramic . . . Skillfully Wrought Triple-Plated BRASS STANDS

(A) SAUCY SUSAN

12 in. long, 7½ in. wide, 8 in. high overall. Revolving frame holds 4 covered condiment cups with spoons, 2 stoppered cruets and salt & pepper set. Each in ctn. 6 lbs.

	Ret.	Each
W675—Turquoise	$11.95	**14.34**
W674—Pink	11.95	**14.34**
W385—Black	9.95	**11.94**

(B) SUNDIAL CASSEROLE

7 in. high, 8½ in. diam. overall. 1 qt. cap. casserole has unique sundial style cover. Brass plated stand has rubber tipped feet. Complete with ceramic warming cup. Each in ctn. 7 lbs.

	Ret.	Each
W357 Turquoise	$5.95	**7.14**
W356—Pink	5.95	**7.14**

(C) TOASTEE SUSAN

12 in. long, 7 in. wide, 8 in. high overall. Revolving brass plated frame holds 6 slices of toast, 2 covered dishes, 1 for ¼ lb. of butter and 1 divided for preserves. Doubles as napkin holder.

	Ret.	Each
W667—Turquoise	$9.95	**11.94**
W666—Pink	9.95	**11.94**
W668—Black	7.95	**9.54**

(D) SUPPER SUSAN

16 in. diam., 7 in. high overall. Covered 1 qt. chafing dish complete with ceramic warmer, 6 removable oven-proof dishes around casserole. Revolving brass plated stand with rubber tipped legs. Each in ctn. 10 lbs.

	Ret.	Each
W354—Turquoise	$14.95	**17.94**
W353—Pink	14.95	**17.94**

(E) SALAD SUSAN

24 in. long, 12 in. wide, 9 in. high overall. Revolving brass plated frame holds two 9 in. diam. oven-proof salad bowls, 2 stoppered cruets and salt & pepper set. 12 in. natural wood salad fork and spoon. Each in ctn. 11 lbs.

	Ret.	Each
W673—Turquoise	$19.95	**23.94**
W672—Pink	19.95	**23.94**

Complete Lines of Glassware . . . Dinnerware . . . and Pottery are Shown in Our No. 564 GIFT Catalog

CHROMIUM PLATED GIFTS

Refer to Our No. 564 Catalog for Additional Chrome Gifts

"Hellerware"

SUGAR & CREAMER on TRAY

3½x5¾ in. oval tray with fancy scroll engraving and gadroon border to m Sugar and Creamer. 3 in. diam., 3¼ in high Smooth finish. Made of gleaming chromium. Adequate and decorative. Each set in box, 1½ lbs

N43-956.....Set **7.20**

For Other SUGARS & CREAMERS
See #564 Gift Catalog Index, p. 222

"Kramer"

19 IN. BUFFETERIA SUSAN

4 Glass Sections, Covd. Center Casserole

19 in. diam. tray of gleaming chrome with king-size ball-bearing chrome base 4 crystal-clear glass sections of unique design and center casserole with chrome cover. Glamorous, new deluxe lazy susan Each in ctn. 18 lbs

N20-202 .....Each **20.00**
Quan. of 3 Each **18.00**

"Hellerware"

4 PC. COFFEE SETS

7 in. high, 6-cup coffee server with matching covered sugar and creamer, 3 in. diam., 2¾ in high Elegant Chippendale trimmed and embossed tray, 12 in diam All pieces finished in tarnish proof chromium. Each set in box 4 lbs

N43-970 .....Set **20.40**

4 PC. COFFEE & TEA SETS

10-Cup Pot, Sugar, Creamer & Tray

Chromium plated on copper. 10-cup tea or coffee pot with insulated top handle Covered sugar 6 in high and creamer 4½ in. high; 11½x15 in. engraved tray with gadroon border Each set in box 8 lbs

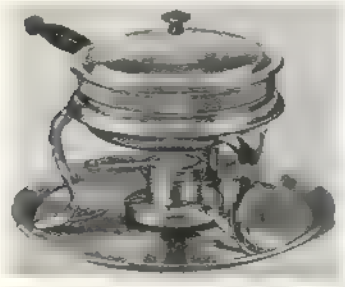
T7758.....Set **33.00**

CHAFING DISHES & TRAYS

A NOTE ABOUT CHAFING DISHES

Chafing dishes are styled on the double boiler principle. The food container is separated from direct heat by a water well that prevents the food from burning.

The Chafing Dishes and Trays May Be Assorted with Each Other to Obtain Quantity Price



Copper & Brass Chafing Dish

$20.00 Sug. Retail

(Note: Tray Not Included)

10¾ in. high, 10 in. diam. overall. Copper water well and cover with brass legs. 9½ in. diam. iron ingot insert pan is beige enameled inside and out. Mahogany finish wood handle and cover knob Each in ctn 8 lbs.

6-4556—Chafing Dish only.
Each **26.66**
Lots of 6 Each **25.00**

Solid Copper & Brass Chafing Dish

Food Pan May Be Used Directly on Range

$18.00 Sug. Retail

8¾ in. high, 9¾ in. diam. Solid copper lid and water well lined in stainless bonderized 2 qt. food pan with black wrapped handle is made of acid and stain resistant porcelain fused on ingot iron **black** outside gleaming **white** inside Sturdy stand of brass plated metal Black decorative knob. Firebox designed to accommodate Sterno or candle. Complete with snuffer Each in ctn 6 lbs

6-4557 .....Each **24.00**
Lots of 6 Each **22.50**

15 IN. ROUND HOSTESS TRAYS FOR CHAFING DISHES . . . $7.00 Sug. Retail

6-1755—Copper . . . . . Each **9.28**
6-1756—Brass . . . . . Lots of 6 Each **8.76**

When Ordering, Refer to Our Big No. 564 Gift Catalog.
It Contains Hundreds of *Popular Priced Christmas Gifts!*

MILK GLASS HOBNAIL LAMPS

MILK GLASS HOBNAIL LAMPS . . . White Candlewick Shades

Choice of Pin-Up, Vanity, Twin Bed and Table Styles

Beautiful provincial style lamps of white milk glass with shades of white candlewick fabric over parchment. Solid brass metal parts, polished and lacquered. Push button switch, cord and plug

Pin-Up Lamps. .19½ In. High

9½ in. white oval shade Extends 10 in from wall. Each in box 4½ lbs

6-4551 ...Each **7.00**

Vanity Lamps...15 In. High

10 in. diam. shade Footed base.

6-4552 -2 each N.B. 11 lbs.
Each **7.00**

Twin Bed Lamps...18 In. High

21 in. from tip to tip at shade height Footed base. Each in box, 6 lbs.

T7790 .....Each **20.00**

Nite Table Lamps...18 In. High

14 in. diam. shade. Crystal glass chimney. Key switch. Each in box, 5 lbs.

T7789 .....Each **10.40**

MATCHED BRASS PULL-UP and FLOOR LAMPS

ALL METAL PULL-UP LAMP

13 in. metal shade. Furnished with 3-way socket for 50-70-100 watt lighting; 10 ft. extra heavy black insulated U.L. approved cord Non-glare molded fiberglass diffuser Special bracket for wall mounting. Counter-balance jointed back with rubber bumpers. Extends 22 in from wall. **Highly polished Brass. Also available in Copper finish.** Each in ctn 7 lbs.

T7730—Please Specify Finish
Each **16.00**

ADJUSTABLE MODERN BRASS FLOOR LAMP

Adjusts from 51 in. to 63 in. in height Shade can be adjusted to any desired position—automatic swivel action. 13 in. metal shade—inside finished in pure white enamel Has spot lite metal diffuser for proper lighting. **Highly polished brass.** Each in ctn. 19 lbs.

T7809.....Each **42.00**

CARAFE and WARMER SETS

"Empress" Style...Gold & Brass

Hand blown of Triple-X heat-resisting glass with 22 Kt. gold decoration fired in for permanence. Graceful beige plastic handle. **Brass plated warmer** holds 10-hour candle Cork stopper with gold anodized cap With 2 ten-hour candles. Each in ctn

8-CUP SIZE

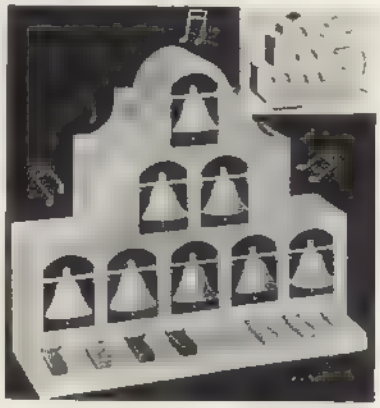
9½ In. High Carafe...6x3½ In. Warmer

N260 -½ doz. O.S. 14 lbs.....Doz. **72.00**

12-CUP SIZE

11 In. High Carafe...6½x3¾ In. Warmer

N261 -½ doz. O.S. 15 lbs.....Doz. **86.40**



KAMPANILE TOWER of BELLS

For Children of All Ages

$4.98 Sug. Retail

14 in. wide, 13 in. high. At the softest touch of the keyboard, each precision tuned metal bell swings and rings one clear note on the scale . . . Do, Re, Mi, Fa, So, La, Ti, Do. Bells and individual keys on keyboard are color-keyed for quick identification. Can be played by color, by note or by ear. Made of gray plastic with metal bells. Each in ctn., 3½ lbs.

Y4723.....Each **6.50**

MUSICAL TOYS

SWISS MUSIC TOPS

Plays A Complete Tune

9½ in. high, 8½ in. diam. Bell shaped. Gold, red, blue and green iridescent colors. Gold colored wooden knob. Swiss unit plays a complete tune only when top is spun with spiral. Each in box, 2½ lbs.

Y14-123.....Each **5.20**

25-Key Baby Grand Piano

With Sharps and Flats

6⅝ in. high, 13¼ in. wide, 13¾ in. deep. 15 white and 10 black plastic keys 11/16 in. wide. High carbon steel tone rods produce proper tone. Ivory lacquer plywood finish with mirror front. Decal on top. Easy-to-follow color chart instruction book. Each in ctn., 12½ lbs.

Y4710.....Each **8.00**

25-Key Chromatic Metallophone

2 Full Octaves

21⅝ in. high, 16½ in. wide, 22¾ in. deep. 15 whole and 10 half notes. 1 in. high carbon steel keys finished in silver. Red lacquer finished selected lumber frame with removable aluminum legs. Imitation chimes in the front and back. Music holder on back. 2 beaters. Music sheet included. Each in ctn., 6½ lbs.

Y4722.....Each **10.60**

30-Key Spinet Piano with Bench

2½ Full Octaves

Piano: 21⅞ in. high, 20 in. wide, 13¾ in. deep. Bench: 18⅝ in. high, 12 in. wide, 7 in. deep. 18 white and 12 black plastic keys, ⅞ in. wide. High carbon tone rods. Walnut lacquer finished plywood. Color chart for keys, music book. Ship. wt., 21½ lbs.

T7253.....Each **42.00**

49-Key Grand Piano with Bench

Square Style...4 Full Octaves

Piano: 28⅝ in. high, 31½ in. wide, 17 in. deep. Bench: 18⅝ in. high, 14 in. wide, 7 in. deep. 29 white, 20 black plastic keys ⅞ in. wide. High carbon tone rods. Walnut lacquer finish quality plywood. Beautiful turned legs. Color key chart and music book. Ship. wt., 28 lbs.

T7254.....Each **60.00**

ELECTRIC PHONOGRAPHS

for the Younger Set

"SPEAR" ACOUSTIC PORTABLE with STAND and 6 RECORDS

- Plays all 78 RPM, up to 12 in.
- Sturdy locked corner wood frame.
- Double braced metal panel construction.
- Plastic handle...durable hardware
- Approved by Underwriters Laboratory.

Combination Electric Portable Phonograph with Wrought Iron Stand

13x11¼x5¾ in. phonograph. Well built wood and metal frame with scuff-resistant, red and beige pyroxiline coated covering. Exclusive "tone-set" sound head automatically locks tone head in desired tone position . . . also locks in "up" position for carrying or storing. Tone chamber amplification. Loud and soft needles included. Operates on 115 volt, 60 cycle AC, with cord. Complete with 6 children's plastic records and 22x14x12 in. wrought iron stand. Stand finished in rose beige has rubber tipped legs and record rack to hold 39 records.

PORTABLE PHONOGRAPH, 6 Records and Stand with Record Rack

T7120—Ship. wt. 13 lbs.....Each **26.00**

PORTABLE PHONOGRAPH ONLY

Y4715.....Each **16.00**

"SPEAR" ALL-METAL ELECTRIC PHONOGRAPH

Plays All 78 RPM Records Up to 12 In. . . . Features "Tone-Set" Sound Head

13x7¾x6 in. Rigid inter-channel construction. Blue and gray case brightly decorated. Acoustic "Tone-set" head automatically locks tone head in desired tone position . . . also locks in "up" position for storage. Loud and soft needles included. Operates on 115 volts, 60 cycle AC, cord included.

Y4714.....Each **12.00**

Electronic 3-Speed PORTABLE PHONOGRAPHS

- Plays 3 speed records up to 12 in. size
  - 33-1/3 RPM
  - 45 RPM
  - 78 RPM

13x11¼x5¾ in. Sturdy locked corner wood frame case. Scuff-resistant gray, green and white pyroxiline coated covering. Hi-grain crystal pick-up and excellent amplification. Permanent needle supplied. Operates on 115 volts, 60 cycles, AC only. Cord included. U.L. approved. Ship. wt. 10 lbs.

Y4718.....Each **34.00**

Famous Line of "Webcor" Phonographs and Tape Recorders is Shown on Page 56 of This Catalog!

POOL TABLES for Adults and Children

"BURROWES" PORTABLE TABLES . . . 7 Sizes

Complete with Balls, Cues, Rack and Instructions

Well constructed tables with double braced legs for utmost rigidity . . . folds flat for storage. Streamlined design, rounded corners, non-warping green cloth covered playing surface, covered cushions. Roll-A-Way for returning balls to end tray. Set of 15 colored and numbered balls and 1 white cue ball, triangle rack, 2 maple cues and instruction book included with each table.

Table 40x22½x26 in. . . . Ivory Rail and Legs . . . 32 in. Cues

1¾ in. balls. Maroon corners, diamonds and leg-tips.
T19-406—Each in ctn. 18 lbs. . . . . Each **26.60**

Table 42x23½x27 in. . . . Ivory Rail and Legs . . . 34 in. Cues

1⅞ in. balls. Maroon corners, diamonds and leg tips.
T19-426—Each in ctn. 22 lbs. . . . . Each **40.00**

Table 44½x25x28 in. . . . Ivory Rail and Legs . . . 36 in. Cues

1¾ in. balls. Maroon corners, diamonds and leg-tips. Counters.
T19-456—Each in ctn. 27 lbs. . . . . Each **48.00**

Table 50x27½x28½ in. . . . Ivory Rail and Legs . . . 36 in. Cues

1¾ in. balls. Maroon corners, diamonds and leg tips. Counters.
T19-50—Each in ctn. 34 lbs. . . . . Each **60.00**

Table 50¾x28x29 in. . . . Natural Lacquered Wood Rail . . . 36 in. Cues

1⅞ in. balls. Maple corners and legs. Playing surface leveling device. Leg-leveling blocks. Counters.
T19-506—Each in ctn. 35 lbs. . . . . Each **76.00**

Table 54x30x30 in. . . . Natural Lacquered Wood Rail . . . 42 in. Cues

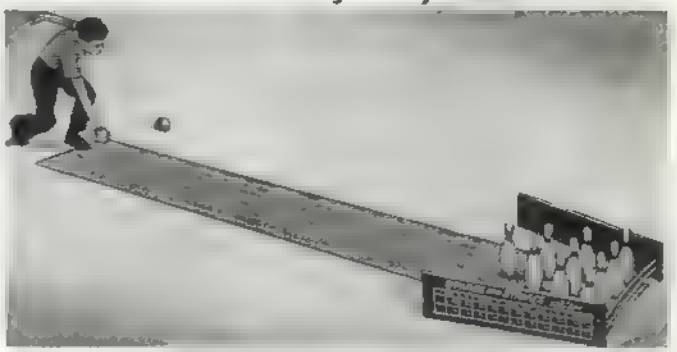
1⅞ in. balls. Maple corners and legs. Playing surface leveling device. Leg-leveling blocks. Counters.
T19-546—Each in ctn. 46 lbs. . . . . Each **105.00**

Table 60x33x30 in. . . . Natural Lacquered Wood Rail . . . 44 in. Cues

1⅞ in. balls. Maple corners and legs. Playing surface leveling device. Leg-leveling blocks. Counters.
T19-606—Each in ctn. 65 lbs. . . . . Each **150.00**

SPARES & STRIKES BOWLING GAMES

An Entertaining Family Game



NEW VERSION of OLD FAVORITE!

Now with Convenient BACKSTOP . . . Two Sizes

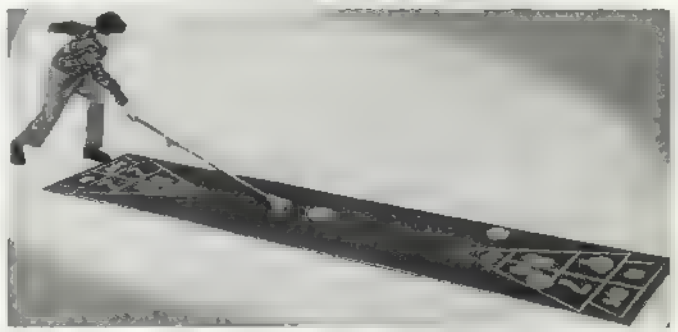
Standard Size . . . $6.95 Retail

8 ft. x 18 in. bowling alley of sturdy linoleum with handsome wood grain effect. Ten 6 in. hardwood pins with glossy white finish and two balls 2¾ in. diam. Sturdy backstop of rugged masonite and steel decorated with bowling score design. Large pad of score sheets and directions included. Each in colorful corrugated display box 20x7x6 in., 11 lbs.
N5885. . . . . Each **9.30**

DeLuxe Size . . . $12.00 Retail

10 ft. x 24 in. linoleum bowling alley with wood grain effect. Ten 7½ in. rock maple pins and two 3⅝ in. diam. balls. Rugged masonite and steel decorated backstop. Large pad of score sheets and directions. Corrugated display box 25½x8x7½ in., 15 lbs.
N5886. . . . . Each **16.00**

SHUFFLETTE GAME



Shuffette Game . . . $6.95 Retail

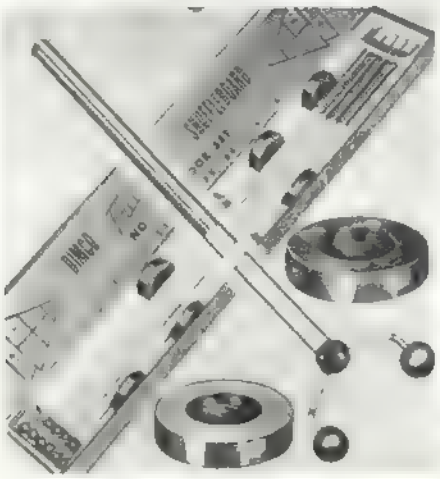
This lively game includes four 36 in. long clubs, 4 red and 4 green 3 in. discs, 22 in. x 10 ft. felt base wood grain design alley, and paper stencil pattern for painting Shuffleboard design on any wood, cement or tile floor. Individually packed in 36x3x5 in. corrugated box.
N5888. . . . . Each **9.30**

Major Shuffette Game

$9.95 Retail

Larger size Shuffette game includes four 50 in. long clubs, 4 red and 4 green 3½ in. discs, 34 in. x 12 ft. felt base wood grain linoleum court, 34x23 in. stencil pattern. Individually packed in 50x5x5 in. corrugated display box, 11½ lbs.
N6202. . . . . Each **13.20**

DIMCO "Free Glide" SHUFFLEBOARD SETS



NK7125

TWO SIZES . . . INDOOR or OUTDOOR STYLES

INDOOR SETS

2/3 Regulation Size. . $16.95 *Retail*

Rugged cue heads molded of wear resistant cadmium plated steel with plastic ball runners. Tempered aluminum shaft with red lacquer grip and rubber retriever. "Free-glide" high impact plastic discs with color permanently molded in . . . 4 red and 4 black discs. Game requires floor space 30 to 35 ft. long. Each set with instructions in mailable box, 7½ lbs.

NK7125. . . . . Each **22.60**

OUTDOOR SETS

Regulation Size . . . $27.40 *Retail*

Aluminum Pushers with Plastic Heads . . .

High Impact Plastic Discs

Molded plastic cue heads balanced for high performance and long life. Regulation tempered aluminum shaft with permanent, chip-proof gold anodized finish. "Free-glide" high impact plastic discs with color permanently molded in, 4 red and 4 black. Game requires court length of 52 ft. Each set with instructions in box (not mailable), 14 lbs.

NK7126. . . . . Each **36.60**

NK7126

When Ordering, Refer to Our No. 563 Toy and Game Catalog . . . Hundreds of Items for Christmas Selling!

No. 566

McClurg's CHRISTMAS 1956 CATALOG

quality STRUCTO toys

HYDRAULICALLY-OPERATED
HOOK and LADDER TRUCK

A Truly Deluxe Fire Truck! Ladder Raises Hydraulically!
Siren Operates by Turning Hand Wheel
Signal Light Flashes On and Off When Truck Is in Motion!

Two separately-baked-on metallic coats of Fire Red Polychromatic Enamel on the heavy-gauge steel body makes this a fire engine that can really "take it." Yellow decal on the side of the toy headlines the hydraulic feature. Aerial ladder raises automatically by trip-lever hydraulic action to a maximum of 60°. Raising action is slow and very realistic. (Non toxic hydraulic fluid will not stain.) *Ladder extends to 34 in. and swivels completely around.* Also extra ladder

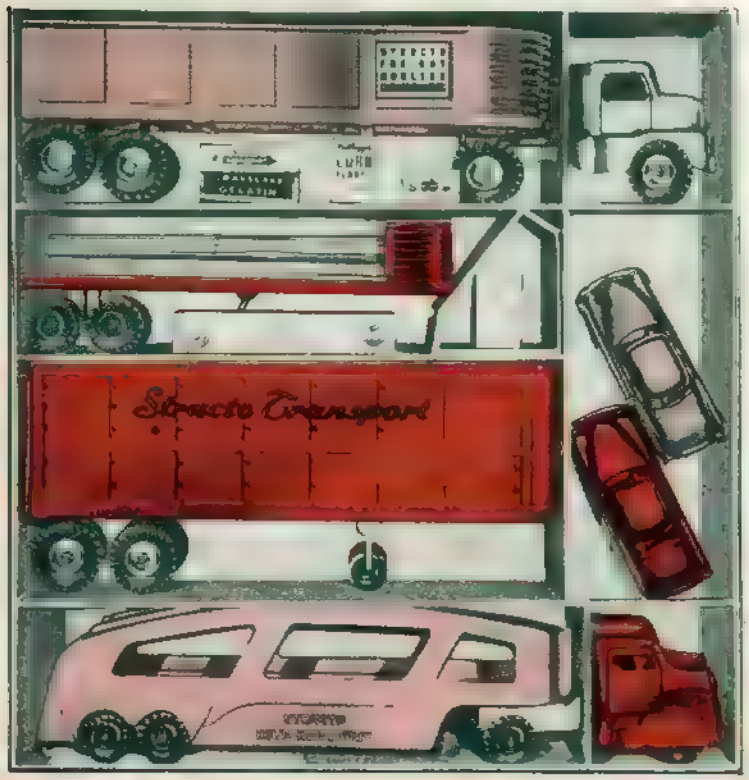
33¼ In. Long . . . $15.95 Retail

This deluxe fire truck has 8 rubber tires with heavy treads on die-cast metal wheels, movable tiller seat, hand-operated siren and flashlight battery-operated flashing signal light (battery not included). Each in ctn., 12 lbs.

T24-265.....Each 21.00

With Extension Ladder Down
33¼ In. Long, 7 In. High

10/1/16



COAST-TO-COAST FLEET SET

17 Pieces in Box . . . $10.95 Retail

Includes Lumber Trailer, Auto-Haulaway Trailer, Freight Hauling Trailer, Transportation Trailer, 2 Tractor Cabs

Everything needed for young truckers . . . things to be hauled, trailers to haul them in, tractor cabs to pull the trailers — 17 pieces in all!

Each Structo toy receives two coats of paint instead of the usual one. Each metallic enamel coat is baked on separately to give the same shimmering iridescent durable finish as found on expensive automobiles. All edges are rolled to provide smooth safe surfaces. *If it's STRUCTO it's safe!*

The Following Toys Are Included in the Structo "Coast-To-Coast" Fleet:

Red **LUMBER TRAILER** 17 1/16x4¼x4⅜ in. when attached to cab. Sturdy heavy-gauge steel construction with rubber tires. Floating tandems. Illustrated wood logs.

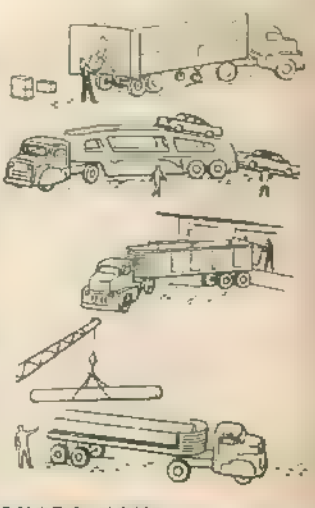
Green **AUTO HAULAWAY TRAILER** 28-1/16x4⅝x6⅝ in. when attached to cab. Reinforced heavy steel construction with 4 rubber tires. Yellow ramp extends at rear for loading and unloading the 2 diecast metal cars — red and 1 metallic bronze each 6 in. long.

Metallic Bronze Color **FREIGHT HAULING TRAILER** 20⅝x5⅝x7⅝ in. when attached to cab. Roof reed stake construction. 4 heavy duty treads rubber tires with chrome plated hub caps. Floating tandems. Assorted play packages are included for the load.

Yellow **TRANSPORT TRAILER** 21⅛x5⅛x7⅝ in. when attached to cab. Reinforced heavy gauge steel construction with rear doors that open. Retractable rubber dolly wheels. 4 rubber wheels. Chrome plated hub caps.

Two 4 wheel **TRACTOR CABS** complete the set. 1 yellow 1 blue with chrome hub caps both with rubber tires. Set of 17 pieces packed in partitioned display box. 15 lbs.

Y26-925.....Set 14.40



SEE PAGE 32 FOR OTHER STRUCTO TOYS

FISHER PRICE TOYS

There Is a Big Demand For Fisher Price Toys Because . . .

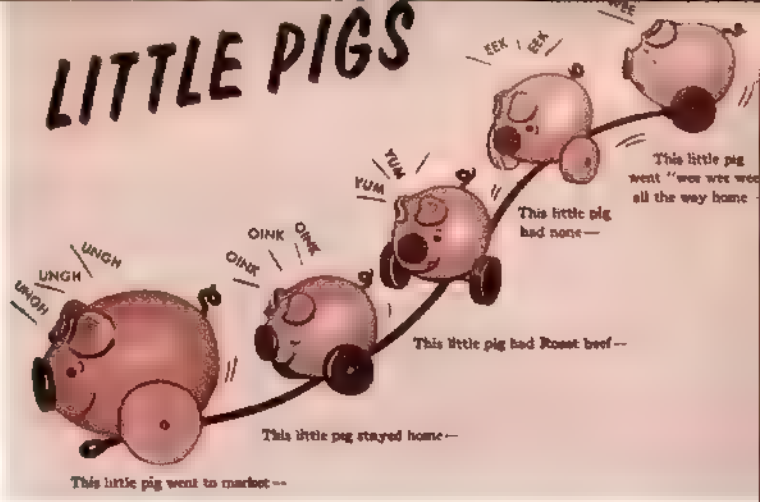
They are based on proven concepts of what children want in a plaything. Whimsical characters, fascinating sounds, intriguing actions, gay and safe colors all help these to be wholesome toys that look, act, sound and last like toys should. *Display a big variety in your store.*

POP 'N RING PUSH TOY

For Ages 1 to 4 Years

8½ in. wide, 17¾ in. high, 20 in. handle with safety knob. Durable wood cage and handle shake nickeled bells. Finished in bright primary colors. Unique *pop-pop-pop* action makes alternating *ding-dong-ding* sounds. Trains in walking, coordination and alertness. Each in 2-color carton.

Y2-808—1 doz. O.S. 23 lbs. **Doz. 40.00**

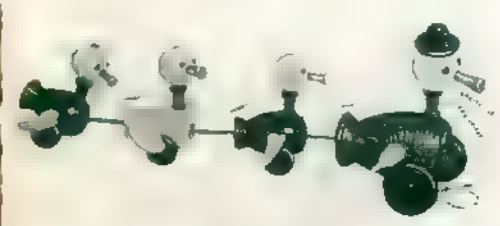


"THIS LITTLE PIG" FAMILY

Polyethylene Squeeze Pigs . . . For Ages 6 Months to 3 Years

13 in. long, 3 in. wide, 3 in. high. An entirely different kind of polyethylene squeeze-me toy. Careful engineered for safe play. Each little pig has a different voice. Sturdy wooden wheels in primary colors. Non-toxic, indestructible polyethylene bodies attractively decorated. Tough, flexible vinyl connector. Each in 2-color carton.

Y2-900—1 doz. O.S. 6 lbs. . . . . **Doz. 32.00**



GABBY GOOFIES on PARADE

For Ages 1 to 5 Years

13½ in. long, 5¾ in. high, 6½ in. wide. All hardwood turned parts in safe primary colors. Unbreakable steel connectors. An exceedingly funny toy to load with wheel-some play features. Daddy Goofy clatters merrily happily with his concealed new-type voice as the family wobbles along behind. Their bright yellow acetate wings whirl merrily. Wiggly action of spring-mounted heads adds to pull toy fun. With strong, pull cord. Each in 2-color carton.

Y2-775—1 doz. O.S. 16 lbs. . . . . **Doz. 32.00**

MICKEY MOUSE SAFETY PATROL

For Ages 2 to 7 Years

9¾ in. long, 7 in. high, 4⅝ in. wide. Sturdy wood construction with multi-color decorations and printed safety slogans. Instructive pull toy teaches safety. Mickey Mouse as a motorcycle cop swings his hands up and down. One hand reads "Stop" the other "Go." Siren sounds "weeeeee" adding to the fun. Rear truck for hauling loads. Tinted polyethylene windshield. Strong pull cord with button. Each in 2-color carton.

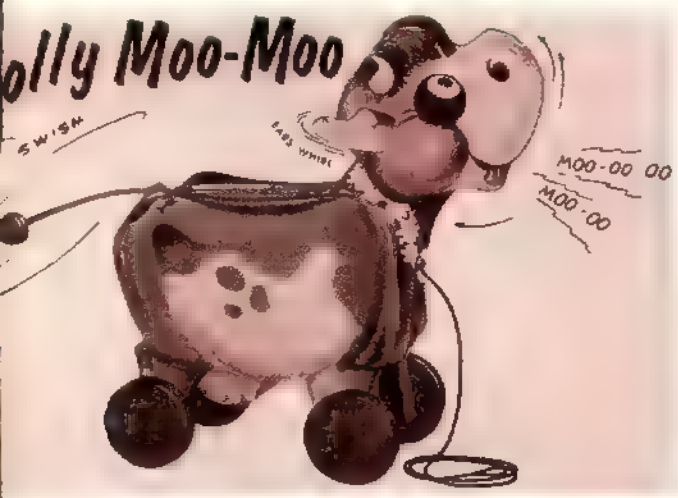
Y2-733—1 doz. O.S. 18 lbs. . . **Doz. 32.00**

UNCLE TIMMY TURTLE

For Ages 2 to 5 Years

12½ in. long, 9 in. wide, 6½ in. high. Sturdy wood construction with unbreakable acetate shell and flexible plastic glasses. Legs paddle, tail wags, gay musical notes come out. Uncle Timmy wears a blue suit, red tie and shell and is finished in yellow, black and white. Each in 2-color carton.

Y2-125 1 doz. O.S. 22 lbs. . . . . **Doz. 40.00**

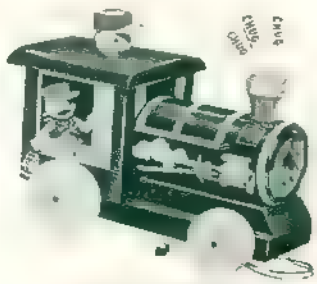


"MOLLY MOO-MOO" TOY COW . . . For Ages 2 to 6 Years

Brown and White Body with Multi-Color Gay Decorations!

10¾ in. long, 5⅜ in. wide, 9½ in. high. Sturdy wood body with concealed patented sound device. A fascinating toy cow that "moooooos" like a real cow each time her head swings up. Molly swishes her spring tail from side to side as she spins her bright yellow acetate ears. Strong pull cord. She's a delightful toy fun to play with and she teaches children in the 2 to 5 year group about animal life too. Each in 2-color carton.

Y2-190 ½ doz. O.S. 14 lbs. . . . . **Doz. 48.00**



CHUGGY POP-UP

For Ages 1 to 4 Years

7 in. long, 3¾ in. wide, 5¾ in. high. Realistic engine with durable wood body, fibre boiler and metal front. Lithographed in red, yellow, blue and black. Wood engineer pops up and down as engine makes chugging sound. Each in 2-color carton.

Y2-616 1 doz. O.S. 5½ lbs. **Doz. 19.20**

"SNOOPY SNIFFER" . . . For Ages 2 to 6 Years

18½ in. long. Ludicrous gait, wagging spring tail and "woof-woof" voice. Vinyl paws and ears. Solid wood body and wheels. Brown and white colors. Each in 2-color carton.

Y2-780—1 doz. O.S. 20 lbs. . . . . **Doz. 32.00**

Newspaper Mats of "Fisher-Price" Toys FREE ON REQUEST

FISHER fp PRICE

SEE OTHER FISHER PRICE TOYS on PAGE 17

ELECTRONIC COMMUNICATION TOYS

Transistor Radio and Broadcast System
Fun to Assemble Kit...$9.95 Retail

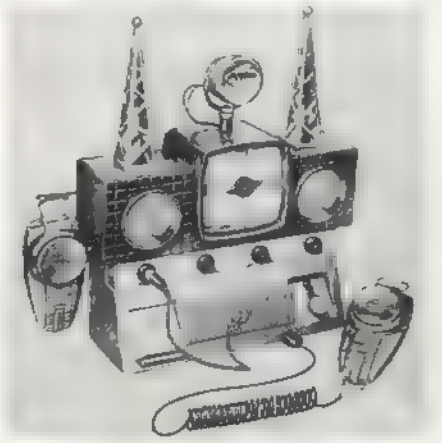
18x6¼x3¼ in. high impact styrene cabinet **black** with **yellow** accessories. Powerful transistor radio set that picks up radio programs on the headset. Broadcast microphone permits home broadcasting over the 4 in Alnico loudspeaker. Selective station tuner; diode detector, 3 batteries included, in colorful corrugated display box.

Y4946.....**Each 13.20**

Amateur Broadcaster
Sends and Receives up to 1 Mile...$7.95 Retail

2 stations, each 9½x6x9 in. overall. Made of **silver and black** super impact styron. Each station with direct reading station and circuit selectors, electronic volume control, earphone, microphone, telegraph key set. Morse code wire with plug-in connections and instructions. Sends and receives voice and code messages up to one mile. Uses standard flashlight batteries not included. Set of 2 stations in display ctn.

Y4592.....**Set 10.68**



Electronic Radio Stations
Sends and Receives up to ½ Mile $6.95 Retail

10x3½x12 in. Made of sturdy **gray and black** plastic with gold and blue trim. 2 Electro-magnet 4½ in. microphones. Telegraph key buzzes, clicks and sends searchlight signals from switchboard type transmitter. Remote controlled searchlight has 360° radius. Panel has signal detector register, automatic decoder and log book. Complete with batteries and all accessories. Each in display box.

Y17-101.....**Each 9.20**

More Than Toys . . .
These Phones Really Work!

Used By Adults As Well As Children

Full-Size Dial Phones
Complete with Batteries...$7.95 Retail

Set of two official-size phones, 7x4x3¾ in. base. Made of realistic black high impact styrene. Loud, clear voice transmitter. Lift receiver and dial other phone rings. Lots of play value for children while adults find them useful between house and garage or shop, etc. Set complete with 2 dial phones, 4 standard size flashlight batteries and 50 ft. of cable. Manufacturer's guarantee and instructions included in the attractive display ctn.

Y4935.....**Set 10.50**

Zimphone Intercommunication Telephone Sets
Cradle Set of 2 Phones for Wall or Desk...$5.95 Retail

50 feet of plug-in wire allows long communication. Add wire, and set will work over a mile! 2 phones and 2 cradles of high impact plastic. Loud signal buzzers. 2 "C" batteries. Press feather-touch button to talk. Ready for immediate use. Each set in 3-color ctn. 12x8½x4½ in., 2½ lbs.

Y4930.....**Set 7.60**

TELEGRAPH SETS

Radio-Telephone Signal Sets
Complete with Batteries...$3.50 Retail

Two 5½x3¼x1 in. blue signal sending and receiving units. Buzzes for wireless, flashes for night signaling, clicks for telegraphic transmission. Morse code permanently lithographed on each transmitter-receiver unit. Two units complete with 4 standard flashlight batteries, 50 ft. of wire, instruction sheet, operator's manual and miniature Western Union blanks. Attractively packaged in colorful corrugated display ctn.

Y4933.....**Set 4.20**

Complete Your TOY Selections By Using Our No. 563 Toy, Game & Pastime Catalog

It's Chock-Full of Fast-Selling Items

COMMANDO SIGNAL PACKS

Electronic Telephones and Signal Gun
With Carrying Case ..$3.95 Retail

7x9½x3 in. cardboard carrying case in olive drab, black and white with Signal Corps insignia attached to cap. 2 olive drab telephones with 4½ in. microphones operate over the wire included, by a magnetic process without batteries, electricity or light string. 9 in. olive drab signal gun can send code messages by red, green, blue or clear light and buzzer, operated by 2 flashlight batteries (included). The young commando can send information and signals to playmates in the next room or even the next block with this set.

Y17-201.....**Each 5.30**

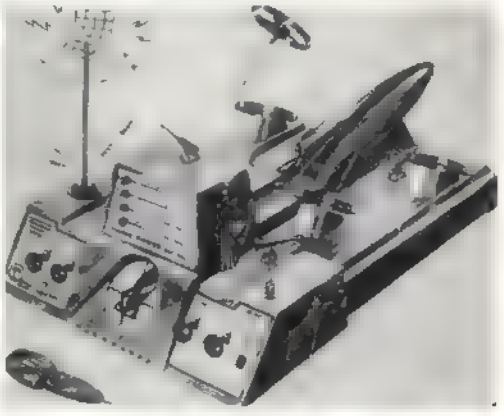
JET HELMETS

Electronic Jet Pilot Helmet
Broadcasts Pilot's Voice...$6.95 Retail

Boy-size replica of the actual U. S. Air Force helmet made of white plastic with foam sponge liner to fit any size head. Yellow and blue insignia. Built-in microphone. Loudspeaker hooks on belt. Sends code or oscillating signal. Pilot can talk with his playmate at airport or control tower just as real jet pilots would. Helmet complete with microphone, loudspeaker and 4 flashlight batteries. In attractive 7½x12x12 in. display box.

Y5133.....**Each 9.20**

Rocket & Flying Saucer Launchers



Guided Missile Base
Manually Operated.. $4.98 Retail

14 in. long, 9½ in. wide, 5 in. high in red, gray, blue and yellow high-impact plastic riveted with metal. Instrument panel controls operation. Adjustable rocket launcher fires 6 in. rocket up to 15 feet. Flying saucers travel up to 12 feet high and cover 25 feet. Each in display box with target on bottom.

Y4312.....**Each 6.68**

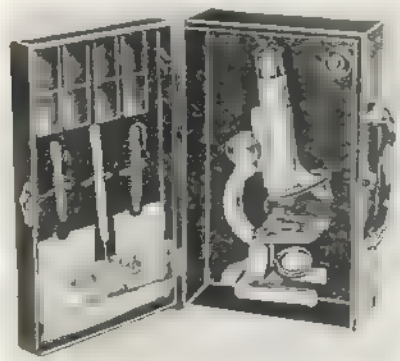
"Handy Andy" MICROSCOPE and CHEMISTRY SETS

MICROSCOPE SETS

Magnifies Up to 165 Times Actual Size

A complete set for home play and study. Microscope is black heavy diecast zinc unit, student type. Optical quality, prescription ground lenses provide 4 separate magnified pictures of each object up to 165 times actual size. Set includes slides, chemicals, and lots of extra equipment for the young scientist. Informative booklet of instructions and experiments included. Each set in 18x10x3 in. box, 3½ lbs

N31-80 . . . . . .Set **10.60**

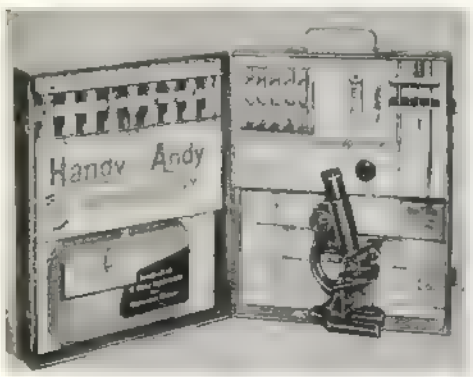


DELUXE MICROSCOPE SETS

Magnifies 50 to 400 Times Actual Size

New triple objective metal microscope finished in new process gray hammertone. Revolving 3-nose turret 2 new style eye-pieces give 6 clear magnified images from 50 to 400 times actual size. Chemicals and all necessary accessories included. Simulated leather carrying case.

N31-95.....Set **13.20**



"MASTER" MICROSCOPE SETS

Magnifies 30 to 165 Times Actual Size

Now in a beautifully lithographed steel cabinet with a larger assortment of accessories and equipment. Microscope has improved hairline focusing control with 2 adjusting knobs. New design coupling provides tilt-control at any angle. 2 eye pieces, 6 lenses, 4 magnifications. Open size of cabinet 22x13½ in. Each in corrugated sleeve wrapper, 6½ lbs.

N31-100.....Set **14.60**

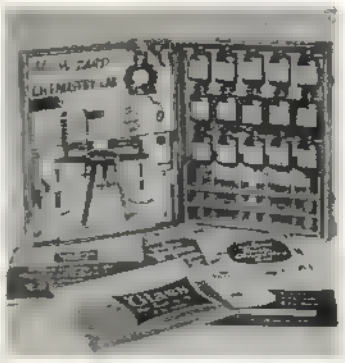
"MR. WIZARD" SCIENCE LAB SETS

Folding Metal Cabinet,

Open Size 22½x13½ In.

Set includes mystic fuel, rocket balloon, radiometer, secret ink, fingerprint powder, spectrum top, and many other pieces of laboratory equipment needed for the experiments. Complete with instruction and experimental manual personally prepared by Mr. Wizard,' America's leading "TV" Scientist. Set in lithographed metal cabinet, open size 22½x13½ in. Each set in ctn., 10 lbs

N6191 . . . . . Set **14.60**



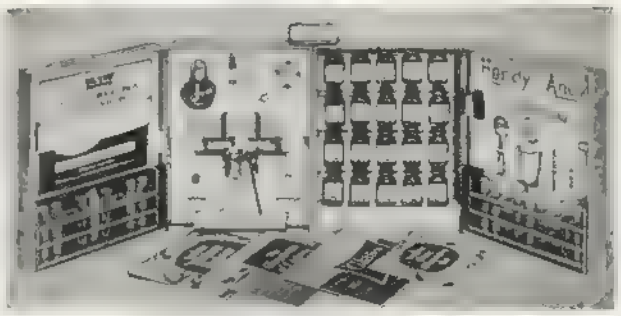
"MR. WIZARD" CHEMISTRY LAB

Folding Metal Cabinet,

Open Size 22¼x13½ In.

Set contains genuine Pyrex test tubes, deluxe steel test tube rack, professional type spirit lamp with safety cap, precision made balance, large assortment of chemicals and a complete chemistry library of experiments and instructions. Set in lithographed metal cabinet, open size 22½x13½ in. Each set in ctn., 10½ lbs

N31-CA10..Set **14.60**

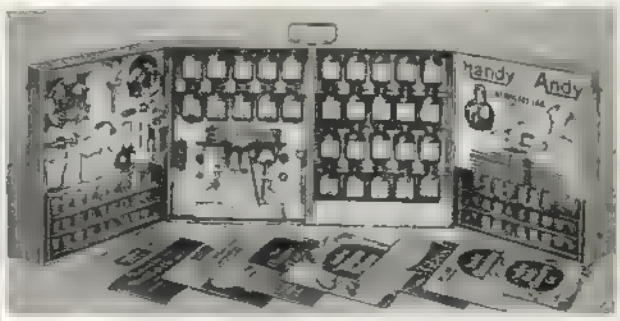


ADVANCED CHEMISTRY LAB SETS

4 Section Folding Steel Cabinet, Open Size 44x13½ In.

Set includes large assortment of chemicals and laboratory equipment. Pyrex test tubes, 2 deluxe steel test tube racks, professional spirit lamp, precision balance, blow torch for glass, etc. Complete with experiment books. Set in large 4 section folding steel cabinet, 44x13½ in. open size, beautifully lithographed. Each set in ctn., 15 lbs

N31-CA15.....Set **20.00**



DELUXE RESEARCH CHEMISTRY LAB SETS

4 Section Folding Steel Cabinet, Open Size 44x13½ In.

Set includes large assortment of Pyrex laboratory equipment such as: test tubes, graduate, beaker, florence flask, funnel, mortar and pestle, etc. Also professional spirit lamp with blow torch attachment, precision scale, tripod with firescreen, and a generous supply of other equipment needed in a well furnished laboratory. Large quantity of chemicals for experiments. Complete with experiment books. Set in large 4 section folding steel cabinet, 44x13½ in. open size, beautifully lithographed. Each set in ctn 19 lbs.

N31-CA20.....Set **30.00**

GILBERT'S "Fun With Electricity"

Perform Hundreds of Experiments!

Set includes 1½ volt electric kit motor brass-plated pulleys and gears mounting brackets, axle, two 4 in. bar magnets, 2 solenoid coils, 5½ in. battery holder, 2 dry cells—1½ volt bulb telegraph key unit, electric bell, glass carbon, zinc and rubber rods, 3 parts bottles, etc. Illustrated manual. Hundreds of experiments and stunts can be performed, including making of a telegraph, electric light plant, etc. Set in 20¼x13¾ in. box, 3½ lbs.

N51-3.....Each **14.60**

ROYAL'S "Chest of Magic"

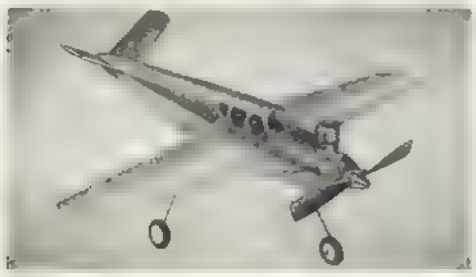
TREASURE CHEST of MAGIC

Contains wonder blocks, two-tone tumble rings large set of rice bowls, devil's coin box, vanishing glass, tube and cord trick, etc. Features famous tricks of great magicians. Packed in striking red, gold and black box, 28x14 in., 8½ lbs.

N6197.....Each **6.60**

"WEN-MAC'S" POWERED PLASTIC PLANES and FLYING PLATFORMS

Nationally Advertised . . . America's Most Famous Line of Engine Powered Models



1956 BEECHCRAFT BONANZA

2-Tone Sport Plane Thriller

14x13x5 in. "Dura-Flex" plastic fully assembled Bonanza flying model with miniature 1-cylinder internal combustion engine installed. "V-Tail" design and clean sport-plane lines. Authentic detail. Equipped with pull-cord starter. Flight controlled. 17,500 RPM pre-tested engine. Long flying time. Beautiful 3-color window box.

Y4239.....**Each 13.00**

AERO-SONIC TURBOJET

With Automatic Self-Starting Engine and Tricycle Landing Gear

17 in. wingspan, weight 6 oz. Completely assembled swept-back wing model ready for action. Constructed of a tough high-impact red plastic. Fully automatic self-starting Wen-Mac .049 engine with automatic re-wind starter cord. Tricycle landing gear provides greater ease and smoothness in takeoffs and landings. Authentically scaled and detailed with USAF wing insignia and fuselage markings. Each in 14x14x5 in. box.

Y4202.....**Each 17.20**

ACCESSORY KITS for "Wen-Mac" Power Toys

Contains 8 oz. can of fuel, pouring spout, fueling tube connector clip and connector wire. Each kit in box.

Y4203.....**Each 2.00**

New Hiller's Flying Platform

Flies Up . . . Down . . . Hovers

15x15x6½ in. "Dura-Flex" plastic fully assembled flying model of U. S. Army's flying platform. Quick vertical takeoff every time with the **automatic recoil cable starter.** Flies up, down or hovers as directed. Miniature internal combustion engine operates the platform on the military's new "ducted fan" principle. **Throttle muffler** makes it sound like a real platform. Colorful decals and fine detailed pilot adds to the authentic design. Futuristic 3-color window display box.

Y4240.....**Each 18.50**

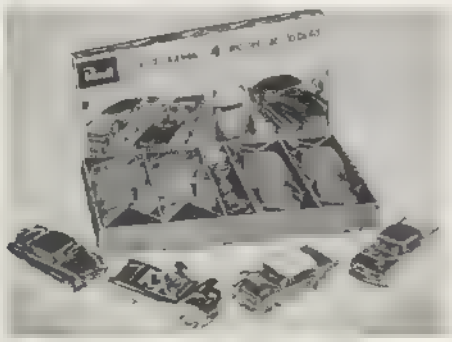
REVELL ASSEMBLY KIT GIFT SETS

Down Patrol Gift Sets

Set of 3 Navy Planes . . . $2.98 Retail

Authentic plastic easy-to-assemble models scaled to official blueprints. Includes Douglas Skyhawk A4D, the smallest and lightest U. S. jet combat plane ever built; the indispensable HO4S-2 Navy helicopter; and the giant Martin Seamaster, mine layer and photo-reconnaissance plane. Sculptured pilot figures, swivel bases for displaying completed planes and plastic cement included in the handsome gift box.

Y30-243.....**Set 4.00**



Autorama Gift Sets

Set of 4 Modern Cars . . . $4.95 Retail

Pre-formed perfect fitting plastic parts for making 6½ in. models of automobile style leaders. Includes the low-slung Ford Fairlane Sunliner convertible, the popular 4-door Buick Riviera; the Chrysler New Yorker St. Regis and the new American classic, the Continental Sculptured plastic figures in each car kit. Six bottles of paint and a tube of cement included in the beautiful gift box.

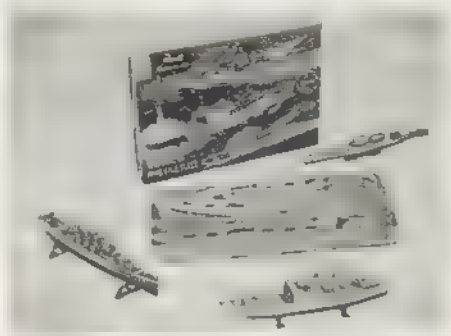
Y30-1211.....**Set 6.60**

Air Power Gift Sets

Set of 5 Jet Planes . . . $4.95 Retail

Plastic scale models made from official blueprints. 6 to 9¾ in. wingspan. Includes parts for authentic scale replica of Northrop's long-range Air Force interceptor, the Scorpion; the Convair F-102A delta wing interceptor; the 822 M.P.H. F-100C Super Sabre; the versatile Martin B-57B bombing plane; and the McDonell Voodoo F-101A Jet Fighter. Swivel display base for each plane plus cement included in the gift box.

Y30-240.....**Set 6.60**



Guided Missile Fleet Gift Sets

Set of 3 Ships to Build . . . $4.95 Retail

Realistically scaled from official blueprints. Perfectly fitting plastic parts—require no sanding. Includes 18-in Norton Sound, a converted seaplane tender now being used as a floating guided missile laboratory; the 13-in guided missile submarine Nautilus; and the 17-in. guided missile cruiser Boston. Hulls pre-painted. Cement and display stands included in gift box.

Y30-333.....**Set 6.60**

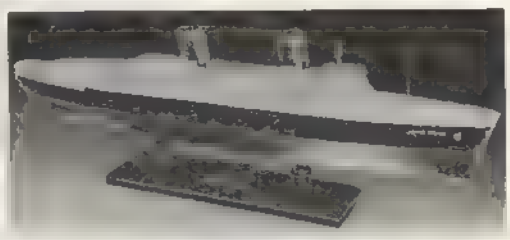
SHIP ASSEMBLY KITS

"Sea Witch" Clipper Ship

$9.95 Retail

51 in. long, 4½ in. wide, 23 in. high. Kit contains over 500 pieces for assembling prototype of the famous "gull ship." Precisely scaled, authentic in every minute detail. Hull and all accessories of high impact plastic including masts, realistic sails, and pulleys. No carving or sanding necessary for assembling. Fully colored and detailed decks. Instruction booklet includes historical resume of the romance of the clipper ship. Each in 26x10½x7 in. corrugated box.

Y4207.....**Each 13.20**



S. S. United States

29 in. long, 7 in. high. Authentic scale model of the world's luxury ship. Kit contains over 200 plastic parts in red, white and blue colors of the United States line. Parts are assembled with screws and glue. Has lights and wiring equipment to illuminate the entire vessel. Replaceable bulb included. The hull has 16 separate units plus lifeboats, davits, masts and pennants. Complete with plastic pedestal for mounting for desk or mantel display. Each in colorful lithographed box, complete with plaque listing data of the vessel.

Y33-3701.....**Each 13.20**

Many Other "Revell" Hobby Kits Are Shown in Our No. 563 Toy & Game Catalog

NEW ELECTRONIC TOYS

FULL OF ACTION AND PLAY VALUE

The BRAIN

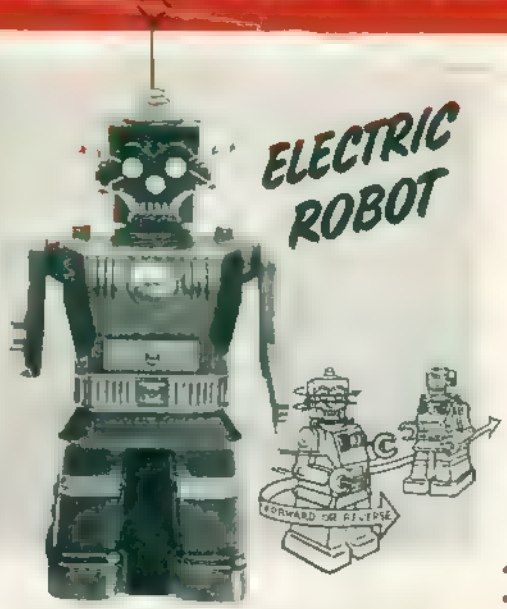
"THE BRAIN" . . . Goes Where Told!

Guided By Pre-Set Push-Buttons . . . $11.95 Sug. Ret.

Anyone can pre-set the push-button brain to move this toy in any desired irregular course. It will go in circles left or right, make figure eights, zig zag or go around obstacles. 20 buttons to set, each controlling about 18 inches of movement or a total of 28½ feet for the full course. The 2 yellow Nike type 5 in. guided missiles can be pre-set by a turn of a dial to be released when, where and in the direction desired.

12 in. long, 5 in. wide, 9 in. high overall. Black, red and silvered body of unbreakable plastics. Rubber wheels, steel enclosed chassis, heavy steel and brass [illegible] and fittings. Printed circuit with brass push-buttons. Plastic guided missiles operated by rear flashlight batteries (included). Packed in shipping box with imprinted targets and pylons to be cut out and set up.

Y4939.....**Each 16.00**



ELECTRIC ROBOT . . . Man of the Future!

Goes Right or Left . . . Forward or Reverse

Simple to operate this futuristic toy will delight any child. Controls at back raise and lower arms. Directional switch guides the robot left, right, straight forward or reverse. The robot's eyes light up when the master switch is on and he turns his head as he moves along. He has a code buzzer with the Morse code printed beside the buzzer. Sliding aerial on his head completes the futuristic look.

15 in. high, 6 in. wide, made of black [illegible] plastic. Most effective [illegible] lighted when head is raised. Operates on two regular flashlight batteries (not included). Tool drawer with tools stored in the pedestal of the robot. Each in box.

Y4666.....**Each 8.00**

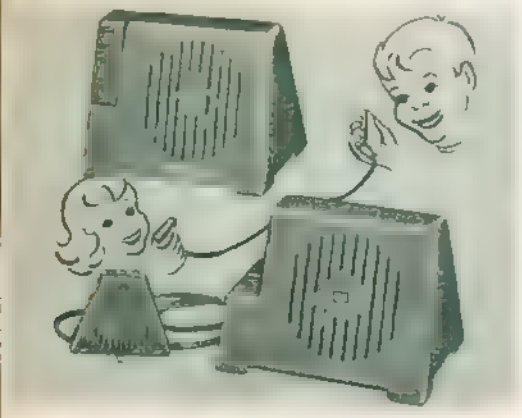
CIVIL DEFENSE RADAR CENTER

Recommended for Ages 7-14 . . . $9.95 Sug. Ret.

Operators learn Civil Defense procedures and responsibilities as they play. 18 planes can be spotted as they zoom into focus on the lighted radarscope. Friend or foe lever automatically turns on green light for friendly planes, red for enemy. Friendly planes are routed to cities on a pegged map. Telegraph and siren alarm alert the area and action when an enemy plane appears. An "Operator's Handbook" for this Civil Defense radar center shows how to operate the motorized revolving radar antenna and the 9 other operating parts. It gives the Morse code and shows silhouettes of 8 different planes together with information about each.

13½ in. wide, 5½ in. deep, 15 in. high overall size. Made of black [illegible] plastic with red knobs and buttons, silvered intent and speaker. Operates on [illegible] flashlight batteries (not included). Each in box.

Y23-200.....**Each 13.00**



TWO-STATION INTERCOM SETS

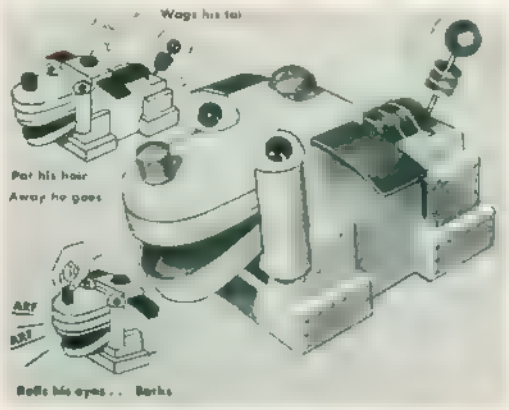
Fun for Children . . . Suitable for Adults

A lot of fun for children is built into this streamlined battery-operated intercom set and yet it is practical for adult use between kitchen and basement or for house to workshop communications. No plug-in to electricity. Completely safe. Voice comes through loud and clear. Easy-to-use speaker fits into speaker base at side. Push button to speak.

Two [illegible] in. stations in beautiful streamline design of red [illegible] plastic. A 4 in. Alnico speaker-amplifier in each station. With 50 ft. of wire and 4 standard size flashlight batteries in [illegible] ctn.

Y4936.....**Set 13.00**

See Page 9 For Other Electronic Communication Toys



"ROBO" THE ROBOT DOG

Pat Him and He Wags Tail, Rolls Eyes

Self-propelled robot dog that only needs a pat on his fuzz of hair and away he goes wagging his tail, rolling his eyes and flapping his jaw. He will "yip" when his nose is tweaked and his ears can be raised or lowered to change expression. A friendly looking little fellow there is no other toy quite like Robo. Younger children who can't wind a mechanical toy will get a lot of fun out of Robo all by themselves.

10½ in. long, 8½ in. high, 9½ in. wide. Black and mottled white high impact plastic with red ears, tail and starter button. White eyes with black pupils. Operates on 2 regular flashlight batteries (not included). Packed in display box.

Y9-2003.....**Each 6.60**

NY-LINT ELECTRONIC CANNON

Fires Sponge-Nosed Missile . . . $12.95 Retail

Swivel the gun mount, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on the dial, then load and fire! Just a touch on the electronic firing button sends the harmless sponge-nosed missile instantly on its speedy way. Realistic army truck carries cannon and 2 missiles plus controls.

23½ in. long, 8½ in. wide and 18¾ in. long overall including 16 in. cannon. Heavy welded steel with olive drab baked enamel finish and heavy duty rubber tires. Uses 2 regular flashlight batteries (not included). Each in ctn. 11 lbs.

T20-2400.....**Each 17.20**

Maco Toys Fabulous

FIFTY-CALIBER "ACK-ACK" GUN

SORRY- The Ack-Ack Gun proved to be an even more fabulous number than we anticipated. The rush of orders was more than we could fulfill even with our production line working full blast. Indications are of an even bigger demand, so please be prepared and order now!

NO. 676
ACK-ACK GUN

ASK FOR DESCRIPTIVE CATALOG SHEET

Certainly we have something EXCITINGLY NEW to show you at the Hotel New Yorker, Room 1074. Our permanent show room, NAT BERK ASSOCIATES, Room 205, 200 Fifth Ave., New York.

A PRODUCT OF
MACO TOYS
MEMBERS OF DISTINCTION

MACO TOYS
276 NOSTRAND AVENUE, BROOKLYN 5, N. Y.

NOTICE

Notice is hereby given that the **.45 Cal. automatic pistol** and the **593 paratrooper carbine 30 Cal.** are covered by a U S Patent #2,737,942 and no one has been authorized or licensed to manufacture any item using this patent. Therefore, anyone other than Maco Toys who manufactures, sells or distributes the above items will infringe on our patent rights.

We therefore, ask for the kind cooperation of our good friends and customers to respect our patent rights.

New York Representative:
NAT BERK ASSOCIATES, 200 Fifth Ave., Rm. 205, New York, N. Y.

Midwest Representative:
G. M. KALMANSON ASSOCIATES, 11-113 Merchandise Mart, Chicago 54, Ill.

Southern Representative:
EDDY ASSOCIATES, P.O. Box 7568, Memphis, Tenn.

Western Representative:
IRVING PETOK COMPANY, 310 East 4th St., Los Angeles 13, Calif.

VINYL DOLL

23 inches tall. Has "Super-Flex" arms and legs. All vinyl with rooted curley bob hairdo. Assorted dresses with matching bonnets, coo voice, turning head, sleeping eyes.

OA2 . . . . . List $9.95

GIRL DOLL

19 inches tall. "Super-Flex" arms and legs. Vinyl. Rooted curley bob hairdo. Dress with matching bonnet. Coo voice, turning head, and sleeping eyes with lashes.

OA4 . . . . . List $7.95

BALLERINA WITH CLOTHES

"Nadia" the ballerina and her street outfit, 20" plastic doll, fully jointed at ankles, knees and hips, her head turns from side to side, moving eyes, rooted ponytail hairdo, dressed in a glamorous ballerina outfit, glittering metallic net overskirt and flocked lace "V" insert on bodice, panties, ballerina stockings and vinyl ballet shoes. Extra outfit consists of dress, bolero, sash, extra panties, socks and flat heeled walking shoes.

2011X . . . . . List $9.95

BALLERINA ONLY

Same as No. 1012—2011X less extra outfit. Packed 12 individual boxes per carton. Shipping weight 28 lbs.

2011 . . . . . List $7.95

BRIDE DOLL

Beautifully dressed in white satin and lace bridal gown with silver lace peplum overskirt. Bridal veil gathered with lilies of the valley and her bouquet is of the same flowers. Has crinoline petticoat, long white stockings and white high heel shoes. Her luxuriant hair is done up in long pencil curl hairdo. 20 inches tall.

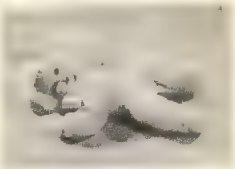
OA3 . . . . . List $11.95

BABY DOLL

18" all vinyl baby, rooted hair, moving eyes. Nylon dress, lace trim, vinyl shoes, cotton socks, panty.

1897 . . . . . List $4.98

SLEEPY BABY



Made of rayon plush. Foam filled. Entirely washable. Flexible face. 16 inch size.

1172 . . . . . List $2.98

AMSCO DOLL-E-NURSER

Contains: 6 Plastic Doll-E-Nursing Units (Unbreakable), 6 plastic bottles, 6 sealing discs, 6 caps, 6 nipples, sterilizer and cover and bottlerack (unbreakable polyethylene) bottle tongs, measuring cup, funnel, measuring spoon, bottle brush, DOLL-E-VEL (filled package). Packed 12 individual boxes per carton, Shipping weight 18 lb.

324 . . . . . List $1.98

REVLON CHERRIES A LA MODE DOLL

The full formed figure of a teenager and the face of an angel. Turn-waist, magic touch skin. Her high fashion wardrobe includes: Cherries A La Mode dress, Crinoline panties, high heel shoes, Nylon stockings. All Cherries A La Mode dolls wear a pearl necklace, pearl earrings, and a pearl bracelet. 18 inch size.

0945 ..... List $13.95

REVLON KISSING PINK DOLL

Vinyl head with Saran wig that can be washed and waved. Teenager with the face of an angel. Turning waist, magic touch skin. Her long shapely legs are enhanced by high-heeled shoes, and nylon stockings. High fashion wardrobe includes: Kissing pink dress, crinoline, and panties. and to further glamourize her outfit she wears a pearl necklace.

0960 ..... List $15.95

DAISY AND DANNY DOLLS

DAISY DOLL

New soft doll featured on Ding Dong School. Cuddly, soft, refreshingly new freckled face, made of life-like vinyl that may be washed. May be played with in a variety of positions. She will sit up, dangle her legs over a chair, kneel, take a bow, cross her feet, assume an endless variety of lifelike positions. All the clothes are removable. Buttons and buttonholes used on the dress.

4101 ..... List $3.98

DANNY DOLL

New soft doll featured on Ding Dong School. Cuddly, soft, refreshingly new freckled face, made of lifelike vinyl that may be washed. He will sit up, dangle his legs over a chair, kneel, take a bow, cross his feet and assume an endless variety of lifelike positions. All the clothes are removable. Buttons and buttonholes used on the shirt. Belt with buckle on trousers. Zipper fastener in back of trousers.

4151 ..... List $3.98

ROCKING CRADLES

Cradle sturdily constructed of heavy duty corrugated fibreboard and Patented Plastic Rockers with Quilted Rosebud Ruffled Plastic Liner and Skirt plus Matching Mattress and Pillows. Comes in individual polythene bag with plastic bow. Assorted colors. Packed 12 individual boxes per carton, shipping weight 17 lbs.

404 ..... List $1.98

JR. CRADLE

11 x 5 x 3¼ inches. Similar construction as 1102-404* only slightly smaller proportionately. Packed 36 individual boxes per carton, shipping weight 40 lbs.

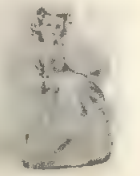
1429 ..... List $0.98

TOWN AND COUNTRY DOLL

20" All Plastic Walking Doll with soft life-like Vinyl head and moving eyes. Rooted washable and curlable Saran hair in a fancy upsweep hair-do. Doll has jointed knees and jointed ankles which permits the doll to assume both High Heel and Low Heel positions. A specially constructed jointed body enables the doll to assume bending positions in any direction. Wears a beautifully pleated dress with contrasting blouse and ruffled petticoat, panties, stockings and high heel shoes. On her arm is an I. Miller Shoebox which contains an attractive pair of low heeled shoes.

990 ..... List $9.98

BRIDE IN TRUNK DOLL



14" All Plastic Walking Doll with soft life-like Vinyl head and moving eyes. Hair is rooted saran and can be washed and curled. Doll is dressed in a bridal gown of embossed satin and net, veil and carries a bouquet of flowers in her hand. Her trousseau consists of four outfits: Street Dress, Nightgown, Housecoat, Sun-dress and stole, boucle hat.

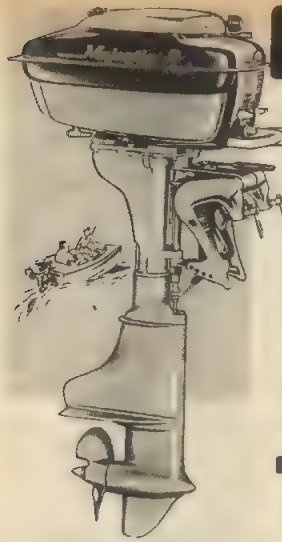
1040–901 ..... List $7.98

WINKIN-BLINKIN-NOD SET

Three 10-1/2" All Latex Dolls with soft Vinyl heads, stationary painted eyes. Hair is molded in fine detail. Coo voice. Dolls are dressed in colorful full lenght Nightshirts and tassled Nightcaps.

995 .... List $3.98

MAJESTIC DELUXE OUTBOARD MOTORS

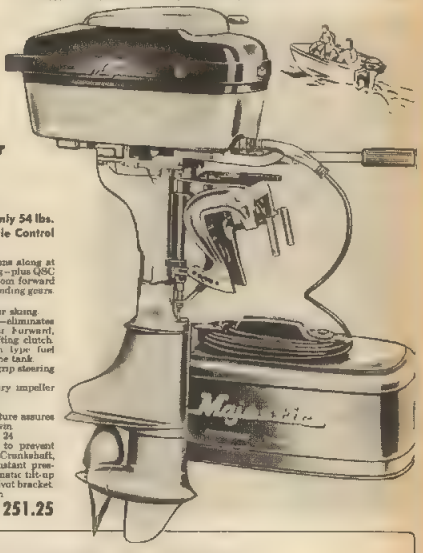


Majestic 7.8 Horse Power Outboard Motor

- With QSC Power Shift—Forward, Neutral, Reverse
- Lightweight! Weighs Only 47 pounds
- Automatic Rewind Starter
- 5 Qt. Gas Tank Capacity
- Automatic Co-Skipper Steering
- Speed Range 0-24 MPH

But for power and speed Majestic Outboard motors have all the essential features of the highest priced motors. These sure-starting, dependable smooth handling motors are equipped with QSC gear shift Quieter Smoother and More Convenient Shift instantly from forward to neutral or reverse, smoothly without clashing gears.

STEERING Automatic co-skipper. Holds a set course.
LIGHTWEIGHT Die cast aluminum parts Alrok treated to prevent corrosion.
FUEL DISTRIBUTION SYSTEM VALVE Internal dual rotary, 2 port type—no cams.
GEAR SHIFT LEVER—Conveniently located at front of motor—eliminates awkward reaching around the motor for the control lever. Forward, neutral, reverse.
CARBURETOR—Tillotson concentric bowl, ever-level assures constant gas supply.
HORSEPOWER—7.8 HP OBC certified. Alternate firing lite twin. Bores and stroke—1⅝x1⅜". Piston displacement 9.96 cubic in. Gear reduction ratio 14 to 24. Starter—automatic rewind 2 blade, semi weedless propeller—7½x9¼". Speed 0-24 MPH. Ignition Phelon water proof hot spark magneto. Rust resistant bed bearing mounted propeller shaft. Cooling system water pump—neoprene positive rotary impeller type. Motor angle adjustment. Automatic tilt up bracket. Synchronized single lever throttle and spark controls. Quiet underwater exhaust. Wt. 47 lbs.
No. 54597 List $235.00. Dealer's, each **176.25**



Majestic 15 Horse Power Outboard Motors

- "QSC" Powershift—Forward, Neutral, Reverse
- Adequate for Water Skiing
- Speeds up to 30 MPH
- Lightweight Weighs only 54 lbs.
- Alternate Firing Lite-Twin
- Twist Grip Throttle Control
- Seperate 6 Gallon Day Cruiser Tank

This power-packed Majestic 15 HP outboard motor zooms along at 30 MPH. Fast starting, smooth, lightweight, easy handling—plus QSC gear shift. Quieter, Smoother, more Convenient Shift from forward or reverse or neutral with a silken smoothness, without grinding gears.

STEERING—Automatic Co-skipper, holds a set course
HORSEPOWER—15 HP, OBC certified Adequate for water skiing
GEAR SHIFT LEVER—Conveniently located at front of motor—eliminates awkward reaching around the motor for the control lever. Forward, neutral and reverse with spring type super-smooth shifting clutch.
FUEL SYSTEM—Crankcase pressure operated. Large, large type fuel pump with separate pressure-less single line 6 gal. gasoline tank.
SPARK INDICATOR—and throttle synchronized with twist grip steering handle speed control. Speed 0 to 30 Miles per hour
COOLING SYSTEM—Water pump, neoprene positive rotary impeller type, rotates at engine speed. Propeller 8x11", 3 blade.
IGNITION—Phelon water proof hot spark magneto.
CARBURETOR Carter concentric bowl type—ever level feature assures constant gas supply. Alternate firing—medium weight twin.
BORE AND STROKE—2½x2½". Gear reduction ratio 14 to 24
LIGHTWEIGHT—Diecast aluminum parts Alrok treated to prevent salt water corrosion. Convenient front panel controls. Crankshaft, bearings, connecting rods and pistons lubricated by constant pressurized oil bath. Carrying handle on front of motor. Automatic tilt-up bracket. K-Z motor angle adjustment. Hinge type motor pivot bracket. Quiet underwater exhaust. Piston displacement 19.9 cu. in.
No. 54598 Shipping wt. 54 lbs. List $335.00
Dealer's, each **251.25**

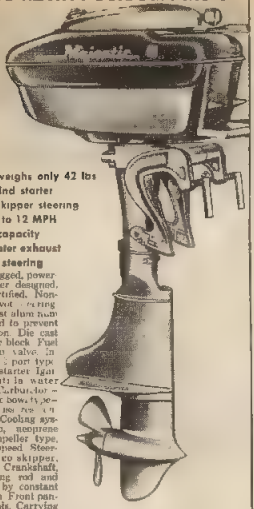
MAJESTIC SYNC-CONTROL

- For remote control of throttle and shifting
- For 15 HP Majestic motor only
- For placement of steering wheels from 8½ to 10 ft. from motor

Provides smooth and safer remote control of both throttle and shifting. Dual arc rail type cables provide positive push pull control. Inside tension member gives straight line pull. Compression member provides non-lag push. Non-corrosive brass fittings. Control box has safety factor allows shifting only with motor retarded to proper speed range. Ship wt. 15 lbs.
No. 54599, List $49.50.
Dealer's, each **39.60**

Merchandise On This Page Not Included In Our Freight Offer

MAJESTIC 4.2 H. P. Outboard Motor



OBC Certified

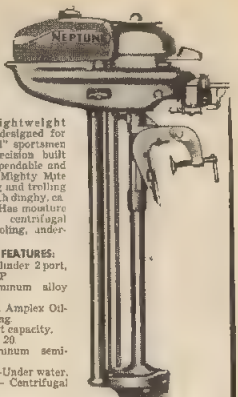
- **Lightweight—weighs only 42 lbs**
- **Automatic rewind starter**
- **Automatic co-skipper steering**
- **Speed range 1 to 12 MPH**
- **5 Qt. gas tank capacity**
- **Quiet under water exhaust**
- **360° full pivot steering**

One of the most rugged, power packed motors ever designed. 4.2 HP OBC certified. Non-shift 66" fin pivot casing. Lightweight die cast aluminum alloy parts Alrok treated to prevent rust water corrosion. Die cast aluminum cylinder block Fuel distribution system valve in tread plate rotary port type. Automatic rewind starter Ignition Bendix scintilla water proof magneto Carburetor — Tillotson concentric bowl, type—easy cold feature use ice cold start gas supply Cooling system water pump, neoprene positive rotary impeller type, rotates at engine speed Steering — automatic co skipper, holds set course Crankshaft, bearings, connecting rod and pistons lubricated by constant pressurized oil bath Front panel regulator controls. Carrying handle on front of motor Automatic tilt-up bracket.

No. 54596. Wt. 42 lbs. List $174.50. Dlr's. ea. **130.88**

NEPTUNE "MIGHTY MITE"

1.7 HP Outboard Motor —Weighs only 17 lbs.!



The powerful lightweight Mighty Mite is designed for "economy minded" sportsmen who want a precision built motor that is dependable and easy-to-operate. Mighty Mite is an ideal fishing and trolling motor, for use with dinghy, canoe, or sailboat. Has moisture proof magneto, centrifugal pump siphon cooling, underwater exhaust.

CHECK THESE FEATURES:

Motor — Single cylinder 2 port, 4000 R.P.M. 1.7 HP

Cylinders — Aluminum alloy cast iron sleeve.

Bearings—Special Amplex Oilite, self-lubricating

Gas Tank -1 quart capacity.

Gear Ratio—13 to 20

Propeller — Aluminum semi-weedless

Muffler-Exhaust —Under water.

Cooling System — Centrifugal pump.

Ignition—High Tension magneto

Carburetor Tillotson automotive type, non-flooding.

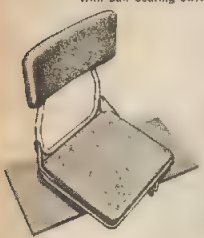
Length—33¾". Stern Ht. 15".

No. 5943 Shipping weight 22 lbs. List $79.50 Dlr's., ea. **59.63**

Motors Listed Above Are NOT Included In Our Freight Offer

ALL AMERICAN SWIVEL BOAT SEAT

With Ball Bearing Swivel Carriage



A sturdy comfortable swivel boat seat—beautifully designed in both appearance and mechanical detail Has the popular form-fitting curved posture backrest for the utmost in comfort and healthful support. Made for years of hard use, this seat features weatherproof embossed Duran plastic covering & form fitting tubular steel frame, a full 12 inch, 360 degree swivel carriage; low center of gravity exclusive no-tipping feature, and rust resistant finishes. All metal to metal parts are riveted. Padded back and seat.

No. 4810 List $10.95 Dlr's., ea... **6.57**

ALL AMERICAN SPORT SEAT

For Boats and Spectator Sports

Built to withstand years of hard use this handsomely styled sport seat can be easily and securely attached to any board bench bleacher or boat. Felt padded backrest and seat are covered with weather proof Duran embossed plastic. Sturdy channel steel frame and patented locking device to prevent opening while being carried. Metal parts are of rust-resistant construction and rust-resistant. Lightweight, compact easy-to-carry. Ship. wt 8 lbs.

No. 4812 List $4.95 Dlr's. ea. . . . **3.22**

White Bear Water Skis and Accessories

- **Perfectly balanced—easy to handle in water**
- **Made of finest grade Ash**
- **Coated with water resistant paint**
- **Adjustable foot harnesses made of soft molded rubber**

Easy to handle in the water—these water skis made of finest grades of Ash lumber are perfectly balanced. Waterproof sealing coat, plus 2 other coats of durable wet resistant paint. Foot harness made of highest grade raw rubber, molded to resist sun and water Rubber is durable, but easy on the foot. Foot harnesses adjust easily, and stay in place Adjust from sizes 3 to 12. FOB White Bear Lake, Minn

No. 99964F 6 foot skis (outboard) 72" long, 7" wide. Wt 20 lbs. Use with motors of less than 20 HP Their larger planing surface makes it easier to get skier started, or pulled up out of water Doesn't slow boat up on turns For people over 200 lbs behind 25 HP motors Also when pulling 2 or 3 skiers behind 25 HP motors and up. List $34.95 Dlr's. ea. **23.30**

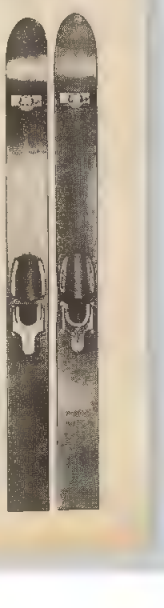
No. 99963F 5½ ft. skis (outboard) 67" long, 6" wide Wt. 16 lbs Use with motors 25-50 HP for inboards 75 HP and up. For people who weigh 185 to 190 lbs behind 25 to 50 HP motors List $33.95 Dlr's. ea. . . . **22.63**

Shipped FOB White Bear Lake, Minn

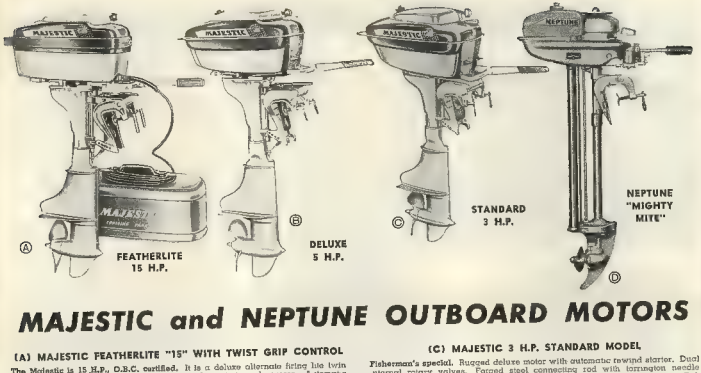
70 Foot Single Handle Tow Rope

Made of ½". 3 strand manila oil treated rope. Complete with water proof wooden handle Wt 2 lbs Ship. FOB White Bear Lake Minn

No 99965F List $4.95 Dealer's. each **3.30**



Satisfaction Guaranteed or Money Refunded



MAJESTIC and NEPTUNE OUTBOARD MOTORS

(A) MAJESTIC FEATHERLITE "15" WITH TWIST GRIP CONTROL

The Majestic is 15 H.P., O.B.C. certified. It is a deluxe alternate firing lite twin with "OSC" power shift control forward, neutral, and reverse. Automatic rewind starter, dual internal rotary valves. Forged steel connecting rods with torrington needle bearings. **9x12" semi-weedless 3 blade propeller.** Waterproof high tension magneto. Quiet underwater exhaust. Balanced fly wheel and crankshaft. Positive cooling impeller water pump. Tillotson concentric bowl carburetor. Automatic co-skipper steering, will hold a set course. **Estimated average boat speed range, from 9 to 18 MPH.** Carrying weight 54 lbs. Separate 6 gallon cruising tank included

79R36-24375—Ship. wt. 60 lbs.....RETAIL **$320.00**

(B) MAJESTIC 5 H.P. DELUXE MODEL

Deluxe alternate firing twin. With "OSC" power shift forward, neutral and reverse. **Weight only 46 lbs.** Automatic rewind starter. Dual internal rotary valves. Forged steel connecting rods with torrington needle bearings. Bendix-scintilla magneto. Balanced fly wheel and crankshaft. Positive cooling rotary impeller type water pump. Tillotson concentric bowl carburetor. Automatic co-skipper steering which will hold a set course. **Average boat speed range, from 9 to 17 MPH. 7½x8" semi-weedless 2 blade propeller.** Gas tank capacity 5 quarts

79R37-12400—Ship. wt. 55 lbs.....RETAIL **$198.50**

(C) MAJESTIC 3 H.P. STANDARD MODEL

Fisherman's special. Rugged deluxe motor with automatic rewind starter. Dual internal rotary valves. Forged steel connecting rod with torrington needle bearings. Waterproof high tension magneto. Quiet underwater exhaust. Ball bearings. Waterproof high tension magneto. Quiet underwater exhaust. Balanced fly wheel and crankshaft. Positive cooling impeller water pump. Tillotson concentric bowl carburetor. Automatic co-skipper steering which will hold a set course. Trolls beautifully. **Average boat speed range, from 1 to 10 MPH. 7½x6" semi-weedless 2 blade propeller.** Gas tank capacity, 3 quarts

79R38-9850—Ship. wt. 45 lbs.....RETAIL **$137.50**

(D) NEPTUNE "MIGHTY MITE"

The Neptune "Mighty Mite" is an ideal light yet rugged outboard motor. **Powerful enough to do a big job and weighs only 18 lbs.** This high quality motor is excellent for use on lakes where larger motors are forbidden, as a fishing and trolling motor, as a second or companion motor for your present motor. Can be operated easily by women or children and is convenient for use on a sailboat or dinghy. **Single cylinder, 1.7 H.P. (O.B.C. Certified) motor.** Gas tank has one quart capacity. Propeller is aluminum semi-weedless. Carbureter is Tillotson automotive type. Also has aluminum alloy two ring piston, high tension magneto, and gear ratio of 13 to 20.

79R39-5565—Ship. wt. 18 lbs.....RETAIL **$79.50**

WOODSTOCK BOAT SEATS

WOODSTOCK BOAT SEAT #3

Ball bearing swivel carriage permits seat to turn completely around. Base clamps securely to seat of boat at 4 points. Flexible steel back which conforms to the shape of your body without sacrificing strength. **Inlaid cork seat, repels water and is two inches above seat of boat.** Ideal for cruising, fishing, and running the outboard. Simple and quick to install. Ship. wt. 12 lbs.

79R65-537.....RETAIL **$8.95**

WOODSTOCK BOAT SEAT #6

Complete ball bearing carriage between base and seat. Turns completely around. Back has two positions, tilts for more comfort. Fastens to seat at four points, can be quickly attached. Colorful masland duran plastic covering is latest design, in red, yellow, or green. Specify color. Ship. wt. 9 lbs.

79R2-718.....RETAIL **$11.95**

PADDED BOAT AND STADIUM SEAT

Hooks over any boat seat with two steel braces. Pad covering is colorful masland duran plastic which is durable and attractive. Seat can be easily folded and carried to stadium or other events. Light weight and strong steel construction. Ship wt. 7 lbs.

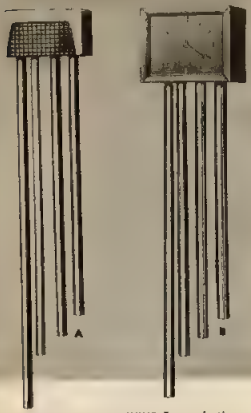
79R66-270.....RETAIL **$4.50**

2½ GALLON FUEL TANK

An ideal unit for the sportsman or motorist or power mower owner as well as for a service station. Its design permits it to be stored in a small space. **Constructed of sturdy steel, lacquered red body, yellow print.** Heavy wire bail, wood roll handle. Treated inside and out for rust resistance. 2½" brass filler cap with 1 oz. oil measure. Removable filler screen. Reversible, leakproof, double purpose flexible spout and seal. Ship. wt. 5 lbs.

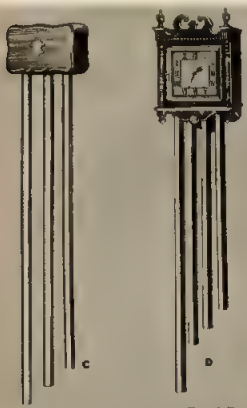
79R6-210.....RETAIL **$3.00**

ORDER EARLY for Holiday Delivery



(A) MAJESTIC DOOR CHIME. Ivory plastic cover, gold grille. Long satin brass tubes. Handy night light inside case. 4 to 8 notes for front door, 2 notes for rear door, 1 note for 3rd door. With triple-voltage transformer 9⅛"x49¼". **10-1412-N-2697** Wt. 14 lbs. . . Retail **49.95**

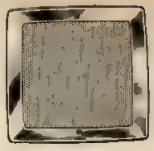
(B) CENTURY DOOR CHIME. Rich looking limed oak cabinet. Self-starting electric clock and NuTone chime operate on 24-v. transformer (included). 4 or 8 notes for front door—2 notes for rear, 1 for third door. 10"x52¾". **10-1413-4797** Wt. 16 lbs. . . . .Retail **79.95**



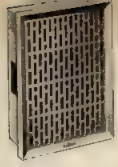
(C) CONTINENTAL DOOR CHIME. French Provincial, 1-piece cover, walnut-finished. Satin brass tubes. 2 notes front door—1 note back. With bracket for corner mounting. Uses 16-volt transformer. 7½"x41¾". **10-1412M-1102** Wt. 4¾ lbs. . . . .Retail **16.95**

(D) JEFFERSON DOOR CHIME. Colonial hall clock with 4 or 8-note Westminster chimes. Mahogany cabinet. Triple-voltage transformer incl. 2 notes for rear and one for 3rd door. Volume control. 10⅜"x56½". Wt. 20 lbs. **10-1412P-5397** . . **89.95**

CLOCK CHIME. Recessed or surface mounting. Use with 16 v. transformer. Chrome trim, white grille. 2 notes front, 1 rear. 6¾" sq. 4 lbs. **10-1412S-1297** Retail **19.95**



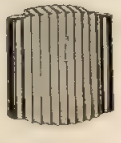
RECESSED CHIME. Surface mounts also Repeat-front, 2-rear; 1-3rd. 8" square. 4 lbs. **10-1412C-647** White grille. **10-1412D-647** Ivory grille. Retail **9.95**



MODERN Oyster white plastic with reversible red and gold metal grille. 2 notes front, 1 rear. 4¾" W., x6⅜" H., 2" D. Wt. 2½ lbs. **10-1413D-387** Retail **5.95**

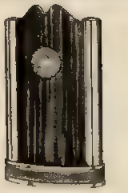
JEWEL. Highly polished brass tubes. 2 notes front door, 1 note rear. Use with 16-volt transformer. 7"x9"x3". Wt. 3½ lbs. **10-1412G-777** Walnut **10-1412H-777** Limed Oak Retail **11.95**

MT. VERNON. Colonial elegance in a beautiful hammered brass shield. Two notes for front door, one note for back door. Uses sixteen volt transformer. Overall size: 7"x11¾". Weight 3 lbs. **10-1412F-748** Retail **11.50**



REPEAT-A-TONE. Repeating chime for front door plus two notes for rear door, one note for third door. Ivory plastic cover, brass fin. tubes. 7"x7¾"x2½". Wt. 2½ lbs. **10-1412E-553** Retail **8.50**

Melodic Nu Tone Door Chimes



SYMPHONIC. 8 or 4-note Westminster chime for front door, 2 for rear, single for 3rd. Walnut finish cover with satin brass trim and tubes. 24-v. transformer included 8"x 14". Wt. 9¾ lbs. **10-1412L-2208** . .**34.50**

DELUXE. Smartly styled short-tube chimes. Walnut cover with brass finish tubes. Sounds 2 notes for front door. 1 note for rear. Uses 16-volt transformer. 8"x11¼". Weight 2 lbs. **10-1412J-553** **8.50**

COMMANDER. Two note chime for front door, one note for rear door . . . very pleasing to the ear. Uses a sixteen-volt transformer. Gleaming ivory plastic with polished brass tubes and trim. Overall size of chimes are 7"x6¾"x2¾". Shipping wt. 2 lbs. **10-1412A-488** . . . . . Retail **7.50**

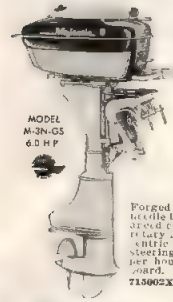
NON-ELECTRIC DOOR CHIME. 2-note chime, solid brass nameplate. Needs no wires or batteries. Forged brass handle. Adjustable to wood or metal doors. Gives 2 clear musical tones. Nothing to get out of order. Wt. 1⅝ lbs. **10-1413A-322** White **4.95** **10-1413B-322** Walnut. **4.95**

(E) PUSH LITES. Gold finish lucite, lamp lights nameplate. **10-1413G-163** or 16-v. transformer. . . . . Retail **2.50** **10-1413H-163** For 24-v transformer. . . . Retail **2.50** **(F) CONCORD PUSH BUTTON.** Solid forged brass; with nameplate. 2"x5". Wt. 1 lb. **10-1413F-192** Retail **2.95**

16-VOLT TRANSFORMER. Easily mounted in any location. Fits any ¼" knockout. Used for 2-note chimes shown above. Also for oil or gas heating systems, or for use with air conditioning units. 2¼"x2¾"x2". 5 watts. Weight 1 lb. **10-1413J-179** Retail **2.75**

MAJESTIC KING OF THE OUTBOARD MOTORS

ALROX TREATED FOR SALT WATER USE



MODEL M-3N-GS 6.0 H.P.

DELUXE ALTERNATE FIRING TWIN

O.B.C. CERTIFIED

"QSC" POWERSHIFT FORWARD, NEUTRAL and REVERSE

WEIGHT ONLY 48 LBS.

AUTOMATIC REWIND STARTER

DUAL INTERNAL ROTARY VALVES

Forged steel connecting rods with Torrington needle bearings. Phelon hot spark magneto. Balanced crankshaft and flywheel. Positive cooling rotary type water pump. Thermostatic bowl governor. Automatic reel-type water pickup. Tilt-up clamp steering. Automatic weight fishing motor. Trolls beautifully. Average boat speed range 0 to 17 miles per hour. The world's most popular size outboard.

715002X10500 Each..... $220.00

FISHERMAN'S SPECIAL!

DUAL INTERNAL ROTARY VALVES

FORGED STEEL CONNECTING ROD WITH "TORRINGTON" NEEDLE BEARINGS

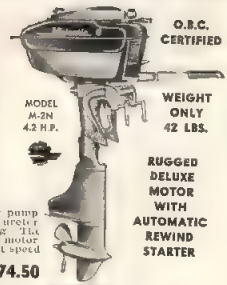
BALANCED CRANKSHAFT

BALANCED FLY WHEEL

QUIET UNDER-WATER EXHAUST

Positive cooling impeller water pump. Thermostatic governor. Automatic reel-type water pickup. Tilt-up clamp steering. Automatic weight fishing motor. Trolls beautifully. Average boat speed range 0 to 12 miles per hour.

715001X13000 Each.....$174.50

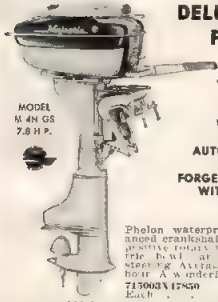


MODEL M-2N 4.2 H.P.

O.B.C. CERTIFIED

WEIGHT ONLY 42 LBS.

RUGGED DELUXE MOTOR WITH AUTOMATIC REWIND STARTER



MODEL M-4N-GS 7.8 H.P.

DELUXE ALTERNATE FIRING TWIN

O.B.C. CERTIFIED

"QSC" POWERSHIFT FORWARD, NEUTRAL and REVERSE

WEIGHT ONLY 47 LBS.

AUTOMATIC REWIND STARTER

FORGED STEEL CONNECTING RODS WITH TORRINGTON NEEDLE BEARINGS

Phelon waterproof hot spark magneto. Balanced crankshaft. Balanced flywheel. Neoprene positive rotary impeller type. Phelon thermostatic bowl governor. Automatic reel-type shipper steering. Attractive boat speeds, 0 to 20 miles per hour. A wonderful motor for the entire family.

715003X17850 Each..... $238.00

FEATHERLIGHT "15"

ALTERNATE FIRING (MEDIUM WEIGHT) TWIN

GEAR SHIFT

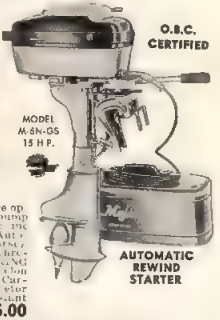
APPROX. WEIGHT 54 LBS.

APPROX. SPEED 0 to 30 M.P.H.

FORWARD, NEUTRAL and REVERSE WITH SPRING-TYPE SUPER-SMOOTH SHIFTING CLUTCH

Fuel system: crankcase pressure operated displacement type fuel pump with separate reserve/economy engine fuel gasoline tank. Steering: Automatic reel-type shipper. Ignition: solid state spark indicator and throttle synchronized with TAB SPECIAL STARTING HANDLE SPEED CONTROL. Phelon waterproof hot spark magneto. Carter concentric type carburetor lever lever feature assures constant gas supply.

715004X25125 Each..... $335.00



MODEL M-6N-GS 15 H.P.

O.B.C. CERTIFIED

AUTOMATIC REWIND STARTER

ALL MOTORS F.O.B. CHGO. WHSE. NO C.O.D. ORDERS ACCEPTED. SPECIFICATIONS ON EACH MOTOR ON REQUEST

"MEMPHIS BELLE" ALL-ALUMINUM BOATS

★ *Resists CORROSION, ROT and DETERIORATION Can be used in Alkaline or Salt water. Occasional rinsing with fresh water recommended if used in Salt water.*
★ *Air chambers installed under each seat for SAFETY.*
★ *Siphon bilge drain standard all models. OWN and OPERATE A DRY BOAT.*
★ *No annual maintenance.*
★ *Waterline colors optional. Please Specify Green, Red, Yellow or Blue.*

F.O.B. TENNESSEE FACTORY. NO C.O.D. ORDERS ACCEPTED.

(A)

(B)

(C)

(A) FISHERMAN'S PAL

Painted overall green. Gauge aluminum .051

No.	Beam	Depth	Transom Top	Transom Bottom	Rec. H.P.
5-43802X	44"	14"	38"	34"	7½
5-43804X	49"	17"	38"	32"	7½ 10

5-43803X13000 12 ft. Ship wt. 100 lbs. Each..... $167.00

5-43803X13650 14 ft. Ship wt. 95 lbs. Each..... 195.00

(B) ALL-PURPOSE

No.	Beam	Depth	Transom Top	Transom Bottom	Rec. H.P.
5-43804X	52"	22"	39"	44"	10
5-43805X	56"	26"	41"	52"	16
5-43806X	62"	28"	45"	60"	25

5-43804X20400 16 ft. Ship wt. 180 lbs. Each..... $292.00

5-43805X24430 14 ft. Ship wt. 23 lbs. Each..... 349.00

5-43810X31750 16 ft. Ship wt. 270 lbs. Each..... 454.00

(C) PLA-BOY

Philippine Mahogany decks. Crated to protect decks—net crating charge $10.00

No.	Beam	Depth	Transom Top	Transom Bottom	Rec. H.P.
5-43006X	52"	22"	39"	44"	16
5-43807X	60"	26"	47½"	52"	25
5-43809X	69"	28"	48"	61"	31-40

Deck length front 56"—center 12"

5-43806X25850 12 ft. Ship wt. 160 lbs. Each.. $369.00

Deck length front 60" center 20".

5-43807X31400 14 ft. Ship wt. 260 lbs. Each.... 449.00

Deck length front 68"—center 20".

5-43809X41650 16 ft. Ship wt. 315 lbs. Each.... 595.00

OUTBOARD MOTORS

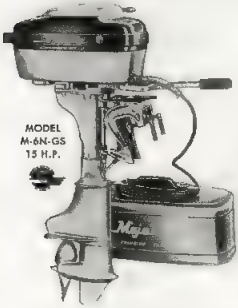
MAJESTIC

Majestic motors have all the essential features of the highest priced motors Precision made from the finest materials with the highest skilled workmanship.

They are equipped with waterproof high tension magneto system; dual jet concentric bowl carburetors; internal dual rotary 2 port type valves; forged steel connecting rods with Torrington needle bearings, balanced crankshaft and flywheel; lubricated by constant pressurized oil bath, positive cooling rotary impeller type water pump; quiet underwater exhaust; convenient front panel regulator controls; automatic rewind starter, automatic "Co-skipper" steering, holds set course; automatic tilt-up bracket, E-Z motor angle adjustment; convenient carrying handle on front of motor.

All models except 4.2 HP are equipped with "QSC" gear shift, so named because it is Quieter, Smoother and more Convenient. Allows instant shift from forward to neutral to reverse without clashing gears; gear shift lever mounted on motor bracket for convenience and ease of operation.

All horsepower ratings OBC certified.



15 HP, with "QSC" Powershift

A deluxe alternate firing twin with speeds up to 30 miles per hour, this husky and compact motor is ideal for those who enjoy thrilling speeds or need big power.

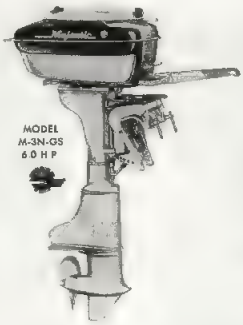
Twist-grip throttle control; three blade semi-weedless propeller.

Complete with 6 gal. Day Cruiser tank.

Each

No. M-6N-GS Wt. each 54 lbs. $235.00

One in a carton.



6 HP, with "QSC" Powershift

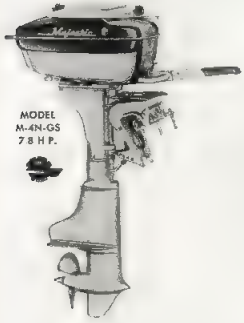
A deluxe alternate firing twin that provides average boat speeds up to 17 miles per hour The most popular size outboard for all around service

Two blade semi-weedless propeller; built-in 5 qt. tank.

Each

No. M-3N-GS Wt. each 46 lbs. $220 00

One in a carton



7.8 HP, with "QSC" Powershift

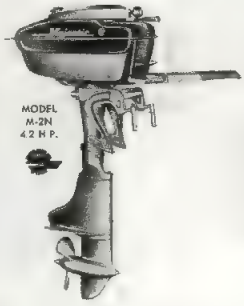
A deluxe alternate firing twin that provides average boat speeds up to 20 miles per hour The ideal motor for the entire family

Two blade semi-weedless propeller; built-in 5 qt. tank.

Each

No. M-4N-GS Wt. each 47 lbs $235.00

One in a carton.



4.2 HP, without Powershift

The perfect lightweight fishing motor. Provides average boat speeds of 1 to 12 miles per hour; trolls beautifully.

Two blade semi-weedless propeller; built-in 5 qt. tank.

Each

No. M-2N Wt. each 42 lbs. $174.50

One in a carton.

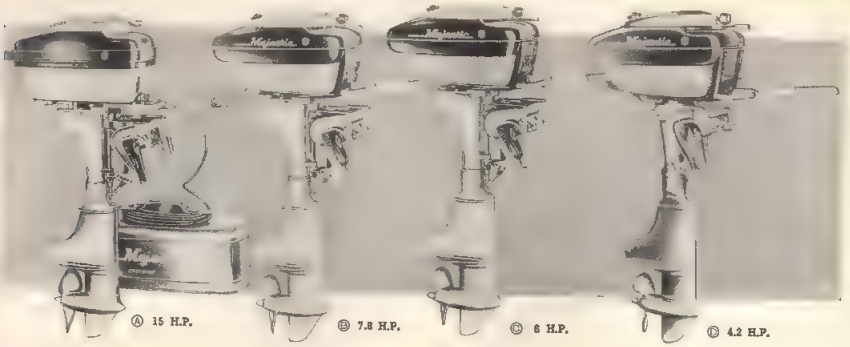
"Sync-Control" For Remote Control of Throttle and Shifting

Provides smooth and safe remote control of throttle and Powershift. Dual, aircraft type cables provide positive push-pull control. Inside tension member gives straight-line pull; compression member provides non-lag push. Control box has safety factor—allows shifting only with motor retarded to proper speed range.

Each

Aft Mounting—6 ft. long $70.00
Forward Mounting—10 ft. long 80.00

One in a carton.



Ⓐ 15 H.P. Ⓑ 7.8 H.P. Ⓒ 6 H.P. Ⓓ 4.2 H.P.

Famous MAJESTIC Twin Outboard Motors

Ⓐ MAJESTIC FEATHERLIGHT 15 H.P. TWIN

A powerful 15 H.P., O.B.C. certified work horse with plenty of power for water skiing and other rugged routines. Alternate firing twin with synchronized spark and throttle twist grip, steering handle. Forward, neutral and reverse Q.S.C. gear shift conveniently located at front of motor. Automatic rewind starter. Forged steel connecting rods with Torrington needle bearings. 8x11", 3-blade propeller. Waterproof high tension magneto. Carter carburetor. Quiet, underwater exhaust. Balanced flywheel and crankshaft. Automatic co-skipper steering holds set course. Speed to 30 M.P.H. Complete with separate, pressureless, single line, 6-gal. fuel tank. Die cast aluminum parts are Alrok treated to prevent salt water corrosion. Motor wt. 54 lbs.

9R1-25125—Ship. wt. 60 lbs. .....RETAIL **$325.00**

Ⓑ MAJESTIC 7.8 H.P.—O.B.C. CERTIFIED—DELUXE TWIN

A smooth-operating, alternate firing twin with Q.S.C. gear shift forward, neutral, and reverse. Automatic rewind starter. Dual internal rotary valves. Forged steel connecting rods with Torrington needle bearings. Phelon waterproof, hot-spark magneto. Balanced flywheel and crankshaft. Automatic co-skipper steering holds set course. Speed range 0 to 20 M.P.H. 7½x9½" 2-blade semi-weedless propeller. Quiet, underwater exhaust. 5-qt. gas tank capacity. Motor wt 47 lbs.

9R2 17850—Ship. wt. 55 lbs. .....RETAIL **$238.00**

Ⓒ MAJESTIC 6.0 H.P. (O.B.C. CERTIFIED) TWIN

A good, all-purpose, alternate-firing lite twin. Q.S.C. forward, neutral, reverse gear shift. Internal dual rotating 2-port valves. Forged steel connecting rods with Torrington needle bearings. Water-proof, high tension magneto. Quiet, underwater exhaust. Positive cooling impeller water pump. Tillotson concentric bowl type carburetor. Automatic co-skipper steering holds set course. Automatic rewind starter. Approximate speed range 0 to 17 M.P.H. 7½x9" semi-weedless 2-blade propeller. 5-qt. gas tank capacity. Motor wt. 46 lbs.

9R3-16500—Ship. wt. 54 lbs. .....RETAIL **$220.00**

Ⓓ MAJESTIC 4.2 H.P. (O.B.C. CERTIFIED) TWIN

Ideal for fishermen—perfect for trolling. Non shift. Approximate speed range from 1 to 12 M.P.H. Internal dual rotating 2-port valves. Forged steel connecting rods with Torrington needle bearings. Positive rotary impeller type water pump. Automatic rewind starter. Low expansion, permanent mold aluminum pistons. Quiet, underwater exhaust. 5-qt. gas tank capacity. Bendix waterproof magneto. Tillotson concentric bowl carburetor. 7½x9", 2-blade semi-weedless propeller. 360 degree, full pivot steering. Automatic co-skipper steering holds set course. Motor wt 42 lbs.

9R4-13086—Ship. wt. 50 lbs . . . . . RETAIL **$174.50**

NEPTUNE "MIGHTY MITE"

Powerful performance, yet weighs only 18 lbs. A well designed motor that is excellent for use on those lakes where larger motors are forbidden. Perfect for use as an auxiliary or trolling motor. Easily operated by women and children. Well adapted for sailboats and dinghys. **Single cylinder 1.7 H.P. (O.B.C. certified).** 1-qt. gas tank capacity. Reliable automotive-type Tillotson carburetor. Aluminum semi-weedless propeller. High tension magneto. 13 to 20 gear ratio. Ship. wt. 25 lbs.

9R5-5844 . . . .RETAIL **$79.50**

1.7 H.P. weighs only 18 pounds!

New! AUTOMATIC BOAT BAILER

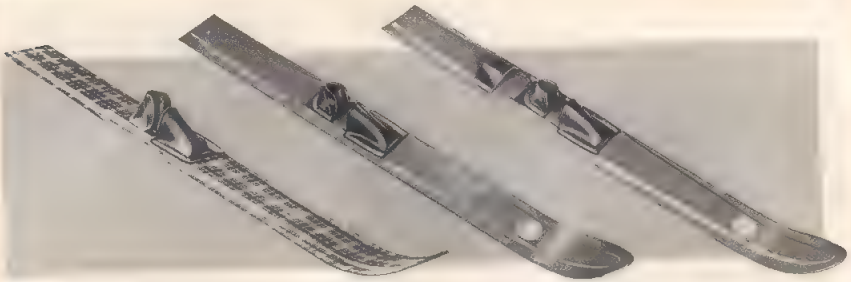
No moving parts to wear out. Attaches in seconds with thumb screws to lower cavitation blade of motor's rudder arm. (Standard on practically every motor.) No holes to drill. Works automatically with motor in heavy seas or storms—or with boat tied up to dock. Bails up to 4 gallons per minute

79R35-420 . . . . . RETAIL **$7.95**

2½ GALLON FUEL TANK

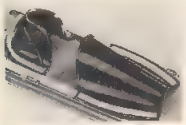
An ideal unit for the sportsman or motorist or power mower owner as well as for a service station. Its design permits it to be stored in a small space. **Constructed of sturdy steel, lacquered red body, yellow paint.** Heavy wire bail, wood roll handle. Treated inside and out for rust resistance. 2½" hex. filler cap with 1 oz. oil measure. Removable filler screen. Reversible leak-proof, double purpose flexible spout and seal. Ship. wt. 5 lbs.

79R6-210. . . . . RETAIL **$3.00**



KIMBALL FIBERGLAS WATER SKIS

Molded completely of fiberglas, the tough, modern material used for bullet-proof vests and sports car bodies. Won't warp, crack or splinter. Glass-smooth for more speed and less drag on boat. Designed with performance-adding flotation core. First quality rubber binders feature automatic ratcheting lock and adjustable heel plate. Firmly fastened with unique screw inserts. Choice of 3 different models—Plaid Standard, solid color Standard or solid color Slalom. Brilliant molded-in colors always look new.



KIMBALL BINDINGS

Positive automatic ratchet locks when heel plate is pushed forward —releases when latch is pushed back. First quality rubber foot binding, polished aluminum bars.

WHITE BEAR *Selected Ash* WATER SKIS

Only selected top quality materials and skilled workmanship are used in White Bear water skis. Made of tough, resilient ash specially waterproofed and finished in gleaming Red or Yellow marine paint. (Specify color.) Perfectly balanced for buoyant planing and greatest maneuverability. Extra toe bend allows smooth gliding over even rough water without wobble. Soft foot harness completely adjustable from size 2 to 13. Shipped F.O.B. factory White Bear Lake, Minn.

REGULAR SKIS (Above right.)
6-ft. OUTBOARD—7" wide. Recommended for under 22 H.P. Wt. 20 lbs.
D6R43-2283 ..... RETAIL **$33.95**

5½-ft. OUTBOARD—6" wide. Best for people of different weights and for varied boats with outboards of 22 H.P. or over. Wt. 15 lbs.
D6R44-2196 ..... RETAIL **$32.95**

5-ft. OUTBOARDS—6" wide. Best for beginners or people of 130 lbs. or less. Good for experienced skiers up to 200 lbs. For outboards of 25 H.P. or more. Wt. 14 lbs.
D6R45-2139 ..... RETAIL **$32.95**

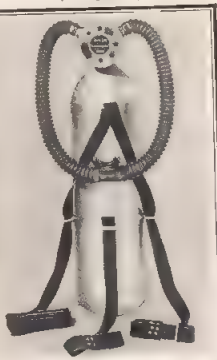
SLALOM SKIS (Above left.)
Single Ski—7" wide. Deep aluminum rudder gives maximum control. Fitted with special binding for other foot. Wt. 12 lbs.
D6R46-1500 ..... RETAIL **$22.50**

PLAID STANDARD—Model 400. Dynamically balanced for perfect riding qualities. Specially designed keel. Complete with bindings. Choice of Red or Yellow Plaid Catalina Swim Suit Patterns. 6½" wide and 5/8" long. Wt. 12 lbs. F.O.B. Oshkosh, Wis.
D6R42-3330 ..... RETAIL PAIR **$49.95**

SOLID COLOR STANDARD—Model 500. An excellent all-purpose ski for beginner or advanced water skier. Dynamically balanced for perfect riding qualities. Specially designed keel. Deluxe bindings. 6½" wide by 5/8" long. Shipping wt. 12 lbs. Choice of Red, Yellow or Orange. F.O.B. Oshkosh, Wis.
D6R41-2990—Specify color ..... RETAIL, PAIR **$45.00**

SLALOM—Model 600. Finest ever made for one-foot Slalom riding. Fitted with added toe binding. 6½" wide and 5/8" long. Choice of Red, Yellow or Orange solid color. Ship. wt. 8 lbs. F.O.B. Oshkosh, Wis.
D6R40-1996—Specify color ..... RETAIL, EACH **$29.95**

New! DACOR *Double Diaphragm* DIVING LUNG



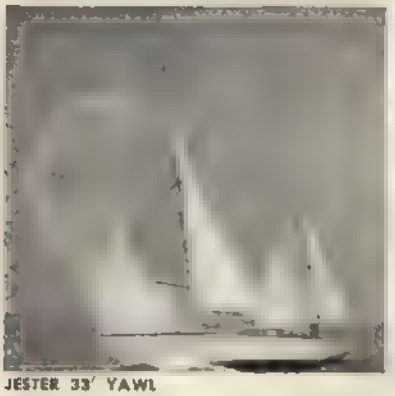
Two Diaphragms Assure Double Protection

"We tried puncturing both diaphragms (one at a time) and the regulator worked with either diaphragm out of commission. Dacor is one great piece of diving apparatus and the industry can well be proud of this new diving lung . . . Don't know when this baby will be on the market but the dealers had better get hot. The Dacor is a dream!"
Reprint from Waterbug Magazine—Sept. '53

Mouthpiece with wider bit is designed to fit natural shape of mouth, reducing muscle fatigue. **Two diaphragms assure double protection. Both diaphragms are rubber with strong nylon cores. Both separate the water from the air chamber and the regulator will continue to operate normally should either diaphragm fail.** Breathing apparatus does not come in direct contact with outside water and is unrestricted in its movement, which affords smooth and can[illegible] breathing. During exhale cycle, even the exhaust air is put to work opening the exhaust valve and at the same time decreasing the breathing diaphragm which opens the demand valve and equalizes all pressures through the entire unit. **2-stage regulator provides even breathing regardless of tank pressure.** The valve chamber of the mouthpiece is set below center to eliminate interference with the face mask and to serve as a water or saliva trap. With this second feature the entire unit is self-bailing. Should be mouth piece be removed while submerged and water enter the mouth, one exhale clears and exhausts chamber, it can be quickly removed by blowing it out or even normal breathing action with the mouthpiece back in position. Would remove it within several breathing cycles. Size, it carry by tank. Harness is made of "fade free" yarn and is wide for strength and comfort. Has been tested to 300 ft. in actual dives. Shipped complete with tank, regulator, mouthpiece, and harness. Ship. wt. 38 lbs. F.O.B. Factory, Ll

Complete Diving Lung. Standard valve.
6R47 9718 ..... RETAIL **$149.50**

Complete Diving Lung. Air pressure valve.
6R48-10612 ..... RETAIL **$184.50**

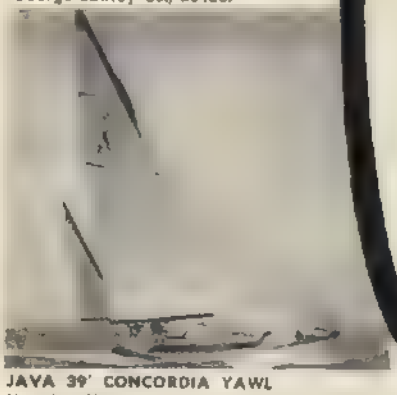


JESTER 33' YAWL
John B. Bindloss, Owner
K. Aage Nielsen, Designer
Paul Luke, Builder

SEA LION 67' YAWL
Gilbert Verney, Owner
Alberg & Brangle, Designer
Abeking & Rasmussen, Builder

RENOVA 45' CUTTER
C. M. Dodson, Owner
Philip Rhodes, Designer
Abeking & Rasmussen, Builder

110 CLASS
Tim & Sally Walter, Owners
C. Raymond Hunt, Designer
George Lawley Co., Builder



JAVA 39' CONCORDIA YAWL
Llewellyn Howland, Owner
Concordia Company, Designer
Casey Boat Company, Builder

What is a winner?

A winner is a perfect balance of hull, crew, rigging, fittings and sails . . . functioning with precision and co-ordination. When this combination clicks it invariably leads to being the first boat across the finish line. If this phenomena could be predetermined and predicted, winning any race could be reduced to a formula. All that can be done is to be certain that each part *does* do its job to perfection, consistently

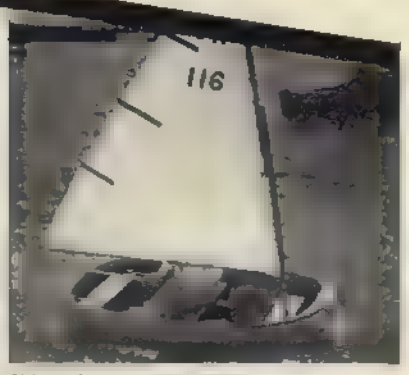
During 1955 over 90% of our sails were cut from Dacron.* Manchester is a pioneer in fabricating sails from Dacron* whether the sail is large or small. Our research and efforts over the past 5 years have been rewarded by the ever increasing number of yachtsmen who demand Manchester Dacron* sails. They are gaining a reputation for consistent performance so necessary in winning a race. If the weak link in your racing boat is sails you can lick your problem by placing your confidence in dependable Manchester sails.

* DU PONT TRADEMARK

MANCHESTER YACHT SAILS
INCORPORATED
P. O. BOX 203 • SOUTH DARTMOUTH, MASSACHUSETTS

TEMPTATION 57' YAWL
T. K. Boyd, Owner
K. Aage Nielsen, Designer
Samms Bros., Builder

FLARE 40' OWENS YAWL
David Meehan, Owner
George Owens, Designer
Henry R. Hinckley, Builder



MARSCOT SAILING DINGHY
8' long, 4' wide, 100 lbs., complete
Marscot Plastics Co., New Bedford, Mass.
Designers & Builders

JESTER 33' YAWL
John B. Bindloss, Owner
K. Aage Nielsen, Designer
Paul Luke, Builder

SEA LION 67' YAWL
Gilbert Verney, Owner
Alberg & Brangle, Designer
Abeking & Rasmussen, Builder

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JAVA 39' CONCORDIA YAWL
Llewellyn Howland, Owner
Concordia Company, Designer
Casey Boat Company, Builder

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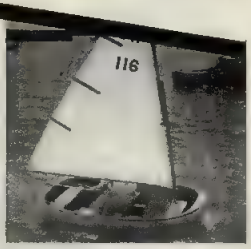
*DU PONT TRADEMARK

MANCHESTER YACHT SAILS
INCORPORATED
P. O. BOX 203 • SOUTH DARTMOUTH, MASSACHUSETTS

TEMPTATION 57' YAWL
T. K. Boyd, Owner
K. Aage Nielsen, Designer
Simms Bros., Builder

FLARE 40' OWENS YAWL
David Meehan, Owner
George Owens, Designer
Henry R. Hinckley, Builder



MARSCOT SAILING DINGHY
8' long, 4' wide, 100 lbs., complete
Marscot Plastics Co., New Bedford, Mass.
Designers & Builders

No. 3661 HAULER & VAN TRAILER

Measures 29" long, 6¼" wide, 9¼" high.

The massive Hauler and Truck Trailer rolls along on fourteen heavy duty rubber-tired wheels Large rear doors disclose a roomy interior for hauling and are equipped with padlock and key.

PACKED: Each in a corrugated shipping carton

No. 3661 $10.00 Each

No. 1011 LUMAR VAN TRUCK

Measures 17¼" long, 8¾" high, 7" wide

Cab, chassis and body made of steel. Van body measures 11½" long, 7" wide. Rugged rubber tires

PACKED: 4 only pieces to shipping carton

No. 1011 $48.00 Doz.

No. 3665 $6.50 Each

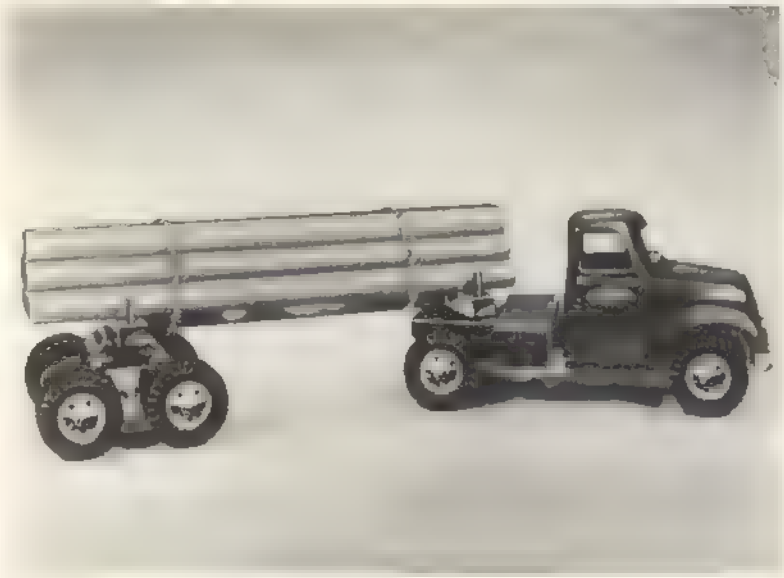
No. 3635 HAULER & CATTLE VAN TRAILER

Measures 25¼" long, 6¼" wide, 8⅝" high.

All steel construction Entire unit equipped with ten heavy duty, large rubber wheels.

PACKED: Each in corrugated shipping carton.

Tonka Toys



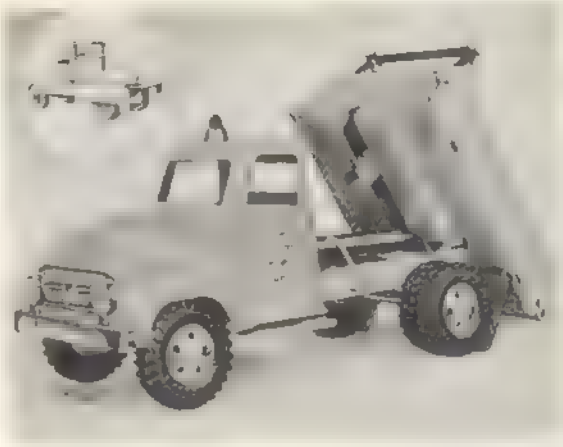
TONKA LOGGER

An authentic version of the single-boom type logging truck. Contains a load of real smooth-sanded wood logs held in place by plated logging chains. Logs can be removed and replaced individually or entirely. 14 big wheels. Length, 23¼"; height, 6"; width, 6". Packed 4 to a shipper, weight, 30 lbs.

No. 575

No. 575 $6.50 Each

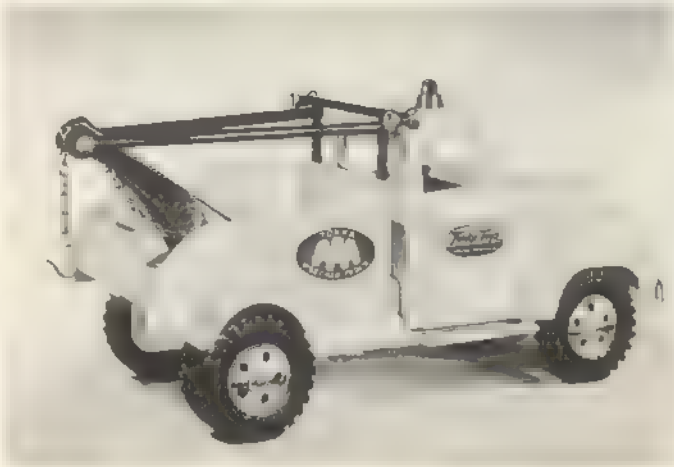
HI-WAY HYDRAULIC DUMP TRUCK



An extremely detailed, amazingly workable replica of the units used by state highway departments throughout the country for road building and maintenance. Not only does a *real* hydraulic lifting mechanism dump load when lever is released but the truck's two sides actually drop down (like the real one's) for sanding or other maintenance work on junior highways. In addition, tail-gate has a two position regulator for straight dumping or spreading. Rugged and heavy just like the big jobs. Simulated flasher and road lights add to the realism. Long on play value, low in price. Length, 13"; height, 6½"; width, 6". Packed 6 to a shipper, weight, 24½ lbs.

No. 980

No. 980 $7.50 Each



TONKA WRECKER

Big enough and heavy enough to handle any vehicle in the Tonka Toy line or any other toy truck. New reinforcing bars and heavy duty winch add strength and realism. Simulated emergency and rear operating lights give added authentic touch. Heavy chain and hook is easy to crank. Length, 12" height, 6½", width, 6¾". Packed 6 to a shipper, weight 23 lbs.

No. 960

No. 960 $6.50 Each

Mason-Dixon Formica Top Tables

Smartly styled tables that blend so beautifully with the decor of today's contemporary homes. Each is stunningly designed in four popular, handsome finishes. And each table is topped with Formica . . . the amazing finish that's resistant to burns, alcohol, fruit juices, mars, scratches and scars. In fact, Formica practically affords life-long use. It's a homemaker's dream, too, because of the simple care required.

Legs are sculptured in the newest tapered shape and tipped with brass ferrules . . . for distinguished grace . . . added beauty. You'll want one . . . you'll want a set of these exciting new tables that cleverly combine practicality with outstanding beauty. Select Blond Formica top with Black legs, Mahogany Formica Top with Mahogany legs. Light Gray Formica top with Black legs or Limed Oak Formica top with Black legs. F.O.B. Ohio.

(A) STEP TABLE. Top 18"x28", shelf 13"x18", ht. 22"

25-1924-3335	Blond, Black legs. 33 lbs.	49.95
25-1925-3335	All Mahogany. 33 lbs.	49.95
25-1926-3335	Gray, Black Legs. 33 lbs.	49.95
25-1927-3335	Limed Oak, Black legs. 33 lbs.	49.95

(B) END TABLE. 18"x28"x22" high

25-1928-3335	Blond, Black legs. 25 lbs.	49.95
25-1929-3335	All Mahogany. 25 lbs.	49.95
25-1930-3335	Gray, Black legs. 25 lbs.	49.95
25-1931-3335	Limed Oak, Black legs. 25 lbs.	49.95

(C) DRUM TABLE. 28" diameter, 24" high

25-1916-3995	Blond, Black legs. 30 lbs.	59.95
25-1917-3995	All Mahogany. 30 lbs.	59.95
25-1918-3995	Gray, Black legs. 30 lbs.	59.95
25-1919-3995	Limed Oak, Black legs. 30 lbs.	59.95

(D) CORNER TABLE. 32"x32"x22" high. Top shelf 24"x24"

25-1912-4665	Blond, Black legs. 45 lbs.	69.95
25-1913-4665	All Mahogany. 45 lbs.	69.95
25-1914-4665	Gray, Black legs. 45 lbs.	69.95
25-1915-4665	Limed Oak, Black legs. 45 lbs.	69.95

(E) COCKTAIL TABLE. 22"x44"x15" high.

25-1920-3335	Blond, Black legs. 35 lbs.	49.95
25-1921-3335	All Mahogany. 35 lbs.	49.95
25-1922-3335	Gray, Black legs. 35 lbs.	49.95
25-1923-3335	Limed Oak, Black legs. 35 lbs.	49.95

Occasional Tables

In Limed Oak or Mahogany finish

Exciting new styling is combined with creative freshness of design to make a truly exceptional group of occasional tables. From the heavy plate glass tops on each, to the slim, trim tapered legs, there's reinforced quality construction throughout. Yet, these handsome tables are priced to please the most budget-conscious homemaker . . . styled to please the most discriminating guest.

These tables are of solid oak . . . the wood so famous for its hardness and durability . . . for glowing, gleaming beauty. Tops and shelves are five-ply oak veneered and drawer bottoms are oak veneered for long-lasting use. Solid oak elsewhere. They're especially versatile because each drawer opens from either side, so that they adapt beautifully to changes in furniture arrangements. And for a bright touch of beauty, each of the scored drawers have gleaming brass pulls. Legs are tipped with smart brass ferrules. Select Limed Oak or Cordovan Mahogany finishes. F.O.B. Virginia

(F) STEP TABLE. 28½"x17"x24" high.

25-1908-2395	Limed Oak finish. 36 lbs.	34.95
25-1909-2395	Mahogany finish. 36 lbs.	34.95

(G) CORNER TABLE. 28"x28". Top 24¼"x24¼". Overall ht. 24"

25-1906-2795	Limed Oak finish. 45 lbs.	39.95
25-1907-2795	Mahogany finish. 45 lbs.	39.95

(H) END TABLE. 28½"x17"x23½" high.

25-1904-2395	Limed Oak finish. 36 lbs.	34.95
25-1905-2395	Mahogany finish. 36 lbs.	34.95

(J) LAMP TABLE. 24½"x20"x24½"

25-1902-2395	Limed Oak finish. 36 lbs.	34.95
25-1903-2395	Mahogany finish. 36 lbs.	34.95

(K) COCKTAIL TABLE. 43"x20"x15" high.

25-1900-2395	Limed Oak finish. 50 lbs.	34.95
25-1901-2395	Mahogany finish. 50 lbs.	34.95

A

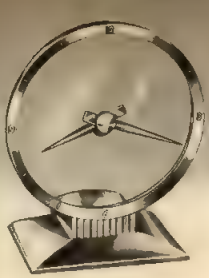
B

(A) MASTERCRAFTERS "ANNIVERSARY" ELECTRIC CLOCK. Combines all the beauty of an age-old favorite yet has the additional advantages of modern electric's precise timing Ball pendulum rotates smoothly and rhythmically. Precision quality and workmanship throughout insures lasting split-second accuracy Requires no attention . . . no winding, no sensitive adjustments . . . just goes on and on. Has ivory-tone dial gaily decorated with a petite floral motif for a harmonious contrast . . . easily blends with any decorating scheme. Pillars, facade, base and ornamental four-point pendulum have highly polished gold finish Removable clear-glass dome completely encases movement . . . keeps harmful dust out. Operates on 110-120 volts, 60-cycle, AC current. 12" high, 8" diameter

26-1825-1497 Wt. 6¾ lbs. . . . . Retail **24.95**

(B) MASTERCRAFTERS "ESTATE" ELECTRIC CLOCK. Here's a magnificent clock that gets its sophisticated beauty from simplicity of design and proportion. No room furnishings are too rich or too simple for this clock to blend-in perfectly Has highly polished gold plated case safely enclosed by sparkling glass. For additional distinction and glamour, there's a highly polished mirrored back behind the suspended movement. Soft-tone numeral dials have graceful sweep-second hand. Silent movement is precision made for perfect timing; positive accuracy fully guaranteed for an entire year It's ideal in the living room, den or office. U.L. approved Operates on 110-120 volts, 60-cycle, AC current. 8½" high, 9" wide, 2¼" deep

26-1827-1497 Wt. 4 lbs. Retail **24.95**



C

D

Clocks of Distinctive Beauty

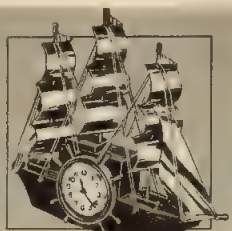
JEFFERSON "GOLDEN" ELECTRIC CLOCKS. Years ahead in styling and in mechanical principle are these clocks of striking and distinctive beauty . . . thanks to "look-ahead" engineering and design. Notice the many outstanding features! Have unique "see-thru" dials of classic modern design that enable them to blend perfectly with any room decor both home and office. Handsome bases and dials are durably constructed . . . heavily plated with 24-karat gold and then buffed to a soft, rich satin finish. Trim, slim hands are specially treated for easy day or night time-telling. Both clocks have plastic baseplates that protect furniture from scratches and mars. Rigidly pre-tested for split-second accuracy. Operate on 110-120 volts, 60-cycle, AC current. Underwriter's Laboratories approved.

(C) "GOLDEN HOUR" CLOCK. Overall size: 8⅛" high, 4½" deep and 7⅞" in diameter. Shipping wt. 4 lbs.

26-1840-1473 (Each)
26-1840-1437 (3 or more) Retail **23.95**

(D) "GOLDEN MINUTE" CLOCK. Overall size: 7¼" high, 4½" deep and 6" in diameter. Shipping wt. 3½ lbs.

26-1843-1534 (Each)
26-1843-1497 (3 or more) Retail **24.95**



WINDMILL ELECTRIC CLOCK. Does more than keep precision, split-second time 24 hours a day. Action packed every minute—its fascinating windmill turns and turns perpetually! Brings a quaint Dutch-touch to any room Appeals to Mom, Dad and the kids. Features a licensed Westinghouse self-starting electric movement fully guaranteed for an entire year. Attractively finished plastic case is 12" high. Wt. 2 lbs. State color when ordering: Red & White **A**, Yellow & White **B**, Black & White **C**.

826-1593-337 Retail **8.95**

FRYING PAN ELECTRIC CALENDAR-CLOCK. Every kitchen has a place for it and it has a place in every kitchen. It's bright copper-plate beauty is bound to brighten any room. Date changes automatically every day and requires no attention. The old-fashioned "frying pan" is durably made of heavy gauge steel . . . hangs easily. Has precision, time-tested, noiseless electric motor. Operates on 110-120 volts, 60 cycle AC current. Overall size: 8"x14½". Comes with 5-foot cord. Wt. 4 lbs.

26-1596-465 . . . . .Retail **6.95**

MASTERCRAFTER'S "YANKEE CLIPPER" ELECTRIC CLOCK. Like the old "Square Riggers." Shining chrome sails and miniature boat fittings impart an illusion of sailing in a full wind. Authentically styled wooden hull is hand-rubbed to smooth, mellow finish An especially ideal gift for the sportsman. Precision made, self-starting movement. Available in Walnut or a Swedish Walnut (a lighter Walnut). Overall height is 16¾", width 18¾". Wt. 4 lbs State finish letter when ordering Walnut **A**, Swedish **B**.

826-1833-1293 Retail **21.95**

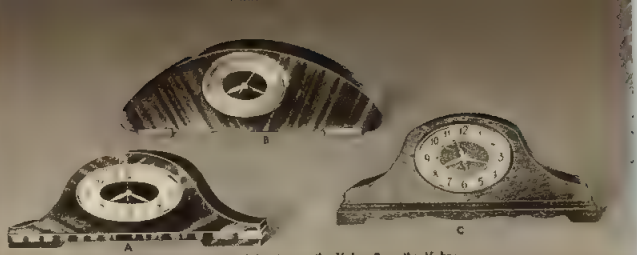
MASTERCRAFTER "ACTION" ELECTRIC CLOCKS. Soft, indirect light illuminates hand colored scenes Self-starting. Walnut plastic case 10½" high, 7¾" wide. Wt. 4 lbs.

Swinging Playmates. Features a pair of happy children swinging to and fro in a garden bower.

26-1830-957 . . . Retail **15.95**

Fireplace. Depicts realistic fireplace action in natural color. Flames dance and glow

26-1832-1017. . . Retail **16.95**



All Revere clocks sound 4 notes on the ¼-hr.; 8 on the ½-hr.; 12 on the ¾-hr.; and 16, with a separate deep note on the hour.

Revere Chiming Electric Clocks

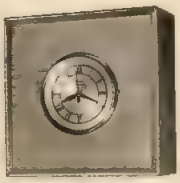
(A) MANTEL CLOCK. Charmingly styled to display decorative harmony of design. Honduras mahogany case with matching striped front and base. Cut-out center dial is silver-finished with black numerals and gold hands. The melody of the Westminster chimes is accurately reproduced in this stunning timekeeper. 7½" high, 19½" wide. Wt. 11 lbs.
26-1724-3480 .. Retail **58.00**

(B) MANTEL CLOCK. Smart modern styling is offered in this handsome timekeeper. Constructed of the finest textured woods. Silver-finished dial, cut-out center, raised gold numerals and hands. Each quarter hour is announced by the Westminster chimes played on Symphony Chimetone rods. 6½" high, 19" wide. Wt. 11 lbs.
26-1720-3660 Mahogany **61.00**
26-1721-3900 Blonde **65.00**

(C) MANTEL CLOCK. On a table or mantel, this smartly styled creation will bring beauty into the home. Rich mahogany case, silver-finished dial, cut-out center. Gold color hands and bezel. Full-toned Westminster chimes announce quarter hours, and a full melody sounds on the hour and separate deep note counts the hour 6¾" high, 16½" wide.
26-1710-3300 Wt. 7 lbs. **55.00**

BENNINGTON FLOOR CLOCK. Sheraton-Colonial style. Honduras mahogany; top trim of sunburst matched Avodire veneer. Gold dial; moving moon shows various phases of lunar month. Full-toned Westminster chimes. Five tubular bells. Telechron motor. 78¾"x 21¾"x14". Wt. 249 lbs. F.O.B. Ohio.
26-1734-35670 . Retail **615.00**

Important: All charges for servicing and setting up floor clock must be sustained by dealer.


D

(D) WALL CLOCK. A distinctive timepiece designed to add charm and grace to modern settings. Handsomely cased in light, honey-toned oak. Silvered dial has golden raised numerals, circle lines, and bezel. Black hands. Plays Westminster melody. 12" square, 4¾" deep.
26-1714-3740 Wt. 10 lbs. Retail **63.00**

(E) MANTEL CLOCK. An inspiration in design. Westminster chimes played on Symphony Chimetone rods. Mahogany case, silver-finished dial, black Roman numerals and gold color hands. 10½" high, 7½" wide. Wt. 9 lbs.
26-1715-3480 . Retail **58.00**

E

All Herschede Westminster chimes sound 4 notes on the ¼-hr.; 8 on the ½-hr.; 12 on the ¾-hr.; and 16, with a separate deep note, on the hr.

Herschede 8-Day Keywind Clocks

BANJO WALL CLOCK. Ever popular model with authentic Colonial styling. Decorative case is made of rich, polished mahogany with a charming, colorful painting on the sturdy glass front. Lever time movement is imported. 26" high, 7¼" wide. Wt. 8 lbs.
26-1775-2170. **35.00**

(F) WESTMINSTER MANTEL CLOCK. Mahogany case with fine period styling. Silvered dial, pendulum, imported movement. Golden-toned Westminster chimes sound each ¼ hr. 11⅜"x13¾". 11 lbs.
26-1760-4740.....Retail **79.00**

Same as above, with hr. and ½-hr Ding-Dong strike.
26-1761-3480 ...Retail **58.00**

(G) WALL CLOCK. An imaginatively styled timepiece in a strikingly simple design that fits perfectly into any modern setting. In handsome spun brass or beautiful spun silver finished case with gleaming brass hands and numeral indicators. 8-day key-wound movement. 14" in diameter. 4 lbs.
26-1762-2700 Brass Finish **34.50**
26-1763-2700 Silver Finish **34.50**

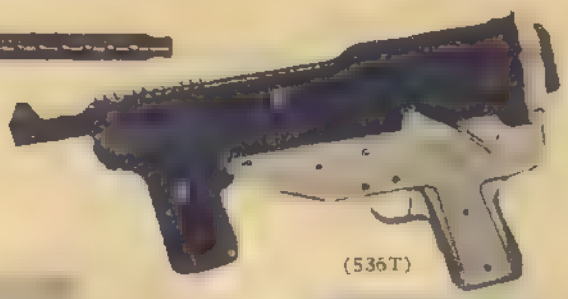
(H) TAMBOUR CLOCK. Beautifully grained mahogany case. Silvered dial, black numerals, pendulum, imported movement. Westminster chimes sound each ¼-hr. 9" high, 18¾" wide. Wt. 11 lbs.
26-1765-4080..... Retail **68.00**

Same as above, with hr. and ½-hr Ding-Dong strike.
26-1766-2820 . . .Retail **47.00**

All clocks on this page are subject to Federal Excise Tax

TOYS by MATTEL...PLASTIC ARCHER.. XMAS STOCKING

(547T)


(536T)

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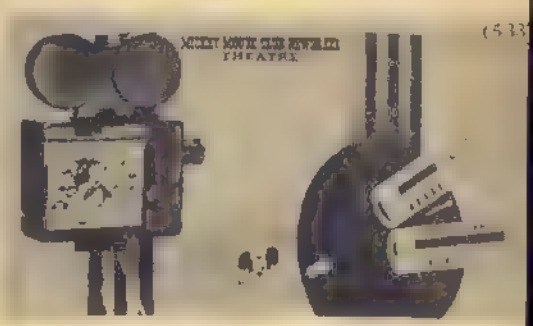
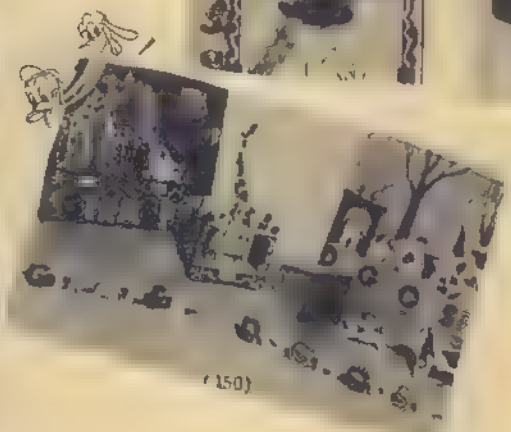
(534T)

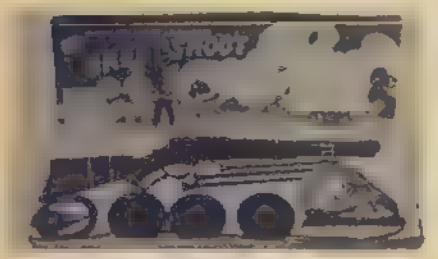

(533

(1598)


(150)

MATTEL-O-MATIC MACHINE GUN
No 547 - A cap gun with machine gun action Turn the crank and fire one shot or a burst Authentic, air-cooled smoking barrel Duracle "tuff to break" construction with all metal polyethylene tipped tripod for gun to swing in full circle Strong, durable all-metal operating mechanism Easy to load Use perforated roll caps only Individually packaged in colorful box
No 547T120 . .. Retail$1 80

NEW BURP GUN. Only fully automatic cap gun made. New design and improved mechanism. Safe! One to 50 shots at trigger touch Noisy fire bursts and smoking barrel. All-metal working parts, rust-resistant plated grip Easy to load and fire. Use perforated roll caps only.
Shpg. Wt 2 lbs
Size 13" x 6 1/4" x 2".
No 536T199.. Retail $2 99



SKEET-SHOOT. An exciting game that is safe The automatic remote control disc launcher hurls the targets into the air. Dart rifle is 24" long, black with red stock. Three darts and three skeet launchers. Foot controlled..load the rifle launch the skeet and fire. Shpg.wt. 1-1/6 lbs.
No. 2104T267.. ....Retail$3 95

No. 150/JIG-A-RAMA. An entirely NEW concept in JIG-SAW PUZZLES!Imagine the puzzle can be assembled three dimensionally to create the full scale, lifelike scene as pictured. The 16 piece GIRAFFE PUZZLE assembles into a CIRCUS scene with the Giraffe riding in the colorful circus wagon. The 20 piece DOG HOUSE PUZZLE assembles into a full-scale Dog-House, with two frisky dogs that can sit up and beg or play. "Designed by the eminent Play Therapist, Barbara Blair" These huge 12 1/4 x 10 1/2 UNBREAKABLES are beautifully silk-screened and individually packed by Child Guidance in corrugated mailers. 3 to 6 years of age. U.S. Shipping Weight 2½lbs.
No. 150/1R267.....Retail $3.98

TOY FILLED CHRISTMAS STOCKINGS
The kiddies will be thrilled to find these Christmas stockings on the tree. They are filled with exciting treasures for every Johnny or Jill.
No. 100T67 (22") ....Retail$1 00
No. 200T133 (30").....Retail$2 00

MICKEY MOUSE CLUB NEWSREEL. This colorfully-packaged 4-way toy includes projector, screen, two 10----frame slides and one record. Just put one of the film slides of Mickey Mouse Club subjects into the "tuff-to-break" projector and show black-and-white Disney films on the 12 x 9" screen A Mickey Mouse Club Theater at home! Sturdy projector (battery operated) has focusing lens, metal tripod, push-button film advance. Vocal and musical descriptions of the film strips are played from each side of the non-breakable 78 RPM record
Shpg Wt 2 lbs
Size 9 1/4" x 5 1/2" x 4"
No.533T199 . Retail $3.00 .

MOUSE TARGONER A CARTOONing toy which permits the child to draw easily, his own Disney characters. On a strong metal base, the plastic figure of Roy Williams, the "Big Mooseketeer" on the MICKEY MOUSE CLUB television program, is firmly attached The "Mooseketeer" moves like a pantograph, enabling the child to trace, double size, the pencil line drawings of Disney characters supplied with each toy. Pencil and drawing paper also included. Toy is richly lithographed in four colors
Shpg. wt. 1 1/2 lbs.
Size 12" x 9" x 1"
No 534T133..... Retail $2.00

THREE TOYS IN ONE
BILD-A-HOUSE This colorful UNBREAKABLE seven piece house is made so that each section will only fit the correct corresponding section by internal geometric design.

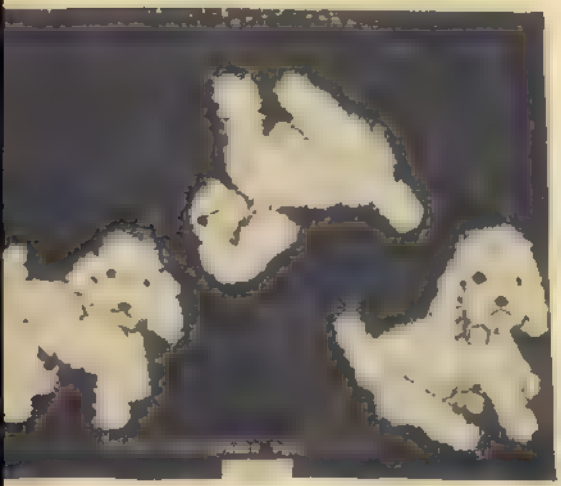
ED-U-PHONE EIGHT UNBREAKABLE parts assemble into a multi-colored telephone that will entertain children for hours. CIRCULOKS This is a 24pc. polyethelene set of designed pieces that will lock into each other forming circles figures, and hundreds of other designs.
Shipping weight 2 lbs.
No. 234T240 .....Retail $3 49

BONNEVILLE SALT FLATS SPECIAL All metal! Sleek racing car of the speed specialists. Rubber wheels, powerful speed-streak friction motor, and safety rubber bumpers. Assorted brilliant TU-TONE metallic colors -- red, blue and bronze. Individually packaged in colorful box. Shpg. wt. 1 1/4lb.
Size 12" x 5 1/2" x 2 3/4".
No.510T133. .....Retail $2 00

No. 1598 (MO) WESTERN PLAY-TIME. A gigantic 48 pc. self assembly set. Designed for safety and lasting endurance, POLYETHELENE, the new miracle plastic, is used on all assembly parts. Step on it -- Twist it -- Bend it-Drop it -- and this UNBREAKABLE plastic will continue to remain in its original form. Easy to assemble this set contains: 8 --- Poly Harness Horses 8 ---Poly Western Horses, 8 --- Action-poised Cowboys and Indians, 6 -- Interlocking Poly Corral Fences, 8 --- Unbreakable Wagon Wheels, 4 - Steel Axles, 4 --- Unbreakable harness 1 Colorful Metal Stage Coach, 1 --- Colorful Metal Stage Coach, 1 --- Colorful Metal Covered Wagon. Packed for shipping in a corrugated self mailer
Shipping weight 1½lb
No. 1598MOT133.....Retail $1 98

(725T)

(A-1T)



3D-300T

(12T)

BOMBO THE WONDER APE

Everyone from the kiddies to the adults has fun when Bombo is around! He cocks his head, flips in the air and lands on his feet. He comes in high quality rayon plush, in a pretty brown and has Vinyl face and ears and a plastic collar. Permanent key. Clock spring mechanism; he does 4 complete back flips with each winding. Size: Approx. 10" long, 11" high, 6" wide. Shpg. Wt. 2 lbs.
No. 12T597. .....Retail $8.98

FLIPPY THE WONDER PUP

The puppy that's almost alive! He cocks his head, flips in the air and lands on his feet! Made of high quality curly plush. Has permanent key, clock spring mechanism. Does 4 complete back flips with each winding. Colors: Gray, brown or black. Glass eyes, button nose and plastic collar. Delights all children . . . and watch the grownups take to "Flippy" too! Size: Approx. 11" long, 11" high, 6" wide. Shpg. Wt. 2 lbs.
No. 11T510 . . Retail $7.98

SIGNATURE DACHSHUND

Just what the young autograph collectors are looking for! A high grade, long lasting poplin, filled with accetate rayon fibres and decorated with a bright ribbon. Shpg. Wt. approx. 1½ lbs.
No. A-1T133 . . Retail $2.00

FOAM RUBBER PAINT SET

Here's a "never ending" paint set to keep the young fry happy. Paint.... wash the animals....paint them over again. Circus Kit: Contains 6 foam rubber models, 10 assorted pure vegetable colors, 2 red handled brushes, 3 water trays and an instruction sheet. Shpg. Wt. 1-2/3 lbs.
No. 3-D-300T133 . ...Retail $2.00

TOY PICK UP WAGON Constructed of colorful solid wood frame and dowels with reinforced corners of steel plate to give maximum durability. A 2" high baseboard prevents small toys and balls from rolling out. Two multi-colored 12" panel toy soldiers riding the sides make a most decorative and attractive wheeled toy. Easy to assemble. Shpg Wt. 8½ lbs.

No. 725T397.....Retail $5 98....

DACHSHUND (Foam Rubber Stuffed)

A cute little terry cloth (washable) dog to delight any child! Filled with fresh new non-allergic foam rubber. Rolling eyes. Jingle Bells safely sewn in ears. Choice of red or blue. Shpg. Wt. approx. 1 lb.
No. SA-300T133..... .....Retail $2.00

PLAYFUL PUPPY (Foam Rubber Stuffed)

ELEPHANT (Foam Rubber Stuffed)
Prices same as above

(335)

CHEVROLET SPORT COUPE
No. 540T99.....Retail $1.50 ...

CHEVROLET STATION WAGON
No. 555T99.....Retail $1.50 . ..

CORVETTE
No. 535T99 Retail $1 50 . . .

CHEVROLET 4-DOOR HARDTOP
No. 550T99.. . ...Retail $1.50 ...

(401T)

(500T)

FRISKY (THE WONDER PUP!)

This little dog makes friends mighty fast! He is battery operated, has moving legs that let him go forward or backward. Electric motor with remote control. Shpg. Wt. 1¼ lbs. Size: 11" long, 5½" wide and 5½" high.
No. 500T330..... (without batteries) $5.00

ELECTRIC TOW TRUCK

All the young fry will vote for this one! A remote control tow truck....red light goes on when in motion! Lifts and pulls objects. Mechanical lift raises and lowers. Runs forward, reverse, circles. Has an electric motor and is battery operated. Shpg. Wt. 1¼ lbs. Size: 8" long, 3½" wide.
No. 401T267 .....(without batteries) $3.95

REMOTE CONTROL CARS WITH POWER STEERING- Here's a toy junior will thrill to! Tru-Miniature remote control cars. Small box held in hand houses finger tip controls. Cars go forward and backward. Operates on 2 flashlight batteries. Helps teach coordination in driving plus courtesy rules of the road. Power Steering - an additional motor turns car left or right to any degree, gradually or quickly, as miniature steering wheel on control box is turned. Chevrolet 4-door hardtop.
No. 624T399 .....Retail $5 98

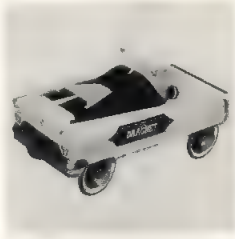
NEW TOYS ON PARADE

FOLDING TABLE-CHAIR SET. Table 18"x 24"; 19¼" high. Plastic covered. 3 pearlized colors. Chrome or black finished metal. $19.95 retail; separate chairs, $4.95 ea. Calo Toys, 3028 Gilroy, Los Angeles 39, Calif.

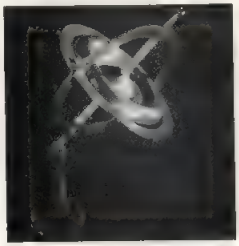
NO. 675 WOODSIE and NO. 619 TRAIN are two new table decorations of styrofoam, adorned with fanciful touches. Woodsie lists at $1.50. The Christmas train, all hand made, retails at $4. Nesbit Industries, 1823 Milwaukee ave., Chicago

MATTEL-O-MATIC MACHINE GUN fires one shot or a burst. Smoking barrel. All metal operating mechanism; uses perforated roll caps. Metal tripod. Retails $1.50. Mattel, Inc., 5432 West 102 st., Los Angeles 45, Calif.

GINNETTE has moving, "life-like" eyes, completely flexible limbs that have real skin feel. All vinyl, 8" doll drinks, wets and coos, and is washable. $3. Accessories avail. Vogue Dolls, 33 Ship ave., Medford Mass.



DRAGNET AUTO features an electric microphone and loudspeaker. The all-steel body is 37" long. Ball bearing rear axle supports. Adjustable pedals. Wheels are 6" discs with nylon bearings. 29 lbs. Garton Toy Co., Sheboygan, Wis



JUPITER GYROTOP has "trussed" welded steel frame. Carefully balanced all-steel rotor and shaft. Aluminum and gold colored. Packaged with pedestal and winding string. Retails 59c. Paul Henry Co., Lansing, Mich.

HOBO THE TRAMP, colorfully dressed, wears black hat, has stubby cigar and big feet; carries hobo's sack on a stick from which peeks a chicken. Retails $10.00. The Rushton Co., 1275 Ellsworth Dr., N.W., Atlanta, Ga.

NO. 240 SIT-TABLE features removable glass or paper cup holder and under seat safety lock. May be used for playing, coloring, watching TV, and eating meals. Approximately $7.95 retail. Durham Manufacturing Corp., Muncie, Ind.

105 JOHNNY DRESS-UP KIT, over 50 colorful plastic shapes to create entire wardrobe. Press in place, lift to remove; "magic" adhesive never wears out. Boxed to retail 98c. Colorforms, 16 Highwood ave., Englewood, N. J.

● "42" FLYING BRIDGE Double Cabin is the luxury model of the fleet. Sleeps 6 the ideal floating home for the whole family. This model on display at New York Motor Boat Show January 13 through 22.

Five PERFECT WAYS TO BE HAPPY AFLOAT!

THE 1956 series of Matthews 42-footers achieves a new high in classic design. Smooth, flowing lines of conservative beauty reflect the fine taste of Matthews owners everywhere. • A new note of interior design and styling is incorporated in all five models from the smart new Martinique Express to the Luxurious Flying Bridge Double Cabin.

● "42" SPORT Fisherman is the favorite model of the deep-sea angler. Sleeps 5 and features an aft cockpit 20-feet long for fishing.

● "42" CONVERTIBLE Sedan is one of the most popular models we have ever built. Sleeps 6 and converts from an open to a closed model in two minutes.

● "42" DE LUXE Sedan, available in several varying interior plans, sleeps 6 and is considered one of the all-time favorite models everywhere.

● "42" MARTINIQUE Express is for the fisherman who has a waterfront home and likes to entertain a large group. Smartest cruiser of the year!

Be sure to see the new Matthews at the Boat Shows or drop in and visit your nearest dealer.

Which model do you prefer?

We'll gladly mail you a free circular and price list.

THE MATTHEWS CO.

PORT CLINTON 4, OHIO

DEALERS COAST TO COAST

In Miami: Matthews Cruisers, Inc., 1033 Biscayne Blvd.

"Wherever you cruise . . you'll find a Matthews"

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I Want Top Styling

I Want Speed and Maneuverability

We All Want... May Craft For '56

I Want Economy and Dependability

I Want Room for the Gang

I Want a Practical Fishing Boat

1956 May Craft 23-Foot Inboard Cruiser

The whole family will approve the functional design and sound engineering of the *Cruiser*. Beauty and utility combine in the full cabin headroom; comfortable, enclosed toilet facilities; full-length clothes closets; ample storage lockers; extra-thick, foam rubber mattresses; and Formica-topped complete galley. The proven full-planing hull gives you speed, maneuverability, and economy. Sturdy construction means low upkeep, seaworthiness and long life. Powered by Graymarine 100 h.p. engine with speeds to 34 m.p.h. Foot for foot, feature for feature, you'll get more boat for your money at May Craft's low price. **Priced From $4345.**

1956 May Craft 23-Foot Inboard Sportster

All the advantages in the same basic hull as the *Cruiser*, plus the smartness of a runabout and practicability of a utility, are in the new *Sportster*. Designed for the family with varied interests on the water, it is ideal for cruising, water skiing and fishing. It comfortably seats ten and provides ample room for the installation of two fighting chairs. Powered by 100 h.p. Graymarine engine with speeds to 36 m.p.h. No matter how many uses you put your *Sportster* to, you'll be proud of her excellent performance. Low priced to meet the modest budget. **Priced From $3295.**

Note the new '56 May Craft cockpit finishing: Mahogany battens conceal the rib structure on both the *Sportster* and the *Cruiser*. One more feature that makes May Craft an outstanding buy!

Dealer Inquiries Invited May Craft **MAYS LANDING, NEW JERSEY**

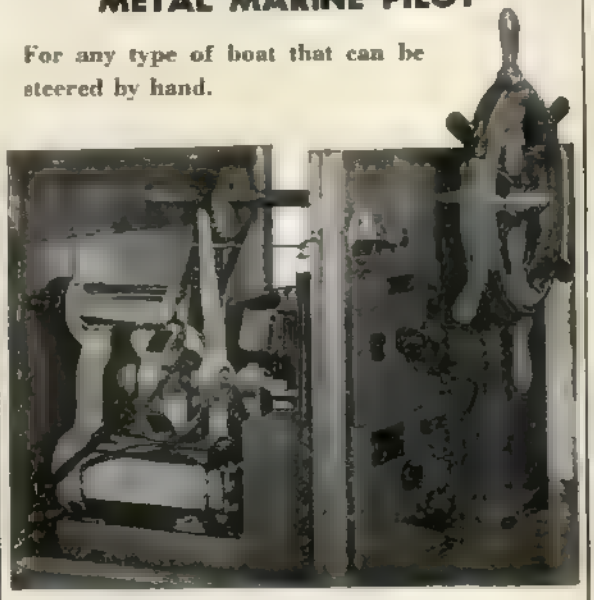
YACHTSMEN!

It's performance that counts

20 years and 6,000 pilots for commercial craft have proven the complete dependability of the

WOOD FREEMAN METAL MARINE PILOT

For any type of boat that can be steered by hand.



(Illustration shows compactness of Pilot)

Easy to install behind paneling—Simple to operate

Standard Pilot Price

$350.00

f.o.b. Tacoma, Washington

(Model 63 Full Remote Control Accessory —also shown in cut—price **$165.00**

ONE-YEAR WARRANTY—IMMEDIATE DELIVERY

6, 12, 24, 32 and 110 volts DC
Also 110 volts AC (AC Rectifier extra charge)

Specify voltage and number of steering wheel turns when ordering.

Write for free literature.

METAL MARINE PILOT

Dept. MB
342 Golden Gate Ave.
Tacoma 66, Wash.

Telephone
PRactor 2791

tool over the top of the valve and spread a little lapping compound around the valve where it fits the seat. With the valve squarely in the seat, and with light easy pressure on the tool, twist the valve back and forth about fifteen times. Wash the compound off and check the seat. Dull spots indicate places where valve and seat are not in contact. Relap until the entire seat and valve surfaces are smooth and in perfect contact. Wash out all the compound carefully, making sure it is removed from the fuel inlet hole also. If compound were to get into the crankcase, it might cause complete bearing and power head failure.

Check condition of the rubber bumper in check valve cover. Replace it if obviously worn or damaged. Check condition of the spring. If it seems weak, check the pressure it exerts against a new spring, or consult the specifications for this at your dealer.

The only requirement for the leaf or reed valves is that they must be cleaned of all dirt and gum, and the leaves or reeds must be perfectly flat without distortion so that when they lay against the leaf plate, they form a perfect seal with the plate. Do not attempt to bend or repair a damaged leaf or reed. Also check condition of leaf guard or stop for bent elements and replace if damaged.

Clean out all jets and the venturi of the carburetor body, making certain that no gum deposits remain. Pay particular attention to the inside of the float bowl and to the needle valve seats. Dry with compressed air after cleaning and then keep clean until reassembled.

Carburetor Reassembly

When a carburetor is ready for reassembly it is important that particular attention be given to the procedure. Keep all dust, dirt and lint out of the carburetor during the reassembly, and make certain that all parts are clean and free from gum or corrosion. Replace all gaskets with new ones. Do not attempt to reuse old gaskets, because leaks will develop after the carburetor is in service.

In reassembling the integral type float, use a new inlet seat gasket, and install the inlet seat on those carburetors requiring it. The seat must be screwed as tightly as possible into the carburetor float bowl.

Insert the inlet needle through the bottom of the float bowl and support it in place by setting it on the handle end of a punch held in a vise.

Slide the bottom float lock down the needle until it snaps into position in the groove in the needle. This will position the float for correct float level.

Push the float down over the inlet needle until it is snug against the bottom lock. Then place the upper float lock on the needle against the top of the float. Check float level with specifications at your dealer. Using a new cover gasket, replace the float bowl cover.

On the carburetors used on smaller four-cylinder engines, install the float needle spring, lock, lock sleeve and lock pin in reverse of the disassembly procedure.

On carburetors which have the strainer in the bottom of the float bowl, install the strainer screen and plug, using a new strainer body gasket.

To reassemble the hinged type float assembly, install the inlet needle valve seat with a new gasket. Screw it as tightly as possible into the float bowl. Set the inlet needle in place, and install the float with its hinge pin or pinion screw as required. Adjust the float height by bending the float arm until the float is at the proper height called for by the specifications for that model. Your dealer can supply the correct data.

Always use a new gasket when installing the float bowl cover, or attaching the float chamber to the upper part of the carburetor.

To reassemble the needle valve, always use a new gasket and install the packing gland, or stuffing box, in the carburetor body. Turn the gland up tight against the gasket.

Screw the needle in with the fingers until it rests lightly against the seat. Do not turn down tight. Slide a new packing over the needle and press it into the gland. Screw the pack-

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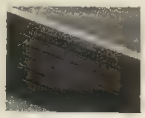

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MECHANICAL TOYS

A.M.T. SCALE MODEL AUTOMOBILES

Remote Control Units

Stop, start, reverse and steer with finger-tip control.

Precision made of tenite and metal in lustrous, non-chipping, non-peeling colors. Equipped with real remote control electric motor, fingertip battery power pack control and 6 ft. of cable.

Exact replicas of late model cars, so well designed and finished that they will delight every child who sees them.

	Each
No. 1887-709—Ford Continental convertible	$6.98
No. 1886-707—Cadillac Coupe de Ville	6.98

Twelve in a carton.

CONTINENTAL

	Each
No. 1879-88C—Ford Continental	$1.98
No. 1878-77C—Cadillac	1.98

Twelve in a carton.

AERIAL LADDER FIRE TRUCK

Realistic design aerial ladder truck in fire engine red. Remote controlled aerial ladders. Chrome accessories. Dual rubber wheels. Motor torque steering. Uses two flashlight batteries.

	Each
No. 1841-051—16¾x3½x4½ in.	$5.00

Twelve in a carton.

VIBRO-ROLL

Remote Control

These toys run on standard flashlight batteries and are operated by remote control push button device. The precision made electric "Run-Rite" motor guarantees hours and hours of running over pavement, rugs and even up steep grades.

Gee-I-Jeep

In striking color combinations including red, blue and green. Solid rubber wheels; metal base.

	Each
No. 1839-81—6½ x 2½ x 2½ in.; wt. per carton 12 lbs.	$2.00

Twenty-four in a carton.

IDEAL DANGER PATROL TRUCKS

Made of plastic and equipped with friction motor. Has truck ladder, simulated dashboard, microphone in control box, removable stretcher, oxygen tank, two-piece extension ladder and three-piece road block set.

Red light flashes on and off as truck races along. Tool chest with open-and-close doors contains pick, shovel and sledge hammer.

	Each
No. 1701-3300—12¾ x5x5 in.	$3.98

Six in a carton.

IRWIN FRICTION DRIVE CAR ASSORTMENT

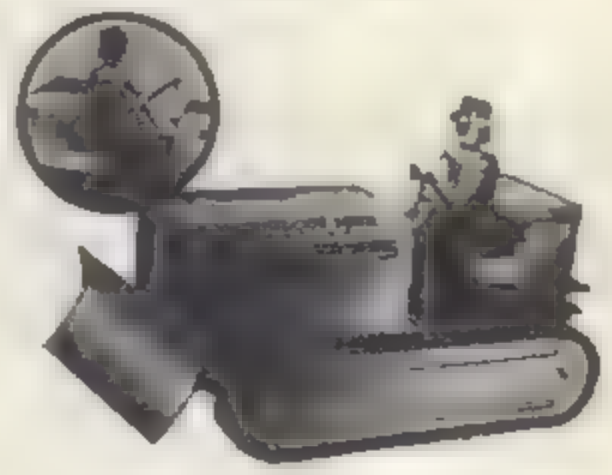
Miniature sedan with powerful friction motor, rubber wheels and metal axles.

Assorted colors—red, green and blue.

	Each
No. 1712-999—4 in. long	$0.29

Thirty-six in a carton.

SAUNDERS ROBOT DRIVEN TRACTOR



Marvelous Mike

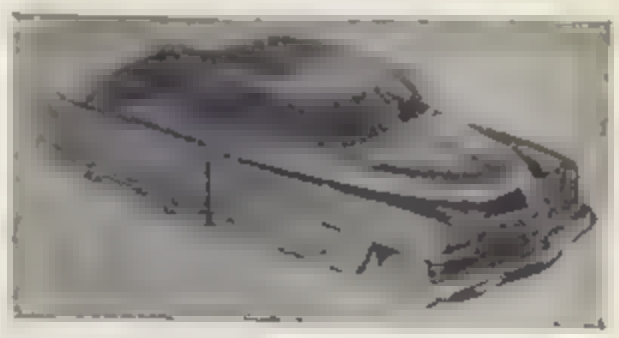
A robot operated tractor having no buttons, wires, springs or gadgets.

When he encounters an obstacle he stops tractor, shifts levers and pedals, backs up, turns into the clear—shifts again and goes forward and does it all by himself.

	Each
No. 1780-1000—14 in. long	$9.98

Four in a carton

SEDAN



Body of colorful heavy plastic; heavy gauge steel chassis, baked enamel finish. Front bumper and radiator grille, also rear bumper silver plated. Strong friction motor, no key, no winding; goes forward or backward. Rubber tires.

	Each
No. 1812-3100—9 in. long; wt. per carton 11 lbs.	$0.98

Twelve in a carton.

MECHANICAL TOYS

TOWN AND COUNTRY CAR

Super powerful mystery motor. No key or winding—pressure on the back speeds the car ahead

Lithographed.

Each

No. 1980-36—12¾ in. long $1.79

Twelve in a carton.

DUMP TRUCK

Actually dumps—tail board opens automatically.

Sturdy all steel construction with powerful friction motor. Four realistic treaded, rubber tires.

Each

No. 1981-37—13 in. long $2.19

Twelve in a carton.

JACKIE GLEASON BUS

All steel, brightly lithographed. Smart design in a speedy toy. Pressure on top of rear sends bus on a long run. No batteries, keys or winding.

Each

No. 1911-30—14 in. long; wt. per carton 17 lbs. $1.49

Twelve in a carton.

LUPOR POLICE, FIRE CHIEF, AMBULANCE CAR ASSORTMENT

Realistically lithographed in brilliant colors.

All metal construction, rubber wheels. Friction motors.

Each

No. 2239-405 .....$0.98

Six in a carton.

IRWIN FRICTION DRIVE PICK-UP TRUCK

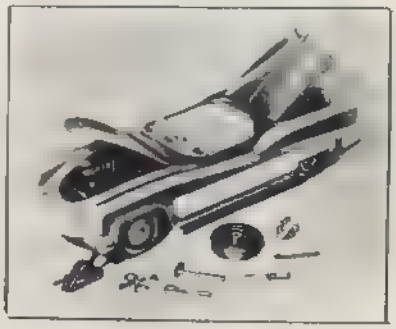
Die-cast truck with powerful friction motor. Chrome-like silva-glo finish, two-tone decorations. Metal axles, four rubber tire wheels.

Each

No. 1707-932—6 in. long $0.75

Twelve in a carton.

IDEAL FIX-IT CONVERTIBLE



Battery operated rugged plastic sports car with wind-up motor. Has headlights and horn which work by battery.

Each

No. 124-3062—15½x6½x4 in. $5.98

Six in a carton.

IDEAL FIX-IT CONVERTIBLE

Sturdy plastic construction. Thick plastic tires, aluminum hub caps and metal axles. One-piece plastic windshield. Hood opens to reveal simulated motor with plastic battery that can be filled with water.

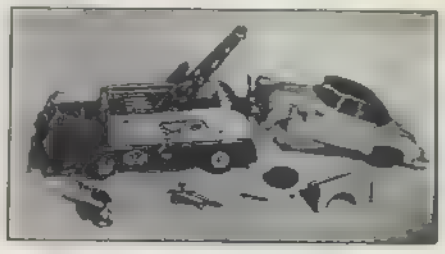
Luggage compartment opens and contains jack, emergency gas can, spare plastic tire, four-way tire wrench, die-cast hammer, wrench and screw driver.

Each

No. 123-3012—13x5x4 in. $2.98

Six in a carton.

IDEAL FIX-IT TOW TRUCK



With Car Having Dented Fender

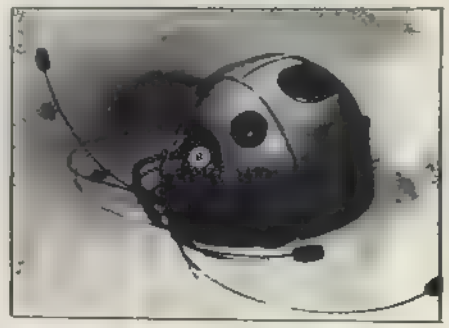
Plastic tow truck and modern sedan with dented front fender and replacement fender. Battery operated searchlight works on or off tow truck. Wheels can be removed from both truck and sedan.

Each

No. 1702-3001—20⅞x6¼x6½ in. ...$9.98

Three in a carton.

LIGHTNING BUG



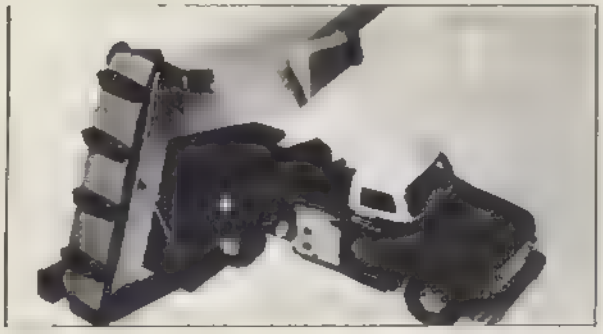
LIGHTNING BRAINY BUG works itself out and around obstacles in its path. Antenna contact object, automatically changes direction; flashing nose light.

Each

No. 1842-100 ..... $5.00

Twelve in a carton.

BATTERY DUMP TRUCK W/LAND LOADER



Size: 12½ in. Loader 8½ in.

No. 2031-1706 ..... Each $7.00

Twelve in a carton.

BATTERY FORK LIFT TRUCK

Size 8½ x 12 in. Battery Operated

No. 2027-1606 ..... Each $6.00

Twelve in a carton.

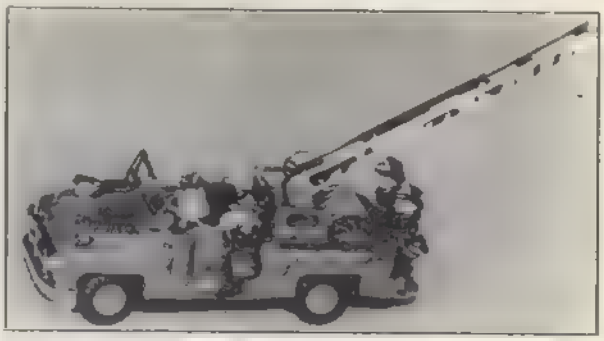
BATTERY HELICOPTER

Size 12 in. Battery Operated

No. 2028-1224 ..... Each $2.25

Twenty-four in a carton.

BATTERY FIRE ENGINE

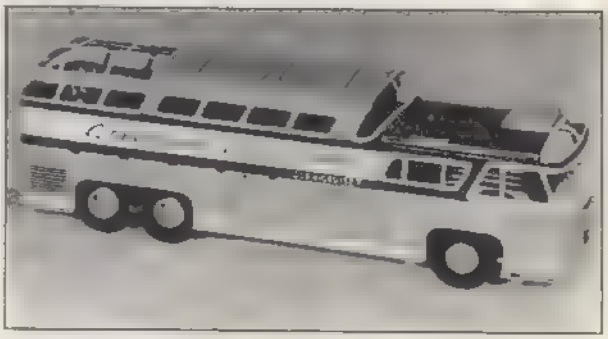


Size 7½ in. Extension Ladder 7½ in.
Battery operated. With light and ringing bell.

No. 2030-1806 ..... Each $2.25

Twenty-four in a carton.

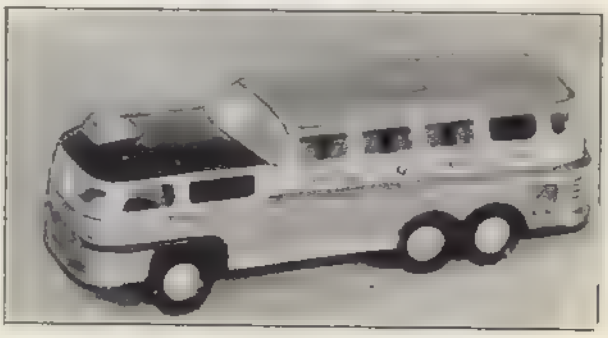
FRICTION GREYHOUND BUS



No. 2029-1204 ..... Each $2.25

Twenty-four in a carton.

FRICTION GREYHOUND BUS



Size: 6¼ in.

No. 2038-1910 ..... Each $1.00

Thirty-six in a carton.

MECHANICAL TOYS

FRICTION CAR W/HOUSE TRAILER

Size 17 in. Overall

No. 2026-1107 ..... Each $2.25

Twenty-four in a carton.

HOOK AND LADDER FIRE ENGINE

Size 14½ in.

No. 2034-1125 ..... Each $7.00

Twelve in a carton.

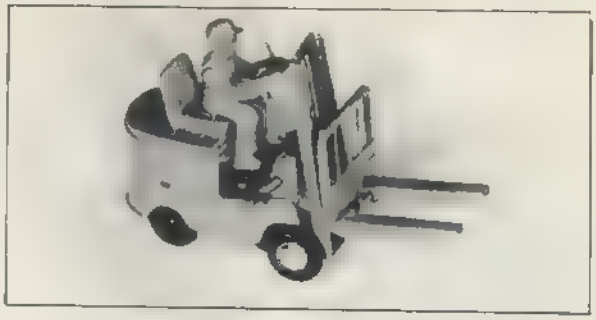
FRICTION JEEP W/CONVERTIBLE ACTION

Size 7½ in.

No. 2037-1218 ..... Each $1.20

Thirty-six in a carton.

FRICTION FORK LIFT



Size 6½ in.

No. 2040-1227 ..... Each $1.00

Thirty-six in a carton.

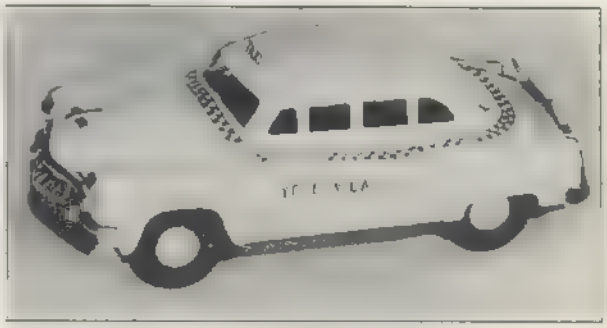
FRICTION ROCKET PLANE

Size: 12 in. Fuselage-6 in. Wingspan

No. 2036-1219 ..... Each $1.20

Twenty-four in a carton.

FRICTION ASSORTED CHECKER CABS



Size: 6¾ in.

No. 2039-1111 ..... Each $1.00

Thirty-six in a carton.

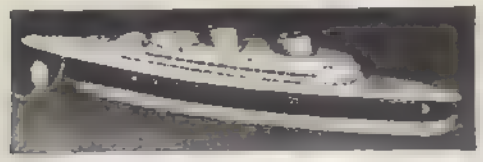
FRICTION FIRE ENGINE

No. 2041-1208 ..... Each $1.00

Thirty-six in a carton.

MECHANICAL TOYS

LUXURY LINER



Sleek design, made of heavy gauge metal, brightly lithographed. Two streamlined smokestacks. Runs a long distance in water. Strong key winding motor, key permanently attached.

Each

No. 1988-934—14¾ in. long ..... $1.1[illegible]

Twelve in a carton.

SUBMARINE

Heavy gauge metal, brightly lithographed. Navigates, dives or rises in water with adjustments of fins.

Durable, easy to wind motor.

Each

No. 1987-887—13½ in. long $1.79

Twelve in a carton.

TUG BOAT

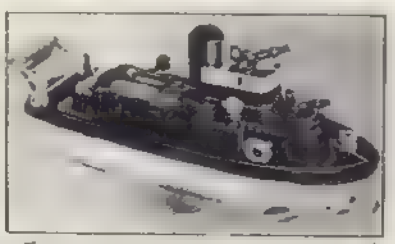
Smokestack acts as wind-up key for novel reversing action that makes tug a perfect tub or lake toy. Made of high impact plastic. Size: 9½ inches long.

Each

No. 122-4021 ..... $1.80

Twelve in a carton.

FIRE BOAT



Two rotating fire guns pump out water—screaming siren adds to the fun. Metalized deck accessories. Lifeboat in rear can be lowered into the water by working the davit. Made of high impact plastic. Windlass raises and lowers anchor. Size: 15 inches long.

Each

No. 2859-4714 ..... $5.00

Six in a carton.

MECHANICAL TOYS

MYSTERY CAR AND TRAILER

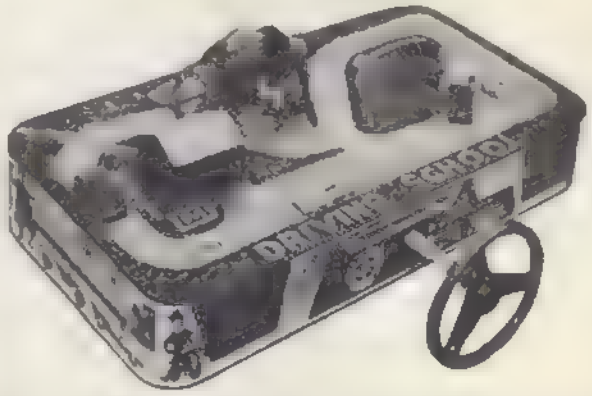
Brightly lithographed car and trailer. The car, a reproduction of the newest streamlined model, is powered by a mystery motor. No key or winding is needed. Pressure on the back of the top sends the car speeding forward, hauling the trailer behind it.

Each

No. 1982-35—27¼ in. long over all $2.98

Twelve in a carton.

DRIVING SCHOOL



Metal construction plus three cars controlled by authentic steering wheel. School has gas station, tunnel, streets and garage.

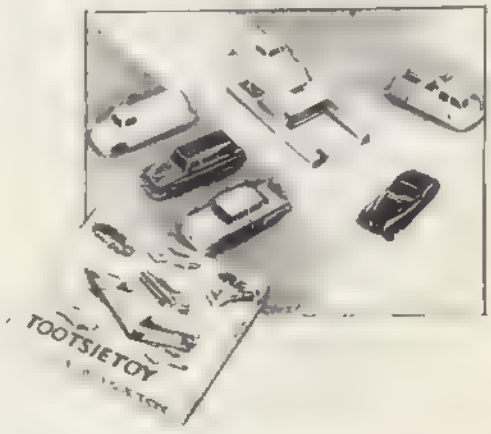
Children drive, park, gas and garage their cars. Learn traffic rules, take driving tests.

Each

No. 1263-518—19x12x6 in. $5.00

Four in a carton.

CAR AND RAMP SET



Tootsietoy miniature cars 3¼ in. long; grease rack 5 in. long and 2¼ in. wide. All made of durable die cast zinc alloy and finished in high gloss non-toxic enamels.

Each

No. 143-5796 ..... $1.00

Thirty-six in a carton.

MECHANICAL TOYS

KIDDIE DRIVETTE

Realistic gear shift; sturdy 8 in. diameter steering wheel; dual purpose seat; sturdy flat frame; safety belt and beep horn.

For car and home use. For children from 2 to 6 years.

	Each
No. 1525-610—Deluxe model	$4.00

Six in a box.

Robert The Robot

Remote controlled robot that moves forward and backward and turns by means of a winding crank and trigger mechanism. As robot moves his hands move up and down. Hands can be made to clutch objects as he walks

Turning crank on robot's back causes plastic record to repeat a message. Moves on four wheels and is made of plastic. Has realistic metallic finish.

	Each
No. 127-4049—14x0x6½ in.	$5.98

Six in a carton.

IDEAL TURBO JET AND ROCKET LAUNCHING PLATFORM

Rocket is propelled from launching platform by wind-up spring motor with push-button trigger. Turbo Jet zooms away on four wheels under power of its own friction motor and s c r e e c h e s as it rolls. Launching platform has screeching siren.

	Each
No. 125-4867—10x4½ in. platform, 13x4 in. turbo jet	$3.98

Six in a carton.

TALKING TOYS

Exclusive talking device is operated by hand crank. Unbreakable plastic record recites passages from favorite Golden Books

Toy made of high impact plastic that resists chipping and peeling. Finished in colors to match characters in the book.

"Poky Little Puppy"

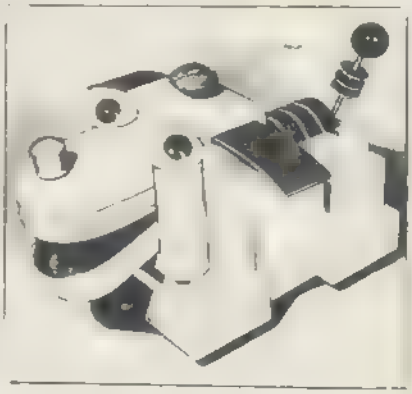
	Each
No. 163-4304—7½ in. high	$1.89

"Tootle The Train"

	Each
No. 119-4303—5½x8 in	$1.89

Twelve in a carton.

THE ROBOT DOG



He's self-propelled. Just pat his tuft of hair and away he goes, wagging his tail, rolling his eyes, flapping his jaw. He'll yip if you tweak his nose. His ears can be raised or lowered to change his expression. "Robo" operates on two 1½ volt batteries. Made of sturdy plastic and metal parts.

	Each
No. 1816-2003	$5.00

Six in a carton.

IDEAL ATOMIC ROCKET LAUNCHING TRUCK

Atomic rocket firing mechanism actually propels polyethylene rockets which are loaded with noise making caps. Rocket launcher can be elevated or depressed by ratchet gear control.

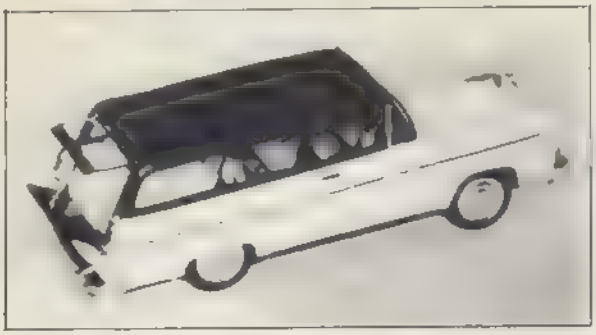
Plastic truck with metal base, finished in assorted colors.

	Each
No. 2048-4862—12x5x5¾ in.	$2.98

Twelve in a carton.

MECHANICAL TOYS

FRICTION FORD STATION WAGON



Size: 12 in.

Each
No. 2033-2200 ..... $2.70

Twenty-four in a carton.

REMOTE CONTROL HELICOPTER

Remote controlled cable type helicopter. Performs same as real one. Made of light flexible metal.

Each
No. 172-213-90 ..... $4.00

Twelve in a carton.

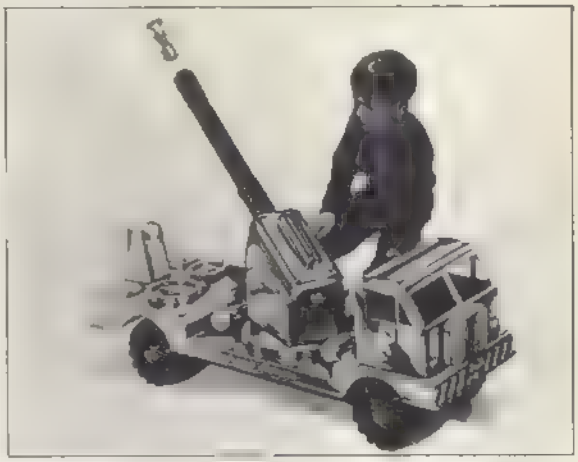
ELECTRIC MOTOR BOAT

10 in. long with real head light. Mahogany finish.

Each
No. 2051-755/265 ..... $2.00

Twenty-four in a carton.

NY-LINT ELECTRONIC CANNON



Swivel the gun mount, raise or lower the barrel by electronic push-button to exactly the right elevation indicated on a dial, then load and . . . FIRE! Requires two Size D flashlight batteries (not furnished). Welded steel construction.

Each
No. 2217-2400 ..... $13.00

Six in a carton.

RADIO CONTROL CAR

Radio control Ford Continental model has hard tube receiver, separate unit transmitter. Can be controlled 200 feet from any point. 8 inches long.

Each
No. 1880-2000 ..... $35.00

One in a carton.

BELL TRUCK

The Jr. Lineman's own telephone service truck. Authentic green with official emblem. Runs forward and reverse by remote control. Size: 7 x 3 x 3.

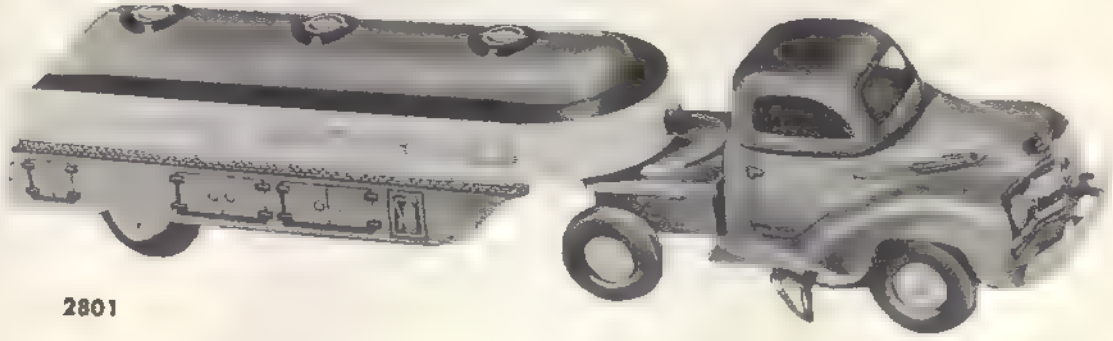
Each
No. 1840-119 ..... $2.00

Twenty-four in a carton.

MECHANICAL TRAILER TRUCKS

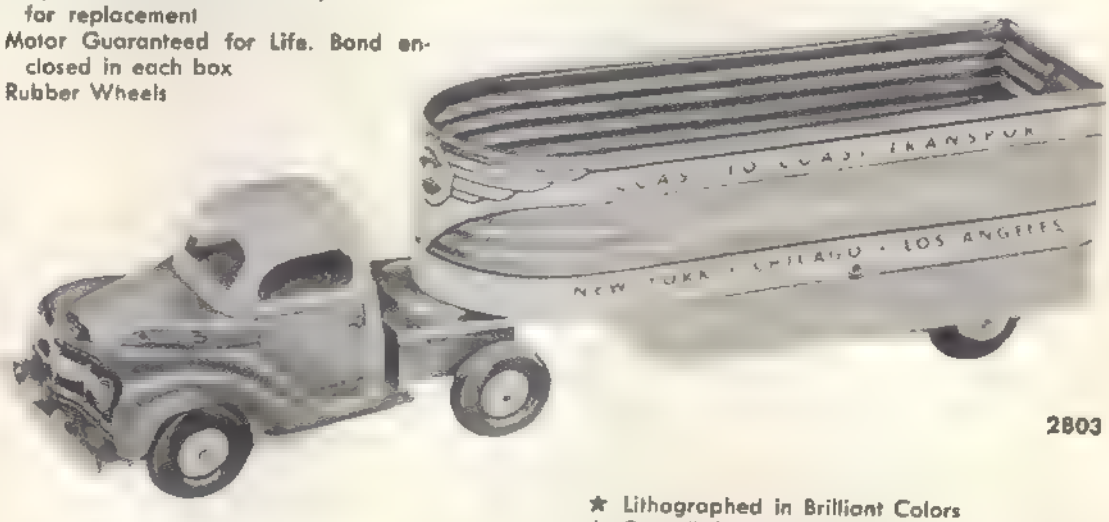
No. 2800 Mechanical Trailer Truck Assortment, Packed 1 Dozen Per Carton, Containing 4 Each, No. 2801, No. 2802, No. 2803

No. 2800 Assorted $16.00 Doz.



2801

★ Sturdy Steel Construction
★ No Sharp Edges
★ Fully Enclosed Motors—easily removed for replacement
★ Motor Guaranteed for Life. Bond enclosed in each box
★ Rubber Wheels



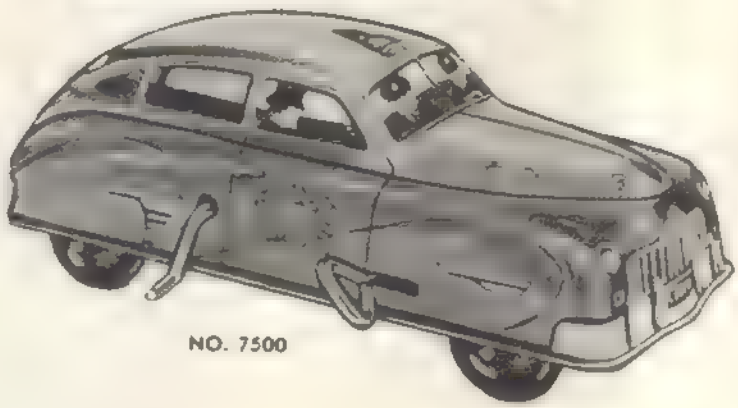
2803

★ Lithographed in Brilliant Colors
★ Overall Size—Length 13" —Width 3"—Height 3½"
★ Packed in Individual Boxes
★ Weight Approx. 13 Lbs. Per Carton

2802

MECHANICAL TOYS

MECHANICAL SIREN CARS



NO. 7500

No. 7500 $16.00 Doz.

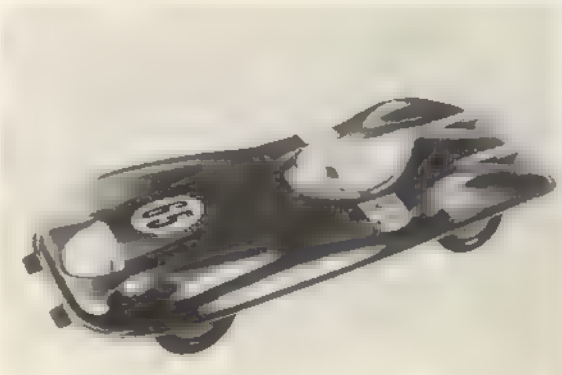
Beautiful Toned Hand-Powered Siren
Sturdy Steel Construction
No Sharp Edges
Fully Enclosed Motors—easily removed for replacement
Motor Guaranteed for Life. Bond enclosed in each box
Rubber Wheels
Overall Size—Length 7¼"
—Width 3¼"—Height 2¾"
Lithographed in Brilliant Colors
Packed in Individual Boxes

FRICTION SIREN FIRE ENGINE

Measures 12¾" long, 4" wide, 3¾" high
Features latest design, cab-over-engine, open cab with transparent windshield and driver in seat.

PACKED: Each in a box.

No. 2637 $48.00 Doz.



BONNEVILLE

SALT FLATS SPECIAL *Stock #510*

World's fastest professional racing car. Mobilgas Flying Horse insignia. All metal. Crashproof. Safety bumpers. POWERFUL THUNDERBIRD friction motor. Cosmic "flashcolors." Custom-designed package.
Size: 12" x 5½" x 2¾". Std. Pack: 1 doz.

No. 510 $32.40 Doz.

Melamine

Smart new dinnerware — 2 year guarantee against breaking, chipping!

"TEMPO" 16-pc. set 7.98

Colors, patterns molded in—can't fade, can't wear off! 2-year guarantee! For formal service or everyday use. Open stock list sent with each set. **Set Composition: 16-pc.:** 4 ea.: cups, saucers, dinner plates, bread-butter plates. **45-pc.:** 8 ea.: cups, saucers, soups, bread-butter plates, dinner plates. 1 ea.: serving platter, vegetable serving dish, creamer, 2-piece covered sugar bowl. Save 30% from manufacturer's list prices!

1. "TEMPO" — lustrous, modern! Rainbow shades of Yellow, Gray, Red and Turquoise included in each set.
38 Y 1254E—**45-pc. set.** Wt. 15 lb. . . . **29.98**
38 Y 1253—**16-pc. set.** Wt. 5 lb. 10 oz. **7.98**

2. "ROSE FANTASY"—American Beauty Rose pattern. Gleaming White dinnerplates, saucers, platter with life-like Red Rose with Turquoise, Green trim. Other pieces in matching solid Turquoise.
38 Y 1234E—**45-pc. set.** Wt 15 lb. **42.98**
38 Y 1233—**16-pc. set.** Wt. 5 lb. 10 oz **13.98**

"ROSE FANTASY" 16-pc set 13.98

3-10. GENUINE CHINA Moss Rose patt.

3. 8-PC. SNACK SET—4 ea. shell shaped indented 7-inch plates, 4 cups. Imported.
38 Y 1225—Was 3.98! Wt 4 lb. 12 oz. **3.49**

4. 12-PC. LUNCHEON SET. 4 cups, saucers, 7½-inch cake plates. Imported.
38 Y 1205—Was 3.98! Wt 6 lb. .. **3.49**

5. COFFEE SET. 6 cup server, sugar
38 Y 1225—Creamer 3 lb. 2 oz. **5-pcs. 2.98**

6. 17-PC. DEMI-TASSE set. 6 cups, 6 saucers, 1 cream pitcher, 1 covered sugar bowl, one 6-cup server.
38 Y 1212—Was 4.50! Wt. 5 lb 4 oz **3.49**

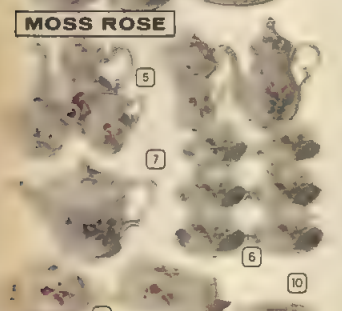
7. 6-CUP TEA POT with fluted body
38 Y 1210—Ship. wt. 1 lb. 14 oz . . **1.29**

8. MUFFIN DISH—smart server for buns.
38 Y 1209—6½x4½-in. Wt. 1 lb. 7 oz **1.29**

9. BUTTER DISH—Holds ¼ pound butter
38 Y 1228—6¾x2-in Wt. 1 lb. 2 oz. **1.00**

10. CHEESE DISH—for butter, jellies, too.
38 Y 1208—Ship. wt. 1 lb. 2 oz. . . . **1.00**

MOSS ROSE



11-16. BLUE WILLOW—ceramic imports.

11. 4-PC. GOURMET SET—10½-in. wide ceramic wall rack, 9½-in. long funnel, strainer, ladle with turned wood handles.
38 Y 409—Ship. wt. 1 lb. 10 oz. **1.79**

12. ROLLING PIN PLANTER spoon set. ½, 1 tea, 1 tablespoon measure spoons.
38 Y 410—5x2-in Ship wt. 10 oz . . **1.00**

13. 8-PC SPICE SET, wall rack. 8½x7-inch wood rack, ceramic shakers.
38 Y 408—Ship wt. 1 lb 6 oz . . . **1.69**

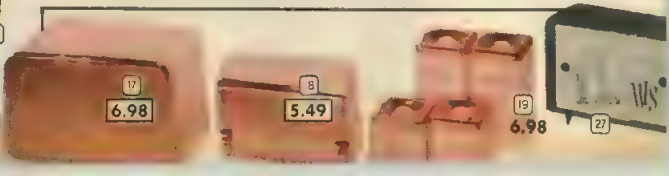
14. REVOLVING Condiment Set. Oil, vinegar cruets, salt-pepper shakers, covered mustard jar, spoon. Wood handles.
38 Y 403—6½x6-in. Wt. 2 lb. 10 oz.. **1.99**

15. 3-IN-1 TEA SET—sugar and creamer on top of 10-oz teapot. Smart serving!
38 Y 406—Ship. wt. 1 lb. 9 oz **1.00**

16. BUTTER WARMER—3-in. diam., 3-in. high wrought iron stand, holder
38 Y 405—Candle incl. Wt. 14 oz . **1.00**

BLUE WILLOW

17-19. LINCOLN "BEAUTYWEAR" — beautifully designed, extra-heavy jumbo size pantry helpers. Pink, Turquoise or White baked-on enamel with lacquered Copper plate trim. Last indefinitely!
17. 38 Y 486E—**Bread Box.** Cutting board, shelf. 17x10-in. 10 lb **8.98**
18. 38 Y 487E—**Dispenser.** Towels, foil, etc. 13x8½-in. Wt. 5 lb **5.49**
19. 38 Y 485E—**4-Pc. Canister Set.** Flour, cof., sug., tea. Wt. 6 lb **8.98**
38 Y 483M—**Complete Ensemble.** 1 ea. of 17-18-19. Wt 21 lb. **19.98**



17 6.98 18 5.49 19 6.98

NEW NOVELTY GIFTS

20. COMPASS planter. New! Black wrought iron frame, brass plated letters, ceramic planter box in Pink, Turquoise or Chartreuse
38 Y 423. . . . . **Each 3.69**
13½-in. diam 2 lb. 10 oz.

21. "LAST SUPPER" plate. White semi-porcelain Gold trim
38 Y 412. . . . **Each 1.00**
11x10-in. Wt. 2 lb 15 oz.

22. PORTRAIT of Jesus — matches plate above
38 Y 413. . . . **Each 1.00**
11x10-in Wt 2 lb 15 oz

21 and 22—one each of above religious plates. 38Y419—**Set of 2-pcs. 1.89**
Shipping wt. 3 lb. 10 oz.

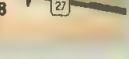
23. HOUSE BLESSING trivet — Black wrought iron—multicolor hand design. 6x6-in. high
38 Y 417—1 lb 1 oz **1.00**

24. THERMOMETER-wall plaque set. Perforated 6-in. squares in Copper or Black Cedar is accurate room thermometer
38 Y 416 **2-pc. set 1.99**
3-pc. set. Wt. 1 lb 2 oz

CLEVER CABINETS

25. STORAWAY cabinet —sliding doors, chromed knobs. Heavy steel
White, Red, Green, Pink
30x5½x7-inches high
38 Y 595E—Wt. 7 lb **3.78**
24x5½x7-inches high
38 Y 594E—Wt. 5 lb **2.98**

26-27. TOILETRY cabinets cleverly designed, decorated in gala colors. Sliding doors. Stand or hang. Pressed hardwood construction.
Ship. wt. ea 2 lb 14 oz
26. 38 Y 446—"HERS" Pink/charcoal doors **3.68**
27. "HIS" in Charcoal w/ White doors.
38 Y 445—**3.69**
2-PC. set includes 1 each of the above—"His" n "Hers
38 Y 448—**6.98**
Wt 5 lb. 2 oz



BROOKPARK MODERN . . . of break-resistant Melmac

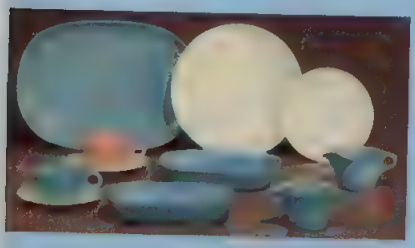
Here's dinnerware that takes years of wear . . . needs no pampering. Molded of Melmac plastic in a striking shape to sparkle both your parties and three-meals-a-day. 20-pc set: 4 place settings, 1 in each of the 4 brilliant colors shown. 8-pc. set: 4 cereal-soups, 4 salads (1 in each color above). Contents on page 504.

70-5111 B1397 20-pc. Rainbow Set (for 4) $19 95
70-5129 B795 8-pc. Rainbow Set (4 cereal-soups, 4 salads) . . . 11.40

BROOKPARK MODERN . . . smart 6-pc. service set

5-piece table service molded to match Brookpark Modern dinnerware. You'll set your table with a carefree, assured air . . . knowing this fine quality Melmac plastic exhibits beauty as well as durability. Guaranteed against breakage and chipping. Service includes: 13½" platter, 2 open vegetable bowls, sugar bowl (with cover) and creamer (in the four stunning colors illustrated).

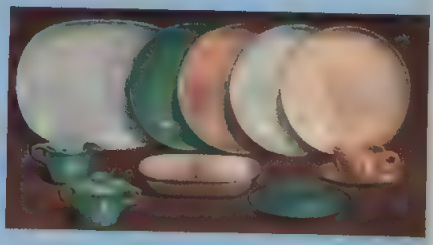
70-5137 B995 6-pc. Brookpark Modern Table Service $14.95



AUTUMN LEAVES . . . decorated molded plastic by Texas-Ware

For the first time . . . decorated plastic dinnerware! 16-pc. set 4 ea.: plates, salads, saucers in confetti colors on white ground, solid color cups. Service set: platter, 2 bowls, sugar creamer.

70-5145 B1335 16-pc. Set with pink cups $19 95
70-5152 B1333 16-pc. Set with Turquoise cups 19 95
70-5160 B750 6-pc. Table Service in Solid Pink 11 20
70-5178 B750 6-pc. Table Service in Solid Turquoise 11 20



SAN JACINTO . . . "textured" Melmac dinnerware by Texas-Ware

Modern design with a definite textured feeling . . . soft cloudings accent backgrounds of Talisman Rose, Mist Green, Cinnamon and Shell Gray. 20-pc. set: 4 settings (1 each color shown): plates, salads, butter-chip plates, cups, saucers. 5-pc. service set: platter, sugar bowl, creamer, divided vegetable bowl (colors as shown).

70-5186 B1000 20-pc. Set (service for 4) $14.95
70-5194 B665 5-pc. Table Service 9 90

COLOR-FLYTE . . . Melmac in carousel colors

Debonair dinnerware makes every meal an Event! Molded Melmac plastic combines glamorous color and design with a toughness that defies breakage. 47-pc. Set (2 settings of each color): 8 ea.: cups, saucers, bread-butters, 10" plates, cereals; 1 ea.: creamer, covered sugar, 10" bowl, spoon, fork, 12¼" platter.

70-5228 B3335 47-pc Rainbow Set (service for 8) $49.95
70-5210 B1000 16-pc. Rainbow Set (Contents on page 504) 14.95

COLOR-FLYTE . . . matching 5-pc. table service

Beautiful, amazingly durable Color-Flyte . . . guaranteed against breakage for one full year. You'll always have a complete dinner set! It's softly-mottled undertone of color and modern simplicity of design reflect such good taste. 5-pc. service includes: 14" Mist Gray platter, 10" Glow Copper divided vegetable bowl, Glade Green creamer and covered sugar bowl.

70-5236 B730 5-pc. Color-Flyte Table Service $10 95

Famous Blenko Glassware

Val St. Lambert Crystal

Dinnerware, Crystal and Party Time Favorites

(A) MELMAC "RESIDENTIAL" . . designed by Russell Wright in exciting new contour shapes . . dramatic, completely functional. Melmac molded in the newest, richly textured Russell Wright colors, rainbow assortment of equal pieces in Lemon Ice, Sea Mist Gray, Salmon Red and Turquoise. Here's dinnerware suitable for all-day table use from breakfast to dinner. Guaranteed for 10-years against chipping, breaking, or cracking in normal use. Select a 16-pc starter set or complete service for 8.

28-0610-995 16-pc. set. 7 lbs. **15.95**
28-0611-3150 45-pc. set. 18 lbs. **49.95**

(B) "FLAIR." Imported stoneware in one of the most highly original, excitingly different designs you've ever seen. New, award-winning modern shape . . . versatile, handsome, wonderfully practical because it's vitrified and lightproof, yet as fine as china Each piece is completely hand-crafted in England and decorated with the gay adventures of a proud cockerel . . . and in an exciting color combination of Pearl and Mediterranean Green. Each piece is ovenproof, chip-resistant and detergent proof

28-1005-1295 16-pc. set. 12½ lbs **18.95**
28-1074-4700 45-pc. set 42 lbs. **70.00**

(C) "FLAGSTONE." Modern, up-to-date California-inspired design . . . distinguished by its smart sophistication . . its tasteful charm . . . its marvelous adaptability Featuring the newest, most modern color combination of Turquoise, Brown and Gray, set against a distinctive, speckled white background. Adapts to a host of table settings . . . adds excitement to every occasion. Oven-proof, detergent-proof with chip-resistant edges for wonderful practicality, too . . . your assurance of durable economic use and lasting good taste. Service for eight

28-1012-2395 45-pc. set 36 lbs. **42.00**

(D) "PICCADILLY" A smart, new, highly distinctive script-design of rouge and gray . . . contrasted against fine White American translucent china and trimmed with a luxurious, eye-catching Platinum border Here's the ultimate in distinguished, tasteful styling with simplicity as the exciting keynote. Crafted in a new, highly versatile coupe shape for your finest entertaining . . . for everyday dining . . . to conform with your every wish Select a 53-pc. service for 8 or a 93-pc service for 12

28-0531-4450 53-pc. set. 37 lbs. **59.95**
28-0532-7500 93 pc. set 64 lbs. **99.95**

Composition of Dinner Sets

16-pc Starter Set 4 each of dinner plates bread-and-butters, cups and saucers

45-pc Set 8 each of dinner plates, bread-and-butter plates, cups, saucers, lug soups 1 each platter, divided vegetable, oval sugar creamer

53-pc. Set As 45-pc dinner set plus 8 fruit dishes

**93-pc Set As above service for eight but 12 each plus 12 salad plates, 1 open baker, covered casserole, gravy boat, small platter, medium platter, covered sugar and creamer*

(E) 3-PC. "PATIO" BOWL SET . . . for outdoor serving. For snacks, salads, mixing dressing and sauces . . . Colorful pottery with notched bottoms for slip-proof use. Set of 3 bowls, 7", 8¼" and 9½" nested sizes

29-2087-215 3-pc. Set Wt. 9 lbs.. . . Retail **3.00**

BLENKO GLASSWARE. A fine name in hand blown American glassware for show, for practical use . . . world famous for striking originality. Exquisite gifts, too!

(F) ROSETTE VASE. Intricate base. 11" high. Amber

29-2032-475 Wt. 6 lbs. . . . . Retail **6.95**

(G) WATER PITCHER. Decorative "bubble" shaped bottom with sweeping, curved handle. 10" high. Charcoal

29-2025-330 Wt. 3¾ lbs . . . . . Retail **4.75**

(J) "GALLIC" TEA SERVICE. Fine White china with delicate laurel pattern in charcoal and pink emblazoned on plate and cup. 8½" plate has indentation to hold cup safe, secure Platinum color trim 4 cups, 4 saucers.

28-0513-280 8-pc. set. Wt 4 lbs. **4.00**

(H) IMPORTED COFFEE SET. Saucer has extended concave leaf which doubles as ash tray. Hand-painted floral pattern. Gray border. platinum trim. 4 cups, 4 saucers

29-3014-350 Per Set. Wt 4 lbs. . . . Retail **4.95**

(K) SEAFOOD SERVERS. Four 7" diam. White porcelain trays with matching sauce dishes, each with colorful shrimp, crab, lobster and tuna design Gold edges

29-2479-315 Set of 4 . . . . . Retail **4.95**

VAL ST. LAMBERT CRYSTAL. Exquisite, hand-made imported crystal with an international reputation for true crystal of unsurpassed quality The unique brilliance glows from within, creating a lucity and a luster which cannot be duplicated Manufactured in Belgium.

(L) DINNER BELL. 5½" high. Intricately cut.

28-0277-415 . . . . . Retail **6.00**

(M) DECANTER, with matching stop. 9" high, 4" wide

28-0279-675 Wt. 2 lbs. . . . . Retail **9.95**

(N) BUBBLE DECANTER, matching stop 12½" wide.

28-0281-1000 Wt 2½ lbs. . Retail **15.00**

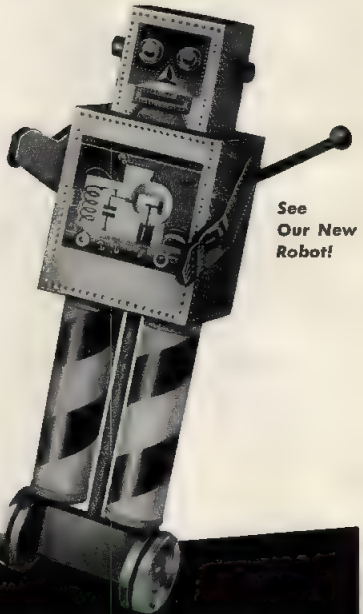
(P) CENTERPIECE, 12½" wide

28-0260-850 Wt. 3¼ lbs. **12.50**

SEE NEW CREATIONS

by METAL MASTERS

- PUSH CHIMES
- PULL CHIMES
- RIDER CHIME TOYS
- SPRING HORSES
- BATONS
- METAL TELEPHONES



See Our New Robot!

AT OUR ONLY TOY FAIR SHOWROOM

AT PORTUGAL AND KROTMAN • RM. 534-536

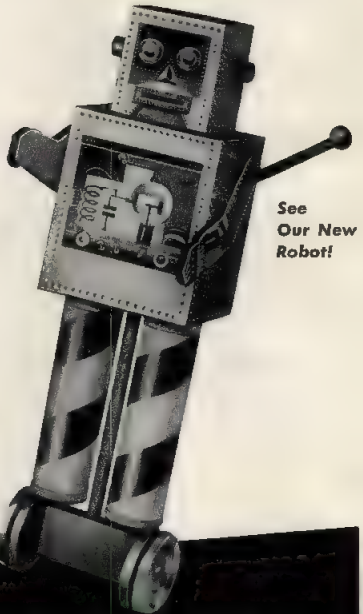
200 FIFTH AVE., N.Y.C. • EXCLUSIVE SALES REPRESENTATIVES

METAL MASTERS CO. • 127 CATHARINE ST., PHILA., PA.

SEE NEW CREATIONS

by METAL MASTERS

- PUSH CHIMES
- PULL CHIMES
- RIDER CHIME TOYS
- SPRING HORSES
- BATONS
- METAL TELEPHONES



See Our New Robot!

AT OUR ONLY TOY FAIR SHOWROOM

AT PORTUGAL AND KROTMAN • RM. 534-536

200 FIFTH AVE., N.Y.C. • EXCLUSIVE SALES REPRESENTATIVES

METAL MASTERS CO. • 127 CATHARINE ST., PHILA., PA.

6-ROOM, 2-STORY, ALL-METAL DOLL HOUSE

Complete with 25 Pieces of Furniture

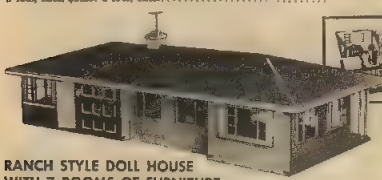
Ready for a family of dolls to move in! It's a beautifully designed house that will last for years. Any little girl can create her own world of make believe with this exquisite doll house. Realistic looking with metal walls and roof lithographed in color, and ground floor doors and windows open and close! Rooms consist of Living Room, Dining Room, Kitchen, Bedroom, Nursery, Bathroom, Terrace 23¼x9½x16½" high.

No. 8410. Wt. 9¾ lbs. List $5.50. Dealer's, each $3.60.
3 lots, each $3.25. 6 lots, each **3.07**

26-PC. AMSCO DOLL-E-LAYETTE

Contains everything needed for doll care—at home, or on a trip—2 Chux Diapers, 2 Evenflo Nursing Units (2 bottles, 2 nipples, 2 sealing discs, 2 caps), 1 filled can of Johnson & Johnson Baby Powder, 1 Doll-E Soap, 1 Doll-E Brush, 1 Doll-E-Comb, 1 Doll-E-Washcloth, 1 Doll-E-Rattle with teething ring, Feeding Dish and Spoon, Cup, Funnel, Bib, Measuring Spoon, Doll-E-Care Booklet, Overnight Basket with 2 metal handles, hinged teakwood lid 6½"x13¾"x 10". Wt. 3¾ lbs.

No. 8811. List $3.98. Dealer's, each $2.70. **2.45**
6 lots, each . . . . . .



Complete with 7 rooms of furniture

RANCH STYLE DOLL HOUSE WITH 7 ROOMS OF FURNITURE

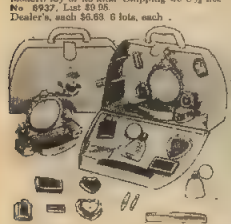
A complete, all plastic doll house that's big enough for the little miss to really enjoy keeping house in. Over a yard wide and a full foot-and-a-half deep. Easily assembled. Unbelievably sturdy. Supported by 14 polyethylene buttons to eliminate danger of scratching table surfaces. Lightweight. Washable. Complete—equipped with rooms full of replica furniture carefully detailed to look exactly like the real thing! Kitchen, Dining Room, Nursery, Living Room, Bathroom and Patio. Walls and Roof of high impact plastic—roof is removable—all doors actually open and shut. Complete down to window boxes and shutters. Dimensions of house 38" long, 18" wide. Without a doubt the finest doll house ever made. The most real, most modern toy of its kind. Shipping wt. 8½ lbs.

No. 8937. List $9.98.
Dealer's, each $6.69. 6 lots, each . **6.17**

KAYanEE Sewing Machine

Sews a strong chain stitch just like Mommy's! Stitch size regulator, tension control, gear and transmission. Large operating wheel for speed. Sturdy steel standard needle. No. 12x1 with safety guard. Table clamp, container for thread and needles, instructions. One of the most fun-filled toys on the market! 8½"x 5½x7". Wt. 3 lbs.

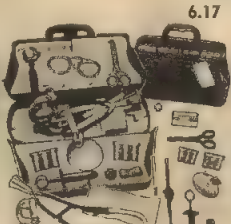
No. 8212. List $7.98. Dealer's, each $5.35. 3 lots, ea. $4.90. 6 lots, ea. **4.59**



LADY LOVELY 10-Pc. Beauty Kit

Every little miss will enjoy playing with all the cosmetics and accessories so dear to feminine hearts. Contains metalized plastic vanity with metal mirror, removable drawer and place for 2 pictures, perfume atomizer with rubber bulb, rouge box, lipstick tube, bottle of perfume, case of "Lady Lovely" soap, plastic comb and other little beauty aids. All plastic parts are safe, sanitary and washable. Case is molded of safe, unbreakable polyethylene plastic in a simulated leather grain with large plastic handle. 10½x8½x4".

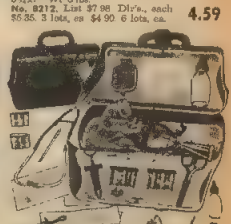
No. 8332. Wt. 1½ lbs. List $2.98.
Ea. $2.00. 6 lots, ea. $1.80. 12, ea . **1.73**



17-Pc. Little Country Doctor Kit

Packed with realistic miniatures of the equipment used by professional doctors. Made of extra sturdy, safe plastic. Contains real hearing stethoscope, microscope, Doctor's wearing accessories, hypodermic with spring action, otoscope for eye, ear and nose study, wristwatch, safe, polyethylene toy thermometer, pair of plastic glasses, metalized plastic head reflector, decorated box of absorbent cotton, pill box with candy pills, and other accessories for the make believe doctor. Plastic case is simulated leather grain. 10"x8"x4".

No. 8331. Wt. 1½ lbs. List $2.98.
Ea. $2.00. 6 lots, ea. $1.80. 12, ea. . **1.73**



17-Pc. Little Play Nurse Kit

The most realistic replica of a Nurse's Kit ever created. Packed with authentic miniatures made of sturdy plastic. Fascinating kit contains real hearing stethoscope, microscope, Nurse's wearing apparel, rubber hot water bottle, nursing bottle, wristwatch, hypodermic with spring action; toy thermometer, pair of glasses, decorated box of absorbent cotton, pill box with candy pills and other accessories for the make believe nurse. Case of unbreakable polyethylene plastic with simulated leather grain. Measures 10"x 8"x4". Ship. wt. 1½ lbs.

No. 8330. List $2.98.
Ea. $2.00. 6 lots, ea. $1.80. 12, ea . **1.73**

Satisfaction Guaranteed or Money Refunded

LITTLE GIRLS COOK & DINNERWARE SETS

Kay Stanley Super Cake Mix Set

Featuring Real Pillsbury Cake Mixes

Move than a toy provides valuable training for future wife and mother. Bakes real cakes. Set contains 5 boxes Pillsbury Best Cake Mix, 1 box Pillsbury Best Cookie Mix, 12 packets frosting 8 packets cake decorations, 2 cake pans, 10 liners, muffin pan, 20 crinkle cups, mixing bowl, 2 measuring spoons, mixing spoon, spatula, cake knife, gingerbread pan, 6 liners, 6 cookie cutters 1 rolling pin, 1 cake tester, 1 cookie sheet, 1 sponge, 1 box waxed paper, 1 cookbook. 6 lbs

No 8217. List $5.00. Dlr's. ea $3.25. Lots of 6, ea. **2.94**

"Heinz-57" Kitchen

It's fun to play "grown up" with this realistic famous Heinz kitchen set. Sturdily constructed kitchen cabinet containing 6 cans popular Heinz foods, two bowls, two glasses, two salt-pepper shakers, two plates, two knives, two forks, two spoons, casserole dish and cover, sauce pan, hot pad, ladle, apron, chef's hat, and cook book. Kitchen walls attached to sides of cabinet may be painted and decorated by child, adding another type of play activity and enjoyment. Shipping wt. 6 lbs

No 8218. List $5.00. Dlr's. ea. $3.25. Lots of 6, ea. **2.94**

Bettyware 15-Piece Kitchen Set

A realistic kitchen set made of high impact plastic, just like the one mother uses. The shiny coppertone pots, pans and utensils provide hours of playtime cooking fun for the little ones. Set contains 2 pots 2 pans, 2 tops for the pots, a large spoon, ladle, spatula and knife—all hung on a convenient wall rack. The gleaming tea kettle sets on the realistically lithographed metal stove-storage unit combination. Ship. wt. 4½ lbs

No 8200. List $4.95. Dealer's, each $3.35
3 lots, each $3.05. 6 lots, each **2.87**

"Busy Day" Instant 33-Piece Mixing Kit

Complete with Electric Mixer

An educational toy that a little girl will use for years. The kit includes an authentically designed electronic mixer that stands on end and ejects the beater just like the real ones do; set of bowls for mixer, 4 boxes of different flavored instant puddings, serving dishes, teaspoons, doilies, and napkins that make up a complete service for six, 4 page recipe booklet. Complete with batteries. Wt. 2 lbs

No 8198. List $5.95. Dealer's, each $3.85 **3.31**

31-Pc. Deluxe Dinner Service

Imported from England—little girls can play they're having tea with the Queen! All polished aluminum, each piece carefully crafted in traditional style and each one an exact duplicate of real silver! Heavy gauge for sturdiness. Set includes tea pot and lid, sugar bowl, creamer, knurled rim tray, cake cover and tray, 4 dinner plates, 4 cups and 4 saucers, 4 engraved forks, 4 spoons and 4 knives. Each piece beautifully modeled and proportioned, large enough for a little girl's tea parties . . . and polished by careful hands work so they'll catch mother's eye, too!

No. 8425. 31-pc. Set. Ships wt. 7 lbs. List $4.98
Dlr's., ea. $3.35. 3, ea. $3.05. 6, ea. **2.88**

65-Pc. TEA SET

A delightful set for play tea-parties. Complete service for 6 in two-tone Teal and Pink Unbreakable Bakelite. Features new swinging tea kettle with stand and cover. Also in set are 6 cups, 6 saucers, six 6" plates, creamer, sugar, salt and pepper shakers, napkin holder, 6 butter dishes, 6 knives, 6 forks, 6 spoons, sugar tongs, 6 goblets, 5-pc. Lazy Susan, 6 napkins—everything the little make-believe homemaker needs to set a beautiful table. Pieces remain intact—will not break, even under most punishing play conditions. Wt. 2½ lbs

No. 8221. List $5.95. Dlr's., ea. $4.05.
Lots of 3, ea. $3.70. Lots of 6, ea. **3.47**

Midwestern jobbers launch holiday lines CONTINUED FROM PAGE 83

Attendance betters Starkman estimate

THE tenth annual toy fair held by S. Starkman & Co. saw crowds of buyers viewing the company's newest items. Held June 3 to 17 at Starkman's quarters on Chicago's northwest side, the event drew "better than expected attendance," according to Sid Starkman.

One of the features of the show was Character Novelty Co.'s stuffed animal series, a new line which Starkman has exclusively for the midwest.

Some of the samples on display were these: Wolverine's kitchen cabinet with utensils, and with a clock boasting moving hands; Transogram's Py-O-My Ice Box pie set; Irwin Corp.'s tea set, with musical sunburst lazy susan centerpiece that had lightable "candles."

An offering by Metal Ware Corp. was a Little Lady Heat-trol stove, with "thermostat control" and fiberglas insulated oven.

A Super Duper Market playhouse of heavy cardboard, with "hot dogs," by Toymaster Products, and Worcester Toy Co.'s new polyethylene tea set in two sizes, were prominently displayed.

Other new items of interest were an army transport with plastic soldiers, by Louis Marx; Fisher-Price's Molly Moo Moo; Admiral Toy's Mouseketeer Outdoor play set; American Character Doll's Tiny Tears with her own playpen and pail and shovel set.

Ace finds interest in $2-3 items

FRED JOHNSON, toy buyer for Ace Hardware Corp., estimated that about 230 dealers attended the firm's toy and gift show June 10 and 11. Several hundred additional members of their staffs were also present. Show was held in the company's headquarters at 2355 S. Blue Island ave., Chicago.

"Our dealers as a whole favor items in the $2 and $3 price category," said Johnson.

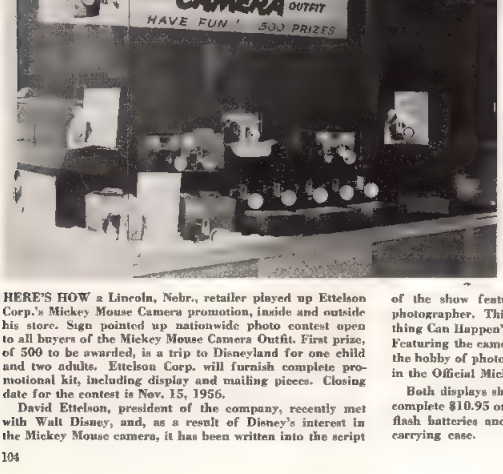
Toys were arranged in age group categories, and items which will be promoted in Ace's Christmas catalog were marked with a red tag. The 32-page catalog, 21 pages of which show toys, is supplied to dealers at cost for distribution to their customers. One page is devoted to Christmas decorations.

Two of the red-tagged items were the Mouseketeer Handbag kit manufactured by the Connecticut Leather Co. and Fisher-Price's new version of Timmy Turtle.

One of the firm's special items was a Tonka truck and semi-trailer. The trailer had an Ace emblem on its side.

Banner Plastics Corp. had its Well'N'Tree steak platter and three-piece carving set on view at the show.

The Gund Manufacturing Co. stuffed toys occupied a large section of the display area. Flippy the Wonder Pup, a wind-up stuffed dog that flips over in the air and lands on his feet, was also featured in the stuffed toy area. Flippy is made by Nucraft Toy Corp.



HERE'S HOW a Lincoln, Nebr., retailer played up Ettelson Corp.'s Mickey Mouse Camera promotion, inside and outside his store. Sign pointed up nationwide photo contest open to all buyers of the Mickey Mouse Camera Outfit. First prize, of 500 to be awarded, is a trip to Disneyland for one child and two adults. Ettelson Corp. will furnish complete promotional kit, including display and mailing pieces. Closing date for the contest is Nov. 15, 1956.

David Ettelson, president of the company, recently met with Walt Disney, and, as a result of Disney's interest in the Mickey Mouse camera, it has been written into the script of the show featuring Earl Theisen, the Look magazine photographer. This will appear on the nationwide "Anything Can Happen" series on Wednesday at 5:15 on ABC-TV. Featuring the camera is expected to encourage youngsters in the hobby of photography, and to stimulate a general interest in the Official Mickey Mouse Camera and the photo contest.

Both displays showed the camera alone and as part of the complete $10.95 outfit which includes flash gun, film, photoflash batteries and flash bulbs, and a lightweight, durable carrying case.

YEAR 'ROUND BEST SELLERS!

CHILDREN'S FULLY-AUTOMATIC

PHONOGRAPHS

BATTERY-OPERATED—THEY PLAY ANYWHERE!

END HAZARDS OF WIRES AND PLUGS!

Built Like Adult Models—But Just Right for Children!

POPULAR-PRICED ACOUSTIC PHONOGRAPH

A REAL TRAFFIC STOPPER!

Battery Operated—Model No. B10

Fully automatic, plays anywhere. Battery-operated motor starts and stops automatically. High impact case and arm vividly colored!

$4.95 Retail

Size: 10"x8½"x3". Individually packed in air-cushion carton, 12 per master carton. Shipping weight 36 lbs.

OFFICIAL MICKEY MOUSE CLUB

Battery-Operated Portable Phonograph—No. B20

Safe, long-lasting battery-operated motor automatically starts and stops. Sturdy carrying case in shape of Mickey Mouse's head. Needle Cup With Sliding Door. Price includes batteries. Retail—

$9.95

© Copyright—Walt Disney Prod.

B20/6: Size 10½"x10½"x3½". Individually packed in air-cushion carton, 6 per master carton. Shipping weight 23 lbs.

ADULT *Phonographs Designed for* CHILDREN

WILL PILE UP PROFITS FOR YOU

VANITY FAIR ELECTRONICS CORPORATION

50 South 4th Street **Brooklyn 11, N. Y.**

get back the boy who's run away from toys
...with the hobby kits
he puts together himself
This is fact:
a survey of Opinion
Research Corporation shows
that while kids from 11 to
14 account for only 9% of
all toy sales, they're the
very group that has made
hobby kits big business.
A sure-fire way to make that
business grow even bigger
is to put your fastest selling
hobby kits right out on
the counter as fast as they
move off—Revell.
Revell
Actionettes
Actual photo of assembled Revell Ford Fairlane Sunliner 1956 (H-1202-6). Retail price, 98¢

Official Mickey Mouse Club Marble B... Miner Mfg. Corp.

this tough, crystal-clear marble bag is boy-proof!

TAKE a dozen sparkling marbles, an official Mickey Mouse Club Seal, and a handy draw-string bag and you've got almost all the elements for a successful promotion. But make the front of that bag out of tough, crystal-clear **clopane**®, to let kids *see* the marbles and *handle* the bag without any breakage... and you've got a sure-fire hit!

Mr. Eugene Swee, Sales Manager of the Miner Mfg. Corp., N. Y. C., extols **clopane** this way: "**clopane** was a 'natural' for our Mickey Mouse Club Official Marble Bag. Its wonderful clarity adds tremendously to the visual attraction of our 'package'... really gets kids excited over the marbles inside. Its pleasant 'hand' and tough disposition are added plusses and, purely from the technical point of view, its easy heat sealability makes our packaging job a cinch."

Mr. Swee's marble bags have been moving off store counters too fast for him to have found out, or he might have added that **clopane** has a remarkably long, stable shelf life and unusual tear strength and burst strength. It safely withstands changes in atmospheric pressure... does not embrittle with age. It can be sealed electronically, as well as thermally. What's more, it is the lowest cost, crystal clear, lightweight, extruded vinyl film known!

clopane is available up to 108" widths in sheets or rolls... interleaved if you wish. Also available in endless, seamless tubes from 2 inches to 54 inches wide.

You, too, may find **clopane** invaluable in your new product or packaging program... because it does jobs no other film can do so well... or so economically! Write, wire, or phone for complete information.

clopane is the lowest cost, crystal-clear, lightweight, extruded vinyl film.
For still lower cost packaging investigate Clopay's polyethylene films today!

things look better far longer in

clopane®

sparkling clear film

PLASTIC FILM DIVISION · CLOPAY CORPORATION
CLOPAY SQUARE CINCINNATI 14 OHIO

COPIES OUT 250 BY CLOPAY CORP. CINCINNATI, OHIO

Clopay Corp. Dept. 501
Plastic Film Division
Clopay Square, Cincinnati 14, Ohio

Gentlemen: Please send me FREE copy of "clopane Facts".

Name

Company

Address

City State

"Contemporary Rose"

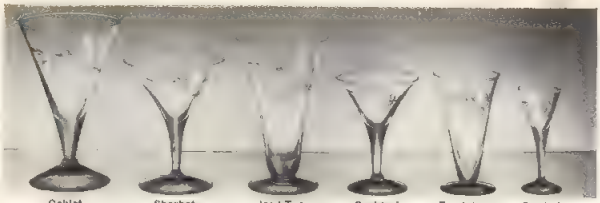
Simple elegance to blend with any table setting. Of gleaming hand-cut rock crystal—a single rose accents the sweeping, graceful lines. Footed bottoms True crystal loveliness at a budget price. *Be sure to specify name of glass shape when ordering.*

F.O.B. Illinois Factory

"Belmont Leaf"

Beautiful leaf design hand-cut into sparkling rock crystal. Unusually shaped stems give this polished crystal a look of quiet elegance so prized by today's hostesses. All with footed bottoms.

F.O.B. Illinois Factory



	Goblet	Sherbet	Iced Tea	Cocktail	Fruit Juice	Cordial
Ht.:	8½	5"	6"	4⅝"	4⅜"	4¼"
Cap.:	10 oz.	5 oz.	12 oz.	8 oz.	5 oz.	1 oz.

Mfr's. Sugg. Retail

7465XF667 Set of 8 glasses (Specify) $10.00
7466XF1000 Set of 12 glasses (Specify) 15.00
7467XF800 Set of 8 plates (not illus.) $12.00
7468XF1200 Set of 12 plates (not illus.) 18.00

	Goblet	Sherbet	Iced Tea	Cocktail	Claret	Fruit Juice	Cordial
Ht.:	6¼"	5"	6½"	5"	5⅝"	5½"	4⅛"
Cap.:	9 oz.	5 oz.	12 oz.	8 oz.	4 oz.	5 oz.	1 oz.

Mfr's. Sugg. Retail

7461XF1800 Set of 8 glasses (Specify) $24.00
7462XF2400 Set of 12 glasses (Specify) 36.00
7463XF1733 Set of 8 plates (not illus.) $26.00
7464XF2800 Set of 12 plates (not illus.) 39.00

16-Piece Poker Hand Set

2252H333—"Conversation piece" highball set with 8 Black plastic Combination Coaster-ashtrays, plus 8-10 oz Sham bottom glasses. Permanently-fired poker-hand design different on each glass. Mfr's. Sugg. Retail $4.95

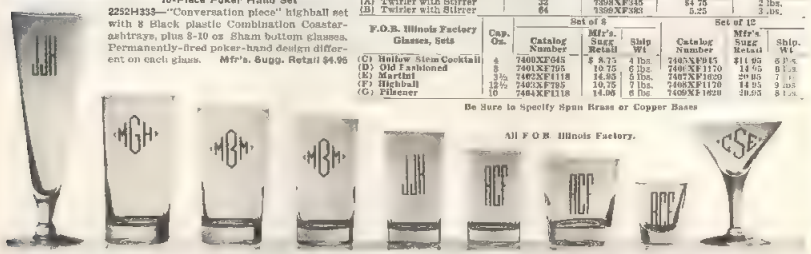
Glassware with Spun Brass or Copper Bases (Specify)

Weighted bases, handmade mixers, martini and pilsner glasses. All lead crystal.

	Mixers, Each	Cap. Oz.	Catalog Number	Mfr's. Sugg. Retail	Ship. Wt.
(A)	Twirler with Stirrer	32	7398XF345	$4.75	2 lbs.
(B)	Twirler with Stirrer	64	7399XF383	5.25	3 lbs.

F.O.B. Illinois Factory Glasses, Sets	Cap. Oz.	Set of 6 Catalog Number	Set of 6 Mfr's. Sugg. Retail	Set of 6 Ship. Wt.	Set of 12 Catalog Number	Set of 12 Mfr's Sugg. Retail	Set of 12 Ship. Wt.
(C) Hollow Stem Cocktail	4	7400XF645	$ 8.75	4 lbs.	7405XF945	$11.95	6 lbs.
(D) Old Fashioned	8	7401XF795	10.75	6 lbs.	7406XF1170	14.95	9 lbs.
(E) Martini	3½	7402XF1118	14.95	6 lbs.	7407XF1620	20.95	7 lbs.
(F) Highball	12½	7403XF795	10.75	7 lbs.	7408XF1170	14.95	9 lbs.
(G) Pilsener	10	7404XF1118	14.95	6 lbs.	7409XF1620	20.95	8 lbs.

Be Sure to Specify Spun Brass or Copper Bases



All F O B. Illinois Factory.

Pilsener | Iced Tea | Highball | Tumbler | Scotch & Soda | Juice | Old Fashioned | Whiskey | Cocktail

Personalized Glassware. This beautiful sand-engraved lead crystal is available in your choice of Diamond or Block style lettering as illustrated The numbers listed below cover the seven types of sham bottom glasses shown directly above 13½ oz. Iced tea, 10½ oz. Highball 8½ oz Tumbler 7½ oz Scotch and Soda, 5 oz Juice, 7½ oz Old Fashioned 1½ oz Whiskey Be sure to specify your choice of glass and lettering style. Underline the initial of the last name.

Catalog Number	Size of Set	Iced Tea	Highball	Tumbler	Scotch & Soda	Juice	Old Fash.	Whiskey	Sugg. Ret.
		Shipping Weights							
7430XF695	8	8 lbs.	7 lbs	6 lbs.	5 lbs.	5½ lbs.	6 lbs.	3½ lbs.	$4.20
7431XF460	12	11 lbs.	10 lbs.	9 lbs.	9 lbs.	8 lbs.	9 lbs.	5 lbs.	$5.85

7428XF625 — Set of 8 Pilsener Glasses. Ship. Wt 6 lbs Sugg. Ret. $8.20

7428XF625 — Set of 8 - 3½ oz Stem Cocktail Glasses Ship. Wt 5 lbs Sugg. Ret. 33.25

Personalized Beverage Sets (Block Style only)

7429XF705—9 Pc. Beverage Set 8 10½ oz tumblers and 1 80 oz ice-lipped pitcher Sh wt 10 lbs Sugg Retail $9.95

7431XF910—10 Pc Cocktail Set. 8—3½ oz Cocktail Glasses, Ice-lipped Mixer with stirrer Sugg Retail $11.95

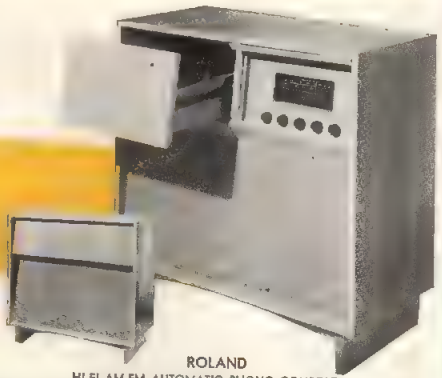
7429XF910—Set of 12—3½ oz. Cocktail Glasses Ship. wt. 6 lbs. Sugg Retail $11.95

7429XF910—Set of 12—10 oz. Pilsner Glasses Ship wt. 9 lbs. Sugg Retail $11.95

SIMPSON HI-FI RADIO-PHONO CONSOLE AM-FM

5472EF13041—True dimensional high fidelity, AM-FM radio and 10 watt amplifier in mahogany veneer cabinet. Gerrard RC-80 record changer, Electro-Voice SP-13B Radax 13" coaxial high fidelity speaker 34⅝" x 16¼" x 23⅝". **F.O.B. New York Factory. Ship wt. 100 lbs.**
Mfr's. Sugg. Retail $249.50

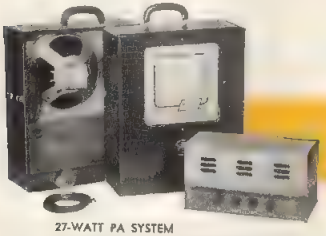
5735EF11995—Similar to above — Webcor 114-16 record changer with G.E. cartridge and diamond needle, special Mark Simpson 12" coaxial high fidelity speaker. 34⅝" x 16¼" x 23⅝". **F.O.B. New York Factory. Ship wt. 100 lbs.**
Mfr's. Sugg. Retail $229.50



ROLAND
HI-FI AM-FM AUTOMATIC PHONO CONSOLE

Fully automatic high fidelity record changer with preamplifier and G.E. reluctance cartridge. 2 speakers—12" woofer, 4" tweeter, range 60-15,000 cps. Electrostatically separate bass, treble and volume controls. Has 4 push button tuning. AM-FM radio has 10 tubes, high fidelity chassis. Approx. 43"x36"x34". **F.O.B. New York Factory. Ship. wt. 140 lbs.**

5737EF18850—Limed Oak finish.....Sugg. Retail $289.95
5736EF18200—Mahogany finish.....Sugg. Retail $279.95



27-WATT PA SYSTEM
AMPLIFIERS & PUBLIC ADDRESS SYSTEMS

5310EF9212—27 Watt Sound System (illustrated) Excellent for Churches, Picnics, Legion Meetings, Carnivals, Rallies, etc. Amplifier has 1 phono, 2 microphone inputs. **Frequency Response is 50-10,000 cycles — 2DB.** Furnished with complete operating instructions, system consists of 1-27 watt Amplifier, Carrying Case with 2 built-in 12" PM Speakers, Astatic Microphone and all inter-connecting cables. Ship. wt. 47 lbs. **F.O.B. New York or Chicago.**
Sugg. Retail $176.55

COMPLETE SELF-CONTAINED SOUND SYSTEM

MASCO 6-WATT SOUND SYSTEM

The ideal amplifier for store demonstrations, auditoriums, classrooms, small auditoriums. Separate inputs for microphone and phonograph. Volume and tone control. 6 watts of power output. 4 and 8 ohm output. Built-in connector. 2 tubes, 1 rectifier. 50-20,000 cps frequency response. Complete with 3 speed record player. 3 watts at 117 volts for 50 or 60 cps AC hammertone finish. Carrying case. **F.O.B. New York or Chicago.**

5740EF5750—Ship. wt. 21 lbs.
Mfr's. Sugg. Retail $110.00

ABOVE without record player. **F.O.B. New York or Chicago.**

5741EF3820—Ship. wt. 16 lbs.
Mfr's. Sugg. Retail $75.00

NUCLEONIC GEIGER COUNTER

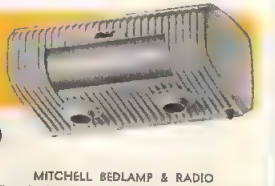
Detects and measures the intensity of hard rays and of gamma radiation. Contains a super sensitive, thin walled plug-in type NOA geiger tube. Ranges 50-5000 counts per minute. Built-in meter to read radiation strength. 2-2 mc hr. Sensitive to little as 0.025 microgram. (2.5) Investigations per hour. Simple switch setup. Carrying case holds all parts and batteries and has volume on geiger tube. Magnetic earphones, carrying strap included. Operating source sample pans and complete instructions. 7¾"x4½"x2½". **F.O.B. New York Factory.**

3087EF9975— **Mfr's. Sugg. Retail $142.50**

LOW PRICE GEIGER FLASHER

Shaped like a flashlight yet sensitive to as little as 0.05 microgram of hard penetrating radiation. Has recessed flashing neon light visible in bright daylight. Convenient carrying clip. Complete with sturdy, easy-to-follow instructions. Especially for amateur prospectors, civil defense or as an educational gift for the scientifically minded boy or girl. **F.O.B. New York Factory.**

3068EF1747 **Mfr's. Sugg. Retail $24.95**

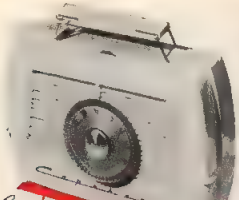


MITCHELL BEDLAMP & RADIO

Cleverly designed Lullaby bed lamp and radio combined. Tru-tone AM radio. Also takes place-free bed lamp, both are easy to shut off when ready for sleep, bed lamp and radio operate separately or together. Brackets are provided for mounting to any bed or wall. Sleek plastic case. AC or DC (Limited Supply).

5438E1885—Ivory. **Mfr's. Sugg. Retail $32.95**
5437E1750—Mint Green **Mfr's. Sugg. Retail $31.95**

Capehart



Capehart
3-WAY PERSONAL

5640E2818—The new Capehart personal portable radio is gracefully styled of lustrous plastic in sun tan color. Combined on-off and volume control conveniently located at the top of the cabinet for easy operation. Big 4" Alnico speaker and built-in ferrite rod antenna. 4 tubes plus selenium rectifier. Size 7 1/16" x 10" x 4". AC-DC and battery. Batteries included.

Sugg. Retail **$38.05**

MODERN STYLE TABLE RADIO

5549E1790—Sleekly styled table radio provides 'round the clock entertainment for every member of the family, makes a wonderful gift, too. Sturdy plastic cabinet in choice of two decorator colors—**Ivory** or **Green**. 6 tubes including rectifier. Alnico special permanent magnet speaker. 5⅞" high, 9⅜" wide, 5½" deep. Operates 105 to 125 volts, 50/60 cycles AC or DC. U.L. approved. **Specify color choice.** Shipping weight 4 lbs.

Sugg. Retail **$23.95**

Highlander
RADIO

5553E2475—This new clearcut modern cabinet is as gay and colorful as the highland fling. The authentic Scottish tartan grille is framed in Turf Green with satin brass finish knob inserts. Console-like range and reception. 5 tubes including rectifier. Plays on AC or DC current. 9 11/16" high, 13 11/16" wide and 5½" deep. Built-in ferrite rod antenna. Underwriters' Laboratories Approved. Wt. 7 lbs. **Mfr's. Sugg. Retail $32.95**

5551E2475—same as above except **Dresden White** color. **Mfr's. Sugg. Retail $34.95**

Capehart
BUDGET CLOCK RADIO

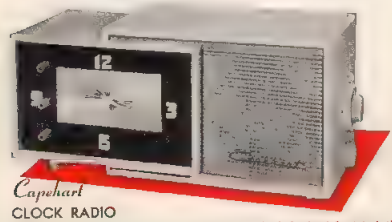
5644E2992—Economy priced clock radio of dependable Capehart quality. Trim footed **Ebony**-color cabinet with Black and Gold clock centered in brilliant Gold grille. Sweep second hand. Appliance switch, buzzer alarm. Two Alnico V permanent magnet speakers provide unusual richness and depth of tone. Five tubes including rectifier. Built-in loop antenna and volume control. Operates on 105 to 125 volts, 60 cycles, AC only. 6⅝" high, 12⅛" wide, 5⅛" deep. U.L. approved.

Suggested Retail **$39.95**

Capehart
DELUXE PORTABLE

5635E2068—3-way portable radio. Textured fabric cover is bonded to case, pyroxylin coated—won't scratch, scuff or stain. Emergency frequency 540KC and 1290KC. Built-in ferrite rod antenna. 4" Alnico special permanent magnet speaker. Selenium rectifier. 8½" high, 10½" wide, 3½" deep. AC-DC. Complete with batteries. **Specify Silver Mist** with Coral and Gold tweed grille or **Charcoal** with Black and Gold damask grille. Ship. wt. 7 lbs.

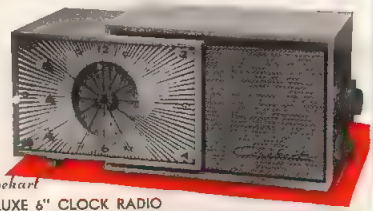
Suggested Retail **$43.05**



Capehart
CLOCK RADIO

5643E3499—Smart, modern clock radio has completely finished cabinet front to back—place it anywhere in the room. Beautiful **Oyster White** color blends with any color scheme. Easy to read clock face sweep second hand. Equipped with appliance switch, sleep switch, radio alarm and buzzer wake up to music, then buzzer alarm. 6 tubes including rectifier. R. F. amplifier and built-in loop antenna, external antenna connection. Permanent magnet speaker and automatic volume control. 5 7/16" high, 12¾" wide and 5½" deep. Operates on 105-125 volts, 60 cycles, AC only. U. L. approved.

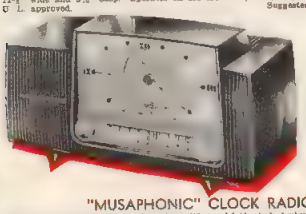
Suggested Retail **$49.95**



Capehart
"DELUXE 6" CLOCK RADIO

5642E3835—Newest version of the smart Capehart. "Deluxe 6" clock radio. Case is completely finished front and back—handsome from every angle. **Beige** with dramatic sunburst clock face and tailored grille in copper. Points of light indicate hour and minute—are easy to read day or night. Sweep second hand, appliance switch, buzzer alarm. R. F. amplifier, 6 tubes for extra power. Built-in loop antenna, external antenna connection. Permanent magnet speaker, automatic volume control. 5 7/16" high, 12¾" wide and 5½" deep. Operates on 105-125 volts, 60 cycles, AC only. U. L. approved.

Suggested Retail **$59.95**



GENERAL ELECTRIC
"MUSAPHONIC" CLOCK RADIO

5737E3016—A beautiful clock-radio with sophisticated design and great range and sensitivity. Equipped with appliance outlet, phono jack. Dial Beam tuning and Audio-Magic switch for record player and radio operation. Music or buzzer alarm and built-in Beamscope antenna. 4 tubes plus rectifier. Powerful Dynapower speaker for excellent sound reproduction. Size 12¾" x 6" x 8⅝". Available in Mahogany or Ivory. Specify A.C. only.

Sugg. Retail **$39.95**

"CONVERTIBLE" PORTABLE-CLOCK RADIO

5641E3733—An exciting new radio of revolutionary design. A portable radio that can be detached from the clock and operated by its own self-contained batteries. Clock has alarm set control and convertible radio alarm control. Radio has four tubes selenium rectifier and dual diode. Has two wavebands. Alnico 5 series PM magnet speaker. Two color choices of Red and Antique White. Overall size, 12¾"x8"x5". Radio section weighs only 4 lbs. with batteries. 105-120 volts, AC-DC. Clock AC only. Batteries included.

Suggested Retail **$48.20**

Deluxe Specialty Plaster Numbers

Lucky Baby. A new, solid piece, with cute featured baby in a lucky horseshoe. Finished in assorted colors. Height 10 in. Packed 12 to carton. Wt. 45 lbs.

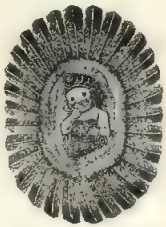
32D400 Ctn. of 12 Ret. **$ .70**

Diana with Dog. A new fast moving creation with class and appeal. Beautiful, attractive, in assorted colored gowns. Height 10¾ in. Packed 12 to carton. Wt. 38 lbs.

40D480 Ctn. of 12
Retail **$ .80**

Hawaiian Girl. A new creation that is popular. Realistic colors. Bright leis, trimmed with tinsel. Height 17 in. Packed 12 to carton. Wt. 32 lbs

30D480 Ctn. of 12
Retail **$ .80**



The Ever Popular "Sheba" Plume Doll. Attractively painted in natural colors. Large hand painted eyes and lashes. Complete with easy to attach bright colored feather plumes. Height 23 in. Packed 12 to carton. Assorted colors. Plumes packed in each carton

31D660 Ctn. of 12
Retail **$1.10**

Standing Pig Bank. In two-tone assorted colors, with full facial features, made up as a practical bank. Overall height 6 in. overall length 10 in. Packed 9 to carton.

37D540 Ctn. of 9 .....Retail **$1.20**

Steer Bank. Most realistic statuette of prize beef steer, made up in natural colors. This is a practical store item as a bank or premium, very popular. Height at head, approximately 8 in., length 15 in. Packed 6 to ship carton.

50D360 Ctn. of 6 .....Retail **$1.20**

Small Steer. Same general description as above. Made up in smaller size for the intermediate price. 6 in. high, 9½ in. long, packed 24 to carton

41D540 Ctn. of 24 ..Retail **$ .45**

Circus Elephant. Favorite of all. A lucky elephant on parade. Bright colored head gear and trappings, with added tinsel trimming. Height 10 in. Packed 12 to carton. Wt. 38 lbs.

45D600 Ctn. of 12 .....Retail **$1.00**

Crucifix. The figure of the Savior on the Cross with two modeled angels at base. Comes in antique gold finish, tinsel decorated. Height 14 in., width at base 4½ in. Packed 12 to carton. Wt. 27 lbs.

14D400 Ctn. of 12 Ret. **$ .70**

Hula Girl. The Hawaiian dancer with real "Oomph." Beautifully colored, full facial features, outstanding. Overall height 12 in. Packed 24 to carton

51D540 Ctn. of 24
Retail **$ .55**

"Snow Man." Made up in white, with sharp, colored, contrasting accessories and bright tinsel. Made up as a bank. 12½ in. high. Packed 12 to carton

6D400 Ctn. of 12 Ret. **$ .70**

Indian Brave. A realistically designed and painted figure of an Indian Brave in baseball uniform holding a baseball bat, with the word "Braves" inscribed on the shirt. Lacquered in high lustre finish. Overall height 8½ in. Packed 24 to carton. Wt. per carton. 20 lbs.

28D720 Ctn. of 12
Retail **$1.20**

Deluxe Creations — Standard of Comparison

Large Ship. The old Viking ships in vivid colors. Sails in the sunset, trimmed with bright tinsel. Height 10 in., length 11 in. Packed 12 to carton. Wt. 30 lbs.

5D400 Ctn. of 12 . Retail $ .70

Freddie the Bull. Highly lacquered finishes with contrasting colored decorations. Horns decorated with gleaming tinsel. Height 9½ in. Packed 12 to carton.

24D400 Ctn. of 12
Retail $ .70

Lop Eared Dog. Popular hound dog with that realistic sad expression. Natural colors with bright bow tie. Made up as a bank 12 in. high. Packed 12 to carton.

43D400 Ctn. of 12
Retail $ .70

Panda. Beautifully painted in contrasting colors with the generous amount of mica decoration to give it that necessary flash. Overall height 12½ in. Packed 12 to carton.

42D400 Ctn. of 12
Retail $ .70

"Patriotic Statue." Finished in bronze shade trimmed with tinsel. An outstanding value. Height 12 in. Length 9½ in. Wt. 33 lbs. Packed 12 to carton.

8D400 Ctn. of 12 . . . Retail $ .70

Old Mare. A new unique number, heavily tinseled, attractively painted, lacquer finish. Overall height 12 in. Packed 12 to carton.

64D400 Ctn. of 12
Retail $ .70

Sport Girl. A clever novelty composition figure. Finished in highly lustred bright colors in contrasting combinations. Decorated with sparkling tinsel. Height 15 in. Packed 12 to carton. Wt. 27 lbs.

12D400 Ctn. of 12
Retail $ .70

"Two Gun Tim." Tinsel decorated. Height 15 in. Packed 12 to carton. Wt. 30 lbs.

16D400 Ctn. of 12
Retail $ .70

Piggie Bank. This unique number is one of the most outstanding novelties in our entire plaster line. We urge you to try this number. Overall height 8 in. Packed 12 to carton.

37D400 Ctn. of 12 Ret. $ .70

Sitting Cat Bank. Comes in two-tone color effect, with contrasting color bow. Wide base assures firmness in standing on shelf. Overal, height 8 in. Packed 12 to carton.

53D400 Ctn. of 12
Retail $ .70

"Wacky Duck." A very clever creation in a comical duck play colored costumes, with bright gleaming metaline tinsel trim. Very comical facial expression. Height 13½ in. Packed 12 to carton. Wt. 30 lbs.

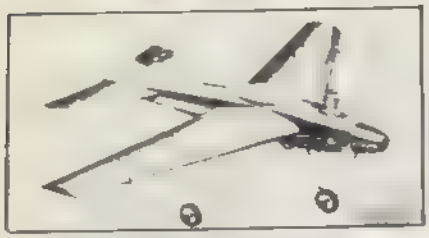
35D400 Ctn. of 12
Retail $ .70

"Pete." A clever moulded character from a popular fairy tale. Decorated in bright colorful costumes and contrasting colored moulded hats. Height 14¾ in. Packed 12 to a carton.

56D400 Ctn. of 12
Retail $ .70

MODEL PLANES

WEN-MAC'S TURBOJET



With Self-Starting Engine

Latest aerodynamic design. Authentic adaptation of America's supersonic jets. Tricycle landing gear. Automatic self-starting engine.

Completely assembled. Made of new tough, durable hi-impact plastic. Detailed with authentic wing designs.

Each
No. 2000-AS2—17 in. wing span...$13.00

Six in a box.

Accessory Kit

Items needed to operate Turbo-Jet plane—includes fuel, pouring spout, fueling tube, connector clip, battery wire and engine clip.

Each
No. 2001-AK1 .....$1.49

Twelve in a carton.

AIRPLANES

JIM WALKER

A-J Hornet

Balsa construction. Heavy duty rubber motor for long flights and maximum speed of 42 MPH. Unbreakable plastic propeller with sleeve bearing for automatic alignment and stable flight. Takes off ground under its own power.

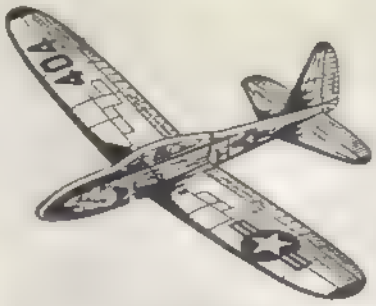
Per dozen
No. 138-AJ—18 in. wing span; wt. per carton 40 lbs $7.20

One dozen in a box.

Note—We do not break boxes.

AIRPLANES

JIM WALKER

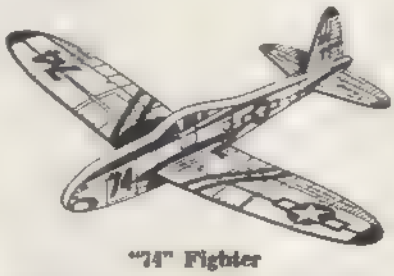


A-J Intercerptor

Balsa construction. Air pressure keeps wings closed 'til top of flight, then wings pop open and plane soars thru rest of flight. Complete with launching rubber. Authentic jet design.

Per dozen
No. 137-AJ—16½ in. wing span; wt. per carton 22 lbs. $6.00

One dozen in a carton.



"74" Fighter

Climbs, dives and circles. Balsa construction. Smooth finish. Ready to fly.

Per dozen
No. 136-AJ74—12¼ in. wing span; wt. per package 2 lbs. $1.20

Four dozen in a package.

Note—We do not break packages.

MODEL AIRPLANE KITS

PIPER PACER

Each
No. 102-FM1 ..... $1.50

Twenty-four in a carton.

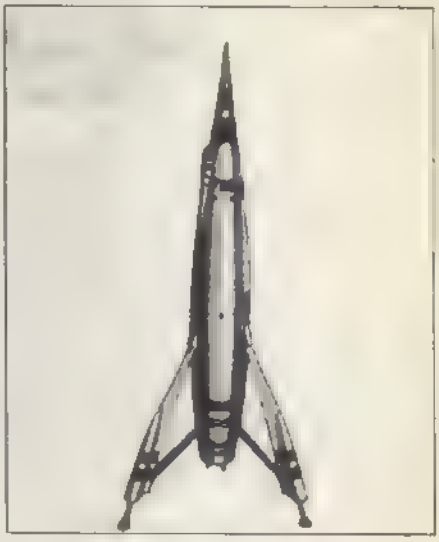
"Spirit of St. Louis"

Each
No. 103-FM2—Similar to above $1.50

Twenty-four in a carton.

MODEL AIRPLANE KITS

TWA MOONLINER

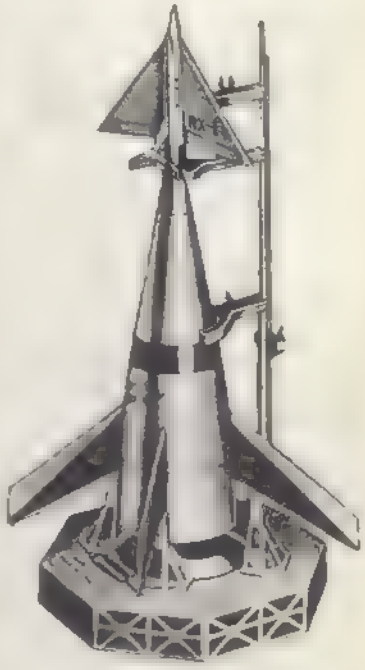


ROCKET TO THE MOON. new all-plastic assembly model kit features Disneyland TWA Moonliner. 44-piece scale model has 80 foot fuselage, cabin section for 102 passengers.

Each
No. 101-D27 ..... $1.00

Thirty-six in a carton.

DISNEY MAN SPACE SHIP

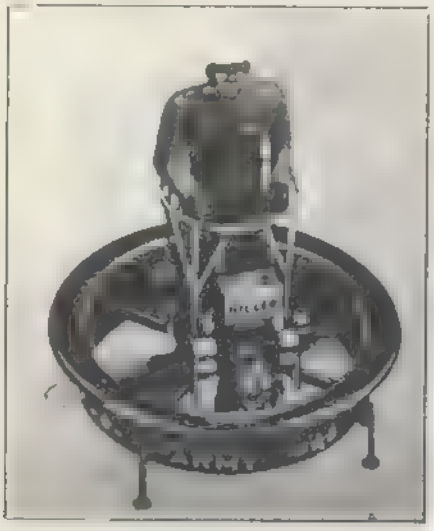


All plastic authentic Disneyland Rocket model assembly kit of the Moonliner — 44 pieces. Dimensions assembled: 11-3/8" high, 4-7/8" across base. Packed in set up box.

Each
No. 100-D26 ..... $1.00

Thirty-six in a carton.

MODEL AIRPLANES
WEN-MAC-FLYING PLATFORM



Hiller Flying Platform rises vertically moves left and right, hovers, stands still. An authentic model, it has one-cylinder engine, throttle and muffler control.

	Each
No. 2067-FP1	$14.00

Six in a carton.

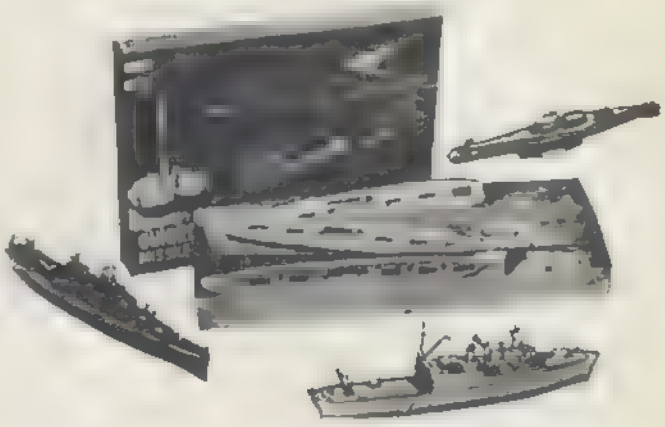
PLASTIC MODEL KITS
DAWN PATROL

NAVY AIR POWER. Revell's dramatic Dawn Patrol Gift Set includes the Douglas Skyhawk A4D, the smallest and lightest U.S. jet combat plane ever built; the indispensable HO4S-2 Navy Helicopter; and the giant Martin Seamaster, built for the Navy as a minelayer and photo-reconnaissance aircraft. Superbly sculptured pilot figures, Revell Swivel Bases, and cement included in the handsomely designed gift pack.

	Each
No. 2018-G243	$3.00

Six in a carton.

PLASTIC MODEL KITS
FLEET GIFT SET



LAUNCHING A NEW ERA. As new as tomorrow is Revell's dramatic Guided Missile Gift Set. Realistically scaled from official blueprints is the 16-inch Norton Sound, a converted seaplane tender now being used as a floating guided missile laboratory; the 13-inch Guided Missile Submarine Nautilus, most publicized craft in the world; and the 17-inch Guided Missile Cruiser Boston. Hulls of the ships are pre-painted. Cement and display stands included in this eye-appealing gift set.

	Each
No. 2020-G333	$5.00

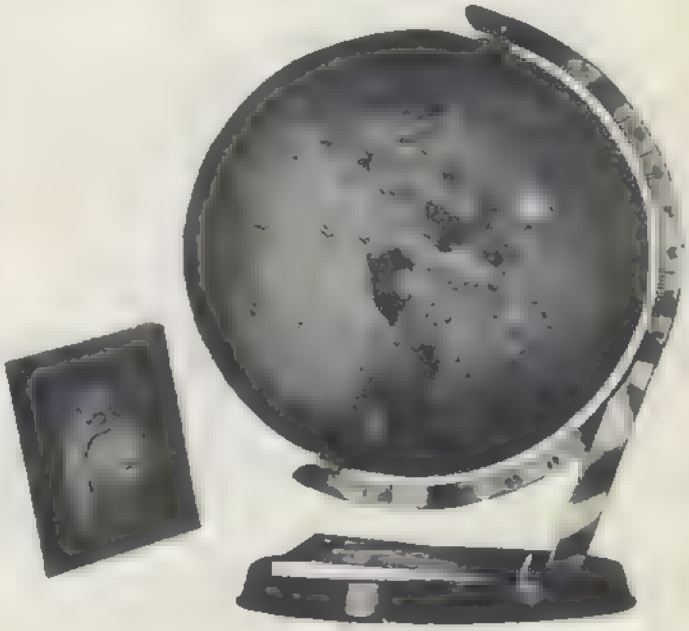
Six in a carton.

Open Stock — Boats

	Each
No. 2017-A341—Assorted models	$1.69

Twelve in a carton.

WORLD GLOBES
REPLOGLE



Best selling Globe in America. Large 12" model has over 6000 place names. Beautiful 10 color map. A perfect students model.

	Each
No. 771-1220	$10.00

One in a carton.

Mona Lisa Dolls

BY VALENTINE DOLLS, INC.
FOR QUALITY, BEAUTY and PLAY

Cuddle Love

Wears size 1 Baby Clothes

The whole world loves this baby. She's a big 26 inches— Life Size— and dressed in her new polished cotton "wonderbreaker" snowsuit— with a full length zipper which goes right to the bottom of her leg. Notice the knit cuffs to keep baby snug and warm. She's made of cuddly washable latex, and her jointed, pudgy arms are vinyl—with one little hand all curled up ready to tuck her thumb. Baby head with sleep eyes, is vinyl, too. Complete with plastic rattle.

No. 487NVL26C-P670 . Ret. $9.95

Bendee Walker

Does almost everything any little girl can do. She's smoothly jointed at the knees, hips and shoulders. She can kneel for prayers, sit correctly on a chair, bend her knees. Her body and legs are unbreakable plastic. Her chubby face is soft lifelike vinyl, and her saran hair is rooted. Arms are soft, mature feeling vinyl. She stands erect, too, and walks when you lead her. She cries when put down.

No. 487N6T20C-P735—20"
Retail $10.95

Honey Lee

This little ponytail darling is as durable and lovable as she is cute. She's all soft infallible vinyl from her head to her toes and her ponytail is rooted in her head (embedded I see real hair). It can be combed, curled, washed and waved endlessly without damage to the hair or the doll. She has big, blue, go-to-sleep eyes, and a cooing type voice. She's 17½ inches tall and she's dressed in overly printed broadcloth that has wispy organdy sleeves. A perfect playtime companion.

No. 487NV18C-P465 Ret. $6.95

24-inch
All Vinyl Doll
all Nylon Dress

Betty Bendee

Betty is 100% lifelike soft vinyl. Every crease in baby's skin—body, toes, elbows, fingers, appears as natural as life. She coos gently when squeezed. Her full locks and curls are saran— and permanently rooted in her soft head. Her eyes close to sleep. Special construction makes it possible to bend her body and legs in hundreds of different positions and remain that way until you change them. All Nylon Dress with nylon embroidery and lace. Matching Boucle (lace) Bonnet.

No. 487NV504C-P800 Ret. $11.95

Our First Dancing Lesson

CHILD'S COSTUME & RECORD

For Dancing—Parties—Plays—or just pretend—her own dancing costume. **Not for ballet**—but for little girls from size 3 to 12. Dancing Record plus nine piece costume included ng taffeta and nylon net Tu-Tu skirt, separate bra top, 2 plastic beauty combs, adjustable taffeta slippers, sparkling silvered hair tiara, flowered neckband, and silvered bracelet strap with attached hanky.

"Our First Dancing Lesson"—Record—approved and used by New York City public schools 10"—78 R.P.M. (Standard Speed). Every part adjustable for sizes from 3 to 12. Elastic guaranteed not to bind. Available in Blue or Pink

No. 487NS00C-P335.
Retail $4.95

"STYLE IT YOURSELF"

Dressmaker Doll

Enough materials and trimmings for at least two additional outfits. Everything necessary to bring out the budding genius of your little dressmaker. A perfect use for Mother's left-over fabrics. The young designer becomes Mother's companion during her sewing hour. Mother also will have lots of fun and find this useful, too. Make yours the best dressed doll!

No. 487N700C-P800 Retail $11.95

- 18-inch Walking Doll with vinyl arms, vinyl head, jointed saran hair—dressed as shown
- Very Dressmaker Model of above doll
- Patterns for long and short sleeves
- Taffeta Dress Materials
- Organdy Dress Materials
- Two-ed Cotton Dress Materials
- Curlers • Instruction Booklet
- Tape Measure • Needles
- Pins • Pin Cushion
- Thimble • Threads
- Needle Threader
- Rick Rack • Lace
- Bootsche
- Ribbons
- Elastic
- Snaps
- Buttons

Grown-up styles to delight the youngsters—combining durability, bright patterns, fine luggage construction.

MODEL'S HAT BOX SET

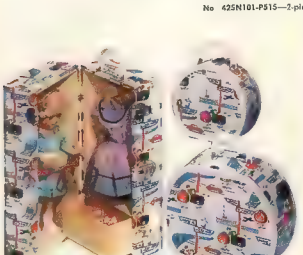
Designed for that little darling who wants "grown-up" luggage—who wants to act and look like a model. Matched ensemble includes 11" diameter Hat Box, 12" wood frame Vanity, both with smart protective bindings, brass plated snap catches, white handles. Beautiful washable covering that resembles natural rawhide.

No. 425N101-P515—2-piece Set...Ret. **$7.49**

KIDDIES' ENSEMBLE

Every little girl wants a bright "Red Star" luggage-type set to carry doll clothes, toys, and for dolly's overnight trip. Attractive 8" Hat Box with white plastic binding and 11" wood frame Vanity. Both have snap catches, smart white plastic handles, floral lining.

No. 425N100-P590—2-piece Set...Ret. **$4.29**

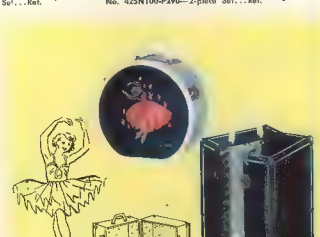


3-PIECE BON VOYAGE SET

(Doll and Doll Clothes not included)

Think of the year-around fun "little mother" will enjoy with this colorfully travel-designed Bon Voyage outfit. Beautiful 8" Hat Box, 17"-Fitted Hat Box, 16 x 8½ x 7¼ wood frame Doll Trunk. This complete ensemble includes small case for dolly's clothes; larger case with comb, hair brush, mirror for "beauty shop" treatment; sturdy wardrobe with large drawer, 2 hangers, tie tapes to keep doll secure, lock with key. All pieces have white plastic handles, shiny hardware.

No. 425N103-P750—3-piece Set.....Retail **$10.98**



BALLERINA-TRUNK COMBINATION

Gayly decorated dancing girl enhances big 12" Blue Model's Hat Box, and perfectly matches metal-covered doll Wardrobe. Both pieces have brass plated hardware, white handles, are washable, plastic coated to resist stains. Full wood-frame Trunk, 16 x 8½ x 7¼, has smooth two-tone binding, heavy reinforced corners, inside drawer, 2 hangers, tie tapes.

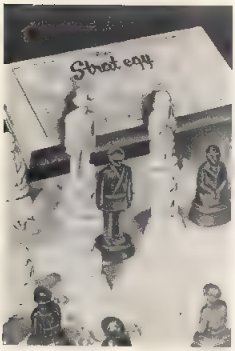
No. 425N102-P675—2-piece Set.....Retail **$9.98**

BRILLIANT RED DOLL TRUNK

Extra large Wardrobe, 20 x 10¼ x 9½. Same as above trunk, except in red with white trim. Additional center lock with key.

No. 425N104-P675—Trunk only.....Retail **$9.98**

New Toys on **parade**



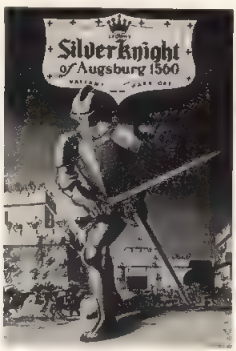
STRATEGY takes game of chess and gives it modern twist with simplified plays. Uses genuine war maneuvers, develops thinking powers. Available at $2.98 from Odell Games Co., 4808 Delmar st., Kansas City 3, Kan.

TOT-TRAVELER features detachable steering wheel (#215) or detachable pony head (#235). Item doubles as TV chair. Lists at $7.98 (for #215) or at $8.98 (#235) Dennis Mitchell Industries, 4424 Paul st., Philadelphia, Pa.

MOUSEKETEER DOLL, 12" tall, is molded of vinyl plastic, has removable cotton skirt. Wears official TV club hat and Mickey Mouse insignia. A $2.98 retailer. Manufactured by Hungerford Plastics Corp., Rockaway, N. J.

GOLDEN DELUXE PIANO ACCORDION "plays and sounds like the larger professional instruments after which it is modeled." Comes in Bakelite high impact styrene plastic. $8 retailer. Emenee Industries, 200 Fifth ave., N. Y. C.

SLOT MACHINE RUMMY, a card game, includes deck of 68 cards bearing slot-machine symbols, and plastic tray. Retails at $1.95 ($2.90 with 100 plastic chips). Oelrich Games & Novelties, 4308 Milwaukee ave., Chicago 41, Ill.



VALIANT WARRIORS, all-plastic kit, assembles easily into "life-like replicas of knights in armor." Knights are 9" high; include a stand with history plate molded in. Retails at 98c. Crown Plastics, Inc., Princeton, N. J.

"TV Set" has phonograph, lighted pictures move across screen

[2] Mouseketeer "Television" 11.95

[3] 10.95

[1] Complete Outfit 14.95

Records stand a so sold separately

[4] 7.25

[5] 4.49

[6] 1.98

Chord-player included.

[7] 6.29

See Page 287 for Spiegel Budget Power...a wonderful way to buy

PINCOR

- 21-Inch
- 22-Inch Reel Type
- Chain Drive

Famous Pincor Power Mower

Enjoy longer life . . . avoid unnecessary overwork . . . trim the lawn the modern way with a power lawn mower. Proven dependability. Pincor mowers are quality conscious throughout and are built for a long life of smooth even grass cutting. Adjustable cutting height . . . to 2 in. Easy, trouble free operation. **F.O.B. Illinois Factory**

2685XF6170 21" 4 cycle 1½ H.P. Briggs & Stratton motor. Heavy gauge steel cutter bar, clutch cable control on handle. All cast alloy wheels semi pneumatic tires. Hardwood roll-formed handle. Rope starter. Ship wt. 114 lbs. **Sugg. Retail $124.50**

2724XF1690 Deluxe 22" 4 Cycle 2 H.P. 5 blade unit. Ship wt. 135 lbs. **Suggested Retail $149.50**

QUALITY MOWERS

by

- MOWAMATIC
- PINCOR
- CASEY
- MAJESTIC

PINCOR 18-INCH

2679XF7095—Popular size with detachable 1 H.P. 4 cycle engine. Heavy gauge steel cutter bar. Spirit level type cut for quick cutting changes. Cable actuated clutch. Full 18" cutting width. Adjustable cutting height 1" to 2½". All cast alloy wheels with semi pneumatic tires. Hardwood handle. Hardwearing baked enamel finish. Ship wt. 114 lbs. **F.O.B.** **Sugg. Retail $104.50**

MOWAMATIC

MOWERCYCLE— Ride While You Mow

New low cost attachment converts Mowamatic 18" and 21" self-propelled reel type mowers to a riding and easy steering adjustable handlebars and bucket type seat give pleasant mowing. Not recommended for rough or terraced lawns as the rear brakes to be used only on flat, straight surfaces.

2740XF1402 Mowercycle with 21" Mowamatic reel type self-propelled mower on page 812. Ship wt. 140 lbs. **F.O.B. Wisconsin or New York.** **Mfr's. Suggested Retail $159.00**

2740XF11403—Same as above with 18" reel mower. Shown on Page 813. Ship wt. 136 lbs. **F.O.B. Wisconsin or New York** **Mfr's Sugg. Retail $152.00**

2738XF2985 Mowercycle only. To be attached to your Mowamatic Mower. Ship wt. 30 lbs. **F.O.B. Wisconsin or New York** **Mfr's Suggested Retail $39.50**

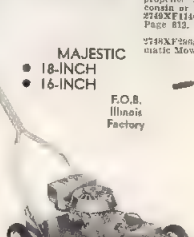
SELF-PROPELLED 21" MOWER WITH LEAF MULCHER

F.O.B. Kansas Factory

MAJESTIC

- 18-INCH
- 16-INCH

F.O.B. Illinois Factory



PINCOR

- 16-INCH ELECTRIC OR GAS

F.O.B. Ill.

18" Rotary Power Mower

2725XF6520—Lightweight cast aluminum. New front guard eliminates throwing rocks and dirt. 1½ H.P. 2 cycle Power Products engine. Automatic governor. Rope starter. Adjustable cutting ht. 1" to 2½". Full 18" cut. Puncture proof tires. Automatic slip clutch. Ship wt. 44 lbs. **Sugg. Retail $69.95**

2733XF4736—16" Rotary Power Mower similar to above. Ship wt. 36 lbs. **Sugg. Retail $59.95**

16" Electric Mower

2684XF2715—16" Electric Rotary Mower. ½ H.P. Pioneer Electric Motor. Overload relay and switch. 1" to 2½" cutting ht. 1 pc. die cast housing for quiet operation. Recoil starter. Ship wt. approx. 50 lbs. (See page 827 for extension cords.) **Sugg. Retail $39.95**

2677XF4630—16" Gas Mower. Same as above with 1 C.H.P. 4 cycle gas engine. Rope starter. Ship wt. 37 lbs. **Sugg. Retail $69.50**

2751XF11246— Lightweight 2½ H.P. Rotary

Designed for easy maneuverability and quick start. Has 20 lb. powerful engine recoil starter engine. Self propelled. Zips through tough weeds and high grass and does equally as well on the finest lawns. Powerful 2½ H.P. 4 cycle engine. Clutch control and throttle on handle provision gear in oil bath. Ryton wheel bearings. Sturdy lightweight alloy cast base. Adjustable cutting ht. 1" to 3". Ship. wt. 93 lbs. **F.O.B. Kansas Factory** **Sugg. Retail $149.95**

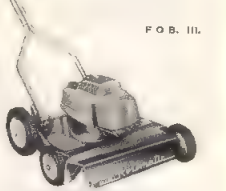
F.O.B. Missouri Factory

2 H.P. 4 CYCLE ENGINE Cuts 20" Swath

MAJESTIC ROTOMATIC

- 20-INCH

F.O.B. Ill.

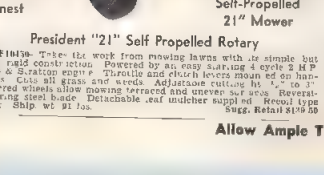


For Those Who Want the Finest

Casey Mow

Self-Propelled 21" Mower

F.O.B. Missouri



President "21" Self Propelled Rotary

2737XF10150—Takes the work from mowing lawns with its simple but sturdy, rigid construction. Powered by an easy starting 4 cycle 2 H.P. Briggs & Stratton engine. Throttle and clutch levers mounted on handbars. Cuts all grass and weeds. Adjustable cutting ht. 1" to 3". Staggered wheels allow mowing terraced and uneven surfaces. Reversible spring steel blade. Detachable leaf mulcher supplied. Recoil type starter. Ship wt. 91 lbs. **Sugg. Retail $149.50**

Vac-U-Mow 20"

2710XF8621 Power of 2 H.P. 4 cycle engine with direct drive. Vacuum lift raises into blade. Gives smooth even cut. One piece spring steel safety blade full 20" swath. No rust. Aluminum base with removable guard. Nylon bearing wheels and semi-pneumatic tires. Easy to operate rewind starter. Cutting ht. 1" to 4 inches. Ship wt. 75 lbs. **Sugg. Retail $114.95**

20" Rotary Type Mower

2726XF7485—20" Rotomatic. 2 H.P. 2 cycle Power Products air cooled engine. Rewind starter, safety switch full 20" cut. Adjustable cutting ht. 1½" to 2½". Automatic slip clutch adjustable handle automatic governor. Bronze chrome finish. Ship wt. 52 lbs. **Suggested Retail $89.95**

2703XF7456 Same as above with a Briggs & Stratton 2 1 H.P. 4 cycle engine or a Clinton 2.5 H.P. 4 cycle engine, whichever is available at time of shipment. Ship wt. 58 lbs. **Suggested Retail $99.95**

Allow Ample Time for Delivery on Mowers

NEW GEORGE Self-Propelled

GARDEN TRACTOR SHOWN WITH ROTARY TILLER

2½ HP. MOTOR

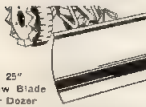
POWER TAKE OFF CLUTCH
RECOIL STARTER
"NO-SHOCK" STOP BUTTON
POWER UNIT HAS BUILT-IN FOLDING STAND
GEAR DRIVE WHEELS NON-SKID SELF CLEANING

2713XF9700—**Tractor.** Husky 2½ H P engine—vertical shaft Briggs or Clinton with recoil starter—Throttle control lever on handle bar gives you the speed you need to push or power the work saving "add-tachments." Gear driven power—engine power is transmitted through enclosed transmission unit to the traction wheels. 2 separate levers are for forward, neutral. Second clutch for power take-off attachments. Full engine power may be used for work attachments while the forward motion of the tractor may be adjusted to go from 0 to 2½ MPH. Designed for use with the tiller, may be used to attach mower and ground working tools. Handles adjustable for length and height. Sun-proof yellow finish—chrome plated steel handle bars. Shipping weight 117 lbs. (Starter, Tiller not included.)
Mfr's. Sugg. Retail $129.50

COMPACT!... easily stored, requires minimum space

No bolts or wrenches necessary to change "add-tachments"

NO BOLTS OR WRENCHES NECESSARY TO CHANGE "ADD-TACHMENTS" —30 SECONDS DOES IT!



25" Snow Blade or Dozer

Connects to Power Unit through tube ok hitch in 30 seconds. Adjustable right, left or straight as desired. Tube lift handle and select angle. Blade snap-locks into tube. Made of heavy gauge steel, shaped and formed for extra strength. Adjustable skids under ends of blade prevent scratching. Ship wt 20 lbs.
2717XF1175 . Mfr's. Sugg. Retail $15.75

Dump Barrow — Holds 3½ Cu. Ft

Let GEORGE move your loads. This new add-tachment saves strain and backaches all year round. Dumps forward easily steering and handle for easy maneuverability. Heavy duty reinforced steel bed floats in following ground contour. Zerk fittings at wear points. Ship wt 60 lbs.
2716XF2700 Mfr's. Sugg. Retail $49.50

Rotary Tiller Cutting Path 15" from 1" to 6" Deep

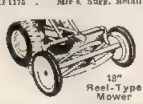
A real help in garden preparation and cultivation. Weeds and foliage will not clog rotor. Spring tool blades are heat treated sharpened steel bolted to tiller tube. Rotor is cast ductile. Made of heavy gauge steel, electric welded construction. Ship. wt. 40 lbs.
2717XF2500 Mfr's. Sugg. Retail $49.50

Front Tool Bar

Designed to lock the Cultivator, Disc Harrow and Furrowing Plow into working position quickly and easy. Adjustable rubber tired depth gauge wheel provides maximum control at all times. Ship. wt. 9 lbs.
2721XF415 Mfr's. Sugg. Retail $4.50

Rear Tool Bar

Rear Tool Bar. Ship. wt. 7 lbs.
2744XF235 Mfr's. Sugg. Retail $4.50



12" Reel-Type Mower

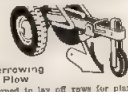
Will give years of care-free service. Ball-bearing equipped cast iron side frame and bed knife of good cutting performance. 10" rubber tired wheels. Kitty knocks mower to float for cutting clearance. Ship wt. 45 lbs.
2719XF2825 Mfr's. Sugg. Retail $35.00

Adjustable Disc Harrow

A wonderful cultivator and ground preparation tool. Six 6" tempered steel discs adjustable angle to throw dirt in or out. Blades set so may be set apart or turned back to back for sod cutting. Digging shovel for any soil working ground. Zerk fitted throughout. Ship. wt. 25 lbs.
2720XF1173 Mfr's. Sugg. Retail $18.75

Cultivator and Weeder Hoe

Let GEORGE do your weeding! This workmaster Add-tachment has 5 cultivator shares and one right and left hand weeder sweep for complete garden care. Adjustable depth tines for between row cultivation. Ship. wt. 15 lbs.
2721XF1400 Mfr's. Sugg. Retail $18.75



Furrowing Plow

Designed to lay off rows for planting and hilling. Tempered steel blade adjustable for depth. This tool like the cultivator and disc harrow at left, requires use of the tool bar (2721XF425). Ship. wt. 10 lbs.
2720XF230 Mfr's. Sugg. Retail $9.75

Snow Blower

Spread designed auger blows or throws snow either right or left. Heavy gauge steel construction adjustable rubber tired depth wheel and replaceable wear plates on blade edge. Rotor is safety belt driven from power take-off on tractor blower. Cuts 20 inch path. Ship wt 50 lbs.
2745XF2975 Sugg. Retail $58.50

Sickle Mower

Mows really heavy grass or weeds 2½ to 3½ acres a day. High tempered steel knives may be started or stopped by clutch on power unit. "Floating Action" gives even contour cutting. Mail tube iron guards avoid snags at each end of 28" bar. Weed Shaker keeps cut material moving over knives. Ship wt. 70 lbs.
2715XF2700 Mfr's. Sugg. Retail $45.50

20" Rotary Mower

No raking, no messy mulch. Finely cut grass is blown from side. Swivel wheels are set inside rut to keep cut trimming close to sidewalls, etc. Flexible high lift-gas mower to "float" over uneven ground. Cutting height adjusts from 1" to 3". Ship wt. 30 lbs.
2714XF2975 Sugg. Ret. $35.50

Riding Bulky

Has 36" turning radius. Mower may be steered with handles. Foot control or both while in forward or in reverse. Bulky follows exactly in path of mower. It won't run over tender grass. Pull backs or without backing. Pull swivel spring seat. Ship wt. 25 lbs.
2744XF2250 Mfr's. Sugg. Retail $89.75

Snow and Ground Grippers

Attaches to 12x3.00 wheels with 2 bolts for additional traction in loose earth or snow. Self-cleaning design. Ship. wt. 10 lbs.
2747XF730
Mfr's. Sugg. Retail $9.75

George Tractors and Attachments F.O.B. Illinois Factory

HAND LAWN MOWERS

GREAT STATES SENATOR

A quality mower at a medium price. Oversize chrome shrub bar; attractive chrome hub caps; metal handle; rubber roller with steel bushings.

Streamlined chassis; 5 blades, 4 steel reel spiders. 10 in. wheels with semi-pneumatic tires. Cutter bar of alloy steel, raised, rolled edge.

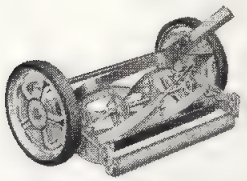
Self-adjusting ball bearings; disc wheels.

Furnished in sun yellow with pastel green trim.

Width of cut, in.	16	18
Ship. wt. each, lbs.	46	47
Each	$35.50	38.60

One in a carton, handle separate.

GREAT STATES 400



Self-adjusting ball bearings. Cutting reel has 5 blades and 4 steel spiders. Raised cutter bar with rolled edge.

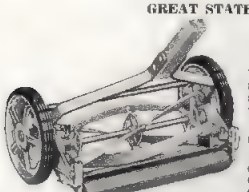
10 in. wheels, open construction; solid rubber tires. Hardwood handle.

Finished in gold with red and green trim.

	Each
No. 400—Width of cut 16 in.; ship. wt. each 42 lbs.	$27.00

One in a carton, handle separate.

GREAT STATES 300



A smaller mower built especially for small lawns.

4 blade cutting reel with three malleable spiders. Self adjusting ball bearing assembly; raised cutter bar with rolled edge.

Open type wheels with solid 8 inch rubber tires.

Hardwood roller and handle varnished natural color. Gold finish body with blue trim.

Width of cut, in.	12	14
Ship. wt. each, lbs.	32	34
Each	$22.80	24.00

One in a carton, handle separate.

REPAIR PARTS FOR GREAT STATES MOWERS

Description of Part	For Senator	For No. 400	For No. 300
Wheel	$3.00	$2.60	$2.60
Side plate, LH	3.00	2.60	2.60
Side plate, RH	3.00	2.60	2.60
Pinion, LH	.30	.30	.30
Pinion, RH	.30	.30	.30
Pawl	.10	.10	.10
Handle	3.00	1.50	1.50
Roller arm, LH	.30	.30	.30
Roller arm, RH	.30	.30	.30
Roller	2.00	.65	.65

Open stock.

POWER LAWN MOWERS

MOW-CYCLE, GASOLINE

A Lawn Tractor and Rotary Mower Combined

Styled for smarter appearance, increased cooling and easier servicing. Auto-style grille. Frame is Unit-Strut welded construction of heavy 1 in. steel tubing. Only best grade assembly mountings used for steering column, motor mounts, shields and body components.

Air cushion puncture-proof rear tires. Housing heavy gauge die drawn auto steel, insulated with fiberglas. Streamlined body housing shields all mechanical parts for greater safety and ease of operation.

Twin rotary blades are suction type, heat treated, adjustable in height. Spindles operate on grease sealed ball bearings, lubricated for life. Fingertip controls, throttles up to 4½ MPH; quick, easy reverse. Foot clutch gives auto efficiency; hand clutch engages or releases blades.

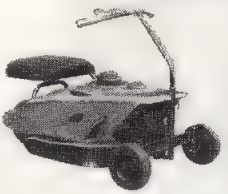
Drive belts are non slip, heat-resistant V-type. Rear wheels use solid steel sprockets and extra heavy chain. Gear box has five ground, sealed ball bearings, solid steel pinions; precision direct drive reverse; all highly polished precision ground surfaces. Comfortable plaited wire fabric seat, cool and springy yet firm.

Front wheels 8 in., rear wheels 12x3 in; 45 in. long over all, 26 in. wide over all. 3 HP, 4 cycle engine with recoil starter.

	Each
No. 24—Tractor only, without mowing equipment; wt. each 230 lbs.	$225.25
Mowing Equipment—Gives 24 in. cut; 2 blades, spindles, pulleys, drive belt and clutch; wt. each 7 lbs.	34.25

Note—Mowing equipment will be attached when ordered at same time as tractor.

MOW-CYCLE CADET, GASOLINE



Stripped for action and priced accordingly, yet has all the necessary features. Does not have twin blades but is supplied with a 20 in. suction type blade and a 24 in. straight type blade, easily interchangeable.

Front wheels 8 in., rear wheels 10x2½ in; 44 in. long over all, 25 in. wide over all. 3 HP, 4 cycle engine with recoil starter.

	Each
Cadet—20 or 24 in. cut, depending on blade used; wt. each 150 lbs.	$209.50

Ⓟ MOW-CYCLE ESTATE TRAILER

When attached to either of the above Mow-Cycles, it will permit mowing a strip nearly 5 ft wide.

Heavy steel clip hitch with aluminum pin for quick attaching and detaching. Expertly engineered and attractively designed. Heavy gauge steel welded construction.

Two 18 in. rotary blades can be file sharpened on the machine or easily removed for grinding.

44x39 in.; 3 HP, 4 cycle engine with recoil starter.

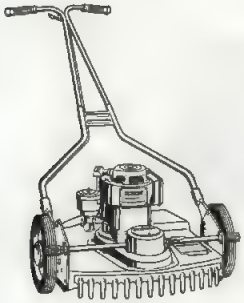
	Each
Estate Trailer—35 in. cut; wt. each 160 lbs.	$175.00

All above, one in a crate.

NOTE—Goods Marked Ⓟ Not Carried in Stock, but Shipped Direct from Factory

POWER LAWN MOWERS

SUNBEAM GASOLINE



Rotary; Self-Propelled

Pulls itself along without any effort by the operator. Selective transmission gives high speed for normal grass and low speed for heavy grass, weeds or mulching leaves.

Easy to operate; simply lower handle to propel mower; raise handle and mower stops while blade continues to rotate for mowing in close quarters, around bushes, etc.

High strength aluminum casting completely encloses cutting blade for greater safety. Side discharge chute expels grass clippings away from operator and reduces windrowing.

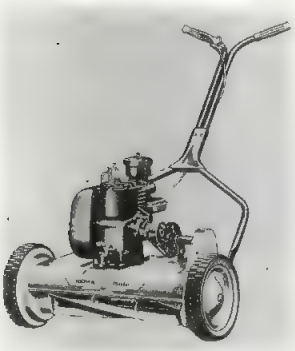
Operates at top efficiency whether set at high speed for fast mowing of normal grass or at low speed when mowing heavy grass, cutting tough weeds or mulching leaves.

Streamlined 4-cycle engine has automatic recoil starter. Uses regular grade gasoline. Delivers full power directly to alloy steel cutting blade. Adjusts in height from 1 to 3 in.

		Each
No. R121	Width of cut 21 in.; ship. wt. each 88 lbs.	$149.50

One in a carton.

MOWAMATIC-21



Reel Type; Self Propelled

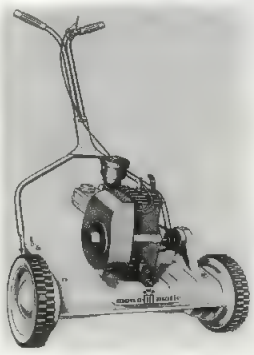
A precision-built reel type mower with extra features. Safety clutch protects against false starts. Adjustable floating type handle absorbs shocks. Cutting height easily adjustable.

Briggs & Stratton 1½ HP 4-cycle engine with recoil starter.

		Each
No. 921	Width of cut 21 in.; ship. wt. each 110 lbs.	$129.95

One in a crate.

MOWAMATIC-18



Reel Type; Self Propelled

A smaller reel type mower. Safety clutch prevents false starts. Fingertip control on handle for starting, stopping and accelerating. Safety clutch neutralizer prevents reel from turning accidentally.

Briggs & Stratton 1.2 HP 4-cycle engine with recoil starter.

		Each
No. 818	Width of cut 18 in.; ship. wt. each 100 lbs.	$119.95

One in a crate.

POWER LAWN MOWERS
MOW-MASTER ROLL-A-MATIC, GASOLINE

Rotary Type; Self Propelled

A fine, lightweight, self-propelled mower. Fingertip controls on handle for clutch and throttle. Blade is guarded front, rear and sides for complete safety. High quality tempered steel, no-bend, no-break crankshaft.

Direct drive to blade; rear wheel drive maintains a true course, mower runs in a straight path. Positive chain drive to wheels enables it to climb steep terraces with power to spare. Cutting height is easily adjustable

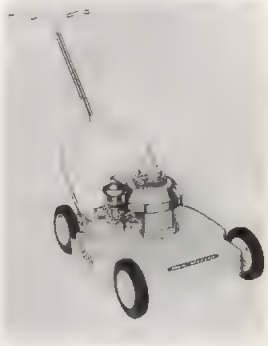
Clinton, all-aluminum, 4-cycle, 2½ HP engine has automatic recoil starter.

Each

No. 216—Width of cut 20 in.; ship. wt. each 85 lbs . . .$154.95

One in a crate.

POWER LAWN MOWERS
MOW-MASTER DELUXE, GASOLINE



Rotary Type

A top quality mower which reduces clippings to a fine mulch, eliminating raking. Has adjustable front safety guard for easy weed cutting, and side discharge to eliminate windrowing. Blade is guarded front, back and both sides for complete safety.

Direct drive to blade utilizes all engine power. Third bearing support on crankshaft; shaft will not bend or break. Easily adjustable for cutting height

Clinton, all aluminum, 4-cycle, 2½ HP engine has automatic rewind starter.

Each

No. 215—Width of cut 21 in.; ship. wt. each 77 lbs . . $89.95

One in a crate

MOW-MASTER STREAMLINER, GASOLINE

No. 192

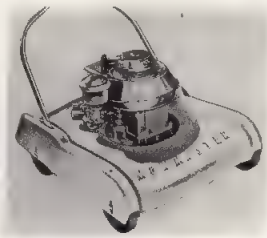
Rotary Type

Streamlined, low, smooth, even base lines; finished in silver and red.

Third bearing on crankshaft next to blade gives extra protection and strength; no-bend, no break crankshaft. Cuts close to walls and obstructions

Underbase muffler assures super quiet mowing. Blade is guarded front, back and at both sides for complete protection. Positive direct drive. Easily adjustable cutting height

2½ HP all aluminum Power-Products or Clinton engine with automatic rewind starter.



No. 194

With Power Products 2-Cycle Engine

Each

No. 192—Width of cut 19 in.; ship. wt. each 71 lbs. $102.95

One in a crate.

With Clinton 4-Cycle Engine

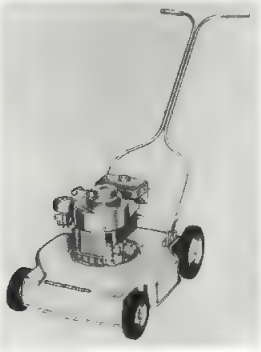
Each

No. 194—Width of cut 19 in.; ship. wt. each 71 lbs. $104.95

One in a crate.

POWER LAWN MOWERS

MOW-MASTER GLIDER, GASOLINE



Rotary Type

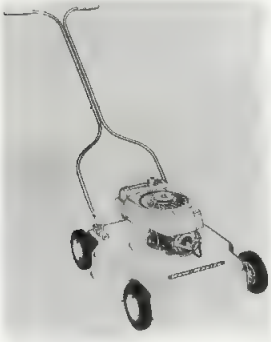
Cutting height easily adjusted. Side-trimmer type for close trimming. Has all of the usual Mow-Master superior features, direct drive; no-break, no-bend crankshaft.

Clinton 4 cycle, all aluminum, 1¾ HP engine with rewind starter.

	Each
No. 189—Width of cut 18 in.; ship. wt. each 54 lbs.	$79.95

One in a crate

MOW-MASTER CHALLENGER, GASOLINE



Rotary Type

Sparkling in performance, modest in price. Will give long, trouble-free performance.

Cutting height is adjustable; removable front guard for weed cutting.

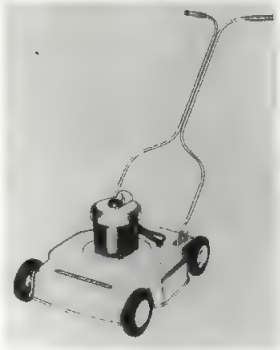
Power Products 1¾ HP, all-aluminum 2-cycle engine with rope starter.

	Each
No. 188—Width of cut 18 in.; ship. wt. each 52 lbs.	$64.95

One in a crate.

POWER LAWN MOWERS

MOW-MASTER ELECTRIC



Rotary Type

Easy to run as a vacuum cleaner. Smooth and quiet in operation; will not annoy neighbors, no gas fumes.

Disc type blade has four swivel cutting knives. Safety device shuts off power if motor stalls, preventing damage. Cutting height is adjustable. Blade completely guarded all around.

1750 RPM Westinghouse electric motor operates on 115 volts AC only.

	Each
No. 187 Width of cut 18 in.; ship. wt. each 55 lbs.	$49.95

One in a crate

MOW-MASTER GRIND-A-LEAF PULVERIZERS

For Mow-Master Rotary Mowers

Grinds up leaves into a rich, smooth mulch and spreads it over lawn. No more raking and hauling leaves with one of these mulchers.

	Each
No. GL505—For No. 216 mowers	$4.95
No. GL514—For No. 189 mowers	5.95
No. GL592 For Nos. 192 and 194 mowers	3.95
No. GL582 For Nos. 188 and 189 mowers	3.95

Average weight each 5 pounds.

One in a box

ELECTRIC BUILD-IT SET
ELECTRIC GAMES

Complete do-it-yourself kit for boys to make electric gadgets and toys.

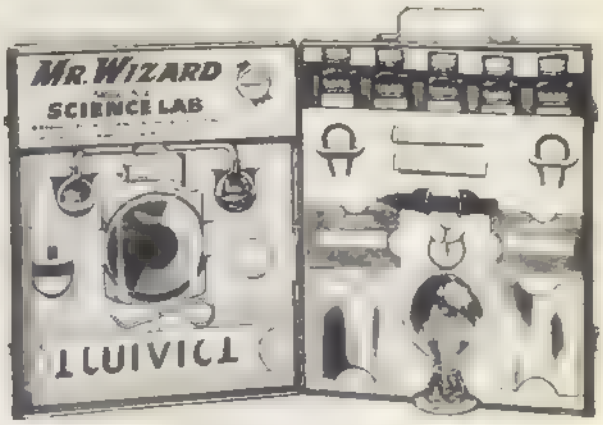
Each
No. 474-E2 ..... $5.00

Six in a carton.

Each
No. 475-E1—Same as above, smaller $3.00

Twelve in a carton.

SCIENCE SET
PORTER MR. WIZARD



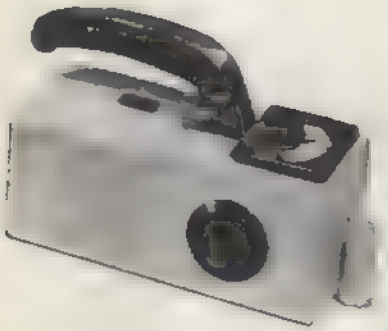
WS-10—"MR. WIZARD" SCIENCE LAB

Grand collection of equipment and supplies selected by "Mr Wizard" himself, includes color top, Radiometer, pulse glass, compass, Mystic Fuel, etc. with large book of astonishing experiments based on sound principles of science. Beautifully lithographed steel cabinet, measuring 22" x 13½".

Each
No. 799-WS10 ..... $11.00

Three in a carton.

GEIGER COUNTERS
BELL



Nuclear Model

Authentic replica of real Geiger counter —when placed near ferrous source, flashing light, meter needle and buzzer begin to operate simultaneously. With battery.

Each
No. 183-300—3½x7x4½ in. $1.98

Six in a carton.

ERECTOR SETS
GILBERT

Remote Control Set

Builds literally hundreds of realistic action models, including the mysterious walking Giant, Merry go-Round, Electromatic crane, and many others.

Features the remote push button control enabling one to start, reverse and stop action models.

Kit contains three powerful motors, transformer, caterpillar tread for crawler models and all erector electric features. Three huge trays of erector parts.

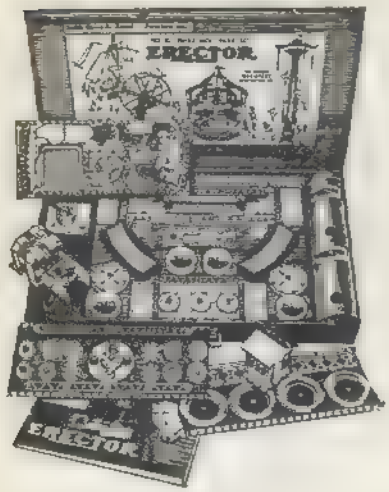
Complete with Flex-O-Matic flexible coupling. This device transmits power from erector electric engine to the model, making possible a number of intricate building variations. Easy to make twists, U loop, angle or straight connections.

Case made of heavy sheet metal with hinged cover.

Per set
No. 1007-12½ Wt per set 35 lbs. $68.00

Six sets in a carton.

ERECTOR SETS
GILBERT



Amusement Park Set

Builds the exciting Merry-go-Round, Parachute Jump and many others.

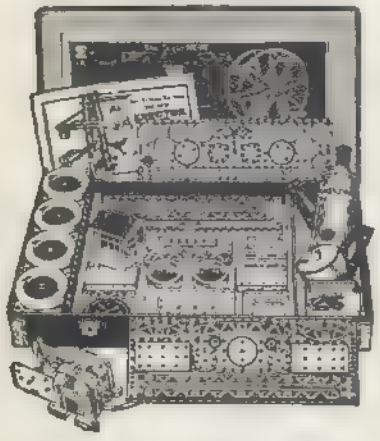
Powerful 110 volt AC engine with forward and reverse gears puts action into completed models. Boiler and fly wheel parts enables one to build big power plant. It also has Electro-Magnet and lights.

Complete with Flex-O-Matic flexible coupling.

Per set

No. 1015-10½—22 x 13⅛ x 2¾ in. case $47.00

One set in a carton.



All-Electric Set

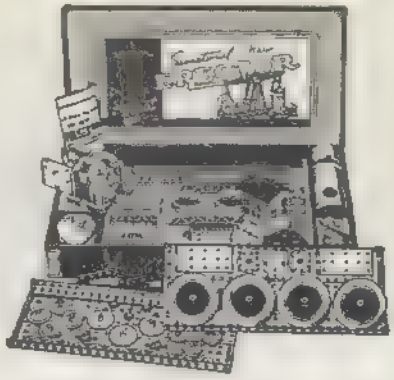
Equipped with spectacular electric features to build oil drilling rigs, derricks etc. Set includes electric lights and powerful electro-magnet. Complete with 15 lbs. of parts and Flex-O-Matic flexible coupling.

Per set

No. 1014-8½—20¼ x 12¼ x 2¾ in. case $28.50

Three sets in a carton.

ERECTOR SETS
GILBERT

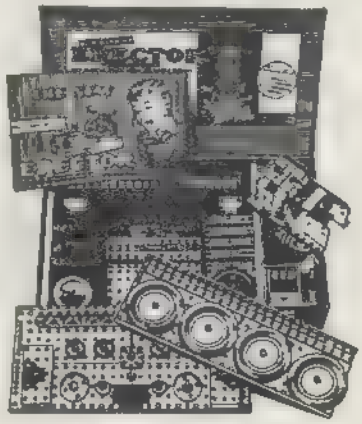


Engineers Set

Builds Bascule Bridge, walking beam engine, hoisting engine, derricks etc. Set includes steel boiler, shell, gears, pinions, powerful electric engine and Flex-O-Matic shaft coupling.

Per set

No. 1013-7½—18¼x10⅛x2⅞ in.; wt. per set 11½ lbs. $22.50



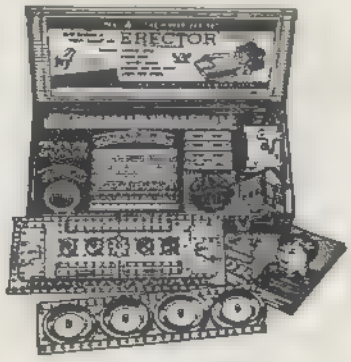
Electric Engine Set

Builds airplane ride, lift bridge, windmill, pile driver, hoist, etc. Set includes four-speed electric motor and Flex-O-Matic shaft coupling.

Per set

No. 1012-6½—18x10x3 in. case ... $20.75

All above, three sets in a carton.



Motorized Set

Precision-engineered mechanical motor enables truck to run under its own power, no wires, batteries or transformer necessary. Has miniature shack for bridge tender, watchman, ticket seller, etc. Big parts assortment. Complete with "How-to-Make-'Em" book.

Per set

No. 1011-4½—18x10x2⅜ in. case: wt. per set 5⅓ lbs. $11.50

Six sets in a carton.

ERECTOR SETS
GILBERT

Professional Set

Builds hoist, elevator, small ferris wheel, truck, etc. Two huge tiers contain 182 parts, including wheels, pulleys, plates and assorted girders. Complete with "How-to-Make-'Em" book.

Per set

No. 1010-3½—18x10x2 in. case ... $6.25

Six sets in a carton.

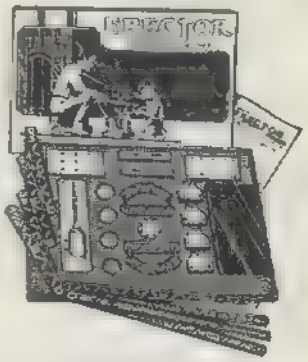
Apprentice Set

Generous assortment of girders, plates, etc., builds ferris wheel, draw bridge, elevator and other models. Girders packed assembled in square girder form. "How-to-Make-'Em" book included.

Per set

No. 1009-2½—18x10x1⅛ in. case; wt. per set 2⅓ lbs. $4.75

Twelve sets in a carton.



Builder's Set

Makes crane hoist, see-saw, battleship and other models

Contains four sizes of steel girders, three kinds of base plates and many other parts. Includes "How-to-Make-'Em" book.

Per set

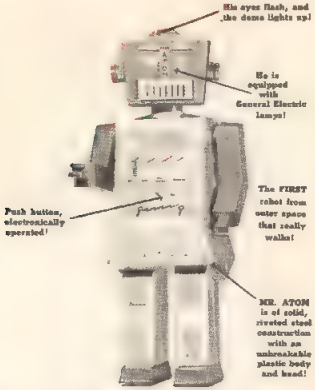
No. 1008-1½—13½x9¾x⅝ in.; wt. per set 1⅓ lbs. $2.70

Twenty-four sets in a carton.

ACTIVE DOLL CORPORATION

ORD	SHPT	✓		PRICE
			Mindy Doll in Trunk	2.98

ADVANCE DOLL & TOY CO.


His eyes flash, and the dome lights up!
He is equipped with General Electric lamps!
The FIRST robot from outer space that really walks!
Push button, electronically operated!
MR. ATOM is of solid, riveted steel construction with an unbreakable plastic body and head!

ORD	SHPT	✓		PRICE
			#610E Mr. Atom	6.95

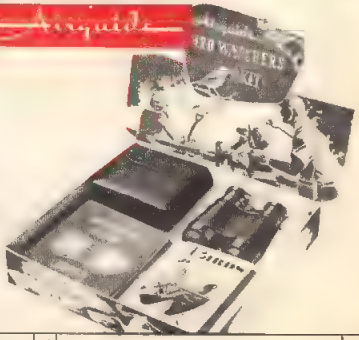
ADVANCE MOLDING CORP.

ORD	SHPT	✓		PRICE
			General Passenger Set	3.89
			General Freight Set	4.79

AIR CHAMP

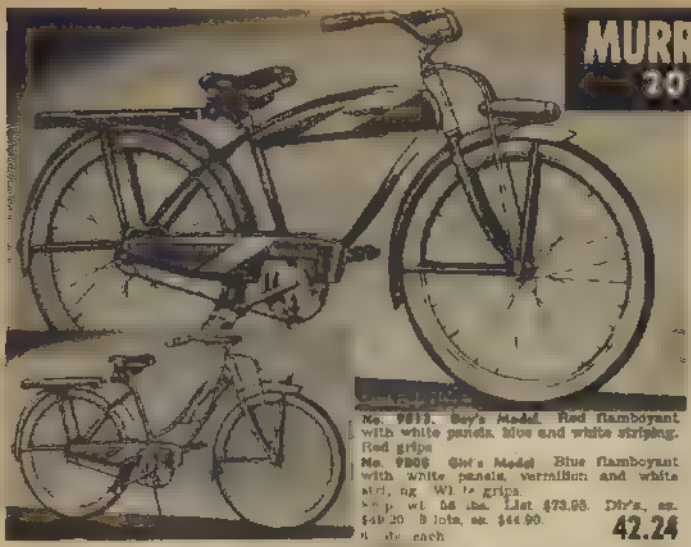
ORD	SHPT	✓		PRICE
			Crystal Radio Kit	3.00
			Fixed Crystal Radio Kit	4.95
			One-Tube Radio Kit w/cabinet	7.95
			Two-Tube Radio Kit w/cabinet	14.95
			Electronic Experimental Kit	14.95
			Short Wave Amplifier Kit	2.50
			Air Champ Head Set	4.00
			Loud Speaker Kit	7.95
			Intercom Telephone	5.98
			Western Union Set	3.95

Airguide



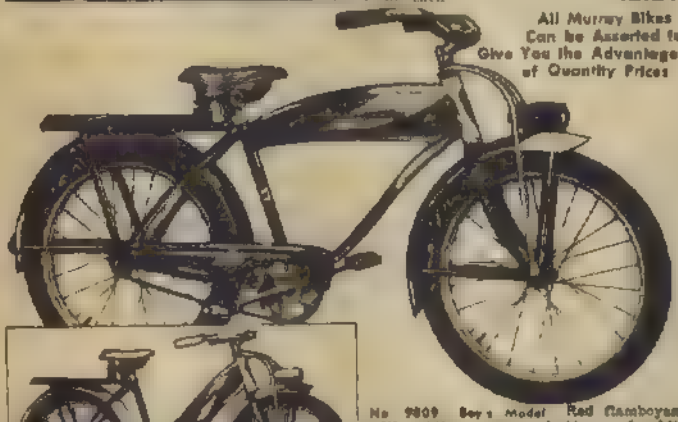
ORD	SHPT	✓		PRICE
			#900 Weather Station	10.00
			Bird Watchers Kit	8.95

MURRAY JUNIOR BIKES
20" and 24" Models



No. 9813. Boy's Model. Red flamboyant with white panels, blue and white striping. Red grips.
No. 9806 Girl's Model. Blue flamboyant with white panels, vermilion and white striping. White grips.
Ship. wt. 58 lbs. List $73.95. Dlr's. ea. $49.20. 3 lots, ea. $44.90. 6 lots each **42.24**

All Murray Bikes Can be Assorted to Give You the Advantage of Quantity Prices



No. 9809 Boy's Model. Red flamboyant with white panels and blue and white striping.
No. 9811 Girl's Model. Green flamboyant with white panels, vermilion and white striping.
Ship. wt. 49 lbs. List $65.95. Dlr's. ea. $44.00. 3 lots, each $40.10. 6 lots each **37.73**

Murray Bike Trainer
8" rubber tired Nylon bearing wheels. Made of heavy gauge steel. Adjusts from 16" to 20" bikes.
No. 2607. List $3.00. Dlr's ea. $2.00. 3 ea. $1.85. 6 ea. **1.75**

Deluxe Trainer Wheels
Will fit 16", 20", 24" and 26" bikes. Heavy steel, reinforced with ¾" zinc plated steel rods. Ball bearing double disc wheels with heavy duty 8" tires. Finished in white with black trim.
No. 2606. List $6.50. Dlr's. ea. $4.95. 3 lots ea. $3.80. 6 lots ea. **3.59**

Deluxe 24" Meteor

The popular appeal of these streamlined Murray bicycles is based on their top quality rugged construction and riding ease. These bicycles are outstanding for modern design, luxury features.

Check these superior features

White Wall Tires—U.S. Royal or Goodyear 24"x2.125" balloon with inner tube.
Hydrogen Brazed Frame—18½". All joints reinforced for double strength.
Waterproof Saddle—Tan top, black Troxel type with contrasting chrome plated springs.
Musselman Coaster Brake—Self energizing with exclusive hard chrome brake shoe.
Parking Stand—Side kick-up type, plated.
Tank—New motorcycle type with Murray slip-stream color styling.
Luggage Carrier—New dual fin-type design.
Headlight—Delta torpedo with plated trim, mounted on fender. Baked enamel finish.
Reflector—Stimsonite, on rear fender.
Rims—All steel hook-type bright plated.
Fork—One piece drop forged.
Crank—1-pc. drop forged with 6.5" throw.
Handle Bars and Truss Rods—chrome plated.
Pedals—Full ball bearing.
Chain Guard—deluxe jetline design.

Deluxe 20" Cadet Flite

Murray Juvenile Bikes have the same deluxe construction that has made their big brothers famous. Dashing streamlined beauty and comfortable easy riding.

Hydrogen Brazed Frame—14½". All joints reinforced for double strength.
Balloon Tires—U.S. Royal or Goodyear 20"x 2.125" with inner tube.
Saddle—Tan top, black compound springs.
Chain Guard—Deluxe design, enameled.
Luggage Carrier—New ultra modern, stamped grid design.
Tank—Large snug fitting with Murray slip-stream color styling.
Headlight—Delta single cell with visor.
Reflector—Stimsonite on rear fender.
Grips—Boys, red plastic. Girls, White plastic.
Finish—Beautiful oven baked enamel.
Coaster Brake—Musselman, self-energizing with exclusive hard chrome brake shoe.
Crank—1 pc. drop forged with 4.5" throw.
Rims—All steel hook-type, baked enamel.
Fork—One piece drop forged.
Fenders—New Murray Gothic design.
Truss Rods—Enameled.
Handle Bar—Flared chrome plated.

Standard 24" Space Flite

These popularly priced Standard bicycles are built with the same fine craftsmanship of the deluxe models. Standard bikes are designed to insure long life, good performance and easy riding.

Hydrogen Brazed Frame—All joints reinforced for double strength.
Fork—One piece drop forged.
Rims—All steel hook-type, baked enamel.
Coaster Brake—Musselman self-energizing, with exclusive hard chrome brake shoe.
Tires—U.S. Royal or Goodyear, balloon with inner tube.
Saddle—Tan top with black coil springs.
Handle Bars—Chrome plated, rubber grips.
Chain Guard—New deluxe design, enameled.
Parking Stand—Side kick up type, plated.
Reflector—Stimsonite, on rear fender.
Crank—One piece, drop forged.
Fenders—Murray Gothic design.
Finish—Colorful oven baked enamel with contrasting panels and striping.
Pedals—Junior size.

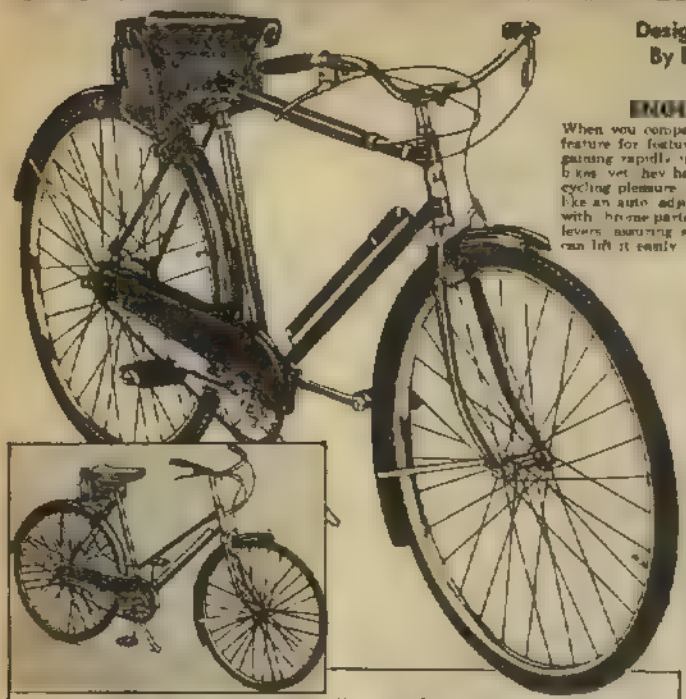
No. 9810. Boy's Model. Red Flamboyant with white trim.
No. 9812. Girl's Model. Green Flamboyant with white trim.
Ship. wt. 52 lbs. List $59.95. Dealer's, each $39.50. 3 each $38.00. 6 lots each **33.91**

IMPORTED ENGLISH LIGHTWEIGHT 26" BIKES

Designed and Built in England—By England's Finest Craftsmen

STANDARD 26" ENGLISH LIGHTWEIGHT BIKES

When you compare these new lightweight imported English bikes feature for feature with any other bikes you know why they are gaining rapidly in popularity daily. Value priced below expensive bikes yet they have all the features that create a new standard in cycling pleasure. Famous Sturmey Archer 3 speed gear shifts just like an auto adjusts to all road conditions. Double caliper brakes with chrome parts for each wheel are controlled by individual hand levers assuring swift sure stops. Really lightweight, even a boy can lift it easily. Beautiful, flamboyant baked enamel finish.



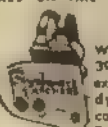
- Lightweight Tubular Steel Frame
- Sturmey Archer 3-Speed Gear Shift
- Double Caliper Brakes—Front & Back
- Tool Bag with All Purpose Tool and Pump
- Mattress Coil Spring Type Saddle
- Full Ball Bearing Pedals
- Modern English Design Fenders—Chrome Plated Front and Back

Frame. Lightweight tubular 18" steel with full brazed sleeve joint construction.
Fork. One piece steel drop forged.
Tires. Dunlop sports rubber tires 26" x 1¾"
Saddle. English tooled leather—double mattress steel springs.
Tire Pump. In black case mounted on frame.
Parking Stand. Chrome plated side kick-up type.
Chain Guard. Full section detachable—black with gold trim.
Handlebar. 2-way adjustable reversible—all chrome, including stem.
Fenders. Modern English design—chrome head plate on front fender a. steel construction.
Crank. One piece chrome plated drop forged with 7" throw.
Rims. Chrome plated with bicycle chrome spokes.
Tool Kit. Black simulated leather with wrench that fits every nut and bolt on bike.
Pedals. Full ball bearing. **Grips.** Black rubber.
Finish. Baked on enamel. 3 full coats of paint. Ship. wt 46 lbs.
No. 5523 Boy's Bike. Black with gold trim.
No. 5524 Girl's Bike. Blue with white trim. List $62.95. Dealer's, each $41.90. Lots of 3 each $39.95. Lots of 6, each **38.51**

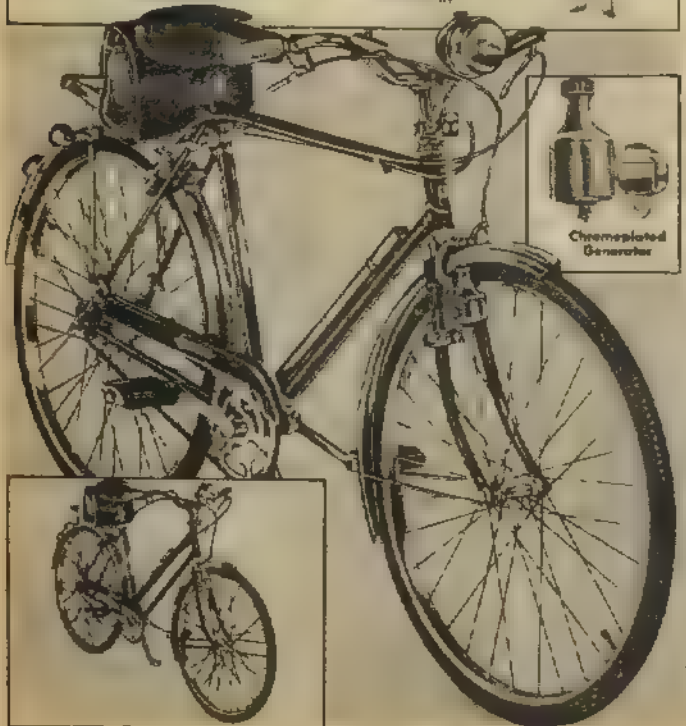
Features apply to all bikes on this page.

DOUBLE CALIPER BRAKES Gives 4 point brake action for maximum safety

STURMEY-ARCHER 3-SPEED GEAR Lets rider shift speeds, just like an auto



LIGHT-WEIGHT Weighs only 39 lbs., yet extremely sturdy. A child can lift it easily



Chromeplated Generator

DELUXE 26" ENGLISH LIGHTWEIGHT BIKES

- Gleaming Chrome Generator, Headlight and Tail Lamp
- Deluxe Chrome Fenders, Chrome Luggage Carrier and Chrome Pump
- Lightweight Tubular Steel Frame
- Sturmey Archer 3 Speed Gear Shift
- Front and Back Double Caliper Brakes
- Full Ball Bearing Pedals

These lightweight imported English bicycles are outstanding products of the finest English bicycle craftsmen. The most advanced continental styling and design plus the latest engineering achievements give these bikes eye appeal plus smooth comfortable easy riding. Famous Sturmey Archer 3 speed gear shifts just like an auto adjustable to all road conditions. Double caliper brakes for extra safety—with chrome parts.
Frame. Lightweight tubular 18" steel with full brazed sleeve joint construction.
Fork. One piece steel drop forged.
Tires. Dunlop sports rubber tires 26"x1¾"
Saddle. English tooled leather—double mattress steel springs.
English Leather Tourist Bag. Roomy bag contains wrench that fits every nut and bolt on the bike.
Tire Pump. In chrome case mounted on frame.
Parking Stand. Chrome plated side kick-up type.
Chain Guard. Full section detachable.
Handlebar. 2-way adjustable reversible—all chrome, including stem.
Fenders. Modern English design—chrome plated front and back, all steel construction.
Crank. Chrome plated drop forged with 7" throw.
Rims. Chrome plated with bicycle chrome spokes.
Pedals. Full ball bearing. **Grips.** Black rubber.
Flamboyant Finish. Based on enamel 3 full coats of paint. Ship. wt 50 lbs.
No. 5520 Boy's bike. Maroon finish.
No. 5521 Girl's bike. Blue finish.
List $79.95. Dlr's. ea. $53.75
3 lots, ea. $51.70. 6 lots, ea. . **49.25**

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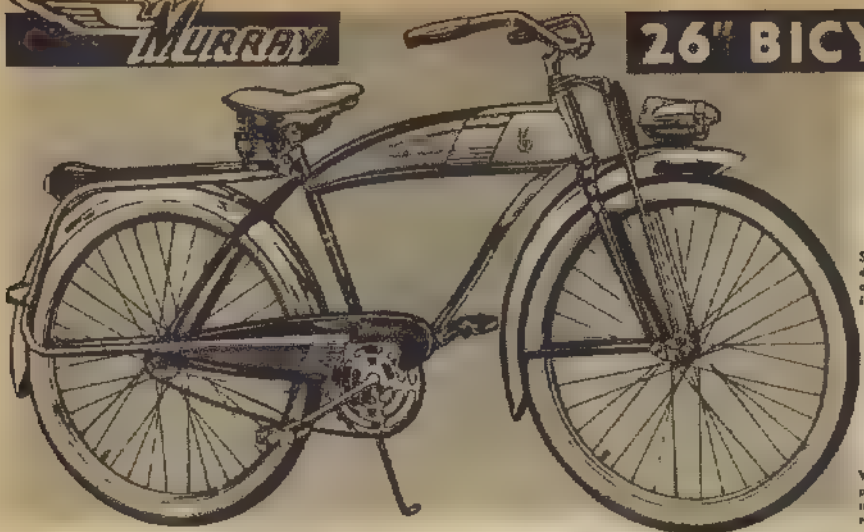
MURRAY

26" BICYCLES



Stabilized triple act on double spring fork smooths out rough roads by absorbing shocks

Wider bearing surface at pivot points longer wearing. Smoother action and rattle proof

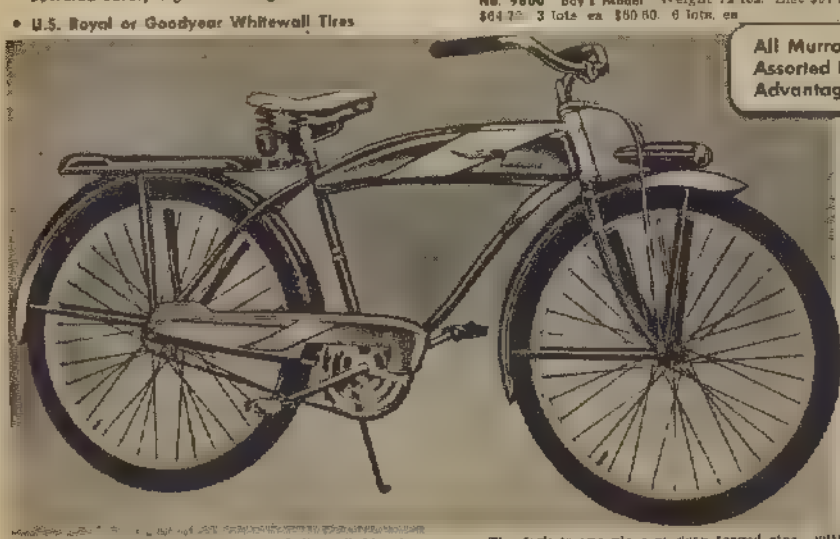
"Fleetline" 26" Bicycles

- Musselman Self-energizing Coaster Brake
- Deluxe Chromed Ball Bearing Pedals
- Tan Waterproof Vinyl Plastic Saddle
- Jeweled Safety Signal Headlight
- U.S. Royal or Goodyear Whitewall Tires

The "Fleetline" 26" is a cool ride bicycle throughout. Its handlebars, fenders, truss rods, and saddle springs are all richly chrome plated. Murray's floating ride and double spring assembly makes riding smooth even on the roughest roads. The frame is durably made hydrogen brazed steel with doubly reinforced joints. Also includes jet airplane design luggage carrier, kick stand, chrome trimmed chain guard and a motorcycle type tank with chrome trim and built in Delta Horn. The Stimsonite reflector is mounted in a chromed housing in the rear fender. Finished in black oven baked enamel, trimmed in vermilion and grey.

No. 9800 Boy's Model. Weight 72 lbs. List $97.95. Dlr's, ea $64.72. 3 lots, ea $60.60. 6 lots, ea **57.04**

All Murray Bikes Can be Assorted to Give You the Advantage of Quantity Prices



"Aero" 26" BICYCLES

- 18½" hydrogen brazed frame
- U.S. Royal or Goodyear Tires 26" x 2.125" balloon with inner tube
- Delta torpedo headlight with chrome trim, mounted on fender
- Musselman, self energizing coaster brake
- New motorcycle type tank
- Jet line chain guard
- New, deluxe fin-type designed luggage carrier
- Side kick-up type, plated parking stand
- Stimsonite reflector on rear fender
- Troxel saddle with Tan vinyl waterproof top

Styled for beauty, these streamlined "Aero" bicycles are built with extra strength. All joints of the 18½" hydrogen brazed frame are reinforced for double strength. Moderately priced, but equipped with such deluxe features as: U.S. Royal or Goodyear Tires 26 x 2.125" balloon type with inner tube, Delta torpedo headlight on front fender has chrome trim. Troxel saddle has tan vinyl waterproof top with black coil springs. Be and chrome scuff plates, ball bearing pedals, black rubber grips and richly chrome plated handlebars.

The fork is one piece of drop forged steel with chrome plated truss rod. The "Aero" bicycles combine all the necessary equipment to provide safety and comfort for the rider with breath-taking beauty and modern, streamlined design. The boy's model comes in red flamboyant with white side panels and gold and white striping. The girls model comes in red flamboyant and Vermont green with gold and white side panels and white striping. Weight, 62 pounds.

No. 9802. Boy's Model } List $69.95. Dealer's each $46.40
No. 9803. Girl's Model } 3 lots, ea $43.50. 6 lots, ea **40.96**

"Sabre Flite" 26" Bicycles

- U.S. Rubber or Goodyear Balloon Tires and Tubes
- Musselman Self-energizing Coaster Brake
- Troxel Waterproof Vinyl Saddle, Coil Springs

The "Sabre Flite" has all the same features as the "Aero" above but comes less tank, luggage carrier, truss rods and headlight. Has regular bicycle-type pedals, tan vinyl waterproof coil spring type saddle and regular black grips. The frame is 18¼" hydrogen brazed tubular steel with reinforced joints. Fork is one piece of drop forged steel. The Musselman brake is equipped with the exclusive hard chromed brake shoe. Equipped with black 26"x2.125 balloon tires and inner tube. Parking stand, handle bar, chain guard and reflector all beautifully chrome plated. Baked enamel finish. Wt. 56 lbs.

No. 9806. Boy's Model. Red Flamboyant with white trim. } List $59.95. Dealer's, each $39.70.
No. 9807. Girl's Model. Blue Flamboyant with white trim. } Lots of 3, each $37.30. Lots of 6, each **35.08**

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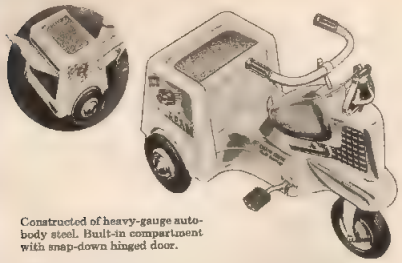
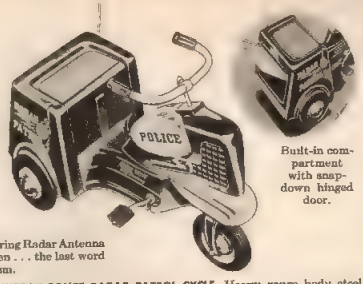


Constructed of heavy-gauge auto-body steel. Built-in compartment with snap-down hinged door.



New Spring Radar Antenna and Siren . . . the last word in realism.

Built-in compartment with snap-down hinged door.

MURRAY "GOOD HUMOR" CYCLE. Ball bearing chain drive, pedal crank. 1¾" semi-pneumatic front, 1½" solid rubber rear wheels. Plated bell, red fabric-type seat. White baked enamel body with blue, red and silver trim. 35" long, 20" high, 22" wide

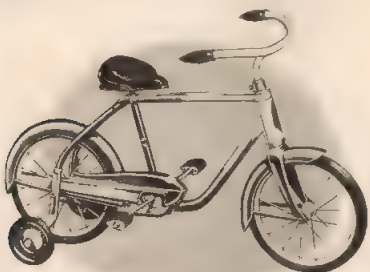
21-7032-2111 (Each) Wt. 36 lbs.

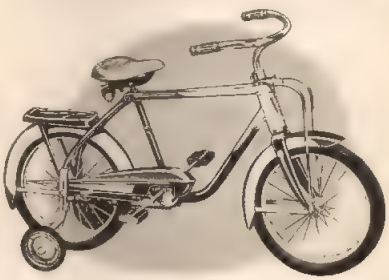
21-7032-1900 (3 or more) . . . . . Retail **29.95**

MURRAY POLICE RADAR PATROL CYCLE. Heavy gauge body steel base with ball bearing chain drive mechanism. Semi-pneumatic front, solid rubber rear wheels. Blue baked enamel body, white, red and silver trim. 36" long, 20" high, 22" wide.

21-7031-2161 (Each) Wt. 36 lbs.

21-7031-1945 (Lots of 3) . . . . . Retail **30.95**





MURRAY DELUXE PARK CYCLE. Lustrous vermilion baked-enamel finish with white panels. 1¾" steel hydrogen brazed frame. One piece enameled fork. 1¾" semi-pneumatic molded rubber tires. 14" ball-bearing heavy duty machine spoke wheels. Tan vinyl saddle; chrome springs. Removable cross bar and trainer. 30 lbs.

21-7006-1721 (Each) **21-7006-1547** (3 or more) . . Retail **24.50**

BOYS' OR GIRLS' DELUXE PARK CYCLE. Removable, double crossbar and safety aid. 1¾" steel frame—new round fenders. 16" ball bearing spoke wheels with 1¾" semi-pneumatic rubber tires. Deluxe chain guard; chrome-plated truss rods and adjustable handle bars. Double-adjustable tan vinyl saddle. Plastic grips; luggage carrier. Ruby red enamel.

21-6011-2095 (Each) **21-6011-1885** (3 or more) Wt. 40 lbs. . . . **29.95**

All items on this page F.O.B. Chi.

MURRAY SUPER DELUXE VELOCIPEDES. ¼" tubular, heavy-gauge steel with hydrogen brazed frame. Full ball bearing, multi-spoke wheels. Fender and brace chrome plated. 1¾" semi-pneumatic, front and rear tires. Red grips. Red and-white trimmed green enamel finish.

Front	Rear	Each	6 or more	Wt.	Retail
12"	8"	**21-7008-1526**	**21-7008-1363**	25 lbs.	**21 95**
16"	10"	**21-7009-1647**	**21-7009-1484**	28 lbs.	**24.25**

MURRAY STANDARD VELOCIPEDES. 1¼" tubular brazed steel. Adjustable metal saddle. 1¾" semi-pneumatic tires. Machine spokes—front wheel ball bearing. Blue and red enamel finish.

Front	Rear	Each	6 or more	Wt.	Retail
10"	7"	**21-7012-826**	**21-7012-755**	23 lbs.	**11.95**
12"	8"	**21-7013-921**	**21-7013-829**	25 lbs.	**13.49**
16"	10"	**21-7014-1063**	**21-7014-945**	28 lbs.	**15.25**

True-tension Single Spring Fork provides comfortable riding for cyclist at all times.

Safety construction gives maximum strength and life by reinforcing frame and fork at all stress points.

Triple-baked finishes, electrostatically sprayed, jewel-like colors in rainbow-rich tones.

Modern 1.75" tires combine the best features of lightweight and balloon types into a feather-touch pedaling, longer-coasting softer-riding tire.

Monark Super Deluxe Bicycles

MONARK 26" SUPER DELUXE BOY'S MODEL. The very best in luxury bicycles is yours with this superbly designed Monark bike. Enjoy miles and miles of cycling pleasure with these world famous Monark features: True Tension Single Spring fork, Chrome fork cap, hub cap nuts, wheel rims and steerhorn handlebar. Attractive accessories enhance the beauty as well as the utility of the bicycle. Rocket Ray chrome trimmed headlight, 26"x1.75" white sidewall balloon tires, fitted tank with built-in horn, Red vinyl chrome spring saddle equipped with crash rail, sturdy luggage carrier, kick-stand, deluxe ball-bearing pedals, sprocket to sprocket chain guard, racing type chain, Air-flo safety reflectors and dependable New Departure coaster brake. These features plus years and years of Monark "know-how" combine to give the finest in bicycle performance and dependability. "Byke-Lyfe" guarantee gives exclusive protection against defects in material or workmanship as long as bicycle is owned by the original purchaser. In beautiful electrostatically-sprayed, jewel-like color combinations of black and white with Monark red stripe trim highlighted by sparkling chrome

20-7605-4980 Wt. 63 lbs. FOB Chicago. Retail **$64.50**

MONARK 26" DELUXE. Every Boy or Girl would be thrilled to have this fine Monark bike. Has these famous Monark features: Streamlined frame fit tank, sturdy luggage carrier, chrome trimmed torpedo headlight, dualtone handlebar horn and matching under-bracing, chrome plated rims, 26"x1 75 blackwall tires, Red vinyl cup spring saddle, safety approved rear reflector, racing type ½" pitch by ½" chain, full length chain guard, ball-bearing pedals, kick-stand and New Departure coaster brake. Shipping weight is 59 pounds. F.O.B. Chicago.

(A) 26" BOYS' DELUXE. Peacock Green and Mist Green with Monark Red stripe.
20-7606-4330 . . . . . Retail **57.95**

(B) 26" GIRL'S DELUXE. Mist Green with White and Monark Red stripe.
20-7706-4330. . . . . Retail **57.95**

MONARK 24" DELUXE. There's miles and miles of pleasure ahead for any youngster who owns this superb bike. Equipment has these universally known Monark features: Streamlined frame-fit tank, sturdy luggage carrier, chrome trimmed torpedo headlight, dual-tone tank horn, matching underbracing, all over chrome rims, 24"x1.75 blackwall tires, green vinyl cup spring saddle, safety-approved rear reflector, racing type chain, full length chain guard, ball-bearing pedals and kickstand. New Departure coaster brake. Shipping weight 59 lbs.

(A) 24" BOY'S DELUXE. White with Coral and Monark Green trim.
20-7607-4060. . . . . Retail **53.95**

(B) 24" GIRL'S DELUXE. With same features as above. Sun Yellow and White with Monark Red trim.
20-7707-4060 . . . . . Retail **53.95**

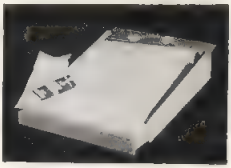
NEW TOYS ON PARADE

JOKE, magic, puzzle counter merchandiser offers complete department of cellophane bagged items, each with 3-color card and pre-priced label. Comes at retail values of $47.70, $58.76 or $85.40. S. S. Adams Co., Asbury Park, N. J

DANCING SURPRISE BALL contains numerous toys and surprises, found after unrolling yards of multi-colored crepe paper. Jiggling arms, legs—activated by elastic cord. $1.50 retail. Gregor Creations, Turn bull at Derbigny, New Orleans-Metairie, La.

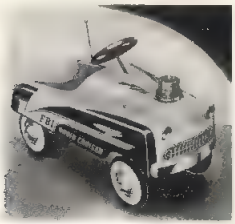
GROWS-RACK clothes tree "grows" with child. Upper post rod is graduated in inches; adjusts and locks from 4½" to 69". #26, individually boxed, KD, retails $5.95. S. A. Tarrson Co., 712 N. Franklin, Chicago 10, Ill.

DRAGNET BADGE 714 GAME. Lithographed playing board, 18"x18¾" Action game based upon exploits of Sgt. Joe Friday on national TV, radio. $2.98 retail. Transogram Co., Inc., 200 5th ave., New York 10, N. Y.



SCRIBBLE SKETCHER is sturdily constructed of wood and hardboard. Ample drawer space. Retails $2.95 with paper roll. Roll replaceable with paper towel or shelving roll. Martin Industries, Wisconsin Rapids, Wis.

NO. 63 DINKIE TRAIN is battery powered forward and reverse at the touch of a button. 7½" x 3" x 3⅜" A dime bank. Retails $2.00 (less batteries). General Molds & Plastics Corp., 1435 Western ave., Pittsburgh 12, Pa.



M-614 FBI RADIO CRUISER has flashing yellow light. Black and white; gold trim. Red wheels and seat. Ball bearing pull straps, ball bearing rear-axle hangers Murray Ohio Mfg. Co., 1115 E. 152 st., Cleveland, Ohio.

RADIOCRAFT KIT, transistor radio and broadcast system with microphone and loudspeaker, and including all parts and batteries Corrugated box displayed to retail $8.95. Remco Industries, Inc., 200 Fifth ave., N. Y. C.

DUAL JET has twin tubular jets forming frame. Nylon front wheel bearings. Heavy semi-pneumatic tires. Chrome-trimmed saddle, plated crash bar. Finger shields, streamers. Hedstrom Union Co., Fitchburg, Mass.

Smooth-Driving, Speedy

E POLICE RADAR-PATROL CYCLE . . CHAIN DRIVEN

He'll be the envy of all the youngsters when he patrols the block in this sleek, up-to-the-minute cycle . . . complete with realistic Police-type siren with push-down lever and 15" high antenna. Smooth riding and speedy too for chain drive has full ball bearing construction! Steering mechanism makes it possible to turn small circles. Heavy gauge steel body finished in Fathom Blue baked enamel; red and white trim. 8" double disc wheels with 1¾" semi-pneumatic front tires, 1⅛" solid rubber rear tires. Built-in carrying compartment. 36 inches long, 22 inches wide Shipping weight 36 lbs.

83-5066 C2050 Murray-Ohio Police Cycle..... . .....**$30.50**

F DELUXE CHAIN DRIVE TRACTOR AND DUMP TRUCK by Murray-Ohio

One step on the easy-turning pedals and your little farmers will be ready to go to work! They'll have many hours of fun as they drive about in this realistic tractor of heavy gauge steel. Has full ball bearing chain drive (chain on back axle totally enclosed by streamlined safety guard), motor-tone shift and steering wheel that turns a full 360 degrees. Spring-type seat is adjustible. 1¾" semi-pneumatic tires give a jar-free ride. 8" ball bearing front wheel; 10" ball bearing rear wheels with tractor tread tires. Red baked enamel finish, black trim.

Dump Truck matches tractor and hooks right on! Holds one passenger who can work the dump easily from seat position. Holds up to 100 lbs. Of heavy gauge steel with smooth-riding ball bearing 8" double disc wheels. ⅜" rubber tires. 15½x33" long.

83-5041 C1895 Tractor 38½x22x27½" high. Wt. 39 lbs.. .. **$28.00**
83-5058 C665 Matching Dump Truck. Wt. 18 lbs **10.00**

G RANCH WAGON by Murray-Ohio

Just the thing for a young "ranch hand" . . . and there's room enough in back for his partner, or maybe even for a pet dog or kitten. Full ball bearing driving mechanism for smooth ridin' New improved undergear for easier pedaling and loads of leg room. Turning small circles is no problem with improved steering wheel. Plated radiator ornament, aluminum enameled windshield and hand rails. Heavy gauge steel finished in two-tone green baked enamel. Ball bearing 8" double disc wheels, 1" rubber tires.

83-5082 C1595 Ranch Wagon. 17x47" long. 37 lbs... ...**$23.50**

H REALISTIC HOOK 'N LADDER TRUCK by Murray-Ohio

Look out . . . here comes the fire department complete with brightly plated clanging fire chief bell, two wooden ladders and steel hand rails Full ball bearing construction for a smooth, easy ride. New improved design for easier pedaling and more leg room. Steering wheel makes it possible to turn in small circles. Heavy gauge steel body with fire-engine red enamel finish; yellow and silvery trim. 8" double disc ball bearing wheels. ¾" rubber tires.

83-5074 C1450 Hook 'n Ladder Truck 17x43" long. 34 lbs. . .**$21 50**

K DUMP TRUCK with "Dyna-Chain" drive . . . by Murray-Ohio

He'll load it . . . find he can wheel the dump box down from his seat position, even raise or lower the tail gate to spill sand, etc. to the ground. Ball bearing "Dyna-Chain" drive gives smooth ride. Motor tone shift. Easy to pedal, lots of leg room. Body and box of heavy gauge steel; yellow baked enamel with black and silvery trim. 8" double disc ball bearing wheels; 1" solid rubber tires.

83-5090 C1850 Dump Truck. 17" wide, 47" long. Wt. 38 lbs....**$27.50**

Flying Jet Deluxe 20" JUNIOR BICYCLES

- With Coaster Brake
- All Ball Bearing Crank
- 20 x 2,125 Balloon Tires and Inner Tubes
- With Double Wheel Trainers
- Ball Bearing Pedals
- Spring Type Saddle
- Adjustable Chrome Plated Handle Bars

A really deluxe imported 20" bike with training wheels that's budget priced . . . a truly tremendous value. Designed for speed and safety. Constructed so that all parts can be interchanged with American made standard parts. 16" frame has all joints reinforced for extra strength. One piece drop forged fork with chrome cap. Fenders have modern streamlined design. Crank has all ball bearing chrome plated assembly. Deluxe type coaster brake. Tires are 20x2.125 balloon type with inner tubes. Pedals—ball bearing black rubber tread. Black spring type saddle with black coats. Adjustable chrome plated handle bars. Black rubber grips. Chrome plated seatpost. Deluxe hockey stick type design chain guard. Deluxe type trainer wheels with heavy duty rubber tires. Beautiful flamboyant finish. Beginners and experienced riders will thrill to the outstanding performance and top notch features of these rugged bikes. Wt. 35 lbs.

GIRLS MODEL

No. 5527 Blue with white trim. List $47.95. Dealer's, each $31.75. Lots of 3, each $29.80. Lots of 6, each **28.76**

BOYS MODEL

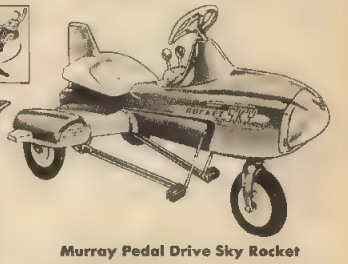
No. 5526 Red with white trim. List $47.95. Dealer's, each $31.75. Lots of 3, each $29.80. Lots of 6, each **28.76**

Indoor-Outdoor Happy-Go-Round

- Lightweight and portable
- Folds easily, compactly
- All-steel construction

Provides plenty of fun, excitement, and healthy exercise, yet it is perfectly safe for all young children to handle. Youngsters sit in metal seats, pump handle back and forth and pretend they go. Weighs only 25 lbs. making it ideal for outdoor use or having indoors when bad weather. Folds easily for compact storage. Stands all steel construction for safety and years of enjoyment. Metal seats and rubber grips are durable. Rubber tipped legs protect floors from marring. Stable construction, base is absolutely safe, perfectly balanced to eliminate any possibility of upsetting. 28" high, 61" long. Base is 62" in diameter. 7" high. Brightly colored finish, remains attractive and clean even after prolonged usage. Needs no maintenance.

No. 5357 Wt. 30 lbs. List $23.95. Dealer's, each $14.40. 3 lots, each **13.24**



Murray Pedal Drive Sky Rocket

- Dual Jet Controls
- Simulated Instrument Panel
- Full Ball Bearing Pedal Drive Mechanism
- 8" Ball Bearing Wheels

Sleek and streamlined like the modern jets! Semi-pneumatic, front tires, 11½" rear tires, and full ball bearing pedal drive mechanism make pedaling easy. Full 360° turning. Heavy gauge steel construction with wear resistant baked enamel finish. Fuselage rocket red. Delta wing, 2 tone in blue and red. Sky Rocket measures a full 45" long with a broad, 25" wing spread. Shipping wt. 38 lbs.

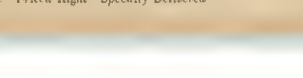
No. 9887. List $28.95. Dealer's, each $18.15. Lots of 3, each $17.70. Lots of 6, each. **16.42**

DELUXE WIZARD PEDAL DRIVE HORSE

- Pedal Action
- It Bucks
- It Rides
- It Gallops
- It Steers
- Red Wheels have Heavy Rubber Tires
- Bicycle Type Rubber Foot Pedals
- All Metal Reinforced Chassis

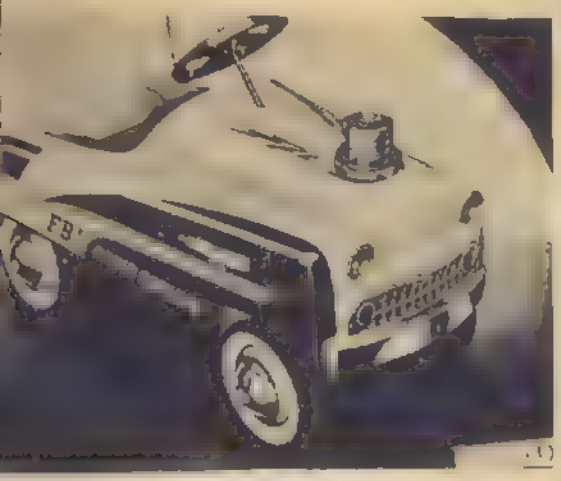
The Wizard horse is the most fabulous action horse of all time. He bucks. He rides. He gallops. He steers. Seats like a regular horse with foot pedals for stirrups. The same pedal motion that gets him gentle up and down also rides him along anywhere a wants to go. Sturdy, heavy duty all metal reinforced chassis constructed for years of rugged play. Direct type rubber, foot pedals. Easy steering action and smooth as silver ride on big 8" front and 6" rear fire red wheels equipped with heavy rubber tires. Overall size 29" long, 28" high. Seats size 24½" long, 22" high. Overall width 18½". Shipping weight 48 lbs.

No. 9795. List $23.95. Dealer's, each $15.35. Lots of 3, each $14.00. Lots of 6, each **13.17**



It bucks, rides, gallops, steers

AMOUS WHEEL GOODS by MURRAY...ESKA...HAMILTO



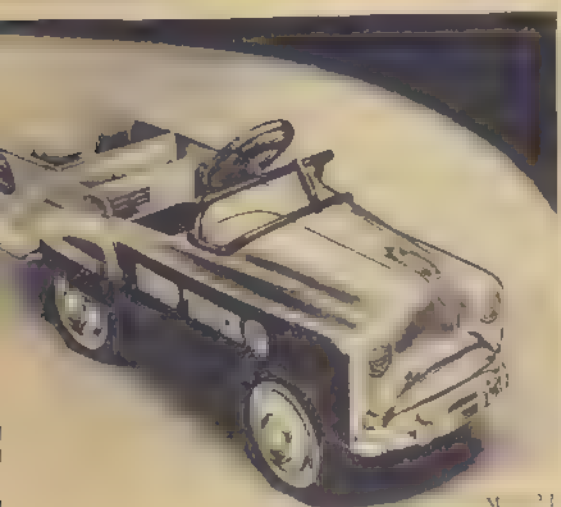
FBI RADIO CRUSIER. Beautiful 1956 body styling;two-tone white baked enamel and jet black side panels with brilliant gold trim. 36" long, 17" wide and wheels with 8" double tread 7 7/8" solid rubber tires, has police flasher that kids love. Ball bearing pull straps and rear axle hangers. 15" high antenna, seat pad Shpg wt 39 lbs
No.M-616T1650.....Retail $21.95

DELUXE CHAIN DRIVE TRACTOR. Has motor-tone shift. Measures 38½" long, 22" wide and 27½" high. Frame is 1¼" tubular, heavy gauge steel, hydrogen brazed. Seat is all steel, spring tempered saddle. Drive mechanism has bearing. Tires 12" semi-pneumatic front and rear. Rear with tractor tread. Body is vermilion baked enamel with aluminum radiator shutter seat and steering wheel black, wheels white, Shpg.wt 39 lbs.
No.M-300T1910 .....Retail $29.95

Concealed roller chain drive. Easy pick-up, cast aluminum body. Won't dent, break or warp easily. Length 36" Height 22". Rear Wheels 12" Front 7" Trailer made of heavy sheet steel. One to a carton. Weight 42 lbs. All authentic reproductions of famous make tractors, will attract boys and girls alike. Ball bearing action makes them easy to operate. And their rugged construction makes them dur

No.400T2247 Tractor only Retail $34.95.
No.401T510 Trailer only Retail $ 7.95
No.402T297 Umbrella only Retail $ 4.95

FIRE CHIEF-CHAIN DRIVE. A truly deluxe model. Measures 39" long, 17" wide. Made of heavy gauge steel, ball bearing wheels, ball bearing pull straps and rear axle hangers. Bumper is aluminum baked enamel and windshield is aluminum. Real flasher with 6 volt battery holder and switch. 15" high antenna, wooden tip. Tires are 1" solid rubber, pedals block rubber. Body is two-tone baked vermillion with white baked enamel panels on engine hood and rear deck Side panels trimmed in white. Shpg.wt.40 lbs.
No.M-762T1970.....Retail $30.95



DUMP TRUCK-CHAIN DRIVE. A smart yellow (baked enamel) body with side panels and tailboard white. Measures 47" long and 17" wide, wheels ball bearing, 8" double disc. Ball bearing pull straps and rear axle hangers. Has bright radiator ornament and windshield. Dump box is easily operated from front seat position. Tires are 1" solid rubber. Pedals are block rubber. Shpg.wt.38 lbs.
No.M-742T1770 .....Retail $29.95

FIRE TRUCK-CHAIN DRIVE. Body is vermillion and white baked enamel. Side panels white with fathom blue trim. Bumper aluminum enamel. Measures 47" long and 17" wide. Ball bearing driving mechanism, bright plated fire bell. Two tubular hand rails of baked yellow enamel. Tires 1" solid rubber, pedals rubber block. Shpg.wt 37 lbs
No.M-740T1770 .....Retail $27.95

AIR FORCE JEEP
Just what he always wanted! A sturdy, welded steel construction. Ball bearing rear axle, push rods and wheels. Baked enamel, official air force blue. Realistic markings. Two seat levels and three pedal adjustments. Large 8" wheels semi-pneumatic 1.75" tires. Running gear preassembled. Shpg Wt 36 lbs. Size 16-1/8" x 10-3/4" x 39-5/8"
No.800A1467 ... Retail $21.95. .

CHAMPION. Smart acacia blue baked enamel with fathom blue trim. Grille aluminum enamel. Bright plated radiator ornament. Measures 36" long, 17" wide, ball bearing driving mechanism. Tires 7 7/8" solid rubber. Shpg.wt.28 lbs.
No.M-610T1070 ..... Retail $16.95

WHIRLY BIRD GAME
America's newest game for boys and girls 3 to 7 and men and women 8 to 80. Family pak for house parties, beach group play and picnics. Plenty of action .throwing, whirling, catching and scoring. For indoor and outdoor fun. 100% safety; no rolling into streets. Comes in handy luggage case
No.400T.67 .....Retail $3.95

(BB) GREYHOUND STAKE WAGON
Double wheels in rear! Ideal for the News Boy! Body in natural finish with 3 coats of lacquer. Beautiful wagon! Stakes are baked on red enamel. Easy to assemble. Sides made from 3/4"kiln-dried hardwood 4" deep and 3/8" tongue and grooved bottom interlocked with heavy bolts. Shpg. Wt. 44 lbs. Body size: 17" x 40" (Life time bearings)
No. 4455T1563 .....Retail $24.95

(BC) BALL-BEARING GREYHOUND WAGON
A handsome red wagon that will win any youngster's heart. Ball bearing rust resistant disc wheels, (cold rolled steel) heavy duty, large chrome finished hub caps. Tires 1¾" semi-pneu. Shpg. Wt. 34 lbs. Size: 35 x 16½ x 4¾, wheel size 10" x 1¾".
No. 703T725 .....Retail $11.95

30 x 13½ x 3½". Wheels: 7 x 1¾" — Semi-Pneu. (Lifetime tractor tires).
No. 405T463 .....Retail $7.95
Shpg. Wt. 18 lbs. Size

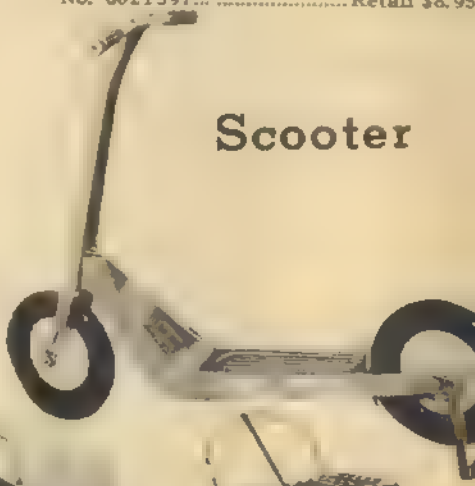
(BE) GREYHOUND WAGON
A bright new wagon.... Just the gift for an active on-the-go youngster. Life time bearings. Baked on red enamel finish. Body 35 x 16½ x 4"; wheels 8¾". Tractor type semi-pneumatic tires, 1¾". Easy to assemble. Shpg. Wt. 31 lbs.
No. 602T597.....Retail $8.95

Doll Buggies & Coasters

613

606

608



Scooter

609

No. 620

FOLDING DOLL STROLLER
Seat specifications are: 9½" long, 8" wide, 4" deep, and 12" high. Tubular cross handle is 23½" from floor. Wheels: 5½" wire; ¼" rubber tires. Push-on hub caps. Steel, collapsible frame. Axles welded to frame. Foot rest, folding canopy top, removable shopping bag. Finish: red and white striped cloth bag and canopy. Red cloth seat. Baked aluminum enamel frame and white wheels. Packed one in a carton. Ship. Wt. Approx. 5 lbs.
No 606B398 .....Retail $5.95

FOLDING DOLL COACH
No. 608 - Body is 22" long, 10-1/4" wide 8" deep and 18½" high. Four-bow folding hood, piped with visor. Tubular cross handle is 27 3/4" from floor Wheels 5½" wire, ½" rubber tires; plated hub caps. Steel, collapsible frame. Axles welded to frame Foot brake. Cherry red and ivory leatherette finish. Ivory stencil on side. Baked aluminum enamel frame and white wheels. Shpg. wt. 7½ lbs.
No 608T535 .....Retail $7.98

FOLDING DOLL COACH
No. 620 - Body specifications are: 27½" long, 13" wide, 11" deep, and 22½" high Upholstered full-padded draft rail. Four-bow, piped hood with visor; hood knobs; folding. Tubular plated, extra long, adjustable cross handle adjusts from 28" to 34". Wheels: 8½" wire, 3/4" shaped white rubber tires Extra-large plated hub caps. Steel, collapsible frame Axles riveted to frame. Shackle-type duchess undergear. Spring-type leg locks. Two-wheel double-action foot brake Metallic blue leatherette and off-white quilted plastic film finish. Baked aluminum enamel frame and white wheels. Shpg. wt. 20 lbs
No 620B1284 .....Retail $19.95

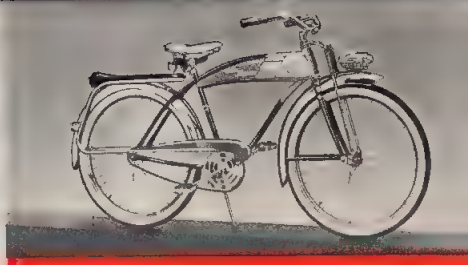
FOLDING DOLL COACH
No. 613 - Body is 23½" long, 12" wide, 9½" deep and 21½" high. Half draft rail. Foot extension Four bow, folding hood with visor. New shaped tubular plated cross handle, is 30" from floor. Wheels: 7½" wire, with 5 8" rubber tires. Large plated hub caps. Steel collapsible frame. Axles riveted to frame. Shackle-type duchess undergear Double-action three-piece foot brake Forest green leatherette and yellow quilted plastic film finish Baked aluminum enamel frame and white wheels. Shpg. wt. 11 lbs.
No. 613B863 .....Retail $12.95

"TRIPLE PLAY" DOLL STROLLER
Seat is 9½" long, 9" wide, 7½" deep at back, 15½" high. Cross handle height from floor 29". New shaped, tubular, chrome plated. Wheels are 6½" wire, ½"rubber tires Plated hub caps. Frame is steel, collapsible. Axles welded to frame. Foot rest. Detachable canopy. Removable shopping bag. Foot brake. Lift out seat converts to swing and/or seat. Finished in red, yellow and green plaid fabric. Baked aluminum enamel frame and white wheels Shpg.wt. approximately 8 lbs. Age group:4 to12 yrs.
No. 60[illegible]B578 .....Retail $9.95

MURRAY

America's *Most Complete* line of Wheel Goods

[illegible]
Seven models in all popular sizes and every price range.



MURRAY BICYCLES—Five lines in the 26" size, three each in the 24" and 20" sizes, plus one in the 16" size.

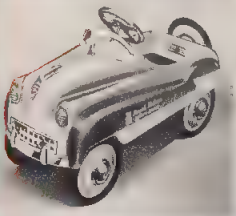
SUPERSONIC JET
This unique space ship is now available in 2 models.

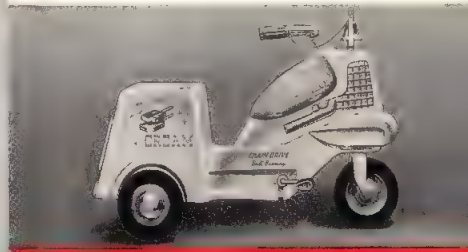
Yes, only MURRAY produces wheel goods for *every* child from toddlers to teen-agers. MURRAY has specialized in the field for 33 years.

. . . Cash in on the extra opportunities for profit that only the MURRAY line offers.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

[illegible]
Eight sparkling models, both chain and pedal drives.





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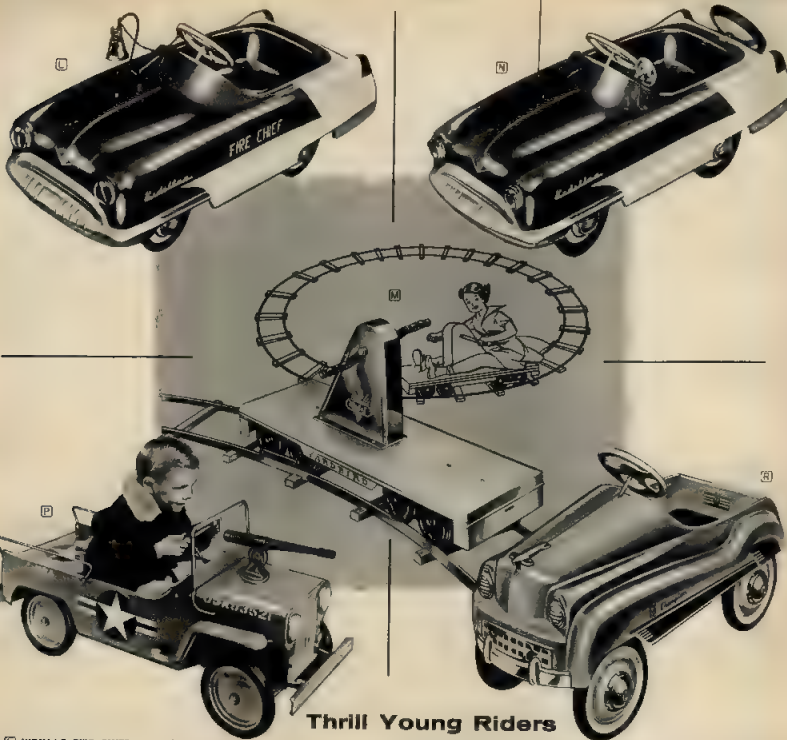
GO-ROUND
The finer baby walker with a folding handle.

[illegible]
A sensational new item that really sells.



Thrill Young Riders

C KIDILLAC FIRE CHIEF . . . electric spotlight; fire bell!

Ding . . . ding here comes the "chief" himself in a shiny, streamlined red auto with "Fire Chief" right on the side so everybody will know just how important he is! The "Clang" of a fire engine's bell never loses its fascination . . . and this realistic auto puts all the thrills and excitement right in a boy's hands! Plated fire bell gives out with a hearty ring when he pulls the chain. Plated head lamps, hub caps. Real electric spotlight (batteries not included) for added authenticity. Easy driving ball bearing rear axle supports for smooth, speedy ride. Pedals are adjustable. Steel body finished in Cardinal Red and Polar White, decorated with golden and silvery trim. 8" disc wheels with nylon bearings, ⅜" rubber tires. Length 45"; width 20". Shipped from Wisconsin.

83-5173 D1795 Fire Chief Auto. Ship. wt. 42 lbs. **$26.50**

M THE YARDBIRD . . . a brand new kind of fun!

Young backyard railroaders will be delighted with this unique riding toy—just for the fun of it! An exciting new plaything that gives young passengers thrills galore—and keeps them safe and happy in their own backyards! Your child will never be lonesome . . . for Yardbird draws playmates like a magnet and keeps children happily occupied for hours. It's a flashing scarlet and yellow car that streaks along on its own miniature railroad track. Propelled by cranks, it makes exciting fun out of building sturdy muscles. It's big enough to carry several youngsters. Chain driven, crank operated. 8 cast-iron wheels. Complete with 40 feet of curved track. 11x34½" car. Shipped from Ohio.

83-5231 D2295 Yardbird and Track. Wt. 86 lbs. **$34.95**
83-5249 D1050 Trailing Car. Wt. 28 lbs. **15.95**

N DELUXE "KIDILLAC" . . . lights, horn, chain drive!

For the discerning boy who demands the finest in luxury class play autos! Streamlined "Kidillac" will make him "man about the block" with its real electric headlights and tail lights, electric horn with button on dash (batteries not incl.). Plated aerial, rear view mirror, hub caps. Removable spare wheel and tire. Chain drive with ball bearing pedal cranks and axle supports. 8" disc wheels with nylon bearings; 1¾" rubber tires. Steel body finished in Cinnamon Brown and Sunbeam Yellow. White sidewall tires. 51 lbs.

83-5181 D3050 Deluxe Kidillac 45x20". From Wisc **$39.50**
83-5199 D2225 Kidillac without lights, horn. Red/black. **31.50**

P ARMY AIR FORCE JEEP . . . complete with Ack-ack gun!

What could be more exciting to a youngster than owning his own play jeep with authentic Air Force markings in red, white and blue! Sturdily constructed welded steel body finished in Official Air Force Blue. Ball bearing rear axle and push rods for smooth driving. Two seat levels; 3 pedal adjustments. Front and rear bumpers (tow-ring on rear). 8" wheels, semi-pneumatic 1¼" tires.

83-5256 D1595 Size: 16x10x40". Wt. 40 lbs. From N.Y. **$23.50**

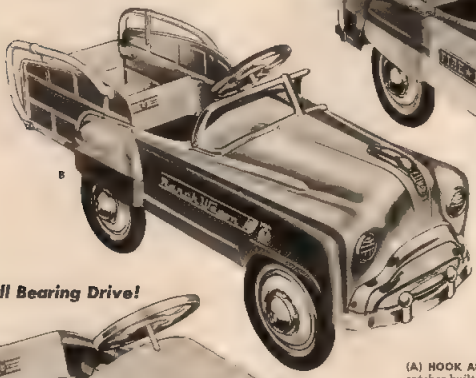
R CHAMPION JUVENILE AUTO . . . by Murray-Ohio

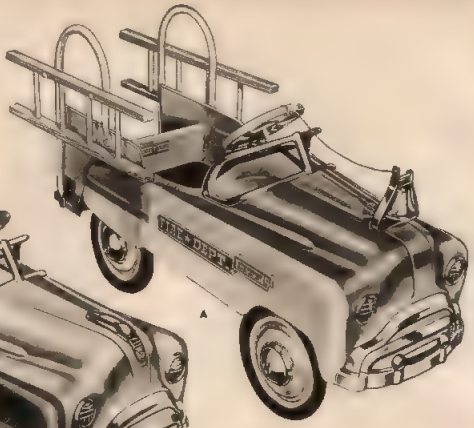
He'll have a smoother, easier ride in this snappy new sports car, thanks to full ball bearing construction! Heavy gauge steel body is safe. New improved steering mechanism allows him to go in small circles. Increased leg room, easy-pedaling, new undergear design. 8" double disc wheels with ⅜" solid rubber tires. Plated radiator ornament. Two-tone blue enamel finish, silvered grille.

83-5108 C1045 Champion Auto. 17x36" long. Wt. 28 lbs. **$14.95**

MURRAY PEDAL CARS

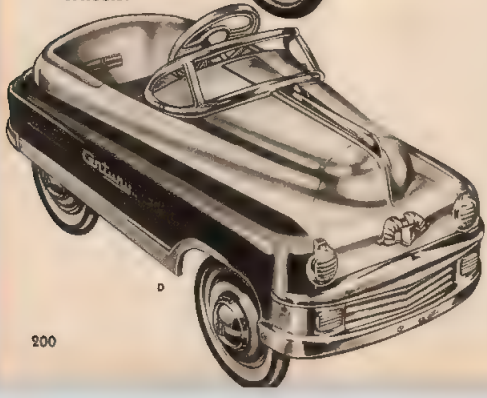
Stars of 1956





Full Ball Bearing Drive!

Ball Bearing Wheels!



(A) HOOK AND LADDER FIRE TRUCK. A smooth-rolling eye-catcher built for long wear and safety. Designed to hold two children safely, it features a chrome-plated fire chief clang bell that sounds almost like the real thing, plus two detachable wooden varnished ladders. Ruggedly built of heavy gauge steel – a standout with its white enameled tubular hand rails, silver enameled bumper, white windshield and wheels. Rear platform step for "asst. fire chief," plated hub caps, ball bearing wheels and driving mechanism. Vermilion finish, white trim. 47"x17". Wt. 37 lbs. F O.B. Chicago

21-7001-1721 (Each)
21-7001-1547 (6 or more) . . . . . Retail **24.95**

(B) "Pace Setter" RANCH WAGON. A modern mechanical beauty designed to set the driving pace for the younger set. Sleek, modern lines. Safe and smooth ball bearing riding—a new model in both style and construction. Added feature is the tailgate that lowers to hold a passenger or a load. Equipped with a silver enameled bumper, chrome ornament, white tubular hand rails and trim. Constructed of heavy gauge steel to withstand the roughest handling for years and years. 8" rubber-tired ball bearing wheels. Two-tone green enamel finish. 47"x17". Wt. 37 lbs. F.O B Chicago

21-7002-1706 (Each)
21-7002-1536 (6 or more) . . . . . Retail **24.50**

(C) "Champion" SPORT COUPE AUTO. Heavy gauge steel construction built to withstand loads of punishment—deep drawn fenders for that "like-real" look Ball bearing driving mechanism for easier pedaling. Double disc ball bearing wheels with ⅝" solid rubber tires. Rubber block pedals. Fabric type seat pad for more comfortable riding Chrome ornament; small circle steering. Light blue enamel body, dark blue trim 36"x17"—a real "Champion" from bumper to bumper. Wt. 28 lbs. F.O.B. Chicago

21-7000-1009 (Each)
21-7000-924 (6 or more) . . . . . Retail **14.75**

(D) "Century" SPORT COUPE AUTO. Full ball bearing drive of the "Super" makes it a juvenile car with big car "oomph" Smoothly blending lines designed in keeping with America's most beautiful cars . . . body is light blue enamel . . . fabric type seat pad . . . trim and wheels white and dark blue—packed with eye magnetism. Heavy gauge steel used in body and under-gear. Double disc 8" ball bearing wheels. Easier turning even in extremely small circles. Chrome plated bumpers, radiator, ornaments, headlamps and windshield. Effortless pedaling from ball bearing axle hangers and pull straps. 1" fancy thread solid tires. Overall dimensions are: length 39", width 17". Wt. 39 lbs. F.O.B. Chicago

21-7003-1957 (Each)
21-7003-1763 (6 or more) . . . . . Retail **27.95**

CHILDREN'S REAL-LIFE WHEEL GOODS

MURRAY POLICE CYCLE. New police radar patrol has siren and 15" spring radar antenna. Built-in compartment with snap-down hinged door—ideal for hauling things. **Ball bearing chain drive.** Steering wheel turns 360°. Heavy steel body with embossed, realistic grille and gas tank. **Full ball bearing, 9" double disc wheels.** 1¾" semi-pneumatic front tires, 1½" solid rubber rear tires. ¾" handlebar with red plastic grips. Body, White tank with Red trim, Red wheels. Silver grille and door. **Size: 36" long, 23" wide, 30" high.** Each in carton, 38 lbs. F.O.B. Illinois Warehouse.

D8R96-2181 .....RETAIL **$31.00**

MURRAY GOOD HUMOR TRUCK. Packed with play value and eye catching features. Built-in compartment with snap-down hinged door. Bright plated Good Humor bell. **Ball bearing chain-drive mechanism.** Made of heavy gauge steel with embossed realistic grille and gas tank. **Full ball bearing, 8" double disc wheels.** 1¾" semi-pneumatic front tires, 1½" solid rubber rear tires. ¾" White enamel handlebar with red plastic grips. Steering wheel turns 360°. Body White, tank and wheels in Peacock Blue, Red and White trim. Silver enameled grille. **Size: 36" long, 22" wide, 29" high.** Each in carton, 35 lbs. F.O.B. Illinois Warehouse.

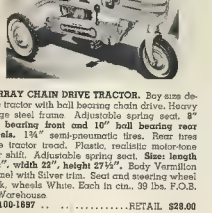
D8R95-2125 .....RETAIL **$30.00**

MURRAY FIRE TRUCK. Realistic hook and ladder for junior firemen. Bright plated fire chief bell and 2 wooden varnished ladders. **Truck is 47" long, 17" wide. Ball bearing driving mechanism and ball bearing, 8" double disc wheels with solid rubber tires.** Two tubular rails enameled White. Body in two-tone Vermilion and White, White side panels with Red trim, Red wheels with White trim. Each in carton, 37 lbs. F.O.B. Ill. Warehouse.

D8R98-1781 .....RETAIL **$26.00**

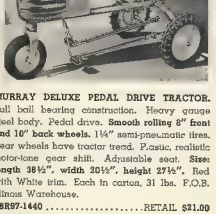
MURRAY DUMP TRUCK. Junior construction engineers can operate realistic dump box easily while sitting. **Ball bearing chain drive with motor tone shift.** Ball bearing, 8" double disc wheels with 1" solid rubber tires. **Size: 47" long, 17" wide.** Bright-plated radiator ornament. Black windshield and Silver enameled front bumper. Two-tone Highway Orange and Black body with White trim on wheels. Each in carton, 38 lbs. F.O.B. Illinois Warehouse.

D8R93-1981 .....RETAIL **$23.00**



MURRAY CHAIN DRIVE TRACTOR. Boy size deluxe tractor with ball bearing chain drive. Heavy gauge steel frame. Adjustable spring seat. **8" ball bearing front and 10" ball bearing rear wheels.** 1¾" semi-pneumatic tires. Rear tires have tractor tread. Plastic, realistic motor-tone gear shift. Adjustable spring seat. **Size: length 38½", width 22", height 27½".** Body Vermilion enamel with Silver trim. Seat and steering wheel Black, wheels White. Each in ctn., 39 lbs. F.O.B. Ill. Warehouse.

D8R100-1897 .....RETAIL **$28.00**



MURRAY DELUXE PEDAL DRIVE TRACTOR. Full ball bearing construction. Heavy gauge steel body. Pedal drive. **Smooth rolling 8" front and 10" back wheels.** 1¼" semi-pneumatic tires. Rear wheels have tractor tread. Plastic, realistic motor-tone gear shift. Adjustable seat. **Size: length 38½", width 20½", height 27½".** Red with White trim. Each in carton, 31 lbs. F.O.B. Illinois Warehouse.

D8R97-1440 .....RETAIL **$21.00**

MURRAY "CHAMPION" AUTO. Sturdy automobile for sidewalk chauffeurs. **Ball bearing construction.** 6" double disc wheels with ⅝" solid rubber tires. Bright plated radiator ornament. **Size: 36" long, 17" wide.** Acacia Blue enamel with Dark Blue trim and Silver enameled grille. Each in ctn., 28 lbs. F.O.B. Illinois Warehouse.

D8R107-1075 .....RETAIL **$16.00**

Order Early for Holiday Delivery

DUMP CART. Pull type attachment for above tractors. Sturdily constructed heavy gauge steel one-piece body on tubular steel frame. Supports 100 pounds. Steel lever dumps cart. Bright Red finish with Cream trim. **Cart size: 20x14x4".** 8" steel double disc wheels with 1¼" semi-pneumatic tires. Ship. wt. 15 lbs. Shipped from Chicago stock.

P53R170-650 .....RETAIL **$10.95**

FIRE FIGHTER LADDER WAGON. Pull type attachment for above tractors. Equipped with a nickel-plated bell and two removable wooden ladders. Also has a platform and rails that enables another child to ride. **8" steel double disc wheel with 1½" semi-pneumatic tires.** Bright Red finish. Cream trim and ladders. **Size: 27" high, 24" long, 12" wide.** Ship. wt. 14 lbs. Shipped from Chicago stock.

P53R171-750 .....RETAIL **$12.95**

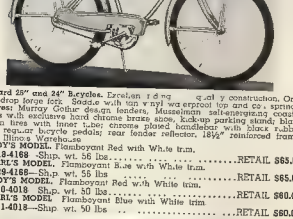
Quality Built Murray Bicycles

Super Deluxe 28" Bicycle. With Spring Fork . . . absorbs shocks and gives smoother riding Saddle with vinyl plastic, waterproof top and compound, chrome plated springs **Features:** chrome plated handlebar with plastic grips; new, deluxe luggage carrier, deep section, crescent design fenders; Musselman, self-energizing coaster brake with hard chrome brake shoe; kick-up parking stand; white sidewall balloon tires, 28x2 125", with inner tubes, new motorcycle type tank with horn; headlight mounted on front fender. 18½" frame reinforced for double strength. Ship. wt. 66 lbs. F.O.B. Illinois Warehouse

BOY'S MODEL. Flamboyant Green with Ivory trim.
DSR111-6131. . . . . RETAIL **$80.00**
GIRL'S MODEL. Flamboyant Blue with Ivory and Vermilion trim.
DSR110-6131. . . . . RETAIL **$80.00**

Deluxe Bicycle with Conventional Fork. Comfortable compound-spring saddle covered with waterproof vinyl **Features:** Gothic design fenders, Musselman coaster brakes equipped with hard chrome brake shoe, kick-up parking stand chrome plated handlebar with black rubber grips, new, deluxe luggage carrier balloon tires with inner tubes; motorcycle type tank; headlight mounted on fender. 18½" frame with all joints reinforced for double strength. F.O.B. Ill. Warehouse.

26" BOY'S MODEL. Flamboyant Red with White and Gold trim
DSR109 4825—Shp. wt. 62 lbs . . . . . RETAIL **$75.00**
26" GIRL'S MODEL. Flamboyant Green with Green, White and Gold trim.
DSR115-4825—Shp. wt. 62 lbs . . . . . RETAIL **$75.00**
24" BOY'S MODEL. Flamboyant Red with White and Gold trim.
DSR116-4712—Ship. wt. 58 lbs. . . . . RETAIL **$70.00**
24" GIRL'S MODEL. Flamboyant Blue with White and Vermilion trim.
DSR117-4712 —Ship. wt. 58 lbs . . . . . RETAIL **$70.00**



Standard 28" and 24" Bicycles. Excellent riding quality construction. One-piece drop forge fork. Sweep with tan vinyl waterproof top and compound springs. **Features:** Murray Gothic design fenders; Musselman self-energizing coaster brakes with exclusive hard chrome brake shoe, kick-up parking stand; black grips, regular bicycle pedals; rear fender reflector, 18½" reinforced frame. F.O.B. Illinois Warehouse

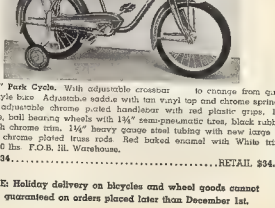
28" BOY'S MODEL. Flamboyant Red with White trim.
DSR118-4168 Ship. wt. 58 lbs . . . . . RETAIL **$65.00**
28" GIRL'S MODEL. Flamboyant Blue with White trim.
DSR129-4168—Ship. wt. 58 lbs . . . . . RETAIL **$65.00**
24" BOY'S MODEL. Flamboyant Red with White trim.
DSR130-4018 Ship. wt. 50 lbs. . . . . RETAIL **$60.00**
24" GIRL'S MODEL Flamboyant Blue with White trim
DSR131-4018—Ship wt. 50 lbs . . . . . RETAIL **$60.00**

26" and 24" "Speed Flite" Bicycles. Combines desirable lightweight features with safe and practical features of balloon bike Typical lightweight chrome bandlebar, seat spring saddle and chain guard **Two-speed gear shift and safe, powerful coaster brake.** 3 way hook type steel rims. 175 tires combine balloon safety and comfort with lightweight speed and long coasting Custom fit fenders and one-piece drop forge fork Bicycle type pedals, black grips and new fender reflector Reamed 18½" frame F.O.B. Illinois Warehouse.

26" BOY'S MODEL. Flamboyant Red with White trim.
DSR132-5110—Ship wt. 53 lbs. . . . . RETAIL **$77.00**
26" GIRL'S MODEL. Flamboyant Blue with White trim.
DSR133-5110—Ship. wt. 53 lbs . . . . . RETAIL **$77.00**
24" BOY'S MODEL. Flamboyant Red with White trim.
DSR134-5012—Ship. wt. 49 lbs . . . . . RETAIL **$76.00**
24" GIRL'S MODEL. Flamboyant Blue with White trim.
DSR135-5012—Ship. wt. 49 lbs . . . . . RETAIL **$76.00**

20" Park Cycle with Stabilizer. Boy's Model. Stabilizer acts as safety aid to train child to ride Assures control and balance of bicycle at all times. Stabilizer equipped with nylon bearing 6" steel disc wheels with ¾" tires, vinyl **Features:** New design, round section fenders, positive-action, self-energizing coaster brake; 1¾" semi-pneumatic 20" tires; ball bell bearing wheels; large double block pedals double adjustable chrome plated handlebars with plastic grips 14½" hydrogen brazed frame, reinforced for double strength and finished with Black baked enamel with Vermilion fenders and White panels Full, ball bearing frame head and hanger sets New deluxe design chain guard. F.O.B. Illinois Warehouse.

DSR136-3250—Ship. wt. 45 lbs. . . . . RETAIL **$50.00**
GIRL'S MODEL. (Not illustrated.) Double bar. As above with Sage Green enamel with White fenders and Green panels.
DSR137-3250—Ship. wt. 46 lbs. . . . . RETAIL **$50.00**



Deluxe 19" Park Cycle. With adjustable crossbar to change from girl's to boy's style bike Adjustable saddle with tan vinyl top and chrome springs. **Features:** adjustable chrome plated handlebar with red plastic grips, 16" multi-spoke, ball bearing wheels with 1¾" semi-pneumatic tires, black rubber pedals with chrome rim. 1¼" heavy gauge steel tubing with new large 2" head and chrome plated truss rods Red baked enamel with White trim. Ship. wt 46 lbs F.O.B. Ill. Warehouse.

DSR128-2134. . . . . RETAIL **$34.00**

NOTE: Holiday delivery on bicycles and wheel goods cannot be guaranteed on orders placed later than December 1st.

MAJESTIC 4.2 H. P. Outboard Motor

- Lightweight—weighs only 42 lbs
- Automatic rewind starter
- Automatic go-skipper steering
- Speed range 1 to 12 MPH
- 5 Qt. gas tank capacity
- Quiet under water exhaust
- 360° full pivot steering

One of the most rugged, power packed motors ever designed. 4.2 HP OBC certified. Neutral shift—360° full pivot steering. Lightweight die cast aluminum parts Alrok treated to prevent salt water corrosion. Die cast aluminum cylinder block. Fuel distribution system—valve, internal sump, 2 port type. Automatic rewind starter. Ignition—Bendix synchronized waterproof magneto. Carburetor—Tillotson concentric bowl type, ever level feature assures constant gas supply. Cooling system water pump, neoprene positive rotary impeller type rotates at engine speed. Steering—automatic go-skipper holds set course. Crankshaft, bearings, connecting rod and pistons lubricated by constant pressurized oil bath. Front panel regulator controls. Carrying handle on front of motor. Automatic tilt-up bracket.

No. 54596. Wt. 42 lbs.
List $174.50. Dlr's., ea. **130.88**

NEPTUNE "MIGHTY MITE"

1.7 HP Outboard Motor —Weighs only 17 lbs.!

The powerful lightweight Mighty Mite is designed for "economy-minded" sportsmen who want a precision built motor that is dependable and easy-to-operate. Mighty Mite is an ideal fishing and trolling motor; for use with dinghy, canoe, or sailboat. Has moisture proof magneto, centrifugal pump, siphon cooling, under water exhaust.

CHECK THESE FEATURES

Motor—Single cylinder, 2 port 4000 R.P.M. 1.7 HP
Cylinders—Aluminum alloy, cast iron sleeve
Bearings—Special Amplex Oil Ite self-lubricating
Gas Tank—1 quart capacity.
Gear Ratio—13 to 20.
Propeller—Aluminum, semi-weedless.
Muffler-Exhaust—Under water
Cooling System—Centrifugal pump.
Ignition—High Tension magneto.
Carburetor—Tillotson automotive type, non-flooding.
Length—33¾". Stern Ht. 15"

No. 3943. Shipping weight 22 lbs. List $79.50. Dlr's., ea. **59.63**

Motors Listed Above Are NOT Included In Our Freight Offer

ALL AMERICAN SWIVEL BOAT SEAT

With Ball Bearing Swivel Carriage

A sturdy comfortable swivel boat seat—beautifully designed in both appearance and mechanical detail. Has the popular form-fitting curved posture backrest for the utmost in comfort and healthful support. Made for years of hard use, this seat features weatherproof embossed Duran plastic covering, a form-fitting tubular steel frame, a full 12 inch 360 degrees swivel carriage low center of gravity—exclusive no-tipping feature and rust-resistant finishes. All metal to metal parts are riveted. Padded back and seat.

No. 4818. List $9.95. Dlr's., ea. **5.97**

ALL AMERICAN SPORT SEAT

For Boats and Spectator Sports

Built to withstand years of hard use, this handsomely styled sport seat can be easily and securely attached to any board bench bleacher or boat. Felt padded backrest and seat are covered with weather proof Duran embossed plastic. Sturdy chair steel frame and patented locking device to prevent opening while being carried. Metal parts are of riveted construction and rust-resistant. Lightweight, compact, easy-to-carry. Ship wt. 5 lbs.

No. 4813. List $4.95. Dlr's., ea. **3.22**

White Bear Water Skis and Accessories

- Perfectly balanced—easy to handle in water
- Made of finest grade Ash
- Coated with water resistant paint
- Adjustable foot harnesses made of soft molded rubber

Easy to handle in the water—these water skis made of finest grades of Ash lumber—are perfectly balanced. Waterproof sealing coat, plus 2 other coats of durable water resistant paint. Foot harness made of highest grade raw rubber molded to resist sun and water. Rubber is durable, but easy on the foot. Foot harnesses adjust easily, and stay in place. Adjust from sizes 8 to 13. FOB White Bear Lake, Minn.

No. 99964F. 6 foot skis, 6¾" wide. Wt. 10 lbs. Use with motors of less than 20 HP. Their larger passing area makes it easier to get skier started, or pulled up out of water. Doesn't slow boat up on turns. For people over 200 lbs. behind 25 HP motors. Also when pulling 2 or 3 skiers behind 25 HP motors and up.
List $34.95. Dlr's., ea. **23.30**

No. 99963F. 5½ ft. skis (outboard) 6¾" long 6" wide. Wt. 15 lbs. Use with motors 25-50 HP for inboards 75 HP and up. For people who weigh 155 to 180 lbs. behind 25 to 50 HP motors.
List $33.95. Dlr's., ea. **22.63**

Shipped FOB White Bear Lake, Minn.

70 Foot Single Handle Tow Rope

Made of ¼", 3 strand manila oil treated rope. Complete with water proofed wooden handle. Wt. 2 lbs. Ship. FOB White Bear Lake, Minn.

No. 99963F. List $4.95. Dealer's, each **3.30**

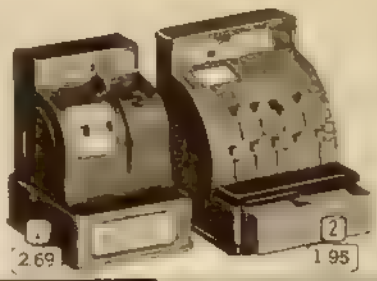
Satisfaction Guaranteed or Money Refunded

to help them learn "a thing or two"

"Magna-Jector"— an Electric Projector Complete with Screen 5.95

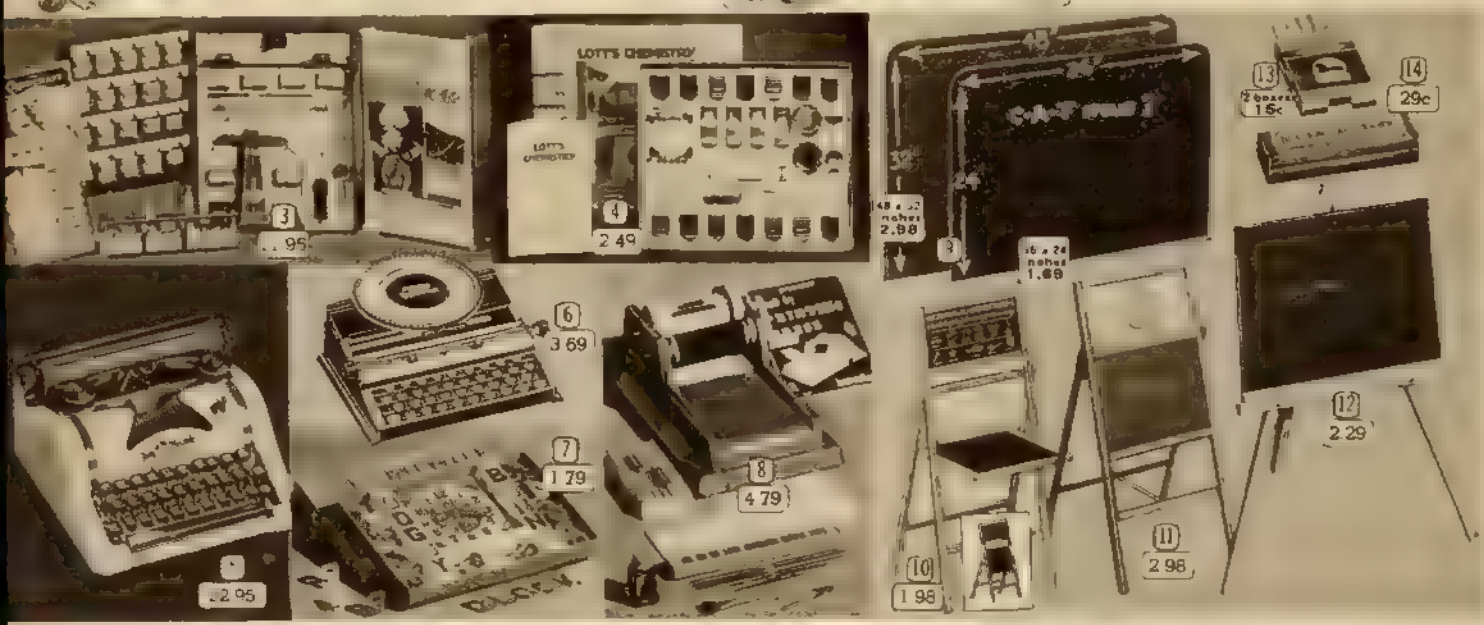
An excellent education aid for children of school age and sure to provide hours of entertainment. Double focusing lens enlarges snapshots, postcards, newspaper clippings, magazine illustrations, notes etc. and projects them clearly on the 30 by 24 inch screen, imprinting the lesson learned on the minds eye of the child. Mounted of strong Black Plastic with ample ventilation to prevent overheating. Size just about 8 inches. Complete with long cord, bulb and plug.

27-P-0304. Price, including screen, delivered 5.95



1 THREE-COIN SAVINGS BANK. Registers all 3 coins as they drop through slot. Opens automatically when $1.00 is reached. Also has a cash drawer and bills. Strong Steel construction with baked-on enamel finish. About 6¼ inches high.
27-P-339. Price delivered 2.69

2 CHILD'S CASH REGISTER of strong Steel construction. When numbered keys are pressed to record "sale," a bell rings, drawer flies open and an amount tab registers the transaction in realistic fashion. Smooth enamel finish. About 8¼ inches high.
27-P-340. Price 1.95



3 CHEMCRAFT 'Laboratory Outfit. Packed full of fascinating chemical and science apparatus for the inquisitive young scholar. No dangerous poisons or explosives. Adequate supply of bottles, measuring tubes, glass flasks, measuring materials etc. for the elementary experiments outlined in the manuals provided with each set. Duplicated All these, at most.
027-P-336. SENIOR OUTFIT (over 250 experiments as shown). Open size about 9½ by 13½ ins. Price delivered 11.95
027-P-337. STUDENT OUTFIT (100 experiments as shown). Abstract not shown. Open size about 9½ by 13½ ins. Delivered 9.95
027-P-338. JUNIOR OUTFIT (over 100 experiments). Illustration not shown. Open size about 21½ by 13½ ins. Delivered 5.95

4 LOTT'S CHEMISTRY SET from Britain! Complete with an instruction booklet containing 42 experiments to encourage the youngster to learn about the mysteries of the universe. Contains all the necessary apparatus and chemicals for a home of great interest to the budding young scientist. Size of box about 14 by 11½ inches.
27-P-335. Price set delivered 2.49

5 TOM THUMB 'Toy Typewriter. Similar to a standard-sized machine in many ways with ribbon reverse, finger-up spacer, standard keyboard, letter arrangement for training in the touch system, and with a key operated shift that types and ball bearing carriage moves a stand. Size 9 inch. Strong metal construction with baked-on enamel finish, size about 10 by 11½ by 5 inches high. Ribbon included.
027-P-341. Price delivered 22.95

6 'IMPERIAL' Toy Typewriter. A 68 character made that types both small and capital letters and numerals. Easy to operate. Automatic action with reverse and ribbon change with finger tabs. Paper carriage with roller takes regular paper and cards. Special red inking gives contrasting effects. High grade finish and construction throughout. Supplied in attractive Presentation box and is ready for use. About 8 by 3½ by 4 inches high.
27-P-0300. Price delivered 3.69

7 6 PUPIL NURSERY LETTERS AND LOCK SET. Assorted plastic letters and figures. Pupils learn by handling and by themselves form thousands of vertical words. Different colours. Illustrated guide book free with movable handle helps children learn to tell time. Made in England.
27-P-347. Price set 1.79

8 SMALL FRY Printing Press. Helps the young publisher to print his own stationery, business cards, envelopes, newspapers, greeting cards etc. Sturdy wooden, moulded plastic rotary press base size about 9 by 5 ins. Has a spring loaded rubber roller type inking device and a box of rubber type. Type holder, tweezers, ink pad, brush and a supply of paper and cards in box. Ages youngsters will find it interesting.
27-P-342. Price delivered 4.79

9 WALL BOARDS. TWO 27½ inches high as the chalk holds out. Made of heavy quality fibre board with felt backs for non-marking. Wooden back for hanging on wall.
027-P-01060. Size 36 by 24 inches. Price 1.69
027-P-1101. Size 48 by 32 inches. Price delivered 2.98

10 FOLDING DESKBOARD. A convenient size for the panel shown and the alphabet and share items for children to know. Folding curved handle and lever may be used as a desk as shown or as a large illustration, or as a standard writing board. See small view. Sturdy wood frame is about 39 inches high, 31 inches wide.
027-P-01061. Price 1.98

11 SLATE PANEL BLACKBOARD. Heavy quality slate with smooth surface and 1" by 1½ inches) in a sturdy Wooden frame with stained finish. Two pieces panel with chalk, face having movable words, complete alphabet and assorted pictures (eight 6 inches, width 18 inches).
027-P-1103. Price delivered 2.98

12 EASEL BY-FOLD BLACKBOARD with Easel. Just the thing an easel board for a wall board. Strong wooden folding easel of about about 40 inches high. Compressed fibreboard has a chalk trough and holes for erasers.
027-P-102. Price delivered 2.29

13 BLACKBOARD CHALK. One box of assorted 12 pieces of good quality White chalk. The other 4 pieces of assorted coloured chalks.
27-P-0333. Price 2 boxes 15c

14 BLACKBOARD ERASER. Heavy felt with wooden back. About 2 inches long.
27-P-0334. Price 29c

15 ABC WANDA. Magnetic Chalk Board. Has four boards for letters, numbers and answer sheets. Magnetic wand reveals correct answer. When placed in the magic mirror points out the proper answer. Sheets are about 16¾ by 10¾ inches.
27-P-343. Price 1.69

16 SEVEN-GAME 'WORD FUN' with 100 embossed letter tiles and four plastic tile racks. Helps build your vocabulary. Rules for seven clever different games. Attractive box tops about 10¼ by 7½ inches.
27-P-366. Price 1.29

17 REALISTIC TOY PAY PHONE. An A Mate wall type that rings when you dial your number and also when coins are dropped in the slot. 10 and 25 cent slots at top. Coins are retrieved by pressing a button. Has a lever system (tape hold it in any position) which prevents the receiver from being replaced until the coin is returned. Attached by screws. Size 4 inches wide, black enamel finish.
27-P-344. Price 98c

18 CLINGING CUTOUTS. No brushes, glue or paste required when fun-loving aged youngsters feel the urge to play pictures. Just remove the colorful Plastic sections, press down on the back to grip for a time and they'll cling to any desired mirror or window. Wide variety of pictures, shapes will form easy to follow illustrations on the shiny sheet provided. Can be used over and over again. Colourful box size 7 by 12 inches. Made in England.
27-P-346. Price 1.59

FOR FUN AND EXERCISE

19 BIG 'JR. BOXER' Punching bag. Attaches to wall, ready to start with him. Wrinkle-proof cover has a spring right back after it has been bopped into the stomach. Made of strong Plastic with new inflating. Air stays inflated.
027-P-349. Price delivered 3.98

20 FLOOR MODEL PUNCHING BAG with a base so that it will not move. Has type construction and which is filled with water. Has a base which is filled with water. Has a base which is filled with water. Has a base which is filled with water.
027-P-1100. Price delivered 5.49

15-LIGHT MULTIPLE INDOOR LIGHTING SET AT A SAVING

Colourfully decorative and appropriately festive. Imported bulbs burn independently—if one goes out, the rest stay on so that no search is needed to find the burnt-out one. Spring clip sockets for attaching to tree. Tri-plug and extension connector for adding other sets. Coloured bulbs glow brightly. For 110-120 volt circuit. Here's an opportunity to light up your tree at a low cost.

27-P-926. FEATURE VALUE. Price, set, del'd 3.79

For 110-120 Volt Circuit

3.79 del'd

15 AND 25-LIGHT MULTIPLE OUTDOOR SETS—PRICED LOW

Weather-resistant 15 and 25-Light Multiple Outdoor Sets at big savings! High-quality imported bulbs are wired so that set does not go off when a bulb burns out. Colour of bulbs is applied on inside. With plug cap and extension connector. For 110-120 volts.

27-P-927. FEATURE VALUE.
Price, 15-light set, delivered 5.95

27-P-928. FEATURE VALUE.
Price, 25-light set, delivered 10.50

15-LIGHT SET
5.95 del'd

25-LIGHT SET
10.50 del'd

20 1.59
8-LIGHT INDOOR SET
Connected in series

21 1.98
8 BULBS—ALL IN PINK!
An indoor series set

22 1.89
FANCY 8-LIGHT SET
An indoor series set

23 3.69
"BUBBLE-LITES" SERIES SET
Candle-shaped bulbs

24 6.49
12-LIGHT OUTDOOR SET
"Trim-Lites" Multiple set

12-Piece Set, Six Balls and Six Reflectors
25 1 for 98c

Set of 24 Colourful, Assorted Ornaments
26 24 for 1.49

Set of 12 Large, Fancy Novelty Ornaments
27 2 for 1.95

12-Piece Set, 6 Plain Balls and 6 Reflectors
28 12 for 59c

24 Pieces—16 Balls and Eight Reflectors
29 24 for 98c

Set of 6 Large-size Glass Ball Ornaments
30 6 for 89c

Set of 12 Glass Balls in Vivid Plain Colours
31 12 for 98c

Every One Different in this 36-Piece Set!
32 36 for 1.98

Lighting Set Reflectors for Indoor and Outdoor Use
33 8 for 69c
34 8 for 39c

35 .98
36 1.19
37 10.95
38 3.95
39 69c

DECORATIONS
Economy-priced 101 piece set
40 Set 1.95

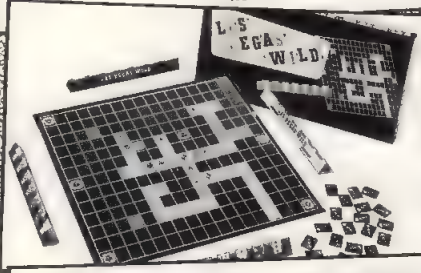
POOSH-M-UP ICE HOCKEY

THE MOST EXCITING AUTHENTIC GAME OF ITS KIND EVER MADE..AND FOR THE ENTIRE FAMILY! UNQUESTIONABLY THE GREATEST HOME GAME DESIGNED!

Big 30"x18" Field. 6 Men On A Team, Each Individually Operated And Move In Every Direction. Not A 'Dead Spot' On The Field When The Puck's In Play! This Is A Beautifully Made Game And It's Sturdy To Withstand The Exciting Action, And Rubber Feet To Prevent Marring. Playing Field Is Warp-Proof Masonite, With Hardwood Frame, And Heavy-Gauge Steel Players. Packed One To A Shipping Carton, Complete With Rules, Timer, Plastic Puck, and Scoring Pegs. Weight 12 Lbs.

No. 475 Retail $14.95

☆ LAS VEGAS WILD ☆



A Fascinating And Exciting Card Tile Game That's Fun For All Ages! Comes Complete With Full Size Playing Board, 4 Racks, 106 Card Tiles That Play Like The Most Popular Word Games. The Rules Are Simple, And Contain An Illustrated Set Of Practice Plays. Any One Who Can Read Regular Playing Cards Can Play. No Spelling Involved. Colorfully Boxed, 12 to Shipper, Weight 17 lbs.

No. 2400 Retail $1.98

NOR-WEST RAILROADING HOBBY KITS...

MADE TO LAST!

Authentic All-Plastic "O" Gauge, Completely And Accurately Detailed Easy To Assemble-Pieces Are Numbered-Locked In Parts Hold Fast The Great 4-In-1 Kit Contains "The General", Hand Car And Work Trailer, Porter Switch Engine, And "Cabbage Stack" With Paint, Brush, Cement And Instructions. No. 606, Colorful Individual Carton, 12 To Shipper, Weight 18½ Lbs. Retail $3.98. Beautiful Individual Boxes With Full Color Picture Of Model On Top

No. 606 Retail $3.98

Individual Kits Available: (Packed 24 To Shipper)

No. 620-K Retail 98¢ — "The General" — 60 Pieces
No. 621-K Retail 49¢ - Hand Car and Trailer — 28 Pieces
No. 622-K Retail 98¢ — Porter Switch Engine - 48 Pieces
No. 623-K Retail $1.29—"Cabbage Stack" Locomotive & Tender -65 Pieces
No. 625-K Retail $1.69 — "Casy Jones" Locomotive & Tender — 104 Pieces

LITTLE DEB HAIR DRYER

IT WORKS-ITS COMPLETELY NEW... IT LOOKS REAL... IT ACTUALLY BLOWS AIR

Litho-Metal Body, With Sturdy Plastic Motor And Blades. Detachable Metal Base Makes It Even More Realistic, NON-ELECTRIC, Comes In Highly Colored Satchel-Type Carrying Case 3¼"x5¼"x7" High.

12 To Shipper, Weight 6 Lbs.

No. 212 Retail $1.49

HUM-O-NICA

Simply Hum Into It And The Music Comes Out. Tough Plastic Kazoo-Type Instrument With New Resonance Control Bright Colors, Packed Bulk With Colorful Band Label 36 to Shipper, Weight 3¼ lbs

No. 11 Retail 29¢

GLOCKENSPIEL

Bright-Colored Unbreakable Plastic With Silk Cord And Tassels, 4 Keys Tuned To Bugle Call Notes . Wooden Hammer. 9" long and 4½" wide Individually Bagged 24 to Shipper, Weight 4½ lbs.

No. 12 Retail 49¢

SNOW SCRAPER SHOVEL

Ideal For Home . . Child . Or Car! Heavy Gauge Painted Steel, Sturdy Square Hardwood Shaft With Steel "D" Handle, Riveted Constructed Throughout 32" Overall

No. 700 Retail $1.00

A NEW IDEA... IN GAMES! IN ACTION!

AMBUSH

THE MOST EXCITING AND UNIQUE STEEL MARBLE ACTION GAME ON THE MARKET! THE OLD WEST LIVES AGAIN, IN THIS BIG STURDILY BUILT, GLASS COVERED SELF-CONTAINED 10"x17"x1¼" INDIAN VS WAGON TRAIN THRILLER! Has 2-LEVEL PLAYING SURFACE With AUTOMATIC 'Big Game' BALL LIFT. It's TERRIFIC! IT'S COLORFUL! Packed Each In Sturdy Corrugated Display Carton, 12 To Shipper, Weight 48 Lbs.

No. 442
Retail **$298**

SLUGGER...

MORE FUN THAN EVER WITH THE GREATLY IMPROVED MOST EXCITING BASEBALL GAME EVER MADE!

Real Baseball Action With a Pitcher And Batter, and As Thrilling As Being Right On The Diamond. It's BIG...14"x21"x2", Sturdily Built, Glass Covered, Self-Contained, Fine Finished Heavy Wood Frame With Metal Legs. Beautiful Multi-Colored Realistic Playing Surface, And Comes Complete For Fun For Any Age. One To A Carton, 6 To Shipper, Weight 34 Lbs. Built To Sell For Much More.

No. 450
Retail **$450**

ELECTRIC 5-IN-1

THAT'S PACKED WITH FASCINATING FUN FOR ALL!

This BIG 24"x14"x2" ELECTRIC POOSH-M-UP Has 5 Translucent Plastic Domes That Light Up, Yet Operates On 2 Ordinary Flashlight Batteries. Plays 5 Games. Glass Covered and Completely Automatic, With 1 'Blue', 1 'Gold', and 9 'Silver' Balls. 1 To A carton, 6 To Shipper, Weight 45 Lbs.

No. 452
Retail
$595

POOSH-M-UP, JR.
Smaller Non-Electric 16"x10"x1" That Plays 4 Games. Packed 1 To Carton, 12 To Shipper, Weight 45 Lbs. No 441 Retail $2.49

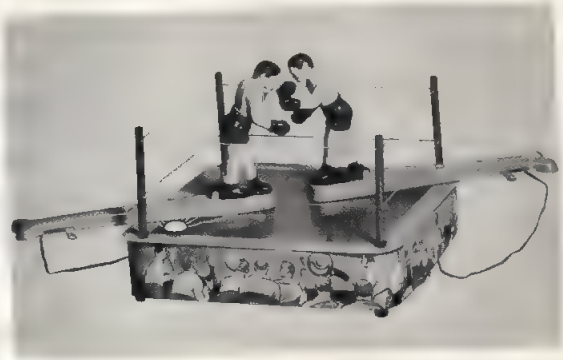
NORTHWESTERN

PRODUCTS CO., 2655-2723 SPRUCE ST. • ST. LOUIS 3, MISSOURI

See us at the TOYFAIR in Room 995 at the McALPIN HOTEL At any time in Room 420 200 Fifth Ave. in New York

NEW KNOCKOUT!

HERE'S PLENTY OF PUNCH! IT'S NEW...IT'S DIFFERENT!



REAL RING ACTION AND EXCITEMENT GALORE FOR 2 OR MORE PLAYERS

Each Fighter Moves In Every Direction With Rights And Lefts Controlled By The Players...One On The Button And Down Goes The Fighter For The Count...Complete With Bell For Timekeeper . . . A Light And Buzzer For Knockouts . . . And The Judges Can Count Points!

Sturdily Built To Withstand Plenty Of Action . . . Rubber Non-Marring Feet . . . The Ring Is Real, Even To Ropes. Colorfully Lithographed Metal. Uses One Standard Flashlight Battery.

12"x12"x6½". Comes Packed 1 to STURDY DISPLAY CARTON, 4 to SHIPPER, Weight 18 lbs

No. 777 Retail **$6.95**

NEW "JET FIRE"

ALL THE EXCITEMENT OF A JET RAID IN A STEEL MARBLE ACTION GAME THAT'S PACKED WITH THRILLS!

The JET Shooting Action Lever Gives Replays. All The Thrills Of Jet Flying In One Of The Most Unusual Games Ever To Hit The Market. A Clever Scoring Setup Adds To The Fun. JET FIRE is 13"x18½"x2". Glass Covered, Self-Contained, And Sturdily Built. Has Separate Loading And Firing Plungers With 6 Steel Marbles.

ELECTRONIC! BULBS FLASH FOR REPLAY (Battery Powered)

No. 444 Retail **$3.98**

Packed In Sturdy Individual Corrugated Display Carton, 6 To Shipper. Weight 30 lbs

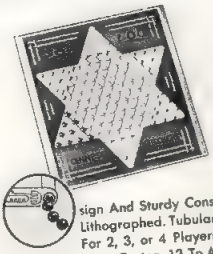
SAN LOO CHINESE CHECKERS

THE FAMOUS 2-IN-1 SAN LOO CHINESE CHECKERS AND REGULAR CHECKERS

Beautifully Lithographed All-Metal Combination Set . . . Big, 16" Diameter - 1" Thick . . and It's Sturdy And Long Lasting. Comes Complete With 60 Marbles And Full Instructions, With Automatic Closure For Marbles, All Controlled By One Lever. For 2 to 6 Players. Individually Packaged In New Sturdy Corrugated Full-Color Self-Selling Carton, 12 To A Shipper, weight 30 Lbs.

No. 122 Retail $1.98

No 122C Is Same As Above With Set Of 24 Checkers. 12 To Shipper, Weight 33 Lbs Retail $2.29

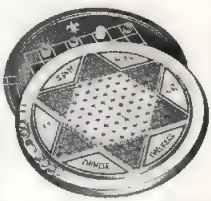


ANOTHER OF THE FAMOUS 2-IN-1 SAN LOO CHINESE AND REGULAR CHECKERS GAMES

Metal Frame, Self-Contained, Large 17" x 18" Double Feature Game. The Ultimate In Design And Sturdy Construction, And Beautifully Lithographed. Tubular Sides Hold The Marbles. For 2, 3, or 4 Players. Individually Packaged In Self-Selling Carton, 12 To A Shipper, Weight 32 Lbs.

No. 120 Retail $1.79

No. 120C Is Same As Above Complete With Marbles And Set Of 24 Checkers. 12 To Shipper, Weight 35 Lbs. Retail $1.98

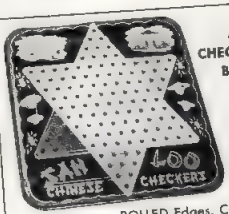


NEW

COMPLETELY DIFFERENT. GAME ON EACH SIDE. (NOT ON BOX). COMBINATION CHINESE CHECKERS AND REGULAR COMPLETE WITH PLAYING PIECES FOR BOTH GAMES

All-Metal Game Is 11½" Diameter 5/8" Thick. Colorfully Lithograghed. New Design Playing Pieces Serve For Both Games, And Can Be Stored Inside The Game. For 2, 3, or 4 Players. Complete With Instructions. Each Packed In Colorful Self-Selling Carton, 24 To Shipper, Weight 30 Lbs.

No. 118 Retail $1.00



Complete with 24 full size wood checkers

ALL METAL CHINESE CHECKERS GAME THAT'S BEAUTIFUL AND BIG!

14" x 14" x ¾" And The Heavy Gauge Steel Makes It Practically Indestructible. It's Brilliantly Lithographed In Full Color, Embossed Playing Surface, With ROLLED Edges. Comes Complete With 40 Boxed Marbles, 24 Checkers And Full Instructions. Individually Packaged In Beautiful 4-Color Self-Selling Carton With Full Size Regular Checker Board On Back Which Can Be Cut Out And Inserted On Back Of Game Making It A Combination 2-Sided Game. 24 To Shipper, Weight 39 Lbs. STILL THE GREATEST VALUE EVER OFFERED!

No. 121 Retail $1.00

DRIVE-UR-SELF

A TOP FAVORITE WITH YOUNG AND OLD ALIKE!

Here's Every Thrill Of Actually Driving Down The Highway. With A Magi-Control Steering Wheel, 36" Of Colorful Moving Highway With An Automobile That Reacts To Every Turn, A Horn That Really Honks, And Realistic Dashboard. Mechanically Perfect In Every Detail, 18½" x8½" DRIVE-UR-SELF Is individually Packaged In Colorful Self-Selling Carton. 6 To Shipper, Weight 16½ Lbs.

No. 500 Retail $3.29

***GREAT* 4-IN-1 ASSORTMENT POCKET GAMES PACKAGE!**

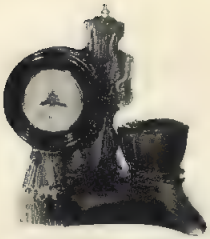
Includes ZOO-M-ROO (Pocket Poosh-M-Up) TIPT (3-Game Combination) BAT-M-UP, JR. (Baseball) And SAN LOO Chinese Checkers. All Plastic Games In Full-Color Self-Selling Carton. Box 15"x12 1/4" x1 3/16". 12 Sets To Shipper, Weight 15½ Lbs.

No. 420 Retail $1.98

Games Also Available Individually Bagged, 24 To Shipper Weighing 5 Lbs. Retail 49¢ Each

No. 403-B ZOO-M-ROO
No. 413-B TIPT
No. 415-B BAT-M-UP, JR.
No. 417-B SAN LOO
No. 418 ASSORTMENT OF 6 EACH OF ABOVE 4
No. 419 SAME AS No. 418 WITH DISPLAY RACK

Clocks



Spinning Wheel Clock. A ceramic timepiece which looks like a spinning wheel Has removable planter cup and foliage Colored a wood brown. Size 12x12 in Packed one to box. 6 to master carton. Wt 52 lbs.

2248C835 .....Retail **$12.50**

Mantel Clock. Hardwood case in natural finish. Westinghouse type movement, sweep second hand Has Underwriters' approved cord, to be used on 60 cycle 110-115 volt AC current only

2150C68830/380 ...Retail **$5.45**

Fireside Mantel Clock. This unique number is outstanding for attractiveness and serviceability. The electric clock is made under Westinghouse patents and fully guaranteed to keep good time. The fireplace has a separate switch which lights up in red giving it a realistic fireside glow. The clock proper is made of solid white birch in natural finish. Length 13¼ in., height 7⅛ in Packed each to box.

2221C68610/660 .....Retail **$9.95**

Horse Clock. A ceramic clock with foliage. A jet black horse and clock trimmed with gold paint A beautiful timepiece for any home. Size 9½x12 in. Packed one to a box, 6 to master carton. Wt. 54 lbs.

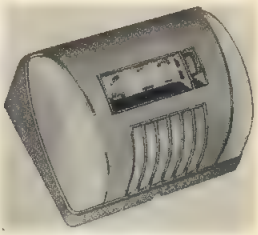
2247C770 .....Retail **$11.50**

Raleigh Clock. Handsomely gold finished wood case, decked top and sides with solid onyx. Available in pedarn white onyx, Mexican green onyx, or Mexican black onyx Height 4½ in, width 8¼ in., depth 3⅜ in. Wt. 3½ lbs.

2284C2400 .....Retail **$40.00**

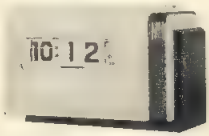
Fireplace Mantel Clock. Designed in the form of a natural fireplace, this beautifully decorated case houses a dependable United self-starting clock. Has second sweep hand. A flip of the switch on the back and a colored bulb, cleverly concealed behind the logs, lights up.

2130C68535/585 .....Retail **$8.95**



Kitchen Tymeter. Hangs on wall—sits on shelf or counter Fully automatic, 3 year guarantee. Colors of lemon, sky blue, bitter green, tangerine, and white Size 5¼x5⅝x3½ in. Packed 1 6 to carton.

2233C530 .....Retail **$7.95**



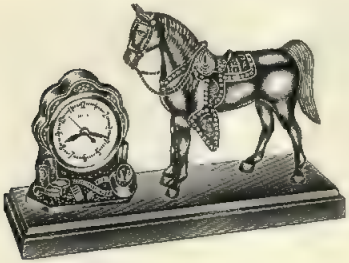
TV Clock. Ideal for living room, bedroom, office, den or game room The plastic case in beautiful dove gray, trimmed in polished metal gold finish. Plastic book end base in deep maroon. Size 3¾ in. high, 8¼ in. wide, 5⅜ in long. Packed individually 6 to carton. Wt. 18 lbs.

2207C760 .....Retail **$10.95**

Glolite TV Lamp Clock. The whole clock glows in the dark. As comforting as a night light in bedroom or nursery. Self-starting, automatically calculates time at a glance. Individually boxed. Size 5 in. high, 5⅛ in. wide, 3¼ in. deep. 25,000 hour guarantee. 6 to carton. Wt. 20 lbs.

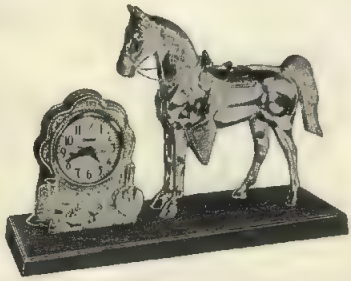
2295C780 .....Retail **$12.95**

Coach Clocks — Horse Clocks



Metal Saddle Horse Clock. The all metal clock and horse are highly polished and burnished in two-tone bronze or gold color effect. Self-starting electric movement. Base of block made of wood covered with grained imitation leatherette. Overall length of base 17 in., overall height of horse with base 11 in. Packed 1 to box, 6 to carton

2257C700 ..... Retail **$11.95**



Western Pony. Stately show horse with shimmering, beautifully detailed saddle and trappings. True to the West, the clock case too, radiates from an array of cowboy regalia. Length 17 in. Height 11¼ in., width 5 in. Has plastic base. Packed 1-4 to carton. Wt. 22 lbs.

2275C750 ..... Retail **$12.50**

Same as above with wood base

2241C750 ..... Retail **$12.00**

Coach Clock. A faithful replica of the famous Coach of State. In gleaming gold color metal mounted on a mahogany finish wood base. Length 11 in. Packed one to box, 6 to master carton. Wt. 35 lbs.

2263C660 ..... Retail **$10.95**

Coach 'N Two. Stately cast coach with two prancing horses. Gold colored mounted on mahogany finish wood base. Length 8 in. Individually boxed, 6 to master carton. Wt. 35 lbs.

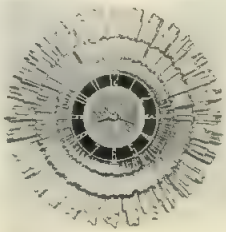
2266C865 ..... Retail **$14.50**

Prairie Schooner. A newly designed reproduction of a pioneer wagon. Gold colored horses and wheels. Washable boucle plastic cover provides softly diffused lighting. Height 9 in. Length 16 in. Individually boxed, 6 to master carton. Wt. 45 lbs.

2217C1060 ..... Retail **$17.50**

Coach 'N Four. Stately cast coach with four prancing horses. Gold color finish, mounted on mahogany finish wood base. Over all length 21 in. Individually boxed 4 to master carton. Wt. 35 lbs

2267C1060 ..... Retail **$17.50**

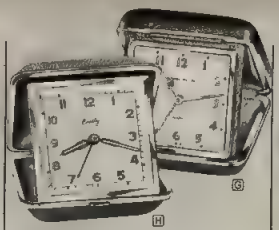


The Sun-A-Rama. Luxurious in size, radiantly flashing, brings loveliness to any room. Shimmering treasure-gold Sunburst with a beautiful black ebony background, the dial and numerals in a lustrous jewelry gold finish, 16 in. in diameter. Knob in front for easy time setting

2111C128600/667 ..... Retail **$10.00**

E 8-DAY 7-JEWEL TRAVEL ALARM. Leather case; luminous dial; imported movement.
22-8551 A1020 Brown case. 3x3" $14.95
22-8601 A1020 Red case. 3x3" 16.93

F 8-DAY 1-JEWEL TRAVEL ALARM. Leather case; imported movement. 3⅜" square.
22-8592 A775 Brown case $12.95
22-8619 A775 Red case 12.95



G PHINNEY WALKER. 30 hr. alarm; luminous. Simulated leather case. 3½x3x1½".
22-8692 A430 Maroon case $6.95
22-8700 A430 Tan case 6.95

H 30 HR. TRAVEL ALARM. Imported movement; luminous. Leather case, 3" sq.
22-8643 A400 Brown case $5.95
22-8650 A400 Blue case 5.95

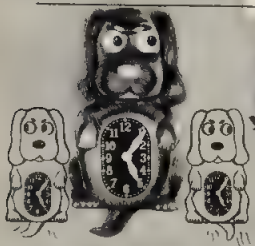
K SEMCA 30 HR. ALARM. Tells time 'round world, luminous. 3x3½x1".
22-8734 A871 Tan leather case. $13.95
22-8742 A871 Red leather case.... 13.95

L 7-JEWEL TRAVEL ALARM. Luminous; 30 hr. Leather case. 3¼x2¾x1¼".
22-8718 A610 Tan leather case $9.95
22-8726 A610 Red leather case.... 9.95

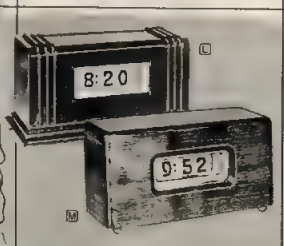
DATE-MINDER ELECTRIC CLOCK. Lux' fabulous Calendar clock tells the day, date and time automatically on its handsome easy-to-read face. Durable, lustrous Polystyrene case in red, yellow or white. Size: 6x7 inches. 60 cycle, AC.
22-8510 A660 Flame Red case $9.95
22-8528 A660 Antique Yellow case ... 9.95
22-8536 A660 Ice White case.... .... 9.95

CERAMIC ELECTRIC CLOCK . . . revolutionary new design by Timex! It presents a slim, sleek look on your kitchen wall. Fashionable ceramic pottery case holds a read-at-a-glance dial, sweep-second hand. Size: 8x2". In 3 pretty colors. 60 cycle, AC.
22-8379 A617 Pink case $6.95
22-8387 A617 Charcoal case 6.95
22-8395 A617 Yellow case 6.95

MONITOR COMMERCIAL CLOCK . . . especially designed by Westclox to complement the simple decor of offices, schools, stores and factories. Handsome, unadorned brown metallic finish case. Big 12½" dial presents clear black numerals and hands . . . easy to see and easy to read. Convenient red sweep second hand. AC.
22-8458 A943 Monitor Clock $14.50



ANIMATED KLOCKER SPANIEL. It's fun to be a "clock watcher" with this little pet. Klocker's almost life-like as he wags his tail merrily to and fro, moves his eyes this way and that. A good little watch dog too—eyes and hands glow in the dark! He's black plastic and stands 11x5x3". Keep him in kitchen, den, children's room.
22-8478 A450 Electric Movement . . . $6.95



NUMECHRON ELECTRIC CLOCKS. Automatically tells "time at a glance." Unexcelled for accuracy; self-starting. 115 volts, 60 cycles, AC. With cord.
L Jefferson. Walnut plastic case.
22-8403 A598 Size: 7x4x4" $9.95
M Belvedere. Finely crafted in solid Mahogany wood. Gold-plated bezel.
22-8411 A1200 Size: 7½x4½x3½" ... $19.95

GLOLITE TV LAMP-CLOCK . . . glows in the dark. Restful for TV eye fatigue, comforting in the bedroom or nursery. Self-starting electric; colorama numerals automatically tell time "at a glance." Plastic case in Walnut with Glolite window; or all Glolite. Size: 3½x 5½x5" high.
22-8429 A657 Walnut color case. . . $10.95
22-8437 A775 All Glolite case... ...

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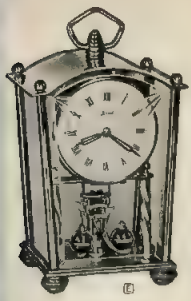
400 DAY CLOCKS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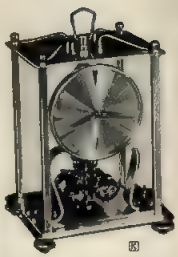
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Distinguished timepieces as decorative as they are dependable . . . in a selection that's appropriate in almost any setting.

E Lantern Design 400 Day Clock. A uniquely designed, beautiful precision-built ornamental mantel clock to lend a note of distinction to every home! Runs a full 400 days without rewinding. Mirror back reflects each graceful movement of the pendulum, while it serves as a constant reminder of the clock's accurate timekeeping and carefree operation. Three sides of glass with beveled edge, exquisite etched-in leaf designs. Solid brass housing is polished to a gleaming lustre. Satin-finished dial. Lantern clock has pendulum locking device with convenient adjustable feet. Dial is 3¼" in dia. Overall size: 8½x4½x5½".
22-8270 A2097 Lantern Clock **$34.95**

F G 400 Day Anniversary Clocks...imported. Wind only once a year! An object of beauty and interest. Dial, posts and base in white enamel with hand-decorated floral motifs or in solid polished brass. Gold numerals and hands. Brass movement under glass. 12x8" dia. Base adjusts to perfect level.
F **22-8254 A1410** Brass **$23.50**
G **22-8262 A1797** Floral Design **29 95**

H 400 Day Lunar Clock...a real conversation piece as well as an accurate timekeeper! Tells phases of the moon, time all year without winding. Pendulum is globe of the world. Size 10¼x6½".
22-8106 A1980 Lunar **$33.00**

K Modern 400-Day Clock. Graceful, distinctive contemporary clock to meet the demands of modern living. Runs a full 400 days without winding! Beautiful dial in brushed silver is set off with sleek brass triangles marking hours. Gleaming polished brass housing with four sides of glass, three featuring an etched diamond design. You can actually see the clock running. Has pendulum locking device, adjustable feet, brass carrying ring on top. A real achievement in accurate precision, modern design! Handsome enough to merit a place of attractive display anywhere in your home. Measures 7⅛" high, 5⅛" wide, 4⅛" deep.
22-8239 A1995 Modern Clock **$32.95**

Imported Cuckoo Clocks

Imported Black Forest Cuckoo Clock. From the deep mystic beauty of the legendary Black Forest of Germany come these exquisitely carved wood cases. 3 graceful birds, 7 leaves. "Pine Cone" weights. Cuckoos the full hour, once on the half hour—as door opens and bird appears. 17½" high.
22-8288 A2397 8-Day Movement **$39 95**
22-8296 A1797 30-Hour Movement **29 95**

Imported Cuckoo Clocks. Hand-carved from the Black Forest in Germany—magnificent in detail—amazingly accurate in performance. Cuckoo carols on the hour and half hour. 2 birds, 5 leaves carved on case. "Pine Cone" weights. Truly a touch of charm and interest for your home.
22-8304 A1797 8-Day 13" high **$29 95**
22-8312 A957 30-Hour, 11" high **15 95**

Imported Quail and Cuckoo...or Musical Cuckoo. Wood cases hand carved by Black Forest craftsmen. Quail calls at 15 minute intervals, cuckoo at half and full hour. Musical cuckoo clock features cuckoo calls every ½ and full hour followed by carved figure in other door. 30 hr. movement.
22-8320 A2997 Cuckoo-Quail, 19" **$49.95**
22-8338 A1677 Musical Cuckoo, 13" **27.95**

RETAIL PRICES on this page do not include Federal Excise Tax

Nutone Door Chimes

M NU-TONE "DOOR KNOCKER"
Just lift the handle and two clear chime notes will sound their cheerful greeting throughout your house. Distinctively styled door knocker in gleaming solid brass has a place for your name plate . . . adds grace and charm to the outside of any front door. The smartly designed metal chime cover in Walnut finish fits all metal or wood doors ⅜" to 1¾" . . . is easy to install No electricity, no batteries or wiring are needed.
84-2666 B517 "Door Knocker" **$7 95**

N NU-TONE "MT. VERNON"
Delightfully early Colonial . . . this exclusive Nu-Tone design is faithfully reproduced in shining hammered brass. Sounds two notes for front door, one for rear. 7x3x12½" high. UL listed. Use with 16v transformer.
84-2633 B712 "Mt. Vernon" **$10.95**

16-VOLT TRANSFORMER. Use with most Nu-Tone chimes on this page. UL listed.
84-2674 B166 Transformer **$2.55**

P NU-TONE "LEADER"
Modernly simple in styling, yet handsome and smart for every interior. Sounds two melodious notes for the front door and one for the rear door. Comes in a plastic cover in a rich ivory finish with brass trim. Only 4½x7x2½ inches in size. Uses 16 volt transformer, No. 84-2674 B166 listed above.
84-2658 B322 "Leader" **$4 95**

R NU-TONE "SYMPHONIC"
Just 14 inches high, compact and beautiful in design . . . this handsome door chime sounds a resonant 8-note Westminster chime. Housing is rich Walnut finish. Has satin brass resonator tubes; brass gallery decoration; special brass alloy tone bars. Telechron motor has selector switch to sound eight harmonious notes for front door (or only four if you prefer) . . . two notes for the rear and a single one for a third door. Radio-type volume control. Measures 8x3¼x14 inches high UL listed. Comes complete with 24 volt transformer.
84-2617 B2113 "Symphonic" ..... **.$32.50**

S NU-TONE "CONTINENTAL"
Charming French Provincial design . . . harmonizes with any interior. The metal cover is cast in one piece . . . enhanced by a grained Limed Oak finish Sounds two resounding notes for the front door . . . one note for rear door. Has three gleaming brass tubes. 7½x3x11¾" long. Uses 16v transformer listed on this page. UL approved.
84-2625 C1036 "Continental" **$15 95**

T NU-TONE "DELUXE"
This handsome short tube style fits perfectly into most any type of decorating scheme. Sounds two notes for the front door . . . one note for rear door. Walnut cover has brass finish tubes. 8x2¾x11¾ inches long. Uses 16 volt transformer described on this page. UL listed.
84-2641 B517 "De Luxe" **$7.95**

Exhaust Fans

V NU-TONE TWIN BLOWER CEILING FAN
Install this fan in ceiling or in cabinet above your stove . . . and watch kitchen smoke and grease vanish. You'll cook in cool, odorless comfort! Grille pulls down away from ceiling . . . may be taken apart by housewife without tools for quick, easy cleaning. Moves 400 cu. ft. air per minute. Housing. 8x8x14". Grille· 9¾x15⅞". AC
84-2724 C2352 Instructions incl. **$35.75**

W NU-TONE 8" CEILING OR WALL FAN
Goodbye to streaked, dirty ceilings and walls, cooking odors, too. Just install this fan in ceiling or inside wall. Ideal for smaller rooms. 1-pc. removable chrome grille, 10½" diam. 700 CFM. Adjustable sleeve. Housing 3⅛" deep, fits all 2x4 construction. Instructions included AC.
84-2708 C1748 8" Fan **$26.50**
84-2716 C2324 10" Fan. For med. or large rooms. Grille, 13" diam. 900 CFM. **$34.95**

X NU-TONE 8" WALL FAN
Takes dirt and heat outside . . . leaves your home clean and cool. For smaller rooms. 10½" sq. chrome grille easily installs by single thumb screw, 13¾" sq. outside wall plate. Fits into 8⅛" diam. wall opening. 600 CFM. AC
84-2682 C1758 Instructions incl. **$26.70**

Nu-Tone 10" Wall Fan for medium, larger rooms. Housing fits into 11⅛" diam. wall opening, 13" sq. inside wall plate with center grille; 13¾" sq outside plate. AC.
84-2690 C2277 10" Fan. 1100 CFM... **$34.50**

NY-LINT MICHIGAN SHOVEL

This is NY-LINT's newest and most active scale model. The bucket takes a good full "bite" just like the real thing, then trips automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots on the rugged, extra-braced chassis. Front wheels are steerable. Typical NY-LINT construction is 20-gauge and heavier welded steel, with durable sprayed baked enamel finish. Size — 31½ inch long, 7½ inch wide, 20¼ inch high. Packed 6 individual boxes per carton, shipping weight 71 lbs.

2200 . . . . . List $9.95

NY-LINT TOURNADOZER

A double-action toy with big, adjustable blade on one end, and a sturdy hoist on the other. A spring-latched positive lock holds the blade wherever it is positioned. The winch has a lever pawl to hold the load. Durable, welded, 20-gauge and heavier steel construction includes extra-large 3¾ inch rubber tires on steel wheels. Packed 6 individual boxes per carton, shipping weight 49 lbs.

2100 . . . . . List $7.95

NY-LINT SPEED SWING

Here is a new scale model of one of the most versatile of modern machine. The bucket can be raised and lowered, swung to any position, and tripped to dump. The broad, sturdy chassis has steerable wheels and many interesting details. It is lots of fun, because so much can be done! The construction is strong, welded 20-gauge and heavier steel, with beautiful sprayed-on baked-enamel finish, and extra-size 3¾ inch rubber tires. Size — 19 inch long, 7½ inch wide, 11¼ inch high. Packed 6 individual boxes per carton, shipping weight 51½ lbs.

2000 . . . . . List $7.95

NY-LINT ELECTRONIC CANNON

Swivel the gun, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on a dial, then load and fire — a sponge-nosed missile is instantly on its way. Operates on 2 size D flashlight batteries (not furnished). Made of 20 gauge and heavier steel. Operating instructions printed on platform, two missiles in clips. Packed 6 individual boxes per carton, shipping weight 66 lbs.

2400 . . . . . List $12.95

BUDDY "L" SAND & STONE DUMP TRUCK

Six wheel truck empties load through hinged tailgate. Four rear wheels mounted in tandem. Dump box has extended cab projector. Packed 6 individual boxes per carton, shipping weight 18 lbs.

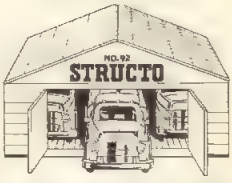
5502 . . . . . List $2.98

BUDDY "L" ARMY COMBINATION

Fighter Unit with Searchlight Rescue Truck complete with repair-it tools; Mobile Cannon with ammunition; Ammunition Conveyor; and Army Supply Truck. Seven action soldiers also included. Heavy duty rubber tires. Packed 1 individual box per carton, shipping weight 9½ lbs.

5560 . . . . . List 10.95

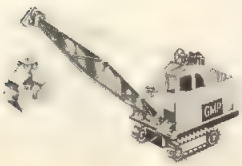
STRUCTO TRUCK ASSORTMENT



3 metal trucks. Comes in colorful box that makes up into a realistic garage. Includes No. 75 Dump Truck, No. 76 Stake Truck, and No. 77 Log Truck. Packed 6 individual boxes per carton, shipping weight 28 lbs.

92 . . . . . List $3.98

GMP BIG JIM ELECTRO-MAGNETIC CRANE



Magic clam — shell bucket — one hand operation, drops sand or gravel, then bucket lowers for another load. Powerful magnetic attachment which lifts many times its weight — loads and unloads automatically. Bucket and Magnetic attachment are operated by push buttons. Entire Crane also runs forwards and backwards by simple operation of buttons on remote unit. Packed 6 individual boxes per carton, shipping weight 22 lbs.

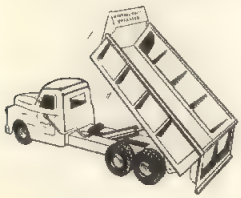
031 . . . . . List $9.95

STRUCTO DUMP TRUCK

Heavy-duty scale model. Body raises and unloads automatically. Hood raises revealing Fireball motor, 6 rubber wheels. Withstands rough handling. Size: length, 20 in.; width, 6¼ in.; height, 6¼ in. Packed 6 individual boxes per carton. Shipping weight, 30 lbs.

201 . . . . . List $2.98

STRUCTO HYDRAULIC-LIFT DUMP TRUCK



An outstanding development by Structo. Body raises and dumps load automatically by means of a real hydraulic cylinder. Dumping action is slow, permits load to be spread evenly. Liquid in hydraulic cylinder is non-toxic, will not stain. 10 rubber wheels. Hood raises revealing Fireball motor. Size: length, 20-7/8 in.; width, 7-7/8 in.; height, 6-7/8 in. Packed 6 individual boxes per carton. Shipping weight 43 lbs.

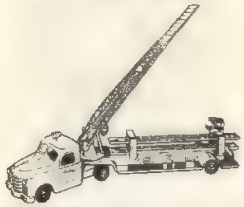
250 . . . . . List $5.95

STRUCTO READY-MIX CONCRETE TRUCK

Mixer is geared to axle. Rotates as truck moves and simulates mixing noise. Mixer has openings for loading and for discharging. Simulated water storage tank and "Diesel" motor. 10 rubber wheels. Chrome-plated hub caps. Packed 6 individual boxes per carton, shipping weight 56 lbs.

271 . . . . . List $7.95

STRUCTO HOOK AND LADDER TRUCK



A real fire truck value. Extension ladder extends to 34 in. at a maximum angle of 60° and swivels completely around. 2 auxiliary ladders included. Extension ladder raised by crank and extended by another crank. Movable tiller seat, 10 die-cast metal wheels. Rubber tires. Constructed of heavy-gauge steel and aluminum. A Structo "live-action" toy that's packed with play value. Size: length, 33¼ in.; width, 6¼ in.; height, 7 in. Packed 6 individual boxes per carton. Shipping weight, 60 lbs.

260 . . . . . List $9.95

STRUCTO MOBILE STEAM SHOVEL

Heavy-duty shovel attached to and revolves on truck chassis. Shovel is raised, lowered and automatically dumps by means of a crank. Truck has 6 rubber wheels and heavy-duty tractor treads. Packed 6 individual boxes per carton, shipping weight 38 lbs.

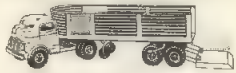
272 . . . . . List $5.98

STRUCTO ROAD GRADER

A rugged toy made of 14, 16 and 22 gauge steel. Front wheels steer; scraper blade rotates, raises, lowers and tilts. Six wheels are heavy molded rubber with realistic treads; floating tandem rear wheels. Realistic diesel motor constructed on scale. Finished in orange enamel with black trim; bright metal dummy headlights. Length 18 in.; width, 7 in.; height, 7½ in. Packed 6 individual boxes per carton.

300 . . . . . List $2.98

STRUCTO TRAILER TRUCK



Crank lowers Lift Gate and also raises it to level of trailer floor for loading or unloading. Assorted "play" cartons for load. 2 retractable rubber dolly wheels. 14 rubber tires and die-cast metal wheels. Floating tandem duals. Chrome-plated aluminum cab and die-cast metal chassis. Packed 6 individual boxes per carton, shipping weight 34 lbs.

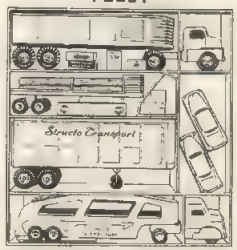
705 . . . . . List $5.95

STRUCTO CATTLE TRAILER

A rig that will please every Western-minded cowhand. Heavy-gauge steel, reinforced. All rubber wheels with with chrome-plated hub caps. Rear doors open. Two retractable rubber dolly wheels. Floating tandems. Size: Length, 21-1/8 in.; width, 5-1/8 in.; height, 7-5/8 in. Packed 6 individual boxes per carton. Shipping weight, 36 lbs.

960 . . . . . List $3.98

STRUCTO COAST TO COAST FLEET



17 piece truck and trailer assortment. Consists of: Lumber trailer—Floating tandems. Realistic wood logs. Rubber wheels. No. 175 Auto Haulaway Trailer—Authentic scale model. Includes 2 die-cast metal automobiles, each 6¼ inches long. Ramp for loading and unloading. Rubber wheels. No. 935 Freight-Hauling Trailer—Floating tandems. Chrome-plated hub caps. Rubber wheels. Assorted "play" cartons for load. No. 950 Transport Trailer-Heavily reinforced for strength. Rear doors open. 2 retractable rubber dolly wheels. Floating tandems. Rubber wheels with chrome-plated hub caps. Packed 3 individual boxes per carton, shipping weight 45 lbs.

925 . . . . . List $10.95

NY-LINT MICHIGAN SHOVEL

This is NY-LINT's newest and most active scale model. The bucket takes a good full "bite" just like the real thing, then trips automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots on the rugged, extra-braced chassis. Front wheels are steerable. Typical NY-LINT construction is 20-gauge and heavier welded steel, with durable sprayed baked enamel finish. Size — 31½ inch long, 7½ inch wide, 20¼ inch high. Packed 6 individual boxes per carton, shipping weight 71 lbs.

2200 . . . . . List $9.95

NY-LINT TOURNADOZER

A double-action toy with big, adjustable blade on one end, and a sturdy hoist on the other. A spring-latched positive lock holds the blade wherever it is positioned. The winch has a lever pawl to hold the load. Durable, welded, 20-gauge and heavier steel construction includes extra-large 3¾ inch rubber tires on steel wheels. Packed 6 individual boxes per carton, shipping weight 49 lbs.

2100 . . . . . List $7.95

NY-LINT SPEED SWING

Here is a new scale model of one of the most versatile of modern machine. The bucket can be raised and lowered, swung to any position, and tripped to dump. The broad, sturdy chassis has steerable wheels and many interesting details. It is lots of fun, because so much can be done! The construction is strong, welded 20-gauge and heavier steel, with beautiful sprayed-on baked-enamel finish, and extra-size 3¾ inch rubber tires. Size — 19 inch long, 7½ inch wide, 11¼ inch high. Packed 6 individual boxes per carton, shipping weight 51½ lbs.

2000 . . . . . List $7.95

NY-LINT ELECTRONIC CANNON

Swivel the gun, raise or lower the barrel by electronic pushbutton to exactly the right elevation indicated on a dial, then load and fire — a sponge-nosed missile is instantly on its way. Operates on 2 size D flashlight batteries (not furnished). Made of 20 gauge and heavier steel. Operating instructions printed on platform, two missiles in clips. Packed 6 individual boxes per carton, shipping weight 66 lbs.

2400 . . . . . List $12.95

BUDDY "L" SAND & STONE DUMP TRUCK

Six wheel truck empties load through hinged tailgate. Four rear wheels mounted in tandem. Dump box has extended cab projector. Packed 6 individual boxes per carton, shipping weight 18 lbs.

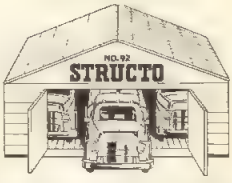
5502 . . . . . List $2.98

BUDDY "L" ARMY COMBINATION

Fighter Unit with Searchlight Rescue Truck complete with repair-it tools; Mobile Cannon with ammunition; Ammunition Conveyor; and Army Supply Truck. Seven action soldiers also included. Heavy duty rubber tires. Packed 1 individual box per carton, shipping weight 9½ lbs.

5560 . . . . . List 10.95

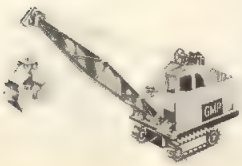
STRUCTO TRUCK ASSORTMENT



3 metal trucks. Comes in colorful box that makes up into a realistic garage. Includes No. 75 Dump Truck, No. 76 Stake Truck, and No. 77 Log Truck. Packed 6 individual boxes per carton, shipping weight 28 lbs.

92 . . . . . List $3.98

GMP BIG JIM ELECTRO-MAGNETIC CRANE



Magic clam — shell bucket — one hand operation, drops sand or gravel, then bucket lowers for another load. Powerful magnetic attachment which lifts many times its weight — loads and unloads automatically. Bucket and Magnetic attachment are operated by push buttons. Entire Crane also runs forwards and backwards by simple operation of buttons on remote unit. Packed 6 individual boxes per carton, shipping weight 22 lbs.

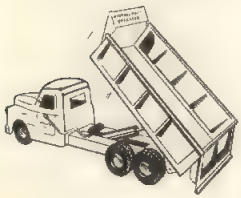
031 . . . . . List $9.95

STRUCTO DUMP TRUCK

Heavy-duty scale model. Body raises and unloads automatically. Hood raises revealing Fireball motor, 6 rubber wheels. Withstands rough handling. Size: length, 20 in.; width, 6¼ in.; height, 6¼ in. Packed 6 individual boxes per carton. Shipping weight, 30 lbs.

201 . . . . . List $2.98

STRUCTO HYDRAULIC-LIFT DUMP TRUCK



An outstanding development by Structo. Body raises and dumps load automatically by means of a real hydraulic cylinder. Dumping action is slow, permits load to be spread evenly. Liquid in hydraulic cylinder is non-toxic, will not stain. 10 rubber wheels. Hood raises revealing Fireball motor. Size: length, 20-7/8 in.; width, 7-7/8 in.; height, 6-7/8 in. Packed 6 individual boxes per carton. Shipping weight 43 lbs.

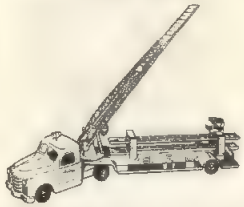
250 . . . . . List $5.95

STRUCTO READY-MIX CONCRETE TRUCK

Mixer is geared to axle. Rotates as truck moves and simulates mixing noise. Mixer has openings for loading and for discharging. Simulated water storage tank and "Diesel" motor. 10 rubber wheels. Chrome-plated hub caps. Packed 6 individual boxes per carton, shipping weight 56 lbs.

271 . . . . . List $7.95

STRUCTO HOOK AND LADDER TRUCK



A real fire truck value. Extension ladder extends to 34 in. at a maximum angle of 60° and swivels completely around. 2 auxiliary ladders included. Extension ladder raised by crank and extended by another crank. Movable tiller seat, 10 die-cast metal wheels. Rubber tires. Constructed of heavy-gauge steel and aluminum. A Structo "live-action" toy that's packed with play value. Size: length, 33¼ in.; width, 6¼ in.; height, 7 in. Packed 6 individual boxes per carton. Shipping weight, 60 lbs.

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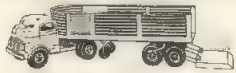
300 . . . . . List $2.98

STRUCTO TRAILER TRUCK



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705 . . . . . List $5.95

STRUCTO CATTLE TRAILER

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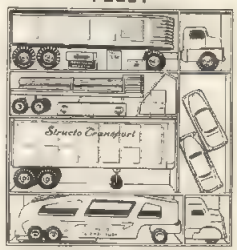
960 . . . . . List $3.98

STRUCTO COAST TO COAST FLEET



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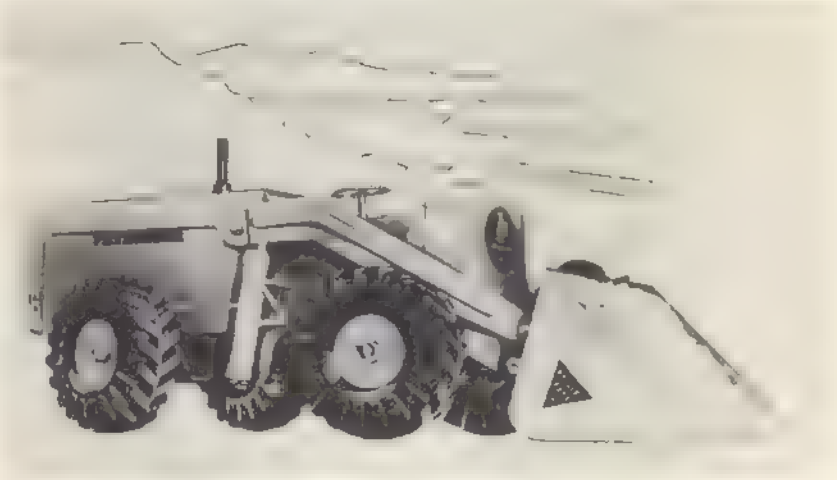
925 . . . . . List $10.95

NY-LINT

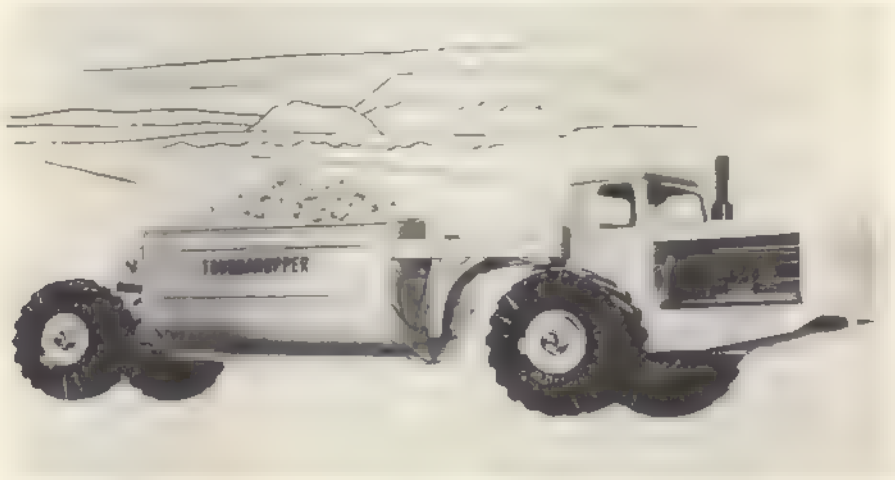
1600 HOUGH PAYLOADER



Another faithful scale model of a real machine, the famous Hough "Payloader". Ny-Lint *working model* is approved and authorized by the manufacturer, The Frank G. Hough Co., of Libertyville, Ill. The loaded bucket is raised to any height by a crank (see cover picture), then catch is tripped to dump load. Payloaders dig, load, and carry all types of materials; bulldoze, level, grade, or remove snow; hoist, push, or pull. Ny-Lint *working model* can handle anything that will fit the bucket size and lifting capacity, just like the real machine. Front wheels are steerable. Heavy gauge steel construction insures strength and long life. Electrostatically-*sprayed baked enamel* finish. Length 18", width 7", height 7-5/8". Individually packed in 200 lb. test corrugated cartons.

No. 1600 $10.00 Each

1500 TOURNAHOPPER



No. 1500 $9.00 Each

A faithful scale model of the real "Tournahopper" designed and manufactured by R. G. LeTourneau, Inc., of Peoria, Illinois. Ny-Lint model is approved and authorized by LeTourneau. Clamshell type dump gates slide aside across full width of bottom opening, so big hopper empties clean. Spring-loaded lever latch mechanism operates dump gates firmly and efficiently. Front power unit is double-pivoted to hopper, so Ny-Lint *working model* can snake and turn across rough ground just like the real big earth-movers. Made of heavy gauge steel for strength and durability. Electrostatically-*sprayed baked enamel* finish. Length 22-1/2", width 5-3/4", height 6-1/2". Individually packed in 200 lb. test corrugated cartons.

NY-LINT

NO. 1800 TRAVELOADER

Here is a *big* toy — nearly a yard long — with all the fascinating real-action that parents and youngsters look for when they buy! Like the famous Adams TraveLoader built by J. D. Adams Manufacturing Co., Ny-Lint's working true-scale model actually loads sand, gravel, or dirt from windrows or piles by conveyor belt into trucks or other dump areas. Sturdily designed, with welded 20-ga. steel construction, sprayed baked-enamel finish, and enormous 3-3/4" rubber tired wheels, this toy has been *improved* with new belts and other features. *Note: TRAVELOADER can load into TOURNAHOPPER or TOURNAROCKER, and may be carried on TOURNAHAULER. ROADGRADER may be used to form windrows.*

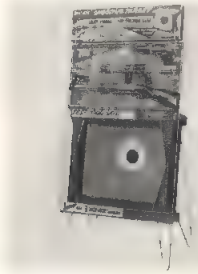
No. 1800 $16.00 Each

Size: 30" long, 8" wide, 10-1/8" high.
Packing: Individual 200-lb. test carton.

NO. 2400 ELECTRONIC CANNON

Here is *wonderful* action! Swivel the gun mount, raise or lower the barrel *by electronic pushbutton* to exactly the right elevation indicated on a dial, then load and . . . FIRE! Just a touch on the electronic firing button sends the HARMLESS, colorful, plastic, sponge-nosed missile instantly and swiftly on its way. Requires two Type D flashlight batteries (not furnished). Size 22½" long, 6½" wide, 16¾" high.

No. 2400 $16.00 Each



Wire rack displays entire Ack-Ack line

Ack-Ack, Inc., East Detroit, Mich., manufacturer of the repeater "Pump, Burp and Pistol" guns, has introduced an attractive wire rack to display the firm's complete line.

Custom plated, complete with a fine silk screen poster that explains the line, it makes a permanent display of the open target. Ready for quick demonstrations, it is said to save conversation and sales time.

According to Ack-Ack, Inc., it is the correct height for both children and adults to try their shooting skill right in the store.

The rack is supplied by jobbers on initial orders.

Two of the largest Woolworth stores will be using a cut down counter display style of this rack (primarily the target area) for demonstrations of the Ack-Ack line.

The target area alone is made of soft vinyl plastic, which catches and holds the balls. It is available to dealers as a retail item and may be obtained from jobbers.

Folding table tennis court

Easiest part of a table tennis game can be the setting up or storing of the portable, folding court, according to a new four-page brochure which outlines the features of the Sico Tuck-Away table.

Pictures of the table, closed and in playing position, are supplemented by explanatory material. For copies write Dept. KP, Sico Mfg. Co., 5215 Eden ave. S., Minneapolis 24.

NOW
A COMPLETE LINE OF CARRIAGE TRADE FAVORITES
IN ONE COMPACT UNIT
OAK'S SMD ASSORTMENT
24 Squeeze-Me TOYS
featuring 12 exclusive characters known to millions through records, movies, TV and comic books. Each in a gay, attractive gift box with transparent window and all shipped in one 6-lb. carton.
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No. 5MD
Squeeze-Me TOYS
ASSORTMENT
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1.00 each
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© HILL AND RANGE
© THE BORDEN CO
© ROBERT L. MAY
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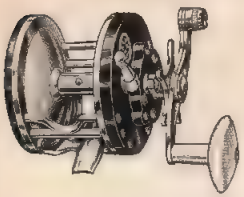
for a fast-selling toy line at a small initial investment
ORDER DEAL SMD TODAY!
MANY OUTSTANDING FEATURES FOR BABY
• Whistles softly when squeezed
• All rubber, even the whistle
• Soft and smooth, no seams
• Whistle won't come out
• Colors will not wash off
• No rubber odor or taste
THE OAK RUBBER COMPANY
226 SYCAMORE ST., RAVENNA, OHIO

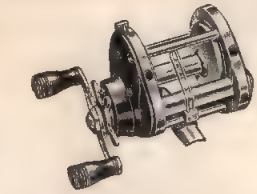
Heavy Duty Reels & Lines



OCEAN CITY'S "BAY CITY" REEL

The most popular star drag reel ever built for general salt water use or for deep trolling in fresh water. It has strong, smooth gears, self-lubricating bearings, heavily chrome plated spool and metal reinforced bakelite side plates. Saddle thumb bar and torpedo handle equipped with self-locking wrench. Automatic free spool lever. **Gear ratio: 2¼ to 1.** Pillar length 1⅞", weight 20 oz., line capacity 250 yards of number 9 or 27 lb. test.

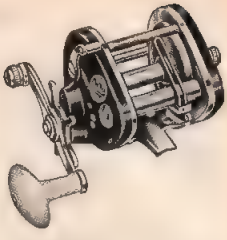
2R56-644—Ship. wt. 4 lbs.....RETAIL **$10.95**



OCEAN CITY "TOPSAIL GENERAL"

All purpose level wind reel. Strong chrome plated spool metal reinforced side plates, star drag, synchromesh gears, self lubricating bearings, removable line guide and worm. Handle control lever, located on top edge of right side plate disengages dog, permitting handle to reverse when casting or trolling (Not free spool). Plastic double handle knobs. Has new reel stand designed to fit both fresh and salt water rods. Pillar length 1⅞½", weight 12½ oz., line capacity 100 yards No. 9 or 27 lb. test line. **Gear ratio 3.85 to 1.**

2R57-705 Ship. wt. 4 lbs.....RETAIL **$12.00**



OCEAN CITY "TOPSAIL"

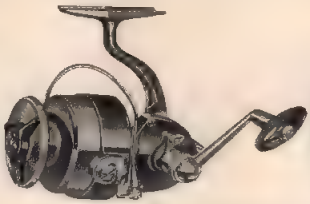
New large capacity level wind reel for general all around fishing. Offers anti backlash casting control, star drag, synchromesh gears. Removable line guide and worm, two extra pawls. Chrome plated spool. Salt water reel seat. **Gear ratio: 3 to 1.** Free spool, torpedo handle equipped with self-locking wrench. Pillar length 1⅞½", weight 17.8 oz., capacity 200 yards No. 9 or 27 lb. test [illegible]

2R58-820 -Ship. wt. 4 lbs.... ..RETAIL **$13.95**

SALT WATER MITCHELL REEL

High quality reel featuring: Planomatic gears that combine the advantages of cross and level wind. [illegible] maintenance with large lubrication and gear [illegible] port. No backlash, long casts with [illegible] tained [illegible]. Smooth wide-span drag adjustment 4 lb. to 70-lb. tests. Larger line capacity. Rapid spool change. Positive full ball Pickup with non-wearing Duralon line guide. Torpedo shaped folding screw-locked handle on right-hand reel shaft. Contoured reel foot for perfect grip . . . Corrosion-resistant baked-on finish. Ship. wt. 3 lbs.

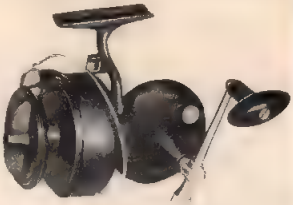
2R105-2205 ....RETAIL **$37.50**



NEW PFLUEGER "SEA STAR" REEL

Newest and finest reel for salt water spinning and fresh water trolling. Die-cast aluminum frame, spool of solid aluminum, easily changed in seconds. Frame and carrier have baked on satin black finish, spool dark red. Stainless steel bail, line roller, bail holder and trip lever. Drag has extra smooth, slow take-up, adjustable. Gear housing encases long, stainless steel spool shaft—no spool wobble. Large ring gear precision cut from solid brass, stainless steel spool pinion. Gear ratio ¾ to 1 retrieve rate 20" per crank revolution. Fishable line capacity 250 yds. of #10 monofilament. **Reel weight 16 oz.** Ship. wt. 3 lbs.

2R104-1761 .....RETAIL **$29.95**



AIREX "BEACHCOMBER" SPINNING REEL. Ideally suited for salt water or heavy duty fresh water fishing. Full stainless steel bail with roller pickup. Nylon roller cam on stem actuates bail. Anti-corrosive construction. Patented internal expansion brake. Fingertip anti-reverse control. Large torpedo handle reverses for compact carrying. **Fast 3.86 to 1 ratio convex laced gears with life-time guarantee. Weight 14 ozs.** Line capacity 270 yds. 12 lb. test line. Ship. wt. 2 lbs.

2R46-1617. ....RETAIL **$27.50**

Extra Spool for above reel.

3R15-147..... .....RETAIL **$2.50**

TOP BRAND HEAVY DUTY LINES

Airex Heavy Duty Spinning Line. A light salt water or heavy tackle fresh water line. Small diameter for use on any heavy duty or salt water spinning reel. "AirFlite" Braided Tan Nylon line. Six 75 yd. spools connected in display box. **NO LESS THAN BOX QUANTITIES SOLD.**

3R22 720—12 lb. test.....RETAIL. BOX **$12.00**

3R23-774—15 lb. test.....RETAIL. BOX **$12.90**

3R24-828—18 lb. test.....RETAIL. BOX **$13.80**

"Air-X" Monofilament. See Green Line. Six 75 yd. spools connected in display box. **NO LESS THAN BOX QUANTITES SOLD.**

3R25-630—10 lb. test.....RETAIL. BOX **$10.50**

3R26-684 12 lb. test.....RETAIL. BOX **$11.40**

3R27-720—15 lb. test.....RETAIL. BOX **$12.00**

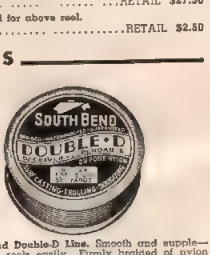
Shakespeare Squidding Line. For fresh or salt water surf casting (squidding), trolling and bottom fishing. 'Pre-stretched' by a special Shakespeare heat treating process that removes about ⅓ of the normal stretch—with just enough "give" to prevent snapped lines—but enough stubbornness to allow setting a hook firmly. Will not rot, mildew or become waterlogged. Specially suited for Muskie, Big Northerns and Catfish. Packed six 50 yd. spools connected in box. **NO LESS THAN BOX QUANTITIES SOLD.**

3R28-450—18 lb. test.... RETAIL BOX **$7.50**

3R29-486 24 lb. test.....RETAIL. BOX **$8.40**

3R30-540—36 lb. test.....RETAIL. BOX **$9.60**

3R31-612—45 lb. test.. . RETAIL. BOX **$10.80**



South Bend Double-D Line. Smooth and supple—casts and reels easily. Firmly braided of nylon for superior wearing qualities and to resist water penetration. Objectionable stretch is removed from the line and the diameter is at the same time materially reduced. The small amount of "stretch" purposely left serves as a safety factor against breakage while hooking and playing large fish but does NOT interfere with effective hooking of the quarry. Effectively camouflaged for lowest visibility in the water and scientifically waterproofed. Small diameter permits maximum yardage on all reels. Six spools connected in box. **NO LESS THAN BOX QUANTITIES SOLD.**

3R54-442—18 lb. test.....RETAIL. BOX **$7.50**

3R55-478—24 lb. test.....RETAIL. BOX **$8.40**

3R56-528 -36 lb. test.....RETAIL. BOX **$9.60**

3R57-612—45 lb. test.....RETAIL. BOX **$10.80**

3R58-870—54 lb. test.....RETAIL. BOX **$12.60**

Let's Go!
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Emancipator
sports cruiser
Here's the cruiser you've been looking for. It's sleek, fast, and powerful, comfortable but versatile. Compare this cruiser with any other in its price range. You'll find that the Emancipator has no equal.
Write today for additional information and complete specifications.
Olsen Montgomery Yacht Corp.
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Olympia
YACHTS

MORE FOR YOUR MONEY
MORE FOR YOUR PLEASURE

Step aboard and you, too, will discover why more and more families are *Going Olympia*. All Mahogany and built to the highest standards, Olympias are skillfully designed for thrilling performance beyond compare — styled for roomy comfort and beauty. There's an Olympia for every purpose: Prams, outboard Runabouts, cabin cruisers and skiffs for inboard and outboard power. Every model offers *more* for your money, *more* for your pleasure. See them now at your Olympia Dealer.

EXPORT: Direct shipments to all ports of the world. Export price list available on request.

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A GREAT NEW MARINE

with a "million-mile heritage"

a brand-new concept of marine engine performance . . . the 214 hp . . .

Sea Mustang..

Pound for pound, this great new all-marine engine delivers more "working horsepower" . . . more satin-smooth drive and more real economy than any engine anywhere near its power class!

Utilizing the combined engineering resources of the famed White Motor Company and Visioneering Company, Inc. . . . the Sea Mustang is a completely, authentically engineered sea-going power plant . . . designed and precision built to do just one job . . . better than it's ever been done before!

Check these features! Hydraulic valve lifters . . . a sensational new intake manifolding . . . counterbalanced 7-bearing crankshaft with huge mains . . . burns regular gasoline . . simple, uncluttered design . . . and the Sea Mustang does not need the services of factory-trained personnel to be kept in top condition. Service parts are in stock at any of the hundreds of White Motor Company branches and dealers.

VISIONEERING COMPANY, INC.

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SARASOTA, FLORIDA

Olympia YACHTS

MORE FOR YOUR MONEY
MORE FOR YOUR PLEASURE

Step aboard and you, too, will discover why more and more families are *Going Olympia*. All Mahogany and built to the highest standards, Olympias are skillfully designed for thrilling performance beyond compare — styled for roomy comfort and beauty. There's an Olympia for every purpose: Prams, outboard Runabouts, cabin cruisers and skiffs for inboard and outboard power. Every model offers *more* for your money, *more* for your pleasure. See them now at your Olympia Dealer.

EXPORT: Direct shipments to all ports of the world. Export price list available on request.

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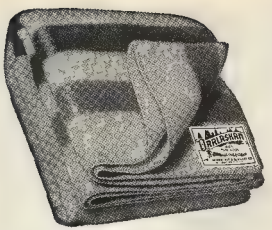
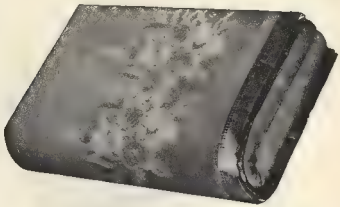
BLANKETS and QUILTS



ORRLASKAN DELUXE BLANKET

A most luxurious blanket made of 100% pure wool. All White blanket with three beautiful colored stripes of Red, Yellow and Dark Blue. This deluxe blanket weighs only 4 pounds, providing maximum warmth with a minimum of weight. Neatly whipped ends. **Size: 72x90".** Attractively gift boxed. Ship. wt. 8 lbs.

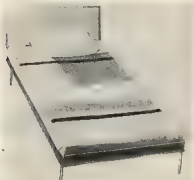
94T167-1375.....RETAIL **$19.95**



LIBBEY COLOR COVER BLANKET

A decorative and highly serviceable blanket made of 55% rayon, 25% wool, and 20% cotton. Lovely floral design border on solid color. Choice of colors: Rose, Cedar, Red, Blue or Green. **Size: 72x84". Specify color.** Ship. wt. 5 lbs.

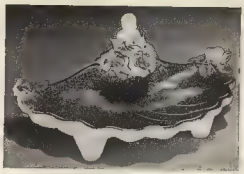
94T146-485.....RETAIL **$8.50**



CHATHAM BLANKETS

Famous "Perry FORECAST" for young moderns. Outstanding in dynamic design and brilliant color. Warmly woven of blended rayon and cotton with attractive strong whipstitched bindings. **72x90" utility size for double or single beds. 4 color combinations:** Orangeade with Lemon, Raspberry with Watermelon, Blueberry with Strawberry or Cucumber with Lime. Guaranteed against moth damage. **Specify colors.**

94T177-795.....RETAIL **$10.60**



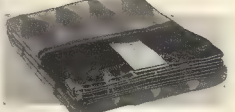
IMPORTED CANDY DISH FREE!

With Order Amounting to $50.00

This beautiful pottery candy dish is an Italian import. Shell shape on three small feet. Cupid perched in center of dish surrounded by a cluster of seven raised flowers and green leaves. Pink and Yellow raised roses with gold outline. 5¾" long, 3¾" wide. Dish in Brown, Pink or Green with Gold stripping and Gold edging. **We will be pleased** to enclose one of the above described DISHES FREE with your first order from this our 45th Anniversary Catalog consisting of Soft Goods such as Blankets, Comforters, Pillows, Towels, Rubber Pillows, Bedspreads, etc. (Sheets, pillow cases and boxed merchandise not included.) so that candy dish reaches you securely packed. Should your order amount to $50.00 or more, we will include 3 dishes, each a different color.

THIS OFFER EXPIRES NOVEMBER 15, 1955

FREE!
WITH SOFT GOODS ORDERS



"LADY STEPHAN'S" REVERSIBLE BLANKET

Attractive jacquard design in choice of Grey, Turquoise or Blue reverses in color combination when blanket is turned over. Made with colorfast washable blended cotton, nylon and rayon. Luxuriously soft acetate satin binding. Guaranteed against moth damage. Popular 72x84" size.

94T178-410.....RETAIL **$5.50**

SHARON ROSE PATTERN SUMMER QUILT

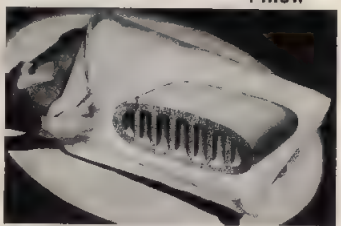
TROUSSEAU PATTERN SUMMER QUILT

Two lovely patterns in summer quilts with ruffle all around. High gloss cotton that looks like Chintz with quilting in small, 1½" squares. Made with lock stitch that cannot unravel. Ruffle retains its puffiness. Cut size: **80x84".** Guaranteed fast color, vat dye, in choice of Gold, Green, Blue, or Rose. Cello packed. Ship. wt. 7 lbs.

98T36-815—Sharon Rose pattern. **Specify color.**..RET. **$10.95**

98T37-815—Trousseau pattern. **Specify color.**...RET. **$10.95**

NATIONALLY KNOWN GOODYEAR Foam Rubber Pillow



100% natural Latex Foam pillows—Airfoam made by Goodyear. These shapes provide the relaxing comfort of lolling on a billowy cloud as they adapt to find the ideal position for any person. **Cells are interconnecting so that fresh air circulates with every movement. No airing needed. Mothproof and mildewproof.** Both pillow and covering are easily washable. No shedding ever. Will not break down and become lumpy. Keep their shape all through the years—never need fluffing. Ideal for propping comfort. **Covered with highest quality zipper ticking. Cello Packed.** Ship. wt 8 lbs.

400M27-525 . . . . . RETAIL **$7.95**

Charming covers for blankets, quilts, or comforters. (At left). Plaza Crepe cover with ruffle. Has convenient zipper closing, reinforced seams. Easy to launder—needs no ironing. Dainty flowers on shades of White or Yellow background. Packaged in plastic bag. Size of unit is 6 inches square (shown above center.) **Size: 72x84"**

401M40-595—Full Size . . . . . RETAIL **$7.95**

(At right) 80 Square Percale cover of finest quality. Guaranteed fast colors. Neatly bound with bias tape. Has zipper closing—reinforced seams. **Choice of colors:** Pink, Blue, Yellow, Green or Lavender. In plastic bag. **Available in Full or Twin size. Specify color.**

401M35 435 Twin Size . . . . . RETAIL **$5.80**

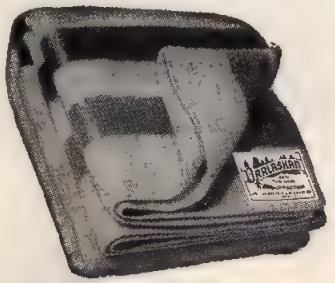
401M36 435 Full Size . . . . . RETAIL **$5.80**

DAYTON KOOLFOAM PILLOW

Finest foam latex pillow . . . . . **Unequaled** for unbelievable smoothness and softness **100% pure foam latex!** Contains millions of tiny air cells that assure the utmost comfort, deep, refreshing sleep. **Dust-proof, moth-proof, and mildew-proof. Cool and sanitary.** Ideal for allergy sufferers. Conforms to every changing position of the head and shoulders. Always keeps its shape. Both pillow and cover are washable. **Zippered, Sanforized percale cover.** Ship. wt 6 lbs.

400M33-895—DeLuxe. . . . . . RETAIL **$11.95**

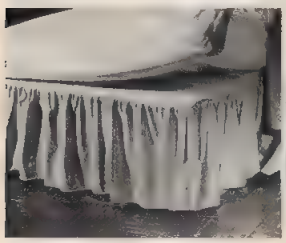
400M32-595—Dayton Premium . . . . . RETAIL **$7.95**



ORRLASKAN DELUXE BLANKET

A most luxurious blanket made of 100% pure wool. All White blanket with three beautiful colored stripes of Red, Yellow and Dark Blue. This deluxe blanket weighs only 4 pounds providing maximum warmth with a minimum of weight. Neatly whipped ends. **Size: 72x90".** Attractively gift boxed. Ship. wt 8 lbs.

42M167 1375. . . . . . RETAIL **$18.35**

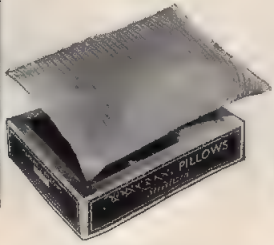


SHIRRED DUST RUFFLES

Top quality 80-square, fast color percale. Made to pair up with plain or elaborate coverlets or quilts for an attractive decorator style ensemble. Full flounced dust ruffles shirred on white muslin that fits over the springs. **Stays in place at night when coverlet is removed.** Sanforized for lasting fit. Full and twin sizes. **Colors:** White, Green, Rose, Yellow, or Brown.

401M49F-395—Full Size . . . . . RETAIL **$5.25**

401M48T-395—Twin Size . . . . . RETAIL **$5.25**



ALL DOWN BED PILLOWS

Long wearing pillows with Blue and White striped 8-ounce ACA ticking. Filled with all new pure White Duck Down. Corded edge. **Size: 20x26".**

400M31-1525. . . . . RETAIL, PAIR **$18.00**

FOAM RUBBER MATTRESS PAD

Slumber mattress pad of the famous Dayton Koolfoam rubber. 100% pure deluxe foam latex for extra sleeping luxury—extra precaution. Sanitary washable, and non-allergic. ½" thick. Fabric backed for long wear. Tear proof. **Available in full or twin size.**

401M34-725 Ful. Size . . . . . RETAIL **$9.95**

401M33-565—Twin Size . . . . . RETAIL **$7.95**

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WORTH MORE when you BUY
WORTH MORE when you SELL
OWENS YACHT CO., INC., BALTIMORE 22, MD.

If you haven't heard about her... you will!

Meet "Missy"

Advance reaction to this cute little number borders on the "fantastic". You'll see why, when you see "Missy" and her 18 gorgeous outfits.

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New York, N. Y.

200 Fifth Avenue, Room 451

PALOMINO PAL

- Authentic Looking Western Saddle
- Handsome "Palomino" Coloring
- Sturdy Hardwood Frame

Full bodied reproduction of a galloping Palomino rocks and bounces with a spirited magic spring action ... lots of exciting, realistic fun for the Jr. cowboy. Full molded body is made of extra tough plastic that won't chip, peel or scuff even under the "rough est riding". Saddle is a genuine detailed plastic replica of a real hand tooled western saddle. Horse is mounted on a sturdy hard wood natural finish frame. 4 long life steel springs support horse and provide exciting bouncing effect. Palomino body is airbrushed in authentic looking gold and brown. Length 34", height 21"

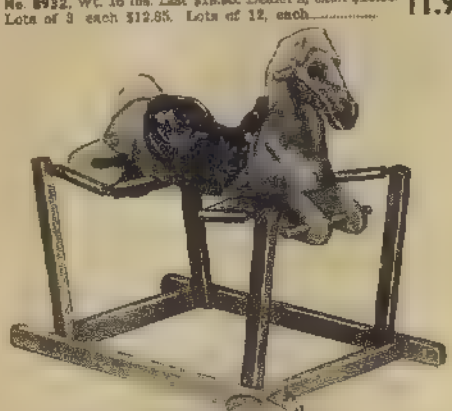
No. 8932. Wt. 16 lbs. List $18.95. Dealer's, each $13.30. Lots of 3 each $12.85. Lots of 12, each **11.97**

DELUXE PALOMINO PAL on Deluxe Chrome Stand

- Rugged Magic Action
- Lifelike True Palomino Color

Here's the perfect thing for those long hard gallops across the nursery floor. The lifelike palomino is mounted on resilient steel springs that provide the "bouncy" motion Jr. cowboys find so exciting. Full molded body of extra strong tenite plastic that will withstand all sort of "rough riding" without cracking, peeling, chipping or shattering. Plastic is completely washable, too. Plastic saddle is a highly detailed reproduction of an authentic hand tooled western saddle. Stand is made of heavy gauge metal richly chrome plated ... won't crack, bend or crack. Horse is airbrushed in real palomino colors. Length 34", height 21" Wt. 13 lbs.

No. 8931. List $24.95. Dealer's, each $16.63. Lots of 3 each $15.80. Lots of 12 each **14.97**



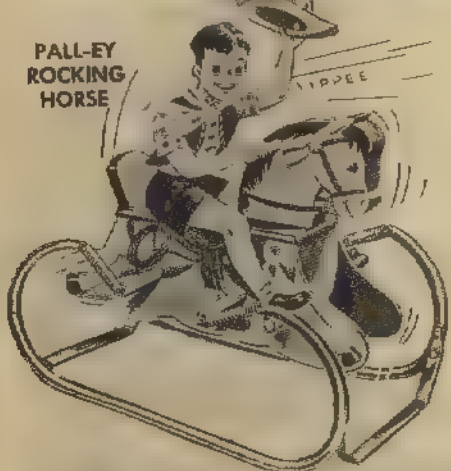
PALOMINO PAL PONY

- Lustrous, Realistic Palomino Colored Finish
- Made of Extra Strong Plastic — Won't Crack or Peel
- Heavy Hardwood Oak Frame with Natural Finish
- Beautifully Moulded Authentic Looking Plastic Saddle

Here's just the thing for every cowhand from 1 to 8. Exciting Palomino Pal bounces and gallops just like a real "horsey" yet it's perfectly safe for even the smallest tyke. Frame is made of hard oak. Half bodied horse is tough plastic that won't crack or peel ... washable, too. Heavy duty springs hold horse firmly. Length 33", height 19". Weight, 15 lbs.

No. 8930. List $14.95. Dealer's, each $9.97. Lots of 3, each. **9.28**

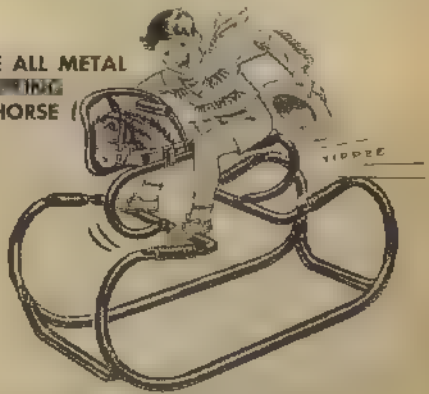
PALL-EY ROCKING HORSE



There's plenty of ride-em-cowboy action in this lively mount. It's a brilliantly colored wooden horse suspended on sturdy springs mounted on tubular steel frame. Special construction assures non-tip rocking action. Wide saddle seat. Side screened in 4 colors. Frame is 45" long. Horse is 29" high. Shipping weight 25 lbs.

No. 8906. List $9.95. Dlrs.' each $9.30. Lots of 3, each $8.50. Lots of 6 each **7.99**

DELUXE ALL METAL RIDE HORSE



- All Heavy Gauge Steel Construction Throughout
- Horses Head in 4 Beautiful Natural Colors
- Super Strong, Safe Spring Mounting

This large, all-steel spring horse has non-tilt safety design. Shaped steel horse's head in natural 4 colors. Made with heavy gauge, lifetime action springs mounted on rugged 1" tubular steel frame. Non-tipping safety floor bumpers. Bright deluxe "auto hard" enamel finish. Unbreakable, all steel construction. 34" long, 27" high, 17" wide. Wt. 20 lbs.

No. 8911. List $8.95. Dlrs.' each $5.45. Lots of 3, each $5.00. Lots of 6, each **4.69**

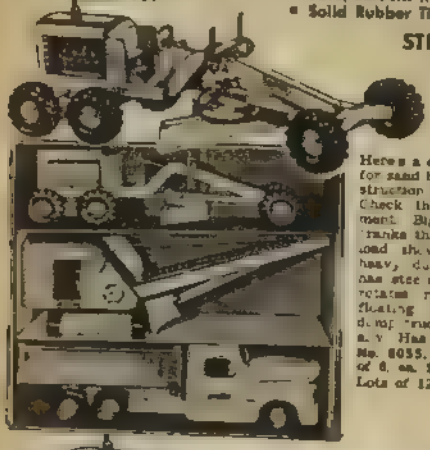
STRUCTO LIVE ACTION PULL TOYS

Structo means the finest in superior toy construction. Every piece durably made of heavy-gauge steel, spot welded for added strength. Finished in beautiful baked enamels. And they're the last word in action packed, thrilling toys. Each one an accurately detailed model of their real-life counterparts.

- Safe, Smooth Rolled Edges — Shielded Moving Parts
- Solid Rubber Tires — Realistic Truck Treads

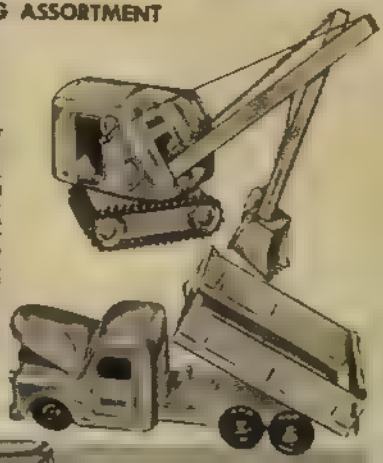
STRUCTO ROAD BUILDING ASSORTMENT

Set includes all 3 Road Grader, Steam Shovel and Dump Truck



Here's a delightful set that's perfect either for sand box engineering or those big construction jobs on the living room floor. Check this exciting, built-to-scale equipment. Big steam shovel has two hand cranks that raise and lower boom and unload shovel. Revolving cab mounted on heavy, duty tractor treads. Road grader has steel nose front wheels. Scraper blade rotates, raises, lowers and tilts. Rubber, floating tandem rear wheels. Realistic dump truck raises and unloads automatically. Has 6 treaded rubber wheels.

No. 8035. Last $5.98. Dlr's. ea. $4.75. Lots of 6, ea. $4.20. Lots of 12, ea. **5.81**



Road Grader

An action-packed road grader that will keep the junior engineer busy for hours. Has front wheels that actually steer. Big scraper blade raises, rotates, lowers and tilts. 6 heavy duty tractor treaded rubber wheels. Rear axle floating tandem rear wheels with real truck tire treads. Orange color. 18"x7"x7½".

No. 8407. Ship. Wt. 5 lbs. List $2.98. Dlr's. ea. $2.10. 6 lots, ea. $1.90. 12 lots, ea. ... **1.78**

Truck and Steam Shovel

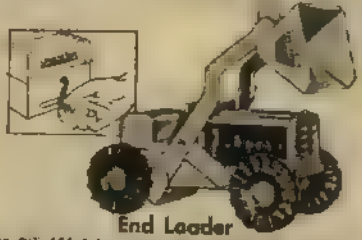
Steam shovel mounted on machinery truck. Crank operated winch lowers entire steam shovel off truck and back. Orange Steam Shovel has two cranks that move boom up and down and empty shovel. Truck Hood raises to reveal engine. Has 6 rubber wheels with tractor treads. 21½"x8¾"x8¾".

No. 8043. Also List $8.95. Dlr's. ea. $4.90. 6 lots, ea. $4.28. 12 lots, ea. **4.01**

Scraper

An authentic, scale model Road Scraper. Crank operates mechanism for loading, dumping and spreading load. Screw raises or lowers blade. Coupler connects scraper to tractor. Red colored realistic Diesel motor. Deep tread rubber tires.

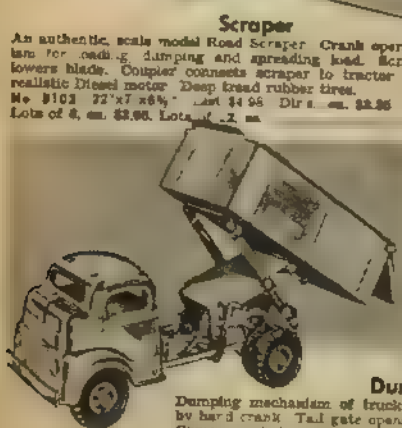
No. 8103. 22"x7"x8¾". List $4.98. Dlr's. ea. $2.95. Lots of 6, ea. $2.60. Lots of 12, ea. **2.88**



End Loader

Bucket raises full 10¾" by screw type crank. Trip lever for unloading and latching bucket. Load held in any position. End loader has treaded heavy duty rubber tires and realistic diesel motor. Orange baked enamel finish. 15¾"x6¾"x6¾".

No. 8105. List $3.98. Dlr's. ea. $2.70. 6 lots, ea. $2.45. 12 lots, ea. **2.29**



Both of these true-to-life scale model dump trucks have heavy gauge steel construction, authentic looking treaded rubber tires, and the realistic design that today's children expect in toys.

High Lift Dump Truck

Dumping mechanism of truck is operated by hand crank. Tail gate opens and closes. Chrome plated sun shade cab and die cast metal chassis. 6 metal wheels with rubber tires. 24"x5¾"x5".

No. 8054. List $3.98. Dlr's. ea. $2.85. 6, ea. $2.45. 12, ea. **2.28**

Hydraulic Lift Dump Truck

A dump truck that actually works Hydraulically! Dump box is raised and dumps load automatically, by a hydraulic cylinder just like on a real truck. Liquid is non-toxic and will not stain. Slow dump action for even spreading. Hood raises to reveal "Fireball" motor. With 10 rubber wheels. 20⅞"x7⅞"x6¼".

No. 8057. List $5.95. Dlr's. ea. $4.90. 6 lots, ea. $3.85. 12 lots, ea. ... **3.43**

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Paris
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DOLL CORP.
200 FIFTH AVE., ROOM 1457, NEW YORK 10, N. Y.

Fred Gardel • Abe Schack • Mel Seeger • Don DaCosta • Harry Ichiyasu

As exciting as the magic moment when houselights dim and the curtain is going up! This enchanting, nationally advertised ballerina doll will dance her way into the heart of any little girl audience . . . So graceful and supple is she that she duplicates effortlessly all the classic movements of a great premiere danseuse!

"NADIA"—THE BALLERINA DOLL, 20". Because of her jointed knees and ankles, she kicks high . . . does the splits . . . or assumes any other of the traditional ballet postures. Her pretty figure is of tough plastic . . . her adorable little head of soft vinyl with Saran hair that's firmly rooted for washing, curling, combing or even setting. And as befits a Queen of the dancing world, Nadia's shining locks are arranged in a chic, high-style coiffure. Her ruffed skirt is of net nylon—topped by glittering gold lame to make the most delightfully attractive costume a doll can wear! When Nadia takes a little girl's hand to promenade beside her mistress, she turns her head from side to side as they stroll to make sure that everyone is admiring her 20" height of beauty. Lovely Nadia!

426N20-P865 . . . . . .Retail **$12.95**

Orange blossoms and strains of Lohengrin . . . down the aisle advances the center of attraction . . . Here Comes the Bride!

"JUNE"—THE LOVELIEST WALKING DOLL OF THE YEAR! 15". Costumed in the softly magnificent splendor of shining satin and ruffled lace . . . June turns her head from side to side as she takes a walk with her new mother and favorite playmate. She closes her big eyes, too, when it's sleepy time . . . and her hair is glistening Saran, individually rooted in a soft vinyl plastic head. Her locks may be washed, curled, combed or set. The 15" body is of tough, almost indestructible plastic. June will give some long-in-the-future bride the happiest day of her life as soon as that lucky little girl sets eyes on her!

426N15-P465 . . . . . Retail **$6.95**

Almost as cute as the little girl who'll be her constant companion!

"MARGIE"—THE FRIENDLY, CUDDLY BABY DOLL, 18". Wonderfully soft and warm . . . Margie is fashioned of soft latex that has almost the texture of a baby's skin! Her gleaming hair is of Saran with each individual lock firmly rooted so that a little girl may style it to her taste—wash, comb, curl or set the smart coiffure. 18" high and with "sleeping eyes" that really close. Why, Margie is so lifelike she even talks —in a soft, baby-voice "coo," that is. Her jumper dress is of white-dotted Navy Blue taffeta to emphasize the crisp charm of a full-sleeved white bodice, trimmed with ruffled lace.

426N18-P395 . . . . .Retail **$5.95**

Big as a real girl . . . this beautiful jointed walking doll. Two or three feet tall in durable plastic with a soft vinyl head, Saran hair, moving eyes.

Her knees bend — she can sit, walk, kneel and pray!

"PEGGY"—AN ALMOST LIVING DOLL, 25"! Dressed in gaily striped taffeta . . . and fashioned so carefully you almost expect to hear her talk! Peg's silken locks are of glossy Saran—with fine individual roots that permit washing, combing, curling or setting. Magnificently life-like features and head of soft vinyl with a peaches and cream complexion that would be the envy of many a schoolgirl! Fully-jointed knees.
426N25-P865 ..... Retail **$12.95**

"PEGGY," 33", THE LARGEST JOINTED WALKING DOLL IN THE WORLD.
426N32-P1195 ..... Retail **$17.95**

drinks . . . wets . . . takes almost any position that a baby can!

"LINDA" — ABOUT 14", A DREAM BABY OF A DOLL! "Linda" drinks—wets—has a pony-tail hairdo of smooth saran, individually rooted, and the prettiest, biggest baby blue eyes! Her body is of vinyl—as are the jointed legs and arms. She'll come into your life diapered but with the most complete layette you've ever imagined! Her wardrobe includes a dainty organdy and ruffled lace trimmed dress, flannel ribbon trimmed nightie, a real baby shirt, knit booties, baby towel, washcloth, powder puffs, pins, baby shoes and socks, mirror, comb, nursing bottle, soap . . . and just about everything!
426N14-P525 .....Retail **$7.95**

"PLAYTIME" WALKING DOLL—19". Turns her vinyl head from side to side as she walks—closes eyes. Individually rooted Saran hair. Plastic body. Big wardrobe trunk crammed with everything from a formal to a frolic! Tailored coat, Toreador pants—rayon blouse, ninon nightie, extra shoes-socks, handbag, striped washable frock, sun glasses and printed sun dress. There's a stole for when it's chilly and a taffeta and net formal
426N19-P995 . Ret. **$14.95**

"PLAYTIME," 15" WALKING DOLL. As above. Trunk contains nightie, coat, Toreador pants, blouse, extra shoes, socks, street dress, handbag.
426N150-P730 . Ret. **$10.95**

Here's a doll that's ready to go places!

As exciting as the magic moment when houselights dim and the curtain is going up! This enchanting, nationally advertised ballerina doll will dance her way into the heart of any little girl audience . . . So graceful and supple is she that she duplicates effortlessly all the classic movements of a great premiere danseuse!

"NADIA"—THE BALLERINA DOLL, 20". Because of her jointed knees and ankles, she kicks high . . . does the splits . . . or assumes any other of the traditional ballet postures. Her pretty figure is of tough plastic . . . her adorable little head of soft vinyl with Saran hair that's firmly rooted for washing, curling, combing or even setting. And as befits a Queen of the dancing world, Nadia's shining locks are arranged in a chic, high-style coiffure. Her ruffed skirt is of net nylon—topped by glittering gold lame to make the most delightfully attractive costume a doll can wear! When Nadia takes a little girl's hand to promenade beside her mistress, she turns her head from side to side as they stroll to make sure that everyone is admiring her 20" height of beauty. Lovely Nadia!

426N20-P865 . . . . . .Retail **$12.95**

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Her knees bend — she can sit, walk, kneel and pray!

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426N25-P865 ..... Retail **$12.95**

"PEGGY," 33", THE LARGEST JOINTED WALKING DOLL IN THE WORLD.
426N32-P1195 ..... Retail **$17.95**

drinks . . . wets . . . takes almost any position that a baby can!

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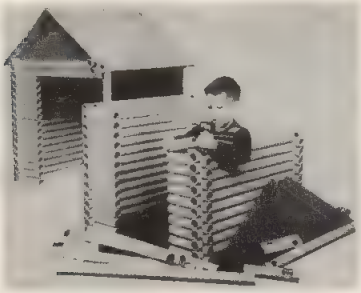
426N14-P525 .....Retail **$7.95**

"PLAYTIME" WALKING DOLL—19". Turns her vinyl head from side to side as she walks—closes eyes. Individually rooted Saran hair. Plastic body. Big wardrobe trunk crammed with everything from a formal to a frolic! Tailored coat, Toreador pants—rayon blouse, ninon nightie, extra shoes-socks, handbag, striped washable frock, sun glasses and printed sun dress. There's a stole for when it's chilly and a taffeta and net formal
426N19-P995 . Ret. **$14.95**

"PLAYTIME," 15" WALKING DOLL. As above. Trunk contains nightie, coat, Toreador pants, blouse, extra shoes, socks, street dress, handbag.
426N150-P730 . Ret. **$10.95**

Here's a doll that's ready to go places!

Poynter Creations Bringing Out New Giant-Size Building Toy



A new, patented giant-size building toy "Giant Play Logs," will be introduced at the Toy Fair by Poynter Creations, Inc., 7 Arcadia, Cincinnati

The toy consists of a kit of 82 giant size logs and other construction pieces that will build "life-size" (46"x36"x36") log cabins, stockades and other frontier buildings The brightly colored logs feature a new patented interlocking device, "so simple that a child of three can assemble the buildings" The logs are made of strong fiberboard and will easily it is claimed, support the weight of any child

According to the manufacturer, Giant Play Logs meet any basic requirements of child development and appeal to parents and educators as well as to children from three to eight. The item is also claimed to be a "traffic stopper" for store and window displays, frontier exhibits, and so forth

The national sales representative is Al Moritz, Room 400, 1107 Broadway, New York City.

The New Kadet 30 TraineRifle Introduced by Parris Mfg. Co.

Newest item in the famous Parris line of TraineRifles is the Kadet 30

Forty and a quarter inches overall, the Kadet 30 is a realistic reproduction of the Army Springfield. It comes equipped with a rubber bayonet, metal butt plate, stacking swivel, new leather sling, and a 28-page Kadets of America handbook that includes instructions on military drill, the manual of arms, marksmanship, etc.

The same basic rifle will also be available as the Kadet 23, identical in every way to the 30 except that it has a web sling instead of leather. The "30" will retail for approximately $4.98, the "23" for $3.98 Both rifles have been authorized as official equipment for the Kadets of America program.

It is also announced that new metal "telescopic" sight is offered this year as an optional item on the cork-shooting 2-A and M-1 TraineRifles. Both these rifles have proven to be reliable sellers in all toy departments, and the new scope will add even more sales appeal. The sight is all-metal and made to withstand hard use. It will increase the retail price of the rifles only about 30c.

MARGON CORPORATION ANNOUNCES MOVING EYES FOR SMALL DOLLS

The Margon Corporation is pleased to announce, says Herman Blume, vice-president and general manager of that company, that after many months of experimentation and development, it now has available moving eyes for vinyl 8" and 10" miniature dolls. These new eye sizes fill a long-felt want on the part of this segment of the doll industry, Mr. Blume noted

The sale of miniature dolls has boomed by leaps and bounds during the past few

Herman Blume

years and doll buyers, Mr. Blume advises, have been demanding a change from the standard, conventional miniature type doll.

These new developments in dolls' eyes represent another step forward, during the 40 years' existence of this corporation, in its policy of moving ahead with the industry and providing it with new items as occasion demands.

LITTLE DEB HAIR DRYER FROM NORTHWESTERN PRODS.

A top favorite with the "doll se" according to Northwestern Products Company, 2721 Spruce Street, St. Louis, is the company's new Little Deb Hair Dryer

Looking and acting like "the real thing," the Little Deb has a sturdy plastic motor and blades to provide the air The body

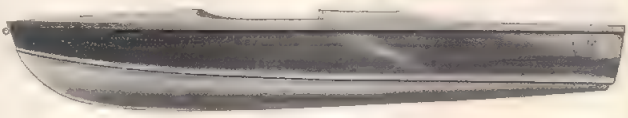
of lithographed metal with a stackable metal base

Retailing for $1.49, the dryer, #212 in the Northwestern line, is packed in a satchel-type carrying case A dozen Little Deb Hair Dryers come to a shipper, weighing nine pounds. Immediate delivery is promised

PARTEE
CEDAR STRIP
BOATS
Superior in
SPEED
BEAUTY
PERFORMANCE

Built with the same painstaking care and attention to detail as big luxury cruisers. SOLID OAK FRAME—All ribs, keel, gunwales, seat risers, knees, stem, motor board, cleats, stringers and spray rails made of tough, solid appalachian oak. FIBERGLAS BOTTOMS—All Partee Clipper boats are covered from spray rail to spray rail with fiberglas. This protective coating over cedar stripping improves water-tightness, strength and life of the boat. It also eliminates the necessity of repainting the bottom as the dazzling white finish is impregnated into the material for permanence. MAHOGANY PLANKING—All planking above spray rails, all decking and seats are made from selected air dried clear African mahogany. This mahogany planking as well as the entire inside of the boat is triple coated with marine spar varnish. SEMI-V BOTTOMS—Safety and performance insured. Semi-V bottoms with rocker keels give Clipper models greater width at bow, thereby increasing their buoyancy so they ride over rather than through waves. This advanced construction also brings boat to faster plane. Completely screw assembled. Approximately 2250 screws in 12-ft. models; 2740 in 14-ft. models; 3250 in 16-ft. models. (Note: Listings indicate maximum HP of motor to be used with each model.) All Partee boats shipped fully assembled F.O.B. from factory. Ten-

PARTEE
12'—14'—16'
DeLuxe Clipper

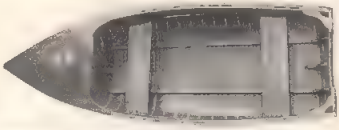


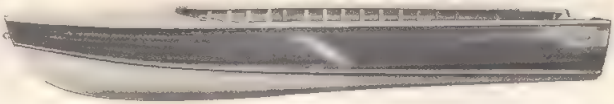
Deluxe Clipper—Finest of the clipper line! Superb action . . . one of the fastest, most stable and beautiful pleasure boats made. Mahogany above spray rails and mahogany decks natural finished. Sleek, double cockpit construction divided by center deck which is crowned to match the front deck. Both cockpits finished with wide oak combing. Back rest of forward cockpit is a permanent part of center deck. Bottom covered with fiberglas impregnated with 3 coats of Red marine enamel. (Note: 2 rear seats as shown are in 16' model only.)

SPECIFICATIONS

No.	Length	Beam	Depth Amid.	Seats	Lbs. Approx.	Max. Motor Capacity	RETAIL
D6R1 33166	12'	52"	20"	2	205	25 H P	$473.80
D6R2 38297	14'	54"	21"	2	255	33 H P	547.10
D6R3 42487	16'	54"	22"	4	275	33 H P	607.10

PARTEE
12'—14'—16'
Standard Clipper

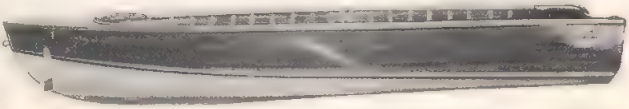




STANDARD CLIPPER—Built for those sport smen who prefer decks and a finely finished runabout at minimum cost. Ample space under deck for stowing equipment. Features African mahogany in all side planking and decks. Fiberglas covered cedar strip bottom permanently impregnated with 3 coats of Red marine enamel. Above the spray rails, the mahogany is natural finished to bring out full beauty of the wood. Excellent performance in rough water. **A real natural for water sports and fishing.**

No.	Length	Beam	Depth Amid.	Seats	Lbs. Approx.	Max. Motor Capacity	Deck Length	RETAIL
D6R4-28840	12'	52"	20"	2	195	25 H P	96"	$412 00
D6R5-33929	14'	54"	21"	2	240	33 H P.	48"	464 70
D6R6-38729	16'	54"	22"	3	265	33 H P	54"	524.70

PARTEE
12'—14'—16'
Utility Clipper



UTILITY CLIPPER—Designed for those fishermen who prefer a finely finished boat at minimum cost. The natural finish above the spray rails minimizes reflection in the water . . . an advantage for plug and fly fishermen. These models are exceptionally fast, roomy and maneuverable. They come to a fast, safe plane with 2½ through 33 H.P. motors. They have wider beam and transom than similarly priced boats. **Mahogany planking above spray rails.** Bottom covered with fiberglas impregnated with 3 coats of Red marine enamel.

No.	Length	Beam	Depth Amid.	Seats	Lbs. Approx.	Max. Motor Capacity	RETAIL
D6R7-25781	12'	52"	20"	2	195	25 HP	$368.30
D6R8-29238	14'	54"	21"	3	225	33 HP	417.70
D6R9-32781	16'	54"	22"	3	255	33 HP	466.30

SEE OUR SENSATIONAL LINE OF BOXED TOYS

PAYTON is first with a complete line of unbreakable Polyethylene toys, including: Soldiers, (past & present), Cowboys, Indians, Western accessories, horses, Buffalo, Steer, Dolls, Trains, Planes, Cars, Trucks, Boats, Guns.

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Pedal Drive Autos with Rugged Steel Bodies

A DRAGNET* POLICE CAR. Playing cops and robbers is more fun with this authentic Jack Webb "Dragnet" police car. New, low design all steel body, police black and white, red and silver trim. Have fun talking into electric microphone with amplified loudspeaker. (Order battery below.) Pedal driven; pedals adj. for easy leg reach. Ball bearing rear axle supports. 8-in. disc wheels with nylon bearings; ½-in. rubber tires. License plate painted on back. Abt. 37 in. long

48 T 5469 R—**Ship. wt. 29 lbs. 18.95

86 W 3257—6 V Battery. Ship. wt. 2 lbs. Ea. 75c

*Trade Mark Sherry TV, Inc.

B "AIR FORCE" JEEP. (Ages 2 to 7) Plenty of room in the back to take along a pal for a ride when you're at the wheel of this realistic Air Force Jeep. It has adjustable pedal drive and sturdily constructed welded steel body and undergear. Ball bearing rear axle bangers. Ring on the rear bumper for hauling maneuvers. 8-in. wheels have 1¼-in. chevron tread semi pneumatic tires for smooth riding. 2-level seat with side hand rails. Retractable steel windshield (no glass). Steel steering wheel. Caster-type front wheel suspension. Official Air Force Blue baked-on enamel finish. About 41 in. long

48 T 5829 R **Ship. wt. 30 lbs. 16.95

C SPECIAL VALUE! CHAIN-DRIVE SPACE CRUISER. (Ages 3 to 7) The kiddies will be really "out of this world" at the controls of this Space Cruiser. Sold for $25.45 in a previous Wards catalog. Has exclusive ball bearing chain drive mechanism for easy pedalling. Flying Saucer "gun. Swivel-type front wheel turns easily. Heavy-gauge steel chassis "hides the road for interplanetary travel." Bucket type seat adj. in position. Double disc wheels, nylon bearings, semi-pneumatic rubber tires. 10-in. rear wheels, 1¾-in. tires; 8-in. front wheel, 1¼-in. tire. White enamel; red, yellow trim.** Wt. 50 lbs.

48 T 5802 R—Abt. 48 in. long. Special Value. 18.45

BUILT FOR OUTDOOR FUN

D DELUXE "GREYHOUND" STEEL WAGON. This wagon is tough—it can take hard, rough play. One-piece smooth steel body, size 34½x16x3⅞ in. Undergear of heavy channel steel. Big 10x1¾-in. semi-pneumatic tires on double disc ball bearing wheels. Easy steering "fifth wheel" construction. Tubular steel handle with "D" grip. Baked-on bright red enamel finish. White wheels black rimmed. Plated hub caps.

48 W 5523 MO—Ship. wt. 31 lbs. *Mailable*.. 9.45

E STEEL COASTER WAGONS, TWO SIZES. Rugged all 'round wagon for town and country play. Coast it anywhere. All steel body with edges rolled smooth. Ball bearing wheels with big 8x1¼-in. semi-pneumatic tires, chevron treads. Large, screw-on type hub caps. Heavy channel steel undergear. Tubular steel handle with "D" grip. Baked-on red enamel finish. *Mailable*.

48 T 5518 MO—Large (shown). Body 34½ x 16 x 3⅞ in. 8-in. wheels. Ship. wt. 27 lbs. 7.75

48 W 5510 MO—Medium. Body 30x13½x3½ in. 7-in. wheels, 1¼-in. molded rubber tires; snap-on hub caps, oil-impregnated wood bearings. Wt. 16 lbs.. 5.35

F 25½-IN. "GREYHOUND" STEEL WAGON. 1-pc. smooth steel body, 25½x10x3½ in. 6-in. wheels, ½-in. molded rubber grooved tires. Heavy gauge steel handle, undergear. Baked-on red enamel finish

48 T 5507 M—Ship. wt. 12 lbs. *Mailable*.... 3.19

G SUPER STAKE WAGON. For playtime or chore-time fun. Sides remove for easy loading. Can carry 2 ten-gallon milk cans. Natural varnish finish hardwood body reinforced with steel cleats and box rods. Size 36x16x3 in. (8½-in. deep with the sides added.) Big 10-in. artillery-type wheels with 1¾-in. semi-pneumatic chevron tread tires. Nylon bearings. Heavy steel undergear and easy-to-steer "fifth wheel" construction. Tubular steel handle. Bright red enameled steel.

48 W 5522 MO—Ship. wt. 39 lbs. *Mailable*. 18.45

**AUTOS (A), (B), (C) SHIP. PARTLY ASSEMBLED, INSTR., BY FRT., TRUCK, EXP. WAGONS SHIP. FLAT—*Mail*.

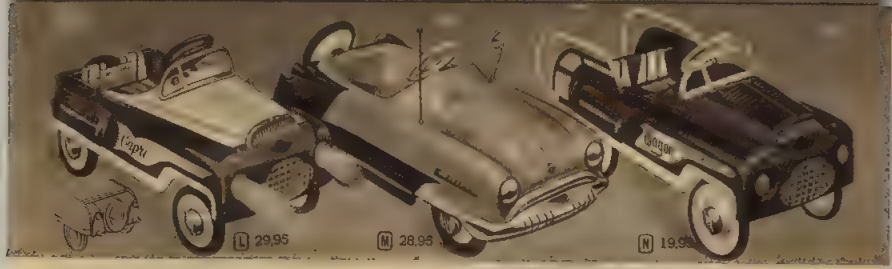
H STEEL AND WOOD UTILITY WAGON. Remove sides and there's a wagon ready for coasting. Steel body 34½x16x3¾ in. With wood sides, it is 9 in. deep in front, 7⅛ in in rear. Strong steel cleats hold sides rigid. Can carry 2 ten-gallon milk cans. 10-in. wheels, 1¾-in. semi-pneumatic chevron tread tires. Oil impregnated wood bearings.. Steel handle, undergear. Easy-to-steer "fifth wheel" construction. Red baked-on enamel and varnish finish.

48 T 5511 MO—Ship. wt. 37 lbs. *Mailable* ... 12.95

J **K** TOT'S COASTER WAGON AND WHEEL BARROW. Just right for all the moving and carting that the youngsters have to do. 1-pc. smooth steel bodies will withstand hard use. ½-in. rubber tires. Bright red baked-on enamel body. Smooth edges protect tiny hands.

(J) 48 T 5513 M—Wagon. Size 21x10¼x2¾ in. 4¾-in. wheels. Aluminum painted undergear and handle. Ship. wt. 5 lbs. 8 oz. *Mailable*. ..1.98

(K) 48 T 5517 M—Wheelbarrow. Size 17¾x15x6½ in. 7 in. wheel. Smooth wood handles. Aluminum finish legs. Ship. wt. 6 lbs. *Mailable*..2.15



Free Sportster Helmet with These 3 Cars

SPORTSTER HELMET. Colorful, crush-resistant, Bakerite plastic.
48 T 1701 Elastic headband. Wt 6 oz. 1.09

L DELUXE 2-SPEED "CAPRI" WITH FREE SPORTSTER HELMET (Ages 2 to 7) Wards finest auto. Sports car design Electric headlight to horn under battery BEW3257 under (A), Pg 230) Shift like Daddy with 2-Speed-O-Matic Chain Drive shifts low to high Deluxe rear (small view); plastic tail lights, rubber exhausts, "spare tire" Ball bearing construction 7½-in wheels, 1¼-in. semi-pneumatic tires. Abt. 37 in. long.
48 T 5474 R—Green and white "Capri", Free Helmet (48T1701 abv.) Wt. 34 lbs. . 29.95

M IT'S A "KIDILLAC", PLUS FREE SPORTSTER HELMET (Ages 3 to 7) What a thrill to drive this sleek, streamlined car Smart styling, 2 tone color combination, of a big automobile Luxuriously equipped with aerial plated rear view mirror, plated hub caps, removable spare wheel Easy to-pedal chain drive Heavy gauge 1 pc steel body—no seams, joints to come apart Ball bearings on 3 rear axle supports. Comfortable shaped seat 8 in. disc wheels, 1¼-in. semi-pneumatic rubber tires. Dummy headlights, instrument panel Bittersweet and Panther Black with "silver" red trim Wt. 51 lbs.
48 T 5476 R—About 45 in. long. "Kidillac", Free Sportster Helmet (48T1701) at left 28.95

N "SPORTLINER" STATION WAGON WITH FREE SPORTSTER HELMET Watch him load it up with toys in the spacious rear "compartment". Sports car "silver" grille, louvered vent hood Adj. pedal drive, ball bearing construction. 8-in. solid disc wheels ⅝-in. solid rubber tires. Steel hand rails Shiny plated hub caps, dummy headlamps. Smart new color combination Hawaiian Bronze body with ivory steering wheel, windshield (no glass), hand rails, wheels and trim on sides and seat. Finest "Station Wagon" we know of at this price. About 42½ in. long.
48 T 5475 R Station Wagon, Free Helmet (48 T 1701) at left Wt. 37 lbs. . . 19.95

CHRISTMAS SPECIAL

P DELUXE TRACTOR AND TRACTOR TRAILER. (2 to 7 yrs.) Our best quality ball bearing chain drive tractor and steel trailer at a special combination price—saves you $2.03. Bicycle-type chain drive on tractor enclosed for safety. "Knee-action" front suspension absorbs shocks. Streamlined fenders, step-plate, gear shift lever. Sturdy steel frame; simulated motor block, sparkplugs. Adj. spring seat, 8-in. front, 10-in. rear wheels; heavy-duty tractor-type 1¾-in. semi-pneumatic tires. Red body, "silver" and white trim. Rear trailer hook for attaching red enamel 24-gauge steel tractor trailer, 7-in. wheels, 1¼-in. tires. Tractor abt. 44 in. long; trailer 24x16x11½ in. deep.
48TS477 R-Tractor and Trailer, Wt. 56 lbs. 27.90
48TS451 R-Tractor Only. Ship. wt. 41 lbs. . 23.95
48TS840 MO-Trailer Only, Wt. 15 lbs. *Mail*. 5.98

R SUPER TRACTOR, CHAIN DRIVE. (Ages 2 to 7) What boy wouldn't be wide-eyed finding this handsome big red enameled tractor under the Yule tree. Enclosed bicycle-type chain drive; ball bearing construction. Adj. seat. 9¾-in. rear wheels, 7½-in. front; 1¼-in. molded rubber, semi-pneumatic tires. Rear hook for trailer (48TS840) sold above.
48 W 5463 R—Abt. 38 in. long. Wt. 32 lbs. . 17.45

T SUPER "JET" AUTO (Ages 2 to 6) He'll be proud and happy cruising along in this jaunty sports car with Speed-O-Matic chain drive, ball bearing construction Met allic maroon body, white wheels, steering wheel and windshield (no glass). Silver" grille, plated dummy headlights. Deluxe rear has molded spare tire, tail lights 8-in wheels, ⅝-in. solid rubber tires. Tough, white fiber seat pad. Ship. wt. 36 lbs.
48 T 5471R Abt. 37 in. long . 19.98

U HOOK AND LADDER AUTO. Clang, clang goes the bell as your little fire chief speeds around the corner in his gleaming fire engine red auto. Pedal drive, ball bearings in pull straps. Pedals adj 7½-in. disc wheels, ⅝ in. solid rubber tires. Black fiber seat pad White side panels, hand rails, wheels, steering wheel, lettering; windshield (no glass) Yellow ladders "Silver" bumper, dummy head lamps, bell.
48TS473 R Abt 42 in. long. Ship. wt. 34 lbs. 17.95

V "JET-ACE" CONVERTIBLE. (Ages 2 to 6) Park it right along side of Daddy's auto It has up-to-date styling with a "silver" waffle-style grille, louvered vent hood Bell bearing pedal drive rubber pedals adj to 3 positions. New steering mechanism enables driver to turn in small circles. Tough Red fiber seat pad. Bright blue baked-on enamel; white trim on wheels, steering wheel, windshield (no glass) Silver color plastic hub caps. Chrome plated dummy headlights 7½-in. wheels, ⅝-in. solid rubber tires.
48 W 5460 R—Abt. 36 in. long. Wt 31 lbs. . 12.75

ALL ITEMS THIS PG. SHIP. PARTLY ASSEMBLED BY PRT., TRUCK OR EXP. EASY INSTR. INCL. TERMS, PG. 285

Streamlined Sleds Designed for Safety

"SHOOTING STAR" SLED 3.89 40 in.

A LOW PRICED ... 3 POPULAR SIZES. Built to take plenty of hard use. Hardwood struts reinforce sloping hardwood deck; steel knees; grooved steel runners with curled ends for safety. Wood parts finished in weather-resistant varnish, deck trimmed in striking red and green; metal parts in brilliant red baked-on enamel. Wards prices are low for this sled with its easy-steering device. *Mailable.*

Catalog No.	Length	Knees	Ship. wt.	Price
48 T 5617 MO	54 in.	6	12 lbs.	$5.98
48 T 5616 MO	45 in.	4	9 lbs. 9 oz.	4.89
48 T 5615 MO	40 in.	4	9 lbs.	3.89

USE YOUR CREDIT TO BUY ANY MERCHANDISE LISTED ON THESE TWO PAGES . . . SEE PAGE 285 FOR DETAILS.

TRAIL BREAKER SLED 4.89 40 in.

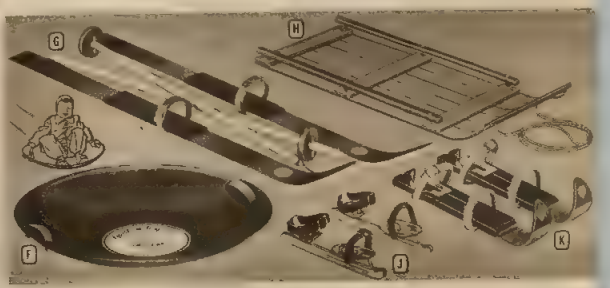
B FAMOUS PATENTED "Y" STEERING gives lightening-quick turns, delt control. Grooved steel runners with closed ends joined to deck for streamlined safety. Sloping deck, higher in front, lower in rear, for greater speed, faster getaway. Heavy-gauge stamped steel knees. Deck and struts of selected hardwoods, coated with weather-resistant varnish; eye-catching red, blue and silver enameled trim. All metal parts finished in bright baked-on aluminum. Choice of 4 sizes. *Mailable.*

Catalog No.	Length	Knees	Ship. wt.	Price
48 T 5614 MO	56 in.	6	12 lbs.	$7.49
48 T 5613 MO	52 in.	6	11 lbs.	6.89
48 T 5612 MO	46 in.	4	9 lbs. 8 oz.	5.89
48 T 5611 MO	40 in.	4	8 lbs.	4.89

NEW "COMET" SLED 8.95 48 in.

C BIGGER, FASTER "Y" STEERING SLEDS with one-piece deck. Streamlined steel shield acts as protective bumper, and steer bar with rubber grips is designed and shaped to protect hands. Extra-large decks of one-piece 5-ply veneer, screwed to cross beams . . . waterproof and weatherproof. Large wood side rails. Enclosed runner ends for safety and streamlined appearance. Wood parts enameled bright red and blue; metal parts aluminum finish with red and blue trim. All parts coated with weather-resistant varnish. Sturdily built for miles of fun. *Mailable.*

Catalog No.	Length	Knees	Ship. wt.	Price
48 T 5636 MO	60 in.	6	15 lbs.	$10.95
48 T 5635 MO	54 in.	6	14 lbs.	9.95
48 T 5634 MO	48 in.	4	13 lbs.	8.95



SLEDS FOR BABY

D SLED-GUARD. Fits most standard sleds. Varnished hardwood, metal hinges. 18 in. long; back 10 in. high. Hardware incl.
48 T 5604 M—Wt. 2 lbs. 12 oz. *Mail*.....2.19

E BABY SLED STROLLER. For snow or dry ground. Raise or lower 2 retractable 5-in. rubber-tired wheels at flick of toe. Smooth steel runners, varnished hardwood deck, 39x 13½ in.; back 14 in. high, steel handle 34½ in. Handle, sides, back removable. *Mailable.*
48 T 5623 MO
Wt. 15 lbs....9.95

WINTER FUN FOR YOUNG BEGINNERS

F SNO-FLAKE "SAUCER" SLED. Scoots over snow or ice like a flying saucer. Steer by shifting weight. 20-gauge steel, 27-in. diameter, strong web hand grips. 2 heavy cone washers under grips serve as brakes. Bright red enamel finish.
48 T 5625 MO—Ship. wt. 7 lbs. *Mailable* 4.39
48 T 5637 MO—Like (F) above but Fiberglas, 26-in. diameter. Ship. wt. 4 lbs. *Mailable* 3.89

G JR. SKI SET. 36-in. hardwood skis for youngsters learning to ski. Two 30-in. poles, hand loops, wood rings. Rubber covered foot blocks.
48 T 3637—Leather toe straps. Wt. 3 lbs. 8 oz..2.29

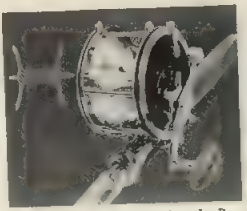
H SNO-BOGAN. Natural finish hardwood with red trim. Side rails, pull rope. 35¼x14 in.
48 T 5626 M—Ship. wt. 6 lbs. *Mailable*.....3.29

J BEGINNERS' ICE SKATES. (3 to 9 yrs.) Double steel runners for easy balance. Fit shoes 6⅝ to 6⅞ in.† long. Web straps, metal buckles.
48 T 3652—Ship. wt. 1 lb. 4 oz.....Pair 1.29

K SNOW SKATES. Natural finish hardwood, grooved bottoms. Glide over snow, no need for ice. Aluminum heel plates, adj. straps, fit all sizes.
48 T 3638—2⅞x16 in. long. Wt. 1 lb. 4 oz... 1.55

Below: Michigan Wheel Company's Scimitar, designed for maximum speed and better performance.

Right: Rochester Instrument Company, 120 Crossover Road, Fairport, N. Y., has a precision anemometer showing wind speeds of 0-25 or 0-100 mph. It needs no electrical source. Their wind direction indicator gives continuous scale readings.



Above: The new solid spool in the Penn reel was designed for extra strength. It is cast in one piece of manganese bronze.

Left: Hudson-American's Privateer V radiotelephone is smaller, lighter and more economical to buy and operate than its predecessors—4 channels, broadcast.

HUDSON AMERICAN

Hudson American Corporation, a subsidiary of Dynamics Corporation of America, announces a new model of its low-priced Privateer marine radiotelephone, completely re-designed and re-engineered. The complete line includes six marine radiotelephones, ranging in power from 15 to 140 watts.

The new Privateer V with its four pre-tuned, crystal-controlled channels for transmitting and receiving individual messages, makes it possible for yachtsmen aboard craft with operating power of only six and twelve volts to keep in constant touch with home and office, summon the Coast Guard in emergencies, and talk with other boats in the area. In addition, they can receive regular radio broadcasts of news, entertainment programs and weather bulletins. The Privateer V is smaller, lighter, more dependable and more economical both to buy and to operate than its predecessors. It is made entirely of aluminum and weighs only 25 pounds.

Other marine radiotelephones in the Hudson American line include: Corsair III—Six channels in addition to standard broadcast band, a power rating 40 watts. A new antenna coupling provides a degree of harmonic attenuation considerably over proposed F.C.C. regulations. Crusader II—Designed for medium sized yachts and commercial craft, 65 watts. Six crystal-controlled frequencies, standard broadcast band and new antenna coupling. Mariner IV—For large yachts and commercial fleets, seven channels, 120 watts. Viking I and II—For areas requiring high frequencies for long-range communication. A high-powered unit, 50 or 100 watts, respectively, designed to offer high-fidelity operation in the frequency range of 2,000 to 12,000 kilocycles.

The Mariner Blendor, a new Hudson electrical accessory, is as useful to the yachtsmen who wants to surprise his guests with frozen diaquiris and other exotic drinks on a hot summer day as it is to the young fry who enjoy their "drug store" sodas when afloat. The Mariner Travel iron is designed for the lady mariners who like going ashore looking spic and span. The lady mariners can also use the Blendors to whip up a fancy soup or sauce in the galley. Both the Blendor and the Iron are for use on boats operating on 32 volts DC.

MICHIGAN WHEEL

Michigan Wheel Company announces the recent addition of a new 3-blade propeller known as the Scimitar to its line of inboard propellers. This is designed to provide maximum speed, as well as better than average all-around performance. It is particularly suited to fast runabouts, utilities and express cruisers, which are usually equipped with powerful, high-speed engines. These wheels are available in diameters of 9 inches through 32 inches and are cast from a special alloy known as Michalloy-K which has high-tensile strength and is exceptionally resistant to corrosion and electrolysis. For the most severe conditions where extreme propeller loading occurs, the Scimitar is available at slightly increased cost, in a super alloy known as Michalloy-XX designed to absolutely prevent any possible running distortion.

Michigan also features its new 5-blade cruiser wheels, general purpose inboard wheels and a full representation of their complete line of outboard propellers.

The 1956 Michigan outboard catalog contains in addition to considerable general information helpful in obtaining better boating performance, specific propeller recommendations for practically every combination of engine-boat-and-load. Free copies of the catalog may be had from Michigan Wheel Company, Grand Rapids, Michigan.

PENN FISHING TACKLE

The development of fine hair-like fishing lines of synthetic materials and great strength, has called for structural changes in fishing reels, to permit them to accommodate these new lines. The invisibility of these lines in water greatly increased their fish-getting ability. The thinness of the new lines, coupled with their stretch, posed problems for the makers of fishing reels. The former neat fit of the reel spools into the frames was no longer satisfactory. The fine filament lines found their way between spool and frame. The stretch of the line wound on the reels under tension posed problems of spool breakage. The Penn Fishing Tackle Co., of Philadelphia 32, retooled their line of casting reels to remedy these problems. Clearances were reduced to prevent even the finest line from getting into the clearance. New designs, shapes, and materials were used. Now, in their Senator big game reels cast spools of tough manganese bronze are used capable of withstanding the pressure of the synthetic lines.

A level-wind feature which lays the line on the reels automatically also serves to make the user happy. It prevents bunching of the line and spreads it evenly on the spool avoiding the need to use fingers for this. The hand is thus left free to hold the rod. Other improvements and refinements have also been included in the line of 77 models of reels.

The Penn engineers have developed a new solid spool which is claimed to be the strongest ever offered in fishing reels. It was designed primarily for use in their big game Senator Reels, but is also made in smaller sizes for their light tackle trolling reel, the Sailfisher. This new spool is a one-piece casting which is precision machined and heavily chromium plated to give it a beautiful, rust protective finish. In tests with braided nylon, many large tuna have been taken on these new, stronger spools with no spool distortion resulting.

PINOCCHIO

HOWDY-DOODY

CLARABELL

LADY AND TRAMP

PRINCESS

PETER PAN

ZIPPY

PINOCCHIO

The most famous marionette character in the world. Nose is adjustable to various lengths. Packed 4 to carton. Weight, 7 lbs.
485N381-P200 Retail $3.00

HOWDY DOODY

Howdy-Doody is an exact copy two-thirds the size of the children's idol seen on television. It has a movable mouth, dancing cowboy boots and every authentic costume detail.
485N360-P235 Retail $3.50

CLARABELL

15" tall Howdy-Doody's popular companion—complete with special horn attached to the famous one hand control. Really looks and acts like the popular character
485N363-P200 Retail $3.00

LADY AND TRAMP

Realistic replicas of Walt Disney's newest animal characters with such lifelike features as movable ears and tail. Easy to operate with PETER PUPPET's simple controls. Packed 6 to carton. Weight 10 lbs.
485N382-P133 Lady Retail $2.00
485N383-P133 Tramp " 2.00

"PETER PUPPET MARIONETTES"

Peter Puppet Marionettes are designed for children of all ages. They introduce them to the art of puppetry and encourage the child to put on plays and develop his individua. The patented one piece control brings the figure to life in the hands of the youngster It has made possible for millions of children the enjoyment of the ope nlit art of puppetry for the first time.

PRINCESS

Princess Summer Fall-Winter Spring, 15" tall. One of the most popular puppets on Howdy-Doody's TV show. Complete with colorful magic necklace and attractive lattice costume
485N362-P200 Retail $3.00

PETER PAN

"PETER PAN", Authentic replica of the leading name character of the Walt Disney sensational new motion picture "Peter Pan."
485N378 P200 Retail $3.00

ZIPPY

Skating chimp of TV fame! Has locked head and hands, movable mouth and roller skates. Packed: 8 to carton. Weight. 8½ lbs.
485N386-P200 Retail $3.00

BABY BIG EYES DOLL

A cuddly blanket-full of baby doll with the largest, most expressive eyes you've ever seen. Vinyl head with rooted saran wig that can be watched, brushed and combed. Molded arms and legs with delicately detailed fingers and toes. Sleeping eyes. Comes in ribbon tied nightgown and receiving blanket Wears diaper Baby Big Eyes can cross her hands and suck her little thumb. Vinyl coated body makes this doll completely washable Packed each in box. Weight 2½ lbs.
400N0423-P800 Retail $12.00

POSIE

The Walking Doll of a Hundred Life-Like Poses with Exclusive Magic Knee Action. Posie is a doll that can do almost everything a little girl can do. POSIE kneels to pray, sits in a chair as naturally as a child; takes a stroll if you lead her by the arm, bends her knees in assuming dozens of lifelike poses With each step, POSIE'S head turns from side to side. There is nothing to break in POSIE'S walking mechanism because it is all concealed in her unbreakable plastic body. VINYL Magic Flesh head with ROOTED SARAN hair can be shampooed and styled. A supply of plastic curlers is included. Has go-to-sleep eyes. Dressed in high fashion frock with a cotton slip, panties, socks and vinyl walking shoes. Packed: Each in decorated corrugated box. Wt 6 lbs 23
400N2701-P1000 Retail $15.00

SAUCY WALKER DOLL

In deluxe hat and coat. Ideal's walking-flirting doll that does everything. She walks, sits and cries. She turns her saran-topped head from side to side and rolls her eyes as she walks. Comes with plastic curlers. Fully jointed. Saucy Walker's walking mechanism is concealed and there's no key to wind, nothing to go out of order. Long tressed saran wig can be combed, washed and waved. Comes in beautifully styled outfits with slip, panties, socks and vinyl, shoes. Packed each in new display box, 23" size. Weight 6 lbs
400N2011-P1067 Retail $16.00

TIPPY TOES 36"

FELT DOLL KIT

Kit makes a beautiful 36" tall blue-eyed blonde and her powder-blue and fuchsia costume This irresistible darling calls for only simplest hand sewing. NO SCISSORS —NO SEWING MACHINE! All body, costume parts and features are die-cut for quick, easy assembly Parts sewn in present to length, illustrated step-by-step instructions. Even a MIMI KAY'S "magic" method of stuffing Packaged in attractive Travel-log Case. Wt. 2 lbs.
403ANT7-P267 Retail $3.98

"WINNIE" WALKING AND TALKING DOLL

STANDS ALONE — WALKS UNAIDED
TALKS — SINGS — RECITES — WHILE SHE WALKS.

WINNIE is a winner from coast to coast There's nothing like her . . she walks by herself . . . sings . . . talks . . recites nursery rhymes . . . moves her eyes, legs, arms and head Mechanically perfect WINNIE is guaranteed
25" tall full combed saran wig, unbreakable plastic, smart party dress, moving eyes . . all incorporated in WINNIE'S solid riveted steel construction And remember . . one key does the ,ob for everything. WINNIE'S regards are made by Columbia Recording Company. Shipping weight 8 lbs
171-2495-1667 Retail $24.95

PATTI PRAYS

A cuddly stuffed doll that kneels to pray and clasps its vinyl hands in prayer Delicately molded vinyl face, plush hair Wears removable nighty. Exclusive Ideal talking device recites bedtime prayer; "Now I Lay Me Down To Sleep . . I Pray the Lord My Soul to Keep . . . God Bless Mommy . . . God Bless Daddy . . . Amen." Size: 20" Weight Approx. 1 lb.
400N7740-P333 Retail $5.00

WINDY SCUTTLEBUTT

WINDY SCUTTLEBUTT, "Howdy Doody's" pal, English sheep dog Made of very fine long pile rayon plush with hand-sprayed gray markings, sewn in glass eyes peeping through long hair covering face. Hand-painted vinyl nose and tongue. Wearing perky sailor hat hand-screened with Howdy Doody's picture. Has voice. Wt. ½ doz., 11 lbs

429AN62612-P330 **Retail $5.00**

"CHICO" BABY MONKEY

The baby Monkey; designed with very soft loose arms and legs that can be adapted to many positions; made of brown, lustrous rayon plush; hand painted vinyl face with large devilish, mischievous brown eyes that resemble sparkling glass; vinyl feet with twisted toes; vinyl hands, holding miniature plastic banana between his little monkey fingers; squeak in foot; finished with white red satin bow. 19" size. In individual window box. Weight 2 lbs.

429AN45115-P400 **Retail $6.00**

"MAMBO"

A reproduction of "Howdy Doody's" new puppet character "Mambo". An 18" cuddle elephant made in combinations of gray and pink plush, handpainted vinyl face and hoofs. Saucy straw hat, trimmed with black ribbon streamers, perched at a jaunty angle and a bib with "Howdy Doody's" picture and printed "THERE IS A MAMBO BEEP IN MY EAR" sets off this unique creation. Packed, in individual corrugated case. Weight 4 lbs.

429AN60318-P667 **Retail $5.00**

STANDING POODLE

With Rhinestone collar and leash—"Fifi" the adorable French Poodle, styled in standing position made of combination long curly and short lustrous plush, giving the effect of a real Dutch Clip, with pom poms on ears and tail; black glass eyes, set in long black lashes, adding a coquettish air to the little turned up nose; dressed in flowers and bow. 15". Packed. In individual box—½ dozen to corrugated case. Weight 12 lbs.

429AN63215-P400 **Retail $8.00**

BEAR TROPHY RUG (White)

The young hunter a dream—made ready to hang on wall or use as throw for beds and floors. Jointed head, handpainted vinyl face. Secret hide-a-way zipper pocket in lining. Weight 2 lbs.

429ANTR3-P400 **Retail $6.00**

SPARERIBS

Hound dog Made of peach and brown lustrous plush; has drooping eyes; big black nose and bright red felt tongue; his long floppy legs twist into many positions and add quality to making him cuddly and lovable; this is an ideal toy for either boys or girls. PACKED: in individual folding box. Weight 2 lbs. 20" Size

429AN69820-P330 **Retail $5.00**

BOUNCY BALL & CAT

Attractive colorful ball made of the finest quality bright plush, stuffed with foam rubber. Cat has a ball trimmed elastic tape securely fastened, which snaps to the ball. when bouncing it jumps back and forth on the ball giving an acrobatic and playful effect PACKED: In Polyethylene bag. Weight per dozen 8 lbs.

429AN87310-P200 **Retail $3.00**

"COWBOY ZIPPY"

"Howdy Doody's" pal—the famous comical chimp himself, dressed in colorful cowboy costume with holster and pistol. Felt cowboy hat. Fur black shaggy plush. Faithful reproduction of the TV character the children know and love so well. PACKED: In individual corrugated case. WEIGHT: 4 lbs.

429AN62421-P800 **Retail $12.00**

BOUNCY KITTEN

Kitten made of combination grey and white plush, holding a little plastic rattle. Stuffed with foam rubber. Ball trimmed elastic tape securely fastened to head, expressive hand-painted vinyl face. PACKED: In Polyethylene bags. Weight dozen, 8 lbs.

429AN67912-P200 **Retail $3.00**

"STINKY"

Crouching skunk greets you with a sly, mischievous smile on handpainted vinyl face, made of black and white very long pile lustrous plush with curled shaggy tail, cotton filled. Ear trimmed in flowers and ribbon bows. PACKED: In individual folding box. ½ dozen to corrugated case. WEIGHT: 9 lbs.

429AN69110-P267 **Retail $4.00**

BOUNCY BALL & TIGER

Attractive colorful ball, made of the finest quality bright plush, stuffed with foam rubber. Tiger has a ball trimmed elastic tape securely fastened which snaps to the ball; when bouncing it jumps back and forth on the ball giving an acrobatic and playful effect. PACKED: In Polyethylene bag. Weight dozen 9 lbs.

429AN67510-P200 **Retail $3.00**

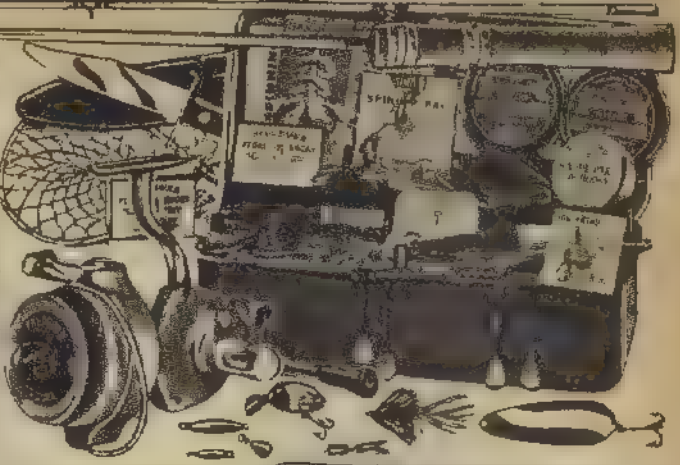
POPULAR COMPLETE FISHING OUTFITS

274 Piece Pflueger Spinning Set

Complete with PELICAN Spinning Reel 6½ Ft. Glass Spinning Rod • Shakespeare Spinning Line • PFLUEGER Accessories

Everything a spin fisherman could possibly want for his complete fishing enjoyment. This giant 274 Piece Spinning SET INCLUDES the famous Pflueger Pelican Spinning reel, 2 Pc. 6½ ft. Spinning Rod Rod Case, 100 Yds. Shakespeare Spinning Line 2 Spinning Plugs, South Bend Trout Oreno Plug, Red and White Spoon, Copper Spoon, Pflueger Feathered Spoon, Pflueger Takit Spinner, Hunting Fishing Knife with Leather Sheath, Pflueger Tandem Spinner 4-Pc. Worth Spinner Pak, 4 Spinning Lures, Pflueger Neverbreak Leader 24 Pflueger Split Shot Sinkers, 12 Pflueger Asst. Sinkers, 50 Pflueger Hande Pak Hooks, 40 Pflueger Rito Pak Hooks, 100 Pflueger Asst. Hooks, DuPont Spinning Manual, Aluminum Float Net, Fish Stringer, Fish Scaler, 3 Snelled Hooks, Godfrey's Fishing Guide, Pflueger Reel Grease, Live Bait Box, Streamer Fly, Popper Lure, 6 Snaps and Swivels, Tackle Box. Wt. 6 lbs.

No. 4634. List $59.95. Dlr's., ea. $36.10. Lots of 3, each **33.91**

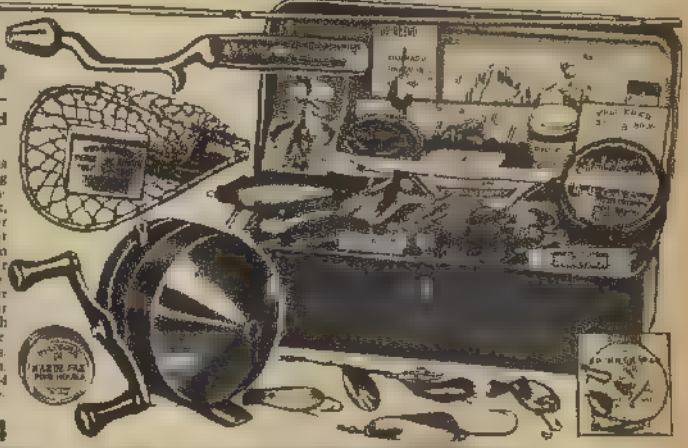


232 Piece ZEBCO Spinning-Casting Set

With ZEBCO Model No. 11 Reel • Shakespeare Wexford Line • Pflueger Lures and Accessories • Montague Glass Rod

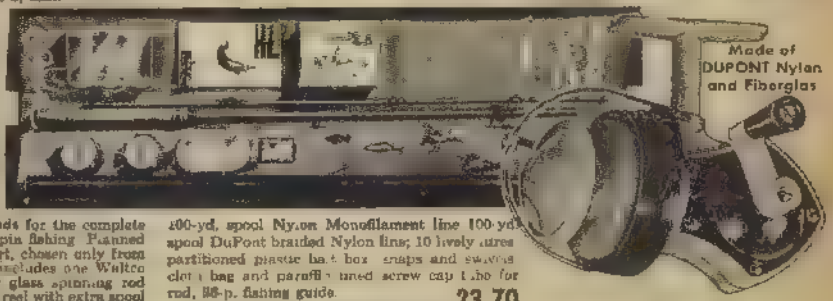
This giant 232 piece SET INCLUDES: The famous Zebco Spinning-Casting Reel with practice plug and 85 yds. of 10 lb. test Mono line attached. Montague glass rod, Aluminum handle with chuck, cork grip. Shakespeare Wexford line. 6 Pflueger snelled hooks. Godfrey's fishing manual. Pflueger gear grease. 4 piece Worth spinner Pak. Aluminum float net. 50 Pflueger Hande-Pak Hooks. Pflueger Lastword Wobbler. 6 snaps and swivels. 100 Pflueger hooks. Copper spoon. Hawk Spin Plug. Pflueger feathered spoon. Pflueger rod cement. 12 Pflueger assrd sinkers. Fishing and hunting knife with leather sheath. Pflueger luminous Tandem spinner. Live bait box. 2 bait casting lures. 4 spinning lures. Pflueger wire leader. Pflueger Limper spoon. Pflueger rod varnish. Pflueger Takit spinner. 24 split shot. Red Head weedless spoon. Pflueger Nylon leader material. Tackle box.

No. 4633. Wt. 5 lbs. List $43.95. Dealer's, each $26.40. Lots of 3, each **24.74**



WALTCO Complete Spinning Outfit

Featuring Waltco's famous Ny-O-Lite Spinning Reel With Extra Spools and Accessories —Over 30 Pieces

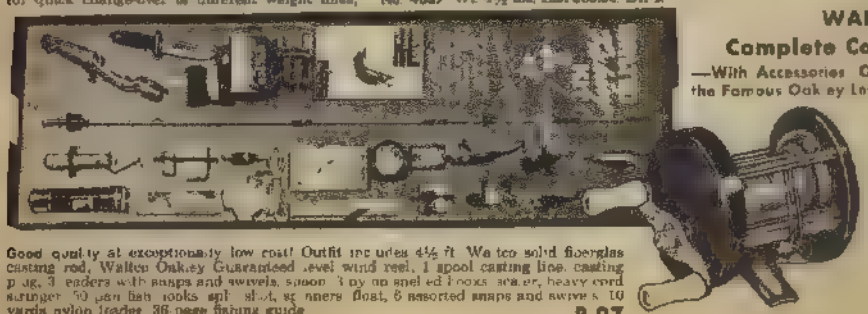


Everything the fisherman needs for the complete and exciting enjoyment of Spin fishing. Planned and recommended by an expert, chosen only from finest quality tackle. Outfit includes one Waltco Deluxe 2 piece 7 ft. tubular glass spinning rod and new Ny O-Lite spinning reel with extra spool for quick change-over of different weight lines; 200-yd. spool Nylon Monofilament line 100-yd. spool DuPont braided Nylon line; 10 lively lures partitioned plastic bait box, snaps and swivels cloth bag and paraffin lined screw cap tube for rod. 16-p. fishing guide.

No. 4627. Wt. 4½ lbs. List $39.50. Dlr's. **23.70**

WALTCO Complete Casting Outfit

—With Accessories Over 50 Pieces. With the Famous Oakley Level Wind Reel.



Silent gears, quadruple multiplying, adjustable click, cork arbor, plastic side plates

Good quality at exceptionally low cost! Outfit includes 4½ ft. Waltco solid fiberglas casting rod, Waltco Oakley Guaranteed Level wind reel, 1 spool casting line, casting plug, 3 feathers with snaps and swivels, spoon, 3 py on snelled hooks, sinker, heavy cord stringer, 50 pair fish hooks, split shot, sinkers, float, 6 assorted snaps and swivels, 10 yards nylon leader, 36-page fishing guide.

No. 4629. Ship wt. 3¾ lbs. List $16.50. Dlr's., ea. **8.97**

Satisfaction Guaranteed or Money Refunded

POPULAR FISH CATCHING BAITS and LURES

Heddon Surface "Crazy Crawler"

FOR BAIT CASTING ⅛ oz. 2⅛ long 2 #2 treble hooks
No 650 Bullfrog
No 651 Yellow Red Head
No. 652 Black White Head
List $1.50.
Dealer's each **90c**

FOR SPIN FISHING ⅛ oz. 2⅛" 2 #2 Treble hooks
No 209 Black White Head
No 210 Yellow Red Head
No 212 Grey Mouse
No. 213 Bull Frog
List $1.50 Dlr's, ea. . . **90c**

HEDDON Standard "River Runt Spook"

For Bait Casting, Sinking Type

A popular lure that dives down deep to catch the "bag ones." ⅛ oz. 2½" long. 2 #1 treble hooks.

No.	Finish	List
181	White Red Head	$1.35.
182	Yel Shore Min.	Dlr's.,
183	Red White Min.	ea.
184	Black Wh. Min.	**81c**
187	Yellow Perch	
186	Silver Shore Min.	

HEDDON "STINGAREE" Sinking Bait

FOR CASTING ⅛ oz. 2½" long 2 #2 treble hooks

No.	Finish	List
197	Perch	$1.50
198	Red Wh. Shr Mi	Dlr's., ea
199	Blk Wh. Shr Mi	**90c**
200	Bait Frog.	

FOR SPINNING ¼ oz. 1½" long 2 #2 treble hooks

No.	Finish	List
260	Perch	$1.35
261	Red-Wh. Shr Mi	Dlr's., ea.
262	Blk. Wh. Shr Mi	**81c**
263	Bait Frog.	

SOUTH BEND Bass and Spin Oreno's—Diving, Darting, Wobbling Bait

BASS ORENO For Bait Casting. Wt ⅝ oz. Length 2¾" 3 #1 treble hooks

No 320 Red Arrowhead, white body
No 319 Yellow Perch
Scale. List $1.35 Dlr's. . . **81c**

SPIN ORENO — For Spinning. Wt. 1/5 oz. Length 2" 2 #6 treble hooks.

No. 318 Red Arrowhead, white body
No 317 Orange with green and black markings.
List $1.10 Dlrs., ea **66c**

KAUTZKY Lazy Ike

BAIT CASTING—3" long. Wt. ⅝ oz

No.	Finish	List $1.25
337	Red White	Dlr's ea
338	Frog	**75c**
339	Orange Spot	

FOR SPINNING—2¾" long. Wt. ½ oz

No.	Finish	List $1.25
334	Red White	Dlr's, ea
335	Frog	**75c**
336	Orange Spot	

KAUTZKY Deep Ike

Dives deep to the bottom

For Spinning ½ oz 2½ long

No.	Finish	List $1.35.
283	Red and White	Dlr's, ea.
284	Perch	**81c**
285	Frog	

For Casting ½ oz 3 long

No	Finish	List $1.35
286	Red and White	Dlr's ea.
287	Perch	**81c**
288	Frog	

KAUTZKY Bounce Ike

Sinking Bait

For trips up and down

For Spinning ½ oz Flashy

No.	Color	List $1.25.
347	White Bucktail	Dlr's ea
348	Yellow bucktail	**75c**
349	Red Bucktail	

For Casting ½ oz 3 0 hooks

No	Color	List $1.25
344	White Bucktail	Dlr's ea
345	Yellow Bucktail	**75c**
346	Red Bucktail	

SOUTH BEND Rock Hopper

FOR SPINNING. A deep running floating lure with dual depth control. Has real frantic action. Wt ¼ oz #6 treble hook

No 316 Red Head, white body
No 315 Trout
No 314 Silver Flash
List $1.35
Dealers, each **81c**

JOHNSON S Silver-Minnow Weedless Forged Spoon

No 158. FOR SPINNING #1 Wt. ⅛ oz Blade 2⅛ hook
List $1.25 Dlrs ea **75c**

No 159 BAIT CASTING #2 Wt ¼ oz Blade 2⅜ hook
List $1.25 Dlrs ea. **75c**

No 160 BIG FISH #3 Wt ⅜ oz. Blade length 2⅝ 6/0 hook
List $1.40.
Dlrs ea. **84c**

JOHNSON S Triple Hook Weedless Silver Minnow

Forged spoon; bucktail trailer Brilliant silver finish for bait casting and heavy spinning

No 161 Wt ½ oz #1 triple hook blade 2⅜
List $1.25
Dlrs ea **75c**

No 162 Wt ¾ oz #1 triple hook blade 2⅝
List $1.40.
Dlrs., ea. **84c**

JOHNSON S Weedless Sprite

Forged spoon and weed guard, red and white bucktail trailer

#1, FOR SPINNING ¼ oz Blade length ⅝" #6 treble hook.

No.	Finish	List $1.00
129	Red and White	Dlrs ea.
130	Brown Scale	**60c**
131	Al Chrome	

#2 FOR BAIT CASTING ½ oz Blade length 2⅝" #4 treble hook

No	Finish	List $1.00
126	Red and White	Dlrs ea.
127	Brown Scale	**60c**
128	Al Chrome	

JOHNSON'S Lujon

A new type of lure for spinning and bait casting. Drop forged of solid brass mirror nickel finish.

No 132 #0 Weight ⅛ oz Blade length 2⅛ #12 treble hook
List $.90
Dealers each **60c**

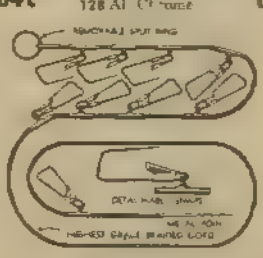
No 133 #2 Weight ⅜ oz Blade length 2½ #8 treble hook.
List $.25
Dealers each **75c**

No 134 #3 Weight ½ oz Blade length 3½". # treble hook. **84c**
List $.40 Dealers, each

ASSORTMENT-PAK SNELLED HOOKS

A new assorted size pack of snelled hooks that has met instant success – particularly with the man or boy who likes an assortment of hook sizes at moderate cost. Packed 6 hooks on card. 2 each—2, 4, 6

No 276 List 35c
Dlrs on 21c
12, ea **18c**



HEDDON "EVER FRESH" STRINGER

With Swivel Snaps—Just hook fish on snap, put on stringer. 6 foot cord stringer, dungeruler point, split ring—includes 4 #4 snaps. Higher grade braided cord. Spl string is removable.
No 573 List $1.00 Dlr's ea **60c**

PFLUEGER HANDE-PAK 50 Hook Assortment

A convenient size handy metal container holding an assortment of Ringed Fish Hooks sizes and patterns best adapted for general fishing purposes Rust proof Tinned and Blued finishes.
No 2661 List 20c
Dealers each 14c 12 lots, ea **12c**

These are but a few of the many beautiful new boats in the 1956 Chris Craft line. Chris Craft has been a user of Ilco Philippine Mahogany for over 20 years.

Sturdier and handsomer boats are made with ILCO Philippine Mahogany

Philippine Mahogany is the best of all possible hardwoods for fine boatbuilding. It is light in weight and has great elasticity. It has far greater resistance to rot and decay than other woods of equal strength because it is much less absorbent. Easily workable, Philippine Mahogany offers the boatowner enduring beauty as well. And it is so economical it can be used for planking, decking and trim.

Of all Philippine Mahoganies, we consider Ilco brand the best. First of all, the wood itself—because of the continuous growing season on the Island of Negros, from which it comes, its firm texture, no alternate soft and hard layers. Second, the Ilco people are extremely careful in the processing of their product. It is milled right on the island, only the most modern equipment is used, and it is scientifically kiln dried *before shipment.*

We will gladly submit estimates on orders of any size. Write 157 Varick Avenue, Brooklyn 6, New York, or telephone HYacinth 5-5170.

Black & Yates, Inc.

Largest Importers of Philippine Mahogany for the Boat Trade

157 Varick Avenue, Brooklyn 6, N.Y.

ILCO BRAND PHILIPPINE MAHOGANY IS PRODUCED BY INSULAR LUMBER COMPANY, PHILADELPHIA 2, PA.

3-Pc. Set only $69.50

Douglas Wrought Iron Suite

No-Sag spring seat construction, cotton-filled, box welted sides, Tufflex padded backs. ¾" round tubular steel construction, blackplate finish. Brass-plated self-leveling swivel guides. All pieces are 29" high. Sofa is 65" long, seat size 60"x19½"x5". Lounge chair seat is 20"x19½"x5". Arm chair seat is 21"x19"x5". Covered in reinforced washable embossed vinyl upholstery in "Tampa" pattern. Specify color choice: Pink, Brown, Turquoise, Gray. F.O.B. Ind.

925-0327-4950 *3-Pc. Set.* (Sofa, Arm Chair, Lounge Chair) 125 lbs..... **69.50**
925-0328-4295 *3-Pc. Set.* (Settee, Arm Chair, Lounge Chair) 110 lbs. . **59.50**
(A) 925-0332-1395 *Lounge Chair.* Wt. 35 lbs. .....Retail **19.95**
(B) 925-0329-2950 *Sofa.* Wt. 66 lbs..... Retail **39.50**
(C) 925-0331-795 *Arm Chair* Wt. 22 lbs..... Retail **11.95**

MATCHING SETTEE. 45" overall length, 29" high. Seat 40"x19½"x5". Specify upholstery color (see left)
925-0330-2125 Wt. 53 lbs.. Retail **29.50**

Special Value!

7-Pc. Rattan Suite

Perfect for sun room, breezeway, terrace, game room. Made of one of the finest and strongest of materials, select Philippine Rattan, which, unlike ordinary bamboo, is solid clear through. All box seat cushions are filled with Durofoam, rubberized hair and foam rubber. Back cushions also have innerspring construction. Full boxed seat and back cushions are reversible. Table tops of mar-proof blond mahogany plastic, resistant to bruises, scratches, alcohol or burns. The 3 sectional units can be used to form various attractive groupings or used separately. All seat cushions are 22"x26". The sectional is 72½" wide x 32½" deep x 26" high. Lounge chair is 29" wide x 32½" deep x 26" high. Two end tables are 14"x27". Cocktail table is 18"x37". Specify choice of upholstery **A, B,** or **C.** (See right.) Sold only as a 7-pc. suite. F.O.B. San Diego, Calif.

925-9101-21950 7-Pc. Suite. Wt. 168 lbs.....Retail **319.50**

UPHOLSTERY. Zippered upholstery is easily removed for cleaning. Reversible cushions have a colorful tropical patterned fabric on one side, the reverse sides in matching solid color. Choice of 3 color combinations.

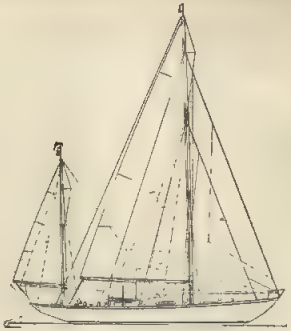
(A) Light gray background with green and coral foliage, solid Kelly green trim.

(B) Light tan background with green and brown foliage, solid chocolate brown trim.

(C) Dark green background with brown and coral foliage, solid dark green trim

AUXILIARIES BY RHODES

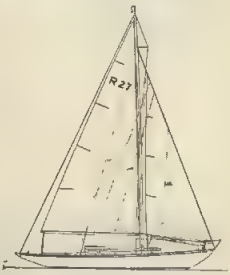
HERE ARE a few of the outstanding auxiliaries designed by Rhodes, many duplicates of which are now under construction. Consult Rhodes for the carefully engineered design of the boat you want. If orders are placed immediately Spring deliveries can still be made.



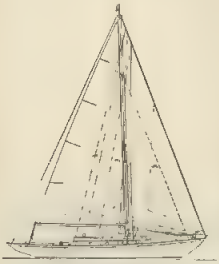
CARINA 53'6" x 36'3" x 13'0" x 6'0" ➡
Here is the year's outstanding boat—not only is she the leading winner of 1955 but also a fine cruising boat.

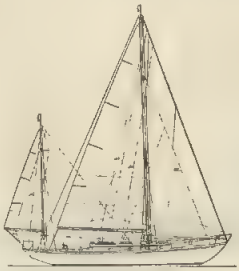
IDLER
25' x 20' x 8' x 3'10"
Now building for '56 delivery.

NEW 24' W.L. SLOOP
36' x 24' x 9'3" x 5'3"
A perfect little boat for four.



RHODES 27
40'1" x 27'1" x 9'9" x 6'
The ever popular racer-cruiser.





BRAND NEW 29' W.L. SLOOPS AND YAWLS
42'3" x 29' x 10'6" x 6'
42'3" x 29' x 11'3" x 4'7"
Outstandingly successful new designs, either centerboard or keel, with choice of rigs.

JANE DORE IV
45' x 32' x 11'9" x 5'
Seven already built.

PHILIP L. RHODES

11 BROADWAY NEW YORK 4, N. Y.

NAVAL ARCHITECTS MARINE ENGINEERS

largest selling folding traveling clocks in . . . perfect for gifts

30-HOUR DESK-TRAVEL ALARM.
Perfect for "going places" or occupying a favorite corner on a desk. Featuring gilt trim on durable Texol covered case. Luminous hands and figures. 3¾x3½x1¾".
No. 6685. Maroon
No. 6686. Brown alligator
No. 6660. Tan
List $6.95. Dealer's each **4.30**

30-HOUR DESK-TRAVEL ALARM
Partner in time—folds compactly for the getaway. Unfolds smartly to serve time in **genuine leather case.** Full luminous figures and hands. 3½x3¾x1⅝".
No. 6687. Brown alligator
No. 6688. Blue
List $6.95. Dealer's, each **4.30**

8-DAY DESK-TRAVEL ALARM.
A week's time—hours and minutes while away accurately on desk or road. Rich gilt trimmed Texol covered case. Full luminous figures. hands 3½x3½x1¾".
No. 6689. Tan
No. 6690. Brown alligator
No. 6691. Maroon
List $11.95. Dealer's each **7.49**

Phinney-Walker
time makers for more than 40 years

A

converts from desk, boudoir to travel

(A) 30-HOUR ALARM. Convertible streamlined for desk or travel. Superbly fashioned metal case covered with genuine leather finish. Richly designed dial, raised gilt letters, luminous hands, hour dots. Slides open to 5¼x 2⅝(x1)¼", closed to 2⅝".
No. 6669. Pig
No. 6670. Red
List $15.95. Dealer's, each **9.57**

(B) 30-HOUR DESK-BOUDOIR ALARM. Styled like a jewel, accurately timed, romantically transparent. Clit figures and hour indicators; hands and hour dots glow in the dark. Beautiful colors blend with today's decor accents. 3½x3 qx1¾".
No. 6661. Rose
No. 6662. Blue
No. 6663. Crystal
No. 6664. Amber
List $8.95. Dealer's each **5.60**

B

see it "tick-tock" . . . through gay colors

C

D

(C) 8-DAY, 7-JEWEL DESK-TRAVEL ALARM. More than a week of time at one winding. Elegant genuine leather case. Polished gilt trim. Gilt figures are raised and complement luminous hour indicators and hands. A desk-travel alarm clock that will always be treasured. Size 3½x3¾x1¾".
No. 6665. Pig.
No. 6666. Blue.
List $15.95. Dealer's, each **9.97**

(D) 30-HOUR, 7-JEWEL DESK-TRAVEL ALARM. Take-away time -wherever you go, wherever you stop be ready with dependable time. Richly patterned, buoyantly light, inconspicuously compact. Cased in genuine leather . . always in discriminating taste, constantly appreciated, fondly remembered. Full raised figure dial, luminous hands and hour dots. 3¼ x2⅞x1¼".
No. 6667. Pig.
No. 6668. Red.
List $9.95. Dealer's, each **6.10**

nationally known . . . mechanically perfect . . . fully guaranteed . . . always desired

Cuckoo Clocks by WELBY

Imported from the legendary Black Forest of Germany . . .
wood masterpieces hand-carved by artisans of the Old World into
clocks of great beauty and quaint charm! Dependable, accurate movements

(A) 8-DAY 13" CUCKOO CLOCK

Beautifully carved rich brown case Gaily colored bird cuckoos the half and full hour- gong sounds in accompaniment Accurate movement Winds easy once a week. 12x10" 12 lbs.
No. 51000. List $29.95.
Dealer's, each . . . **17.97**

13" 30-HOUR CUCKOO CLOCK
No. 51001. Same as above but with 30-hour movement We 6 lbs
List $19.95. Dlr's. ea. **11.97**

(B) 2-TONE FINISH 11" CUCKOO CLOCK

Lovely light tan case shaded with subtle accents of brown A charming clock from the Old World to enhance traditional or modern settings Cuckoo chirps the half hours and tolls Roman numerals delicate pierced hands 11x8" 5 lbs.
No. 51003. List $15.95
Dealer's, each . . . **9.57**

11" CUCKOO CLOCK brown
No. 51002 Same as above but finished in rich deep solid brown List $15.95
Dealer's each . . . **9.57**

(C) 8-DAY 18" CUCKOO CLOCK

Beautiful hand-crafted case graced with 7 leaves and 3 birds Finished in rich deep brown Contrasting white Roman numerals and baroque hands Cuckoo calls—gong sounds Half hours and full hours Dependable movement needs winding once a week 18x13" 16 lbs
No. 51005 List $39.95 **23.97**
Dealer's each

18" 30-HR. CUCKOO CLOCK
No. 51006. Same as above but 30 hour movement
List $29.95
Dealer's each . . . **17.97**

(D) 30-HOUR 2-DOOR CUCKOO AND QUAIL CLOCK

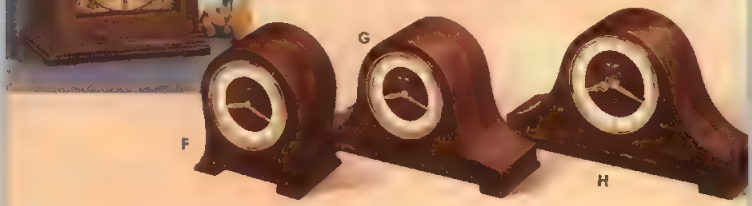
Delightful timekeeping Quail calls once at ¼ hour, twice at ½ hour, 3 times at ¾ hour, 4 times at hour cuckoo pops out and calls at ½ hour and full hour accompanied by pleasant gong sound, Exceptionally beautiful hand-carved case has 6 leaves 2 birds (one in nest) 3 realistic pine cone weights Accurate 30-hour movement 18x14" Wt. 10 lbs
No 51007. List $49.95
Dealer's each . . . **29.97**

(E) 8-DAY 18th CENTURY WESTMINSTER

Replica of the famous English 18th Century clock never before at this low price Full Westminster chimes peal out quarter, half, three-quarter, full hours; then strike the full hour Expertly crafted, hand rubbed case Antique metal dial. Dependable 2-jewel movement 6" dial. 13¾x10½x2¾"
No 31026. Wt. 10 lbs. List $75.00
Dealer's, each

(F) 8-DAY STRIKING CLOCK

Cathedral spiral gong sounds half hours and hours Handsome hand rubbed case. Full numeral satin-finish dial 7½x8x4½"
No. 31020 Wt 4 lbs List $24.95
Dealer's, each **14.95**



(G) 8-DAY STRIKING CLOCK

Rich in tradition precision timekeeping Cathedral spiral gong strikes on the half hours and hours Handsome hand rubbed wood Tambour case Satin-finish dial Key wind 7⅝x12 5/16x4" dial 4¼" Wt. 5 lbs
No. 31021. List $29.95.
Dealer's each . . . **17.97**

(H) 8-DAY WESTMINSTER CHIME CLOCK

Full Westminster Chimes peal out quarter, half, three-quarter and full hour, then strike the full hour on four melodious chime rods Hand rubbed Tambour case Dependable 2 jewel movement Key wind 6" dial 13½x8 5/16x6 5/16" Wt. 8 lbs
No. 31022. List $49.95.
Dealer's each . . . **29.97**

largest selling folding traveling clocks in . . . perfect for gifts

30-HOUR DESK-TRAVEL ALARM.
Perfect for "going places" or occupying a favorite corner on a desk. Featuring gilt trim on durable Texol covered case. Luminous hands and figures. 3¾x3½x1¾".
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No. 6660. Tan
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13" 30-HOUR CUCKOO CLOCK
No. 51001. Same as above but with 30-hour movement We 6 lbs
List $19.95. Dlr's. ea. **11.97**

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No 51007. List $49.95
Dealer's each . . . **29.97**

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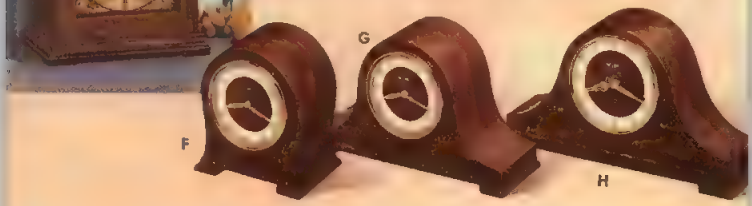
No 31026. Wt. 10 lbs. List $75.00
Dealer's, each

(F) 8-DAY STRIKING CLOCK

Cathedral spiral gong sounds half hours and hours Handsome hand rubbed case. Full numeral satin-finish dial 7½x8x4½"
No. 31020 Wt 4 lbs List $24.95
Dealer's, each **14.95**



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Dealer's each . . . **17.97**

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Full Westminster Chimes peal out quarter, half, three-quarter and full hour, then strike the full hour on four melodious chime rods Hand rubbed Tambour case Dependable 2 jewel movement Key wind 6" dial 13½x8 5/16x6 5/16" Wt. 8 lbs
No. 31022. List $49.95.
Dealer's each . . . **29.97**

AA 30-HOUR DESK/TRAVEL ALARM. A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3½x1½". **38W275-430** Retail **$6.95**

BA 30-HOUR DESK/TRAVEL ALARM. Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Choice of colors: brown, blue, or brown alligator grain. 3¼x3¾x1¾". **38W28-430** Retail **$6.95**

CA 8-DAY TRAVEL ALARM. More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM; genuine Texol covering. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3⅝x1⅜". **38W80-749** Retail **$11.95**

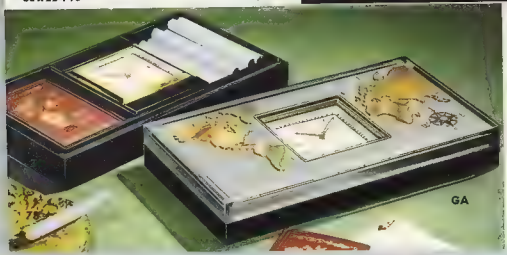
DA 30-HOUR DESK CALENDAR ALARM. Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4⅞x4⅝", overall height 4¾". **38W33-935** Retail **$14.95**

EA 30-HOUR ALARM CLOCK/CIGARETTE BOX. Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; black base. Two compartments for cigarettes or cards. Time-tested clock has raised gilt figures; indicators; luminous hour dots, hands. 8x4⅛x1 ⅝". **38W22-795** Retail **$12.95**

attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!



FA 8-DAY DESK/BOUDOIR ALARM. A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3⅛x1½" **38W48-871** Retail **$13.95**

GA 8-DAY DESK/BOUDOIR ALARM. A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½". **38W49-997** Retail **$15.95**

Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit

U V W 8-DAY 7-JEWEL WALL CLOCKS. Lovely . . . choice of decorator styles! Three dazzling models in bright gilt with variant case designs. Raised gilt figures and hour indicators. Gilt colored hands. Pull-cord for easy on the wall winding. Overall diameter 15"; dial diameter 7"; depth 1½".

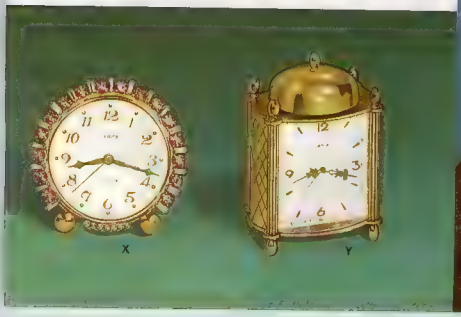
U	**38W7871-2500**	Retail **$39.95**
V	**38W7872-2500**	Retail **$39.95**
W	**38W7873-2300**	Retail **$39.95**

Prices subject to 10% Federal Excise Tax

Z 8-DAY 7-JEWEL DESK/BOUDOIR ALARM CLOCK. For gracious, modern decor and for trustworthy time . . . this creation in a transparent case! Ideal for TV console. Attractive gilt base. Raised gilt figures and hour indicators. Luminous hands and dots. 7⅝x6⅛x1½"; base 5½x2½".
38W798-2180 Retail **$35.00**

X 30-HOUR 7-JEWEL BOUDOIR ALARM. A scintillating, sparkling creation! Blazing with white baguettes and round-cut colored stones—a jeweled fantasy! Gilt figures with luminous hands and hour dots. Available in rose, aqua, or crystal (specify color). Size: 2⅝x2½".
38W721-1248 Retail **$19.95**

Y 8-DAY 7-JEWEL BOUDOIR ALARM. As enchanting as a dream . . . and desirably feminine! She will love it! Exquisitely fashioned in gold-like gilt. Accurate as it is lovely. Hour dots, slender hands are luminous tipped. Raised gilt figures, hour indicators; bell top. 4½x3⅛x1¾".
38W790-1720 Retail **$27.50**



[E][A] **30-HOUR DESK/TRAVEL ALARM.** A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3⅞x1½"
51-19-55 X460 Retail **$7.45**

[B][A] **30-HOUR DESK/TRAVEL ALARM.** Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Choice of colors: brown, blue, or brown alligator grain. 3⅞x3⅞x1¾".
51-19-56 X460 Retail **$7.45**

[C][A] **8-DAY TRAVEL ALARM.** More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM; genuine Texol covering. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3⅞x3⅞x1¾".
51-19-50 X779 Retail **$12.45**

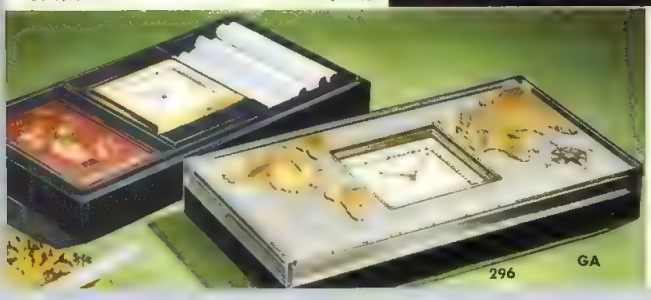
[D][A] **30-HOUR DESK CALENDAR ALARM.** Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4⅜x4⅜", overall height 4⅜"
51-19-57 X965 Retail **$13.45**

[G][A] **30-HOUR ALARM CLOCK/CIGARETTE BOX.** Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; b ack base Two compartments for c'garettes or cards. Time-tested clock has raised gilt figures; indicators, lum'nous hour dots, hands. 8x4¼x1½".
51-19-60 X825 Retail **$13.45**

attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!



[C][A] **8-DAY DESK/BOUDOIR ALARM.** A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3⅞x1½"
51-19-58 X901 Retail **$14.45**

[F][A] **8-DAY DESK/BOUDOIR ALARM.** A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures combined with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½".
51-19-59 X1027 Retail **$16.45**

Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit

T V W **8-DAY 7-JEWEL WALL CLOCKS.** Lovely choice of decorator styles! Three dazzling modes in bright gilt with variant case designs. Raised gilt figures and hour indicators. Gilt colored hands. Pull-cord for easy on the wall winding. Overall diameter 15"; dial diameter 7", depth 1⅛".

T	51-19-66 X2530	Retail $40.45
V	51-19-67 X2530	Retail $40.45
W	51-19-68 X2530	Retail $40.45

Prices subject to 10% Federal Excise Tax

Z **8-DAY 7-JEWEL DESK/BOUDOIR ALARM CLOCK.** For gracious, modern decor and for trustworthy time . . . this creation in a transparent case! Ideal for TV console. Attractive gilt base. Raised gilt figures and hour indicators. Luminous hands and dots. 7⅜x6⅞x1½", base 5½x2½"
51-19-70 X2210 Retail **$35.50**

X **30-HOUR 7-JEWEL BOUDOIR ALARM.** A scintillating, sparkling creation! Blazing with white baguettes and round-cut colored stones—a jeweled fantasy! Gilt figures with luminous hands and hour dots. Available in rose, aqua, or crystal (specify color). Size: 2⅞x3x1½".
51-19-16 X1278 Retail **$20.45**

Y **8-DAY 7-JEWEL BOUDOIR ALARM.** As enchanting as a dream . . . and desirably feminine! She will love it! Exquisitely fashioned in gold-like gilt. Accurate as it is lovely. Hour dots, slender hands are luminous tipped. Raised gilt figures, hour indicators; bell top. 4½x3¼x1¾".
51-19-13 X1750 Retail **$28.00**

PHONOLA 3 SPEED LEADER

WITH THE "MAGIC CENTER"

Never before . . . quality like this selling at such an amazingly low price . . . features ordinarily found only in high priced deluxe models. Plays all makes of 7", 10" and 12" records at 33⅓, 45 and 78 RPM. Precision built two-tube amplifier (including rectifier) and large, heavy duty Alnico V speaker give it powerful, superb sound reproduction. Full range tone and volume controls. Light weight, compact portable. Long lasting, sturdily constructed wood case. Hand covered with beautiful tweed. U. L. approved. Size 12" x 10" x 6". Shipping wt. 11¼ lbs.

512NTK139T-P2660 **Retail $27.59**

PHONOLA RECORD CHANGER

Deluxe automatic Phonola—the nearest approach to the high fidelity in its price range. Precision engineered for truly fine record reproduction. Extended frequency range and higher output give it concert hall tone quality you wouldn't believe possible. Three-speed, silent working changer shuts off by itself after last record. Featherlight tone arm with ceramic cartridge unaffected by heat or humidity. Two long-life, replaceable needles. Wide-range, high fidelity amplifier, exclusive with Phonola and heavy duty 8-inch Alnico V speaker to give "big set" balanced response for complete range of highs and lows. Tonal type tone control for bass, treble or un compensated tones. Durable hand crafted case covered with fine quality scuff proof leatherette with deluxe hardware. U. L. approved

SIZE: 15½" x 14½" x 8½" **SHIPPING WEIGHT:** 27 lbs.

512NTK214S-P5845 **Retail $83.50**

PHONOLA HAND WOUND PORTABLE

Incorporating the first major changes in hand wound portables in years. The quality hand wound acoustic portable . . . light compact, smartly styled . . . built for long wear. Acoustically correct blue-and-black tone arm. Waters Conley Master reproducer . . . exclusive built-in tone chamber. Attractive two-tone silver grain leatherette with matching hardware.

SIZE: 19" x 12" x 7½". **SHIPPING WEIGHT:** 12 lbs.

512NS62-P1675 **Retail $22.95**

TV PLANTER CLOCK

Something new and different. A beautiful item for your Television Mantel or Table —may be used as a T.V light or night light. Luxuriously finished in black with gold trim and lined with white fiber glass shade. Removable glass planter. Lumi.re Self-Starting Electric Clock fully guaranteed for one year. Size, 4½" x 6½" x 6½". Individually boxed—weight 7 lbs.

514N501-P777 **Retail $12.95**

LYRIC DELUXE MODEL RACK

Records rest safely on rubber cushions. Felt-covered, welded steel wires, easy-to-grip handles. Holds fifty 10- and 12-inch records, including longplays in envelopes.

498M-42-P285 **Retail $3.85**

DIAL-O-MATIC RADIO-PHONOGRAPH

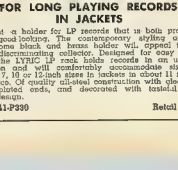
Only combination unit with the new Automatic Reducer. Only combination unit with Repeat Lever for playing same record over again regardless of its position in stack. Continuous Dial assures continuous music from records to radio—Automatically. Compact—Lightweight—Slide-out Controls for easy servicing. Precision Built Superb Tone—Featherweight Tone Arm. For 45 R.P.M. records only. Radio 5-tube super-het. Size of cabinet 12¾" wide, 9½" high, 12⅝" deep. Beautiful wood cabinet in blonde or mahogany. Wt. 24 lbs.

524N2220-P7250 **Retail $105.95**

LYRIC "LITTLE GIANT" CARRYING CASE

Holds 80 small records, including 7-inch records in albums. Of strong light-metal construction with handsome wrinkle finish in two-tone gray and turquoise green. Comfortable plastic handle. Completely indexed with new, embossed extra protection separators. Records rest on sponge rubber cushions.

498N49-P230 **Retail $4.95**



FOR LONG PLAYING RECORDS IN JACKETS

At last a holder for LP records that is both practical and good-looking. The contemporary styling of this handsome black and brass holder will appeal to the most discriminating collector. Designed for easy selection, the LYRIC LP rack holds records in an upright position and will comfortably accommodate sixty of either 7, 10 or 12-inch sizes in jackets in about 11 inches of space. Of quality all-steel construction with gleaming brass-plated ends, and decorated with tasteful gold lyre design.

486N41-P330 **Retail $4.95**

RECORD CARRYING CASE

For 10-inch records. Handsome, light metal case. Easy-to-grip plastic handle. Fifty records rest safely on sponge rubber cushions, has rubber protection feet. Jacketed. Grand for travel or home storage.

498N43-P463 **Retail $6.95**

REMINGTON TYPEWRITERS

THE NEW REMINGTON TRAVEL-RITER

This new Remington Rand portable typewriter in its gray non-glare finish is equipped with essential typewriter operating features. It has a 42-key, 84-character keyboard that includes five **educational characters** that are important to students for school work. It weighs 11 lbs. without case and 15 lbs. 2 oz. with case. The new Travel-riter has been designed for those who want a low priced portable typewriter, but who want traditional Remington Rand quality. Elite or Pica type (specify).

28SNTR-P8038 **Retail Incl. Tax $74.33**

*NOTE TO DEALERS:

Corona-Underwood-Remington Rand machines are sold to dealers for resale to ultimate users only. The company's established minimum retail price for typewriter models which are sold under Fair Trade must be maintained. This does not apply in the District of Columbia and states where price maintenance is not permitted.

EXCLUSIVE MIRACLE TAB—Set and clear tab stops from the keyboard with a flick of the finger. Perfect for typing lists of names, dates, figures.

NEW VISIBLE MARGINS let you see where to set both right and left margins. You set them with finger-tip ease . . . and they stay in place . . . never slip.

PATENTED SIMPLIFIED RIBBON CHANGER—Patented feature is semi-automatic . . . reverses ribbon changing in one easy operation.

THE NEW REMINGTON QUIET-RITER

THE COMPLETE OFFICE TYPEWRITER IN PERSONAL SIZE

The 38 added-convenience typing features contained in the Remington Quiet-riter assure you superbly smooth typing performance . . . with beautiful printwork. This masterpiece of modern typewriter design gives you all the office machine features you need for easier, faster, more accurate typing. Remington Quiet-riter is your best portable typewriter buy. Amazingly quiet, vibration-free operation. Exclusive Miracle Tab gives new speed and convenience. Sets and clears tabs with one key at keyboard level. Superstrength frame with soft gray-tone finish—harmonizes with any home or office furnishings. Smooth roller-bearing mounted carriage. Standard keyboard with finger-fitted keys for new positiveness of touch. Large size platen plus Sure Grip paper feed give positive paper grip on any size card or paper . . . paper edge guids for easy paper alignment. Modern, handsome luggage-type carrying case. Elite or Pica Type (specify).

28SNQR-P9760 With Tabulator. **Retail Incl. Tax $120.50**

Remington PICA TYPE

Remington ELITE TYPE

UNDERWOOD PORTABLE TYPEWRITERS

UNDERWOOD LEADER

The new Underwood Leader Portable Typewriter is an attractive, low price, lightweight, well constructed Family Portable. An outstanding "good buy" in a reliable portable. It has modern features including Balanced Segment Shift, Standard Spaced Keyboard, Family Keyboard, full 9" Writing Line, Finger Form Keys, Easy Touch Action, 84 Characters including Arithmetic Signs, Back Spacer, Right and Left Shift Key, Shift Lock, Carriage and Paper Release Lever, Adjustable Hand Margins with Right Hand Bell Indicator, Automatic Line Finder, Manual and Automatic Ribbon Reverse, Adjustable Paper Fingers, Single, Double, Triple Spacing, Coordinated Carriage Scale, Pica Type, etc., Non-Glare, Tan Tone Finish with Green Keytops and attractive Green Carrying Case. Shipping wt. 22 lbs.

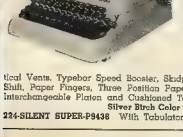
28TN-L-P5046 Pica Type only. **Retail Incl. Tax $74.41**

UNDERWOOD DELUXE TYPEWRITER

The new Underwood Deluxe Portable Typewriter sweeps all comparison aside. This new model combines attractiveness, quality, typing ease and quiet efficiency. It has improved modern feature including "Key-Set" Tabulation which enables you to set, clear and operate the Tabulator from the keyboard, eliminating "fussing" with the back. Has the visible "See-Set" margins which give speed and accuracy in Setting margins in scale or inches. Has Standard spacing, 9" Writing Line, 84 Characters, Segment Shift, Automatic Ribbon Reverse, Left and Right Margin Release Key; Single, Double, Triple Line Spacer, Touch Tuning, Paper Guide and Bail, Centralizing Lock, Finger Form Keys, Pica and Elite Type, etc., Non-Glare two tone Green Crackle Finish with a Brown Taupe tapered Carrying Case.

28TN DELUXE-P8791 **Retail Incl. Tax $120.51**

SMITH-CORONA PORTABLE TYPEWRITERS

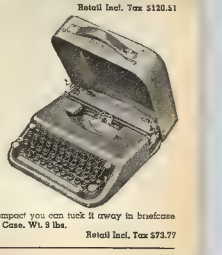


CORONA SILENT SUPER

The Aristocrat of portable typewriters. Has Page Gage, Colorspeed Keyboard, Super-Speed Escapement, Quickset Margins, Synchronized Line Space Lever, Tip-Touch Back Spacer, Acoustical Vents, Typebar Speed Booster, Skidproof Feet, Piano Key Action, Floating Shift, Paper Fingers, Three Position Paper Rest, Line Retainer, Paper Support, Interchangeable Platen and Cushioned Tabulator.

Silver Birch Color Carrying Case.

224-SILENT SUPER-P8438 With Tabulator **Retail Incl. Tax $122.65**



CORONA SKYRITER

9 lb. Baby Brother of the World's Fastest Portable. Only 3" high, 11" wide, 12" long. Has the regulation 84 character Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster and Touch Selector. So compact you can tuck it away in briefcase.

Complete with Case. Wt. 9 lbs.

224-SKYRITER-P5815 **Retail Incl. Tax $73.77**

Florence DINNERWARE

—from America's oldest molder of plastics, maintains its position of leadership through better styling and today's most popular decorator's colors. Florence dinnerware is the choice of the discriminating housewife because it keeps hot foods hot longer, cool ones cool . . . because it is easy to clean . . . it is odorless, non-toxic, non-inflammable, and safely washable in boiling water, in sink or dishwasher.

42-pc. DINNER SET

Setting for Six consists of 6 ea., 10" Dinner Plates, Salad Plates, Bread and Butter Plates, Soup or Cereal Bowls, 6 Cups, 6 Saucers; one ea. Open Vegetable Dish, Divided Vegetable Dish, large 14½" Oval Platter, Creamer and Covered Sugar Bowl. Wt. 20 lbs.

Retail **$49.95**

50-02-01	W3330	(1 to 3 sets)	Turquoise Blue
50-02-01	W2997	(4 or more sets)	
50-02-02	W3330	(1 to 3 sets)	Bone White
50-02-02	W2997	(4 or more sets)	
50-02-03	W3330	(1 to 3 sets)	High Noon Yellow
50-02-03	W2997	(4 or more sets)	
50-02-04	W3330	(1 to 3 sets)	Dawn Gray
50-02-04	W2997	(4 or more sets)	
50-02-05	W3330	(1 to 3 sets)	Fiesta Pack
50-02-05	W2997	(4 or more sets)	

(Fiesta consists of Dinner and Bread and Butter Plates Blue, Cups 3 Blue, 3 Red, Platter and Salad Plates Yellow; Saucers, Creamer and Sugar Bowl Black; Serving Dishes Red; Bowls Black). As Illustrated above.

6-pc. Service Set smartly styled serving pcs., includes 14¼" Platter, 2 Vegetable Dishes (1 open, 1 Divided), Creamer and Covered Sugar Bowl. Wt. 5 lbs.

Retail **$13.95**

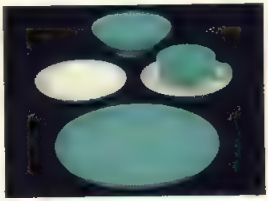
50-02-09	W930	(1 to 3 sets) Midnight Black
50-02-09	W837	(4 or more sets)
50-02-06	W930	(1 to 3 sets) Turquoise Blue
50-02-06	W837	(4 or more sets)
50-02-08	W930	(1 to 3 sets) Sunset Red
50-02-08	W837	(4 or more sets)
50-02-07	W930	(1 to 3 sets) High Noon Yellow
50-02-07	W837	(4 or more sets)

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co
FLORENCE, MASS

LET 'EM FALL!
Won't chip or break, need no pampering, even when the kiddies use 'em.

COLOR THROUGH AND THROUGH
Impregnated with rich, glowing color all the way through — can't wear off, rub off, or scratch off!

When ordering sets not listed . . .
Service for 8—order 2—20 Pc and 1 Service Set
Service for 12—order 3—20 Pc and 1 Service Set



20-pc. Dinner Set—Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt 9 lbs

Retail **$19.95**

50-01-99	W1330	Turquoise Blue & Bone White
50-01-99	W1197	(4 or more sets)
50-01-06	W1330	Sunset Red & Dawn Gray
50-01-06	W1197	(4 or more sets)
50-01-07	W1330	Rainbow Assortment
50-01-07	W1197	(4 or more sets)

Rainbow—equal pcs. Blue-White-Red-Yellow.

41-Pc. DINNER SET

Service for six includes six 10" large dinner plates, six 6½" plates, six 9 oz. soup or cereal bowls, 6 salad bowls, six cups, six saucers, cream and sugar set, 15" platter, 11" veg. serving dish. Wt. 12 lbs.

Retail **$37.95**

50-01-90 W2530 (1 to 3 sets)
50-01-90 W2277 (4 or more sets)
Coral Pink and Bone White with Coral Serving Pcs.

50-01-91 W2530 (1 to 3 sets)
50-01-91 W2277 (4 or more sets)
Celadon Green and Primrose Yellow with Green Serving Pcs.

50-01-92 W2530 (1 to 3 sets)
50-01-92 W2277 (4 or more sets)
Fiesta (dinner plates, bowls, cups, 3 ea. yellow, 3 ea. white—saucers, bread and butter plates, 3 ea. green, 3 ea. coral—cream and sugar coral—platter yellow—veg. bowl green). As shown on right

When ordering sets not listed .
Service for 8—order 2—20 Pc and 1 Service Set
Service for 12—order 3—20 Pc and 1 Service Set

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co
FLORENCE, MASS

MOLDED OF
PLASKON
MELAMINE

Guaranteed by Good Housekeeping

THE NEW *Cadence*

the quality line with the **Budget** *price*

New and stunning . . . in today's newest decorator colors, is CADENCE —today's best buy in Melamine ware. Economical to own and economical to use, CADENCE ends breakage replacements. Actually guaranteed against chipping, cracking or breaking!

For beauty and value CADENCE has no equal . . . Smooth, clear surface . . . china like glaze . . . gracefully balanced . . . solid Melamine throughout . . . rich, glowing colors that cannot wear off or rub off.

A modern design that is easy to clean, easy to stack, new CADENCE is a mark of good taste, a symbol of gracious living. It is odorless, non-toxic, non-inflammable, and safely washable in boiling water in sink or dishwasher. CADENCE is the practical dinnerware for every day use and everyone's budget.

20-Pc. DINNER SET

Set consists of four place settings including four 10" large dinner plates, four 6½" plates, four 9 oz. bowls, four cups and four saucers. Wt. 9 lbs.

Retail **$15.95**

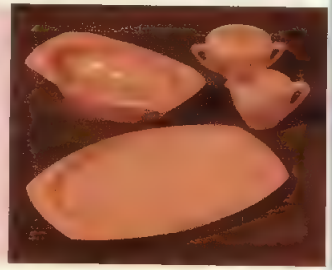
50-01-93 W1063 (1 to 3 sets) Primrose Yellow
50-01-93 W 957 (4 or more sets)
50-01-94 W1063 (1 to 3 sets) Celadon Green
50-01-94 W 957 (4 or more sets)
50-01-95 W1063 (1 to 3 sets) Coral Pink
50-01-95 W 957 (4 or more sets)
50-01-96 W1063 (1 to 3 sets) Bone White
50-01-96 W 957 (4 or more sets)
50-01-97 W1063 (1 to 3 sets) Rainbow
50-01-97 W 957 (4 or more sets)
Rainbow—equal pcs. above 4 colors

5-Pc. SERVICE SET

Modern, functional design . . . match and fit any table setting. The five pc. set consists of large 15" platter, 11" veg. serving dish, creamer and sugar bowl with cover. Wt. 3 lbs. Solid colors only.

Retail **$10.95**

50-02-10 W730 (1 to 3 sets) Primrose Yellow
50-02-10 W657 (4 or more sets)
50-02-11 W730 (1 to 3 sets) Celadon Green
50-02-11 W657 (4 or more sets)
50-02-12 W730 (1 to 3 sets) Coral Pink
50-02-12 W657 (4 or more sets)
50-02-13 W730 (1 to 3 sets) Bone White
50-02-13 W657 (4 or more sets)



Florence DINNERWARE

—from America's oldest molder of plastics, maintains its position of leadership through better styling and today's most popular decorator's colors. Florence dinnerware is the choice of the discriminating housewife because it keeps hot foods hot longer, cool ones cool . . . because it is easy to clean . . . it is odorless, non-toxic, non-inflammable, and safely washable in boiling water, in sink or dishwasher.

42-pc. DINNER SET

Setting for Six consists of 6 ea., 10" Dinner Plates, Salad Plates, Bread and Butter Plates, Soup or Cereal Bowls, 6 Cups, 6 Saucers; one ea. Open Vegetable Dish, Divided Vegetable Dish, large 14¼" Oval Platter, Creamer and Covered Sugar Bowl. Wt. 20 lbs.

Retail **$47.95**

10H175X3197-4X2887	Turquoise Blue
10H176X3197-4X2887	Bone White
10H177X3197-4X2887	High Noon Yellow
10H178X3197-4X2887	Dawn Gray
10H179X3197-4X2887	Fiesta Pack

(Fiesta consists of Dinner and Bread and Butter Plates Blue; Cups—3 Blue, 3 Red; Platter and Salad Plates Yellow; Saucers, Creamer and Sugar Bowl Black; Serving Dishes Red; Bowls Black). As illustrated above.

6-pc. Service Set smartly styled serving pcs., includes 14¼" Platter, 2 Vegetable Dishes (1 open, 1 Divided), Creamer and Covered Sugar Bowl. Wt. 5 lbs.

Retail **$12.95**

10H171X863-4X777	Midnight Black
10H172X863-4X777	Turquoise Blue
10H173X863-4X777	Sunset Red
10H174X863-4X777	High Noon Yellow

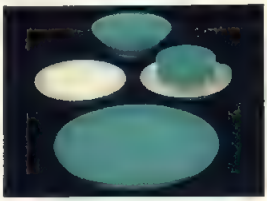
1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co.
FLORENCE, MASS

OPEN STOCK

Allow 10 days for shipment F.O.B. Florence, Mass.
Minimum order $10 at Retail Value
SOLID COLORS Sunset Red, Dawn Gray, High Noon Yellow, Midnight Black, Bone White and Turquoise Blue. SPECIFY COLORS.

10H204X120	Dinner Plate 10"	$1.80
10H205X76	Salad Plate, 7¾"	1.15
10H206X63	Bread & Butter, 6¼"	.95
10H207X50	Saucer	.75
10H208X66	Cup, 9 oz.	1.00
10H209X66	Soup or Cereal Bowl, 14 oz.	1.00
10H210X53	Fruit Dish, 8 oz.	.80
10H211X196	Small Platter, 12½" oval	2.95
10H212X263	Large Platter, 14¼" oval	3.95
10H213X200	Vegetable Dish—Open	3.00
10H214X217	Vegetable Dish—Divided	3.25
10H215X234	Cream & Sugar Set	3.50

When ordering sets not listed . . .
Service for 8—order 2—20 Pc and 1 Service Set
Service for 12—order 3—20 Pc and 1 Service Set



20-pc. Dinner Set—Setting for 4 consists of 4—10" Dinner Plates, 4—6¼" Plates, 4—Soup or Cereal Bowls, 4—Cups and 4 Saucers. Wt. 9 lbs.

Retail **$18.95**

10H168X1263-4X1137	Turquoise Blue & Bone White
10H169X1263-4X1137	Sunset Red & Dawn Gray
10H170X1263-4X1137	Rainbow Assortment

Rainbow—equal pcs. Blue-White-Red-Yellow.

41-Pc. DINNER SET

Service for six includes six 10" large dinner plates, six 6½" plates, six 9 oz. soup or cereal bowls, 6 salad bowls, six cups, six saucers, cream and sugar set, 15" platter, 11" veg. serving dish. Wt. 12 lbs.

Retail **$35.95**

Coral Pink and Bone White with Coral Serving Pcs.
10H189X2397-4X2157

Celadon Green and Primrose Yellow with Green Serving Pcs.
10H190X2397-4X2157

Fiesta (dinner plates, bowls, cups, 3 ea. yellow, 3 ea. white—saucers, bread and butter plates, 3 ea. green, 3 ea. coral—cream and sugar coral—platter yellow—veg. bowl green). As shown on right. **10H191X2397-4X2157**

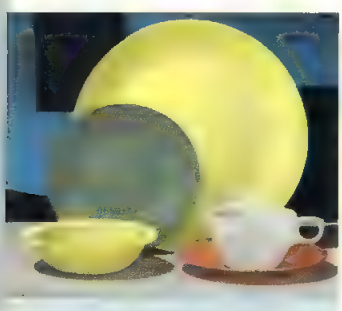
When ordering sets not listed . . .
Service for 8—order 2–20 Pc and 1 Service Set
Service for 12—order 3–20 Pc and 1 Service Set

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTICS DIVISION
Pro-phy-lac-tic Brush Co.
FflorENCE, MASS

MOLDED OF
PLASKON
MELAMINE
Guaranteed by Good Housekeeping

THE NEW *Cadence*

the quality line with the ***Budget*** *price*



New and stunning . . . In today's newest decorator colors, is CADENCE—today's best buy in Melamine ware. Economical to own and economical to use, CADENCE ends breakage replacements. Actually guaranteed against chipping, cracking or breaking!

For beauty and value CADENCE has no equal . . . Smooth, clear surface . . . china like glaze . . . gracefully balanced . . . solid Melamine throughout . . . rich, glowing colors that cannot wear off or rub off.

A modern design that is easy to clean, easy to stack, new CADENCE is a mark of good taste, a symbol of gracious living. It is odorless, non-toxic, non-inflammable, and safely washable in boiling water in sink or dishwasher. CADENCE is the practical dinnerware for every day use and everyone's budget.

OPEN STOCK

Allow 10 days for shipment F.O.B. Florence, Mass.
Minimum Order $10.00 at Retail Value

SOLID COLORS: Primrose Yellow, Celadon Green, Coral Pink and Bone White. **SPECIFY COLORS.**

		Retail
10H192X107	Dinner Plate, 10"	$1.60
10H193X50	Salad Plate, 6½"	.75
10H194X50	Saucer	.75
10H195X60	Cup, 7½ oz.	.90
10H196X67	Mug, 9 oz.	1.00
10H197X234	Sugar & Cream Set	3.50
10H198X60	Rimless Salad Bowl, 15 oz.	$ .90
10H199X53	Rim Cereal Bowl, 9 oz.	.80
10H200X37	Fruit Dish, 5 oz.	.55
10H201X197	Veg. Serving Dish	2.95
10H202X83	Lug Soup Bowl, 14½ oz.	1.25
10H203X263	Platter, 15	3.95

20-Pc. DINNER SET

Set consists of four place settings including four 10" large dinner plates, four 6½" plates, four 9 oz. bowls, four cups and four saucers. Wt. 9 lbs.

Retail **$14.95**

10H180X997-4X897	Primrose Yellow
10H181X997-4X897	Celadon Green
10H182X997-4X897	Coral Pink
10H183X997-4X897	Bone White
10H184X997-4X897	Rainbow

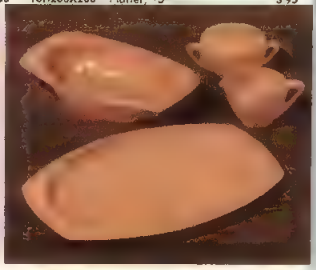
Rainbow—equal pcs. above 4 colors

5-Pc. SERVICE SET

Modern, functional design . . . match and fit any table setting. The five pc. set consists of large 15" platter, 11" veg. serving dish, creamer and sugar bowl with cover. Wt. 3 lbs. Solid colors only.

Retail **$9.95**

10H185X663-4X597	Primrose Yellow
10H186X663-4X597	Celadon Green
10H187X663-4X597	Coral Pink
10H188X663-4X597	Bone White



Outstanding Line of
INFANT, CRIB and CARRIAGE TOYS
plus Interesting Baby Items!

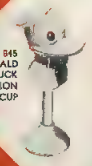
18 LITTLE RED RIDING HOOD™ DOLL

7 BABY ROBIN HOOD™ DOLL

L SCOUT

22 CARRIAGE BELLS

20 MUSIC BALL (VINYL BAG)


845 DONALD DUCK SUCTION CUP

CARRIAGE BALL

23 MUSIC BALL (ACETATE BOX)

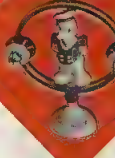
1172 DONALD DUCK BABY BOTTLE HOLDER

09
96
111
BARREL RATTLE
CANOPY RATTLE
UMBRELLA RATTLE

SOL STAHL, PRES.

JERRY TALLY, SALES MANAGER

1058 MICKEY MOUSE ACROBAT


1155 DONALD DUCK "SPINNING"

59 ASSORTED RATTLES, 2 DOZ. (IND. BOXED)

HOTEL McALPIN
Rooms 867-869

SALESMEN:

Sam Grant
Dave Banks
H. H. Cross, Overseas Agencies
Guy Sterling
Bill Doyle
Moe Rutenberg

844 MICKEY MOUSE SUCTION CUP

STAHLWOOD TOY MFG. CO., Inc.
601 West 50th St. • New York 19, N. Y.
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708 SOUTH MAPLES • LOS ANGELES, CALIF.

Plastic Playthings Inc.
Manufacturers of PLASTIC TOYS.
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HO Gauge Electric GO with HObbyline
Trains & Accessories
John A. English & Co., Inc., Morrisville, Pa.

CARTROL M-P
Magnetic Power Engine
ASSEMBLED AND DO-IT-YOURSELF KIT
Cartrol Corporation
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SALES COME EASY WITH "PIXIE DUST"
Featuring Walt Disney's Official
Davy Crockett
$1.50 retail, complete with crayons, artist brush, adhesive, six packages of glitter, four outlined pictures ready for coloring and glitter.
GLITTER PRODUCTS CO.
1224 Lawrence St., Denver, Colo.

K&O FINEST IN MODEL BOATS AND FAMOUS NAME OUTBOARD MOTORS
14720 Keswick St., Van Nuys, Calif.

TIGER SHARK 10¢ Retail
EACH IN CLEAR CELLOPHANE BAG
12" WING SPAN
ALL BALSA STUNT GLIDER
TIGER SHARK 18" WING SPAN
Catapult Launched RETAIL
Individually Boxed 25¢
5¢ gliders—model cements—color dopes
LERCON HOBBY PRODUCTS
1185 RANDALL AVENUE, BRONX 59, N. Y.

AUTHENTIC PLASTIC MODELS
TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933
LINDBERG PRODUCTS INC., SKOKIE, ILL.

3-D displays for Plastikit models of 1956 Cadillac convertible and Indianapolis racer are available from Monogram Models, 3421 W. 48th pl., Chicago. Cadillac P-13 introductory pack has 12 kits, racer P-12 pack has 18. A built-up model mounts atop display.

Revolving 'Glitter' stand

Glitter Products Co., 1224 Lawrence st., Denver, Colo., is offering a colorful, revolving, plastic and steel display stand which holds 42 vials of Glitter Glitter now comes in 17 different shapes, sizes and colors

Catalog No. D-72 is packed with six dozen 25c plastic vials of assorted nontarnish aluminum Pixie Dust Glitter The display stand is free.

The 30 extra vials of Glitter, in addition to the 42 vials held by the display stands, are refills.

Weight of complete deal is 4½ lbs. Shipping carton dimensions are 12" x 6¾" x 3". This "complete Glitter department" takes only 7" of counter space.

THE PAINT THAT COMPLETES EVERY HOBBY KIT SALE!
'NAMEL COLOR KIT #69
FOR ALL PLASTIC HOBBY KITS
PACTRA Chemical Co. 1213 N. Highland Ave Los Angeles 38, Calif

IT'S NEW IT'S EXCITING
CINCINNATI Mechanic-Maker LATHE
FOR
• TEENAGERS • HOBBYISTS
• DO-IT-YOURSELFERS
WRITE FOR DETAILS
WINKLE MFG. CO.
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LEADERS IN LEATHERCRAFT TOYS THAT LEAD YOU TO PROFITS
MOUSEKETEER TOYS
INDIANCRAFT KITS
LEATHERCRAFT SETS
CHIEF & PRINCESS INDIAN CRAFT KITS
SAMPLE ORDERS INVITED
FREE Catalogs
THE CONNECTICUT LEATHER CO.
75 WINDSOR ST., HARTFORD 5, CONN.

24 HOUR SERVICE ON MOST ORDERS
30,000 ITEMS ALWAYS IN STOCK—ALL LEADING LINES
T R O S T
PLANES • TRAINS
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CRAFTS • STAMPS
PARTS • TOOLS
VEHICLES • TOYS
WHOLESALE ONLY
DEALERS
WRITE FOR DETAILS
TROST MODELCRAFT AND HOBBIES
3140 W. 63RD
CHICAGO 29

for play homes

Descriptions of Items on Opposite Page

(1) "SNOOZIE" IN HER OWN BABY-BLANKET—ready to go beddy-bye. Big ribbon bow ties Doll in. Moulded of washable flesh-like Vinyl—soft and cuddly. Swivel head with bright eyes. Pert "baby face." Coos when squeezed. Flannelette nightie and diaper. About 16½ inches tall.
27-P-164. Price, delivered 2.95

(2) BABY BRENDA IN BATHTUB with diaper, soap, 4 packages of bath salts, powder puff, sponge and face cloth. Soft, washable Doll of moulded Vinyl with flesh-like colour and feel. About 14 inches tall with go-to-sleep eyes. Pyjamas included. Polythene (plastic) tub is about 17½ inches long, 4½ inches deep.
27-P-156. Price, with bath and accessories, delivered . . . 5.95

(3) "SLEEPWALKER" DOLL in adorable zippered sleeper with matching "pixie" nightcap of soft flannelette. A chubby bedtime companion with soft "Flexse-Vinyl" body that can be made to assume various positions (praying, sitting and so on). Rooted Saran hair is embedded in her flesh-toned vinyl head. Coo voice. Sleeping eyes. Washable. Removable foot muffs. About 17 ins. tall.
27-P-158. Price, delivered 4.95

(4) POPULAR "TOPSY"—a delightful "coloured" Doll with rooted Saran curls and hairbow. Soft moulded Vinyl construction bends into various poses. Sleeping eyes in her swivel head. Cooing voice. Crisp organdie dress with underskirt, panties, strap on shoes and socks.
27-P-160. About 14 inches tall. Price, delivered. 3.95

(5) "SUSIE WALKER"—a well-groomed Walking Doll that steps along daintily wherever "mother" leads. Sits, and cries "Mama." Hard Plastic construction with moulded soft vinyl head and arms in lifelike detail. Rooted Saran hair with a bright ribbon in it. Big sleeping eyes with lashes. Pretty rayon dress, panties, vinyl strap-on shoes and socks.
27-P-163. About 19 inches tall. Price, delivered. 5.98

(6) "TICKLE TOES." An immaculately dressed Doll, with washable Vinylflex (soft moulded plastic) body and swivel head moulded in vinyl like a real baby's skin. Rooted Saran hair and sleeping eyes. Bends into lifelike poses. Fancy lace-trimmed dress with half slip, fringed bonnet, pants, socks and button shoes. Cooing voice.
27-P-161. About 15 inches tall. Price, delivered. 3.95

(7) "NINA, THE BRIDE"—has flowing gown of flowered satin, trimmed with fine net and imported lace. Be-ribboned nosegay in hand. Panties, realistic strap shoes and socks. Cooing voice. Washable moulded Vinyl body. Soft Vinyl swivel head with sleeping eyes and lustrous rooted Saran hair.
27-P-157. About 15 inches tall. Price, delivered. 4.79

(8) "MARY ANN." A Rooted Hair Doll at a very low price. Soft "Vinylflex" body so she can sit or kneel and be set many ways. Sleeping eyes. Rayon dress with dainty sash and trim. Rayon panties, strap-on shoes and socks. Can be bathed. Coo voice.
27-P-165. About 14 inches tall. Price delivered 2.98

(9) SMARTLY OUTFITTED DOLL of washable, skin-textured moulded Vinyl that bends into all sorts of positions. Soft Vinyl head with go-to-sleep eyes. Cooing voice. Combable rooted Saran hair. Iridescent rayon taffeta coat with pompons at front. Matching hat. Rayon Taffeta dress and panties. Removable strap-on shoes and socks.
27-P-162. About 15 inches tall. Price, delivered. 4.95

(10) SNOW SUIT SALLY—done up snug as a bug in a blanket cloth (cotton) snow suit with matching cap. "Vinylflex" moulded plastic body and soft Vinyl head are like real skin. Washable. Bends into many lifelike positions. Bright eyes. Soft coo voice.
27-P-159. About 15 inches tall. Price delivered 2.95

(11) KNITTING AND EMBROIDERY KIT in a little girl's Plastic "carry-all" case with piped seams, zippered top. Kit contains six balls of wool and three skeins of embroidery thread in different colours, three embroidery pieces of stamped cotton; hoop; thimble; knitting needles; scissors. Case about 10 inches long.
27-P-166. Price, kit 1.95

(12) (13) DE LUXE PLAYTIME MEDICAL KITS. Grip-type cases are moulded of Imck Polythene Plastic with simulated grain. Very absorbing pastime for any child. Moulded plastic instruments. Size about 10½ by 4 by 6 4 inches wide.
(12) **27-P-170.** DE LUXE "DOCTOR'S KIT" contains a smock, stethoscope, microscope, pince-nez glasses, hypo needle, thermometer mallet, eye-examining equipment, five tongue depressors, candy capsules, candy pills, absorbent cotton, prescription forms and behaviour and patients' charts.
(13) **27-P-169.** DE LUXE "NURSE'S" KIT contains an apron, cap, hot water bottle, spectacles, wrist watch, hypo needle, thermometer, candy pills, candy capsules, absorbent cotton, five tongue depressors and behaviour and patients' charts.
Price, each, delivered. 2.98

(14) THREE-PIECE LITTLE NURSE'S UNIFORM. Striped dress, long apron and cap of crisp Cotton. Neatly cut and sewn. Very good value. Sizes 4, 6, 8.
27-P-174. Price, three-piece outfit 1.98

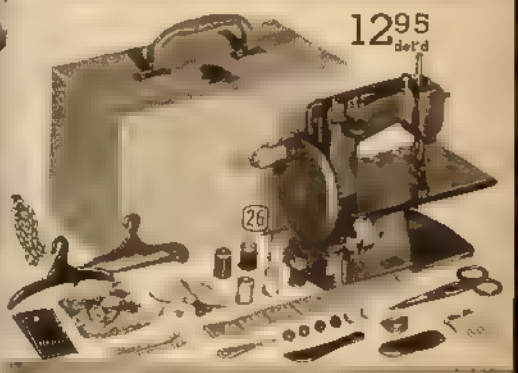
(15) DAY NURSERY AND ACCESSORY SET—complete with six moulded plastic infants and an attendant. Colourful "build-it-yourself" nursery of Metal, lithographed inside and out. Size about 15¼ by 7¾ by 8¼ inches high with exposed edges safely rolled. Built-in metal work counter. All sorts of plastic furniture and fittings to arrange through the open back—plus four tiny blankets, some gauze, a supply of cotton batting and a nurse's cap.
27-P-166. Price, complete set, delivered. . . . 4.59

(16) JUNIOR MISS HAT BOXES in attractive grained effect with assorted lively figures on one side. Plastic post-type handle. Plated metal clasp and hinges.
27-P-172. Smaller Size (about 7⅜ ins. high, 3⅜ ins. deep). 1.59
27-P-173. Larger Size (about 10⅜ ins. high, 4⅜ ins. deep). 2.49
Price, delivered . . . . .

(17) JR. MISS' SEWING KIT in hip-roof carry-all case. Working model Plastic sewing machine, 6½ inches long, with suction cups to hold firm to table. Sews quite efficiently for the little girl to make a doll's wardrobe. Complete with plastic doll two packages of print cloth, four spools of thread; tape measure; scissors; thimble; needle and needle threader. 10¾ by 6¼ by 4¾ ins. high.
27-P-167. Price, kit, delivered. 4.29

(18) GROWN-UP TOTE BAG AND UMBRELLA COMBINATION. Smart Rayon umbrella is about 15 ins. long with metal frame, plastic "monkey" handle and hand loop. Good quality Tote Bag (about 10½ ins. wide, 11 ins. deep) is of a waterproof rubber-backed Rayon Plaid with plastic handles and reinforcing trims. Domed tab at top. Loop on side to hold rolled umbrella.
27-P-171. Price, set, delivered 4.59

BATTERY-OPERATED SEWING MACHINE SET



PLAYHOUSE EQUIPMENT FOR MOTHER'S LITTLE HELPER

(19) EIGHT PIECE "TIDYING-UP" SET. Revolving brush in carpet-sweeper picks up dust in a jiffy. Good quality broom and mop. Plastic dust pan. "Brillo" soap pad. Sponge. Jar of polish. Colourfully-illustrated story book included. Smooth wood handles. Broom is about 25⅜ inches long.
27-P-249. Price, set. 1.98

(20) FOLDING IRONING BOARD of All Metal construction. Safely turned edges. Medium heavy-gauge perforated top. Anti-slide rubber tips on legs. Baked enamel finish. Good size—about 27¼ by 7½ by 20¼ inches high.
027-P-01045. Price. 1 79

(21) ADJUSTABLE, FOLDING IRONING BOARD just like Mother's! Made with strong legs of 3/4-inch Steel tubing with rubber-tipped 8¼ inch feet for good stability. Has sturdy Steel top, reinforced with channel steel section underneath and rolled edge all around. Finished in glossy baked enamel. Adjusts to five positions (18 to 22 inches) to suit child's height. About 26¼ inches long, 8½ inches wide.
027-P-1082. Price, delivered . 3.95

(22) ELECTRIC WASHING MACHINE with rubber hand wringer. Flash light battery supplies power to the agitator. On-off control knob. Rubber drain hose. Hinged lid. Wringer lifts into top with lid up. Sturdy Metal construction, lithographed with colourful washday scenes. About 5¼ inches high. Battery not included.
27-P-250. Price. 1.89
Viking Batteries to fit above.
27-P-258. Price. . . . . 2 for 25c

(23) TOY ELECTRIC IRON that heats up when plugged in! Does not get hot enough to burn fingers or garments. Sturdy Metal with brightly polished bottom. Streamlined handle. About 5½ inches long. For 110-volt A.C. only.
27-P-0205. With cord and plug 1.39

(24) GLO" IRON. A colourful, harmless Plastic Iron that glows brightly when switched on, to give the impression of heat. Tiny battery concealed inside. About 5½ inches long.
27-P-248. Price, with battery . 98c

(25) 42-PIECE DISHWASHING SET to help develop tidy habits in little hostesses—enables them to do their own dishes after a doll party. Utensils are of safe, sanitary Polythene or Styrene Plastic and include a wash basin, dish rack and six each of plates, saucers, cups, knives, forks and spoons—plus a dish cloth, sponge, soap and a tiny box of "Ivy" Dishpan is about 9½ inches long. Bright assorted colours.
27-P-251. Price, 42-piece set 1 95

(26) BATTERY OPERATED SEWING MACHINE KIT with a large number of accessories. Sturdy Metal with enamel finish. About 7 inches long. Plush lined case (size about 9¼ by 5 by 7⅜ inches) has a plastic handle and shirred pocket in lid. **Accessories** include 6 spools of thread in assorted colours; scissors; marking soap; pin cushion; ribbon; 2 hangers; thimble; sewing machine needles; 6 buttons; tape measure etc. Batteries not included. Can also be operated by hand.
27-P-247. Price, kit delivered 12 95
27-P-258. Viking Batteries to fit above. Price. . . . . 2 for 25c

(27) FOUR-PIECE STORE SET. Cash register, scales, telephone and paper roller (with roll of paper). Each has moving parts. Phone rings. Metal with lithographed finish. Cash register is about 12 inches high. A neat little set that young stars are to play with.
27-P-0204. Price, set of four 1 98

(28) LITTLE GIRL'S TRUNK WITH TRAY. Built almost like regular full-sized trunk with strong Wooden frame, plated metal corner reinforcements. Twin catches, handles and hinges are also plated. Grained covering. Lined. Size about 18 by 10¼ by 9¼ ins. high.
027-P-1081. Price, delivered 4 98

(29) "SINGER SEWHANDY" a famous name in sewing machines brings you a fine quality child's Sewing Machine. Adjustable for tension and stitch length. Very useful in teaching little girls to sew properly. Heavy Metal construction. Baked enamel finish. Strong table clamp (see inset) to hold sewing machine firmly. About 6½ inches high.
27-P-245. Price, with three extra needles and instruction manual, delivered 14.95

(30) BRITISH MADE "VULCAN" SEWING MACHINE with efficient chain drive. Neat, even stitches. Rugged Metal construction with "crinkle" enamel finish. C" clamp for fastening to table. About 9½ inches long, 5½ inches high. Sewing instructions included.
27-P-246. Price, with spool of thread, delivered 5.95

EATON'S Low Price is the Delivered Price—We Pay Shipping Charges on Orders of $2.00 and Over.

ALL-METAL DOLL HOUSE WITH COLOURFULLY DECORATED ROOMS—ALL WITH ACCURATELY DETAILED MINIATURE PLASTIC FURNITURE, ONLY **2.95** del'd

At our Feature Value price you can be full owner of this fully furnished modern Play House. Lithographed in bright colours—inside and out. Open back makes it easy to rearrange furniture. Metal "build-it-yourself" home with exposed edges widely rolled. Cut-out windows. Furnishings are moulded in detail fine enough to please the fussiest little housekeeper. About 30 pieces in all to place around the living room, kitchen, bedroom, bathroom and nursery (complete with two tiny dolls). Over-all size about 19¼ by 6¾ by 14½ inches high
027-P-215. FEATURE VALUE. Price, complete, del'd **2.95**

ready-mixes for tea-party treats

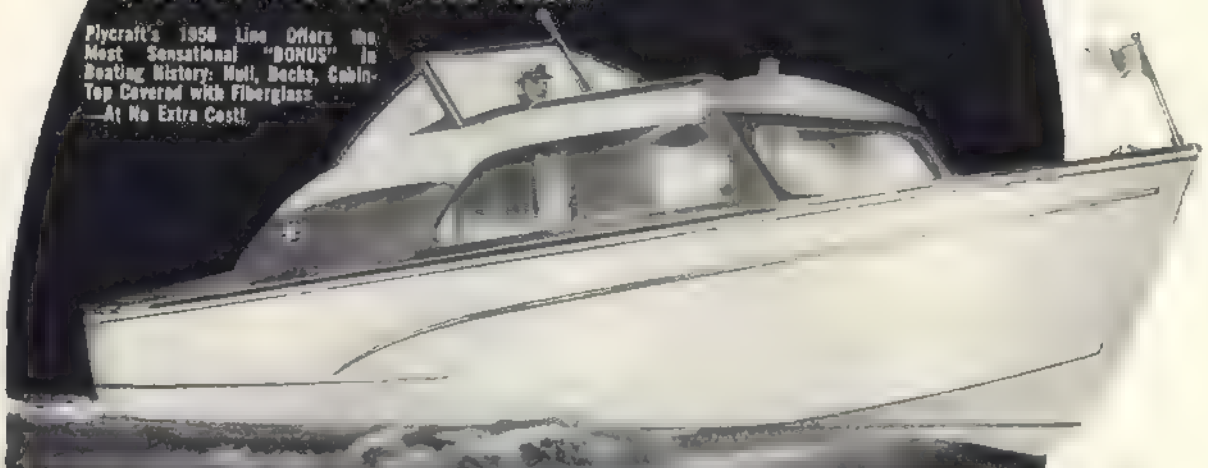
spend happy hours making delicious cakes, cookies and candy

PLY-CRAFT PROUDLY PRESENTS

THE FLEETMASTER "21"

PRIDE OF THE NEW 1956 FLEET!

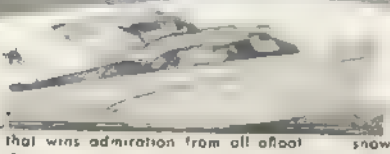
Plycraft's 1956 Line Offers the Most Sensational "BONUS" in Boating History: Hull, Decks, Cabin-Top Covered with Fiberglass —At No Extra Cost!



Dealers everywhere are hailing FLEETMASTER "21" as the best boat buy of 1956!

The advanced design and superior construction of the FLEETMASTER assures you modern styling and seaworthiness . . . plus the tremendous advantages of Plycraft's FIBERGLASS BONUS! The entire hull from deck to keel, the decks and cabin-top are all covered with fabulous Fiberglass . . . applied by our own secret process (for which we won the coveted A.I.M. award). Fiberglass eliminates all painting and caulking, prevents checking and leaking, cuts maintenance costs and "fitting out time", gives a smooth bottom (faster ride) and is rot- and torado-proof! No wonder FLEETMASTER "21" is the most talked about cruiser afloat . . . a terrific boat at an extremely competitive price!

Colorful, too! FLEETMASTER "21" is a "sea-o-rama" of brilliant colors afloat! Snow-White hull and choice of three striking colors—Gulf Blue, Sunset Coral, Deep-Sea-Green. In addition to the standard accessories aboard, there are these Plycraft features . . . "Straight-Line" worm gear steering . . . built-in folding table . . . hull interior frames treated with Cuprinol preservatives!



INBOARD OR OUTBOARD

Super harboard 5 ply ⅜" marine plywood brass screwed and glued to solid oak frames . . . highest quality paints and finishes used wherever not Fiberglassed . . . sleeps 3, 6'4" berths with foam rubber cushions in cabin . . . ventilated cabin windshield . . . both cabin windows slide . . . fully enclosed head . . . completely equipped galley . . . excellent stowage capacity under berths and transom seat . . . cabin sides, seats, doors, etc. made of solid mahogany . . . cabin-top and decks Fiberglass covered with non-skid finish . . . flying bridge windshield . . . complete toe-rail around wide walk-around decks . . . running lights . . . chrome on brass marine hardware . . . full width transom cockpit seat . . . self-bailing motor-well and cockpit . . . drain plug . . . uses one or two outboards of any h.p. or 65 h.p. Gray Marine inboard . . . Length 21' . . . Beam 98" . . . Draft 10" . . . Weight 1,750 lbs. . . . Headroom 5'8" . . . V bottom

ADMIRAL "17" . . . a sports sedan that wins admiration from all afloat . . . snow-white Fiberglass hull and choice of deck colors . . . combination front windshield and sliding cabin hatch opens to give maximum access to forward deck . . . Length 17' . . . Beam 80" . . . Draft 9" . . . Weight 1,000 lbs. . . . two 6'4" berths . . . outboards of any h.p.

CAPTAIN "21" . . . the best skiff money can buy . . . snow-white Fiberglass covered hull and choice of deck colors . . . Length 21' . . . Beam 98" . . . Draft 10" . . . Weight 1,250 lbs. . . . V bottom . . . 5 mahogany seats . . . outboards of any h.p.

COMMANDER "17" . . . another great skiff . . . Fiberglass covered . . . Length 17' . . . Beam 80" . . . Draft 9" . . . Weight 900 lbs. . . . V bottom . . . seats 5 . . . any outboard 10 to 40 h.p.

CHIEF "8" . . . the perfect pram . . . Fiberglass covered . . . Length 8' . . . Beam 48" . . . Draft 3" . . . Weight 95 lbs. . . . Flat bottom . . . outboards up to 3½ h.p.

BO'SUN "8" . . . a terrific buy . . . Fiberglass-taped seams . . . Length 8' . . . Beam 46" . . . Draft 3" . . . Weight 85 lbs. . . . flat bottom . . . outboards up to 2½ h.p.

Whether you now have a boat or are planning to join the millions of families who find new comfort and relaxation on America's waterways, there's the perfect boat for you (and your budget) in the Lawrence Plycraft Fleet. Write today for complete information on the boat you'd like to own.

PLY-CRAFT

LAWRENCE PLYCRAFT INC.

39 SOUTH CANAL STREET LAWRENCE, MASS.

STYLE-SETTER OF SAFER MODERN BOATS

● SOME TERRITORIES AVAILABLE FOR DEALERSHIPS. INQUIRIES INVITED

LAWRENCE PLYCRAFT WILL BE "GLAD TO HAVE YOU ABOARD" WHEN YOU VISIT OUR BOOTH—NO. B-12—AT THE NEW YORK SHOW

THE MIRACLE OF 60 SECONDS PHOTOS — POLAROID — LAND CAMERAS

POLAROID FILM

Black and White—8 Pictures per Roll. Simply snap in place and close camera. Picture Roll does the rest. No liquids, no chemicals to replenish, ever. Packed 6 rolls to box.

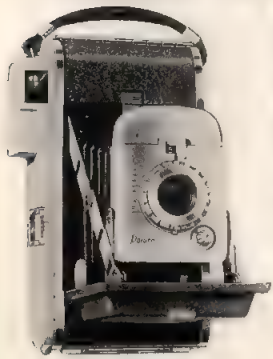
Type 41 for Model 95 and 110. **$10.50**
3770126.880 6 rolls.... .....

Type 31 for Highlander.
3770136.650 6 rolls .. . 7.74

Type 42. For Speedliner and Pathfinder cameras only. Polo Pan 200 High Speed Film for all-round photography
3770176.085 Box of 6 rolls $11.88

Type 44. For Speedliner and Pathfinder cameras only. Polo Pan 400—Extra High Speed Film for indoor pictures without flash
3770186.1100 Box of 6 rolls $13.44

Type 32 Polo Pan 200 High Speed film for Highlander Camera
3770196.765 Box of 6 rolls. 10.18



New Highlander

- **Folded, only 7½" long, 4½" wide, 2½" thick**
- **Picture size—2¼"x3½"**
- **Single dial selects correct lens and shutter combination. Shutter speeds range from 1/25th to 1/100th, while lens openings go from f/8.8 to f/50**
- **Lenses are coated, front-element-focusing triplets. Can be focused from 3½ feet to infinity**

3770816.7875 Camera Each **$69.95**
3770146.1075 Flash Unit Each 12.85
3770166.795 Carrying Case Each 9.95

BOLSEY B3 KIT

FAMOUS f2.8 BOLSEY-STEINHEIL LENS FOR BRILLIANT COLOR SHOTS AND CRISP BLACK and WHITE

• • •

OUTSTANDINGLY ACCURATE GAUTHIER SHUTTER THAT IS SEALED AGAINST DUST, GRIT and SAND

BOLSEY balanced focusing knob system operates brilliant speed helical that is coupled to the lens. Moving the knob to the next frame requires a flick of the finger—no fiddling or touching of buttons to unlock the transport system) which also cocks the shutter and winds the film. Double exposure interlock is provided. Synchronized for flash. Body shutter release. Cast aluminum throughout. Dressed in deep navy Ruthercite trimmed in polished aluminum and black. With Ever-Ready top grain cowhide case.

4830116.4435 Complete **$59.95**
4830126.682 Flashgun Each 9.65

ZIP-PAC

12"x13"x5"

• • •

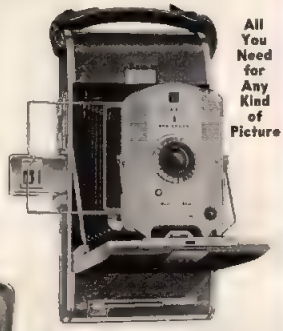
HOLDS ALL POLAROID CAMERAS WITH FLASH ATTACHED PLUS EQUIPMENT

• • •

FULL ZIPPER

4830186.3250
Each **$19.95**

Polaroid Cameras, Film and Accessories are available only to residents in towns of 5,000 population or less and outside of any metropolitan area. Not available in any city or town regardless of size in which an authorized Polaroid dealer is located.



All You Need for Any Kind of Picture

Speedliner — Model 95A

- **Makes jumbo pictures—almost post-card size—ready for frame or album**
- **Two built-in flash systems—one for regular flash bulbs, one for ultra-high speed electronic flash lamps**
- **Combination optical and press-type wire viewfinder for perfectly composed pictures every time**
- **Features Polaroid's famous single dial setting, yet has the advantages of four shutter speeds, five lens openings for good pictures in any light**

3770016.7540 Camera Each **$89.75**
3770106.1130 Flash Gun
Each 13.05
3820186.785 Holster Type Case
Each ... 11.50

BOLSEY CAMERAS

JUBILEE THREESOME

35 MM CAMERA, CASE, FLASHGUN

PERFECT PICTURES AUTOMATICALLY OR NEW FILM FREE!

4830086.3418 Complete. **$79.50**

BOLSEYFLEX TRIO

2¼x2¼ REFLEX CAMERA, CASE and FLASHGUN . . . INCLUDING FILM, FLASHBULBS and BATTERIES

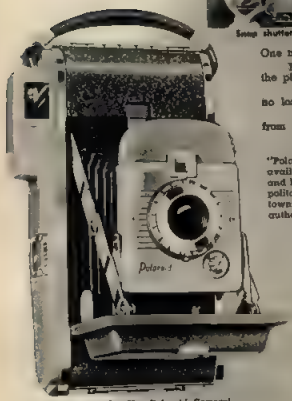
4830106.2201 Complete . . . **$29.95**

With POLAROID LAND CAMERA . . you get

FINISHED PICTURES in 60 seconds!

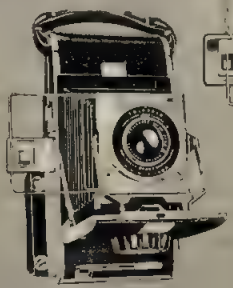
Here's all you do

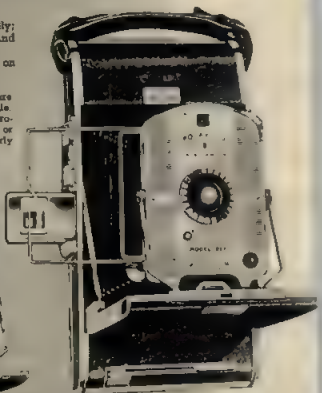
You lift a sparkling, needle-sharp print from the back of the camera . . . completely dry. Miracle of Polaroid!



One minute is all it takes . . . from the time you snap the shutter until you take the picture out, completely dry, ready to enjoy. See the picture immediately; no long waiting period for developing. And if it isn't just right, take it again from another angle. You won't miss out on those "once-in-a-lifetime" shots!

"Polaroid" cameras, films and accessories are available only to retailers buying for resale and located in rural towns outside of any metropoliten area. Also not available in any city or town regardless of size, in which a regularly authorized Polaroid dealer is located.





HIGHLANDER Pocket-Size Polaroid Camera!

Now you can enjoy all the fun of 60 second photography for much, much less than ever before. The Highlander is thrifty to use, costs little to buy and is so light and compact it slips right into your pocket.

One dial automatically sets lens and shutter combination . . . no complicated controls to set. Viewfinder frames pictures exactly. Quality coated lens for needle-sharp pictures.

Easy to load and use. Just drop the film into place. Wallet-size pictures (2¾x3½") come out of the camera absolutely dry, with plastic coating to preserve their brightness. The price you pay for film is your only cost. The Highlander makes good flash pictures a cinch too.

Kit includes camera, GE exposure meter, close-up lens kit, filter kit, flash gun, compartment case.

21-7190 A10870 Highlander Camera Kit $131.70
21-7200 A5875 Highlander Camera only. 69.95
21-7340 A1345 Compartment Case .. 17.95

POLAROID DELUXE PATHFINDER

Raptar II shutter (9 speeds 1 to 1/400 sec.); fast f 4.5 Wollensack 127mm Raptar lens. Built-in Kalart rangefinder. Picture size 3¼x4¼". Kit includes camera, GE exposure meter, flash gun, filter kit, close-up kit, case.

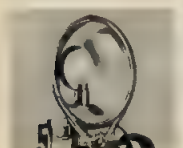
21-7265 A27935 Pathfinder Kit.....$237.10
21-7273 A21000 Camera only 249.50

IMPROVED POLAROID SPEEDLINER

It's the improved model of the original Polaroid camera that made 60 second photography famous! Prints large 3¼x4¼" pictures. Fast, coated anastigmat lens with quick action lever focuses from 3½ ft. to infinity. Has famous Polaroid one adjustment setting for both lens and shutter. Simulated leather covered metal body.

Kit includes: Speedliner camera, GE exposure meter, flash gun, filter kit, close-up lens kit and handy carrying case.

21-7307 A13540 Speedliner Kit complete $162.60
21-7315 A7540 Speedliner Camera only 89.75
21-7356 A1795 Leather case for Speedliner or Pathfinder accessories 25.00



FLASH GUNS FOR POLAROID CAMERAS

It's easy to take good flash pictures with a Polaroid Built-in guide on gun tells exact shutter setting for a perfect picture. Use for fill-in on outdoor pictures too.

21-7216 A1075 Flash for Highlander ... $12.95
21-7331 A1120 Flash for Speedliner 13.95
21-7281 A1120 Flash for Pathfinder .. 13.95

FILM FOR ALL POLAROID LAND CAMERAS

Regular. Carton of 8 rolls, 8 exposures each.
21-7257 A650 For Highlander . . . . . $ 7.74
21-7264 A880 Speedliner, Pathfinder . . . 10.30

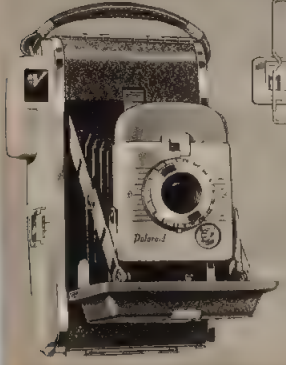
Polapan Superspeed, 200 ASA. Carton: 8 rolls.
21-7298 A765 For Highlander $ 9.18
21-7272 A995 For other Polaroids 11.80
21-7288 A1100 For others, 400 ASA 13.14

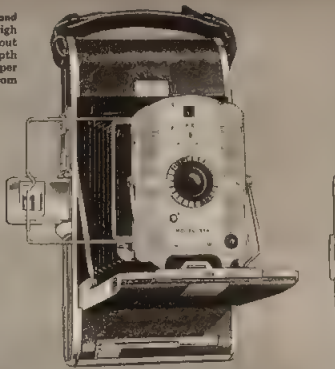
GE POLAROID EXPOSURE METERS

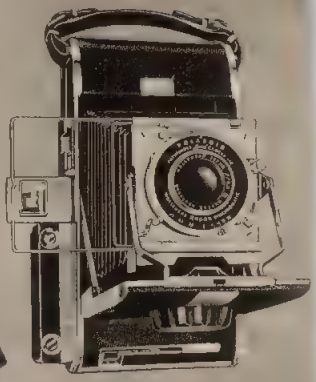
You'll get perfectly exposed pictures every time. All you have to do is point the meter, read the number, and set the shutter number of the camera to match reading on meter scale. Clips right on the camera.

21-7224 A1170 Highlander Meter $12.95
21-7299 A1195 For Pathfinder, Speedliner 14.29

New Available! Polaroid PolaPan Land Film new high-speed 200 and extra-high speed 400 for indoor pictures without flash attachment! You get greater depth and richness . . subtler tones . . sharper pictures with a range of shades from light to dark never thought possible!







60 SECONDS FROM SNAP TO PICTURE!
Polaroid cameras do it all—you pull a dry, finished print from the camera's back in 60 seconds after snapping it. See the picture while you're still on the spot!

Polaroid® Land Cameras for up-to-the-minute pictures in a minute

THE POLAROID HIGHLANDER. Makes 2¾"x3¼" prints at lower cost than conventional pictures of comparable quality . . . and makes them in 60 seconds after exposure. A single dial instantly sets the correct lens-shutter combination no complicated f-stops. The special long base view finder gives exact compositioning easily and quickly. Coated lens for crystal-clear results. An ideal snapshot camera, it takes pictures anywhere, indoors or out—with all the ease of a simple box camera!

33-0325-5875	Camera	Retail	69.95
33-0346-650	Ctn. of 6 Std Film Rolls		7.74
33-0339-769	6 Rolls PoloPan 200 Film		9.18

Highlander Accessories (See below)

33-0330-1075	Flash Gun	Retail	12.95
33-0340-1170	Exposure Meter	Retail	13.95
33-0342-475	Filter Kit	Retail	5.95
33-0344-715	Close-Up Lens Kit	Retail	8.95
33-0335-1595	Carry-All Case.	Retail	19.95

THE POLAROID SPEEDLINER. Makes 3¼"x4¼" prints with deckle edges. Single dial control on lens and shutter for easy setting. Combination optical and press-type view-finder gives pin-point accuracy. Two built-in flash systems regular and ultra hi-speed electronic. Four shutter speeds and five lens apertures flash synchronized for perfect pictures in any light. Fine, coated antistigmat lens. Simulated leather covered body.

33-0326-7540	Camera. . . .	Retail	89.75
33-0347-880	Ctn. of 6 Std Film Rolls		10.50
33-0348-995	6 Rolls PoloPan 200 Film		11.88
33-0349-1100	6 Rolls PoloPan 400 Film		13.14

Speedliner Accessories (See below)

33-0331-1130	Flash Gun		13.95
33-0341-1195	Exposure Meter		14.25
33-0342-475	Filter Kit		5.95
33-0344-715	Close-Up Lens Kit		8.95
33-0336-2380	Carry-All Case		29.75

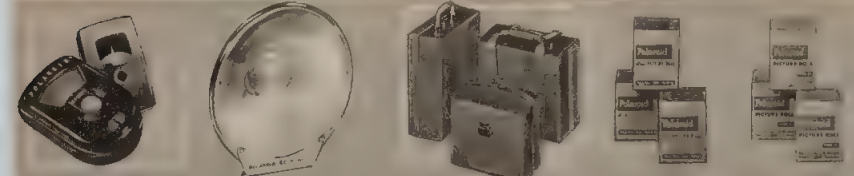
THE POLAROID PATHFINDER. Makes 3¼"x4¼" prints by professional standards. Depth-of-field range-finder and with extra-large focus knob for absolute, hair-line accuracy. Optical view-finder has parallax correction down to 10'. Regular-and-electronic flash synchronized Rapax shutter has 9 speeds from time and bulb to 1/400 second. Exposure-computer, brings dim scenes to life or stops action. Wollensak Raptar 4.5 lens—coated and critically sharp.

33-0327-21000	Camera	Retail	249.50
33-0347-880	Ctn. of 6 Std. Film Rolls		10.50
33-0348-995	6 Rolls PoloPan 200 Film		11.88
33-0349-1100	6 Rolls Polopan 400 Film		13.14

Pathfinder Accessories (See below)

33-0332-1595	Flash Gun	Retail	19.95
33-0341-1195	Exposure Meter	Retail	14.25
33-0343-850	Filter Kit	Retail	10.95
33-0345-1195	Close-Up Lens Kit		14.95
33-0337-2680	Carry-All Case	Retail	[illegible]

POLAROID Cameras, film and accessories are available only to retailers buying for resale and located in towns of 5000 population or less and outside of any metropolitan area. They are also not available to any city or town, regardless of size, where a regularly authorized Polaroid photographic dealer is located



EXPOSURE METER. Gives correct lens-shutter setting instantly. Fits right into the accessory clip. Ready to use. Number on meter dial gives correct number setting for camera.

POLAROID FLASH GUN. Clips on without wires. Designed to fit the Polaroid Land cameras illustrated above. Highly polished reflector. Unit has a built-in exposure guide and comes complete with all customary equipment included.

CARRY-ALL CASES. Handsome top grain leather compartment case especially designed to carry and protect the cameras shown above, extra film, flash bulbs and all the necessary photographic accessories. Over the shoulder strap.

POLAROID PICTURE ROLLS. Special film for cameras listed above. Rolls take 8 black and white snaps of exceptional clarity, depth and richness—with or without flash bulbs—and produce a finished, dry print in a minute!

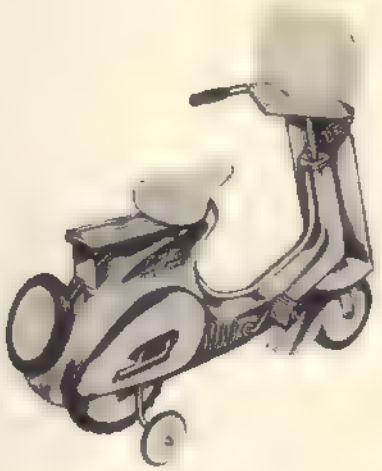
Catalog Numbers and Prices of Polaroid Accessories are Listed Under the Cameras Illustrated Above.

"POLICE" Velocipedes 4271

FRAME—1¼ inch tubing, arched type with embossed step plate. 2-inch head.
WHEELS—Wire spoke with barrel hubs. Easy-rolling Nylon bearing front and rear wheels.
PEDALS—Two piece rubber.
TIRES—Large size puncture-proof semi-pneumatic 1.50 inch on front wheel and 1.25 inch on rear wheels.
EQUIPMENT—¾ inch tubular one-way adjustable plated handle bar. Rubber topped saddle with coil springs. Jumbo hub caps. Fender. Siren. Large decorated windshield. Flashlite type spot light (Batteries not furnished). Adjustable radio aerial.
FINISH—Black frame, decorated white. Wheels and fender white, striped black.
PACKING—One in carton.

No.	Pedal Wheel	Rear Wheels	Weight per carton
4271	12-inch	8-inch	25 lbs.

No. 4271 $24.00 Each



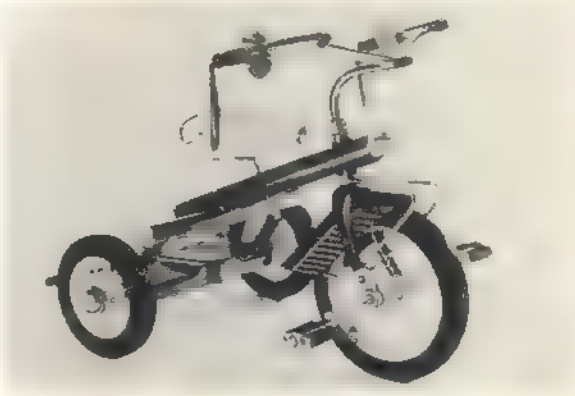
650 MOTOR BIKE... a Castelli original! A long, clean, low-slung motor bike judged the most outstanding wheel goods item presented this year! An absolute must for the conscientious buyer.

No. 650 Motor Bike $25.00 Each

No. 6040 Pedal Bike $8.00 Each

SIZE: Length overall 25½ ins. (65 cms.). Seat height 12 ins. (31 cms.). HANDLEBARS: Pressed steel—fitted rubber grips and bell. FORK & FRAME: Steel, with wide crank rear axle. SEAT: Metal—reinforced with hardwood. WHEELS: 9 in. front, 7 in. rear, steel disc—with 1 in. rubber tyres and chromed hub caps. PEDALS Flat rubber. FINISH: High gloss enamel. Choice of Red, Blue, Green or Sand. Bright parts chromed. PACKING: 4 per carton (Export) 2 (Home).

NO. 690 SERIES "ROCKETRIKES"



No. 691 $33.50 Each
No. 692 $36.50 Each

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
691	12" x 1.75"	9" x 1.75"	27 lbs.
692	16" x 1.75"	9" x 1.75"	33 lbs.

Packed one in carton

Frame—New "JUNIOR ROCKET" design. 2" steel tubing frame with new style rear arch. Extra wide, heavy duty rear deck with chrome plated rear bumper. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—New FLITE-LINE design. **Wheels**—Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front wheel. Oil impregnated and self lubricating Chrysler Oilite bearings in rear wheels. Chrome plated hub caps. **Tires**—Molded rubber, semi-pneumatic and puncture proof. **Handlebar**—¾" tubing. Delta-wing design with red plastic grips, streamers and knuckle guards. Chrome plated. Adjustable. **Truss Rods**—New FLITE-LINE design. Chrome plated. **Saddle**—DeLuxe padded vinyl top with chrome plated springs and scuff rail. Double adjustable. **Pedals**—BALL BEARING, bicycle type with red JEWEL-TONE pedal treads. **Finish**—FLAMBOYANT green with white and chrome trim. White wheels. **Packing**—One in carton.

NO. 625 SERIES
TUBULAR VELOCIPEDES

No. 625 $16.00 Each
No. 626 $18.00 Each
No. 627 $20.00 Each

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
625	10" x 1.50"	7" x 1.50"	16 lbs.
626	12" x 1.50"	8" x 1.50"	18 lbs.
627	16" x 1.50"	10" x 1.50"	21 lbs.

Packed one in carton

Frame—2" steel tubing head. 1⅛" tubing backbone. Jet wing design formed steel rear step deck. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—Gothic, bicycle type. **Wheels**—Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front, plain bearing rear wheels with bright plated hub caps. **Tires**—Molded rubber semi pneumatic and puncture proof. **Handlebar**—⅝" steel tubing with rubber grips. Enameled. Adjustable. **Saddle**—Stamped steel with extra large top. Adjustable. **Pedals**—Streamlined rubber pedals. **Finish**—Indian red with white trim. White wheels and handlebar. **Packing**—One in carton K.D.
*Model No. 628 (20" front wheel size) has rear arch style tubular frame and ¾" handlebar.

NO. 640 SERIES "ROCKETRIKES"

No. 640 $19.50 Each
No. 641 $21.00 Each
No. 642 $23.00 Each

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
640	10" x 1.75"	7" x 1.50"	19 lbs.
641	12" x 1.75"	8" x 1.75"	23 lbs.
642	16" x 1.75"	10" x 1.75"	27 lbs.

Packed one in carton

Frame—New "JUNIOR ROCKET" design. 2" steel tubing frame with 1¼" tubing mast. Jet wing design, formed steel rear step deck. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—New FLITE-LINE design. **Wheels**—Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front, plain bearing rear wheels with bright plated hub caps. **Tires**—Molded rubber, semi-pneumatic and puncture proof. **Handlebar**—New Junior jet design. ⅝" steel tubing with plastic grips. Enameled. Adjustable. **Truss Rods**—New FLITE-LINE design. Enameled. **Saddle**—New FLITE-LINE design steel saddle with coil springs. Adjustable. **Pedals**—Streamlined rubber pedals. **Finish**—Pueblo red with white and silver trim. White wheels and handlebar. **Packing**—One in carton K.D.

NO. 610 SERIES
TUBULAR VELOCIPEDES

No. 611 $15.00 Each

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
611	13" x 1"	8" x 1"	17 lbs.

Packed one in carton

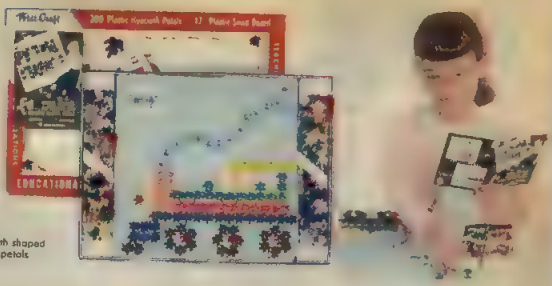
Frame—2" steel tubing head. 1¼" tubing backbone. Jet wing design, formed steel rear step deck. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—Gothic, bicycle type. **Wheels**—Heavy gauge riveted steel spokes, channel type rims. Ball bearing front, plain bearing rear wheels with bright plated hub caps. **Tires**—1" full round extruded rubber tires with fine corrugated tread. **Handlebar**—⅝" steel tubing with rubber grips. Enameled. Adjustable. **Saddle**—Stamped steel with extra large top. Adjustable. **Pedals**—Streamlined rubber pedals. **Finish**—Indian red with white trim. White wheels and handlebar. **Packing**—One in carton K.D.

ARTISTIC PETAL CRAFT SET

Packed with creative fun . . . will make a hit with all the family! You needn't know how to draw—simply press plastic hyacinth petals into 12x12 inch perforated plastic board. Form any desired design. Fit firmly, won't fall out. Idea-filled design booklet included with both sets.
SENIOR SET: 200 hyacinth shaped petals in ten natural colors.
35 J 5354. (1 lb. 10 oz.) 3.59

JUNIOR SET 120 petals in six colors. 35 J 5358. 9x9 in. board. (1 lb. 2 oz.). 1.98

200 Hyacinth shaped plastic petals



[1] Foam Rubber Paint Kit **1.79**

[2] Fountain Brush Set **1.79**

[3] Mr. and Mrs. Potato Head **1.69**

[4] 10 Mystery Stories **4.98**

[5] Mosaic Tile Set **2.79**

[6] Slate Chalkboard **1.79**

[7] Box of Crayons **89¢**

When It's Time For Quiet Hour Fun . . . Try These!

[1] FOAM RUBBER PAINT KIT. 3-D foam rubber models—paint, wash, paint 'em again and again! Incl. 7 models, 10 water colors, 2 brushes, 3 water pans. 35 J 5320. (1 lb. 13 oz.) . . . 1.79

[2] MAGIC FOUNTAIN BRUSH SET. Put water in tube, color flows from brush. Pure food coloring, 12 brushes, 20 refills. Six 10x7 in., three 10x14 in. pictures; stencils. 35 J 5327. (1 lb.) 1.79

[3] MR. AND MRS. POTATO HEAD. Styrofoam heads . . . mix up plastic eyeglasses, hats, eyes, ears, noses, mouths, included. Felt eyebrows, mustaches. 35 J 5325. (1 lb. 10 oz.). 1.69

[4] 10 KAY TRACY Detective Stories for girls from 9 years up, by Frances K. Judd with abt. 208 pages each; hard cover library type bindings. 8x6 in. (7 lbs.). Mailed. 35 JP 5396. 10 Book Set 4.98

[5] MOSAIC PICTURE SETS. 2000 assid. color tiles; pre-sketched 10x14 in. board. Incl. cement, mixing mortar, sand block, instr. (2 lbs. 6 oz.) 35 J 5390. Mexican Set . 2.79
35 J 5391. Still Life . . . 2.79

[6] TOM SAWYER Slate—Chalkboard, 12x9 in. Black on 1 side, White on other. Wood frame. Incl. 2 boxes assid. colored chalk, 10 large crayons, eraser, ABC chart, assid. stencils, drawing paper. 35 J 5389. (3 lbs. 14 oz.) . 1.79

[7] BOX OF CRAYONS. Inexpensive, fun! Huge assortment gives all the colors they'll want! 10 giant hexagonal, heavy wax and 51 standard size crayons. Handsome gift box. 35 J 5322. (1 lb. 6 oz.) . 89¢

See Page 287 for Spiegel Budget Power...a wonderful way to buy

STOCKADE WITH TV FAVORITES RIN TIN TIN AND RUSTY

- Lithographed steel headquarters; plastic stockade, two blockhouses
- Over 80 pieces—life-like figures of Rin Tin Tin, Rusty, Lt. Masters

Complete Set **5.89**

Station cavalry men—post "sentinels"—and you're ready for an exciting adventure with Rin Tin Tin and Rusty. Realistic "log" headquarters has tables, chairs, cabinets. 11 interlocking plastic stockade sections, each 4x6 in. long. Gates open. 12 plastic soldiers and 20 Indians in action poses—4 horses with removable figures in sitting positions. Cannon shoots plastic pellets. 6-inch teepee, flag and flagpole R35 JP 5722. Malable. (4 lbs.)....5.89

WESTWARD HO! 9-in. plastic wagon, weapon carrier, cannon, buckboard. 48 plastic soldiers, Indians, horses—detachable saddles, riders; Indian village tepee on 12x10 in. plastic platform. 38 J 5720 (2 lbs. 8 oz.) .....Over 70 Pcs. 3.49

KIT CARSON'S CARAVAN (not shown). 9-in. plastic covered-wagon, buckboard, coach; 24 plastic desperados, cowboys, 14 horses 38 J 5721. (2 lbs. 8 oz.) .....Over 80 Pcs. 2.49

Attention! All Young Men...

(1) GAS STATION OPEN FOR SALES AND SERVICE

- Super service station in brightly lithographed metal
- Fully equipped, staffed auto showroom, repair section

He's really in business when he gets this big set on the playroom floor. Thriving parking business on roof—take cars up elevator, run 'em out through ramp. Manual ejector whizzes them out of the garage with thrilling realism. Operator can reach in station from back. Big 15 inch long auto transport of sturdy plastic has loading ramp in rear which raises or lowers for loading autos. 8 plastic autos include latest convertible models and sports cars. Under your young businessman's supervision are 5 plastic attendants in various action positions. Equipment includes 2 gas pumps, jack, lubricating machine, water can, counter air pump, oil-can rack, pail, wash stand; rest room. R35 JP 5013. 24x15x11 in. high. Malable (7 lbs.) .....Set 4.89

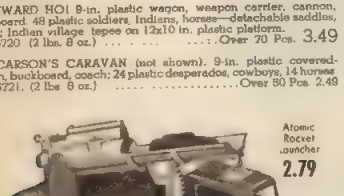
(2) STEEL TRUCK FLEET . . . 3

tractors with friction motors; 6 trailers with extra wheels that let down for parking . . all with rubber tires, about 10 in. long, connected. Grain hauler has pivoting rear wheels, lever action dump, free-swinging tail gate. Auto transport hauls two 3-in. autos. Log Hauler has pivoting rear wheels, hauls its removable logs. Cattle Carrier and Van have rear loading doors. Flat trailer carries removable power shovel, boom raises and lowers, turns 360° scoop opens, closes. 35 J 5718. (3 lbs.) 12 Pcs. 3.98

(3) 8 ACTION AUTOS with real-life moving parts. Hear the "clang-clang" of the Fire Chief's bright red car, the rat-at-tat-tat of the machine gun on the Police car. See the taxi speed away with its meter going 'round and 'round. Windshield wipers actually work, windows open and close on passenger cars. Colorfully lithographed sturdy steel with rubber tires on all. Each car about 4 in. long

35 J 5170. (1 lb. 6 oz.).....1.79

12 ACTION AUTOS
35 J 5169. (1 lb. 10 oz.) . . .2.69



ATOMIC ROCKET LAUNCHER. Load and cock gun . . . whoosh! Harmless rocket sails thru air! Raise and lower with ratchet gear; place caps in rocket for "blast." Modern weapon reproduced in high impact plastic, steel chassis. Ammo compartment, 2 rockets. 35 J 5140. 12 in. long. Caps not incl. (2 lbs. 3 oz.) 2.79

(4) JUNGLE TRADING POST

Join the "hunters" on their search for lost diamond mines; stop with them at this jungle outpost, and "listen" while they bargain with the "natives." Over 100 pieces. Trading post 6x7x5 in. high, 2 huts of plastic and pasteboard. 15 plastic wild animals. 28 plastic natives, hunters in action poses—each holds interchangeable weapons: machetes, spears, rifles. Easy to assemble R35 JP 5719 3 lbs.) Set 1.79

(5) ROCKET SHIP, AIRLINER

Propellers spin on 4-motor transport, "sparks" appear at window of rocket ship as planes are pushed along floor. When they're pushed, long-running friction motors keep planes traveling independently. Realistic steel action-models have rubber tires. 4-motor transport 9-in. long, 11 in. wing span; rocket ship 11-in. long, 6-in. wing span. Has safe rubber needle nose. 35 J 5711 (1 lb.). 2 for 1.98

Budget Power can make this your brightest, happiest Christmas

(A) PREACHER ROE MODEL. Here is a four-finger fielder's glove for all future major leaguers. Made of sturdy tan glove cowhide with a half leather lining Some of the features of this model are streamlined fingers, welted palm and thumb, finger-tip lacing, jute felt pad and vinyl plastic binding. Weight 2½ lbs.
20-5409-330 R.H. Player. .. Retail **4.95**

(B) PHIL RIZZUTO MODEL. An exact duplicate of the glove used by popular Phil Rizzuto, sensational Yankee shortstop. Designed for sure-fire fielding. Selected full-oil cowhide in larger "big league" size. Flat leather binding Regular back with wide wrist strap Felt welted for comfort Full closed web trap. Wt. 2½ lbs.
20-5410-625 R H. Player Retail **8.65**

(C) HARVEY KUENN MODEL. Five-finger fielder's glove made of tan glove cowhide. Full leather lining, felt padding with stuffed heel, laced wrist, full welted seams, streamlined fingers With leather finger tip lacing, greased Grip-Tite pocket. Fully oiled and has a sturdy vinyl plastic binding. Wt. 2½ lbs.
20-5411-500 R.H Player.....Retail **7.50**

(D) JIM GREENGRASS MODEL. Tan glove cowhide. This five-finger glove has top quality features finger-tip lacing and streamlined fingers. Fully lined with leather. Felt padding, stuffed heel, laced wrist, welded seams and vinyl plastic binding. Wt. 2½ lbs
20-5412-430 R H. Player Retail **6.45**
20-5413-430 L.H Player Retail **6.45**

(E) JIM PIERSALL PROFESSIONAL. Four finger model. Constructed of high grade tan cowhide with full lining. Has laced wrist, greased pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing. Wt. 2½ lbs.
20-5414-1395 R.H. Player .. Retail **18.50**
20-5415-1395 L.H. Player.... Retail **18.50**

(F) ANDY PAFKO PROFESSIONAL. Large size 5 finger model. Made of tan glove cowhide. Wool felt pad with hand formed heel. Roll leather binding, full lining, grease set pocket and laced palm. Streamlined back fingers and leather finger-tip lacing. Fully oiled. 2½ lbs
20-5416-925 R.H. Player.....Retail **12.75**
20-5417-925 L.H. Player. ..... Retail **12.75**

(G) OFFICIAL LEAGUE BALL. Made to exact major league specifications. Cushion cork center wound with fine yarn. Horsehide cover
20-5425-195 Wt. 6 oz. . . .Retail **2.60**

(H) OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All-Star, World Series and American League games Cushioned cork center, wound with fine yarns. Alum-tanned leather cover. Double hand-stitched.
20-5426-244 Wt. 6 oz. . . . . Retail **3.25**

(J) OFFICIAL LITTLE LEAGUE BALL. Approved by Little League Baseball.
20-5427-150 Wt. 6 oz.. . . . . Retail **2.25**
HARVEY KUENN BALL. (Not illustrated). Wt. 6 oz.
20-5428-78.....Retail **1.28**

(K) 12" AAA OFFICIAL SOFTBALL. Kapok center Hand-stitched cover
20-5429-205 Wt. ½ lb.. . . . . Retail **2.85**
12" SOFTBALL. (Not illustrated). Official Regulation ball.
20-5430-175 Wt. ½ lb.. . . . . Retail **2.50**
12" CHAMP SOFTBALL. (Not illustrated). Used by champs everywhere.
20-5431-78 Wt. ½ lb.. . . . . Retail **1.25**

(L) OFFICIAL TOP NOTCH SOFTBALL BAT. Brown hickory bat, white grip.
20-5432-169 Wt. 2 lbs.. Retail **2.30**
OFFICIAL SOFTBALL BAT. (Not illustrated). Brown finish, tape grip.
20-5433-115 Wt. 2 lbs.. Retail **1.70**
(M) PROFESSIONAL MODEL. Autographed league bat. Natural finish.
20-5434-253 Wt. 2½ lbs.. . . . . .Retail **3.80**
(N) COLLEGIATE MODEL. Autographed by famous stars. Natural finish.
20-5435-185 Wt. 2½ lbs.. . . . . Retail **2.75**
(P) FAMOUS PLAYER PROFESSIONAL MODEL. White ash, natural finish.
20-5436-260 Wt. 2 lbs... . . . . .Retail **3.70**
FAMOUS PLAYER MODEL. (Not illustrated). Made of durable white ash.
20-5437-182 Wt. 2 lbs.. . . . . .Retail **2.75**
(R) OFFICIAL LITTLE LEAGUE BAT. Approved by Little League Baseball, Inc Maximum circumference 2¼" White ash with natural finish.
20-5438-210 Wt. 1½ lbs.... . . . . Retail **2.75**
WILSON BIG LEAGUE BAT. (Not illus.).
20-5439-112 Selected woods. 2 lbs. Retail **1.60**

Oooh SAY YOU CAN SEE

THE NEW
"YANKEE-BOY" SPINNING TOP
at the
DUNCAN
TOY FAIR EXHIBIT
ROOM 1118...HOTEL NEW YORKER
They make the YO-YO return top!

---

there's more than meets the eye...

Lido means
* EXTRA SALES for you!
* EXTRA PROFITS for you!
* EXTRA VALUES for you!

#1640 Mounted Cowboy
Big Value . . . 9½" High!
Made of strong, high impact Catalin Styrene. Painted in Western colors. Both the rider and hat are removable. Realistic pistols, rifle and lariat made of Catalin Poly ethylene.
Retail Price $1.98*
Many New Styles To Follow!
COMPLETE LINE ON DISPLAY:
Hotel McAlpin Rooms 551, 577 & 579
200 Fifth Avenue, Room 206

Be sure to check our prices and sales plan. Write for complete illustrated catalog, describing the entire fast moving—profitable Lido line.

Lido TOY COMPANY
200 5th AVENUE - ROOM 206
Plant: 321 Rider Ave., N. Y. 51
LUdlow 5-9400

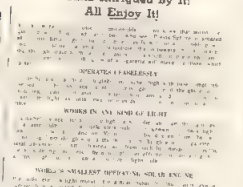
It's Lifetime Powered from **OUT-OF-SPACE!** STRANGE-ACTING

Presto-Sphere

IS *"PERPETUAL MOTION" IN ACTION!*

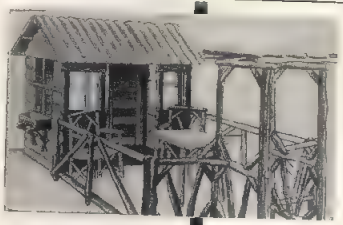
Not a Toy - Yet Children Love It!
Adults Intrigued by It!
All Enjoy It!

PRESTO-SPHERE



PAPER WEIGHT SPHERE — PRESTO SPHERE — TAN TRAY SPHERE

PRESTO ENTERPRISES
R.F.D. 4, Box P-77 — MUSKOGEE, OKLAHOMA



DANIEL BOONE LOG CABIN PLAYHOUSE
with
- Rustic Chairs!
- Tables!
- Fence—6 ft. Section!
- Arbor Gateways!
- Window Boxes!
- Flag Pole!

A year-round play value!

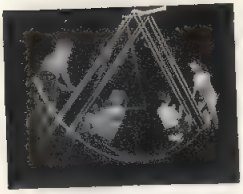
Rustic Furniture Co., Inc.
"Parkcraft"
Black Horse Pike at Railroad
WILLIAMSTOWN, N. J.

Phone NAtional 9-6479

New Toys on parade

SPARKY DOLL is an "exact fully dressed duplicate of the symbol of National Fire Prevention" and comes packaged in a re usable heavy cardboard carton. A $5.98 retailer. Gund Manufacturing Co., 200 Fifth ave., N. Y. C.

LAWN KEEPER SET for "small fry' con sists of three pieces: lawn mower (with tubular steel handles, no cutting edges) grass rake and trowel. Size of display is 12x28". Roberts Manufacturing Co., Ell wood City, Pa



BRONCO RIDE produces an up-and-down plus back-and-forth mo on "just like riding a horse" (see double exposure picture) Swings on all impregnated, noiseless bear ings. The Goshen Manufacturing Co., Inc., Goshen Ind

1956 CARS are 1/25 scale (about 8¼" long) models of the new Oldsmobile, Pon tiac, DeSoto, Plymouth; motorized with "Magic Motion" nylon gears. They come in window box which shows 50 per cent of car. Johan Model, Inc., Detroit, Mich

MUSICAL DUCK (right) has Swiss wind up music box, stands 10" tall, is of rayon plush with vinyl face. $5 retail. Simular duck (left) stands 9½" tall, has no music box. $3 retail. Ideal Toy Corp., 200 Fifth ave., N Y. C

MICKEY MOUSE CLUB BUILD UP BLOCKS features Disney characters "on unbreak able polyethylene blocks of unique de sign." No. 822 with 7 pieces retails for $1.98; No. 821 (5 pieces) is 98c. Eldon Mfg. Co., 1010 E. 62nd st., Los Angeles

EARTH CURVED RELIEF MAP, in styrene plastic, simulates the curvature of the earth Each of seven different maps measures 23" in diameter and 6" in depth. Priced at $3.95. Panoramic Studios, 6122 N. 21st st Philadelphia, Pa

COCKY JR., 'the children's compass,' has non-breakable plastic dial Reverse side instructs child how to find directions by following face's chin, eyes, etc. Packed dozen to a card; 35c each. Christian Toy Co., P. O. Box 357, Upland, Calif

TOPS For Dolls—

A & B WIGS

Featuring
Our popular priced, fast selling

PACKAGED SARAN FOUNDATION WIG

in all sizes and colors, designed especially for Variety Chain Stores and Jobbers. Packed in colorful, eye-catching window display box with easy-to-follow directions.

Plus our NEW
SURPRISE MATERIAL for ROOTED HAIR
Expect to be surprised when you ask us about it. We won't disappoint you!

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890 Broadway **New York 3, N. Y.**
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CHRISTMAS Stocking TOY Fillers

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It's Lifetime Powered from **OUT OF SPACE!** STRANGE-ACTING

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is *"PERPETUAL MOTION" IN ACTION!*

Not a Toy - Yet Children Love It!
Adults Intrigued by It!
All Enjoy It!

PAPER WEIGHT SPHERE PRESTO-SPHERE ASH TRAY SPHERE

PRESTO ENTERPRISES
R.F.D 4, Box P-77 MUSKOGEE, OKLAHOMA

"Preview"

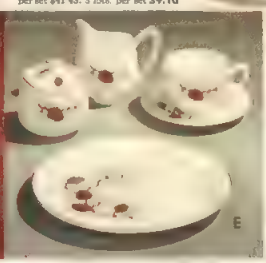
FINEST BONE ASH GLAZE

Delicate and white as the finest bone china . . . superbly styled . . . oven-proof, craze-proof and chip-resistant in semi-porcelain there is nothing finer!

(A) PREVIEW "VANITY FAIR"
Charming contemporary dinnerware. Delicate pink floral spray laid against a gleaming white background. Finest bone ash glaze, chip resistant.
No. 54065. 32 pc. service for 6. Wt. 21 lbs. List $21.95. Dlr's. per set $12.50. 3 lots, per set **11.58**
No. 54066. 53 pc service for 8. Wt. 38 lbs. List $39.95. Dlr's. per set $23.35. 3 lots, per set . . . **21.73**
No. 54067 93 pc service for 12. Wt. 68 lbs. List $67.50. Dlr's. per set $41.45. 3 lots. per set **39.10**

(B) PREVIEW "JACKS"
A gala pattern with splashes of pink, charcoal and turquoise set on a sparkling white background. Glazed in bone ash durable chip resistant.
No. 54081. 32 pc service for 6. Wt. 21 lbs. List $21.95. Dlr's. per set $12.50. 3 lots. per set **11.56**
No. 54082. 53 pc service for 8. Wt. 38 lbs. List $39.95. Dlr's. per set $23.35. 3 lots, per set **21.73**
No. 54083 93 pc service for 12. Wt. 68 lbs. List $67.50. Dlr's. per set $41.45. 3 lots. per set **39.10**

(D) PINEHURST "OLD ROSE"
Traditional beauty with classical elegance. Picturesque roses on a gleaming white background. Edged in 22K gold. Durable oven proof and semi-porcelain. Chip-resistant. Endearing dinnerware of enduring charm.
No. 54097. 32 pc. service for 6. Wt. 21 lbs. List $19.95. Dlr's., per set $11.44. 3 lots, per set **10.59**
No. 54098. 53 pc service for 8. Wt. 38 lbs. List $37.50. Dlr's., per set $20.75. 3 lots, per set **19.43**
No. 54099. 93 pc. service for 12. Wt. 68 lbs. List $62.50. Dlr's., per set $36.63. 3 lots, per set **34.80**



(E) PINE HURST "PINECONE"
As enchanting as a fragrant woodland pleasing as a cheery welcome. Luxurious 22K gold borders each beautifully shaped piece. Lovely pine cones resting on a bed of glistening white. Oven proof semi-porcelain.
No. 54094. 32 pc. service for 6. Wt. 21 lbs. List $19.95. Dlr's., per set $11.44. 3 lots, per set **10.59**
No. 54095. 53 pc. service for 8. Wt. 38 lbs. List $37.50. Dlr's., per set $20.75. 3 lots per set **19.43**
No. 54096. 93 pc. service for 12. Wt. 68 lbs. List $62.50. Dlr's., per set $36.63. 3 lots, per set, ... **34.80**

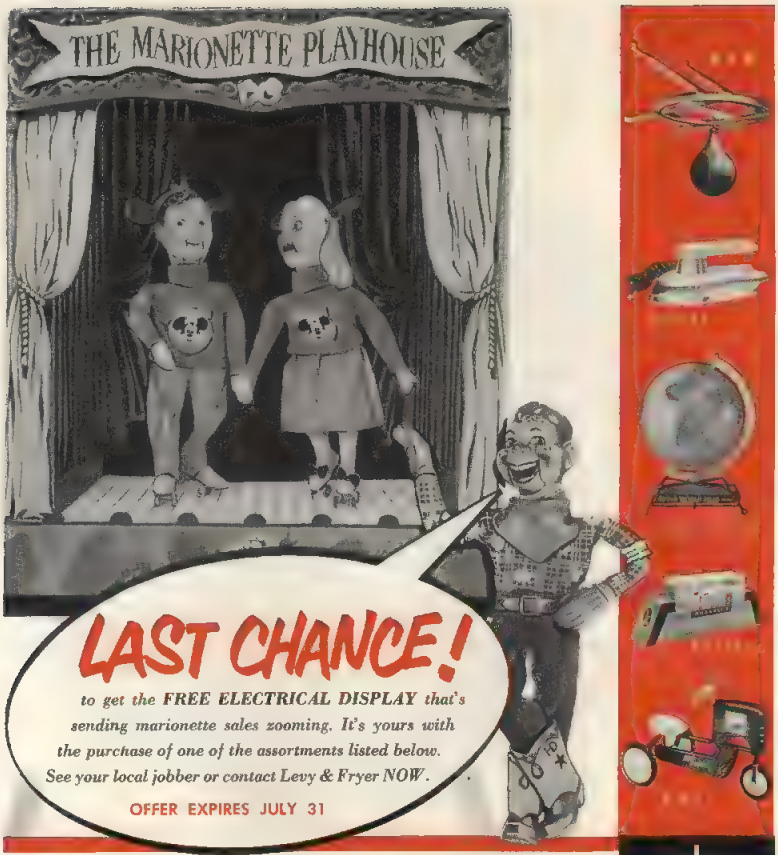
(C) PREVIEW "SEVILLE"
Rimmed in platinum, decorated with a delicate floral design. Superbly styled in bone ash glaze.
No. 54062. 32 pc service for 6. Wt. 21 lbs. List $21.95. Dlr's. per set $12.50. 3 lots, per set **11.58**
No 54063 53 pc. service for 8. Wt. 38 lbs. List $39.95. Dlr's., per set $23.35. 3 lots, per set **21.73**
No 54064. 93 pc service for 12. Wt. 68 lbs. List $67.50. Dlr's., per set $41.45. 3 lots per set. **39.10**

SET COMPOSITIONS

32 PIECE SET
6 cups, 6 saucers, 6 6¾"- plates, 6 9¾"- plates, 6 fruit dishes, 1 8¾" vegetable dish, 1 11¼" platter

53 PIECE SET
8 cups, 8 saucers, 8 6¼" plates, 8 10"-plates, 8 fruit dishes, 8 soup dishes, 1 8¾"-vegetable dish, 1 11¼"-platter

93 PIECE SET
12 cups, 12 saucers, 12 6⅛" plates, 12 7⅛" plates, 12 10"-plates, 12 fruit dishes, 12 soup dishes, 1 11⅛"-platter, 1 13⅜"-platter, 1 8¾"-vegetable dish, 1 creamer, 1 covered sugar—2 pieces, 1 sauce boat, 1 covered casserole—2 pieces



LAST CHANCE!

to get the ***FREE ELECTRICAL DISPLAY*** *that's sending marionette sales zooming. It's yours with the purchase of one of the assortments listed below. See your local jobber or contact Levy & Fryer NOW.*

OFFER EXPIRES JULY 31

NO. 500

NO.	QUAN.	DESCRIPTION
351	3 pcs.	Mickey Mouse
352	3 pcs.	Minnie Mouse
460	4 pcs.	Howdy Doody
468	2 pcs.	Heidi Doody
472	3 pcs.	Boy Mouseketeer
474	3 pcs.	Girl Mouseketeer
240	1 pc.	Single Display
	18 pcs.	

NO. 515

NO.	QUAN.	DESCRIPTION
382	2 pcs.	Lady
383	2 pcs.	Tramp
351	5 pcs.	Mickey Mouse
352	5 pcs.	Minnie Mouse
460	7 pcs.	Howdy Doody
468	4 pcs.	Heidi Doody
463	3 pcs.	Clarabell
472	4 pcs.	Boy Mouseketeer
474	4 pcs.	Girl Mouseketeer
245	1 pc.	Double Display
	36 pcs.	

Pride Products, Incorporated Brooklyn, New York

L&F

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INCORPORATED
national sales representatives
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New York 10, N.Y.
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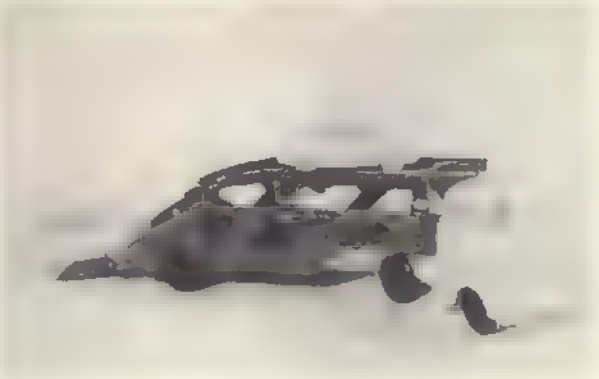
REPLOGLE • RUSSELL

PULL WHEEL TOYS



TWO-CAR AUTO TRANSPORT

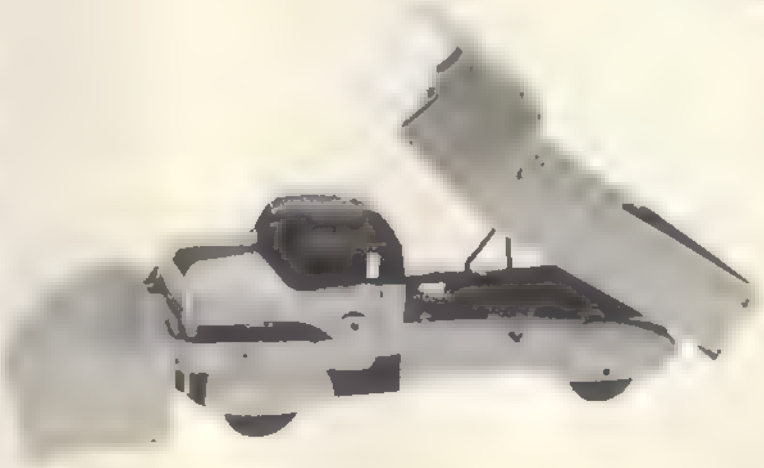
No. 0739 $12.00 Doz.

New colorful plastic auto transport with two plastic cars. Loading ramp on rear. Top ramp folds down for easy loading. Size: 14" long x 2-7/8" wide x 2-7/8" high. Each in a box.

FLAT BED TRUCK WITH BULLDOZER

No. 0648 $12.00 Doz.

This combination construction unit consists of a flat-bed truck which has a hauler and heavy duty drop chassis trailer. Trailer holds a diesel type bulldozer with easy rolling wheels and movable scraper. All parts made of new plastic in contrasting colors. Size: 12-5/8" long x 3-1/2" wide x 3½" high. Each set in a box.



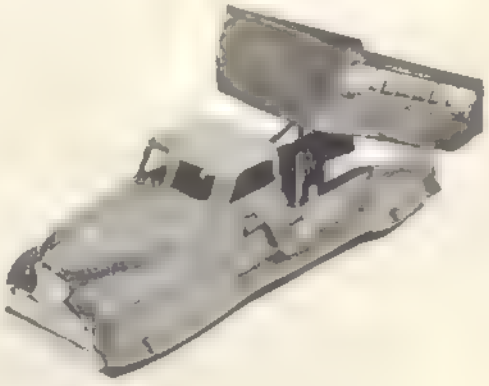
No. 693 $24.00 Doz.

No. 693
FOUR-WAY LOAD & DUMP TRUCK

Measures 15½" long, 5¾" wide, 5" high.

Cab-over-engine design and spacious dump body. Heavy gauge Hi-Lift Scoop Loader on front.

PACKED: Each in a box

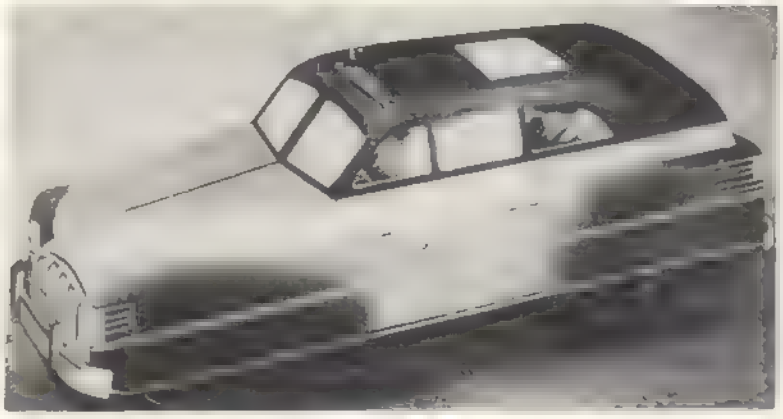


ALL-STEEL DUMP TRUCK

No. 344 $8.00 Doz.

Sturdy all-steel dump truck with heavy gauge cab and chassis. Large lithographed dump body, stenciled "GRAVEL" and "SAND". Easy-rolling wood wheels. Length, 8-3/4", width, 3-1/4", height, 2-3/4". Packed 3 dozen in carton.

MECHANICAL TOYS



No. 33 TAXI WITH "MYSTERY" MOTOR—Faithful replica of the latest streamlined sky-view taxicab with an extraordinary action. The cab is equipped with a new, improved, more powerful mystery motor. No key or winding is required. More pressure on the back of the top sends the cab speeding ahead . . . Car is lithographed in brilliant taxicab colors with massive bright metal bumpers front and rear. And its size is impressive—12¾" long. Each car packed in a colorfully decorated box.

No. 33 $24.00 Doz.

No. 2391 FRICTION SPORTS CAR

Measures 20¼" long, 8¼" wide, 5½" high.
All Steel construction, brightly lithographed. Powered by new, horizontal type friction motor which emits purring motor-noise as it glides along on heavy-duty rubber tires.

PACKED: Each in a folding box,

No. 2391 $48.00 Doz.

NO. 300 ROBOT BUS

The bus with the mechanical brain. Strong spring wind motor. Reverses and turns when striking any object in its path. Length, 14¼", width, 4¼", height, 5". Each packed in a lithographed box.

No. 300 $5.00 each

ROTARY SNOWPLOWS

RAM products are approved by Hough engineers.

RAM

SWEEPERS

Designed and manufactured exclusively for Hough Payloaders.

MADE TO ATTACH TO MODEL

HF-HR-HY-HU-HH-HM-HO PAYLOADERS

The RAM Rotary Snowplow is the ideal, economical way of opening roads and loading trucks. Proven by everyday performance throughout U. S. and Canada. Blows snow up to 100 feet. Loads up to 5 yards per minute. Blowing and loading stacks standard equipment.

All RAM Plows are equipped with INTERNATIONAL HARVESTER or HERCULES Power Units.

- Plow hydraulically raised and lowered.
- Reversible and replaceable cutting edge.
- Multiple V-Belt Drive.
- Self-aligning Ball Bearings throughout.
- Equipped with safety shear pin.
- All welded heavy construction.
- Easy to operate and maintain.
- Economical one-man operation.

MADE TO ATTACH TO MODEL

HA-HF-HR-HY-HU-HH PAYLOADERS

The RAM Rotary Sweeper helps keep your Payloader working the year around plus these added features:

1—Low initial cost.
2—Low upkeep.
3—High efficiency.

RAM engineering gives you these other "plus" benefits:

. . sprinkler system available for all models (optional equipment).

. . gutter brush available on most models for sweeping right to curb (optional equipment).

. . sweeps, cleans and loads in one operation.

. . takes only 2 men 10 minutes to hook-up on Payloader.

. . simple, rugged all-welded construction for longer service, less wear.

. . sweeps and loads dirt, debris, leaves and dust with minimum scattering.

CONTACT YOUR HOUGH DISTRIBUTOR FOR FURTHER INFORMATION

352-1-56

RICHMOND

Litho Plate *Velvo Plate*

Easel Blackboards
Wall Blackboards
Peg Boards
Number and
Spelling Boards

Permanent Display
Room 408 • 200 Fifth Ave.
New York City

Richmond School Furniture Co.
MUNCIE, INDIANA

NEW!

wagon and scooter

RADIO LINE

No. 19 Radio Rancher
The only wagon of its kind! Removable steel stakes, automobile style tires, Congo Graphite Bearing. Body size 36"x17"x9".

No. 3 Radio Tot
A 3-wheel scooter for tiny tykes. Features broad foot rest, maximum stability and smooth rolled over edges for safe play indoors and outdoors.

RADIO STEEL & MFG. CO., 6515 W. Grand Ave., Chicago 35

No. 743

Christmas Manger Set

- Never out of date
- Always in demand
- Priced for every purse

A beautifully colored set with life-like figures. 17 pieces lithographed in full color, varnished and laminated to heavy fibreboard. 26½" long, 7½" wide and 12" high when assembled. Exquisite art-work, sturdy construction, liberal discounts yet it lists for only $1.00 per set

WELLS BADGER CORPORATION
225 West Capitol Drive — Milwaukee 12, Wisconsin

IT'S THE NEW SENSATIONAL

THREE DIMENSIONAL PLAYING BOARD

featuring the exclusive **BUILT-IN GRAVITY SPINNER**

OFFICIAL GAME
The Adventures of Robin Hood
Seen on CBS-TV starring Richard Greene - $2.98

AMERICA'S FAVORITE TV GAME!
BREAK THE BANK
$2.98

Ellery Queen's great mystery game
TRAPPED
A game of suspense - $2.98

B.T.O.
BIG TIME OPERATOR
See the famous landmarks of New York come to life before your eyes! $2.98

BETTYE-B COMPANY, INC. • 932 BROADWAY, NEW YORK 10, N.Y. (cor. 22nd St.)
Additional Showroom: 200 Fifth Avenue, New York 10, N.Y. (Room 965)

TWO-TONE "RANCH WAGON"

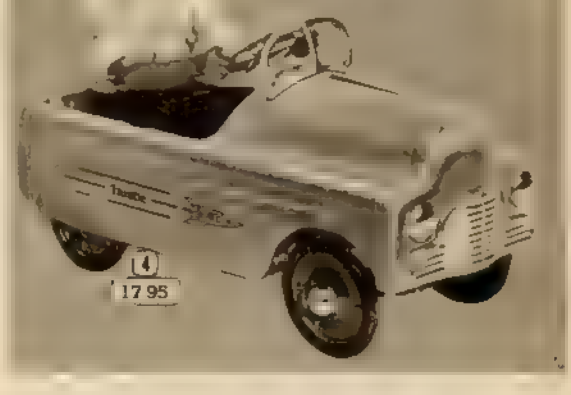
About 51 inches long, by 16¼ inches wide

29.95 del'd

BRIGHT RED FINISH! and a low low price

12.75 del'd

easy to pedal



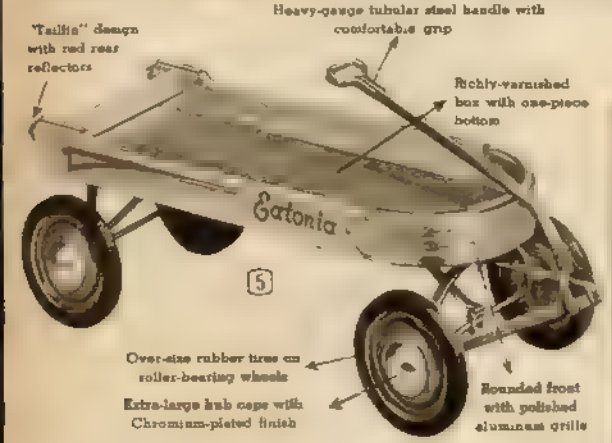
1 STREAMLINED "RANCH WAGON" so that youngsters may keep up with the latest trend in modern cars! Handy rear luggage compartment with raised hand rails and opening tailgate. Heavy-gauge pressed steel body with baked-on enamel finish. Brightly-plated grille, headlights, windshield and hub caps. Rubber aeroplane hood ornament is extra safe. Double-disk 8-inch wheels. Thick rubber tires. Pedals adjustable to leg length. For ages 3 to 6 years.
027-P-1105. Price, delivered 29.95

2 FIRE CHIEF" PEDAL CAR in bright Red colour. Strong pressed Steel body with white lettering. Loud warning bell above dash and a toy horn at side to warn pedestrians. Frame windshield. Disk wheels about 7 inches in diameter with smooth-running rubber tires and hub caps. About 29½ inches long. Suitable for children up to 5 years of age.
027-P-01029. Price, delivered 12.75

3 DUMP TRUCK that will keep the lad occupied. Dump body operated by lever from driver's seat. Pedals adjust to leg length. Ball bearing drive. Rubber-tired 7¼ inch double-disk wheels. Heavy-gauge formed steel construction, rounded edges. Baked enamel finish. Chromium-plated hub caps and windshield. Steering wheel and head lights. Length about 43½ inches, width about 18½ inches. For ages 2 to 5½ years.
027-P-1107. Price delivered 19.98

4 ROCKET '30' PEDAL AUTO. A rounded streamlined beauty of welded heavy-gauge pressed steel, with glossy enamel finish and brightly-plated grille, headlights, windshield, and hub caps. Pedals are adjustable for leg length. Thick moulded rubber tires. Large size on 8-inch double-disk wheels. Roomy seat and easy steering mechanism are features found to please. For ages 2 to 5½ years. About 35 inches long, 24 inches wide.
027-P-1106. Price, delivered 17.95

joy ride on a wheeled-toy


"Tailite" design with red rear reflectors
Heavy-gauge tubular steel handle with comfortable grip
Richly-varnished box with one-piece bottom
Gatonia
Over-size rubber tires on roller-bearing wheels
Extra-large hub caps with Chromium-plated finish
Rounded front with polished aluminum grille

View of underside shows "fifth wheel" for easy steering action

NEW *Gatonia* WAGGON

5 Completely new body design makes it the most thrilling EATONIA Waggon ever—but it's the same rugged all-metal construction that has set the standard for enduring service. Remember that the EATONIA is quality-built throughout with heavy 1/2-inch steel axles, "fifth wheel" for steering ease, channel steel steering mechanism and body supports and other reinforcing features that fail to show in our illustration. Cushion tires give an extra soft ride. Hardwood box with one-piece bottom is beautifully varnished in Natural shade—stays new looking longer.

027-P-1108. With 30 by 12 inch box, 9¾-inch wheels, 1¾-inch tires. Price, delivered 12.75

027-P-1109. With 34 by 13-inch box, 9¾-inch wheels, 1¾-inch tires. Price, delivered 14.75

027-P-1110. With 38½ by 15-inch box, 9¾-inch wheels, 1¾-inch tires. Price, delivered 16.75

34 by 13 inch box

14.75 del'd

REMOVABLE STAKE SIDES

6 "Express Wagon" that's easily converted to a regular coaster style wagon. Stake sides are quickly removed. Hardwood box and racks, coated with weather-resistant clear varnish and trimmed in Red enamel. Enameled steel undercarriage and heavy gauge Tubular steel handle. Metal clamps on racks. About 73½ inches long, 19½ inches wide with roller bearing 9½-inch disc wheels. Rubber tires.
027-P-1111. Price, delivered. 12.95

"GREYHOUND" WAGGONS OF STEEL – TWO SIZES

7 8 All-Metal Waggons. The popular "Greyhound" line for youngsters at play. Body and box stamped and drawn from one piece of cold rolled Steel with widely rolled edges for maximum safety. No seams, joints or welds. Unit front and rear gear assembly. Tubular handle. Disk wheels with semi-metal rubber tires. Smooth running bearings. Durable baked Red enamel finish.

7 JUNIOR MODEL with 1¾-inch tires of heavy treaded rubber. Box size is about 30 by 13½ inches, with 7-inch wheels.
027-P-01027. Price, delivered 7.59

8 JUNIOR MODEL. Box size is about 20½ by 9¾ inches, with 4½-inch wheels.
027-P-01026. Price, delivered 2.39

38 EATON'S

Large size Aluminum Easy to Carry — Enough Room for Two Small Riders — Holes to Attach Tow Ropes for Hauling Over Snow

FLYING SAUCER, 26¾-INCH DIAMETER

9 An Aluminum saucer-shaped disk for coasting down snowy slopes. Used like a toboggan—and even more fun. Turns and spins like a top when you want it to—delighting kiddies. Gleaming All-Aluminum construction resists rust. Has no sharp edges to injure little hands or tear clothing. Rolled edge all around. Two extra-strong web handle loops for "hanging on." Two reinforced low rope holes. Easily carried by even the smallest youngster. Can be steered by shifting weight. Children will clamour for a ride on it—it's so new and thrilling. A full-size saucer, about 26¾ inches in diameter.
027-P-1104. Price, delivered 4.95

HALF-HOOD TOBOGGAN

10 SAFE TO HANDLE. Half-hood Toboggan. Strong hardwood slats and cross-pieces and hand rails. Natural varnish finish. Pull rope included. About 35½ ins. long, 11¼ ins. wide.
027-P-1114. Price, delivered 2.39

11 PUSHER-STYLE SNOW SHOVEL of sturdy All-Steel construction. Tubular handle with "D" grip. Enamel finish. About 34¾ inches long with blade 10¾ inches wide.
027-P-1113. Price 98c

12 HANDY SNOW SHOVEL. Enamelled length Steel scoop with "D"-grip—smooth wooden handle. About 34¼ inches long.
027-P-1112. Price 69c

Shovels for snow or sand

11 98c

12 69c

Budget Plan Terms Available. See Page 163 for Details.

TROY SUMMER FURNITURE

RATTAN FURNITURE ENSEMBLE BY TROY—The newest Troy chairs, coffee tables and loafers . . . superbly designed of natural finish, imported Rattan. So smart, so modern, so comfortable. Available with gold anodized frames and gracefully tapered legs that terminate in unique, durable white plastic feet that will not mar or scratch the finest floors. Available, too, with Charcoal Black tubular steel frames Rattan and aluminum furniture is light in weight, yet strong and durable F.O.B. Ohio.

(A) "LAZY BOWL" CHAIR—Unique conversation piece is adjustable by merely shifting the body weight. Frame glides on nylon bearings to any desired position. 36" wide. Sh. wt. 26 lbs.

7F47X2567	(Gold anodized aluminum frame)	List **$52.00**
7F48X2567	(Charcoal black tubular frame)	List **43.00**

(B) CONE CHAIR 29" wide; 31" high. Sh. wt. 20 lbs.

7F49X2400	(Gold anodized aluminum frame)	List **$36.00**
7F50X2000	(Charcoal black tubular frame)	List **30.00**

(C) COFFEE TABLE—19½" wide; 48" long; 18" high. Sh. wt. 22 lbs

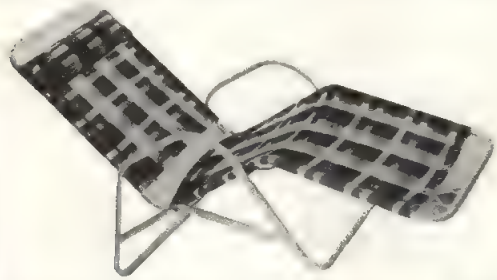
7F51X2400	(Gold anodized aluminum frame)	List **$36.00**
7F52X2000	(Charcoal black tubular frame)	List **30.00**

(D) TROYLOAFER—With white Saran adjustable head pillow. 30 lbs.

7F53X3067	(Gold anodized aluminum frame)	List **$46.00**
7F54X2800	(Charcoal black tubular frame)	List **42.00**

(E) SUN BURST CHAIR—32" wide; 30" high. Sh. wt. 20 lbs

7F55X2400	(Gold anodized aluminum frame)	List **$36.00**
7F56X2000	(Charcoal black tubular frame)	List **30.00**



TROYLOAFER—Selected by the Museum of Modern Art for its good design. No mechanical devices to get out of order Plastic cording has wire inserts for added strength. Last-a-lifetime Bonderized Tubular cold rolled steel frame. Contoured for perfect body health and relaxation. Available with woven Saran fabric, a waterproof, fade-resistant plastic material with excellent resiliency. Will not become baggy even after months of use. Specify choice of Mixed Plaid or Red, Yellow Green or Black Stripe. F.O.B. Ohio.

7F57X2100	With white frame. (Sh. wt. 34 lbs.)	List **$31.50**
7F58X2100	With charcoal black frame. (Sh. wt. 34 lbs.)	List **31.50**

TROY SUN ENSEMBLE—Heavy gauge sheet steel garden table with center hole for umbrella. Tubular steel legs. 28" high, 33" diam. 6' umbrella has chrome plated handle with finger-tip control for easy opening, closing and tilting. Specify Red, Green or Yellow outer covering. Chintz lined with 6" white fringe. Form-fit posture back chairs fold for convenient storage. Specify white or charcoal finish. F.O.B. Ohio

7F75X3067	Chairs (Set of 4). (Sh. wt. 52 lbs.)	List, each **$11.50**
7F76X1033	Table. (Sh. wt. 27 lbs.)	List **15.50**
7F77X2267	Umbrella. (Sh. wt. 35 lbs.)	List **34.00**

VINTAGE—A LAPSTRAKE DINGHY

(*Continued from page 111*)

Rochelle, N. Y. to, if I remember correctly, Newport, R. I. camping by night, sailing by day. Oldtime Shipmates, if I am in error here, correct me; memory often plays uncertain tricks

The construction of Vintage follows the usual practice for this type and size open boat. The keel will be made from 1⅝-inch thick by 5½-inch wide white oak and will be rabbeted as shown; it is of the sprung type—sprung to fit the building stocks; therefore it must be a knotless, straight-grained piece of wood.

The construction elevation shows a natural crooked stem sided 1½ inches and molded as indicated. It should be made from hackmatack, white oak or apple wood. Search around the countryside, ye prospective boatbuilders; it will not be too difficult to come across such a knee Make the stern transom from ⅞-inch mahogany or white oak and, if possible in a single width. It will be attached to the keel by the skeg and stern post, these to be sided ⅞ inch and shaped as shown.

The slot in the keel for the centerboard will be ⅞ inch wide This will permit using a daggerboard ⅝ inch thick without danger of its swelling and sticking. The head ledges which are the forward and after ends of the trunk, must be of a thickness equal to the width of the daggerboard slot Make these from 1½-inch white oak. The daggerboard will be made from ⅝-inch thick white cedar or mahogany. White cedar or mahogany ⅞ inch thick by 12 inches wide will make the trunk sides. The head ledges and sides will be fastened to the keel with long bronze screws driven from the keel and into the trunk. Set these parts in slightly thinned white lead. I advise against gluing these parts, not because the glue will not hold; rather because in case of future replacement it will be very difficult to take these apart without tearing the wood to pieces.

The frames will be steam-bent and extend from gunwale to gunwale. Straight-grained white oak or elm is the wood to use here. The dimensions will be ½ inch thick by ¾ inch wide spaced on 8-inch centers. Fasten to the keel with bronze screws; the same to inwales and seat ribbands. Floor timbers will not be required. White cedar planking will be used; this to be lapstrake. There will be nine strakes each side made to the widths shown in the construction section at station F. The sheer strakes will be in mahogany and must be somewhat wider than the other topside strakes; at station 6, 5 inches, tapering to about 4 inches at the stem, 3½ inches at the stern. The fastenings into stem, keel and stern will be bronze screws, through the plank laps into the frames, copper boat nails riveted over burs. It is best practice to plane and sand both faces of the strakes before they are fastened in place. Only single-length planks should be used, and do not paint or glue the faying surfaces of the laps

White oak or mahogany should be used for making the inwales; these should be ½ inch thick by 1½ inches wide and reach from the ⅞-inch thick knee at the stemhead to the quarter knees; all three of the knees should be hackmatack, apple wood or white oak. All fastenings in this part of the construction will be bronze screws or copper boat nails.

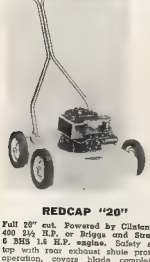
The seat ribbands as shown will be made from ½-inch by 1-inch mahogany or white oak and extend from the stern to the frame forward of station B. Like the inwales these will be fastened to the frame with bronze screws.

The stern sheets, rowing thwart and mast bench will be made from ⅝-inch thick mahogany, placed and fastened in the positions given on the arrangement plans.

The 10-footer has floorboards made from ⅜-inch mahogany laid in tapered widths and set apart from one another by ⅜-inch openings. All but the center piece should be screw-fastened to the frames with the center piece held in place by small mahogany turn-buttons.

There is yet the rudder, tiller, mast step, and oar-lock pads

Red Cap Power Lawn Mowers



REDCAP "20"

Full 20" cut. Powered by Clinton VS 400 2½ H.P. or Briggs and Stratton 6 3/4S 1.6 H.P. engine. Safety steel top with rear exhaust shute protects operation, covers blade completely. Built-in leaf and grass mulcher. Blade of special spring steel alloy; with high lift. Heavy duty ⅞" steel tubing handle stands upright for easy, space-saving storage. **Ball bearing wheels—semi-pneumatic tires.** Cuts 1 to 3" in height with simple wrench adjustment. Baked crackly enamel finish. **Side rear exhaust port for grass spray.** Ship. wt. 99 lbs. F.O.B. Factory, Indiana

D565A49-7496.....RETAIL **$99.95**

RED CAP "18"

Designed especially for the average lawn. Engineered for long wear and economy, trouble-free operation. Baked crackly enamel finish—full 18" cut. **Heavy duty ball bearing wheels, semi-pneumatic tires.** Cutting height 1 to 3 inches. Reversible handle of heavy gauge steel. Slip type clutch protects crankshaft—special spring steel alloy blade. Dual exhaust blows leaves and grass from either side. Built-in leaf and grass mulcher. Safety steel top pans. **Automatic governor controlled engine speed. Powered by Clinton VS 200 1.6 H.P. or Power Products engine.** Ship. wt. 47 lbs. F.O.B. Factory, Indiana

D565A48-5996.....RETAIL **$79.95**

RED CAP "18" STANDARD

Fully automatic clutch! Cuts a full 18". Powered by Briggs and Stratton 3-5 1.1 H.P. or Clinton 301 1.6 H.P. engine. Turret type one piece ½" solid steel top plate. Diamond chain, heavy duty transmission. Gray iron—steel cutter bar and blade. **New Chrysler Oilite bearings.** Simplified adjustment with wrench or screwdriver. Gray iron wheels, semi-pneumatic rubber tires. Gray iron side plates. Adjustable tubular handle of steel. Pinion wheel drive with case-hardened pawl. **Four section easy turning hardwood rollers.** Handsome, baked enamel finish. Ship. wt. 118 lbs. F.O.B. Factory, Indiana.

D565A50-8246.....RETAIL **$109.95**

RED CAP "20"

Engineered for long wear, trouble-free operation. Finished in brilliant orange, features a fully automatic clutch. Adjustable tubular steel handle. Easy turning, four section rollers; side plates precision machined of gray iron. Semi-pneumatic tires; sturdy gray iron wheels. Simple wrench or screw driver adjustment. Gray iron cutter bar and blade—new Chrysler Oilite bearings. Five blade reel—five spokes. **Sprocket, Diamond Chain, transmission.** One piece ½" solid steel turret top plate. **Powered by Briggs and Stratton 3-5 1.1 H.P. or Clinton 301 1.6 H.P. engine.** Ship. wt. 124 lbs. F.O.B. Factory Indiana.

D565A51-9746.....RETAIL **$129.95**

GEORGE 32" OR 36" SICKLE BAR MOWER

A rugged power mower with many outstanding features. Built for hard wear and long life with a minimum of maintenance. Powered by your choice of Briggs or Clinton gasoline motor—2 H.P., easy starting, 4 cycle. Direct drive powers the gear-tread tires over virtually any terrain. Sickle bar spindle is equipped with bronze oilite bearings. **Available with either 32 or 36" sickle bar.** This model is of all welded construction. Wide wheel base for increased stability, for work on hills and terraces. Full protection and oscillating weed guards. Clutches for both sickle knife and for traction. All weather traction drive. F.O.B. Factory, Illinois. Ship. wt. 150 lbs.

D568A605-12750—32" **sickle bar**.....RETAIL **$189.50**

D566A606-13100—36" **sickle bar**.....RETAIL **174.50**

RED CAP RIDING MOWER

FULL 24" CUTTING WIDTH

A high quality, well balanced mower with implement type seat and sturdy, tubular steel frame. Special alloy wheels with heavy duty, semi-pneumatic tires. Turret type, heavy-duty steel top plate. Precision machined special alloy side plates. Cutter bar and blade of heavy Grey iron and crucible steel. Simplified wrench and screwdriver adjustment. Sectional hardwood rollers for easy turning. Modern, fully automatic clutch. Diamond chain, heavy duty transmission. Powered by Briggs & Stratton 8S 1.8 H.P. engine with Chrysler Oilite bearings. F.O.B. Factory Indiana. Ship. wt. 140 lbs.

D565A46-17246—24" Cutting Width .....RETAIL **$229.95**

Deluxe Model. As above with 2¾ H. P. Briggs and Stratton Engine with recoil starter. Dual wheels with traction tread tires.

D565A47-19496 .....RETAIL **$259.95**

NEW TERRO-TILLER

the low cost way to work-free garden care!

Self propelled to turn gardening chores into a joy! Positive lock-in-lock out clutch. Throttle control at handle works through automatic governor on engine, selects proper speed up to 2½ MPH. Raising, lowering of handles adjusts depth down to 8". Chassis is formed and reinforced sheet steel. **Ten sharpened, high carbon speed tiller knives.** Fottage guard and dirt shield for added protection. Tubular steel adjustable handles with rubber grips. Wheels 18x2". Easy starting 2 **H.P. 4 cycle Clinton or Briggs and Stratton engine.** All angle carburetor, oil bath air cleaner, rope starter. Ship. wt. 100 lbs. F.O.B. Factory, Illinois.

D567A50-8000.....RETAIL **$119.50**

VOLLRATH ROTARY POWER MOWERS

Mowing is as easy as running a vacuum cleaner. A mower with a lightweight frame plus power and easy handling makes easy work of mowing lawns, in town or country. This power mower cuts weeds and grass and saves finely pulverized cuttings to nourish the lawn. Trims flush with walls, trees or any barrier . . . eliminates hand trimming. Won't scalp the earth or dig in. Trouble-free motor with direct drive and automatic governor. No V-belt, pulleys or gears. Extra sharp spring steel blade is made in one piece and completely covered for safety. ¾" heavy gauge tubular steel handles knock down for storage. Puncture-proof, semi-pneumatic tires. Automatic slip clutch cushions shock if blade strikes solid object. Choice of 2 cutting widths.

17 INCH MODEL

17" Cutting Width. 1.6 HP, 2 cycle gas engine with muffler. 6x1½" front and rear wheels with heavy gauge steel, oilless bushing. Lightweight, high strength aluminum base. Ship. wt. 38 lbs

D565A59-5820.....RETAIL $74.95

As above: With 1.75 HP, 4 cycle engine with retractable starter.

D565A57-5995.....RETAIL $79.95

19" Cutting Width. 1.75 HP, 4 cycle gas engine with muffler and retractable starter. 11-gauge spring steel gear. Adjustable cutting heights. Rear wheels 6x1.75", front wheels 6x1½", with heavy gauge steel, oilless bushing. High strength cast aluminum base. Ship. wt. 47 lbs

D565A59-6370.....RETAIL $84.95

NOTE: In 2 cycle motors, lubrication is provided by oil which is mixed with gasoline. In 4 cycle motors, lubrication is provided as in an auto engine, i.e. oil is placed in crankcase. Regular gasoline is used. Complete instructions included.

19 INCH MODEL

TRAMS Direct Drive CHAIN SAW
AVAILABLE WITH 16, 19 or 22 INCH BARS

The best saw available for the farmer, professional wood cutter, pulpwood operator, etc. Simple construction . . . low maintenance . . . designed by one of the originators of Direct Drive Saws. Removable bucking "spike" to facilitate the felling of trees can be stored on saw. Flame-proof exhaust required by many states in pulpwood and timber areas—fumes are directed away from operator. Handle design protects carburetor from sawdust and handling damage. Magnesium alloy castings for light weight and added ruggedness plus "Sealite" taped bars are an exclusive TRAMS feature. Features 3 H.P. 2 cycle engine, ball bearing crank shaft, needle bearing connection rod, and Tillotson float carburetor for easy cold weather starting. Pressure valve located near the trigger so operator can oil and operate saw with same hand. Available in 3 different size bars. Tag large for Parcel Post. F.O.B. Factory, Illinois.

	Bar Size	Saw Wt.	Ship. Wt.	RETAIL
D565A21-12750	16"	24 lbs.	33 lbs	$169.95
D565A22 13500	19"	26 lbs.	35 lbs.	179.95
D565A23 14300	22"	28 lbs.	37 lbs.	189.95

LAMBERT LAWNSWEEPERS

LAMBERT POWER LAWNSWEEPER

Rugged, heavy-duty machine. **Powered by 1.6 H.P., 4-cycle Clinton or Briggs & Stratton engine. 32" sweeping width.** Chain driven to the brush shaft. Power is supplied to both wheels through machine cut steel gears. Fingertip clutch and throttle controls are conveniently mounted on the lawnsweeper handle, as is the single adjusting lever controlling height of brush and angle of lower shield. **Special feature is the all-steel hamper.** Bottom and back panels are hinged for easy dumping. Hamper supported by dual steel caster assemblies. **Hamper capacity: 8 bushels.** Ship. wt. 120 lbs.

D565A2-11900.....RETAIL $168.95

SWEEPMASTER MODELS WITH DETACHABLE HAMPERS

Built for long, hard use. Automobile type pressed steel frames giving maximum rigidity. Factory lubricated, fully enclosed gears, precision cut for smooth meshing and quiet operation. **Hampers of fine quality, closely woven duck.** Transparent plastic wind apron included. Single lever adjusts sweeper height, raises or lowers front shield. **Adjusts through 5 positions for grass up to 2½" high.** 10" pressed steel wheels have rubber tires. **Steel-backed, non-clog fibre brushes save hours of tedious hand raking.** They pick up grass, clippings, leaves, twigs, stones and papers, leaving a clean, orderly lawn with a minimum of effort. A flick of the finger detaches the hamper for use as an all-purpose garden cart.

21" Sweeping width. Basket capacity 5 bushels. Ship. wt. 80 lbs.

D565A5-3520.....RETAIL $50.95

30" Sweeping width. Basket capacity 7 bushels. Ship. wt. 60 lbs.

D565A4-4140.....RETAIL $59.95

STANDARD MODELS

Same quality construction as Sweepmaster. Automobile type pressed steel frames, precision cut gears factory lubricated, fully enclosed. **Hampers of fine quality, closely woven duck (hamper not detachable).** Single lever adjusts sweeper height, raises and lowers front shield. Adjusts through 5 positions for grass up to 2½" high. 10" wheels fitted with rubber tires. **Steel backed non-clog fibre brushes revolve in ball bearings.** Spring supported hamper fitted with swivel caster-action wheels.

21" Sweeping width. Basket capacity 5 bushels. Ship. wt. 42 lbs.

D565A5-2415.....RETAIL $34.95

30" Sweeping width. Basket capacity 7 bushels. Ship. wt. 56 lbs.

D565A5-3105.....RETAIL $44.95

REMCO ELECTRONIC RADAR ROCKET CANNON

- Giant electronic cannon . . . launches flying rocket plane
- Moving airplane targets appear on TV screen
- Telegraph key for code
- Electronic communication center with microphone and head set permits aircraft spotter to talk with radar operator

Right off America's space frontiers against foreign attack —an Electronic Radar rocket cannon that launches a flying rocket plane Moving airplane targets actually appear on T Vscreen Large radar warning antenna rotates automatically and picks up beep signals. Complete electronic communication center with regulation microphone and head set; permits aircraft spotter to talk with radar operator Telegraph key for code Complete with batteries Wt 4 lbs

No 8333 List $7.95 Dlr's, ea $5.30
3 lots, ea $5.05 6 lots, ea **4.67**

• Radar warning antenna rotates automatically and picks up beep signals

REMCO Transistor Radio and Broadcasting System

Complete with Big 18" Plastic Cabinet

It's easy to build this professional radio set. This powerful set features the new electronic wonder—the Transistor Pick up favorite radio programs on sensitive broadcast set Have fun announcing broadcasts at home Complete with big 18" handsome plastic cabinet, 4" Alnico loudspeaker, powerful broadcast microphone, broadcasting set, 3 batteries, selective station tuner diode detector and all other parts Weight 4 lbs.

No. 8335 List $9.95 Dealer's, each $6.83 Lots of 3, each $6.30 Lots of 6, each **5.86**

REMCO Transistor Radio

Complete with Pre-Assembled Plastic Cabinet

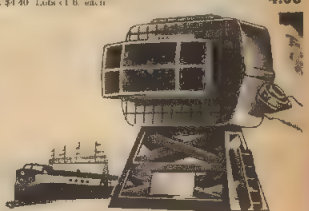
It's so simple to build the newest electronic wonder . . . a transistor radio This transistor powered set makes radio tubes obsolete. Complete set includes beautiful pre-assembled plastic cabinet, sensitive station tuner, regulation head phone battery diode detector and transistor amplifier As other necessary parts are also included Popularly priced for volume sales this set has both play and educational value Weight 1 lbs

No 8336 List $6.95 Dealer's, each $4.68. Lots of 3, each $4.40 Lots of 6 each **4.08**

FIXED CRYSTAL RADIO KIT

An easy to build fixed crystal radio kit with permanent type germanium crystal diode Especially interesting to the more advanced hobby enthusiast This permanent type crystal detector guarantees excellent reception A high Q (efficiency) ferrite coil increases the power over four times that of other crystal sets- makes possible clear reception of distant broadcasts. Receives strong signals with short antenna. Everything needed is included in the kit No soldering no batteries—no electrical connections necessary. Just a simple screw driver assembly and set is ready to receive Comes complete with all necessary assembly diagrams, circuit schematics and instruction booklet. Ship. wt. 1¼ lbs.

No 8405 List $4.95. Dlr's, ea $3.10
Lots of 3, ea. $2.80. Lots of 6, ea. **2.64**

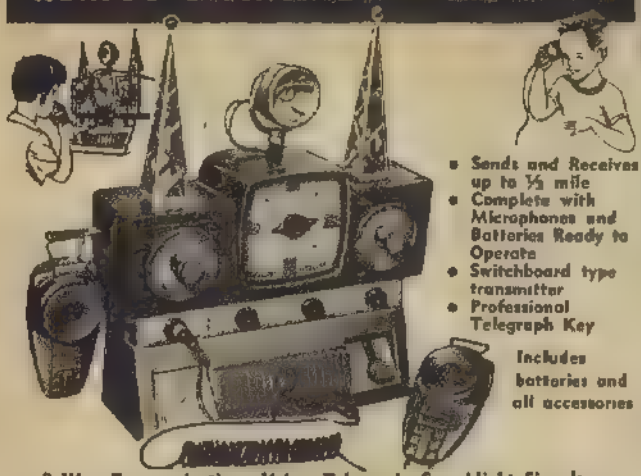


REMCO RAILROAD LOUDSPEAKER TOWER AND MICROPHONE

Actually announce railroad instruction with powerful loud speaker volume! This fascinating set includes a dramatic high impact tower housing the powerful 4 inch Alnico speaker Has matched type micro phone and communication wire cable Also includes 4 batteries Designed with ultra modern futuristic styling thus Remco Railroad Loudspeaker is sure thrills to children and fascinates Makes an ideal addition to any model train enthusiast's train accessories Ship. weight 2 lbs.

No 8334 List $5.95 Dealer's, each $3.97 Lots of 3 each $3.77 Lots of 6, each **3.51**

REMCO Electronic Radio Station



- Sends and Receives up to ½ mile
- Complete with Microphones and Batteries Ready to Operate
- Switchboard type transmitter
- Professional Telegraph Key

Includes batteries and all accessories

3 Way Communication—Voice, Telegraph, Searchlight Signals

Just imagine the thrills the youngsters will have playing with this electronic radio station. Sending an S.O.S. from a sinking ship—Giving orders over the Microphone to their scouts at the head of a Tank column. The electronic radio station actually sends and receives up to ½ mile! Two microphones transmit voices and telegraph codes. The ultra-modern switchboard type transmitter has individual plug-ins for each activity. The professional telegraph key buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel. Radio signal detector registers transmitted impulses. Sturdy high impact plastic construction. Includes batteries, automatic decoder, log book and 50 ft. of wire

No. 8341. 2¼ lbs. List $6.95. Dlr's., ea. $4.63
3 lots, ea. $4.40 6 lots, ea. **4.09**

REMCO Handiphone Intercom System

With 2 battery-operated wall-type phones

Ready to Operate. Has a built-in 2-way signal buzzer system, 2 complete battery operated telephones. Louder and clearer than all existing telephone sets. Extra high volume on Handiphone Intercom System carries up to one mile. Includes 25 ft. of double electric wire plug-in connections. Plastic phone hangers for walls, desks. 2 batteries included. 1¼ lb.

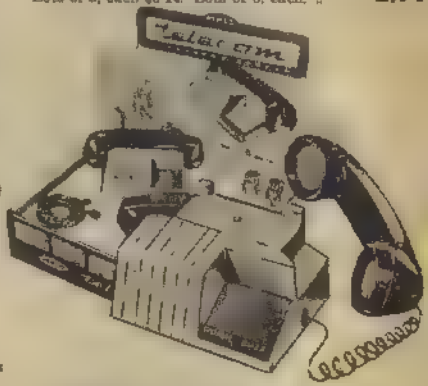
No. 8340. List $4.95. Dealer's, each $3.30.
Lots of 3, each $3.14. Lots of 6, each. .. **2.91**

REMCO Dick Tracy Electronic 2-station Wrist Radio

- 2-way voice transmission, sends and receives
- Secret code buzzer signal
- Operates over long distances —up to ½ mile
- Complete with radio batteries and wire

The REMCO Dick Tracy 2 station wrist radio that sends and receives up to ½ mile! Transmits voice messages loud and clear, or use it to send and receive Morse code signals with the secret buzzer. Includes 2 Dick Tracy wrist radios, battery and wire. Sturdy, high-impact plastic [illegible] Wt. lbs.

No. 8338. List $3.95. Dlr's. ea. $2.63, 3, ea. $2.50 6 ea. **2.32**



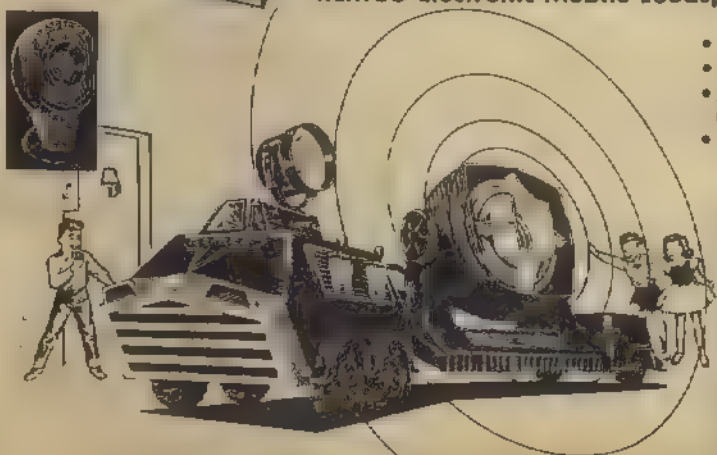
REMCO Inter-Phone System

Complete with 2 professional size telephones

Fun for the kiddies and for grown-ups too. 2 regulation size professional telephones with bases. Every phone a master . . , each individual telecom contains signal buzzer 50 feet of wire . . . g l for telecoms and use. Press button to signal other party . . . me. Can use as many as six phones on one hook up. Made of rugged high impact plastic. Complete with batteries. Wt. 2¼ lbs.

No. 8339. List $6.95. Dealer's, each $4.63.
Lots of 3, each $4.40. Lots of 6, each **4.09**

REMCO Electronic Mobile Loudspeaker and Signal System



- Revolving long beam searchlight
- Powerful transmitting microphone
- Measures 2 feet long . . . six wheel mobile unit
- Complete with batteries and wire

A big 2-foot trailer-type 6 wheel mobile unit that transmits voice and buzzer signals and even has a long beam searchlight! The powerful microphone transmits a booming voice over an amplified loudspeaker that can be heard many feet away . . in another room or around corners! Youngsters can send secret code signals with the loud deep-toned buzzer signal system that's amplified through the loudspeaker. Far-reaching searchlight shoots powerful beam from stop cab of mobile unit. Realistic electronic switches on cab panel operates amplified signal system and revolving searchlight beam. Provides hours of fascinating fun for the whole gang. Includes 4 batteries and wire, ready to operate. Sturdy, high-impact plastic construction.

No. 8337. List $9.95. Dlr's., ea. $6.63.
3 lots, ea. $6.30 6 lots, each . . . **5.86**

Satisfaction Guaranteed or Money Refunded

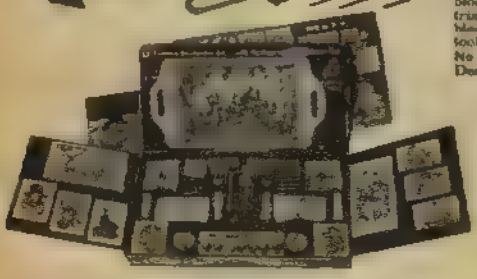
Handy Andy TOOL SETS

- Every tool expertly made to craftsmen's quality standards!
- Each tool attractively finished
- Easy-grip handled saws
- Newly designed, specially built all-steel boxes with handles
- Snap catch on each tool box
- Durable baked-on enamel finish

(A) 19-pc. Tool Set. Every "Junior Carpenter" will enjoy these beautifully finished quality tools for doing odd jobs around the house and working on his hobby projects. Includes, steel box 16x8x3", heavy claw hammer, brace, bit, large saw, screwdriver, pliers, cast block plane, wood mallet, steel tri-square, metal triangle, steel chisel, spirit level, steel wrench, rules, pencil, 3 sandpapers and HANDY ANDY project manual. Ship wt 6-1 6 lbs.
No. 8344 19-pc. tool set. List $4.95. Dealer's, each $3.25. 6 lots, each 2.92

(B) 26-pc. Tool Set in Hip Proof Steel Box. For every "master craftsman" looks just like Dad's. An ideal assortment of fine quality tools. Includes "Hip Roof" steel box 18x6x8" with hammertold finish, large panel saw with new plastic handle, heavy claw hammer, pliers, tool steel chisel, 2 large screwdrivers, steel tri-square, metal triangle, 3 steel wrenches, wood mallet, ruler, carpenter pencil, coping saw, 3 coping saw blades, spirit level, full sweep brace, drill bit, wrecking bar block plane package sandpaper and HANDY ANDY project manual. A dandy outfit for the boy craftsman! Wt. 9 lbs
No. 8345 26-pc. Tool Set List $7.95. Dealer's, each $5.20. 6 lots, each 4.66

(C) 26-pc. Tool Set in Wall Cabinet Tool Box. Regular professional type! Big deluxe folding 16x10x4" "wall cabinet" tool box can be carried or easily mounted on wall. Made of heavy gauge steel, it's finished in beautiful hammertold. Steel brackets provided for mounting tools. Set consists of 14" blade saw, heavy claw hammer, block plane chisel 2 screwdrivers brace bit ruler level wrecking bar tri-square, triangle, mallet, carpenter pencil, 3 steel wrenches, coping saw, 3 coping saw blades, package of 6 sandpapers and HANDY ANDY project manual. A real tool box of fine tools for a young carpenter! A good volume seller! Ship wt. 12 lbs.
No. 8346 26-pc. tool set List $9.95.
Dealer's each $6.50. 6 lots, each 5.82



DELUXE ELECTRIC WOODBURNING SET

Most exciting kit ever developed with new wonder electronic pen. Includes 9 woodburning plaques, carrying tray, salt and pepper shakers, pen and pencil holder 2 plaques with frames. 6 extra points for embossing cutting shading and hose cutting. 2 pens. 10 pieces of felt, 7 color chips, 1 brush, sandpaper and woodburning manual. Wonder electronic pen is UL approved
No. 8479 Wt. 3½ lbs. List $7.00. Dealer's each $4.55
3 lots, each $4.15. 6 lots, each..... 3.92

JIG SAW JR.

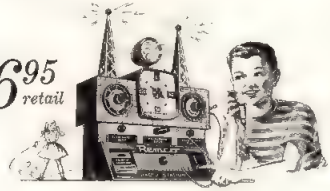
Man-sized in performance but perfectly safe for a child to use. Safe, rugged portable! Saws wood up to ½" thick. Saws to center of 19" circle. Safe built-in rotary motor revolves 3400 RPM is rubber cushioned for quiet operation, and is completely sealed in. Fingertip switch UL approved. 4" blade on 9x6¾" table. Extra blades and 6 full patterns included.
No. 8089 Wt. 7 lbs. List $10.00. Dealer's, each .. **6.67**

19 PIECE CARPENTER'S KIT
In Regular Carpenter's Carrying Case

Truly a deluxe wood tool set! All the basic tools a young carpenter needs for creative play! Handsomely finished wooden carrying carpenters kit varnished for extra wear. 19" long, 8½" wide, 7" high 19-pc. set includes: large hand saw, hammer, plane, brace and bit, steel wrecking hammer, hatchet, pliers, level, screw driver, plus the new ATF BIG, rope hook, for client for the beginner, complete enough for the older children, too. A handsome set with a low, low price that makes it a good volume seller! Individually boxed and shipped. Shipping weight 9 lbs.
No. 8470. List $8.00. Dealer's, each $5.33.
Lots of 3, each..... 4.96

THE MAN AT REMCO

. . . testing the mold of the spectacular **REMCO** *Electronic Radio Station. The realism of a Remco toy extends even to its fabrication . . . for the precision and skill of the giants the electronics industry are matched at Remco.*



REMCO INDUSTRIES, Inc.
115 N. 13th Street, Newark, N. J.

Remington PORTABLE TYPEWRITERS

for top speed, accuracy and beautiful printwork

QUIET-RITER

44 Key Keyboard Model

A full-featured portable that's engineered to give big machine results. Super-strength frame gives vibration-free performance. Exclusive Miracle Tabulator sets and clears from keyboard. New direct-set visible margins and synchronized paper table scale. Simplified ribbon changer for fast, easy ribbon change. Locked segment shift for faster, positive shifting. Large cylinder extra long carriage return lever. Full standard keyboard as on office typewriters. New non-glare keys. Two color ribbons with stencil cut-out. Non-glare New French gray finish. With sturdy, luggage type case. Wt. 22 lbs.

No. 1359 Pica type.
No. 1361, Elite type
List $129.00 Dlr's. each $103.10 2 lots. each **96.20**

LETTER-RITER

42 Key Keyboard Model

The same fine machine as the "Quiet-Rite" with the exception of the Miracle Tabulator. Its features include Positive Margin Control, Variable Line Spacer for ruled paper, form work, Basket Shift, Personal Touch Regulator to adjust for light and heavy touch, Positive Paper Feed to prevent slipping and wrinkling of paper and carbons; full standard keyboard, space bar positioned like standard typewriter, and sturdy frame construction to prevent vibration. Typewriter is finished in beautiful non-glare new French grey finish with green keys. With luggage type case. Shipping weight 21 lbs

No. 1358 Pica type. | List $106.20 Dlr's
No. 1360 Elite type | $86.00 2 lots. ea. **81.90**

TRAVEL-RITER

Lighter and Smaller
42 Key Keyboard

This new portable typewriter has all the essential, operating features yet is low priced for the value-minded. Features include full 4-row 42-key keyboard that has 84 characters with five educational characters, segment shift for capital and upper case letters easy to read graduated scale on paper table for margin setting, permanent card writing finger on writing line guide holds cards for writing from extreme top to bottom and from edge to edge, automatic and manual ribbon reverse carriage centering and locking device new non-glare French grey finish. Includes sturdy luggage type carrying case. Wt. 16 lbs

No. 1362 Pica type
No. 1364 Elite type.
List $94.95. Dlr's., ea. $68.00 2 lots. ea. **65.60**

UNDERWOOD Portable Typewriters

This is ELITE type
This is PICA type

DELUXE MODEL

With Exclusive Keyboard Tabulation

One of the finest portable typewriters made. Light and compact, yet it has outstanding features of full-size office models. Its improved modern features include "Key-Set" Tabulation which sets, clears and operates tabulator right from keyboard, visible "See-Set" margins for speed and accuracy in setting margins, 9 inch writing line; full 84 character keyboard, Segment Shift; Automatic Ribbon Reverse, Single, Double and Triple Line Spacer, Left and Right Margin Release Key suntan crackle finish Case in attractive finish. Size 13½x13¾x7⅛" Ship weight 24 lbs.

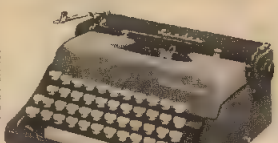
No. 5116. Pica type
No. 5117. Elite type.
List $126.85 Dlr's., $101.50. 2. ea. **96.72**

THE UNIVERSAL

With Exclusive Key Set Tabulation

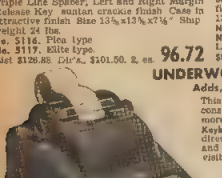
Efficient, quiet performance at a medium price. Includes Visible "See-Set" Margins for speed and exactness in setting margins in emle or inches and features key set tabulation which sets, clears and operates tabulator right from keyboard. Features the Segment Shift, Automatic Ribbon Reverse, Right and Left Margin Release Key, 1, 2, or 3 line space, 84 characters, and types black, red or stencil. Non-glare green crackle finish with matching case. 13⅝x 13⅝x7⅛". Wt. 24 lbs

No 5118 Pica type.
No. 5119 Elite type
List $116.28 Dlr's. ea $93.30. 2 lots ea **88.84**



UNDERWOOD Electric Adding Machine

Adds, Multiplies, Does Direct Subtraction



This remarkable new electric machine has quality construction for long use plus a quieter, faster and more flexible operation. Has the simplified Ten-Key Keyboard with "Four Point Control." Does addition, direct subtraction and multiplication. Has Sub-total and Total in color and symbol. Maintains clear, visible print on adjustable tape that gives single or double-spacing. Has Digit Indicator, Electric Correction, 2-color ribbon. Back space and Non add keys; non-glare crackle finish. Lasting capacity of 99,999.99 and totals 999,999.99. AC-DC motor. Wt. 37 lbs.

No. 3791, 6-total Electric Model
List $329.40. Dlr's. $296.70. 2. ea. **260.90**

Hand Operated Model

Has the same fine construction and quality as the electric model except that it is hand operated. Shipping weight 32 lbs

No. 3792 8-total Hand Operated Model
List $206.74. Dlr's. ea. $167.80 2 lots. each **164.80**

LEADER

A low priced, lightweight portable designed to meet the writing needs of the entire family. A good "buy" in a reliable portable complete with convenient carrying case. It has easy touch action and many other modern features. "Family" keyboard, full 9 inch writing line, back spacer, right and left shift key, shift lock, carriage and paper release lever, adjustable left hand margin, automatic line finder automatic ribbon reverse adjustable paper fingers single, double, triple spacing; 84 characters including arithmetic signs. Pica Type. Typewriter comes in nonglare 2 tone blue crackle finish. Case in attractive finish. Case size 13½x13½x7½" Wt. 22 lbs.

No. 3789 List $79.82 Dlr's., ea. $67.00 2 lots. ea **63.81**

Good Merchandise—Priced Right—Speedily Delivered

Remington

PORTABLE TYPEWRITERS

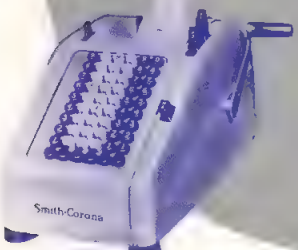
REMINGTON TRAVEL-RITER
A new portable typewriter that performs like an office machine. Full 42 key keyboard, in sturdy carrying case.
No. 1096 **List $94.50**

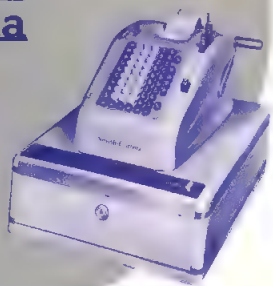
REMINGTON QUIET-RITER
The new Quiet-Riter with exclusive Miracle-Tab is perfect for home, school and small business. Standard 44 keyboard, 88 characters, finger speed keys. Complete with fugage type carrying case.
No. 1097 **List $149.50**

SMITH-CORONA SILENT
The artistocrat of portables. The world's fastest portable typewriter. Complete with rugged new smart style carrying case.
No. 1093 **List $127.50**

SMITH-CORONA DELUXE "SKYRITER"
"The Skyriter" versatile lightweight portable. Weighs only 9 lbs., yet fully equipped for normal typing needs.
No. 1092 **List $89.95**

Smith Corona





ADDING MACHINE
Adds up to $100,000. Fully equipped machine with sub-total, or total keys. Can be completely operated with one hand.
No. 1094 **List $129.95**

SMITH-CORONA CASH REGISTER
Cash register equipped with special transactions: Paid Out, Credit Refund, Charge, No Sale, Received on Account. Two in one combination on adding machine & cash register. Adding machine can be quickly detached for regular use.
No. 1095 **List $239.50**

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REMINGTON and SMITH-CORONA Portable Typewriters

NATIONALLY ADVERTISED

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Ⓓ

Ⓐ **REMINGTON-RAND QUIET-RITER.** Reduces noise and vibration to a bare minimum. Includes miracle tab, visible margins, simplified ribbon changer and paper edge guide. Large platen with sure-grip paper feed, carriage centering device, finger speed keys, contour styling and super-strength frame, plus many other operating refinements to make "Quiet-Riter" fast and efficient. **Pica or elite type.** French Grey finish.
20K99-8278 ..... RETAIL **$120.50**

REMINGTON LETTER-RITER. Has all features of the Quiet-Riter, above, except tabulator, at an economical price. **Pica or elite type.**
20K130-7875 ..... RETAIL **$100.94**

Ⓑ **SMITH-CORONA STERLING.** Top performance at a medium price. Choice of professional and business people and students at all levels. Has page gage, super-speed escapement, quick-set margins, synchronized line space lever, acoustical vents, typebar speed booster, piano key action, floating shift, 3-position paper bail, dual action paper release, cushioned tabulator and other features. **Pica or elite type.** Grey crackle finish.
20K73-9150 ..... RETAIL **$105.85**

Ⓒ **SMITH-CORONA SILENT.** Preferred by successful authors, famous news correspondents, traveling men and progressive students. Has all the features of the STERLING plus line retainer, paper fingers and ball, sound-deadening devices and removable platen. **Pica or elite type.** Grey crackle.
20K74-8745 ..... RETAIL **$113.10**

Ⓓ **SMITH-CORONA SUPER.** The new luxury model—has the finest keyset tabulator in portable typewriter history. Includes all the newest refinements of the famous Smith-Corona line. Fast, foolproof, the finest portable in the world! **Pica or elite type.** Gray crackle. ("Holiday" case.)
20K102-9475 ..... RETAIL **$122.65**

Ⓔ **SMITH-CORONA SKYRITER.** The perfect portable for salesmen, air-travelers, authors, journalists, commentators, students. Weighs only 9 lbs. and measures 11x12x3". Aluminum cover serves as carrying case. Has full keyboard and all necessary features for business and personal writing. **Pica or elite type.** Ship. wt. 12 lbs. Gray crackle finish.
20K61-5858 ..... RETAIL **$73.77**

All Portable Typewriters Supplied with Smart Carrying Case. Specify Pica (10 ch. to inch) or Elite (12 ch. to inch) When Ordering. Railway Express Preferred for Shipments of Typewriters Wherever Possible. Average Shipping Wt. 20 Lbs.

Portable Typewriters Are Fair-Traded. Are for Resale Only and Must Be Retailed at Established Prices in States Having Fair Trade Laws. All Quotations Include M.F. Tax.

THRILLING MOTOR DRIVEN REMOTE CONTROL CARS

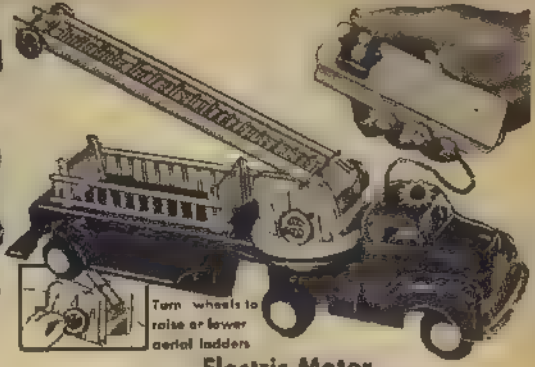
Powermatic Remote Controlled Electric Auto

- **Removable top—convert to roadster or hardtop**

Starts, stops, steers, climbs hills, all automatically through 2 buttons on hand remote control box. Even a small child can operate it easily. Will run on 2 flashlight batteries. Molded Tenite plastic in assorted colors. 6"x4". Less batteries.

No. 8764. Electric Auto. Wt. 2 lbs. List $4.00. Dlr's. ea. $2.50. 3 lots, ea. $2.30. 6 lots, ea. **2.17**

No. 14014. Batteries, 2 required. List, ea. 15c. Dlr's., ea. 9¾c



Electric Motor Driven Remote Control Fire Truck

- **Runs forward, reverse, circles—jack-knife steering!**

Fire truck with aerial ladders that can be extended to 18" high! Red light goes on when in motion. Authentically scaled 16¼" long, 3½" wide. Runs on smooth surface or carpet. Tenite plastic in assorted colors. Less batteries.

No. 8765. Fire Truck. Wt. 1½ lbs. List $4.95. Dlr's., ea. $3.05. Lots of 3, ea. $2.90. Lots of 6, ea. **2.71**

No. 14014. Batteries, 2 required. List, ea. 15c. Dlr's., ea. 9¾c

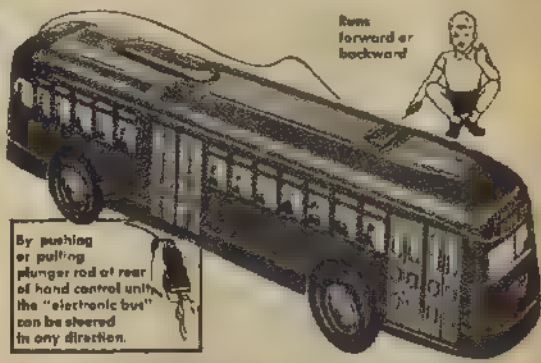
Electric Motor Driven Remote Control Tow Truck

- **Runs forward, reverse, in circles**
- **Electric motor operates on flashlight batteries**

Loads of fun and action in every inch of this toy. Powerful tow truck lifts and pulls objects. Equipped with mechanical lift that raises and lowers. Extra long remote cord. Made of Tenite plastic in assorted colors. 8" long, 3½" wide. Operates on 2 flashlight batteries. Red light goes on when in motion. Less batteries.

No. 8756. Tow Truck. Wt. 1¼ lbs. List $3.95. Dlr's., ea. $2.45. Lots of 3, ea. $2.30. Lots of 6, ea. **2.16**

No. 14014. Batteries, 2 required. List 15c. Dlr's., ea. 9¾c


Runs forward or backward
By pushing or pulling plunger rod at rear of hand control unit, the "electronic bus" can be steered in any direction.

Electrically Driven Remote Control Bus

- **Completely automatic by remote hand control**

You'll be seeing hours of fun for every youngster with this realistic remote control electric bus. Runs forward, backward in any direction. Just press a button. Remote control cord is extra long (4' long, 3" wide, 4" high. Tenite plastic in assorted colors. Operates on 2 flashlight batteries (not included).

No. 8762. Bus. Wt. 2 lbs. List $4.95. Dlr's. ea. $3.05. Lots of 3, ea. $2.90. Lots of 6, ea. **2.71**

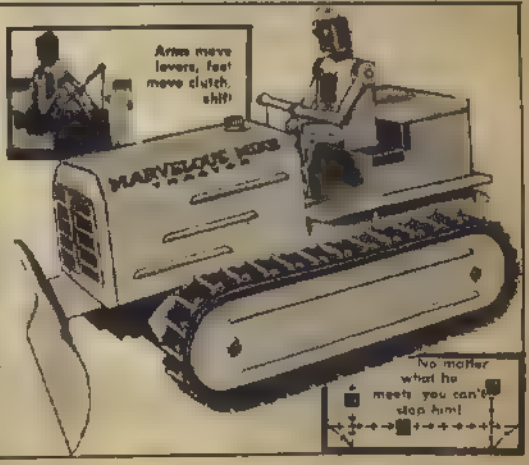
No. 14014. Batteries, 2 required. List, ea. 15c. Dlr's., ea. 9¾c

"MARVELOUS MIKE" Robot-Operated Tractor

- **Does everything a tractor will do—automatically**
- **Has real tractor tread wheels that move**
- **Complete with batteries, ready to run**
- **Bumps into obstacles, automatically operates in different direction—amazing movements!**

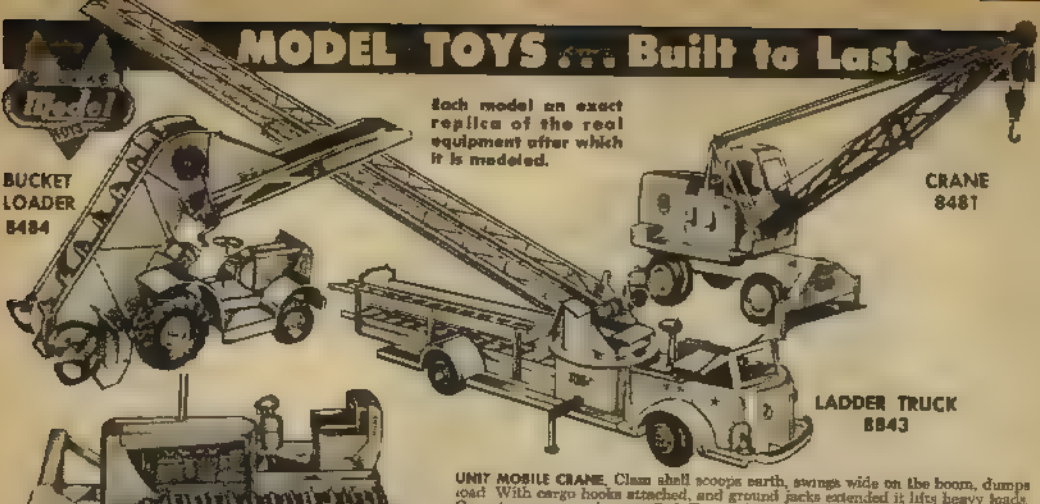
When he encounters an obstacle, he stops the tractor, shifts the levers and pedals, backs up, turns into the clear, shifts again and goes forward . . . and does it all by himself! No matter what he comes to, you can't stop him. No buttons, no wires, no springs, no gadgets. Simple turn on the lever and away he goes. Driven by battery-powered motor. A real tractor with a bulldozer scraper blade, rubber tread wheels that move. Sturdily constructed of metal and finished in yellow with Mike in blue color. Mike's arms move the lever, his feet move the dummy clutch and shift. Overall 14" long. 3 batteries included.

No. 8238. Marvelous Mike Tractor. Wt. 4 lbs. List $10.00. Dealer's, each $6.50. Lots of 3, each $6.10. Lots of 6, each **5.71**



MODEL TOYS ... Built to Last

Each model an exact replica of the real equipment after which it is modeled.



BUCKET LOADER 8484

CRANE 8481

LADDER TRUCK 8843

UNIT MOBILE CRANE. Clam shell scoops earth, swings wide on the boom, dumps load. With cargo hooks attached, and ground jacks extended it lifts heavy loads. Operations are crank controlled. Front wheels steer by to wbar. Dua. rear wheels. Length 12" boom length 19". Orange enamel finish. Wt. 7 lbs.
No. 8481 List $13.95. Dlr's., ea. $9.07. Lots of 3, ea. **8.37**

AMERICAN LA FRANCE AERIAL LADDER TRUCK. Authentic reproduction of the American LaFrance aerial truck. The sturdy ladder on rotating base elevates and extends nearly 4 ft. Front wheels steer. Two side ladders. Has spring actuated outrigger jacks and extension jacks. Fire engine red on steel and aluminum. 33" long. Wt. 15 lbs.
No. 8843 List $19.95. Dlr's., ea. $12.97. Lots of 3, ea. **11.97**

BARBER-GREENE BUCKET LOADER. The most exciting model toy in years! Buckets scoop up earth, move to the top of the loading unit and empty onto a rubber belt conveyor. The conveyor carries the loads forward and dumps them. One crank control raises action of buckets, spins a and conveyor belt. A replica of the famous Barber-Greene Bucket Loader. Green enamel finish. Length 23" 16 lbs.
No. 8484. List $18.95. Dlr's., ea. $12.32. Lots of 3, ea. **11.37**

CATERPILLAR TRACTOR AND BULLDOZER. A rugged replica of the giant "Cat" that levels areas for modern construction jobs. Has exposed mock Diesel engine. 3 position blade adjusts from the driver's seat. Authentic Caterpillar tread operate independently for sharp turns. Towing bar for towing other models. Molded tenite and heavy gauge steel in bright yellow baked enamel. 15" long. Shipping weight 7 lbs.
No. 8482 List $12.95. Dlr's., ea. $8.42. Lots of 3, ea. **7.77**

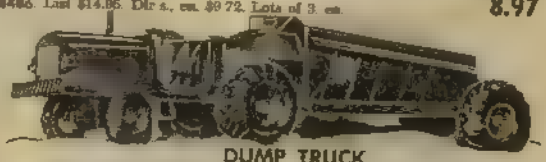
HEILINER SCRAPER. It loads, carries, dumps. Just like the big outfits on today's biggest road job! Strongest toy bulldozer ever tows other toys. Perfect balance, powers quick loading with body in raised position, heavy load is quickly dumped instantly. Has manual controls for loading and dumping mechanism. Red enamel finish. 29" long. Wt. 13 lbs.
No. 8486. List $14.95. Dlr's., ea. $9.72. Lots of 3, ea. **8.97**

BULLDOZER 8482

SCRAPER 8486

FIRE PUMPER

LA FRANCE FIRE PUMPER. The action packed toy for young firemen. Rubber hose unreels and connects to pump operated tank, shoots stream of water right in the action. Equipment includes scaling ladder, hard suction hose, fire extinguishers and bell. Front wheels have knee action, and steer from driver's seat. Completely authentic in detail. Brilliant red steel and aluminum. Length 18". Ship. wt. 7 lbs.
No. 8485 List $15.95. Dlr's., ea. $10.37. 3 lots, ea. **9.57**



DUMP TRUCK

EUCLID BOTTOM DUMP TRUCK. Fun for children of all ages. It's massive! Heavy steel model of a monster Euclid Bottom Dump Truck hauls sand, dirt, rock. "Knee-action" front wheels are controlled by steering wheel. A universal-type coupling between tractor and trailer aids smooth riding over rough ground. Tractor uncouples to tow other toys. Dump mechanism controlled by lever. Length 27". Ship. wt. 11 lbs.
No. 8483. List $13.95. Dlr's., ea. $8.07. 3 lots, ea. **8.37**

CLARK AIRPORT TRACTORS and TRAILERS

- **Set Includes Clark Tractor and Two Trailers**
- **Measures 27" Long**

Designed with all the realism of the airport "workhorses" the Clark Tractor with Two Trailers is one of the most fascinating children's toys ever made. The tractor tires have a real, tractor-like tread. Panel trailer has authentic American Airlines insignia on sides. Superbly built tractor of rugged die-cast metal, trailers of heavy gauge steel. Self locking couplings, removable trailer side panels. Baked enamel finish. Overall length 27". Ship. wt. 5½ lbs.
No. 8489 List $6.95. Dlr's., ea. $4.52. 3 lots, ea. **4.17**

MODEL SEARCHLIGHT TRUCK

- **Throws Brilliant Beam—Searchlight Revolves 360°**
- **Has Steerable Front Wheels**
- **Powered by Regular Flashlight Batteries**

This brand new searchlight truck makes any child's backyard fire department complete. The giant searchlight revolves through a full 360°, moves up or down. Brilliant beam powered by flashlight batteries. Steerable front wheels. Baked white enamel finish. 18" long.
No. 8488 Wt. 6 lbs. List $13.95.
Dlr's., ea. $9.07. 3 lots, ea. **8.37**

BATTERIES FOR SEARCHLIGHT TRUCK
No. 14014. Batteries. Two required. List 15c. Dealer's, each. 9¾c

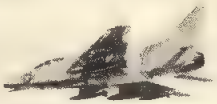
Sample item has entered at Money Republic

REVELL CONVAIR F-102A

Around the clock interceptor. Supersonic performing, guiding missle carrying fighter. Every detail is captured in this scale model. Delta wings, upswept tips. Pilot and swivel base included. Packed 72 individual boxes per carton, shipping weight 24 lbs.

H-233 . . . . . List $0.89

REVELL F-100C SUPER SABRE



Faster than sound, holds world's speed record. Authentic scale model complete with auxiliary gas tank, landing gear, rudder, exhaust cone, and pilot. Swivel base. Packed 72 individual boxes per carton, shipping weight 24 lbs.

H-236 . . . . . List $0.89

REVELL NORTHRUP SCORPION

"Scorpion" silhouette created by upswept tail and low nose design. Authentically detailed with 2 pylon tanks beneath wings, rockets in each wing tip pod, landing gear and flaps, 2 jet engines, new 4-piece canopy, USAF decals, sculptured figures of pilot and radar observer. 8¾ inch wingspan. Swivel Base is included. Packed 72 individual boxes per carton, shipping weight 27 lbs.

H-221 . . . . . List $0.89

REVELL BELL AIRCOBRA

The scale-engineered replica features a hub-mounted 37 mm. cannon wing mounted armaments, tricycle undercarriage, pilot door which can be assembled opened or closed, and realistic figures of pilot and mechanic. 9 inch wingspan. Swivel Base. Packed 72 individual boxes per carton, shipping weight 27 lbs.

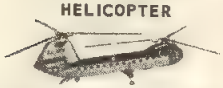
H-222 . . . . . List $0.89

REVELL SIKORSKY AIR – SEA HELICOPTER

The authentic plastic scale replica features a finely sculptured figure being pulled up into the 'copter and two-figures of a pilot and co-pilot. Model is complete with fully scaled engine in nose, rescue hoist, 2 separate floats with landing wheels, decal, and Swivel Base. 13 inch rotorspan. Packed 24 individual boxes per carton, shipping weight 10 lbs.

H-227 . . . . . List $0.98

REVELL PIASECKI HELICOPTER



Exact scale model of this Transporter Helicopter. Plastic with full cockpit details including 2 pilots. 9¾ rotorspan. Swivel base mounting. Packed 24 individual boxes per carton, shipping weight 10 lbs.

H-223 . . . . . List $0.98

REVELL McDONELL VOODOO F101A

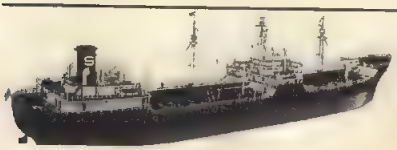
Accurate scale model with 3 bombs in undercarriage, mounted armaments, 2 jet engines, landing gear and flaps, and sculptured pilot figure. Silver colored. Full wingspan. Swivel base. Packed 72 individual boxes per carton, shipping weight 24 lbs.

H-231 . . . . . List $0.89

REVELL MARTIN B-57B

Authentically reproduced, this model has fully detailed body, engine, cockpit and armaments: eight machine guns, eight rockets, four bombs. Model wingspan 9-3/8 inch. Length 9½ inch. Swivel Base. Packed 24 individual boxes per carton, shipping weight 10 lbs.

H-230 . . . . . List $0.98

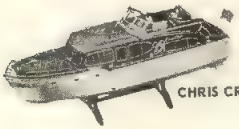


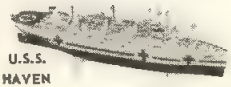
REVELL OIL TANKER J.L. HANNA

T-2 Class Tanker. Superbly molded with the upper deck and bridge, navigating bridge and boat deck, masts, king posts and booms, lifeboats, catwalks, smoke stack, racks and loading pipes, rudder and anchors. Scaled from 523 ft. to 15-11/16 inches in the model.

H-322 . . . . . List $1.69

REVELL SHIPS AND BOATS





Motorized Battleship Missouri
It's all set to sail under its own power. Its ready assembled electric motor, counter rotating twin screws, adjustable rudder and switch fit snugly and precisely in the 16 inch gun turret. The propeller shafts, bearings, battery mountings and connecting linkage are of strong metal to resist long time wear. Battery driven at 16 feet per minute, it's ideal for use in swimming pools, vinyl back yard pools, at the lake side or stream. Wonderful to demonstrate — easy to sell. Packed 6 in a carton, shipping weight 10 lbs.
H-309 . . . . . List $5.95

Battleship Missouri — Packed 12 in a carton, shipping weight 10 lbs.
H-301 . . . . . List $1.98

Chris Craft — 42 ft. double cabin cruiser. Packed 36 in a carton, shipping weight 14 lbs.
H-302 . . . . . List $0.98

PT Boat — Authentic Patrol Torpedo Boat. Packed 36 in a carton, shipping weight 14 lbs.
H-304 . . . . . List $0.98

Destroyer — U.S.S. Sullivans — Packed 24 in a carton, shipping weight 12 lbs.
H-305 . . . . . List $1.29

Heavy Cruiser — Baltimore Class. Decals for various dealer locations. Packed 12 in a ctn. shipping wt. 7 lbs.
H-306 . . . . . List $1.69

Aircraft Carrier Franklin D. Roosevelt — Packed 12 in a carton, shipping weight 14 lbs.
H-307 . . . . . List $2.49

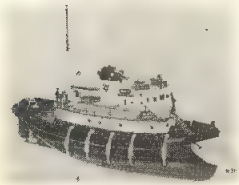
Revell Submarine Nautilus — Guided Missile, Atom Powered, Deluxe Kit. Packed 24 in a ctn. shipping wt. 7 lbs.
H-308 . . . . . List $0.89

S. S. United States — Packed 12 in a carton, shipping weight 10 lbs.
H-312 . . . . . List $1.98

U. S. S. Battleship New Jersey — Packed 12 in a carton, shipping weight 10 lbs.
H-316 . . . . . List $1.98

U.S.S. Haven — Packed 12 individual boxes per carton, shipping weight 8 lbs.
H–320 . . . . . List $1.69

REVELL TUGBOAT LONG BEACH

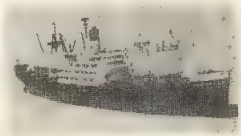


Truly authentic with fully detailed superstructure, masts, towing equipment, hull and keel, as well as finely sculptured figures of the Captain and two deck hands. Tugging at the purse strings is a natural for this hard working little boat. Measures 9 inches long. Display stand for mounting is included. Packed 24 individual boxes per carton, shipping weight 12 lbs.
H-314 . . . . . List $1.29

REVELL U.S. FRIGATE "CONSTITUTION"

"Old Ironsides". A fine reproduction of this symbol of early American sea superiority. Equipped with pre-assembled ratlines and rigging. Each minute detail — decks, equipment, armaments, spars, long boats with oars. Length: 18 inches. Height: 12¼ inches. Packed 12 individual boxes per carton, shipping weight 12 lbs.
H-319 . . . . . List $2.98

REVELL HAWAIIAN PILOT



Really a complete scale model with main deck, 4 upper decks, masts and cargo booms, smoke stack, life boats, ladders, rudder, propeller and much more. Measures 15 inches from stem to stern. Comes with platform mounting. Packed 12 individual boxes per carton, shipping weight 8 lbs.
H315 . . . . . List $1.69

REVELL 1956 CADILLAC ELDORADO

Styled by Fleetwood. Authentic scale model. Fully detailed from frame, chassis, lift-up hood, engine, door panels, swept back tail, right down to the complete dashboard and inside upholstery. Two sculptured figures complete the picture. Over-all length 7 inches. Packed 24 individual boxes per carton, shipping weight 8 lbs.

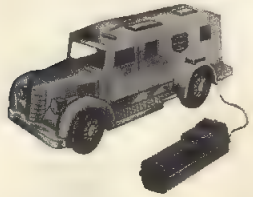
H–1200-6 . . . . . List $0.98

REVELL 1956 FORD

Ford Fairlane series, low-slung Sunliner — authentically scaled convertible. Detailed chassis, dashboard, paneling, engine, movable hood. Figures of man and girl included. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H–1202–6 . . . . . List $0.98

ANDY GARD BRINKS TRUCK



Authentic grey remote control Brinks truck. Slot for self contained dime bank. Forward and reverse at the touch of a button. Size 6¾ x 3 x 3-3/8 inch. Packed 24 individual boxes per carton, shipping weight 17 lbs.

82 . . . . . List $1.98

REVELL M4 SHERMAN TANK

Principal medium tank of the U.S. Army. Accurately scaled. Has movable suspension wheels and tracks, 75mm turret gun and .50 cal. machine gun which can be elevated and revolved, .30 cal. machine gun, 3 hatches with hinged covers, front periscope, and decal. 5 GI foot soldiers plus tank commander included. Packed 12 individual boxes per carton, shipping weight 7 lbs.

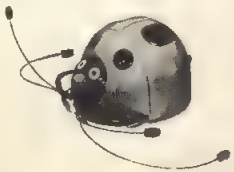
522 . . . . . List $1.49

REVELL 1956 CHRYSLER

Scale model of deluxe New Yorker. Brilliant color, exact body styling, interior design, simulated chrome parts, driving controls. Engine and under chassis fully detailed. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H–1201–6 . . . . . List $0.98

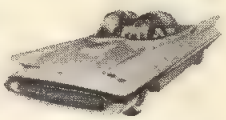
ANDY GARD BRAINY BUG



Doggedly works itself out and around obstacles in its path. Antenna making contact with any object automatically changes direction left, right or in a complete circle. Self-contained battery and electric motor. Brilliantly colored, designed with flashing nose light. Packed 12 individual boxes per carton, shipping weight 63 lbs.

160 . . . . . List $4.98

REVELL LINCOLN FUTURA



Experimental "Dream Car." One of the most revolutionary vehicles ever to be driven on the highways. Capturing the sleek, low-slung look of the original, this plastic scale model has a transparent canopy and deeply hooded headlights. Exterior chrome parts and steering wheel are vacuum metalized. Two sculptured figures are included. Packed 24 individual boxes per carton, shipping weight 8 lbs.

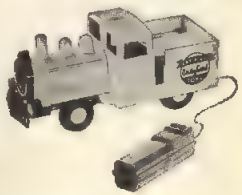
H–1210 . . . . . List $1.29

REVELL 1956 MERCURY

Montclair model. Authentic. Movable lift-up hood engine, under chassis shows all working parts, and metallized simulated chrome parts. Figures of two young girls included. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H–1204–6 . . . . . List $0.98

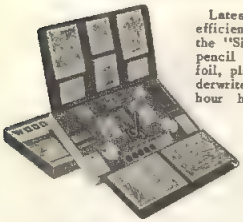
ANDY GARD DINKIE TRAIN



A delightful toy with remote control at the touch of a button. Forward and reverse. Dime bank. Size 7½ x 3 x 3-3/8 inches. Packed 24 individual boxes per carton, shipping weight 16 lbs.

83 . . . . . List $1.98

UNGAR WOOD BURNING SETS



Latest improvements for efficiency and safety include the "Six - in - One" electric pencil — for wood, leather, foil, plastics, cork, wax. Underwriters approved 10,000 hour heating unit with red Plastic handles and gray cord set; oversize cork bushing keeps hot tip pointed upwards, away from table surface. Includes two brass tips, 1 steel tip, 7 wood plaques, and other articles ready to be decorated; also 8 cakes of water colors and No. 2 brush, 6 sheets of embossing foil; wood catalog; complete instruction folder. Packed 12 individual boxes per carton, shipping weight 18 lbs.

203 . . . . . List $2.98

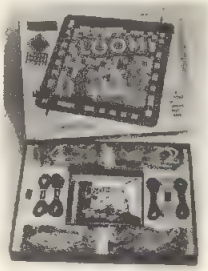
DELUXE 44-PIECE WOODBURNING SET

Same guaranteed 10,000-hour electric heating unit as in the No. 203 set, plus a large variety of wood plaques - No. 2 brush, complete instruction manual and catalog on woods; also has 4 practice plaques, 3 brass and 1 steel burning tips. Permanently boxes. Packed 6 individual boxes per carton, shipping weight 18 lbs.

206 . . . . . List $4.98

DAVIS ADJUSTABLE LOOM

No. 602



One metal adjustable loom.
4 packages of loopers assorted colors.
6 skeins of wool assorted colors.
1 looper hook.
1 weaving needle.
An instruction booklet for weaving with loopers and yarn.
All contents fitted into a die-cut platform.
Size of box: 16¼ x 14¼ x- x 1½ inches. Packed 24 individual boxes per carton, shipping weight, 55 lbs.

600 . . . . . List $1.98

No. 600—1 metal adjustable loom. 1 pkge. loopers.asstd. colors. 1 looper hook. 1 weaving needle. Instruction booklet for weaving with loopers and yarn.

All contents fitted into a die-cut platform. Size of box: 12¼ x 9 x 1½ inches. Packed 36 individual boxes per carton, shipping weight 40 lbs.

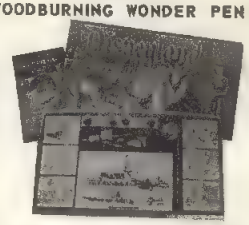
602 . . . . . List $0.98

MOUSEKETEER MOCCASIN KIT

Make your own. Simple to make and fun to wear. Packed 24 individual boxes per carton, shipping weight 15 lbs.

1613 . . . List $0.98

DISNEYLAND WOODBURNING WONDER PEN SET



A set that will provide countless hours of pleasure. Set includes wonder pen, 7 paint chips and brush, plus detailed instructions. Packed 12 individual boxes per carton, shipping weight 16 lbs.

D63 . . . . . List $2.98

DELUXE DISNEYLAND WOODBURNING SET

The age old favorite — woodburning — now made doubly attractive with Disneyland and Disney characters. Mickey, Goofy, Dumbo, in animated poses. Set includes plaques, woodburning pen, 4 paint chips and brush, extra point and instruction book. Packed 6 individual boxes per carton, shipping weight 17 lbs.

D65 . . . . . List $4.98

MICKEY MOUSE CLUB WOODWORKING SET

Minnie, Mickey, Goofy and Donald Duck, wooden cut-outs can be set in convenient pre-cut holders. Set includes coping saw, hammer, nails, wood clamp, color chips and brush. Packed 24 individual boxes per carton, shipping weight 37 lbs.

D600 . . . . . List $1.98

MICKEY MOUSE CLUB WOODWORKING SET

A delightful kit with all the necessary parts and tools for making attractive wall brackets and serving bowl. Simple to do, with easy to follow guide lines. Kit contains tempered hand saw, coping saw, hammer, nails, 6 color chips, brush, wood clamp and sandpaper. Packed 6 individual boxes per carton, shipping weight 22 lbs.

D604 . . . . . List $4.98

MOUSEKETEER HANDBAG KIT

Make your own toy. Simple to make and lots of fun to carry. Packed 24 individual boxes per carton, shipping weight 15 lbs.

1633. . . . List $0.98

REVELL HMS BOUNTY

One of the sea's most famous ships. Authentic reproduction. Fully detailed hull and deck, precision molded. Ratlines, yards, masts, gun carriages and figure heads — even a launch. 5 sculptured figures, display stand, and embossed nameplate. Tube of cement included. Packed 12 individual boxes per carton, shipping weight 10 lbs.

H-327 . . . . . List $2.98

REVELL GUIDED MISSLE CRUISER

First one in the history of the U.S. Navy. Two Terrier launchers and guidance directors with four guided missles are featured in this accurate model. Superstructure with gun turret batteries, radar equipment, and radio antenna. Includes U.S.N. decals and stand. Packed 12 individual boxes per carton, shipping weight 7 lbs.

H-334 . . . . . List $1.69

REVELL ROBERT E. LEE

Mississippi Side-Wheeler. Intricate details of original. 2 paddle wheels, 3 individual decks, wheel house, movable rudder, ship's wheel, whistle, gangplank, booms, lifeboats, stacks, steam pipes, and even bales of cotton and wood piles. Mounting platform. Packed 12 individual boxes per carton, shipping weight 10 lbs.

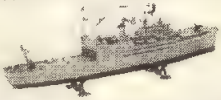
H-328 . . . . . List $1.98

REVELL ATTACK TRANSPORT

Action-packed scale replica. Fully detailed hull, 5 decks with ladders, searchlight and gun platforms, masts, booms, 22 landing boats, guns and lifeboats. Display stand included. Packed 12 individual boxes per carton, shipping weight 7 lbs.

H-329 . . . . . List $1.69

REVELL USS NORTON SOUND



Guided missile laboratory. Converted seaplane tender. This realistic model is designed with guided missles and lauchers, helicopter and landing platform, rocket, 2 jeeps, guns, 2 boats, 2 launches, life floats, radar platform, and fully detailed superstructure. Display stand. Packed 12 individual boxes per carton, shipping weight 7 lbs.

H-331 . . . . . List $1.69

REVELL MERCHANT FLEET

Ships of the Seven Seas. Realistic scale replicas of the ships that are known in the foreign posts of the world. The easy construction kit contains Revell's 15 inch replica of the Matson Hawaiian Pilot C-3 Freighter; the 9 inch Harbor Tugboat Long Beach, and the 15-11/16 inch T-2 class Standard Oil Tanker, the J.L. Hanna. Hulls are pre-painted. Cement and display stands included. Packed 6 individual boxes per carton, shipping weight 11 lbs.

G-332 . . . . . List $4.95

REVELL GUIDED MISSLE

Realistically scaled from official blueprints is the 16-inch Norton Sound, a converted seaplane tender now being used as a floating guided missile laboratory; the 13 inch Guided Missile Submarine Nautilus, most publicized craft in the world; and the 17 inch Guided Missile Cruiser Boston. Hulls of the ships are pre-painted. Cement and display stands included. Packed 6 individual boxes per carton, shipping weight 11 lbs.

G-333 . . . . . List $4.95

REVELL AIR POWER

Jet Guardians of the Air. Authentic scale replica of the Scorpion, Northrop's long-range Air Force interceptor; the F-102A Convair, around-the-clock delta winged interceptor; the F-100C Super Sabre, which set an official speed record of 822 m.p.h.; the versatile Martin B-57B bombing plane; and the McDonell Voodoo F-101A jet fighter. Five Revell Swivel Bases plus cement included. Packed 6 individual boxes per carton, shipping weight 11 lbs.

G-240 . . . . . List $4.95

REVELL DAWN PATROL

Includes the Douglas Skyhawk A4D, the smallest and lightest U.S. jet combat plane ever built; the indispensable HO4S-2 Navy Helicopter; and the giant Martin Seamaster, built for the Navy as a minelayer and photo-reconnaissance aircraft. Sculptured pilot figures, Swivel Bases, and cement included. Packed 6 individual boxes per carton, shipping weight 7 lbs.

G–243 . . . . . List $2.98

REVELL MODERN TRANSPORTATION

Luxury travel on land, sea and air. Contains the S.S. United States, a beautiful 20-inch plastic scale model of the fastest passenger liner in the world; the American DC-7 Flagship, precision engineered with a wingspan of 11¼ inches; and the dramatically styled 1956 Cadillac Eldorado, a superbly scaled 6-7/8 inch Revell-AMT model with every design detail of the original. Two sculptured figures, cement included. Packed 6 individual boxes per carton, shipping weight 11 lbs.

G–335 . . . . . List $3.98

REVELL GAS TRUCK

Heavy Duty Truck. Designed with tilt-forward cab, this exact scale model boasts an easy-to-assemble precision scaled engine and fully, detailed under-chassis. Features a hinged cross cabinet with gate valve, air eliminator and meter. Clearance lights, license plates, fire extinguisher spare wheel and rack. A ladder leading to the top of the tank, Champion Spark Plug sign, decals, plus sculptured figures of mechanic and driver complete the action-packed kit. Packed 12 individual boxes per carton, shipping weight 8 lbs.

H–1402 . . . . . List $1.69

REVELL CHEVROLET STAKE TRUCK

¼ inch scale model of two-ton truck. Sweep-sight windshield, safety equipment, and intricate body design. Plastic green color. Over-all length 5¼ inch. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H-1401 . . . . . List $0.98

REVELL KENWORTH TRUCK AND TRAILER

Exact ¼ inch reproduction. Truck and trailer unhitch. Champion spark plug sign, two figures of driver and checker complete this kit. 13¾ inch over-all length. Packed 12 individual boxes per carton, shipping weight 8 lbs.

H-1403 . . . . . List $1.98

REVELL FORD TRUCK

Minutely detailed Y-8 engine, chassis, cab and metallized parts. Includes authentic motorcycle plus figures of officer and driver of truck. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H–1400 . . . . . List $0.89

REVELL 1956 BUICK

4 door Rivera. Flashy and numerous color combinations. Completely authentic from bumper to bumper including new tail light and grille design. Includes two figures. Packed 24 individual boxes per carton, shipping weight 8 lbs.

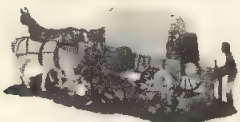
H–1203–6 . . . . . List $0.98

REVELL CONTINENTAL

Precision scaled model of the Mark II. Fully scaled chassis, easy to assemble V-8 engine, movable hood, and vacuum metalized chrome parts. Includes 2 figures. Packed 24 individual boxes per carton, shipping weight 8 lbs.

H–1209 . . . . . List $0.98

REVELL CHUCK WAGON



Chow Time! Realistic Round-up "kitchen" with hungry cowboys, grub-cook, pots, pans, dinner bell, dog, calf, 2 horses, base. Packed 24 individual boxes per carton, shipping weight 5 lbs.

H-507 . . . . . List $0.98

REVELL RANCH WAGON

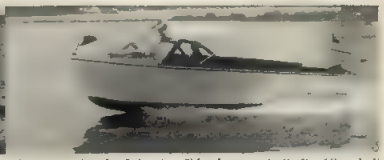
Smooth ridin' to town! Loaded wagon with tarpaulin, spring-brace seat, "vittle box", 2 ranchers, 4 plodding mules, base. Packed 24 individual boxes per carton, shipping weight 5 lbs.

H-510 . . . . . List $0.98

1956 Revel Craft

UTILITIES ★
★ EXPRESS CRUISERS
★ SPORT CRUISERS

18-FOOT UTILITY. Capable of 25-27 M.P.H. Standard equipment includes mahogany windshield, instrument panel with switches chrome plated hardware and running lights, twin forward seats and full width transom seat **Only $895.**



21-FOOT UTILITY. It has two 7' bunk spaces in its 6' x 14' cockpit plus twin forward seats and full width mahogany transom seat Equipment includes full opening mahogany windshield mahogany instrument panel with switches, chrome plated hardware and running lights Will do 23-25 M.P.H with 25 H.P **Only $1095.**

21-FOOT SPORT CRUISER. An excellent all purpose day cruiser Has two 7' bunk spaces, twin forward seats, 68" headroom, full opening windshield and sliding windows, Cockpit, 6' x 8', has full width transom seat Hardware and running lights are chrome plated Speed 21-33 M.P.H with 25 H.P **Only $1385.**

21-EXPRESS CRUISER. A complete cruiser with fully equipped galley stove, sink icebox, cupboard racks—enclosed toilet, two 7' bunks with foam rubber cushions, 68" headroom full opening cabin windshield and sliding windows Cabin is beautifully finished in multi-color texture-toned plastic type paint with dark mahogany trim **Only $1945.**

Write today for the complete Revel Craft story and name of dealer nearest to you.

REVEL CRAFT MANUFACTURING CO. P. O. BOX 20, ARNOLD, MARYLAND

ALUMINUM MODELS RESTYLED

A new Crestliner for 1956 is the 14' Viking Deluxe with the walk-thru center deck for easy access to the rear cockpit. This new wider and deeper boat is of all-aluminum construction with embossed aluminum paneling inside. It has upholstered seats and seat backs. The upholstered instrument panel has a locking glove compartment and the windshield is of the newest wrap-around design. A completely rigged steering wheel is standard equipment on all center-decked Vikings. The Viking will also be available in decked speedster and open models

Enthusiasm for Crestliner Voyagers continues. For 1956, the 15' and 18' Voyager convertibles have been redesigned to include the new one-piece wrap-around windshield, giving the convertible top straight lines. The Convertible and 18' Voyager Hardtop will have locked glove compartments and aluminum gunwale.

Crestliner aluminum boats, built by Larson Watercraft, Inc., are available from Little Falls, Minnesota and Strasburg, Virginia.

YACHT FINANCE PLAN OFFERED

Skippers can now own the boat they've always dreamed of owning, 10 years sooner than they ever thought possible. This news came from Yacht Finance, an organization with headquarters in Newark, New Jersey, whose president, David Van Iderstine, reported that Yacht Finance had set up a program of pay-as-you-cruise financing similar to the automobile industry's pay as you drive financing.

The company will finance boats up to three years old under a one-third-down, three-years-to-pay plan that requires no collateral other than the boat itself. Rates are comparable to those of auto loans. The company has set up a plan for consummating loans in 48 hours. It eliminates need for personal interviews with purchasers.

The Yacht Finance service is available through registered Y-F 10-Year-Sooner Dealers in the key boating areas throughout 10 Eastern Seaboard states and Washington, D.C. Arrangements to finance a boat through the Yacht Finance plan can also be made directly with the company's Newark, New Jersey home office at 32 Green Street, Newark, N. J. Private sales that do not go through yacht dealers can also be handled through these offices by mail, telephone, or wire. Included in the monthly finance payments, if desired, is insurance protection against all hazards normally covered by standard marine hull and liability insurance. which is handled through Yacht Finance's affiliation with the York-Jersey Underwriters Agency, Inc.

PLYWOOD PANELS FOR MARINE USE

With the increasing use of plywood in small-boat construction, the African mahogany hardwood panels imported and distributed by Harbor Sales Co., Inc. of Baltimore, Md. should prove of particular interest to the boatbuilding industry. Several trade-name products are available, all designed for boat application. The Utile brand comes in panels up to 4 by 8 feet and is rotary cut, deep red in color, close grained and made up with phenolic resin glue. Face veneers are 1/16-inch thick and the core of the same species. Thickness of panels up to 1⅛-inch, eleven plies. The Khaya brand comes in rotary-cut African mahogany with phenolic resin glue, 1/16-inch face veneers and up to 4 by 8-foot panels from ¼ to ¾-inch thick and up to seven plies

The Okoume brand is also a rotary-cut, light red in color with resorcinol glue and 15 mm face veneers. In standard size panels this brand can be had in thickness from ⅛-inch three ply to 1⅛-inch eleven-ply. The Tiama brand is a sliced figured Utile with a beautiful grain. The back and inner plies are Okoume. This comes from ¼- to ¾-inch thickness with from three to nine plies.

These waterproof plywood panels can also be had in giant size panels up to 216 and 240 inches long in some of the brands and thicknesses.

1956 Revel Craft

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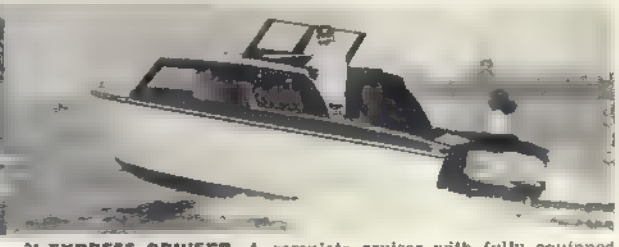

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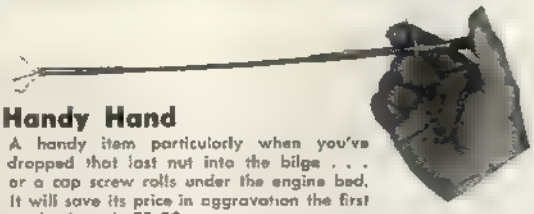
These waterproof plywood panels can also be had in giant size panels up to 216 and 240 inches long in some of the brands and thicknesses.

Handy Accessories for the Nautical

Damp-Proof Salt Shakers

. . . cures one of the Skipper's pet peeves. Thanks to a pair of unbreakable Salt and Pepper Shakers, everyone's gripes before breakfast are solved. Smart wooden bases keep your condiments clog free . . . the tight fitting spring closure snaps the top into place the minute you're through shaking it . . . tiny spikes in the cap insure double protection. Smart for sea and seashore . . . in natural or ebony. $2.95 ppd.



Handy Hand

A handy item particularly when you've dropped that last nut into the bilge . . . or a cap screw rolls under the engine bed. It will save its price in aggravation the first week aboard $1.00 ppd.

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Maidstone Boat Yard — East Hampton, L. I., N. Y.

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Ask about.....

Smitzer Craft

P. O. Box 193, Dept. H.
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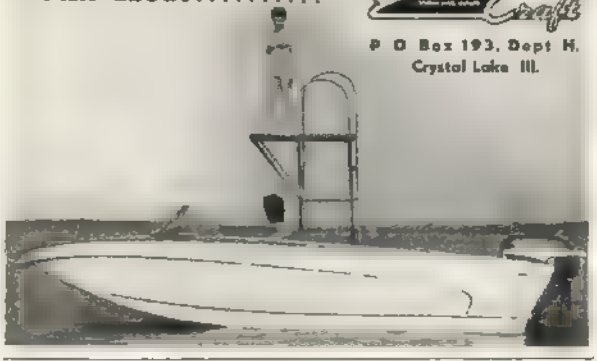

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APCO Will Never Let You Down

FOR SAFETY SAKE DEMAND APCO

WATER SKIS

Made in several models for the beginner to the professional. All skis reinforced and laminated to permanently keep them shape. Adjustable foot grip made of pure gum rubber with aluminum straps. Finished in red with white trim and attractive emblem.

NEW APPROVED BUOYANT CUSHION

Made to latest U. S. Coast Guard specifications effective October 1, 1955 Kapok contained in electronically sealed vinyl bags to keep kapok dry.

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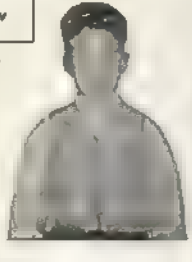
Chicago Motorboat Show
No. 431-432-433

NEW MOTOR BOAT BUOYANT VEST

U. S. Coast Guard Approved for use on Motorboats of classes A, 1 and 2 not carrying passengers for hire



CHILD SMALL
For children weighing less than 45 lbs.

CHILD MEDIUM
For children weighing 45 to 90 lbs.

ADULT
Universal size for all adults

DEALER INQUIRIES INVITED

ATLANTIC-PACIFIC MFG. CORP.
124 ATLANTIC AVENUE — BROOKLYN 1, N. Y.

BEACH COLONY READY FOR SEASON

Jupiter Inlet Beach Colony, occupying the southern tip of Jupiter Island, Florida, is now a full-fledged community readying for its first winter season.

Those traveling the Intracoastal Waterway will find a marina with thirty slips handling boats up to 53 feet. Water, electricity and Gulf marine products are available.

The clubhouse of the Jib Yacht Club is now officially open. John O. Glenn, a resident of the Colony, is commodore of the new club. Members of the new organization and their guests will make this delightful spot on the east coast of Florida one of the better marine centers of the country.

Beside the marina is a shopping center catering to Colony members and their guests.

Started just a little over one year ago, Jupiter Inlet Beach Colony is now fully landscaped and offers all city utilities in a private, residential oceanfront Colony. Forty-three homes have been completed or are in the process of building. It is estimated that by the end of 1956, over three-quarters of the 240 home sites will boast a home of tropical design.

Bounded on the east by the Atlantic, on the west by the Intracoastal Waterway, on the south by the Loxahatchee River, the Colony has an ideal location. Overshadowing the entire Colony is historic Jupiter light, well known to seafaring men the world over.

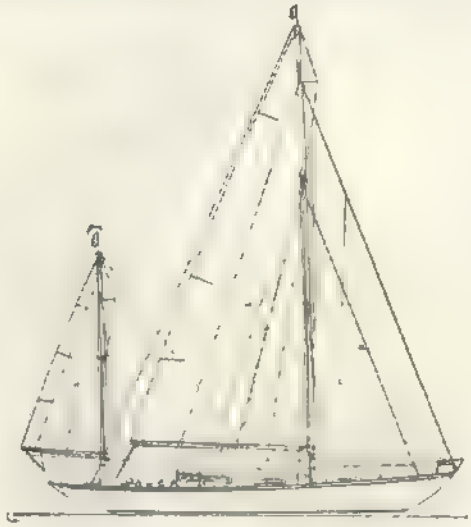
CROSBY AEROMARINE EXPANDS

The Crosby Aeromarine fiberglass line for 1956 is expanding production facilities from eight to eighteen boats per day. This expansion involves the complete line of 12-, 14- and 16-foot outboard runabouts. In the 12-foot models there are open fishing types and two- and three-deck runabouts. In the 14-footers there are five models, a fishing type and two- and three-deck runabouts, both solid and walk-thru models. The 16-footers include the all new Cruisette, the Capri, a two-cockpit deluxe runabout, and the Holiday, a three-cockpit deluxe family type runabout. Crosby is also presenting a combination windshield and fiberglass Boatop, optional for all 16-footers. Queen of the Crosby fleet is the Vagabond, 22 feet of flashing outboard cruiser, sleeping four with built-in galley and head.

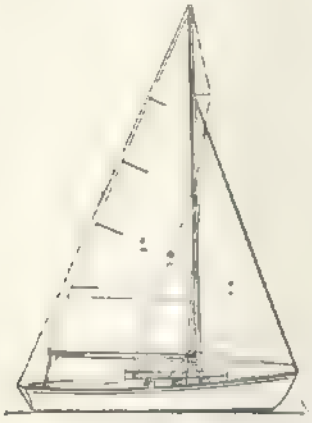
Crosby Aeromarine Hydroplane Deluxe with Mark 55.

AUXILIARIES BY RHODES

HERE ARE a few of the outstanding auxiliaries designed by Rhodes, many duplicates of which are now under construction. Consult Rhodes for the carefully engineered design of the boat you want. If orders are placed immediately Spring deliveries can still be made.



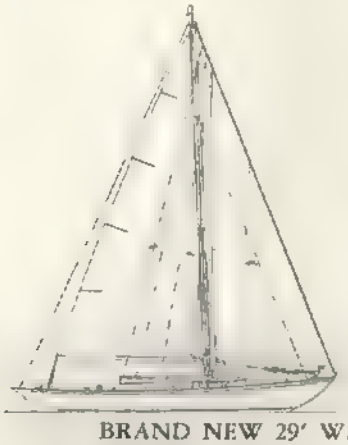
CARINA 53'6" x 36'3" x 13'0" x 6'0" ➡
Here is the year's outstanding boat—not only is she the leading winner of 1955 but also a fine cruising boat.



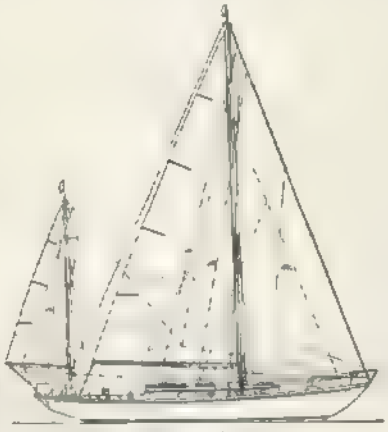
IDLER
25' x 20' x 8' x 3'10"
Now building for 56 delivery.

NEW 24' W.L. SLOOP
36' x 24' x 9'3" x 5'3"
A perfect little boat for four.

RHODES 27
40'1" x 27'1" x 9'9" x 6'
The ever popular racer-cruiser.



BRAND NEW 29' W.L. SLOOPS AND YAWLS
42'3" x 29' x 10'6" x 6' 42'3" x 29' x 11'3" x 4'7"
Outstandingly successful new designs, either centerboard or keel, with choice of rigs.



JANE DORE IV
45' x 32' x 11'9" x 5'
Seven already built.

PHILIP L. RHODES

11 BROADWAY NEW YORK 4, N. Y.

NAVAL ARCHITECTS MARINE ENGINEERS

NEW!

Lovett

Bailer

for

OUTBOARD BOATS

Bails out rain water or splash with a twist of the wrist when under way. An inexpensive "helper" that saves you time and energy. Ample capacity.

▶ SMALLEST
(1" high in boat)

▶ SIMPLEST DESIGN
(only 3 parts)

▶ EASIEST TO INSTALL
(Bore ⅞" hole)

Action is self cleaning and self sealing. Suitable for ¾" planking or less.

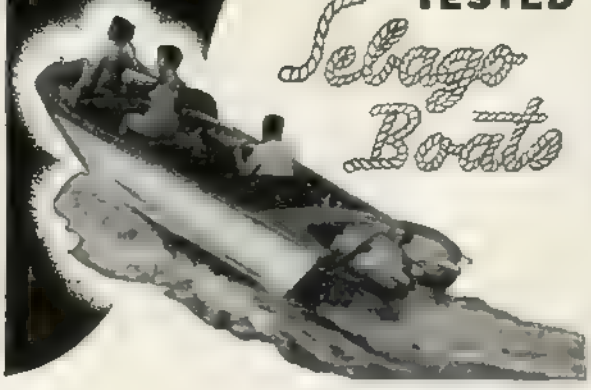
DISTRIBUTORS PROTECTED
MANUFACTURED BY

LONGPORT MARINE COMPANY
Longport, New Jersey

Tomorrow's Look ... Today

ACTION TESTED

Sebago Boats



Thrill behind the wheel of a new '56 Sebago—your dream will come true. Everything is new—the very latest in styling—walk through center decks—broad beams for extra room—round stylish cruiser bows—sparkling two-tone mahogany seats, trim and decks with gleaming white compound seams—speeds up to 38 m.p.h.—tough cedar planking—20 stylish models from 13'—16'. **See them at your dealers.**

Write for FREE CATALOG.

SEBAGO BOAT CO. SEBAGO LAKE, MAINE

up by the occupants and transferred immediately to Nora Kate for a fast trip to the dock. An ambulance had been requested over Kaplan's radio during the wild dash and quickly sped the pilot to the hospital after transfer at the dock. It has now been revealed that the pilot, George Smith, was the first known survivor of a supersonic bailout. Quick and alert action by everyone participating in this assist contributed greatly to saving the pilot's life, and thereby enabled pilot Smith to contribute much to scientific progress in improvements to jet aircraft ejection seats and medical research.

Auxiliarists had a busy time during the October floods in the Third District's Northern section. At Nyack, N. Y., Bud Lewis and Emil Kachatta were praised for their alertness in securing boats at Peterson's Basin and preventing severe damage when the river overflowed. Meanwhile, at Norwalk, Conn., Flotilla 702 members, coordinated by Andrew Lucskay assisted in local evacuation work by bringing 12 people to safety from perilous positions.

☆ ☆ ☆

BOLERO GOES FOREIGN

The famous yacht Bolero which, prior to her retirement two years ago, dominated the racing fleet of big yachts, has been sold. Her new owner, Sven Salen, one of Sweden's outstanding yachtsmen and expert six-meter sailor, is a member of the Royal Swedish Yacht Club. He plans to sail the vessel in the next Bermuda race under the Swedish flag and then take her to her new home on the Baltic

Bolero was built at Nevins' yard in City Island from designs by Sparkman and Stephens about eight years ago. Her owner, John Nicholas Brown, commodore of the New York Yacht Club, raced her extensively and she has a long list of wins to her credit. She finished first in two races to Bermuda and took second place on another occasion. In each race however she was unable to overcome the handicap of smaller yachts which took first prize

In the race to Annapolis in 1951 she nosed out her nearest rival Baruna by a narrow margin but again had to be content with second place on handicap. After Baruna had been sold to the Pacific coast, Bolero cleaned up in the race to Annapolis. She won numerous other events, including the Storm Trysail Club race to Block Island, a third place in the Stamford-Vineyard race in 1950, and many of the port-to-port races on the New York Yacht Club cruises. She won the Astor Cup three times—in 1949, 1950 and 1954. She also took the King's Cup in 1950 and 1951. Later she won the Queen's Cup in 1954.

Bolero is 73 feet 6 inches overall, 51 feet on the waterline, 15 feet beam, and draws 9 feet 6 inches. Her measured sail area is 2336 square feet. She was built to the highest standards and of the best materials. Her new owner is well known abroad as a sailing-cruising devotee and has had much experience in long-distance events. He will sail Bolero under the colors of the Royal Swedish Yacht Club and no doubt will participate in most of the European events after she has completed her first race under his colors on this side of the Atlantic.

SERV CE ON THE INTRACOASTAL

Ship & Shore Motors, on the Intracoastal Waterway at West Palm Beach, Fla., are displaying Wheeler, Chris-Craft, Jafco, Sumnercraft and Trojan boats. As added services, they operate a boat brokerage and a car rental service.

All American

For your own executives or leading customers, there's nothing like a cruise to keep them in shape. Rhonda III, steel-hulled and consequently fire-resistant, is an All-American star if there ever was one — the outstanding American-built yacht of the present era. You have to see Rhonda III to appreciate her fully. Write for an appointment to inspect this magnificent yacht.

FREE

Descriptive Brochure on RHONDA III

Write today for the brochure describing this distinctive, 96-foot yacht. Designed for use in the event of a national emergency, Rhonda III already has been designated a Coast Guard Auxiliary craft.

DESIGNERS & BUILDERS

of Super-Tankers, Passenger Liners, Cargo Vessels, Warships, Barges, Towboats, Yachts.

THE INGALLS SHIPBUILDING CORPORATION

EXECUTIVE OFFICES: Birmingham, Ala., U. S. A.
SHIPYARDS: Pascagoula, Miss.; Decatur, Ala.
OFFICES: New York, Chicago, Pittsburgh, Philadelphia, Washington, Houston, New Orleans, Atlanta.

PENN YAN

Penn Yan Boats, Incorporated of Penn Yan, New York, one of the old and honored names in the small-boat industry, goes into the new year once more with a generous quota of specialized models.

In Composite Constructed Craft (built of wood, fabric and plastic) Penn Yan offers five different types of craft. The Cartop models are in light composite construction; available in four 12-foot and two 14-foot models for motors from the smallest up to 12 hp. In total weight they vary from 57 pounds to 114 pounds.

The Trailboats, in the heavy composite construction, come in sixteen different models, ranging from the 12-foot Junior with a 45-inch beam, to the 14-foot Seagoer with a 58-inch beam and an amidship depth of 23 inches. These craft are designed particularly for hauling on trailers, since the heaviest of them weighs only 224 pounds complete. They come in sizes and designs to handle motors up to and including 25 O.B.C. hp.

The Swifts are high-speed, heavy composite construction craft in 10-, 12- and 14-foot lengths. The heavy V of the bottom carries right through to the transom, allowing them to turn fast and clean at full throttle. Riding on a triangular base which decreases in size as the speed increases they are especially clean running even in a following sea. Speeds to the top limits of present-day outboard motors, even in heavy going, can be handled with full security. The Ski-tow Swift, one of the 14-footers, is specifically designed for this sport.

Canoes are available in ten models ranging in size from 14 to 18 feet, including a square-sterned Kingfisher. Most Penn Yan canoes come regularly equipped with oak outside bowstems, half-ribs and mahogany decks, seats and thwarts. Gunwales are regularly of oak, seats caned.

Penn Yan Dinghies are available in six models of two series. The three Yachtsman series, in heavy composite construction are available in 8-, 9- and 10-foot lengths. Standard equipment consists of smooth floors, soft cotton rope fender, chrome rowlocks and sockets, and chrome bow and stern lift rings. The three Aerodinghies, in light composite construction, are available in 7-, 8- and 9-foot lengths, total weights being 53, 57 and 61 pounds respectively, complete.

In striptite constructed craft Penn Yan offers heavy all-wood craft available in an almost unlimited number of models; all built in the patented double-planked Striptite construction. Striptite boats cover a wide range of sizes in over 130 models. The smallest is a 12-foot Snip with a 48-inch beam; the largest is one of the 16-foot Sealiners with a 68-inch beam. These craft are available in a variety of deck and seating arrangements and in three distinctive types of finish.

The all-mahogany Aristocrats in the big 14-foot Captivator and 16-foot Sealiner series have walk through bow seat backs. These models, completely upholstered and fitted with the Penn Yan sprocket and chain steering gear may be powered with the latest in outboard motors.

Penn Yan Striptites also come in dozens of just plain, nice looking, "everyday" fishing and cottage boats. You can get one which will purr along with a 3 hp motor, or you can have one which will really hustle along with 55 hp on the transom.

Penn Yan has announced to its dealers a brand new line by its Dynamold division. These craft combine a framed hull with sheet and molded marine plywood. Dynamold division is introducing the craft at the 1956 boat shows.

The new 23' Sumnerskiff has a 95 hp Nordberg, features two berths, toilet forward, fishwells, mahogany cockpit. Navy top, side curtains, helmsman's seat and all standard equipment. She's the latest to be added to the Sumnercraft line, including skiffs and cruisers.

SUMNERCRAFT

Featuring longer, lower lines and greater sheer in all models, the 1956 Sumnercraft roster includes 23' and 26' cruiser designs and 23' and 26' sportfishing skiff designs, the latter with choice of Navy top or shelter cabin.

The three-year-old Sumner Boat Co., Inc., is now established in its new bayfront plant at Amityville, N. Y., which is also Long Island sales headquarters. All four models are displayed.

The 26' cruiser sleeps four in a full-headroom cabin including dinette (seats four), galley, sink, insulated icebox, enclosed toilet forward, and foam rubber cushions. She is powered by a 95 hp Nordberg, but other engines are optional. Outside windshield drive and spacious cockpit with stern seat are also featured.

The Compoglas hull—a patented construction of orthodox strip planking sealed in fiberglass—has now withstood a reasonable test of time. The 1954 and 1955 models, in the water up to two years, have passed all surveys to date. The hull's special features have proved themselves—it is leakproof, rot- and worm-resistant. The exterior finish (color-impregnated fiberglass) will last the lifetime of the boat. Architect for all Sumnercraft models is Charles Wittholz of Valley Stream, New York.

REVEL CRAFT

Continuing the production of their popular 21-foot outboard utility and cruisers, Revel Craft of Arnold, Maryland, have added a new 18-foot utility to their line for 1956. A feature of the designs for all their new boats which will appeal to many is the design and arrangement of space to provide concealed storage for either one or two 21-gallon gasoline tanks which can now be secured for most of the popular large size motors.

Utility model Revel Craft are now to be had in 18 and 21-foot sizes. These utilities are a little faster than the cruiser models and good for speeds to 25 miles. Transoms are arranged to take either one or two motors. The cruising models are both 21 feet and are listed as a sports cruiser and express cruiser. Both are good for 22 to 23 miles speed with suitable engines. The express cruiser has two bunks fitted with foam rubber cushions and also has a galley with necessary equipment.

Mahogany is used extensively in the trim and appointments of the cabin structures. Hulls are planked with 3/8-inch 5-ply marine plywood. Running lights, deck hardware, etc., are chrome-plated brass.

Above: A Chippewa model, one of 25 built by C. S. Van Gorden & Son, Eau Claire, Wis. "Formed plywood" process provides phenolic resin face to eliminate grain-raising and checking.

Right: A Mercury motor drives this 12' Penn Yan Custom Swift CZTM; available in 10' and 14'

SLEEK BEAUTY... SALTY LUXURY!

RICHARDSON FLEET FOR 1956

To the sound construction, seaworthiness and comfort that has been synonymous with Richardson Cruisers for over 45 years has been added new beauty and charm . . . beauty of line and symmetry that impart a new note of high fashion in good taste, inside and out, to all Richardson Cruisers for 1956. Yes, with every member of the Richardson Fleet you'll find new glamour and grace, comfort and convenience, and beauty that is sea-deep. To enjoy the healthful fun and thrills that come from owning a good boat, see your dependable Richardson Dealer.

If you want to be afloat on a Richardson early in the season, we suggest that you see him soon.

RICHARDSON
SEAGOING
BEAUTY
43
41
38
34
30
25
FOOT
CRUISERS

Visit the Richardson Exhibit, National Motor Boat Show, Kingsbridge Armory, New York, January 13 to 22, 1956.

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

RUBBER TOYS

MICKEY MOUSE AND DONALD DUCK ASSORTED

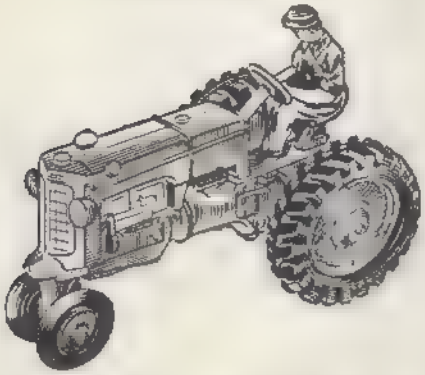
Heavy, high quality rubber in assorted color combinations.

Each

No. 1753-12021—Assorted Mickey Mouse and Donald Duck fire engines, roadsters, airplanes and tractors $0.59

Twelve in a carton.

LARGE TRACTOR



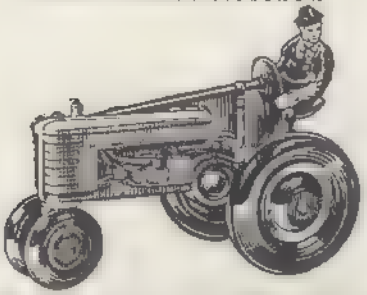
Red body, silver engine and trim, blue decoration. Decorated wheel hubs. Operator realistically decorated.

Each

No. 1783-572—7⅞ in. long, 3⅞ in. wide, 5 in. high; wt. per carton 15 lbs. $0.89

Twelve in a carton.

JOHN DEERE TRACTOR



All red tractor with contrasting silver motor, yellow hubs on black rear wheels. Hands, face and shirt of operator realistically decorated.

Each

No. 1775-1513—5¼ in. long $0.29

Twelve in a carton

SMALL TRACTOR

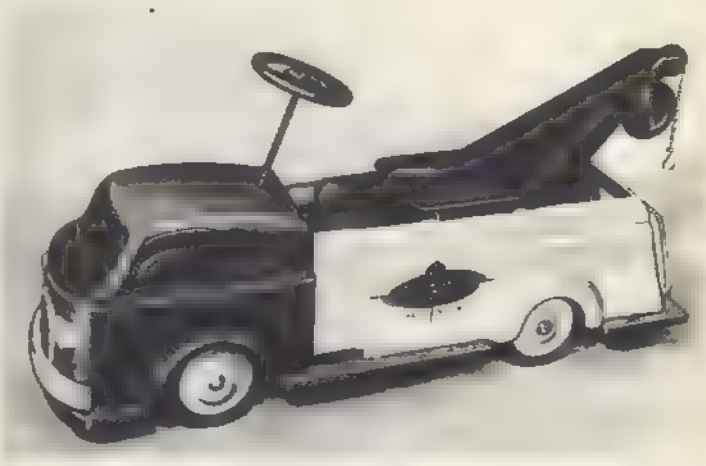
Fully decorated rubber tractor in assorted red and green colors. Yellow hubs on black rear wheels.

Each

No. 1774-1510—3⅞ in. long; wt. per carton 10 lbs. $0.19

Thirty-six in a carton.

RIDER TOYS



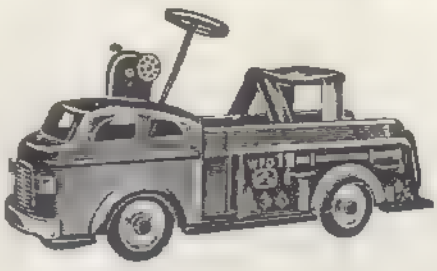
Size: 32" long, 15" high, 9" wide. Wyandotte Super Highway Service truck made of extra heavy automobile steel with reinforced construction. Sturdy steel-seat...9" from floor. Heavy wrecker boom, equipped with heavy chain. Hand operated winch with locking device. Easily steered by smallest child. Is equipped with solid rubber tires on heavy metal wheels with polished hub caps. This toy comes in beautiful color combinations of baked enamel finish as used on large automobiles. Each packed in individual shipping container. Weight: 14½ lbs.

Each

No. 1809-1705 ..... $8.00

Three in a carton.

WYANDOTTE FIRE TRUCK



A practical toy truck any child can actually ride and steer. Extra heavy gauge steel; automobile type chassis; reinforced and welded construction. Bicycle type seat, hand operated siren mounted on top of cab enclosed in plastic housing resembling real searchlight bulb and red lens on searchlight which flashes on and off as siren is operated; operates by small flashlight battery. 4½ in. rubber tires; decorated metal sides; tail gate raises and lowers.

Each

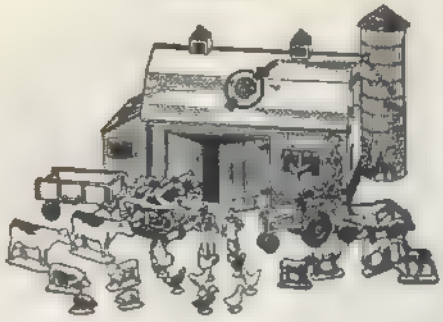
No. 1801-1704—32½ in. long, 15 in. high $8.00

Three in a carton.

We invite your suggestions—Whenever any feature of our service is not what you think it should be, write or advise our representative. We will appreciate it.

TOY FARM SETS

AUBURN



New multi-colored heavy kraft lined box converts into realistic barn with shed, two cupolas and silo.

Set of twenty-five Auburn Rubr toys include—horses, wagon, tractor, spreader, farmer and wife, cows, colt, sheep, hens, turkey, ducks and calves.

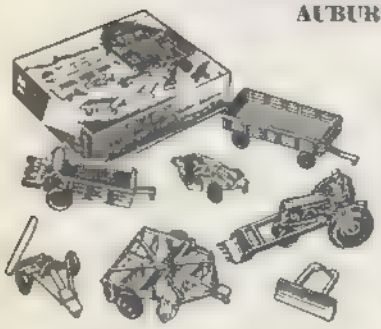
Each

No. 178-553—12x6¼x8 in. barn, 5½x2½ in. shed, 9⅞x2¾ in. silo $3.59

One set in a box, twelve in a carton.

FARM IMPLEMENT SETS

AUBURN



All soft vinyl, in assorted colors. Set contains tractor with hay loader and bull dozer attachments, hay wagon with hitch, spreader with kickers, mower with adjustable sickle bar 3-gang plow and 2-roller disc on wheels.

All securely fastened in a brightly colored box.

Per set

No. 179-551—Set, 6x2½ in. wagon, 5½x2¼ in. spreader, 4⅞x4¼ in. disc $1.98

Twelve sets in a carton.

ANIMAL SETS

AUBURN

Set contains attractively colored rubber animals in a beautiful farm display box.

Per set

No. 1784-301—Set, contains 20 animals $0.85

Twenty-four in a carton.

Per set

No. 1789-201—Set, contains 34 animals $1.49

Twelve in a carton.

TOY PUBLIC BUILDINGS

BACHMAN

An educational and instructive group of public buildings by Plasticville, USA. These scaled buildings present a fine opportunity to enlarge the youngsters civic knowledge while he plays.

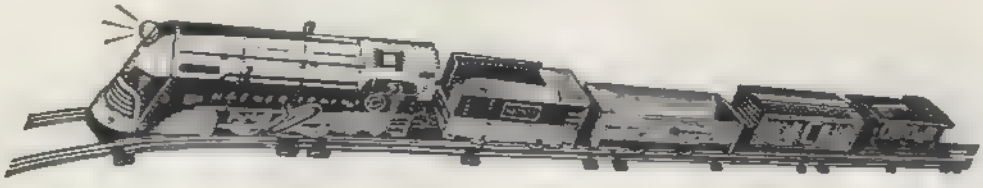
Each

No. 2010—Assorted buildings $0.98

Twelve in a carton.

TOY MECHANICAL TRAINS

HAFNER



Special temper steel spring clock mechanism. Safety-engineered enclosed spring eliminates danger of broken springs. Safety wind up key does not turn when spring winds down. Key stays attached to engine. Banked track makes possible the use of the fastest toy engine on rails and eliminates jumping of train.

Five Unit Freight Train

Consists of lithographed engine with ringing bell and electric headlight, tender with imitation coal, box car, sand car, caboose, 4 straight track, 12 curved track, 1 crossover. Automatic start-stop attachment makes switching and station stops possible for more realistic performance.

Batteries not furnished.

Per set

No. 1818-2158 ..... $4.98

Six sets in a carton.

Four Unit Freight Train

Consists of lithographed engine, tender with imitation coal, sand car, caboose, two straight track, eight curved track. Start-stop attachment makes switching and station stops possible for more realistic performance.

Per set

No. 1815-2157 ..... $3.39

Six sets in a carton.

GET THE JUMP ON TOMORROW!

STEEL

Roamer

35-FT. EXPRESS CRUISER

Take our word for it. The big construction feature of tomorrow's fine pleasure cruisers will be the *welded steel hull.* Yet you can own a Roamer today and enjoy the advantages of steel now. You can be safe in the security of lifetime-durable steel . . enjoy the sleek, trim lines, the dry, water-tight bilge, the smooth, quiet performance assured by Roamer's special vibration-reducing process. And especially important, your maintenance costs are cut to a fraction . . . a coat of paint in the Spring and your Roamer hull is ready for water. If you're a modern yachtsman with an eye on tomorrow, you'll soon decide on a steel hull. Why not choose a Roamer today?

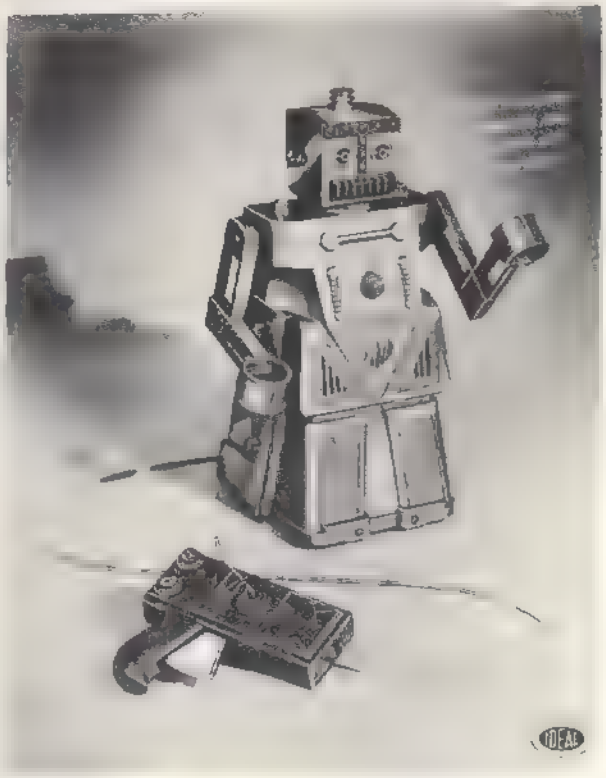
Write for free literature giving full details on Roamer's features.

Roamer BOAT CORPORATION

HOLLAND, MICHIGAN

Subsidiary of Chris-Craft Corporation

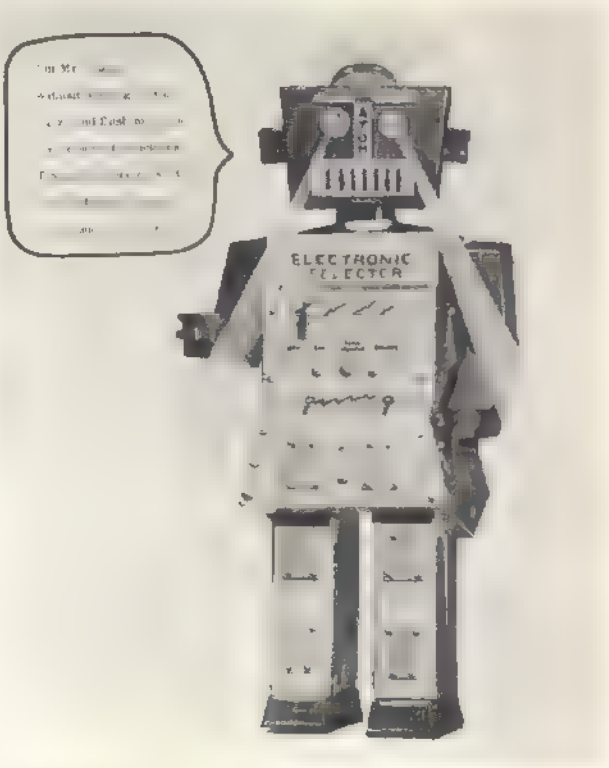
ROBERT THE TALKING ROBOT



No. 4049 $8.00 Each

The original remote control walking, talking man. He moves forward and backward and turns by means of a winding crank and trigger device. Unbreakable record repeats: "I am Robert, mechanical man". He is made of high impact plastic in metallic finish and moves on four wheels. Height, 14".
Each in box.

MR. ATOM



No. 610E $8.50 Each

The Atomic man is here with moving head, legs and arms. As he walks, he sends secret messages. His eyes flash and the dome lights up. Mr. Atom is made of solid riveted steel construction with plastic body and head. Push button electronically operated. Height, 21". Each in carton.

SIR GALAHAD EQUESTRIAN KNIGHT

No. 3149 $7.50 Each

Removable knight is bedecked in realistic simulated armor and his helmet and visor can be adjusted. Removable armor covers the horse's head, chest and flanks. Long blade sword and removable harness and decorated bridle. Bright plated armor. Knight, 9¼"; horse, 11" high.
Each in box.

No. 4144MT $96.00 Doz.

MIRRO ALUMINUM GLADIATOR SET

A fascinating new toy for the young Knights of the neighborhood. An authentic reproduction of a Knight's helmet and shield made of bright, durable aluminum. Realistic looking flexible plastic sword with blunt tip in an attractive sheath. Safe—even for the youngest. Helmet has adjustable straps to adjust helmet to head size. Shield is 16 inches in diameter with coat of arms painted on outside. Complete set mounted on an attractive corrugated display. Repacked in a corrugated shipping carton.

Satellite Explorer Helmet

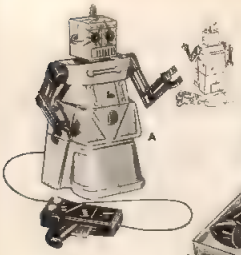
No. 4150MT $60.00 Doz.

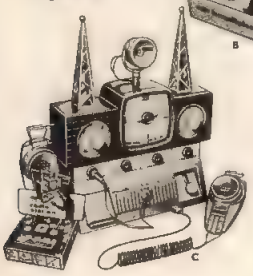
Made of durable aluminum and has adjustable straps for proper head size. Transparent acetate face shield. Real looking antenna and earphones. Packed in printed shipping carton.

KING ARTHUR'S SWORD & SHIELD

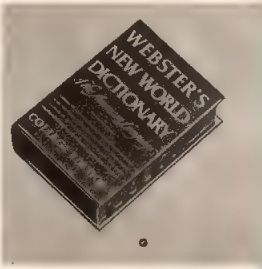
Shield measures 12½" in diameter.
Sword measures 17" long.
Shield is of all-steel, heavy construction, with rolled edges, and brightly lithographed in the King Arthur motif.
PACKED: Each set in a folding box

No. 337 $16.00 Doz.





Electronic Wizardry From Continental



(A) ROBERT THE ROBOT. Moves forward, backward and turns by remote control crank and trigger mechanism. As Robert moves his hands move up and down . . . can be made to clutch objects as he walks. Turning crank activates his "voice". Moves on 4 wheels, 14"x6"x6¼". In sturdy plastic.
21-6940-435 (Each) Wt. 2 lbs
21-6940-398 (3 or more) . . **5.95**

(B) REMCO HANDIPHONE INTERCOM. Complete system with 2 battery operated phones, built-in 2-way buzzer signal. Extra high volume, works up to 1 mile. Modern design plastic phone hangers for wall, desk, etc. 2 batteries and 25 feet of wire with plug-in connections . . . ready to install.
21-6778-410 (Each) Wt 1¼ lbs.
21-6778-375 (6 or more) **.5.95**

(C) REMCO ELECTRONIC RADIO STATION. Sends and receives messages up to ½ mile. With two microphones . . . transmits voice and telegraph codes. Deluxe switchboard type transmitter with individual plug-ins for search light, telegraph click, telegraph buzz and a hold plug. The professional telegraph key buzzes, clicks and sends searchlight signals. Powerful searchlight controlled by transmitter panel, turns 360°. Automatic decoder, log book, batteries incl. Wt. 3 lbs
21-6775-483 (Each) **21-6775-444** (3 or more) . . . . . Retail **6.95**

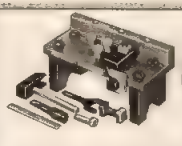
(D) PLASTIC BRICK SETS. Build realistic looking homes and garages with doors and windows that actually open and close.
459-Piece Set.
21-6471-507 (Each) Wt. 4 lbs
21-6471-467 (3 or more). **7.50**
208-Piece Set.
21-6470-259 (Each) Wt. 2 lbs
21-6470-236 (3 or more). **3.75**

(F) BIRD MOBILE. The slightest whisper of a breeze sets them into lifelike motion . . . 7 familiar birds on nylon cords swing from a steel support. Attaches easily shelf, crib, pen . . . or hangs from the ceiling. Completely assembled.
21-6769-207 (Each) Wt. 1 lb
21-6769-189 (6 or more). **3.00**

(E) BULLETIN BOARD. Gives children a place to display their school and art work. Provides a handy place to post reminders, shopping lists, etc. Saves walls from mars and scratches, keeps room tidy. Genuine cork surface Natural Finish solid oak frame. Complete with hangers. 24"x36" high. Wt. 9 lbs.
21-6581-405 . . . . . Retail **5.95**

(G) WEBSTER'S NEW WORLD DICTIONARY. Authoritative and up-to-date 1,760-page college edition . . . contains the largest word stock of any college dictionary. 1,200 illustrations. Attractively printed and durably bound.
21-6553-435 (Each) Wt. 5 lbs
21-6553-400 (6 or more) . . . **6.00**

SLINKY DOG. Just pull him along and he'll wiggle his way into your heart . . . he squirms, wiggles, even wags his tail almost as if he were actually alive. For the young in heart—of any age
21-6697-138 (Each) Wt. 2 lbs.
21-6697-127 (6 or more). **1.98**

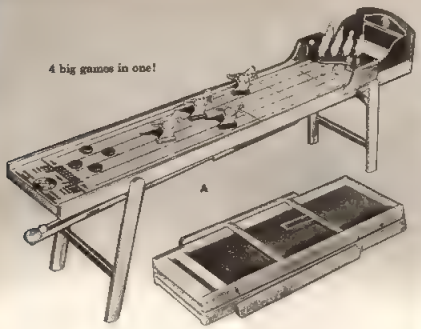


Playskool Toys for Ages 2 to 5

WORK BENCH. Pint size version. Miniature vise and wrench assist coordination plus tools that provide do-it-yourself action in assembling bench . . . all of safe wood construction: claw hammer, ruler, screwdriver, wrench, screws, nuts, wooden "nails." Bench 11¼"x 5½". Wt. 2 lbs.
21-6655-781 (Each)
21-6655-767 (12 or more) **2.50**

WAGON OF BLOCKS. 52 colorful building blocks packed in a handsome wagon. Fun plus stimulus of tot's creative impulse. Blocks are sanded and waxed . . . triangles, arches, doublongs, squares, plus many other shapes used in real life construction. Wagon 18"x8½". Wt. 3½ lbs.
21-6649-360 (Each)
21-6649-333 (6 or more) **5.00**

CASH REGISTER. A deluxe unit for the child's "store." Press key, bell rings, drawer pops out and amount indicator shoots up. Keys range from 1c to $1.00. Supply of realistic play money included. Wt. 4 lbs.
21-6479-207 (Each)
21-6479-191 (6 or more) **2.98**



Action Toys for Boys and Girls

(A) BIG 4 GAME ALLEY. Includes bowling, shuffle board, horse racing and skill ball. Steel alley pit, automatic ball return and scoring bell. Sturdy pine frame and legs. Folds for storing.
21-6591-903 (Each) Wt. 13½ lbs.
21-6591-833 (3 or more) **12.50**

(B) DAISY PUMP GUN. Forced feed repeater. Exclusive Daisy "peep-and-open" sight. 37" long. Wt. 3¾ lbs.
21-6301-635 . . . . . .Retail **9.50**
Case of 100, 6c pouches BB shot.
21-6304-385 Wt. 11 lbs. . . Retail **5.95**

(C) DAISY AIR RIFLE. Finest made— beautifully detailed. 850-shot repeater with 2X magnifying scope. Leather sling. New ramp front sight. 37" long. 7 lbs.
21-3600-866 . . . . . Retail **12.95**

(D) WESTERN 2-HOLSTER SET. Genuine cowhide holsters and adjustable belt. 9" 50-shot repeater cap guns.
21-6308-275 (Each) Wt. 1½ lbs.
21-6308-253 (6 or more) **3.95**

(E) WESTERN DESIGN HOLSTER SET. Richly tooled natural cowhide holsters, adjustable belt. Break action Hubley Cowboy Jr. roll cap revolvers 9" long.
21-6306-543 (Each)
21-6306-498 (3 or more) **7.95**

(F) COWBOY SUIT. Brown pinwale corduroy and tan twill pants with zipper fly, suedine belt. 2-tone poplin shirt with laced front. Western motif on chaps, shirt yoke, satin neckerchief, metal tie holder
21-2100-380 Size 6 Wt. 1 lb. Retail **5.69**
21-2101-380 Size 8 Wt. 1 lb. Retail **5.69**
21-2102-380 Size 10 Wt. 1 lb. Retail **5.69**

(G) COWGIRL OUTFIT. Yellow-fringed brown and green pinwale corduroy skirt. 2-tone poplin shirt with laced front. Satin neckerchief with screened design, metal tie holder
21-2103-380 Size 6 Wt. 1 lb. Retail **5.69**
21-2104-380 Size 8 Wt. 1 lb. Retail **5.69**
21-2105-380 Size 10 Wt. 1 lb. Retail **5.69**

SIZE CHART FOR BOYS' AND GIRLS' SUITS

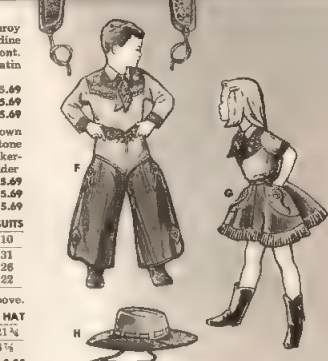
Sizes	6	8	10
Chest (in.)	26	28	31
Waist (in.)	23	24	26
Pants (In-seam)	18	20	22

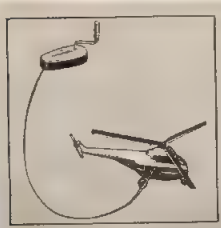
(H) COWBOY HAT. Matches outfits above.

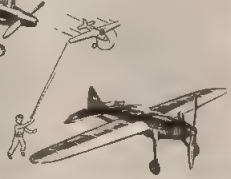
HOW TO MEASURE FOR WESTERN HAT

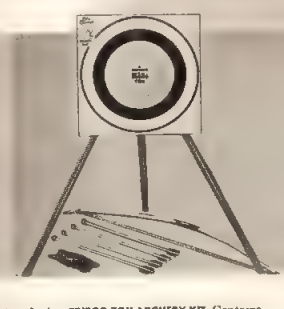
If head is (in.)	20	21	21¾
Order size	6⅜	6¾	6⅞

21-2106-150 Size 6⅜ Wt. 1 lb. **2.25**
21-2107-150 Size 6¾ Wt. 1 lb. **2.25**
21-2108-150 Size 6⅞ Wt. 1 lb. **2.25**









FLYING HELICOPTER. Novel, fun-for-all toy. Goes straight up in its take-off. Can be kept flying indefinitely by hand control as operator moves about with it. Colorful box serves as hangar. Gives hours of fun. Wt. 1½ lbs.
21-6983-246 (Each)
21-6983-220 (3 or more). **3.69**

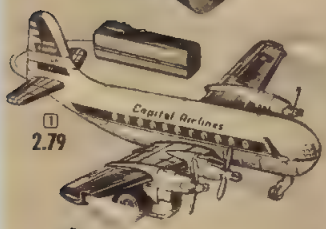
TURBOJET. Automatic engine! Controlled from ground. Comes completely assembled. Wing span 17". Wt. 6 ounces
21-6251-783 (Each)
21-6251-720 (3 or more) .**11.95**
ENGINE ACCESSORY KIT. With fuel
21-6249-102 (Each)
21-6249-92 (3 or more). . . **1.49**

THIMBLE-DROME KIT. Exciting fun! Aluminum body and wing are assembled, ready to fly! Complete with control reel, battery connecting clip, control lines, fuel hose, .049 engine. Wing spread 24½"; length overall, 18".
21-6248-1304 (Each) Wt. 4 lbs.
21-6248-1200 (3 or more). **19.85**

TRIPOD TOY ARCHERY KIT. Contains one 17" tripod target, 46" professional-shaped bow, four 18" arrows with rubber safety tips, wrist guard. Wt. 3 lbs.
21-7188-261 (Each)
21-7188-240 (6 or more)... **3.95**

Touch-And-Go Magic

Remote control puts action-magic at his fingertips—toys work at a touch of the hand control.



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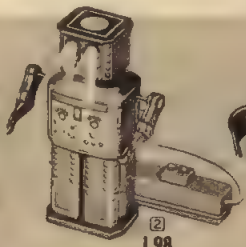

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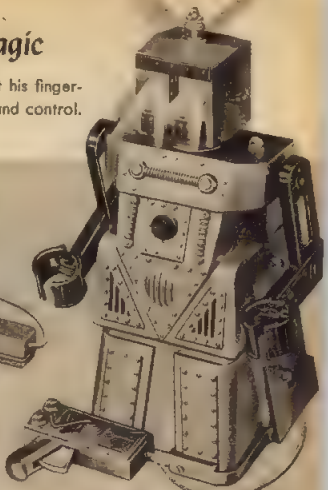
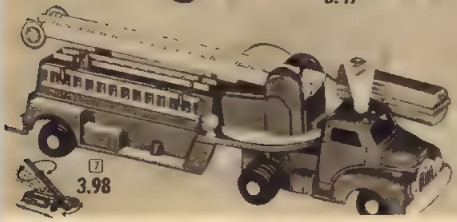


[3] 5.69

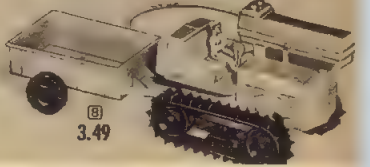
[4] 2.98

[5] 3.49

[6] 2.89



[7] 3.98



[8] 3.49

[1] **TAXI AIRPLANE** across floor by remote control. Turn right, Green starboard winglight flashes on; turn left, Red port light flashes, prope spin. All-steel model of Capital Airlines' Viscount. 14 in. long, 14 in. wingspan. Use 2 "D" batteries (sold below). (1 lb. 8 oz.)
35 J 5532 .. 2.79

[2] **WALK ROBOT** forward and backward by remote control—lights in eyes blink on and off, arms swing back and forth. All lithographed steel, minutely detailed. Control box has forward, reverse buttons, uses 2 "D" cell batteries (sold below). Robot stands 6½ inches high.
35 J 5524 (2 lb.) 1.98

[3] **ROBERT THE ROBOT** says, "I am Robert Robot, the mechanical man—drive me and steer me wherever you can!" when crank is turned. Make him walk forward, backward, turn him right or left by remote control. On-off switch works lights in eyes, antenna. Robert stands 14 inches tall—strong metallic-finished plastic. Battery incl.
35 J 5513 (4 lbs.).....5.69

[4] **MG SPORTS CAR** drive it forward, reverse, right, left by remote control . . . headlights light up when it moves. Steer with wheel on control unit. Plastic car 9 inches long has 1¼-inch rubber tire wheels, bright Red, Gray and White finish. Takes 2 "D" batteries (sold below).
35 J 5525 (2 lbs.)2.98

[5] **DUMP TRUCK** drives forward and backward, steers right and left, dumps load—all by remote control. Tailgate swings open automatically for dumping. Control unit uses 2 "D" cell batteries (sold below). Truck made of Blue and White plastic, measures 8 inches long; 1¾ in. rubber wheels
35 J 5506. (2 lb.)..3.49

[6] **RED LIGHT FLASHES,** rotates; siren wails! Drive forward, reverse, right, left by remote control. Steel car takes 2 "D" batteries (sold below).
35 J 5526. 9 in. long. (1 lb. 8 oz.)...2.89

LONG-LIFE BATTERIES
35 J 5534 "D" cell type. (6 oz.) 2 for 25¢
35 J 5535. "C" cell type. (4 oz.) 2 for 25¢

[7] **SPEEDY FIRE ENGINE.** Run it forward, backward by remote control—red light flashes. Large ladder swivels 180°, extends 23 in. with 2 extension ladders; raises, lowers by hand crank. 3 extra ladders. Red plastic, 10 rubber wheels; 16 inches long. Use 2 "D" batteries (sold at left).
35 J 5508. (2 lbs. 5 oz.).....3.98

[8] **POWERFUL TRACTOR** with trailer climbs up steep grades and over obstacles. Remote hand control has forward, reverse buttons. Orange color high-impact plastic tractor has removable rubber treads. Measures 12 in. long overall. Uses 2 "D" cell batteries (sold at left). Shipping weight 2 lbs.
35 J 5505 .. .. 3.49

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Schoenhut Pianos Make Playing Easy as A, B, C's

[1] 49-KEY SCHOENHUT—largest toy piano—4-octave range, sharps, flats. Standard width keys let child graduate easily to adult piano. Precision-ground high-carbon steel rods give mellow tone. Walnut finished plywood cabinet, folding music rack. 32 in. wide x 17x21 in. high, bench 10 in. high. Frt. or exp.
B35 JP 2726 Shpg. wt. 30 lbs. . 36.95

[2] 25-KEY SCHOENHUT Spinet has 2-octave range, sharps, flats. Standard-size keys let child change to real piano with ease. Precision-ground high-carbon steel tone rods, wood case 19x13x17 in. high, light walnut finish. Bench 11x7x8 inches high. Mailable
E35 JP 2723. Shpg. wt. 18 lbs. . 12.95

[3] TABLE MODEL SCHOENHUT 2-octave range, sharps and flats; durable plastic keys. Steel rods give clear tone. Plywood cabinet, turned wood legs, finished in light walnut lacquer. 14x11x9 inches high.
R35 JP 2781 Mailable (7 lbs.) 5.98

[4] TURN CRANK—colored dots on moving chart appear next to color-matched keys . . . play tunes right away. 3 charts, 6 tunes. 12 plastic keys, steel tone rods, wooden case. 11x13x5 in. high.
35 J 2770. Shpg. wt. 3 lbs.. ..... 5.49

20-key. Music, no crank action
35 J 2744. 11x12x5 in. high (4 lbs.).... 3.98

8-key. Color keys, music, no crank action.
35 J 2724. 8x10x5 in. (2 lbs. 12 oz.).....1.98

[5] TRAP DRUMS. 20-in. bass drum, 7-in. tom-tom have 2 fiber heads; 8-in. snare drum has 1 fiber, 1 cloth head. Steel bodies. Foot pedal works bass, cymbal. Bells, triangle, 2 wood blocks, two 11-in. drumsticks.
E35 JP 2736W Mailable. (9 lbs.).....3.98

[6] 2-OCTAVE XYLOPHONE. 25 steel bars (sharps, flats) Mallets, music and holder. Removable aluminum legs, easy to assemble.
R35 JP 2737. 22x16x21 in. Mail. (9 lbs.)...5.98

[7] 30-KEY JAYMAR has light action, regular-size keys, sharps, flats. Precision-ground high-carbon steel tone rods. Walnut finished wood, folding rack. Bench 10 in. high
E35 JP 2730. 19x14x22 in. Mail. (28 lb.). 23.95

Budget Power can make it the best Christmas ever at your house

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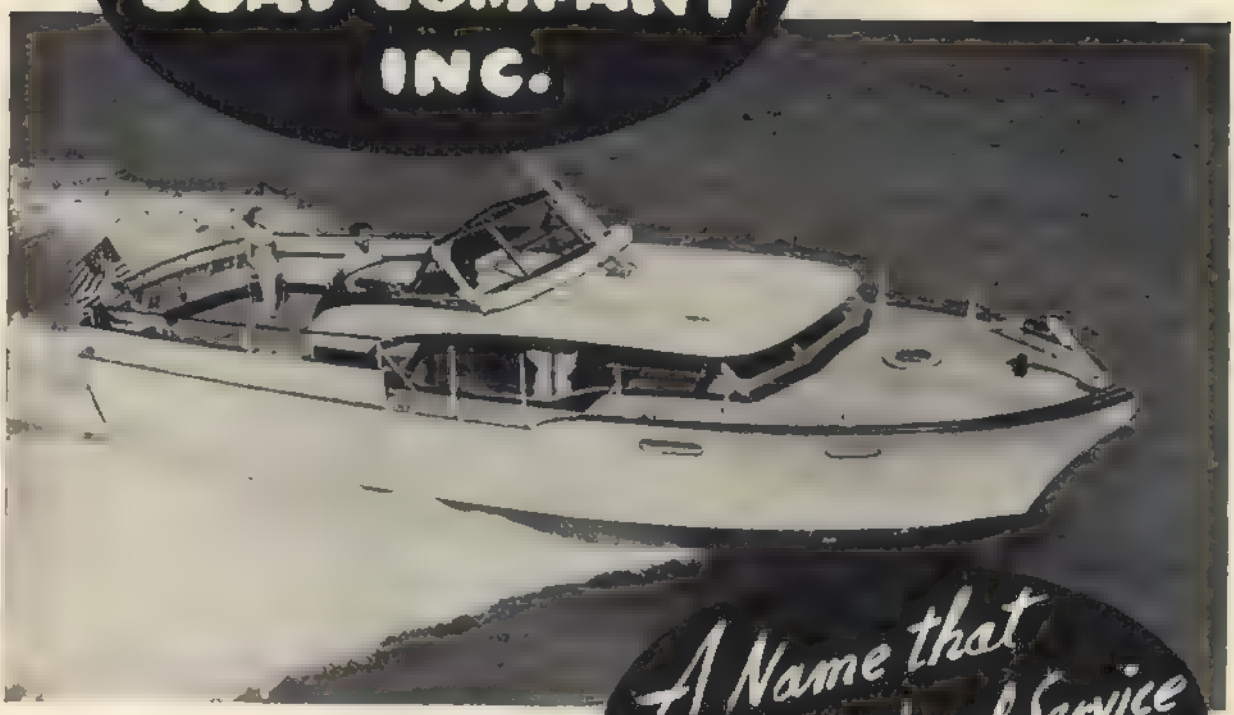

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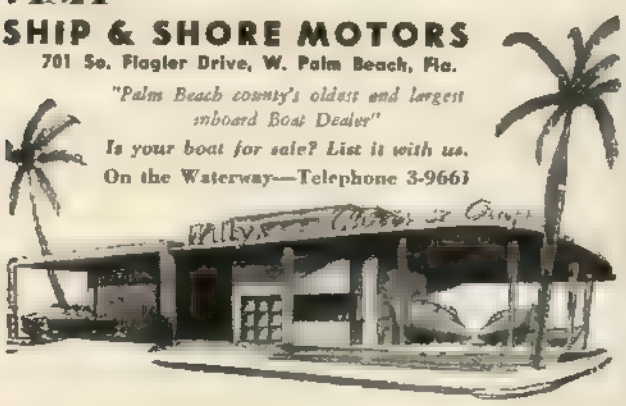


DURACRAFT ANNOUNCES FAMILY RUNABOUT

Ward Brothers Manufacturing Company, Monticello, Arkansas, announces an addition to the DuraCraft line of aluminum boats. The DuraFlite is a family runabout utilizing ultra-modern stretch-formed fabricating methods. It will be available in 14- and 16-foot lengths.

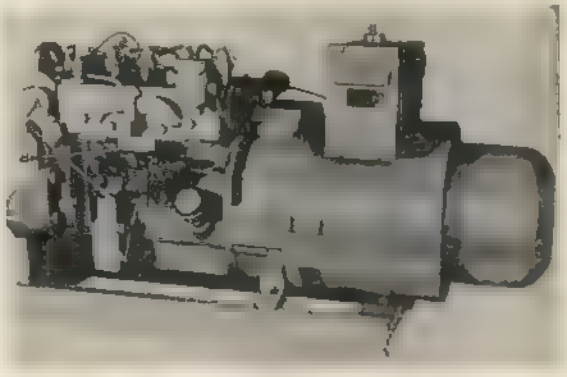
The DuraFlite is of rounded chine, flat planing surface hull design for maximum maneuverability and performance, with deep sides for all-round use. Hull contours have been developed to assure a "dry" boat and smooth riding qualities in choppy water. Its two-cockpit arrangement features a walk-through passage between front and rear seats. The broad beam and staunch construction permits a range of 25 to 50 horsepower outboard motors. Colorful two-tone finishes are in durable baked enamel.

Standard equipment includes custom-fitted Kapok seat cushions, two-tone finish, complete steering controls and Styrofoam flotation. One-piece wrap-around windshield is optional.

The DuraCraft Pacemaker line of sports and fishing boats will be expanded by the addition of a larger, deeper Model C Pacemaker, designed for larger outboards and large lakes and streams, and a still larger Model D Pacemaker for all-round heavy-duty use.

Under development is a new 18-foot Day Cruiser.

5 KW MARINE GENERATING SET



A 5 kw marine generating set built by Universal Motor Co., Oshkosh, Wis. Model M125-BR is a 4-cyl. 4-cycle type, compact, light weight, with capacity of 5500-6000 watts and 12 volt remote starting. It provides 115-volts AC, and includes a 12-volt battery-charging feature

IMPROVED FENDER BOARDS

The Jenkins & Frey Company of Miami, Florida is fabricating a new fender board that eliminates the necessity of fenders except in extremely rough weather.

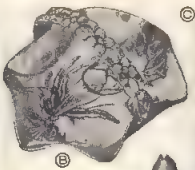
Called Topsides, it is made of 2" solid California redwood, is 7" wide by 48" long and contains its own built-in fender. This fender is approximately 4" thick and is made of solid-packed resilient fiberglass. It is entirely covered with a vinyl-impregnated nylon cloth that is virtually impossible to tear, rip, or rub through. All exposed hardware is anodized aluminum.

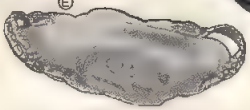
Two additional fender boards of conventional design have also been added to the Jenkins and Frey line. They, too, are California redwood, are 2" by 48", but are only 6" wide. One model features solid marine brass molding; the second has anodized aluminum strips.

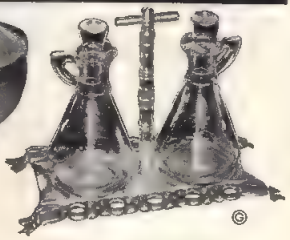
For information, write Leon Jenkins at Jenkins & Frey, 1233 Northeast First Avenue, Miami, Florida.

APBA SECRETARY JOHNSON RESIGNS

George J. Trimper, president of the American Power Boat Association, has announced recently the resignation of Carl Johnson as executive secretary, effective December 31, 1955. Mr. Johnson has served the organization ably in this capacity for many years. Mrs. Bernadette Harper has been appointed to serve as acting executive secretary.







Giftware Crafted by Rodney Kent

Ⓐ **Mayonnaise set with handles.** 2 compartment glass liner with plastic spoon. Bright finish. Diameter 5", height 3". Ship. wt. 2 lbs.
527A26-160.....RETAIL **$2.75**

Ⓑ **Handled Bon Bon Dish.** Diameter 7". Exquisitely pierced handle and charming over-all design. Ship. wt. 1 lb.
527A30-135.....RETAIL **$2.00**

Ⓒ **Celery and Olive Dish.** 2 handles—2 compartment glass liner. 12" long including handles 6½" wide. Ship. wt. 4 lbs.
527A27-235.....RETAIL **$3.95**

Ⓓ **Aluminum Pitcher with Ice Guard.** Large embossed rose design on side of pitcher. 2 quart capacity. Size. 7¾" high, 5¼" diameter. Ship. wt. 2 lbs.
527A48-235.....RETAIL **$3.75**

Ⓔ **Handled Bread Tray.** Size 12½x8". Attractive scalloped border and pierced handles. Ship. wt. 2 lbs.
527A31-235.....RETAIL **$3.75**

Ⓕ **Covered Aluminum Casserole.** 2 qt. Pyrex insert, 8½" diameter. Decorative large bouquet of tulips on hammered aluminum cover with bright tube for convenient knob. Ship. wt. 4 lbs.
527A25-235.....RETAIL **$3.75**

Ⓖ **Cruet Set.** Vinegar and oil bottles on aluminum tray with handle. Tray size 9x4", bottles 6¾" high. Smartly harmonizing and useful for any table setting. Ship. wt. 3 lbs.
527A24-235.....RETAIL **$3.75**

Ⓗ **3-Tier Tid Bit Tray.** Practical as well as beautiful. Tulip spray on each tray. Top tray 6¼", center tray 12", bottom tray 14". Height 13¾". Ship. wt. 4 lbs.
527A32-398.....RETAIL **$6.00**

Ⓙ **Oblong Serving Tray.** Available in 3 sizes. Large tulip spray covers center. **Size:** 16x11½". Ship. wt. 3 lbs.
527A42-345.....RETAIL **$5.00**

As above: Size: 18½x13". Ship. wt. 4 lbs.
527A46-398.....RETAIL **$6.00**

As above: Size. 20x14½". Ship. wt. 4 lbs.
527A43-498.....RETAIL **$7.50**

Ⓚ **Round Serving Tray.** Diameter 18". Charming upright handles and tulip motif center. Ship. wt. 3 lbs.
527A41-498.....RETAIL **$7.50**

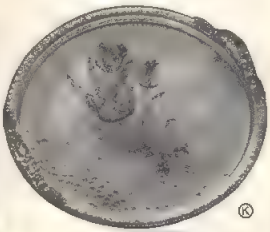
Ⓛ **Lazy Susan.** Diameter 18" Diameter of glass insert, 10". Revolves on steel ball bearings. Ship. wt. 8 lbs.
527A38-675.....RETAIL **$10.50**

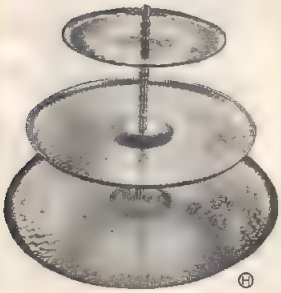
As above: 16" diameter. Glass insert 7½" diameter. Ship. wt. 5 lbs
527A49-423.....RETAIL **$6.75**

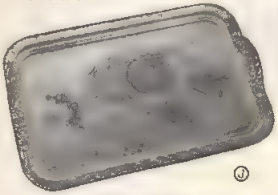
Ⓜ **Round Serving Tray.** Hammered aluminum with decorative tulip spray and protruding handles. Diameter 14". Ship. wt. 2 lbs.
527A40-298.....RETAIL **$4.50**

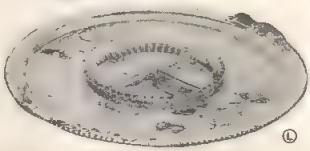
Heavy gauge, hand wrought aluminum with a bright polish finish. Outstanding giftware for any and all occasions.

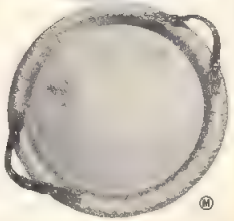
Items shown on this page NOT subject to Federal Excise Tax.

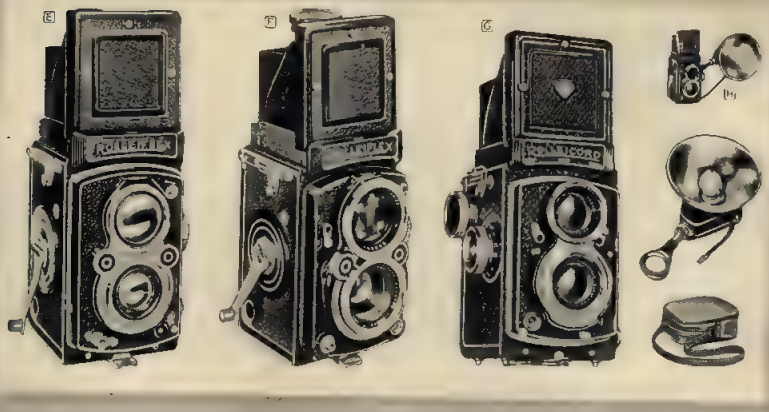












Newest, Imported

Finest twin lens reflex **ROLLEIFLEX and Rolleicord** **Improved . . better than ever!**

(E) ROLLEIFLEX AUTOMAT f 3.5 with new, exclusive improvements
Sensational new linked-coupled Synchro-Compur shutter. Simply set for light reading by exposure table on back . . sets lens and shutter speed automatically. Change the shutter speed automatically changes the lens opening (or adjust separately). All speeds from 1 to 1/500 seconds can be set before or after cocking shutter. Shutter release has safety cocking lever. Extra large focusing knob has built-in film and speed reminder. Full negative size ground glass viewing screen with magnifier. Viewing and focusing at both waist and eye level. Automatic film transport locks shutter; double exposure prevention or intentional multiple exposure release. Flash cord plug locks in. Safety lock neck strap. 12 2¼x2¼ pictures on 120 roll film. Includes Eveready case.

21-7503 A19365 Rolleiflex Automat with Zeiss Tessar f/3.5 lens..... **$249.50**
21-7513 A18750 Rolleiflex Automat Schneider Xenar f/3.5 lens **234.50**

(F) ROLLEIFLEX AUTOMAT 2 BC **favorite of professionals and technicians**
5 element new type 80mm lenses . . almost completely aberration-free! Light baffles inside reduce any internal reflection. Brilliantly sharp definition with high lens speed. Synchro-Compur shutter 1 to 1/500 second. 2 magnifiers for waist level or eye-level focusing adjustable for glasses or poor eyesight. Larger knurled knob for more accurate focusing. Locking device to prevent accidental shifting of speed or aperture setting after cocking lever. Intentional double exposure. 12 exposures 2¼x2¼ on 120 film. Quality leather case included.

21-7539 A24750 Rolleiflex 2.8C with Zeiss, Planar f/2.8 lens **$309.50**
21-7521 A24730 Rolleiflex 2.8C; Schneider Xenotar f/2.8 lens **309.50**

(G) ROLLEICORD V with Schneider Xenar f/3.5 lens
Some satisfactory results as you get with the Rolleiflex cameras at left, but without some of the super-refinements the others have—still the very finest in twin-lens reflex type cameras. With Schneider Xenar f/3.5 lens for sharp, clear pictures either in black and white or wonderful color. Stops from f/3.5 down to f/22. Focuses from a mere 3 feet to infinity for all types of pictures. Negative size ground glass viewer with magnifier shows picture you will get. Larger focusing knob improves focusing exactness has film speed indicator built in. New light value scale on the left rim of lens mount is used to determine setting of shutter control knob which in turn automatically sets lens opening and shutter speed at a one operation! Individual controls can be used too. Shutter speeds range from 1 to 1/500 second, plus bulb. Shutter speeds and lens openings visible from the top. Intentional multiple exposure device. Winding knob on right advances film counter. Double bayonet rings around lenses for attaching accessories. New lock-in flash plug insures against loss.

21-7547 A11585 Rolleicord V with Eveready case **$149.50**

(H) ROLLEIFLASH for all f/3.5 Rollei cameras
Bayonets into top mount of camera. With built-in extension cord reel with extra cord length. Test lamp. Bulb ejector connector for extension units. Open flash switch with safety lock. Mounted on flexible coil spring to prevent camera vibration. Capacitor type with 22 . . volt battery. Aluminum alloy 5 3" reflector, black crackle outside finish, silver crackle inside reflects more light than satin finish, smooth surfaces.

21-7554 A2246 Rolleiflash for f/3.5 Rollei cameras **$29.95**

Improve your pictures with an ENLARGER

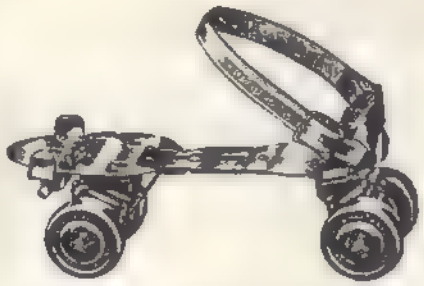
Famous Federal Enlargers. Cold light type gives shorter exposure times with much less heat than diffusion types. Fluorescent type lamp is instant starting, stays cooler . . will not buckle negatives during long exposures. Exclusive Para-Flector approximately doubles the efficiency of the illumination system. Counterbalanced enlarging head . . slides and locks easily on the ground-and-polished steel standard. Micrometer control focusing adjustment will not shift or slip. Bellows extension to 11". Enlarger head can be tilted to any angle, even to projecting on floor for large prints. Interchangeable lens-board permits use of accessory lenses of different focal lengths and speeds. Easy break down for convenient storage or moving. Gives fine clear blow-ups from 35mm to 2¼x3¼ negatives. AC only.

82-4099 C3550 Model 285CL for negatives up to 2¼x3¼" with f/6.3 coated anastigmat lens, iris diaphragm. Sectional upright post for compact storage..... **$53.00**

82-4197 C3530 Model 315CL for negatives to 2¼x3¼" With f/4.5 coated anastigmat lens, iris diaphragm, clutch and convenient counterbalance **$80.00**

Complete line of enlargers by DeJur, Federal and Omega; Wollensak enlarging lenses. Write for complete information and prices.

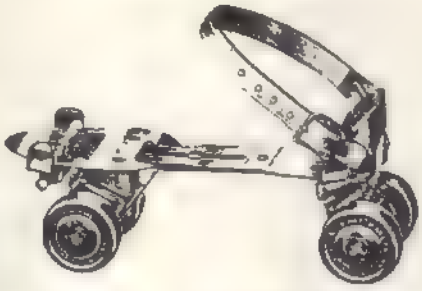
UNION STANDARD BALL BEARING SKATES



No. 5 $6.40 Pair

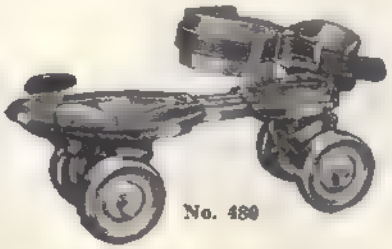
The standard roller skate of the industry. Bright nickel plate—oscillating trucks with live rubber cushions—famed Union SCB rolls—double ball race—18 ball bearings to the roll—grain leather straps. Extends from 8¼" to 10¾".

UNION JUNIOR BALL BEARING SKATES



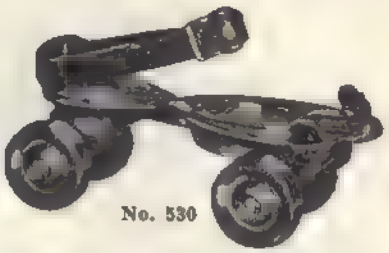
No. 4 $6.40 Pair

Bright nickel plate, oscillating trucks with live rubber cushions. Famed Union SCB rolls, double ball race, 18 ball bearings to the roll. Grain leather straps. Extends from 7" to 8".



No. 480 $4.90 Pair

No. 480—Speed King Skates—Easy running with turned over edges and channel extension bar. Bright nickel-plated finish and quality rubber cushions. Adjusts 6¾ to 11¼ inches. "Shaped to shoe" toe-plates and sponge rubber ankle pads are standard equipment. A quality built skate.



No. 530 $4.20 Pair

No. 530—Speed King Skates—An outstanding value in full size with heavier rollers. Extension channel of cold rolled steel. Bright nickel-plate finish. Adjusts 7¾ to 10 inches. Shaped to shoe construction.

No. 645 $2.30 Pair

No. 645—Beginners' Skates—A plain bearing skate especially designed for the youngster starting to skate. Built to the same quality as other Speed King skates. Lightweight with leather toe caps instead of clamps. Channel extension bar Adjusts 6½ to 8 inches.

Flexy Racer

A Sled On Wheels

No. 300 $24.00 Each

The Flexy Racer is the greatest thrill on wheels.

More than a sled because it can be used anytime, anywhere . . . more fun than a wagon because of its speed and easier handling . . . safer because of its instant steering and two wheel braking.

No. 47/10 Folding Doll Carriage

No. 47/10 $13.00 Each

Hood — Two color; 4 bow; VISO-RAMIC; full length visor; concealed hood spreaders.

Body — 23" x 10½"; two color; stenciled decoration

Handle — Full length tubular; 28½" high; Silver baked enamel

Gear — Channel steel; Duchess link action; brake. Silver baked enamel.

Wheels — Tubular metal spoke 6½" wheel; ½" tire, full circle wired.

Color — Twilite Blue with White

No. F520 Fibre Doll Carriage

No. F520 $13.00 Each

Body — Fancy loom woven fibre; 20" x 9½"; woven decoration

Handle — Round metal. 25" high; Silver baked enamel.

Wheels — Tubular metal spoke, 6¼" wheel in White; hub box; ½" tire, full circle wired

Colors — Arctic White; 3 color decoration.

No. F518/56 Fibre Doll Carriage

No. F518/56 $10.00 Each

Body — Fancy loom woven fibre; 18" x 8½"; woven decoration.

Handle — Round metal 23" high, Silver baked enamel

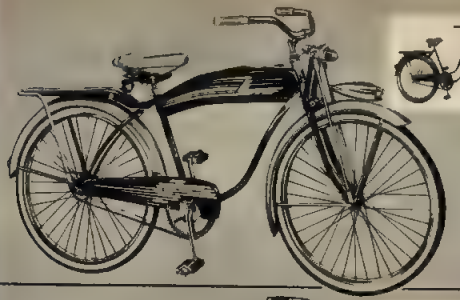
Wheels — Tubular multiple spoke 5" wheel in White, ⅜" tire, full circle wired.

Colors — Candy Pink; 2 color decoration.

NO. 426 FOLDING DOLL CARRIAGE

No. 426 $48.00 Doz.

Heavy gauge plastic body, 23" x 9", with baked enamel stripping. 3 bow folding hood. 5" plated sopke wheels with molded rubber tires. Fully assembled. 12 in box.



Rollfast Super Deluxe Middleweight

New Middleweight design with smaller fenders, narrower front and rear forks to fit 26x1.75" tires for a new light look and easier riding, yet retaining sturdiness characteristic of American bicycles.

Middleweight frame has double bar construction, spring fork, chrome fenders. Luggage carrier with tubular chrome brace in wrap-around design. Travel saddle with tan top, chrome-plated springs, chrome bumper rail. 2-tone chrome and enamel head lamp. White Sidewall tires with narrow chrome center rims. Streamlined decorated tank. Built-in horn unit. New Departure coaster brakes. Rear reflector. Kick stand. Ball-bearing pedals. Men's model in Red; Ladies' in Blue.

83-5769 D4795 Men's Model. 54 lbs... **$59.50**
83-5777 D4795 Ladies'. Wt. 54 lbs... **59.50**

Rollfast Deluxe Middleweight

A Rollfast favorite with men and women, boys and girls too. Has new lightweight look, easy-riding performance thanks to narrow 26x1.75" tires, streamlined fenders and smaller forks. Still sturdy, safe and comfortable—so characteristic of American bikes. Double bar frame. Deluxe decorated chain guard. Decorated tank. Torpedo head lamp. Luggage carrier. Rear reflector. Kick stand. Tan saddle. Safety coaster brake. Ball-bearing pedals. Men's and Boys' models in Metallic Red. Ladies' and Girls' in Metallic Blue.

83-5785 D3850 Men's Model. 54 lbs... **$47.90**
83-5801 D3850 Ladies'. Wt. 54 lbs. **47.90**

24" For Boys and Girls. Same, but Scout Jr. handlebar. U. S. 24x1.75" Middleweight tires. Boys' in Metallic Red; Girls' in Met. Blue.

83-5793 D3595 Boys' Model. 47 lbs... **$44.50**
83-5819 D3595 Girls' Model. 47 lbs... **44.50**

Rollfast Economy Middleweight

Available for all the family! Double bar frame, narrow front and rear forks 26x1.75" tires with slim center rims. Tan top saddle. Chain guard. Kick stand. Black plastic grips. Ball bearing pedals. Stimsonite rear reflector. Safety coaster brake. Scout handlebar 26". New Metallic finishes. In Red/Ivory for men, in Blue/Ivory for Ladies.

83-5827 D3295 Men's Model. 47 lbs... **$39.95**
83-5850 D3295 Ladies' Model. 47 lbs... **39.95**

24" For Boys and Girls. Same, but Scout Jr. handlebar, 24x1.75" tires. Colors above.

83-5835 D3095 Boys' Model. 43 lbs... **$37.95**
83-5876 D3095 Girls' Model. 43 lbs.. **37.95**

20" For Boys and Girls. Same, but Scout Jr. handlebar, 20x1.75" tires. Boys' in Red/Ivory and Girls' in Light Green/Ivory.

83-5843 D2895 Boys' Model. 37 lbs... **$34.95**
83-5884 D2895 Girls' Model. 37 lbs.. **34.95**

NEWEST BIKE ACCESSORIES

(E) **3-Pc Matched Ensemble.** Travel well equipped...in all weather ...with this handsome ensemble! Roomy saddle bag and tool kit for supplies...seat cover is foam padded for extra comfort. Durable brown water-repellent plastic.
83-5991 B475 3-pc. set **$7.75**

(F) **School Cycle Bag.** Made of vinyl plastic. Electronically welded seams. White plastic binding. Two plastic straps with buckles. "All-American" insignia and stars silk screened in 3 colors. White plastic fringe. Size: 12½x 9½x3¼ inches.
83-5983 B275 Cycle Bag ... **$4.50**

(G) **Speedometer Kit**...by Stewart-Warner. Know how far and fast you go! 10,000 mile odometer. Speed range 0-50 mph. Blue dial with white lettering, red pointer. Hammered aluminum finish case, chrome bezel.
83-5975 B385 Kit **$5.50**

(H) **Generator Kit**.. by Delta. Streamlined headlight; 3" reflector. Easily adjusted. Stimsonite tail light. Generator produces maximum light at low average speed, no bulb burn out with proper bulb, regardless of speed. Strong Alnico magnet.
83-5967 B595 Kit **$4.50**

Sterling-Trimmed Crystal in "Wild Duck" Pattern

Beautiful, streamlined Crystal, hand-decorated in Sterling Silver, kiln-fired for lifetime wear. Rhodium-treated for tarnish prevention. Sterling bands protect edges of glasses and pitcher from chipping.

"Wild Duck" Cocktail Shaker.
57368865—Generous 1 quart capacity. Bright Chrome-plated cover with spout.
Mfr's. Sugg. Retail $10.95

"Wild Duck" Martini Pitcher.
57378469—Well-proportioned. Full 24 oz. capacity.
Mfr's. Sugg. Retail $6.65

Smart, Modern Giftware

Cocktail

Old Fashion

Highball

Chip Resistant Edges

"Wild Duck" Glasses
(Sold as packed, in dozen lots, only)

Cat. No.	Article	Capacity	Mfr's Sugg. Retail Doz.
57355S2000	Cocktail	3½ oz	$33.25
57395S2000	Old Fashion	9 oz.	33.25
57405S2000	Highball	14 oz.	33.25

Exquisite "Moss Rose" China with Delicate Sterling Silver Trim

This lovely blend of *ROSENTHAL Imported China* with *Sterling Silver* recalls the rich charm of old world art treasures. The delicate "Moss Rose" pattern in soft shades of Rose Red and Green contrasts beautifully with the translucent Ivory China background—all complemented by the gleaming Sterling trim. Bases and rims have simple, embossed borders. Sterling tops and flat serving pieces are in plain or harmonizing design; the Salad Servers are Mahogany with harmonizing Sterling handles. Each item is packed in an attractive gift box for presentation to the bride or veteran hostess.

(A) 5610S800—**"Moss Rose" Salt and Pepper Shakers, pr.** Simple graceful lines. Sterling screw-type caps and bases. Ht. 5".
Sugg. Retail $12.00 Pair

(B) 5609S1600—**"Moss Rose" Cake Plate.** Smooth surface plate 12" in diameter—large enough for party-size cakes.
Sugg. Retail $24.00

(D) 5615S633—**"Moss Rose" 3 Pc. Smoker's Set.** Dainty cigarette urn 3" high and 2 ash trays 4½" in diameter.
Sugg. Retail $9.50

(E) 5611S800—**"Moss Rose" Candy or Nut Dish.** Beautiful covered candy or nut dish with Sterling knob on cover and Sterling base. Dia. 6", ht. overall 4".
Sugg. Retail $12.00

(F) 5613S2000—**"Moss Rose" 3 Pc. Salad Set.** Large bowl, 8½" in diameter. Mahogany and Sterling fork and spoon.
Sugg. Retail $30.00

(G) 5619S1135—**"Moss Rose" Marmalade or Mustard Jar.** Well shaped condiment jar with Sterling base, cover, and spoon. Ht. with cover 5½", dia. 4".
Sugg. Retail $17.00

(H) 5616S707—**"Moss Rose" Coaster Set.** Four coasters stack for storage. Will double as ash trays. Diameter 4½".
Sugg. Retail $10.50

(J) 5614S600—**"Moss Rose" Cheese Set.** Attractive plate 5¾" in diameter. Harmonizing Sterling server.
Sugg. Retail $9.00

(K) 5629S300—**"Moss Rose" Utility Plate.** A useful dish for many purposes—for snacks, for bread and butter plates, for desserts, or even as larger ash trays. 5" diameter. Individually gift boxed.
Sugg. Retail $4.50

(L) 5612S600—**"Moss Rose" Lemon Set.** Translucent 5¾" plate with slender, harmonizing fork.
Sugg. Retail $9.00

Sterling Trimmed Giftware Is Subject to 10% Federal Excise Tax

VISIBLE TABULATOR
VARIABLE LINE SPACER

NEW ROYAL

FIBERGLAS CARRYING CASES
WORLD'S NO. 1 PORTABLES!

COMPLETE FULL SIZE KEYBOARD, FINGER FLOW KEYS AND SPEED SPACER—CONFORMS WITH ROYAL OFFICE TYPEWRITERS

ACCELERATION—World's Fastest Type-Bar
VISIBILITY—See 4 Full Lines of Typing
DURABILITY—U.S. Lab. Inc. Test Proves ROYAL Can Withstand Equivalent of 92 Years' Usage

ROYAL QUIET DELUXE

Speed selector for the expert or beginner. Line meter automatically sets sheet as directed and number of lines to bottom of page is clearly visible. Automatic top paper-press bottom for easy access to ribbon changing, type cleaning and other interior features. Greater paper capacity takes large envelopes.

342004G8820 Pica Type Each **$119.72**
342005G8820 Elite Type Each 119.72

COLORSPEED KEYBOARD
QUICKSET MARGINS
TYPE BAR SPEED BOOSTER

ROYAL SENIOR COMPANION

Office Machine Features—Two Color Ribbon and Stencil Device—Sate Proof Type Bar Action—Right and Left Margin Stops and Warning Bell—Margin Release Key Single and Double Spacing—Carriage Release Lever—Paper Bail Automatic Ribbon Reverse—Shift Release shift Lock key—Paper Guide—Suction Feet and many others

342006G6315 Pica Type Each **$84.65**
342005G6315 Elite Type Each..... 84.65

MAGIC MARGIN

Quickest, Easiest Method of Setting Margin Stops—Standard on Quiet-Deluxe and Aristocrat Only

ROYAL "ARISTOCRAT"

Margin Release Key Carriage Release Levers, both right and left Paper Bail Automatic Ribbon Reverse Shift Release Shift Lock Key Paper Guide Card Guide—Automatic Top Plate.

342007G4180 Pica Type Each **$111.23**
342008G4180 Elite Type Each 111.23

SYNCHRONIZED LINE SPACE LEVER
SUPER-SPEED ESCAPEMENT
PAGE GAUGE

Smith-Corona

WEIGHS ONLY 9 LBS.
• • •
ERROR CONTROL

LINE RETAINER

SMITH-CORONA

FITS IN BRIEF-CASE

"SKYWRITER"

Full size keyboard—takes full size standard assignment instructions, touch-typewriting chart

350002G5400 Pica Type Ship wt 11 lbs Each **$73.77**
350001G5400 Elite Type Ship wt 11 lbs Each **$73.77**

Easiest system on any portable! Press down on pointers and slide to desired position.

SMITH-CORONA "STERLING"

Tip-touch back spacer. Aeronetical vents. Skidproof feet. Piano key action Floating shift. 3 position paper bail Retractable paper supports. Cushioned manually set tabulator. Has carrying case instructions and Touch Typing chart.

350005G7280 Pica Type Ship wt 20 lbs Each **$105.65**
350006G7280 Elite Type Ship wt 20 lbs Each **$105.65**

Gives single, double, triple spacing. Close to keyboard for easy reach, fast carriage return.

SHIP. WT. 20 LBS.

REMOVABLE CUSHION 1 PLATEN

EFFECTIVE SOUND DEADENING

Permits fastest action of any portable. With correct rhythm, nobody can jam the keys!

SMITH-CORONA "SILENT-SUPER"

ALL MAJOR FEATURES OF OFFICE TYPWRITER!
Fastest KEYSET TABULATOR IN PORTABLE TYPEWRITER HISTORY! You set clear-edge tabulate with one vinyl-covered—removable line and can be used as operate case Complete with attractive and Touch Typing chart.

350009G6945 Pica Type Each **$122.65**
350010G6945 Elite Type Each .. **$122.65**

REMINGTON TRAVEL-RITER

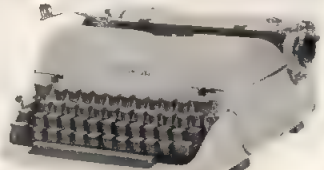
Has essential typewriter operating features. Has segment shift and a 42 key, 84 character keyboard including five educational characters. Important to students. Weighs 11 lbs. with cut-case—15 lbs. with case. A low priced portable typewriter traditional Remington-Rand quality Complete with carrying case

334010G5900 Pica Type Each.... **$79.17**
334011G5900 Elite Type Each. 79.17

THE REMINGTON *Quiet-riter*

MIRACLE TAB . . . NEW VISIBLE MARGINS
SIMPLIFIED RIBBON CHANGER
EXCLUSIVE! LARGER SIZE CYLINDER
BUILT-IN PAPER EDGE GUIDE
PAPER BAIL FOR QUIETER, MORE ACCURATE TYPING
TYPING ACTION FAST, SMOOTH, RESPONSIVE
1-2-3 LINE SPACER—FAST, POSITIVE
IMPROVED PAPER FEED FOR POSITIVE FEEDING
LONGER LINE SPACE AND CARRIAGE RETURN LEVER

This is—PICA TYPE
This is—ELITE TYPE



REMINGTON QUIET-RITER

334002G8800 Pica Type Each..... **$120.50**
334001G8800 Elite Type Each 120.50

LETTER-RITER As Above Without Miracle Tab
334004G7320 Pica Type Each. . . . $100.04
334003G7320 Elite Type Each . . . 100.04

Ⓐ

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ROYAL and UNDERWOOD

Portable Typewriters

NATIONALLY ADVERTISED

Ⓒ

Ⓓ

Ⓐ **ROYAL QUIET DELUXE.** The world's No. 1 portable. With "magic" margin, visible tab set, touch control, speed selector, line meter, greater paper capacity, speed spacer, push button top, etc. Has office typewriter keyboard and many plus features available on no other portable. Touch of keys can be tailored to individual requirements—beginner and expert, youngster and adult. **Pica or elite type.** Royal Tan or Dove Grey finish.
20K109-9229.....RETAIL **$119.72**

Ⓑ **ROYAL ARISTOCRAT.** Same high standard of craftsmanship and design as the top-flight QUIET DELUXE with new and important features such as touch tab, magic margin, touch control, etc. **Pica or elite type.** Dove Grey.
20K119-8589.....RETAIL **$111.23**

Ⓒ **ROYAL SENIOR COMPANION.** The newest model, completing the Royal family. Standard American keyboard, shift freedom, right and left margin stops, margin release key, 2-color ribbon, stencil device and a long list of refinements. **Pica or elite type.** Dove Grey finish.
20K120-8824.....RETAIL **$84.65**

Ⓔ

Ⓓ **UNDERWOOD DELUXE.** A super fast portable with real typing ease and efficiency. Includes these improved modern features: "key set" tab, visible "see-set" margins, standard spacing, 9" writing line, 84 characters, segment shift, automatic ribbon reverse; left and right margin release key, and many other features. **Pica or elite type.** Ivy Green crackle finish.
20K118-9288.....RETAIL **$120.51**

Ⓔ **UNDERWOOD NEW LEADER.** Dependable but budget-priced portable with many modern features. Has balanced segment shift, standard spaced keyboard, full 9" writing line, easy touch action, 84 characters including arithmetic signs. Back spacer, right and left shift key, shift lock, automatic line finder, single, double, triple spacing, coordinated carriage scale, etc. **Pica type only.** Non-glare crackle finish
20K117-5995.....RETAIL **$74.41**

Portable Typewriters Are Fair-Traded, for Resale Only, and Must Be Retailed At Established Prices in States Having Fair Trade Laws. All Quotations Include M.E. Tax.

All Portable Typewriters Supplied With Smart Carrying Case. Specify Pica (10 ch. to inch) or Elite (12 ch. to inch) When Ordering. Railway Express Recommended for Shipments of Typewriters Wherever Possible. Average Ship. Wt. 20 Lbs.

ORDER EARLY for Holiday Delivery

(AF)

(AF) ROY ROGERS GUN AND HOLSTER SETS

How the young fry go for these sets! Bright, colorful.... Make a hit the minute the kiddies see them. All leather double holster set features "Hand-whip-laced" effect screening around belt and holster backs. Holster pockets embossed with western floral pattern with colored background. Nickel studs trim belt; also trimmed with nickel medallions, jewels, bullets and Roy Rogers signature. Large nickel open face trophy buckle. Complete with 2 "C-80" repeating action automatic break pistols 8½" long. Fires roll caps. Shpg. Wt. 2-1/3 lbs.

No. 2614T267 .....Retail $3.98

(AG)

(AF) MODEL 2608 — OFFICIAL ROY ROGERS DOUBLE HOLSTER SET

Featuring hip-hugging "drop-pocket" design with double cross straps and western buckles. Pockets in contrasting colored leather. Entire belt and holsters neatly outlined with assorted size nickel studs. Nickel medallions on leather cut-outs and metalized bullets trim wide belt. Roy Rogers signature on belt. Nickel western buckle. Leather leg ties. Has 2 "C-100" nickel plates repeater action automatic break pistols 10¼" long. Shpg. Wt. 1-2/3 lbs.

No. 2608T510 .....Retail $7.95

(AG) No. 2646 OFFICIAL ROY ROGERS DOUBLE HOLSTER SET. Authentic styled twin holster set. Tops and belt of finest quality natural top grain cowhide. "Hand-tooled" effect embossed on pockets and belt with colored background. Contrasting colored background and leather fringe. Adjustable contour belt, trimmed with metalized bullets, jewels and Roy Rogers signature. Nickel western buckle. Leather leg ties. Complete with 2" C-100" Nickel plated automatic break repeating action pistons 10 1/4" long. Shpg. Wt. 2 ½ lbs.

No.2646T397.....Retail $5.95

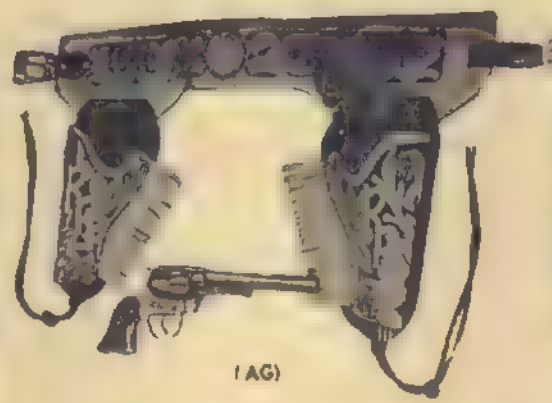
(AH) No.2605 OFFICIAL ROY ROGERS DOUBLE HOLSTER SET. Deluxe top quality leather. Contour shaped belt with large nickle medallions and simulated jewel trim. Belt outlined with contrasting colored welting. Metalized bullets and Roy Rogers signature on belt. Large size holster pockets ornamented with nickel medallions and jewels to match belt. Nickel western buckle. Leather leg ties. Two "C-100" large size nickel plated repeater action automatic break pistols 10 1/4" long. Shpg. Wt. 2½ lbs.

No.2605T330 .....Retail $4.95

FOR THE LITTLE WESTERNERS

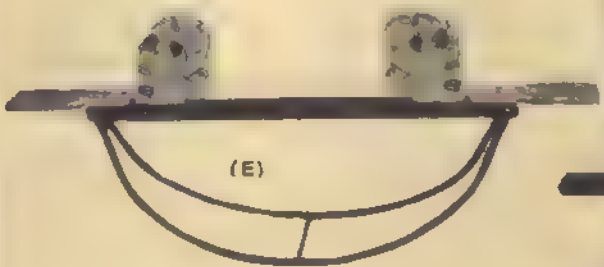
(B)

(A)

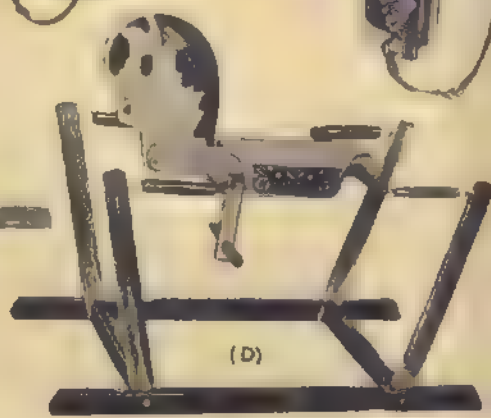


(AG)

(AH)



(E)



(D)

(E) THE TWIN TEETER

Great fun awaits the toddler who rides this teeter with the "Whimsy" horse head! Heavy steel tubing frame, selected wood seats, hardwood handles. Fire engine red and brilliant yellow. Easy to assemble. Shpg. Wt. 9½ lbs. Length 58" Seat to floor 16½"

No. 920T463..... Retail $6.95

(D) "WHIMSY" ON SPRINGS!

How the tiny tots like this one! It bounces, rocks, gallops and rides. It will not tip. Swinging stirrup, large springs, natural finished hardwood legs. Saddle and stirrup "like real tooled leather." Fire engine red and bright yellow. KD. Length, 30", Height 25", Width 16" Seat from floor 15"

No. 810T463 .....Retail $6.95

(B) All top grain saddle leather. Two-tone embossed design on pocket and 3 3/4" adjustable belt with 6 silver bullets. 1/2" nickel spots, nickel ornaments, strap and buckle across pocket. Has matching leg straps, and guns are included.

No.656T510.....Retail$7.98

(A) Black embossed cowhide. Embossed gold metallic on pockets with gold ornaments and green jewels, black fringe, and black leg straps. 3 3/4" adjustable belt with gold medallions and green jewels, gold bullets, and gold buckel, with guns

No.556T463.....Retail$6.98

PULL TOYS...GAMES...DART GAMES

(AX)

(AX) "CHUMBO" THE ELEPHANT
How the kiddies love "Chumbo!" He turns round and round, head moves up and down. He has a rubber nose . . . . . squeeze it and hear Chumbo trumpet! He is 16½" tall, 6" wide and 11" long. Has non-toxic vinyl ears. His trunk is rubber. Shpg. Wt. 1¼ lbs.
No. 737T267 .....Retail $3.98

(AY) CASSIE THE COW
Fun galore for the lucky child who receives this clever plastic pull toy. Cassie can be pushed or pulled, lift the handle and up goes her head and tail. She opens her mouth and moooos! Vinyl ears add to the play value. She's lifelike and loveable.... A riot! Shpg. Wt. 1¼ lbs.
Size: 10" x 6½" x 16"
No. 780T267 .....Retail $3.98

(AZ) "DUDLEY" THE DUCK
What a joy for the little ones! Here's a duck with a saucy sombrero and body colors that are white with red or pink with blue. Has 3-way mobile action as a pull-toy. When you pull him all movable parts go into action.... his wings flap up and down, head and neck move forward and back and his mouth opens and closes shouting a loud "quack." Extended Size: Height 12", Length 16", Width 6".
No. 785T267 .....Retail $3.98

(BG) SKILL-FLIGHT (Electronic Remote Control)
"Thrill of the future" right now! Great fun for all. Imaginative children love this game, and adults do too. Gripping excitement in every moment of play. Man-made satellites, planets, comets, stars, moon, sun, are impressively, almost dimensionally depicted on the playfield. Shpg. Wt. 1-2/3 lbs.
No. 800T133 .....Retail $1.95

(BH) SKILL-DRIVE
A brilliantly executed action game! Challenges all ages. Principal of remote control plus drive-it-yourself. Players "drive and guide" cars in an exciting test of skill and control. Promotes eye-hand coordination. Shpg. Wt. 1-2/3 lbs.
No. 798T133 .....Retail $2.00

(AZ)

(AA) DART BOARD GAME
Front — 20 Point Game. Four additional games. Printed in 3 beautiful colors. Back — Baseball Game. You receive 3 Champion-Jet Darts. Shpg. Wt. 2¼ lbs.
No. W-22BT397 .....Retail $5.95

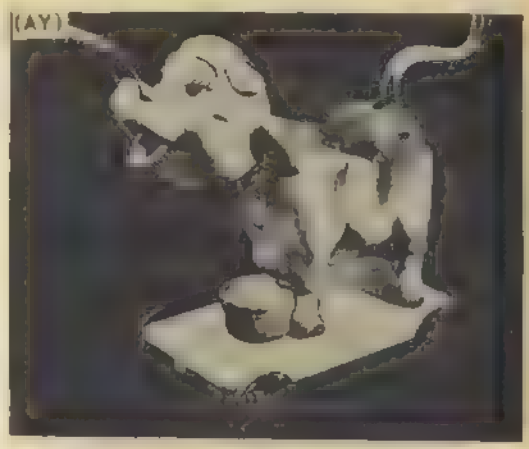
(AB) INTERESTING BOARD GAME
Front — 20 Point Game. Four additional games in corners. Printed in 3 bright colors. Back — Dart Ball Game. Printed in 3 colors also. Game has cork on both sides. You receive three darts.
No. D-18-BT167 .....Retail $2.50

(BI) "THIMK" GAME
As different as its name! A perfect balance of chance, skill and strategy.... with a really new play principal. For 2 or more players. Fun for all age groups. Game board is 20" x 20" with 16 full size plastic playing pieces. Shpg. Wt. 2 lbs.
No. 110T197 .....Retail $2.98

(BG)

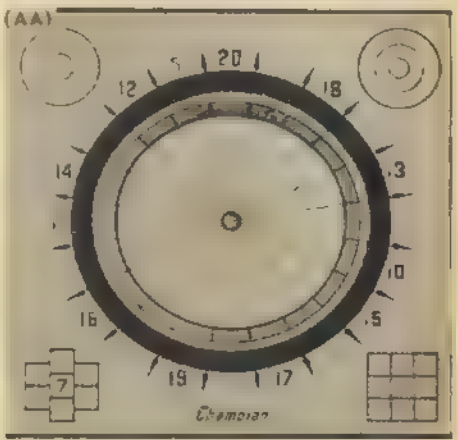
(BH)

(AY)

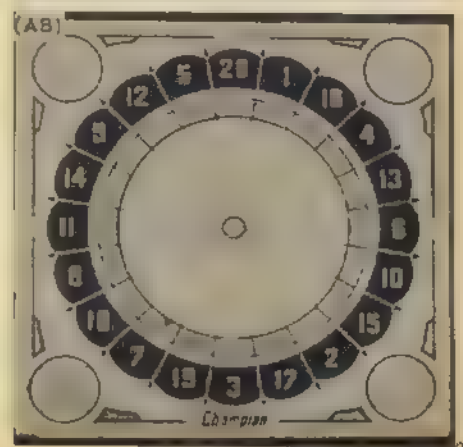


(BI)

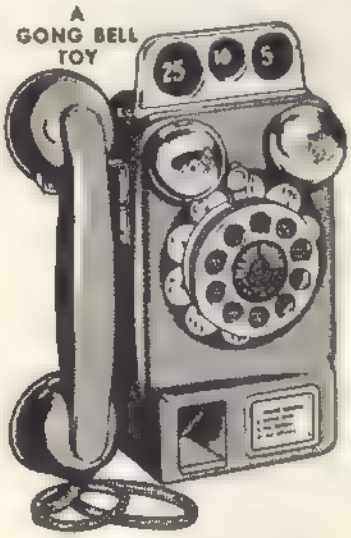
(AA)



(AB)



Pla-Pay Phone



No. 0700 $26.40 Doz.

All metal payphone; Gong strikes when coins are deposited; Coin returns. Suction cups on back for attaching phone to smooth surface. Spring return dial rings shiny bells. Sound device actuated by blowing into mouthpiece. 8½" high, 2½" deep.

Ding Dong School Bell

No. 100 $15.60 Doz.

A replica of the actual bell used by Miss Frances to open her daily TV program. Bright brass-finished bell bearing the words: "DING DONG SCHOOL BELL" in full color, has turned black enameled handle, and rich bell tone. 6¾" long, 3 1/8" diameter. Each in polyethelene bag.

DIAL VOICE PHONE

No. 880 $18.00 Doz.

Assorted colors black, red, blue with ivory dial. When cord is pulled, concealed voice responds • Height 4" • Base: 6¼" x 4¾" • Receiver: 7¾". Packed: Each in a box, 1 doz. to Carton

No. 185 $8.00 Doz.

NO. 185 MAIL BOX BANK

Really novel bank, brightly lithoed in red, white, blue and gold. Slot takes 50 cent piece. Front door held closed by real padlock with 2 keys. Kids love to lock up "treasurers". 5¼" high, 4" wide, 2¼" deep. Each in sleeve. 2 doz. ctn. 12 lbs.

No. 90 $16.00 Doz.

NO. 90 "ROY ROGERS" BATTERY RANCH LANTERN

Unique Horseshoe design lantern. One of the really novel toys of the year. Many, many uses for a child. SAFE, operates from 1 regular flashlight battery (not included). 1½ volt bulb included. Lithoed "Roy Rogers" designs on sturdy metal-lamp housing of clear plastic. 7½" high with 5" wire handle. Also hanging ring on top. 4" diam. base, 4½" wide across horseshoe. Each in colored box.

DIAL TELEPHONES

No. 0800 $32.00 Doz.

#0800 TALKING PLAPHONE

- Turn the crank and hear the operator talk
- Concealed record mechanism inside
- Spring return dial rings bells
- Enameled steel construction

No. 0683 $16.00 Doz.

DIAL PLAPHONE

Metal toy telephone with spring return dial. Assorted colors, bright plated bells, base 6½" x 4"

Realistic dial action provides hours of fun for boys and girls.

No. 877 $15.60 Doz.

NO. 877—DOUBLE BELL PLAY TELEPHONE

Sturdy play telephone with return dial that rings double bells when revolved. All steel with bright nickel plated dial and bells.

Size: 6¼ x 4¼".

Colors: Four colors, assorted.

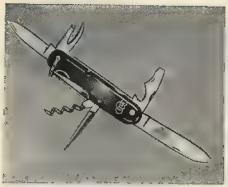
Boxed: Individually.

No. 870 $10.80 Doz.

NO. 870—TELEPHONE

Large all steel telephone with easy action, nickel plated return dial which releases loud bell tone.

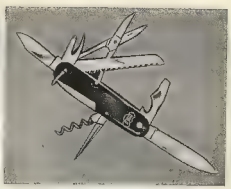
Colors: Four colors assorted.
Red, Blue, Black and Pink.



WISS CAMPER'S KNIFE

Swiss army type with new features added for American outdoorsmen. **Contains:** large spear blade, pen blade, can opener, screwdriver and wire scraper, bottle opener, reamer, corkscrew, and lanyard shackle. **Drop-forged stainless steel.** Red plastic handles. **Length, closed: 3⅞".**

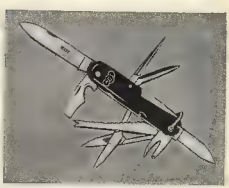
11K403-425.....RETAIL **$6.50**



WISS CRAFTSMAN'S KNIFE

Improved Swiss army type. Has large spear blade, pen blade, screwdriver and wire scraper, bottle opener, can opener, scissors, reamer, corkscrew, saw, lanyard shackle. **Drop-forged stainless steel.** Red plastic handles. **Closed 3¾".**

11K404-715.....RETAIL **$10.95**



WISS FISHERMAN'S KNIFE

Most complete type of Swiss army knife. Drop-forged stainless steel. Large spear blade, pen blade, screwdriver and wire scraper, bottle opener, can opener, scissors, reamer, Phillips screwdriver, tweezers, hook disgorger and scaler, and lanyard shackle. Red plastic handles. **Closed: 3¾".**

11K405-752.....RETAIL **$11.50**

SCHRADE-WALDEN FINE QUALITY OFFICER'S KNIFE

Has all essential field blades: stainless steel spear master and small clip cutting blades, can opener, screwdriver-cap lifter, punch, Phillips screwdriver and patented beer or ration can opener. Nickel-silver linings, shackle and embossed shield. Blades full polished. **Length closed 3 9/16".** Individually boxed

11K424-6X417/463.....RETAIL **$6.95**

POPULAR ROY ROGERS HUNTING KNIFE

7¼" hunting knife. Life-like, 3-D reproduction of Roy and Trigger on handle. **Made of high carbon steel with brass lining and red celluloid handle.** Has cap-lifter and screwdriver, can opener, auxiliary blades. All leather sheath, slotted to carry on belt, with built-in lingered, precision compass.

11K408-6X176/189.....RETAIL **$2.98**

POCKET TOOL KIT

Handy pocket-size, fix-it kit. Ideal for cars, bikes, and all small mechanical devices. **Made of solingen tool steel, fully nickel-plated and polished.** Contains, knife blade, tool file, screwdriver, awl-punch and wood drill. Genuine polished dark brown cowhide case (illustration reduced).

11K398-588.....RETAIL **$9.95**

POCKET TOOL KIT

Pocket-size tool kit for emergencies in the home, for the car, sports, camping, etc. **Made of solingen tool steel, fully nickel-plated and polished.** Has, screwdriver, knife blade, and pliers with serrated jaws. (Illustration reduced)

11K398-715.....RETAIL **$12.50**

STAINPROOF FISHING KNIFE

With beer can opener. **Equipped with stainless steel blades and springs.** Contains: long clip blade, hook disgorger, fish scaler, cap lifter, and beer can opener. Yellow or red handles. Nickel-silver bolsters. Mirror polished **Closed: 5".**

11K407-6X196/210.....RETAIL **$3.95**

WISS POCKET TOOL KIT

Combination tool handle with spear blade and interchangeable with hammer, saw, file, flat screwdrivers, wood drill, and Phillips screwdriver. **Polished, nickel-plated tool steel.** Top-grain cowhide case with zipper closure

11K409-577.....RETAIL **$14.95**

WISS POCKET TOOL KIT

Complete set including: spear blade, hammer, wood drill, Phillips screwdriver, rule, file, saw, flat screwdriver, and adjustable wrench. **Polished, nickel-plated, tool steel.** Zipper closed, top-grain cowhide case

11K410-1173.....RETAIL **$17.95**

TOPS IN TOYS

AIRGUIDE Weather Station Assembly Kit

185YT686—Observe, chart and forecast the weather with this new educational hobby kit. Easy to assemble with complete parts for barometer, outdoor thermometer and rain gauge. Also includes a colorful weather manual, a year's supply of observation charts, and simple instructions for assembly and use. Instrumentals are scientifically accurate. Packed in four color lithographed box approximately 12"x13"x1½". A fascinating, instructive gift for youngsters.
Mfr's. Sugg. Retail $3.95

"SPEED QUEEN" DOLL SIZE WASHER

171ZT663—"Speed Queen" Doll Size Washer

Construction resembles full-size "Speed Queens." This realistic scale-model really washes. Doll clothes roll around in churning suds—then can be wrung through rubber wringer rolls. Battery-operated . . . as safe as a flashlight! Holster is supplied with the washer. Bowl tub and Agitator are rustproof aluminum. Rest of washer is sturdy steel, finished with durable white enamel. Stands 12 inches high and 7 inches in diameter. Weight 4 lbs.
Mfr's. Sugg. Retail $3.95

TOM THUMB TOY TYPEWRITER AND CASE

185ZT1500—Tom Thumb Toy Typewriter. This latest acquisition in educational toys . . . a toy replica of the standard typewriter. The "Tom Thumb" has letters arranged same as standard keyboard. New ribbon shift, finger tip spacer, individual key operation, and shift keys. Ball bearing carriage. Carrying case. Uses a standard ½" ribbon. Attractively finished in chrome trim, 10" deep, 10¼" wide, 6" high. Weight 10 lbs.
Mfr's. Sugg. Retail $19.95

CHILD GUIDANCE "LEARN N' PLAY" SET

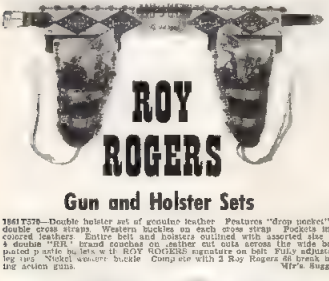
185ZT231. The three individual toys are all classified in the pre-school age category. 2-color sturdy corrugated carrying case is so designed as to provide perfect storing space when the toys are not in use. This sturdy LABRAKABLE scale is designed with a precision balance arm and a set of 14 numbers. The arrow registers "correct" only when a combination of numbers on one arm equal those on the other. A large Clock with movable hands and 12 "hour" numbers that will fit only in their correct positions. When the Master Gear is turned NINE UNBRAKABLE Gears spin together in hundreds of interchangeable formations. Mounted on a huge 12 inch square Base, this toy provides all the exacting CHILD GUIDANCE requirements that teach effectively and safely.
Mfr's. Sugg. Retail $3.98

DELUXE AMERICAN LOG SET

171ZT713—Deluxe "Hewn" American Log Cabin and Fort Log set is a replica of a reproduce a perfect detailed miniature of the pioneer homes that played such an important role in our country's early history. Interlocking feature makes models semi-permanent, so they can be moved as a unit without dismantling. Edges are beveled, all ends are smoothly finished and splinter free. Full size three quarter inch logs give exterior the authentic appearance. 811 pieces packed in each set. Comes with deluxe box with inset liner. Shipping weight 9 lbs.
Mfr's. Sugg. Retail $9.50

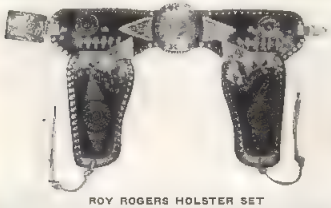
AIRGUIDE BIRD WATCHER KIT

185ZT600—Test your skill in bird identification with this complete bird watching kit, suitable for beginners. The kit includes field glasses (height closed 4 ¾") with neck strap, a sport carrying case with shoulder strap an instructive bird manual showing 122 of the most familiar American birds in beautiful nature, color, and a handy spiral-type field note book for making quick notes and sketches. All the equipment necessary for a fascinating hobby. Packed in a colorful box about 12"x12"x3".
Mfr's. Sugg. Retail $8.95



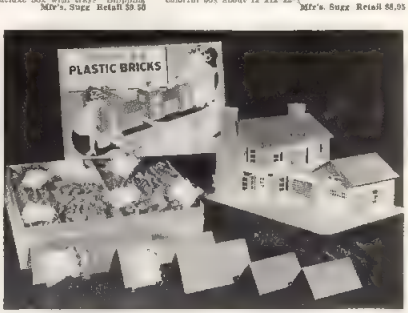
Gun and Holster Sets

186ZT376—Double holster set of genuine leather. Features "drop pocket" design with double cross straps. Western buckles on each cross strap. Pockets in contrasting colored leathers. Entire belt and holsters outlined with assorted size nickel studs. 4 double "RR" brand conchas on leather cut outs across the wide belt. 8 nickel plated plastic bullets with ROY ROGERS signature on belt. Fully adjustable Leather leg ties. Nickel western buckle. Complete with 2 Roy Rogers 66 break barrel repeating action guns.
Mfr's. Sugg. Retail $7.98



ROY ROGERS HOLSTER SET

186ZT185—Deluxe all leather double holster set. Features 5" wide hip shaped belt outlined with large nickel "RR" studs and contrasting welting. Center section of belt embossed with ROY ROGERS signature surrounded with metal studs. Pockets feature "RR" brand studs and metal conchas on 12 nickel plated plastic bullets and metal conchas on all adjustable belt. Leather leg ties. Large Roy Rogers trophy buckle. Complete with 2 Roy Rogers 66 break barrel repeating action guns.
Mfr's. Sugg. Retail $10.95



AMERICAN PLASTIC BRICKS

172ZT1670—American Plastic Bricks. Recreate the most modern homes, using true bricklayers methods. New features include picture windows, jalousies, single, double and triple inside, sliding overhead garage doors, plus doors and windows that open and close providing the utmost in detailed realism. Full, half and quarter bricks with patented peg-and-socket feature afford permanency of construction. Embossed roof simulating Green asphalt shingles are also included. Each of the 202 plastic pieces in each set is washable—highly polished—and all edges are smooth. Brick size 1"x2½". Book of instruction included. Shipping weight 7 lbs.
Mfr's. Sugg. Retail $15.00

CHILDREN'S TOYS

GENE AUTRY COWBOY GUITAR

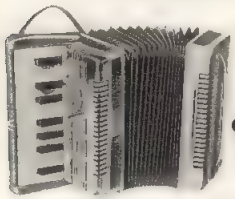
1849T667—A really professional-type guitar for children's musical fun. The automatic guitar p o w e r device on fingerboard makes it easy to p l a y tunes right away. Guitar is 36 in. 14 feet long, 4 feet wide, decorated with sculptured Western motifs. It has a rich professional tone, fast-action metal tuning pegs, silk shoulder harness, and felt pick. Outfit also includes a music book and luggage-type carrying case.
Mfr's. Sugg. Retail $9.95

SILVER SAXOPHONE

1850T400—A real B flat saxophone! Has genuine brass hand-lined reeds that play full-scale melody and sustained harmony. Over 17" long! Break-resistant plastic body of ease is covered with heavy silver plate and gold finish. Authentic engraving like a professional instrument. Steri-Sealed mouthpiece, cork, table strap and hook, music book, and distinguished carrying case, all included in the outfit.
Mfr's. Sugg. Retail $5.95

CHILD'S RECORD PLAYER

5695E920—This Acoustic phonograph is U.L. approved for youngster's safety. It's equipped with Phonola's famous reproducer head for clear, unscrolled reproduction and plays both 10 and 12 inch 78 R.P.M. records. Scuff resistant case is covered in red pyroxylin coated leatherette. The long lasting "take it" qualities of the Phonola make it an excellent buy for child use. Ship. wt. 7¾ lbs.
Mfr's. Sugg. Retail $12.50



GOLDEN PIANO ACCORDION

1851T533—Given true reproduction of professional accordion and amazing tone quality. Operates with easy action bellows extending nearly two feet. It's one foot high, has break-resistant plastic body with gold finish trim. Piano keyboard is full scale with 11 white keys, 7 black. Also, bass notes and base chords for left hand, play harmony and rhythm. Has 72 hand tuned brass reeds. Complete outfit includes easy-play instruction book, adjustable shoulder harness and hook, and attractive luggage-type carrying case.
Mfr's. Sugg. Retail $7.95

Ebony and Silver Clarinet

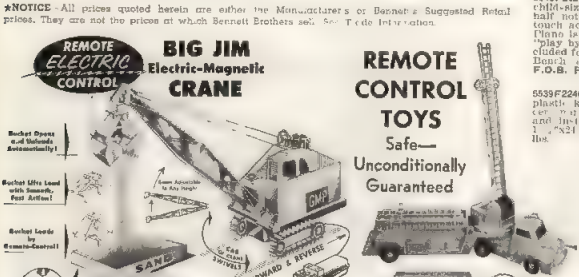
1852T367—This important member of the band is over 17" long—and made of break-resistant plastic with heavy silver finish on keys and fittings. It even has authentic engraving like professional instruments. The 14 hand-tuned brass reeds play full scale melody and sustained harmony. There's also an adjustable strap and hook, music lyre, music book containing many marches and songs plus a carrying case. Mouthpiece is Steri-Sealed.
Mfr's. Sugg. Retail $3.95

TOY DELUXE SPINET PIANO WITH BENCH

5540F2621—A toy with real educational value. This child-size spinet has 37 keys including 15 raised half notes to secure mirror front panel for better touch action. Has full, clear melody-type chimes. Piano is finished in rich, dark mahogany. A "play by color" song and instruction book is included for easy playing. Piano size 24"x16½"x24". Bench size, 12½"x8"x10½". Ship wt 32 lbs.
F.O.B. Pennsylvania Factory.
Mfr's. Sugg. Retail $34.95

5539F2246—**Toy Spinet**. Similar to above with 30 plastic keys including 12 raised half-notes. Concert tone from tuned Mahogany finish. Song and instruction book included. Piano size 21"x 14"x24". Bench 12"x8"x10½". Ship wt 28 lbs.
Mfr's. Sugg. Retail $29.95

★**NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.



Thrilling Automatic Crane

1853T1067—A wonderful new toy to make children happy to fill their little moments. Just a touch of the button automatically loads, raises, unloads, lowers. Big Jim's bucket or moves the whole crane forwards or backwards. The cab of Big Jim swivels, boom is also able to any height. An exciting magnetic attachment to crane lifts magnetic material many times its weight. Cam-shell bucket digs dirt, sand and gravel. Durable acetate construction and famous Run-Rite motor. Big toys operate everything. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 3 lbs.
Mfr's. Sugg. Retail $14.95

REMOTE CONTROL TOYS

Safe—
Unconditionally
Guaranteed

New Electric Ladder Fire Truck

1719T710—Has two famous Run-Rite motors both operated from the same control box with a simple press of the button. Power operated ladders, forward and reverse actions with motor torque steering. Full chrome accessories and trim, dual rubber wheels. Powered by two flashlight batteries. 16½" long, 3½" wide, 4¾" high. Red in color. Batteries not included. Approx. ship. wt. 2 lbs.
Mfr's. Sugg. Retail $9.95

Remote Control Powerhouse Tractor and Trailer

1729T367—This amazing new powerhouse tractor and trailer climbs over obstacles, pushes and pulls many times its own weight, all by remote control. Sturdy and rugged power packed performance, forward and reverse propelled by the Run-Rite motor. Mustard yellow color finish. Real treaded rubber tread. Powered by two flashlight batteries. Batteries not included. Approx. ship. wt. 2 lbs.
Mfr's. Sugg. Retail $4.98

Christmas Gifts—Order Early and Specify 2nd Choice If Possible

Garton buys wheel goods division of New Monarch

The sale of the entire wheel goods division of New Monarch Machine and Stamping Co., Des Moines, Iowa, to Garton Toy Co., Sheboygan, Wis., has been announced by officials of the two companies.

Important items involved in this sale were the Monco Power Tractor and the Monco Speedster (Irish Mail), heretofore manufactured by New Monarch, large and well equipped stamping plant. These items now will be manufactured by Garton, under Garton brand names. Both of these items are reported to be well accepted by the trade. Their recognized qualities of engineering and styling will be maintained by the new manufacturer, it is stated.

Although details of the sale and reasons were not made public, management of the New Monarch Machine and Stamping Co. stated that the company has, as its current objectives, the streamlining of activities in the manufacture of the company's quality line of metal window sashes, silo equipment, etc.

Garton, 77-year-old manufacturer of wheel goods, has established sales representatives from coast to coast, as well as in Canada and overseas countries. Such representation is in line with the company policy of offering the trade a complete and modern line of wheel goods.

The transfer of the tools and dies has been effected to avoid interruption of service to customers. Replacement parts, whenever required, are available from Garton.

MONCO SPEEDSTER

MONCO POWER TRACTOR

Dennis Mitchell will enter premium field

A National Premium Division, designed to develop premiums for larger advertisers, manufacturers and advertising agencies throughout the world, has been formed by Dennis Mitchell Industries, producer of baby auto seats and baby travelers, shopping and laundry carts, bicycle baskets, and other items.

Irving Berlin, president of the firm, announced that Jerome Jassenoff, sales promotion manager, will direct the activities of the new premium division.

The new division will also adapt present Dennis Mitchell products for premium purposes as well as develop completely new products.

Open Office in Canada

Lido Toy Co., New York City, has announced the opening of offices and showrooms in Canada at 75 Wellington st. W., Toronto. General sales manager there is Moe Smith.

Company proprietors, Seymour and Ephraim Arenstein, say the office is "strategically located to make shopping the line easier. Toys manufactured in Canada will be for Canadian consumption."

Lovable, ingenious Easter stuffed toy offerings

Once again, The Rushton Co., Atlanta Ga. manufacturer of soft stuffed dolls and animals, is presenting a line of imaginative designs of quality.

A leader in the line is *Tipsy Bunny* executed in long pile white plush, brown-tipped. He has a lovably zany full vinyl face, felt stoppers on paws and comes in two sizes—15-inch, foam-filled, for $3 retail, and 21-inch, cotton-filled for $5.

Volume number in the Easter line is Rushton's $2 retail *long-eared* bunny of long pile which comes in assorted colors: pink, blue and all white. He has felt feet, pom-pon eyes and is cotton-filled.

Colorful, yet exquisite, are the *clown bunny* and the *circus bunny*. The clown bunny has a combination body of white spotted and multi-color plush, with fuchsia feet, hands and ears. His body is of a fine but hardy cloth material and he wears a felt collar. The circus bunny has a combination cloth and plush body with felt feet.

Sunflowers trim his hat, tummy, and the toe of each foot. A hat of felt is cocked and fits over one ear. He is cotton-filled and comes in two sizes: 20-inch for $5, and 27-inch for $8.

Rushton items now come with a "Rushton star creations" label sewed in the body of each item. Both an assurance and an identification, it is pointed out.

CLOWN BUNNY

LONG-EARED BUNNY

TIPSY BUNNY

STUFFED ANIMALS
RUSHTON

Baby Chimp

Hand painted vinyl face, ears and hands. Dressed in diaper and baby slippers.

Made of shaggy plush; stuffed with foam rubber.

	Each
No. 361-697/12—12 in. high	$4.98

Six in a carton.

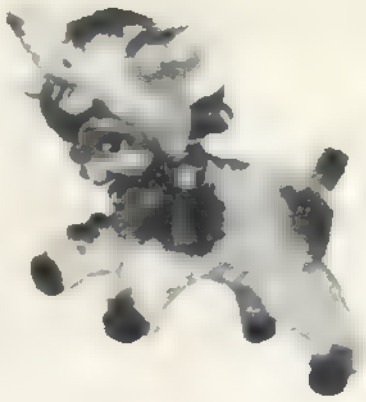
Standing Donkey

Styled in a standing position. Made of grey tipped shaggy plush; dressed in blanket and bridle of red and white felt, elaborately trimmed with gilt brads and jingle bells. Sassy vinyl face; felt hoofs, thick black wool mane.

	Each
No. 390-784/12	$4.00

Six in a carton.

STUFFED ANIMALS
RUSHTON



Billy Butts

A frisky little Billy Goat made of a very long pile grey spotted plush with felt hoofs. His expressive handpainted vinyl face and horns adds greatly to the styling of this little butting goat. Finished with bell and satin bows.

	Each
No. 355-786/12	$5.00

Six in a carton.

"Stinky"

Skunk - Made of very long pile plush in black and white; handpainted vinyl face giving a tricky coquettish expression. Flower and ribbon trimmed.

	Each
No. 351-690/9	$3.00

Six in a carton.

Sitting Kitty

	Each
No. 363-768/9	$2.00

Twelve in a carton.

STUFFED ANIMALS
RUSHTON

Stinky Winky

Crouching skunk with hand painted vinyl face.

Made of black and white very long pile lustrous plush with curled shaggy tail; cotton filled.

Ear trimmed in flowers and ribbon bow.

	Each
No. 361-691/12—12 in. high	$4.98

Sitting Lion

Beautifully designed in combination bright plush and extremely long pile Lion's mane, sprayed with brown shadings. The smiling vinyl face is handpainted. Growler.

	Each
No. 360-793/12	$6.00

Six in a carton.

STUFFED ANIMALS
RUSHTON

Daisy Belle

Made of Hereford spotted brown and white plush; hand painted vinyl face; colorful daisy chain, shiny cowbell, tied with satin bow, Moo voice, felt hoofs.

		Each
No. 359-693/12	12 in. high	$5.98

Six in a carton.

Daisy's Mazie

Baby Calf in sitting position. Styled of brown spotted plush with original hand-painted flirtatious vinyl face. Decorated with red daisy in ear and copper cowbell. Stuffed with clean top grade cotton.

	Each
No. 352-775/11	$3.00

Six in a carton.

A Complete Line of Toys at Lowest Possible Prices

Visit Us and Join Our Toy Bandwagon for Extra Profit Items All Year 'Round

STUFFED ANIMALS
RUSHTON

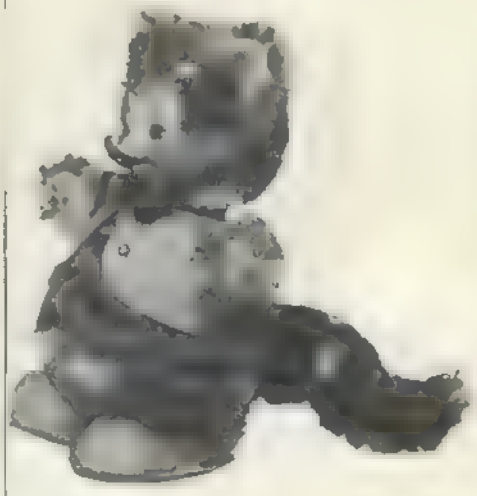
Zippy the Chimp

Made of black shaggy rayon plush and vinyl material; bright red velvetine overalls and tee-shirt.

	Each
No. 362-624/21—21 in. high	$10.00

One in a box.

STUFFED ANIMALS
RUSHTON



Rackey Raccoon

Attractively designed in standing position of brown coon stripe long pile plush. Mischievous handpainted vinyl face. Stuffed with cotton. Felt skirt, trimmed with appliqued flowers. Finished with satin ribbon bow.

	Each
No. 357-787/12	$5.00

Six in a carton.

Assorted Animals

Made of washable delustered plush; stuffed with foam rubber.

Available in four different characters.

	Each
No. 350-201DF	$2.00

Twelve in a carton

Dinnerware, Crystal and Party Time Favorites

(A) MELMAC "RESIDENTIAL" . . . designed by Russell Wright in exciting new contourshapes . . . dramatic, completely functional. Melmac molded in the newest, richly textured Russell Wright colors, rainbow assortment of equal pieces in Lemon Ice, Sea Mist Gray, Salmon Red and Turquoise. Here's dinnerware suitable for all-day table use from breakfast to dinner. Guaranteed for 10-years against chipping, breaking, or cracking in normal use. Select a 16-pc starter set or complete service for 8.

28-0610-995 16-pc. set. 7 lbs **15.95**
28-0611-3150 45-pc. set. 18 lbs. **49.95**

(B) "FLAIR." Imported stoneware in one of the most highly original, excitingly different designs you've ever seen. New, award-winning modern shape . . . versatile, handsome, wonderfully practical because it's vitrified and lightproof, yet as fine as china. Each piece is completely hand-crafted in England and decorated with the gay adventures of a proud cockerel . . and in an exciting color combination of Pearl and Mediterranean Green. Each piece is ovenproof, chip-resistant and detergent proof

28-1005-1293 16-pc. set. 12½ lbs. **16.95**
28-1074-4700 45-pc. set 42 lbs. **70.00**

(C) "FLAGSTONE." Modern, up-to-date California-inspired design . . . distinguished by its smart sophistication . . its tasteful charm . . . its marvelous adaptability. Featuring the newest, most modern color combination of Turquoise, Brown and Gray, set against a distinctive, speckled white background. Adapts to a host of table settings . . adds excitement to every occasion. Oven-proof, detergent-proof with chip-resistant edges for wonderful practicality, too . . . your assurance of durable economic use and lasting good taste. Service for eight

28-1012-3395 45-pc set. 36 lbs. **42.00**

(D) "PICCADILLY" A smart, new, highly distinctive script-design of rouge and gray . . contrasted against fine White American translucent china and trimmed with a luxurious, eye-catching Platinum border. Here's the ultimate in distinguished, tasteful styling with simplicity as the exciting keynote. Crafted in a new, highly versatile coupe shape for your finest entertaining . . . for everyday dining . . to conform with your every wish. Select a 53-pc. service for 8 or a 93-pc. service for 12

28-0531-4450 53-pc. set. 37 lbs. **59.95**
28-0532-7500 93-pc. set. 64 lbs. **99.95**

Composition of Dinner Sets

16-pc. Starter Set. 4 each of dinner plates, bread-and-butters, cups and saucers.

45-pc. Set. 8 each of dinner plates, bread-and-butter plates, cups, saucers, lug soups; 1 each platter, divided vegetable, cr'd. sugar, creamer.

53-pc. Set. As 45-pc. dinner set plus 8 fruit dishes.

93 pc. Set. As above service for eight but 12 each plus 12 salad plates, 1 open baker, covered casserole, gravy boat, small platter, medium platter, covered sugar and creamer.

(E) 3-PC. "PATIO" BOWL SET . . for outdoor serving. For snacks, salads, mixing dressing and sauces . . Colorful pottery with notched bottoms for slip-proof use. Set of 3 bowls, 7", 8¼" and 9½" nested sizes.

29-2087-215 3-pc. Set. Wt. 9 lbs. . . . Retail **3.00**

BLENKO GLASSWARE. A fine name in hand blown American glassware for show, for practical use . . . world famous for striking originality. Exquisite gifts, too!

(F) ROSETTE VASE. Intricate base. 11" high. Amber
29-2032-475 Wt. 6 lbs. . . . . Retail **6.95**

(G) WATER PITCHER. Decorative "bubble" shaped bottom with sweeping, curved handle. 10" high. Charcoal
29-2025-330 Wt. 3¼ lbs. . . . . Retail **4.75**

(J) "GALLIC" TEA SERVICE. Fine White china with delicate laurel pattern in charcoal and pink emblazoned on plate and cup. 8½" plate has indentation to hold cup safe, secure. Platinum color trim. 4 cups, 4 saucers.
28-0513-280 8-pc. set. Wt. 4 lbs. **4.00**

(H) IMPORTED COFFEE SET. Saucer has extended concave leaf which doubles as ash tray. Hand-painted floral pattern. Gray border, platinum trim. 4 cups, 4 saucers
29-3014-350 Per Set. Wt. 4 lbs. . . . . Retail **4.95**

(K) SEAFOOD SERVERS. Four 7" diam. White porcelain trays with matching sauce dishes, each with colorful shrimp, crab, lobster and tuna design. Gold edges
29-2419-315 Set of 4. . . . . Retail **4.95**

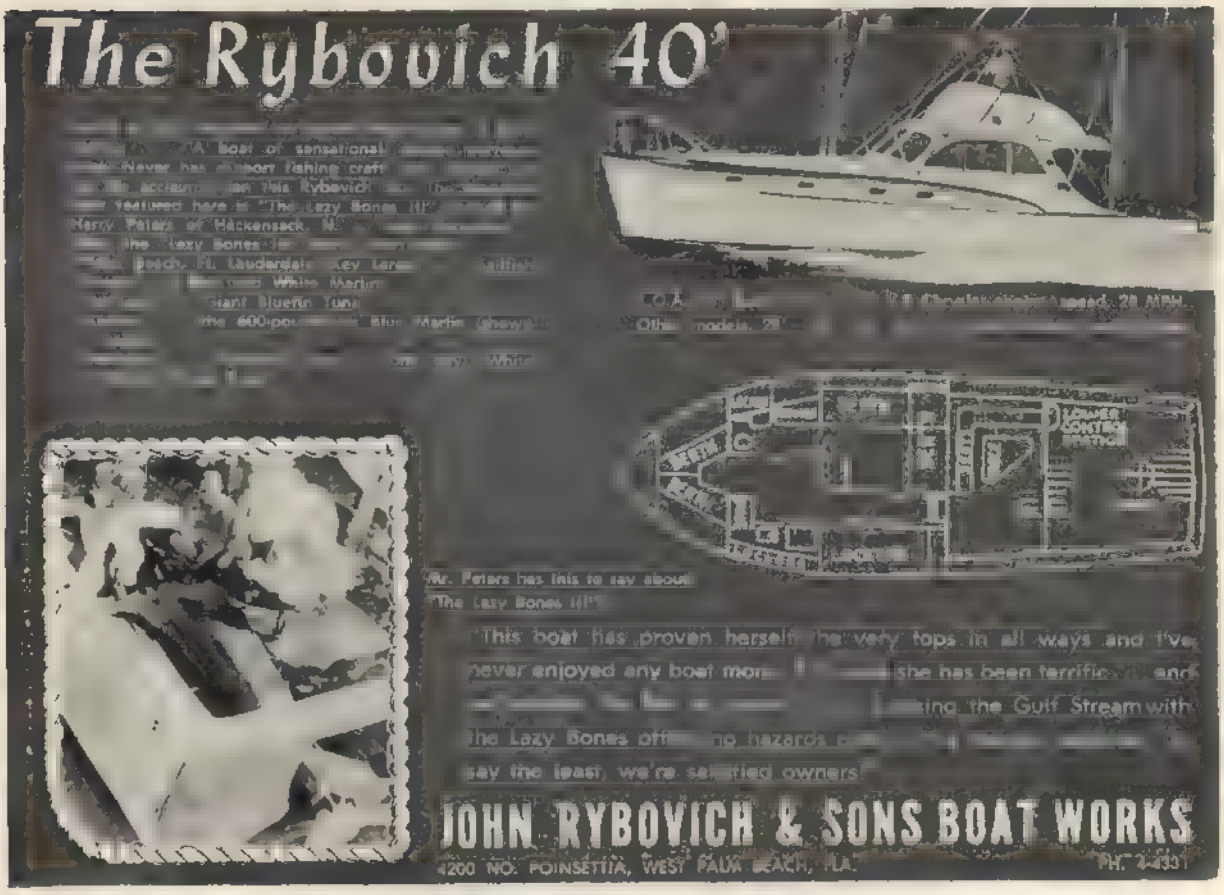
VAL ST. LAMBERT CRYSTAL. Exquisite, hand-made imported crystal with an international reputation for true crystal of unsurpassed quality. The unique brilliance glows from within, creating a lucity and a luster which cannot be duplicated. Manufactured in Belgium.

(L) DINNER BELL. 5½" high. Intricately cut.
28-0277-415 . . . . . Retail **6.00**

(M) DECANTER, with matching stop. 9" high, 4" wide
28-0279-675 Wt. 2 lbs. . . . . Retail **9.95**

(N) BUBBLE DECANTER, matching stop. 12½" wide
28-0281-7000 Wt. 2½ lbs. . . . . Retail **15.00**

(P) CENTERPIECE, 12½" wide
28-0280-850 Wt. 3½ lbs. **12.50**


The Rybovich 40'
Mr. Peters has this to say about
"The Lazy Bones III"
JOHN RYBOVICH & SONS BOAT WORKS
4200 NO. POINSETTIA, WEST PALM BEACH, FLA.

DREMEL SANDER

A rotary motor driven sander with "straight-line reciprocating action" and the power to do a professional finishing job has been placed into production by the Dremel Mfg. Co., Racine, Wisconsin. The makers say it will not gouge, leave lap marks, cut orbital swirls, or other hard-to-cover abrasive patterns.

The sander features a unique paper holder assembly that detaches from the machine at the flick of a finger. An extra paper holder unit is furnished so that grits can be switched quickly without bothersome paper change. It is designed for rugged duty, in industry, on construction work, and all-around home and shop use.

Because it sands "with the wood grain" the Dremel "53" sander produces smooth, scratch-free finishes. It has a polished aluminum housing, lifetime sealed ball bearings, and is driven by a 110-120 volt, 60 cycle A.C. rotary motor

THE SEA CHEST

While Christmas has come and gone, there is always need for nautical gifts for the yachtsman, either on his boat or in his home. The Sea Chest, Baltimore 17, Md., has searched far and wide for suitable items of this nature and have prepared a catalog of nautical jewelry, supplies and gifts which should be most helpful in solving the gift problem. It will be sent on request to their address in Baltimore, 1020 Mount Royal Avenue.

It describes and illustrates many attractive items such as glassware with code flags in signal form, lamps made up from side lights, with red and green globes, sets of galley knives and utensils which the mate will appreciate, nautical bookends, yachting caps, binoculars and countless other interesting items. All can be ordered by mail from the catalog. Gift items are sold on a money-back guarantee if for any reason whatever they do not come up to expectation.

GLASS PLASTIC SUPPLY

A complete Marine Handyman Kit containing an epoxy-based resin, a strong plastic adhesive, is a featured new product of the Glass Plastic Supply Company of Linden, N. J., producers of Boat Armor kits for covering boat hulls with fiberglass reinforced plastic. The new kit also introduces a second Boat Armor product for 1956, a Glass Plastic Seam Filler, which combines with the Titan-Tite plastic resin to extend the range of repairs.

Titan-Tite joins wood, metal and other materials in a bond that is weatherproof, corrosion-resistant and waterproof. It bonds wooden elements together—including white oak and teak—with an adhesion that is actually stronger than the wood itself.

The Marine Handyman Kit is sold by marine dealers in a convenient package that includes Titan-Tite plastic, seam filler, measuring cups, mixing sticks, complete illustrated instructions and a special promoter that suplies the hardening action.

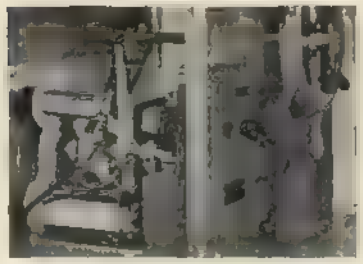
Both the Titan-Tite plastic and the Boat Armor Seam Filler are sold separately in larger quantities for more extensive application. Mixed with the company's Super Resin and Hardener, the seam filler hardens into a tough compound for filling holes, cracks and gouges in the boat hull before covering it with glass plastic.

Boat Armor covering kits again feature an improved glass cloth with a finish which provides a better bond between the glass and resin used in covering boat hulls. The cloth is a special, 10-ounce fiberglass fabric woven and finished specifically for covering wooden boats

The combination of the improved glass cloth and Boat Armor plastic resin now enables boat owners to apply a tougher glass covering to their craft than ever before. Boat hulls properly covered will not rot or corrode. They will not absorb water and cannot be penetrated by marine borers. They have great impact and scuff resistance.

Glass Plastic Supply Company also supplies glass tapes in 3-inch, 4-inch and 6-inch widths for the repair or reinforcement of masts, spars, pipes and other circular or narrow surfaces. Woven glass roving and other heavier glass fabrics are also available.

HOLDS THE COURSE AUTOMATICALLY



The Wood Freeman Metal Marine Pilot may be installed behind paneling. Available with remote control and supplied in all voltages. Details may be obtained from Metal Marine Pilot, Dept. MB, 342 Golden Gate Ave., Tacoma 66, Washington.

FLEETCRAFT FEATURE COLOR STYLING

The Fleetcraft line for '56 comprises four basic models of outboards in 12' and 14' lengths. A wide variety of optional extras is available. Construction features molded fiberglass hulls in combination with Philippine mahogany decks and interior structure.

Optional color combinations reflect the color variety trend. The molded-in hull color range is increased to offer a choice of flamingo, turquoise or green. Deck treatments are available in the standard all natural finish; a tu-tone natural and blond combination or a "moderne" white-grained charcoal black.

In the 14' line, the Holiday headlines the fleet. Newly introduced is the 14' Special, a lighter and lower priced version of the same hull. The 12' Sportster is a junior companion of the Holiday. The new 12' Pal is a lower priced, lighter-weight version of the Sportster.

Fleetcraft boats are built by Fleetcraft, Inc., Palmyra, N. J.

QUALITY AUXILIARY SLOOPS IMPORTED

Reisinger Marine Sales of Tappahannock, Virginia are the exclusive importers and builders of the 32' Temptress class, four-berth auxiliary sloop, and of the new 25' Coquette auxiliary sloop, which they now offer for 1956 with a choice of racing rig or cruising rig.

Philip L. Rhodes designed Temptress exclusively for Reisinger Marine Sales, and both boats are definitely of husky American proportions and incorporate 100% American mechanical equipment of premium quality, such as an Atomic Four 25 hp Universal marine engine for Temptress and Kermath marine engines for Coquette. Merriman supplies stainless steel standing and running rigging and turnbuckles, sheet and halyard winches, and roller reefing gear. Engine-room blowers, toilets and electrical equipment are furnished by Wilcox-Crittenden, and Ratsey and Lapthorn of New York supply light sails such as genoa and spinnaker.

These boats are usually built to order in best European yacht yards under contract with Reisinger Marine Sales. Reisinger operates its own yard and marina at Tappahannock, Virginia where all boats are completely readied for delivery as a final service to buyers.

UTILITY OFFERED BY NEW SMYRNA BUILDER

Zimmel Boats, New Smyrna Beach, Fla., builds both a 14- *and a* 17-*footer (above). Materials are selected cypress framing, mahogany decking, marine plywood planking, and brass screws and silicon bronze nails for fastenings.*

THE POMPANETTE
FIGHTING CHAIR
. . . WITH THE BUILT-IN FIGHTIN' GUTS!

Here's a must for every fisherman who demands the very best! Truly the finest FIGHTING CHAIR ever designed—ever built. Here's a chair to make any yachtsman proud. All castings are heavily chromed brass, all fastening parts are stainless steel. The seat, back, and arms are thick foam rubber covered with No. 1, U.S. Naugahyde. The ball bearing, swivel lock secures chair in any position . . . both back and foot-rest adjust independently to individual requirements . . . entire chair swings in a 38-inch radius about the center. Available in colors, with or without chromed brass rod holders.

Chair is shipped complete with all necessary hardware.

DEALERS WRITE for complete information and prices on all **POMPANETTE CHAIRS. All models available for immediate delivery.**

BUILT AND FULLY GUARANTEED BY Ed Hatch

POMPANETTE PRODUCTS HOLLYWOOD, FLORIDA

24 FT. SPORT FISHERMAN
Designed and engineered by Bay City Boats, Inc.

COMPLETED — READY TO PUT TO SEA

Traditionally husky and seaworthy Bay City construction and design ★ Specially developed station for extreme sea conditions and running inlets ★ Speeds up to 35 mph ★ Hydraulic controls ★ Single or twin screw ★ Single or dual steering ★ 8' beam suitable for trailering ★ Two bunks to let and galley ★ Roomy cockpit

Descriptive brochure and prices available. Write or
SEE US AT THE MIAMI BOAT SHOW, February 17-24 1956

BAY HAMA BOATS, INC. Delray Beach, Florida
Dept M-016

HATHAWAY, REISER & RAYMOND
INCORPORATED

CUSTOM MADE YACHT SAILS

Since 1890

■

COS COB, CONN.

Phone: Greenwich 8-2620

Marlin . . Sako . . Noble

Three famous names in firearms. World famous for precision craftsmanship, minute attention to detail, finest quality materials--all Marlin rifles with sensational, exclusive Micro-Groove rifling

(E) Marlin M336 Sporting Carbine. Fast shooting, short barreled carbine. *Barrel:* round tapered; new, exclusive Micro-Groove rifling Treated bore resists corrosion. 20" long. *Action:* lever type, side ejection, solid top receiver. *Low* hammer spur for scope mounting. *Magazine:* 5 shot, one in chamber. *Sights* open rear, ramp front sight with bead, detachable hood. Receiver drilled, tapped for standard receiver sights *Stock* pistol grip, semi-beavertail forearm of seasoned walnut. Overall length 38", weighs 6¼ lb.

29-6186 A5485 30/30 Caliber..... .. **$73.15**
29-6194 A5485 .35 Remington. Best for brush country... .. **73.15**

(F) Marlin M336 Carbine. Ideal lightweight deer or big game rifle. Short barreled and beautifully balanced. *Barrel:* round, tapered smokeless steel. Sensational Micro-Groove rifling, crowned muzzle. Corrosion resistant bore. 20" long. *Action:* lever type, side ejection. Solid top receiver. Low hammer spur for scope mounting. Receiver drilled and tapped. *Magazine:* 6 shots plus one in chamber. *Sights:* open rear, bead front sight. *Stock:* seasoned walnut pistol grip style butt stock. Semi-beavertail forearm. 38" long, 6½ lb.

29-6228 A5170 30/30 Caliber M336 Carbine..... ... **$68.95**
29-6236 A5170 .35 Remington. Best for brush country **68.95**

(G) Marlin M39-A .22 Cal. Only .22 cal. lever action model. *Barrel:* round, tapered. Latest feature Micro-Groove rifling, 24" long. *Action:* lever type, side ejection. Only takedown rifle that exposes all working parts with a turn of a screw. Solid top receiver, drilled and tapped. *Magazine:* 26 short, 21 long or 19 long rifle; regular or high speed. *Stock:* walnut pistol grip type

29-6251 A4685 M39-A .22 cal. 41" long Weight 6½ lb..... **$60.85**
M39-A "Mountie." As above but with 20" barrel; Western style, straight grip stock. Holds 26 short, 15 long or 14 long rifle
29-6269 A4685 M39-A .22 cal. "Mountie." 36½" long, 6¼ lbs.. **$60.85**

(H) New Marlin M56 "Levermatic" Clip Loader. The only lever action, clip loading .22 cal. on the market! Requires ⅓ of normal lever action stroke—much greater speed! *Barrel:* added improvement Micro-Groove rifling, 24" long. *Action:* fast new lever stroke, automatic side ejection. Receiver solid at rear. Handles .22 cal. short, long or long rifle. *Magazine:* speedy loading 7 shot clip. *Sights:* open rear, ramp front sight with hood. Receiver drilled, tapped for standard receiver sights; for adapter base for Weaver tip-off mount. *Stock:* walnut pistol grip, hard rubber butt plate.

29-6277 A3755 M56 "Levermatic" 43½" long, weighs 6½ lb. . . . **$48.75**

(K) Sako Hi-Power Mauser Bolt Action. World-famous Finnish big game rifle. *Barrel:* 24" special Finnish steel, proof tested, test fired. *Action:* genuine F. N. Mauser bolt type. Simple, strong, easy to clean. Sako adjustable trigger. *Magazine:* holds 5 cartridges, .30-06 or .270 caliber. *Sights:* two leaf rear sight with one leaf folding. Front sight is part ridge type blade on matted ramp, removable hood. *Stock:* hand checkered European walnut, with cheek piece, capped pistol grip, non-slip butt plate, and sling swivels.

29-6350 A10200 Sako Mauser, 30-06 cal. 8 lb. 44½" long. . . **$135.50**
29-6368 A10200 Sako Mauser, .270 cal. 8 lb. 44½" long . . . 135.50

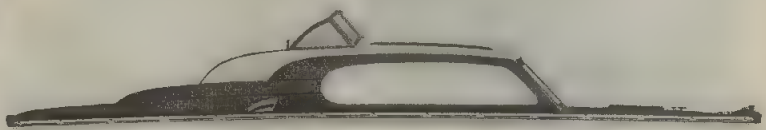
(L) Noble Repeating Shotgun M-50. Beautifully designed and balanced for easiest shooting. *Barrel:* 28-inch, proof tested steel. Chambered for 2¾-inch shells. Bead front sight. *Action:* hammerless side action. Solid steel frame for perfect alignment of all working parts. Push button safety on trigger guard. Automatic side ejection. *Magazine* tubular type. 6 shot capacity (5 in magazine, 1 in chamber). 3 shot wooden plug furnished. *Stock:* pistol grip, full shaped grooved slide handle of walnut. 48" overall.

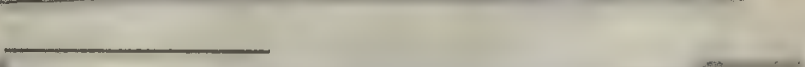
29-6392 A4225 M-50 12-gauge, Full Choke..... . **$56.35**
29-6400 A4225 M-50 16-gauge, Modified Choke... . .. 56.35

introducing the Salem Fleet

new boats with young ideas!

Here they are! America's newest and most dramatically styled boats. Boats that feature custom-built looks and performance, yet are priced to fit every need, every purse. Here are the boats that combine the dash of the continental with the utility-mindedness of the American Sportsman . . . give you the comfort and convenience that you've always wanted without sacrificing speed or performance. Each boat features the sound, rugged construction of select African Mahogany over White Oak frames, and all fastenings of bronze and brass. For boats that are Young in ideas . . . Young in spirit . . . Young in heart . . . see the SALEM FLEET at your boating dealer.





On inland waters, or out in the deep blue, this striking 25 footer will give you the performance that you've sought, but never been able to find. Dependable, Chrysler Marine powered for speeds to 38 MPH. Level-running, non-pounding design. Fast, smooth response under all conditions. Her full 6' headroom, 25' length and 8' beam give you comfortable, roomy accommodations to sleep four. A magnificent, seaworthy boat.

This Salem 17' inboard brings a completely new thrill to water skiing with her dependable Chrysler Marine power. Her engine booms you across the water at speeds in excess of 35 MPH, allowing plenty of margin for extra speed when needed. Exclusive, new, modern design, wraparound windshield and beautifully appointed interior gives you a boat that's a "standout" in any company.

Here's the slickest, fastest outboard you've ever seen. Just a shade over 15 feet in length, she turns every eye when she takes to water. Marine engineered to take the toughest knocks, she's just right for water sports or the family pleasure outing.

Just wait until you see this new Salem "Convertible 17" face to face. A sleek outboard runabout by day, a sleeper by night, the newest idea in boating. Luxurious foam rubber seats quickly convert to overnight bunks. This boat will carry you anywhere in style and comfort, with never a worry about "where to sleep."

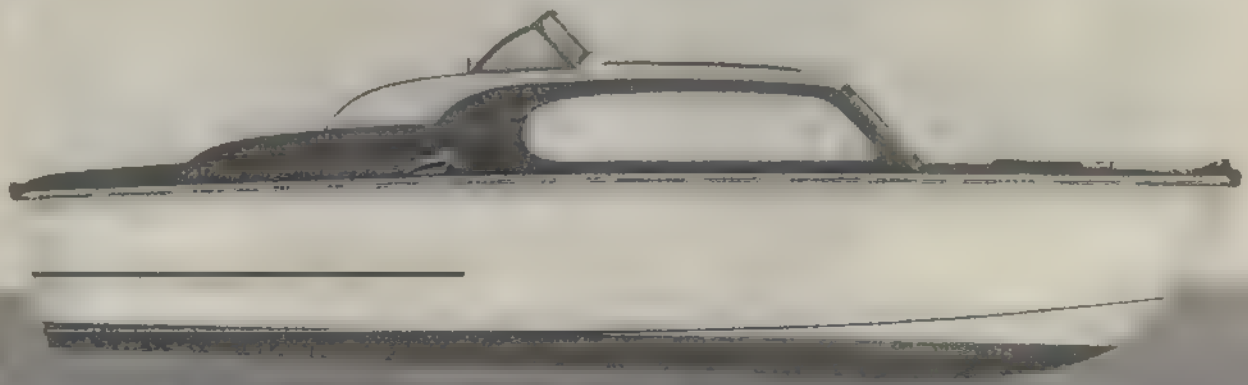
SEE US
AT THE CHICAGO BOAT SHOW
BOOTHS 652 and 653
(in the new addition)

Salem BOATS
SALEM, VIRGINIA

introducing the Salem Fleet

new boats with young ideas!

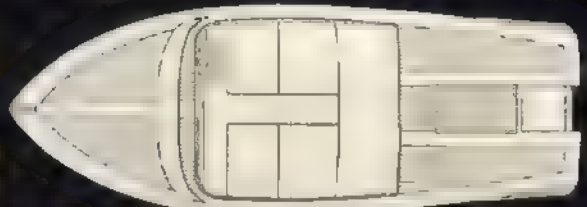
Here they are! America's newest and most dramatically styled boats. Boats that feature custom-built looks and performance, yet are priced to fit every need, every purse. Here are the boats that combine the dash of the continental with the utility-mindedness of the American Sportsman . . . give you the comfort and convenience that you've always wanted without sacrificing speed or performance. Each boat features the sound, rugged construction of se ect Afr can Mahogany over White Oak frames, and all fastenings of bronze and brass. For boats that are Young in ideas . . . Young in spirit . . . Young in heart . . . see the SALEM FLEET at your boating dealer



On inland waters, or out in the deep blue, this striking 25 footer will give you the performance that you've sought, but never been able to find. Dependable, Chrysler Marine powered for speeds to 38 MPH. Level-running, non-pounding design. Fast, smooth response under all conditions. Her full 6' headroom, 25' length and 8' beam give you comfortable roomy accommodations to sleep four. A magnificent, seaworthy boat.

This Salem 17' inboard brings a completely new thrill to water skiing with her dependable Chrysler Marine power. Her engine booms you across the water at speeds in excess of 35 MPH, allowing plenty of margin for extra speed when needed. Exclusive, new, modern design, wraparound windshield and beautifully appointed interior gives you a boat that's a "standout" in any company.

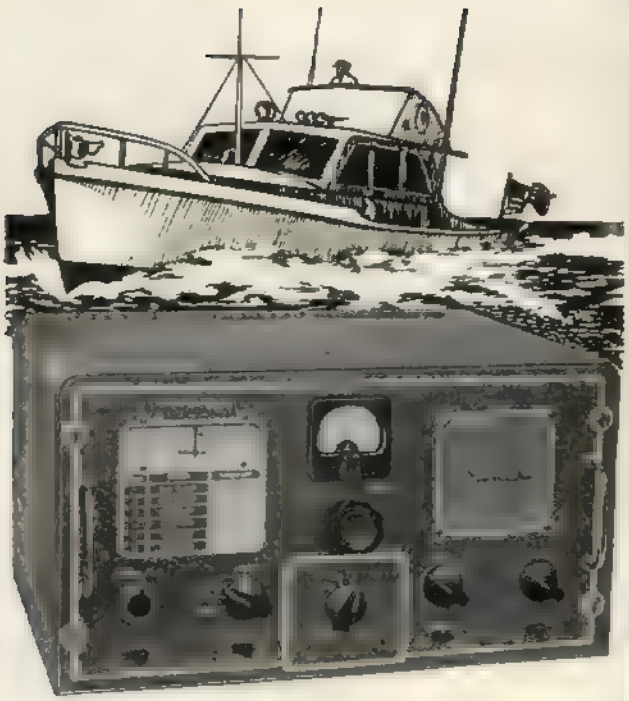
Here's the slickest, fastest outboard you've ever seen. Just a shade over 15 feet in length, she turns every eye when she takes to water. Marine engineered to take the roughest knocks, she's just right for water sports or the family pleasure outing.



Just wait until you see this new Salem "Convertible 17" face to face. A sleek outboard runabout by day, a sleeper by night, the newest idea in boating. Luxurious foam rubber seats quickly convert to overnight bunks. This boat will carry you anywhere in style and comfort, with never a worry about "where to sleep."

SEE US
AT THE CHICAGO BOAT SHOW
BOOTHS 652 and 653
(in the new addition)

Salem BOATS
SALEM, VIRGINIA



HIGH POWER • LOW COST

MARINE RADIO TELEPHONE
WITH BROADCAST BAND

Sonar One Fifty

SNAP-ON M-35WS
ONLY $325.00

PORTABLE MARINE RADIO TELEPHONE
MODEL M35W
$339.50

PORTABLE DIRECTION FINDER
MODEL DF3X
ONLY $179.95

6 Channels 150* watts

NY SHOW BOOTHS 203-204

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Phila., Pa.

BUTLER MARINE
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Belleville, N. J.

COLUMBIA MARINA
29 I N E Marine Drive
Port and Oregon

GENERAL SUPPLY
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Newport News, Va

PAUL W. HILLER
Wilmington, Calif

KINGSBORO MARINE
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Brooklyn, N. Y.

LORAIN RADIO
213 W. 9th St.
Lorain, Ohio

MACHINE AND SUPPLY
Morehead City No Car

MARINE RADIO
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JOHN WRIGHT & SONS
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Santa Barbara, Calif

YORK MARINE
Stonington, Conn.

Complete with Tubes, Power Supply & Mike

$499.50

*As defined by F.C.C. regulations

SONAR RADIO CORPORATION
3050 WEST 21 ST., B'KLYN 24, N. Y.

assembly as described earlier. Line up the boss on the valve with the lower screw hole. Push the friction plug in, and start the throttle straight into the chamber. Do not turn the throttle.

When the throttle is flush with the edge of the chamber, start turning it slowly to the right (clockwise), at the same time pushing it gently until it drops into position.

When installing the cover assembly, use a new gasket. Twist the throttle lever around until the spring catch just fits loosely in the boss at the base of the lever. Now tighten the spring by turning the lever back to the first screw hole in the cover. In this position, install the cover assembly on the throttle housing, but be sure the throttle is in the off position. Keep the lever pointed up.

The installation of the carburetor on the motor is different for every motor due to the many types of linkages and synchronous controls used. This is particularly true of the more recent and larger types of motors. In all motors, install the carburetor on the manifold or crankcase with a new gasket and the nuts or screws as required.

On leaf valve models, install the leaf valve on the crankcase first. Then install the manifold and carburetor. Always use new gaskets. If a control panel is used install that next. Now attach the control knobs. Be sure the mixture needles are turned lightly against the seat first, then install the knobs at the lean or shut-off position, depending on the motor. After the linkage has been installed and adjusted, the motor covers can be replaced. *(To be continued)*

☆ ☆ ☆

GULF FEATURES NEW PRODUCTS

Gulf Oil Corporation's newest marine product—Gulfpride Marine H. D. Oil has been developed in three natural viscosity grades—20/20W, 30, and 40—to meet the lubrication requirements of all types of inboard engines, both gasoline and diesel, under either fresh or salt water conditions.

Being a high detergency oil made from 100% alchlor processed paraffin base stocks, Gulf feels that the new product remarkably improves the number one problem in marine engines—internal cleanliness. Carbon formation and oil ring clogging are minimized, and engine parts are protected from rusting through the use of the new oil.

Gulf Marine White Gasoline has been further improved by the addition of two new qualities to this straight-run, water-white, gum-free, micronic-filtered marine fuel. A Gulf patented corrosion inhibitor in the new gasoline will end the boat owner's problems of corroded carburetors, fuel pumps and fuel tanks. The corrosion inhibitor also prolongs the life of marine engines by preventing the formation of fine abrasive rust.

The new gasoline has also been further improved to eliminate carburetor icing. Marine engines sometimes stall while idling and lose power under part throttle operating conditions during the engine warm-up period because of the formation of ice on the throttle valve. This condition occurs most frequently during the spring and fall boating season when atmospheric conditions of high humidity and temperatures in the range of 30-60° F. prevail.

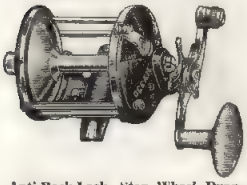
Visitors to Gulf's booth may make application for a Cruisegide map of the area of their choice and further information on how they may obtain any of the series of Cruisegide books from their local Gulf Marine Dealer. The Cruisegide books are printed bi-annually and contain the newest and most complete information on all cruising matters important to the boat owner and operator. They come in a handy pocket size and in five volumes as follows: Harbors of the South; Harbors of Long Island Sound; Harbors of New England; Harbors of the Middle Atlantic States; and Harbors of Inland Lakes and Rivers.

Gulf pioneered in the use of Micronic Filters on marine gasoline fuel pumps, and the vast consumer acceptance of this extra step for further boating safety continues to increase.

Gulf's complete line of outboard products—Gulfpride Marine Outboard Oil, and both the grease and hypoid type underwater gear lubricants—rounds out their display.

SALT WATER REELS

OCEAN CITY IKE WALTON



Anti-Back-Lash, Star Wheel Drag, Free Spool

A popular reel for surf, pier and live bait fishing. Has one-screw take apart feature, E-Z cast backlash control, self-lubricating bronze bearings and metal reinforced sideplates.

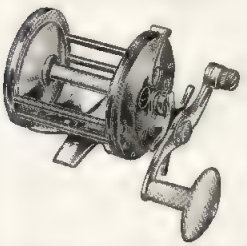
Torpedo handle with self-locking wrench. Heavily plated metal parts

Each

No. 996—Cap 200 yds. No. 9 line; wt. each 15½ oz. $13.95

One in a box

OCEAN CITY MONOLINE



Free Spool, Star Wheel Drag; Especially Designed for Monofilament Line

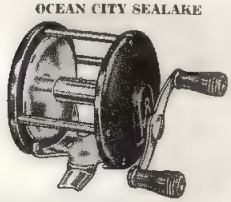
Exclusive flange design and vinylite deflector disc between flanges and sideplate rings eliminate line-snag. Blue melmac sideplates; heavily plated metal parts. Torpedo handle with self-locking wrench.

Each

No. 949—Cap. 200 yds 25 lb. monofilament line; wt each 15 oz. .$10.50

One in a box

OCEAN CITY SEALAKE



An economical sea and lake trolling reel having gears that are always in mesh.

Bakelite side plates, heavily plated metal parts including spool; double handle knobs of plastic.

Each

No. 930—Cap. 150 yds. No. 9 line; wt. each 9 oz. $3 50

One in a box.

REEL CLAMPS

OCEAN CITY

Adjustable

Fits all rods from ¾ to 1⅛ in. diameter. No wrench or screw driver is required. Made of stainless steel.

Each

No. 751 .....$0 40

Open stock

REEL HANDLE DRAGS

PFLUEGER CUB

Aluminum

Designed for those who want added drag.

Tension adjustable by means of screws. Drag operates when crank is held stationary

Complete with screw driver and lock washer

Each

No. 2542 -For Supreme, Summit, Nobby and Akron reels; wt. each 1⅝ oz. $1.10

One in a box

REEL EDGE CUSHIONS

PFLUEGER COMFO RING

Particularly appeals to the caster who is accustomed to "palm" the reel while retrieving line, cushioning the edge, doing away with all cramping or fatigue and affording the utmost comfort.

Made of best quality soft rubber.

Each

No. 430 For Pflueger Supreme reel..$0.50

No. 431 For Pflueger Summit, Nobby and Akron reels ..... .50

Weight per box 7 ounces.

One in a cellophane envelope, twelve in a box.

REEL HANDLE COVERS

PFLUEGER E-Z-GRIP

Made of best quality soft rubber of a size to fit the handles of all standard fresh water reels. A great convenience for the angler, cushioning the handle, affording an "easy" grip and lessening the fatigue of reeling in

Per dozen

No. 410—Wt per dozen 1¼ oz 80 72

One dozen in a box.

THUMB DRAGS

PFLUEGER PREMIER

Principally used on reels for salt water fishing. Pads made of soft, tough leather, carefully selected for the purpose; metal clasps of nickel silver, can be readily attached to the pillar of reel

No. 142—For Salt Water Reels

Drag size, Nos.	2 0	1	1
Clasp width, in.	1⅝	1⅜	2⅛
Pad length, in.	1¼	1⅝	1⅝
Pad width, in.	1⅜	1⅝	2⅛
Wt. box, lbs	1	1⅛	1⅛
Each	.80.25	25	.30

Twelve in a box.

REEL SPOOL FILLERS

PFLUEGER CORK ARBOR

Especially designed for use on Pflueger reels, but will fit most standard reels.

Made of best quality natural cork accurately turned and split so as to be readily attached. Can be held securely by the use of good waterproof cement or heavy shellac.

Per dozen

No. 412 -⅞ in. arbor, for Supreme reel only $2.10

No. 413—⅞ in. arbor, for Summit, Nobby and Akron reels 2.40

One dozen in a box

SPINNING REEL GREASE

SILICOTE

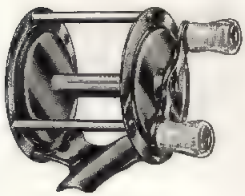
The perfect lube for all spinning reels. Carefully compounded with selected silicones it is a superior lubricant with exceptional adhesiveness. Offers the finest protection against rust and salt corrosion.

Per tube

Silicote—Wt. per carton 1½ lbs. 80.49

Twelve tubes in a carton

CASTING REELS
OCEAN CITY



Single Action

A serviceable reel for bait casting or general use; carefully machined, nickel plated finish, sliding click; tenite handle knobs.

	Each
No. 11—Cap. 80 yds; wt each 4 oz.	$6.00

One in a box

CASTING REEL AND LINE DEALS
OCEAN CITY

A combination reel and line deal

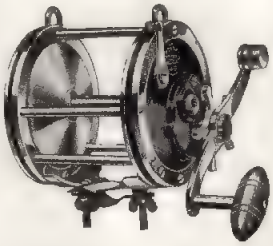
Contents of Deal

Qty.	Nos.	Description
6	1591	Casting Reel
3	1800	Casting Reel
3	1600	Casting Reel
12	....	50 yd. spools nylon line

	Per deal
No. 3627—Deal, consists of 12 Ocean City reels and 12, 50 yard spools of nylon line; wt. per deal 8 lbs.	$71.40

One deal in a carton with display card

SALT WATER REELS
PENN SENATOR



Free Spool Clutch, Star Wheel Drag

Senator reels provide long and dependable service. Equipped with the latest design heavy duty spools which are stronger and better than ever before

Powerful smooth acting star drag washers are made from automobile brake lining (in models 114 and 115) which cannot burn up. Double multiplying; heavy steel driving gears and strong stainless steel pinion gears have proven their ability to stand up against the gamest fighters

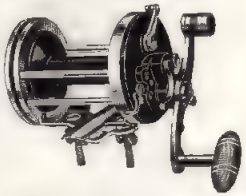
Cross plate is fitted with an attached rod clamp to insure rigidity of reel under all conditions No 115 has forward rod brace; all Nos. have harness lugs. Handle has powerful torpedo grip. One-shot lubrication and built-in oil reservoirs safeguard against freezing

Nos.	112	113
Size reel	3/0	4/0
Style tackle	Light	Light
Cap., yds. (No. 18 line)	200	250
Wt. each, lbs.	1⅝	1⅞
Each	$20.00	23.50
Nos.	**114-S**	**115-S**
Size reel	6/0	9/0
Style tackle	Light	Medium
Cap., yds. (No. 18 line)	400	600
Wt. each, lbs.	3	3½
Each	$35.00	45.00

One in a box.

MAIL ORDERS RECEIVE PROMPT ATTENTION
We are equipped with the most modern facilities for handling mail orders.

SALT WATER REELS
PENN SQUIDDER



Air-Brake Fin Spool, Convertible Star Drag

The ultimate in surf reel design. It has the casting ability of a tournament reel, yet is built to take the punishment of hard fishing. All external parts are heavily chrome plated.

Air brake utilizes air turbulence and resistance to automatically prevent overrunning of the spool, reducing the possibility of backlash by synchronizing the spool speed with that of the sinker or lure

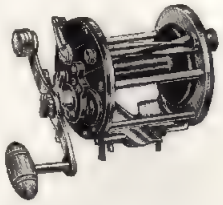
Wide frame; ball bearings; lightweight plastic spool does not require idle filler line

Complete with extra spool.

	Each
No. 140—Cap. 200 yds. No. 9 line; wt. each 19 oz.	$25.00

One in a box

PENN LEVELINE



Automatic Level-Wind Control, Star Drag

Ideal for night fishing—for surf, boat or trolling. An entirely new patented principle of level-winding. With the "Leveline" nothing interferes with the cast. The spiral bar or "brain" works only on the retrieve—automatically. The left hand is entirely free from holding the rod. Line is coil level every time it is reeled in.

Gear ratio 3 to 1. Heavily chrome plated

Reinforced Plastic Spool

	Each
No. 350—Cap. 200 yds. No. 9 line; wt. each 19½ oz.	$20.00

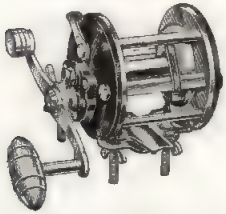
Chrome Metal Spool

	Each
No. 350M—Cap. 200 yds. No. 9 line; wt. each 21 oz.	$20.95

One in a box

SALT WATER REELS

PENN PENN-PEER SR.



Level Winding, Free Spool, Star Drag

Designed especially for the light tackle salt water angler who desires a level-wind casting reel combining the features of a star drag salt water reel and the casting ability, plus the lightness of the fresh water service reel.

Positive level wind action with a spare pawl recessed under protective screw in end plate. All metal parts are heavily chrome plated

With Plastic Spool

Each

No. 209—Cap. 180 yds. No. 9 line; wt. each 17 oz. $14.95

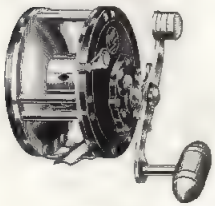
With Metal Spool

Each

No. 209M—Cap. 200 yds. No. 9 Line, wt. each 18 oz $15.95

One in a box.

PENN MARINER



Star Drag

Excellent for wire and lead core trolling lines. Ideal for deep sea bottom fishing Extra fast action; double multiplying End plates are reinforced by a chrome plated brass inside ring.

With Plastic Spool

Each

No. 149—Cap. 200 yds. No. 10 single strand wire line; wt. each 24 oz. $14.00

With Metal Spool

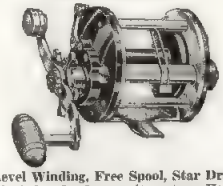
Each

No. 149M—Cap. 225 yds. No. 10 single strand wire line; wt. each 28 oz. $16.00

One in a box.

SALT WATER REELS

PENN PEERLESS



Level Winding, Free Spool, Star Drag

Ideal for fresh or salt water. Handle does not revolve but remains stationary while a cast is being made

Smooth action of powerful star drag makes for excellent control over a hooked fish; gear teeth are spirally cut for strength and smoothness of function, smooth action level wind; extra pawl furnished in magazine on front plate, torpedo grip, 2⅝ in. reel stand.

With Plastic Spool

Each

No. 9—Cap. 100 yds. No. 9 line; wt. each 18½ oz $13.50

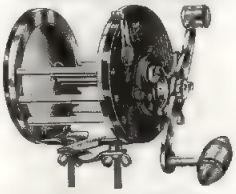
With Metal Spool

Each

No. 9M—Cap. 150 yds. No. 9 line; wt. each 19½ oz. $14.50

One in a box

PENN SUPER LONG BEACH



Free Spool, Star Wheel Drag

A sturdy, universal, powerful reel for deep sea bottom fishing and trolling

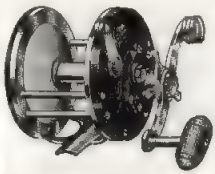
Metal parts are hand polished and chromium plated; free spool snap lever conveniently located on rim and drag can be applied instantly without danger of stripping gears; gear train consists of hardened steel driving gear and stainless steel pinion; "one-shot lubrication" safeguards performance; handle fitted with catalin torpedo grip.

Each

No. 66—Cap. 200 yds. No. 18 line; wt. each 28 oz $14.95

One in a box

PENN LONG BEACH



Free Spool, Star Wheel Drag

A sturdy reel for powerful deep seat bottom fishing and trolling.

Metal parts are hand polished and chromium plated; powerful star drag; heavy duty metal spool; free spool snap lever conveniently located on rim and drag can be applied instantly without danger of stripping gears; gear strain consists of hardened steel driving gear and stainless steel pinion; "one-shot lubrication" safeguards perfect performance; handle fitted with catalin torpedo grip

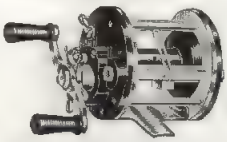
Each

No. 60—Cap. 250 yds. No. 9 line; wt. each 19½ oz $10.50

One in a box.

SALT WATER REELS

PENN PENN-PEER JR.



Level Winding, Star Wheel Drag

Level wind reel designed for light tackle salt water fishing and lake trolling; combining the features of salt water reels, but having the casting ability and lightness of fresh water reels.

Molded bakelite side plates; all metal parts chrome plated; equipped with plastic spool. Drag can be put in operation by the flip of a lever. Reel seat fits all standard bait casting rods.

With Plastic Spool

Each

No. 109—Cap. 100 yds. No. 9 line; wt. each 12 oz $12.00

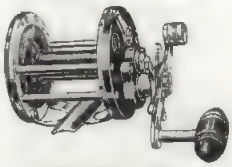
With Metal Spool

Each

No. 109M—Cap. 100 yds. No. 9 line; wt. each 13 oz $12.95

One in a box

PENN BEACHMASTER



Star Wheel Drag

A small, lightweight reel, excellent for surf casting, top and bay fishing; extremely popular for squidding.

Streamlined end plates, metal bound, beautifully engraved; light weight frame and spool; arbor of spool is of great diameter, making it unnecessary to build up the spool with idle filler line; triple multiplying non-strip gears; torpedo handle

Nos.	155	160
Cap. yds., (No. 9 line)	200	150
Wt each, oz.	14½	13
Each	$10.00	9.00

One in a box

First Prize--Toy Fair 1956

Exhibited at Hotel New Yorker

Rooms 1411-1414

Designed and Made by

Sgt. Eddy

Framingham, Mass.

NEW CLOCK FASHIONS

for gracious living... for tasteful giving... by

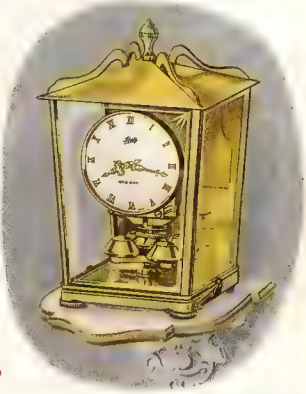
Schatz

*Federal Tax of 10% not included

"ROYAL" — This regal creation runs *three full years* on each winding. Satin-finish lacquered brass, in crystal-clear case. Measures 9¼" high, 7⅞" wide, 5⅞" deep.
Retail $49.50*
324N1040-P3220 6-LP2970

New Creations that stand the test of time

Exciting new ideas from Germany's oldest and largest pendulum clock factory. *Decorator styling. Pendulock* to lock or unlock the gently rotating pendulum for convenience in handling. The Schatz *2-Jewel Movement*... infinitely accurate season after season. Schatz clocks are aristocrats of the World of Time — to be given and possessed with pride.



"LONDON COACH" — This charming clock runs *one full year* on each winding. Authentic coach lantern style executed in gleaming lacquered brass with removable case. Measures 8⅛" high, 3⅞" square at base.
Retail $39.50*
324N9000-P2565 6-LP2970

INSIST ON THE ORIGINAL Schatz
IMPORTED EXCLUSIVELY
AND GUARANTEED BY REMINGTON RAND

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Printed in U.S.A.

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"CATHEDRAL"

BY *Schatz*

Traditional elegance in this domed Schatz creation that runs *three years* on each winding. Other new features include *Pendulock* locking device, levelling wheels, 2-Jewel movement. Polished lacquered brass, crystal-clear dome. Measures 9" high, 6⅜" base diameter.

Retail $35.50*

324N1000-P2310 6-LP2130

*Federal Tax of 10% not included

Schatz SUPREMACY IS NO ACCIDENT!

Sturdy Pendulum
Rigidly constructed and scientifically weighted for highest accuracy.

Convenient "Pendulock"
Permits Schatz clocks to be moved easily and safely without removing the pendulum.

"Levelator" Wheels
Make Schatz clocks perfectly level on every surface, assuring trouble-free operation.

One-Year Warranty
By Remington Rand, with 120 Service Centers in principal U.S. cities.

HAND-CARVED CUCKOO CLOCKS

BY *Schatz*

Exclusive Rack Movement Runs 8 Days on 1 Winding!

"BIRD" A cheerful cuckoo and a soft chime sound the half-hour and hour. Hand-carved, mahogany finish. White numerals and white baroque hands. With realistic pine cone weights. 13" high.

Retail $29.50*

324N7028-P1920 6-LP1760

"HUNT" Stag atop carvings of a rabbit, grouse and hunter's sack. Hands may be reset in either direction, cuckoo call remains synchronized. Pine cone weights, mahogany finish, 18" high.

Retail $49.50*

324N7178 P3220 6-LP2960

INSIST ON THE ORIGINAL *Schatz*

IMPORTED AND GUARANTEED BY REMINGTON RAND

Electric Shaver Division, Bridgeport 2, Conn

CAPISTRANO. A lovely import. Beautiful, thin, fine china in pure white with delicate silver trimming and handle. Graceful tracery of swallows in black and gray. Modern 68-pc. set has 4 extra cups, a 2-pc. gravy boat, and a vegetable dish, 99-pc. set has 6 extra cups.
28-0545-3920 68-Pc. Set. Wt. 52 lbs.. . **54.95**
28-0546-6000 99-Pc. Set. Wt. 90 lbs **85.00**

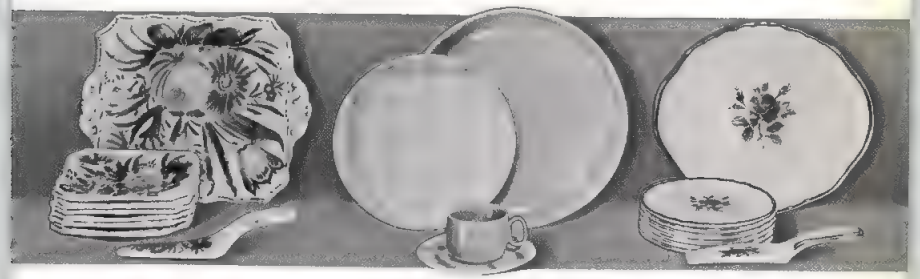
HEISEY FINE CRYSTAL. "Southwind" pattern of fern leaves is beautifully hand cut in glistening fine crystal. 10-oz. goblets; 6½-oz. sherberts, 3-oz. wines; and 8" plates.
28-0310-735 4 Goblets 3 lbs. Retail Ea. **2.50**
28-0311-735 4 Sherbets 3 lbs Retail Ea. **2.50**
28-0312-735 4 Wines. 2½ lbs Retail Ea. **2.50**
28-0313-800 4 Plates. 4 lbs Retail Ea. **2.75**

GOLDEN PINE. Imported fine white china with beautiful natural color pine-cone sprigs in relief highlighted in gold. Thoroughly fired and well glazed for long preservation of the Gold trimming. 99-pc. set is equal to the 93-pc. set described, with the addition of six extra cups. For modern or traditional serving.
28-0547-7280 99-Pc Set. Wt. 70 lbs **105.00**

BLOSSOM TIME. Heinrich's imported Bavarian translucent pure white porcelain. You'll thrill to the flawless beauty of the coupe shape and colorful cherry blossoms. Mat coin gold lines on all flatware, cup-handles, and hollowware—rounds out the enchanting loveliness of this magnificent dinner set
28-0502-9000 93-Pc Set. Wt 90 lbs . **129.00**

LILAC. By Jaeger of Germany. Bavarian china with graceful Lilac-stem decorations under high glaze for color-preservation. Wide rim cups taper to a flaring base set off by a graceful horizontally-curved handle. A warm pattern of traditional charm which is thoroughly versatile in table service
28-0500-6650 93-Pc Set. Wt. 75 lbs .**95.00**

GLORIA. Imported translucent pure white porcelain by Sherzer's of Bavaria. Delicately shaded morning glories flaunt their proud beauty against a white background . . . traced with gold on all pieces. Large-size dinner plates add to the elegance of this service and bring charm and grace to your table
28-0503-7050 93-Pc Set. Wt. 90 lbs. **100.00**



NOVA ROSE CAKE SET. Bold, colorful hand-painting on the 12"-square platter, six 7"-square plates and the matching-motif cake server. These pieces are high-glazed for long color-richness and have a charm all their own. Modern, different, pottery imported from Italy
29-2975-385 8-Pc. Set. Wt. 8 lbs . . . **6.00**

13-PIECE BRIDGE SET. By W. S. George. The big 13"-diameter service plate sets the color-pace for this so-versatile ensemble. There are four matching cups with four correlated-plaid saucers and dinner plates. Smart and unusual for snack-and-coffee gatherings
28-1020-685 13-Pc. Set. Wt 14 lbs. **10.95**

TAWNY ROSE CAKE SET. A 12", oval-shaped cake platter with scalloped edges and pie-crust crimping inside the rim –six 7½" cake saucers to match, and a server. Rose blossom and buds correlate the pieces with colors under hard-glazed surfaces. 7 lbs.
28-1013-300 8-Pc. Set.**4.95**

PIANOS

SCHOENHUT

Square Baby Grand

49 plastic keys, 4 full octaves. Colored key chart, colored and regular music book.

Walnut finish. Complete with piano bench.

Each

No. 1200-2219—Piano size 14½ x 20⅜ x 20¾ in., bench size 7x14x10⅜ in. $49.00

One in a carton.

Spinet Type

Specially designed and made with the unique Schoenhut tone rods imbedded in steel bars. Music book furnished with piano.

30 keys, 2½ octaves with half notes.

Mahogany finish. Complete with piano bench.

Each

No. 1215-2130—Piano size 13½ x 20x 22 in., bench size 7⅛ x 12x 11¼ in. $31.25

One in a carton.

Square Baby Grand

25 plastic keys, 2 full octaves. Colored key chart and music book.

Walnut finish. Complete with piano bench.

Each

No. 1202-1025 Piano size 13 x 18¾ x 17 in., bench size 6½ x 10¼ x 8⅜ in. $16.50

One in a carton.

PIANOS

SCHOENHUT

25 Plastic Keys

Ivory finish frame. 15 whole notes, 10 half-notes. Complete with music sheet.

Each

No. 1216-150/25—13¾x13½x6½ $6.00

Six in a carton.

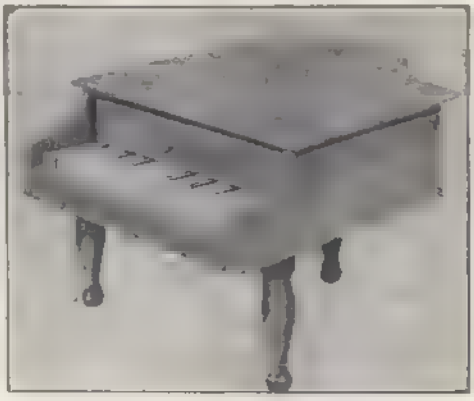
17 Plastic Keys

Walnut finish frame. 10 whole notes, 7 half notes.

Each

No. 1219-110/17—11x9½x5½ in. $3.79

Twelve in a carton.



10 Colored Keys

Walnut finish frame. Complete with music sheet.

Each

No. 1217-110C—12x11x5¼ in. $3.50

8 Colored Keys

Red finish frame. Complete with music sheet.

Each

No. 1218-108C—10¼x8x5 in. $2.60

Twelve in a carton.

KAMPANILE

KUSAN

At touch of keys each tuned bell swings and rings one note. Bells are color-keyed.

Each

No. 708-K87 ..... $5.00

Four in a carton.

DRUM SETS

NOBLE & COOLEY

Jazz Set

A rhythm set of contrasting colors, with one attractive colored western picture head and one cloth head.

Set includes—20 in. bass drum, 6½ in. drum, 6 in. tom tom drum, foot pedal, pair of drum sticks, crash cymbal, foot pedal cymbal and triangle.

Per set
No. 1248-45— $5.40

Three sets in a carton.

Trap Drum Set

Set includes—16 in. bass drum, 5 in. drum, 5 in. tom tom drum, foot pedal, pair of drum sticks, crash cymbal, foot pedal cymbal and triangle.

Per set
No. 1249-48— $3.30

Six sets in a carton.

DRUMS

OIHO

Shell lithographed with an attractive design in bright colors. Constant pressure spring rods. Two cloth heads, inside snare, carrying sling, two drum sticks.

Each
No. 1247—175— —11 in. diameter $1.10

Six in a carton.

Each
No. 1246-49—8 in. diameter $0.80

Sixteen in a carton.

RHYTHM SETS

DING DONG SCHOOL

Contains all the components needed for a rhythm band. Consists of Maracas, wrist bells, triangle, tom tom, tambourine and rhythm blocks.

Per set
No. 467-733 . . . . $7.00

Twelve sets in a carton.

BATON

EMENEE

Made of steel—vari colored. Regulation size.

Each
No. 1250-744 . . . . . $1.00

Twenty-four in a carton.

MARK WELL THE NAME

Schoenhut

symbol
of
excellence
in the
world
of
children
and
music

It is no small responsibility to be "the best" — far nearly a century. Jealous of our reputation for creating toy pianos in the great tradition, we never take our task lightly. Added to the incomparability of American workmanship and materials is the "soul" of family pride, shared with you who present our pianos to the public. We invite you to see and hear several new models, at the Toy Fair.

O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA. · MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

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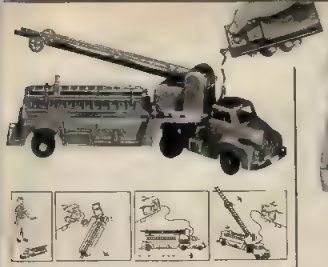
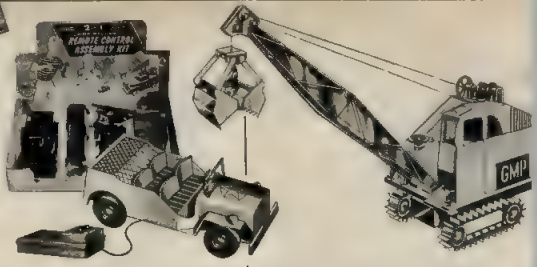


ELECTRIC REMOTE CONTROL FIRE ENGINE. Young fire chiefs will speed this hook 'n' ladder truck to fantasy 4-11 fires . . . do it by remote control. Has 2 motors one propels it forward or backward, the other raises and lowers ladders. A button controls both. Red plastic; rubber wheels. Battery-operated. 16½x3¾x4¾" high.

89-4501 B695 Fire Engine **$9.95**

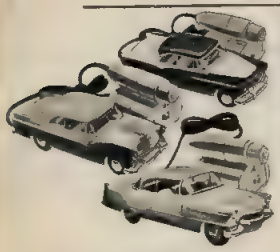


2-in-1 ELECTRIC TRUCK ASSEMBLY KIT. For youthful "do-it-yourself" fans, a kit that assembles into remote-controlled Bell Telephone truck or Jeep. Kit contains battery case, motor, body plate with wheels, Jeep body and Bell truck body. Good training for young hands . . . this toy (really two toys in one) provides safe, instructive play.

89-4535 B218 Truck Assembly Kit. **$2.98**

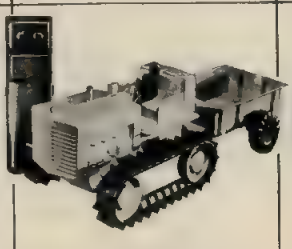
ELECTRIC MAGNETIC CRANE Action-filled! 2 motors controlled by one remote control unit. Bucket drops sand or gravel, lowers for another load. Boom height is adjustable. Magnetic attachment lifts many times its weight . . . loads and unloads automatically. Crane itself runs backwards and forwards. All activated by simply pushing buttons.

89-4519 B1135 Size: 15x7" **$14.95**



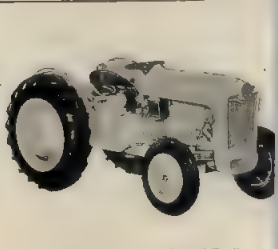
ELECTRIC REMOTE CONTROL AUTOS. Just like dad's but scaled to 1/25 the size. Two-toned with realistic interiors too. 8" models start stop, reverse and steer by push button. Each has motor, battery power pack and 7-ft. cable. Batteries not included.

89-4600 B495 Cadillac Coupe **$6.95**
89-4618 B495 Dodge Royal Lancer. . **6.95**
89-4626 B495 Ford Victoria **6.95**



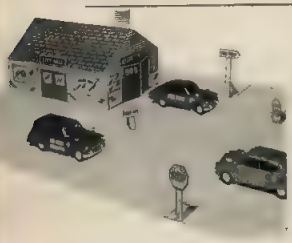
ELECTRIC REMOTE CONTROL TRACTOR. Push a button and tractor rolls into action . . . climbs, chugs over bumpy rug "terrain," pushes or pulls objects many times its own weight—all by remote control. Powerful forward-reverse motor uses regular flashlight batteries. Comes with separate farm trailer attachment. 6x 4½x4".

89-4527 B350 Tractor **$4.98**



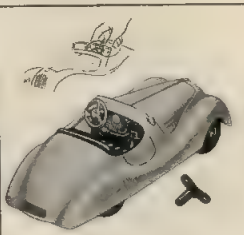
FORD TRACTOR. The exact replica of Ford's brand new "600" tractor ready to roll on huge, heavy duty rubber tires. Made of high impact plastic in gray, red and black. Authentic down to the last engine detail, even has make-believe lights. Steering wheel turns . . . gear shift lever moves. Size: 10x5¼x4". Durable and attractive

89-4568 B280 Ford Tractor . . **$3.98**



CITY HALL WITH 3 CARS. The mayor must meet every emergency and he'll be first on the scene traveling in his Police car, Fire Chief car or Red Cross ambulance. Each is equipped with siren and spin-torque motor. Also included: "stop," "keep off" and street signs, fire plug, flag. 2-color carton folds into City Hall 11x8x14" long.

89-4576 B350 City Hall Set. **$4.98**

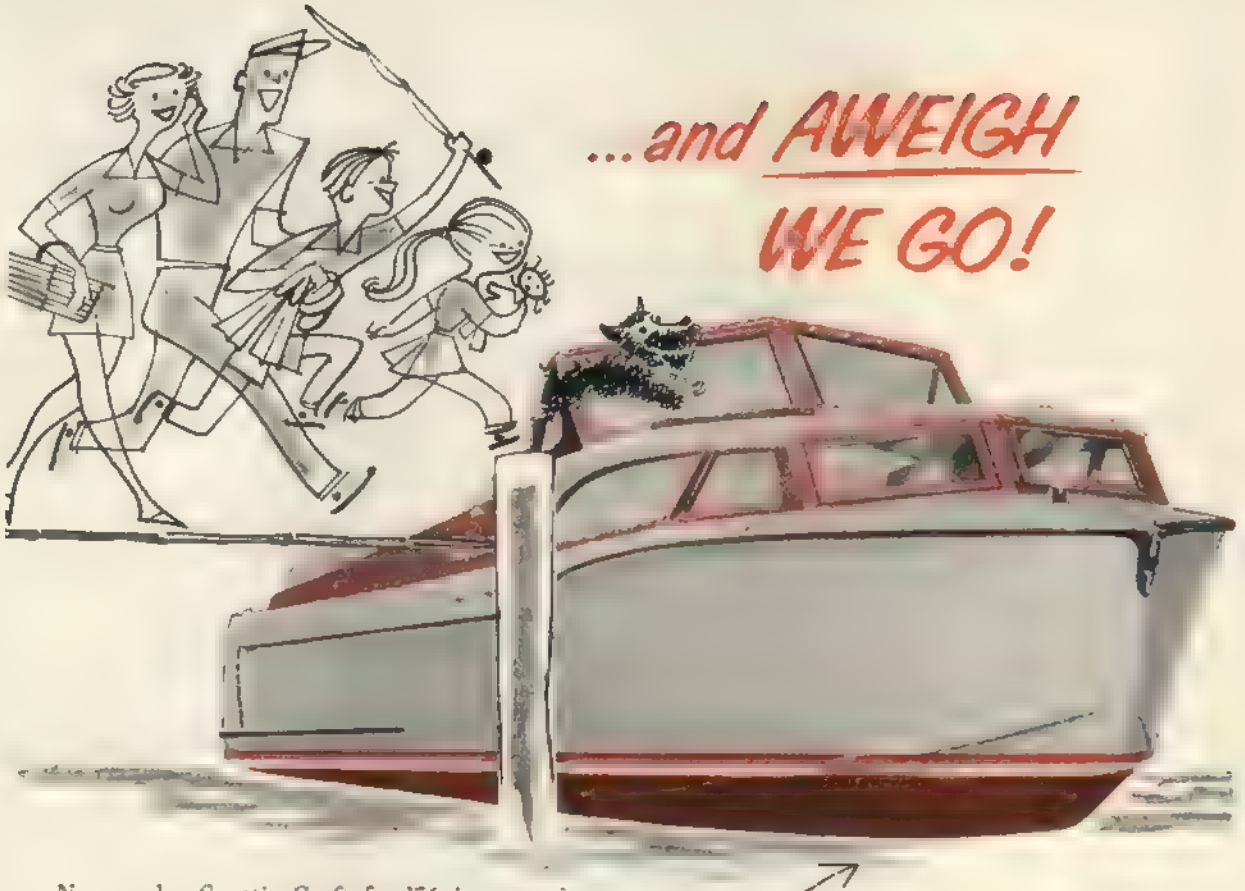


FAMOUS "EXAMICO" CAR . . . by Schuco. Imported from Western Germany. This 5½" automobile has gearshift with 4 forward speeds, neutral and reverse. Steering mechanism duplicates that of a large car. Clutch lever on outside of auto. Clockspring-type wind-up motor constructed for durability. Rubber tires. Teaches essentials of driving

89-4659 B265 Wind-up Car **$3.75**

TRUCK ASSORTMENT. There's a 7½" dump truck with hydraulic lift, a siren-equipped lumber truck, a wreck truck with road-clearing siren and turning crane, a 9¼" crane truck with cab trailer and crane that raises and lowers. Each with long running, friction motors . . . can be used on carpeted or hard surfaces. All sturdy metal.

89-4667 B280 Truck Assortment **$3.98**



...and AWEIGH WE GO!

No wonder Scottie-Craft for '56 is capturing the heart of boating America! For here are the flashing performance and nimble speed that bring you boating as boating should be! Advanced features include revolutionary vinyl decks...dramatic tri-tone color combinations... 'years ahead' styling! Make this year your year to know the thrill of owning a Scottie-Craft!

PRESIDENT CUSTOM

19' TWIN OUTBOARD CRUISER

The craft that is becoming the sensation of the boating world! Exhilarating performance, glamorous vinyl deck which needs no maintenance, berths, streamlined motor cover, custom trim. The outstanding boat value in America today!

Scottie-Craft

OUTBOARD AND INBOARD CRUISERS FOR '56

See the brilliant new Scottie-Craft line at the New York and Chicago boat shows!

SCOTTIE-CRAFT, 471 N.E. 79th St., Miami, Fla.
Please rush me free full-color brochure of the complete 1956 Scottie-Craft line.

NAME

ADDRESS

CITY AND STATE

SC-1

THERE'S A MOTOR FOR EVERYONE IN THE SCOTT-ATWATER LINE

POWER FOR SKIING THRILLS!

QUIET AND SMOOTH AT EVERY SPEED

BAILS YOUR BOAT OR ANY BOAT QUICKLY

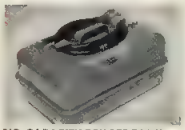
FAST EASY STARTS

FULL GEARSHIFT MAKES MANEUVERING EASY

TWIST-GRIP THROTTLE

FAMILY FUN STARTS WITH A SCOTT-ATWATER

THE "33" PLANES BIG CRUISERS!



BIG-CAPACITY REMOTE TANK

SIX GREAT OUTBOARDS—3.6, 5, 7½, 10, 16 AND 33 HP!

Which Scott-Atwater is your outboard?

Look them over . . . there's exactly the motor for your kind of boating fun in the new Scott-Atwater line. If you want power to plane a cruiser, for instance, the matchless 33 hp is for you. Puts new thrills in water skiing too.

The all new "16" offers sleek good looks, sparkling performance on medium-size hulls. And for fishing and family boating in smaller craft the 10, 7½ and 5 hp models fill the bill perfectly

All these motors have *all* the features that make for luxury outboarding: Bail-a-matic power bailing, quiet performance, full gearshift, remote fuel tank, snap-off hood And all have built-in connections that make it a simple, fast job to rig convenient remote controls.

Why not plan a family visit to your Scott-Atwater dealer's and inspect the whole line, including the rugged 3.6 hp model. You're sure to see exactly the outboard you've been looking for.

EASY TERMS AVAILABLE. The 33 hp with manual starting is $469.50; with electric starting, $559.50. Other models as low as $114.50 Prices FOB factory, subject to change without notice For illustrated booklet, write Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn , Dept. MB-16.

Canadian Division, 542 Mt Pleasant Rd., Toronto 12, Ontario

Scott-Atwater ...the super-quiet outboard that bails your boat

Corsair Outboard Motors
Division of Scott-Atwater Mfg. Co.

Power- surging and dependable to take you places in a hurry. Controlled power that flows smoothly at the slowest trolling pace

Convenience effortless luxury with gear-shift drive; ease with Twist-Grip speed control The throttle is right in the palm of your hand and there is automatic odorless fueling made possible by the Pump-O-Matic tank

Pump-O-Matic Fuel Tank stows conveniently under seat; eliminates on-the-water refueling Safely non-pressurized automatic fuel pump on motor draws gas through single, 8-foot plug-in hose

Gear Shift Drive allows shifting to reverse, neutral, and forward gears in a split second Gives complete control of boat and simplifies maneuvering

Twist-Grip Speed Control –right on the steering handle, lets you keep your eyes ahead while maneuvering your boat. Just a twist of the wrist controls the complete speed range—synchronized spark and throttle.

Automatic Fuel Pump—draws gasoline from Pump-O-Matic Tank, forever eliminating need for troublesome pressurizing of fuel tank or feeder hose

Ball and Roller Bearings—provided in powerhead and lower unit to assure smooth, quiet operation.

Rotoflex Water Pump features a neoprene rotor housed in stainless steel for maximum cooling efficiency at any speed, in or out of gear

Shock-Absorber Propeller—withstands underwater shocks remarkably Heavy rubber inner-hub absorbs impacts, protects shear pin

Drop-Catch Starter has simple, foolproof construction. With automatic recoil feature, it assures trouble-free starts each and every time

One-Knob Control for easy operation . . . just push the knob to choke, rotate it to tune the carburetor (Available on 5, 7½, and 16-HP motors.)

Gear Selector—has famed easy-action construction, proved fully dependable over many years of hardest use

5-HP. MOTOR. Tank holds 3½ gallons. 1-knob control
20-5004-14996 Wt 42 lbs. . . . . Retail **199.95**

7½-HP. MOTOR. Tank holds 6 gallons. 1-knob control.
20-5005-16496 Wt. 50 lbs. . . . . Retail **219.95**

16-HP. MOTOR. Tank holds 6 gallons. 1-knob control
20-5006-25496 Wt 85 lbs. . . . . Retail **339 95**

30-HP. MOTORS. Hushed operation: air silencer, spring mounts, 100% underwater exhaust. New type intake valves—smoother operation Gearshift drive with Safety Interlock Streamlined lower housing easy-access powerhead, 6-gallon tank
20-5007-41246 With Electric Starter. 120 lbs. **549.95**
20-5008-34496 With Manual Starter 115 lbs. **459 95**

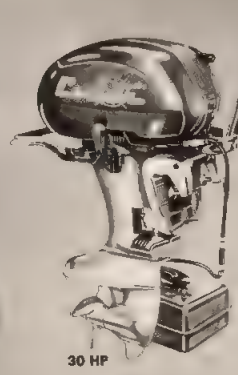
(A) PHIL-RITE 2½-GALLON FUEL CAN. Rust resistant gasoline can. Flexible hose for easy filling of various types of gas tanks. Strainer in nozzle keeps gas clean Two collapsible handles for easy carrying Size 9½"x 17"x8½"
20-3601-645 (Each) Wt. 4 lbs
20-3601-597 (4 or more) . . . . . Retail **8.95**

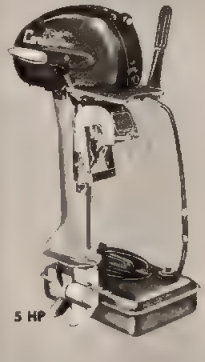
(B) PHIL-RITE 2-GALLON GAS CAN. Plastic-lined for rust-resisting interior. Safety-lock spout-carrier; push-button flow control; dust cap on spout; flexible nozzle; large filter screen at base of spout. Size: 8½" high 11" in diameter
20-3600-197 Wt 3 lbs. . . . . Retail **2.95**

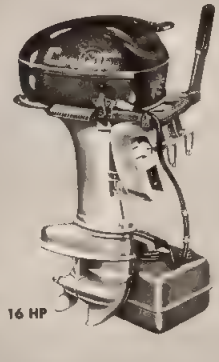
(C) PHIL-RITE 5-GALLON GAS CAN. Six-foot hose stores inside can—keeps dry and clean. Instant flow of gas with push-button control. Triple-action safety valve for fool-proof protection. Fast-action air pump Size: 13¾" high, 11" in diameter
20-3602-645 (Each) Wt. 6 lbs
20-3602-597 (3 or more) . . . . . Retail **8.95**

(D) FUEL FUNNEL-SPILGUARD. Ideal for pouring gas into motors, stoves, etc. Prevents gas spill and makes possible large-volume pouring at once. Curved, no-splash flange and removable filter screen
20-3603-90 Wt. ¾ lb. . . . . Retail **1.50**

7½ HP

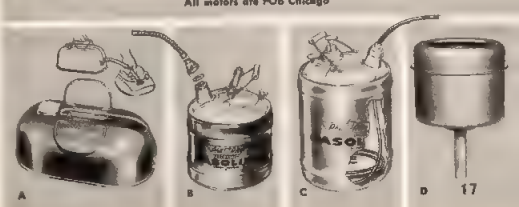

30 HP


5 HP


16 HP

Specifications	5-HP TWIN	7½-HP TWIN	16-HP TWIN	30-HP TWIN
Bore & Stroke	1¹¹/₁₆x1¹¹/₁₆"	2x1¾"	2¹¹/₁₆x2¼"	3¼x2¾"
Piston Displacement	7.48 cu in.	11.00 cu in	19.95 cu in	40.51 cu in.
Propeller Diam. & Pitch	7¾x6"	8x7½"	6x9"	10x14"
Pump-O-Matic Gas Tank	3½-gal.	6-gal	6-gal.	6-gal
Gear Shift Drive	Yes	Yes	Yes	Yes
Shock Absorb Propeller	Yes	Yes	Yes	Yes
Twist-Grip Speed Cont.	Yes	Yes	Yes	Yes
1-Knob Carburetor Cont.	Yes	Yes	Yes	Separate Choke
Bearings: Top Main	Double Roller	Bronze	Double Roller	Roller
Bottom Main	Roller	Bronze	Roller	Roller
Crankpin	Roller	Roller	Roller	Roller
Lower Unit	Ball & Roller	Ball & Roller	Ball & Roller	Ball, Bronze, Needle

All horsepower certified by OBC @ 4200 RPM
All motors are FOB Chicago


A B C D

ALUMINUM BOATS

BEST ALUMINUM—Only 52S and 50S Alcoa aluminum is used they are the strongest, most corrosion resistant types. Suitable for salt water

WATERTIGHT FOR LIFE—The few seams used in a Seamaid are either double-riveted or double-locked to be guaranteed leakproof.

STURDY RIBS & KEELS—Die-formed U-shaped ribs are double riveted, fastened through extra heavy gauge V-shaped bottom keels

NO MAINTENANCE—No painting, no caulking, no messy patching.

MAXIMUM SAFETY—Large, quiet Styrofoam flotation chambers, wide beam and generous depth for utmost safety

EQUIPMENT—Lifting handles, carlocks, extra thick transom, transom knee, seat supports and rope-thick prow.

SPRAY RAILS—New type pressed-in spray rails are stronger, have a smooth custom craftsmanship look.

SEA BEE MODELS "B"

With Twin Deck-Walk Through Center Deck and Front Deck

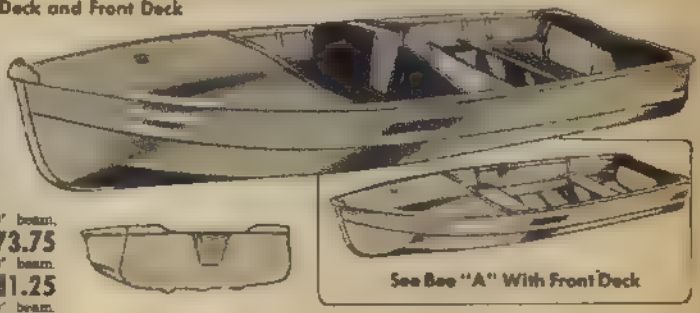
Smooth, graceful, unbroken curving lines mark the modern styling of the Sea Bee. Especially fast and planes easily with medium sized motors as the result of its hydro-marine design. From a round bilge transom the bottom is swept forward into a spray eliminating vee bow. Steering wheel easily mounts on sturdy 60" reinforced aluminum front deck. Extruded aluminum gunwales, treated wood seats, non-slip inside bottom finish, oak motor support, Styrofoam flotations, pressed-in spray rails all add to your comfort, safety and ease of owning a boat. Convenient for water skiing

No. 995915F "B" 14 ft. Twin Deck. 2 seats. 58" beam, 25" bow depth, 49" stern width. For 33 HP motors. Wt. 210 lbs. List $365.00. Dlr's., ea. **273.75**

No. 995925F "B" 14 ft. Twin Deck. 3 seats. 58" beam. 25" bow depth 49" stern width. For 33 HP motor. Wt. 210 lbs. List $375.00. Dlr's., ea. **281.25**

No. 995935F "A" 14 ft. Front Deck. 2 Seats. 59" beam. 25" bow depth 49" stern width. For 25 HP motor. Wt. 195 lbs. List $329.50. Dlr's., ea. **247.13**

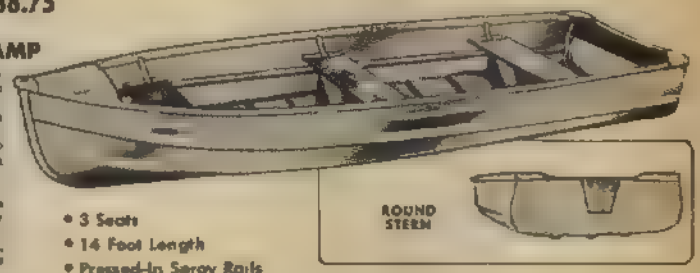
No. 995945F "A" 14 ft. Front Deck. 3 seat 59" beam. 25" bow depth 49" stern width. For 33 HP motors. Wt. 220 lbs. List $385.00. Dlr's., ea. **288.75**



SEAMAID Round Bilge SEA CHAMP

Sea Champ is an all-around husky seaworthy craft for family pleasure or fishing comfort. With Hydro-marine design it planes easily with medium sized motors. From a round bilge transom the bottom is swept forward into a spray-eliminating vee bow. Short front deck is useful to keep gear dry in rainy weather. Extruded aluminum gunwales, treated wood seats, non-slip inside bottom paint, oak motor support, Styrofoam flotations, and pressed in spray rails are a few of the quality features. Length 14 ft. Beam 58" bow depth 24" stern width 49". Size motors—15 HP 3 seats. Light in weight yet as strong as steel, this boat is scientifically constructed for years of satisfaction. Shipping weight 175 lbs.

No. 995958F List $289.50
Dealer's, each **717.13**



- 3 Seats
- 14 Foot Length
- Pressed-In Spray Rails

SEA MAID Vee Bottom OSPREY

A lightweight boat in a rounded vee bottom construction. Being extra wide and deep makes the Osprey roomier and safer. Has the usual high quality features of Seamaid such as extruded aluminum gunwales, treated wooden seats, non-slip inside bottom paint, oak motor support. Styrofoam flotations, pressed-in spray rails, transom brace, lifting handles, carlocks, etc. An ideal fishing boat because of exceptional stability. No upkeep ever necessary on the "full of pleasure" Osprey model.

No. 995965F 3 seats. 12 feet long. 32" beam. 23" Bow depth 44" stern width 7½ HP motor size. Shipping weight 95 lbs. List $214.50. Dealer's, each **160.88**

No. 995975F. 3 seats. 14 ft. Length. 52" beam, bow depth 22" stern width 44". 10 HP size motors. Shipping weight 125 lbs. List $254.50. Dealer's, each **190.88**

- Extra Wide and Extra Deep
- Roomier and Safer
- 3 Seats

SEAMAID Portage—Lightweight Aluminum Flat Bottom Boats

An ultra light flat bottomed boat that features strength, rigidity and high quality construction. Ideal for smaller lakes, streams or as an extra boat. Has most of the features of the higher priced boats. Extruded double-strength aluminum gunwales, wide mesh seats containing Styrofoam, non slip inside bottom paint, oak motor support pressed-in spray rails, transom brace, lifting handles, carlocks. Double-lock leak-proof seam construction. Compare the fact that this boat is built of high priced .051 thick Alcoa aluminum type 508 with its competitive price. There is no question about the quality, sturdiness and construction of this low priced aluminum boat.

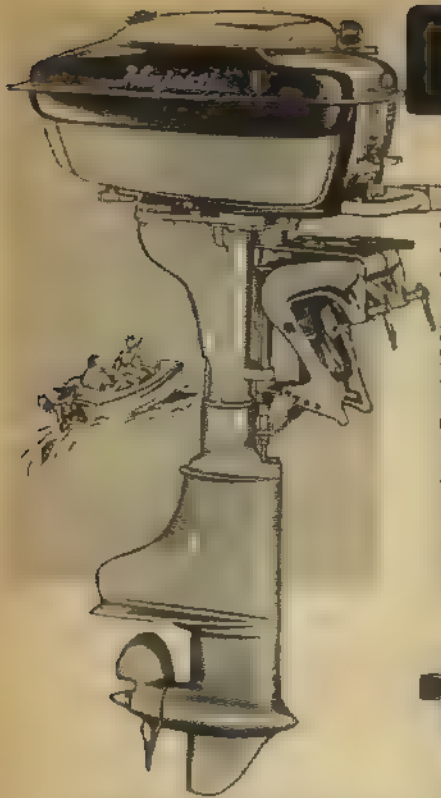
No. 995985 12 ft. 3 seats. Beam 48". Bow depth 18" Stern width 37". Size motors 5 HP. Wt. 85 lbs. List $177.50. Dlr's., ea. **133.13**

No. 995995F 14 ft. 3 seats. Beam 49". Bow depth 16" Stern width 37". Size motors 7½ HP. Wt. 110 lbs. List $218.50. Dlr's., ea. **164.63**

- 3 Seats
- Pressed-In Spray Rails
- .051 Alcoa Aluminum Construction

All Boats on This Page Shipped F.O.B. Kendallville, Indiana

MAJESTIC DELUXE OUTBOARD MOTORS



Majestic 7.8 Horse Power Outboard Motor

- With QSC Power Shift—Forward, Neutral, Reverse
- Lightweight! Weighs Only 47 pounds
- Automatic Rewind Starter • 5 Qt. Gas Tank Capacity
- Automatic Co-Skipper Steering • Speed Range 0-24 MPH

Built for power and speed Majest Outboard motors have all the essential features of the highest priced motors. These sure-starting dependable smooth handling motors are equipped with QSC gear shift—Quieter, Smoother and More Convenient Shift instantly from forward to neutral or reverse smoothly without clashing gears.

STEERING—Automatic co-skipper. Holds a set course.
LIGHTWEIGHT—Die cast aluminum parts Alrok treated to prevent corrosion.
FUEL DISTRIBUTION SYSTEM VALVE—Internal dual rotary, 2 port type—no cams.
GEAR SHIFT LEVER—Conveniently located at front of motor—eliminates awkward reaching around the motor for the control lever. Forward, neutral, reverse.
CARBURETOR—Tillotson concentric bowl, ever-level assures constant gas supply.
HORSEPOWER—7.8 HP, OBC certified. Alternate firing lite twin. Bores and strokes—1⅞x1¾". Piston displacement 9.66 cubic in. Gear reduction ratio 14 to 24. Starter—automatic rewind 2 blade, semi weedless propeller 7½x9½". Speed 0-24 MPH. Ignition—Phelon water proof hot spark magneto. Rust resistant ball bearing mounted propeller shaft. Cooling system water pump—neoprene positive rotary impeller type. E-Z motor angle adjustment. Automatic tilt up bracket. Synchronized angle lever throttle and spark control. Quiet underwater exhaust. Wt. 47 lbs.

No. 54597 List $235.00 Dealer's, each **176.25**

Majestic 15 Horse Power Outboard Motors

- "QSC" Powershift—Forward, Neutral, Reverse
- Adequate for Water Skiing
- Speeds up to 30 MPH • Lightweight Weighs only 54 lbs.
- Alternate Firing Lite-Twin • Twist Grip Throttle Control
- Separate 6 Gallon Day Cruiser Tank

This power packed Majestic 15 HP outboard motor zooms along at 30 MPH. Fast starting, smooth, lightweight, easy handling—plus QSC gear shift. Quieter, Smoother, more Convenient. Shift from forward to reverse or neutral with a silken smoothness, without grinding gears.

STEERING—Automatic Co-skipper, holds a set course.
HORSEPOWER—15 HP, OBC certified. Adequate for water skiing.
GEAR SHIFT LEVER—Conveniently located at front of motor—eliminates awkward reaching around the motor for the control lever. Forward, neutral and reverse with spring type super-smooth shifting clutch.
FUEL SYSTEM—Crankcase pressure operated diaphragm type fuel pump with separate pressureless supply line 6 gal. gasoline tank.
SPARK INDICATOR—and throttle synchronized with twist grip steering handle speed control. Speed 0 to 30 Miles per hour.
COOLING SYSTEM—Water pump, neoprene positive rotary impeller type, rotates at engine speed. Propeller 8x11", 3 blade.
IGNITION—Phelon water proof hot spark magneto.
CARBURETOR—Carter concentric bowl type—ever level feature assures constant gas supply. Alternate firing—medium weight twin.
BORE AND STROKE—2⅛x2⅜". Gear reduction ratio 14 to 24.
LIGHTWEIGHT—Diecast aluminum parts. Alrok treated to prevent salt water corrosion. Convenient front panel controls. Crankshaft, bearings, connecting rods and pistons lubricated by constant pressurized oil bath. Carrying handle on front of motor. Automatic tilt up bracket. E-Z motor angle adjustment. Hi-angle type motor pivot bracket. Quiet underwater exhaust. Piston displacement 29.8 cu. in.

No. 54598 Shipping wt. 54 lbs. List $335.00. Dealer's, each **251.25**

MAJESTIC SYNC-CONTROL

- For remote control of throttle and shifting
- For 15 HP Majestic motor only
- For placement of steering wheels from 8½ to 10 ft. from motor

Provides smooth and safer remote control of both throttle and gearbox. Dual automatic lever system provides positive push pull control. Inside tension member gives straight line pull. Compression member provides non-lag push. Non corrosive brass fittings. Control box has safety factor, allows shifting only with motor retarded to proper speed range. Ship. wt. 15 lbs.

No. 54599 List $49.50. Dealer's, each **39.60**

Merchandise On This Page Not Included In Our Freight Offer

Ⓐ **30-HOUR 7-JEWEL TRAVEL ALARM CLOCK.** A handsomely fashioned, seasoned traveler! Precision movement. Protected by hard-wearing genuine leather case. Smart dial design with raised gilt figures, luminous hands and dots. 3¼x2⅝x1¼". Color choice of pig, brown, or red.
30-6900-610 **$9.95**

Ⓑ **30-HOUR "WORLD-TIME" TRAVEL ALARM.** Time at a glance anywhere in the world! Dramatic new styling . . . dependable, accurate jeweled movement. Dial has raised gilt figures; hour dots and hands glow in the dark. Genuine leather case. 3½x3⅜x1⅛". Color choice of pig, brown, or blue.
30-6932-871 **$13.95**

Ⓒ **8-DAY 7-JEWEL TRAVEL ALARM CLOCK.** A smart traveling companion of exceptional value! Single key winds both time and alarm for a full week of reliable timekeeping. Handsome genuine leather case. Raised gilt figures, luminous hands, hour dots. 3¼x2⅝x1¼". Color choice of pig, blue, or brown.
30-6933-997 **$15.95**

Ⓓ Ⓔ Ⓕ **30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK.** Truly regal in its styling, this superb timepiece is obtainable in three finishes. Dial has raised gilt numerals, luminous hour dots and hands. Protective slide closing to 3⅝x2⅜x1½" (size of cigarette pack). Open: 5⅛x2⅜x1¼".
In gleaming gold-like gilt finish.
Ⓓ **30-6934-1338** **$21.50**
In genuine leather Choice of: pig, red, or blue.
Ⓔ **30-6935-1248** **$19.95**
In tortoise enamel finish. Choice of: brown or green.
Ⓕ **30-6936-1338** **$21.50**

Ⓖ **30-HOUR HAT-BOX DESIGN TRAVEL ALARM CLOCK.** Novel, sophisticated case styling complements the smooth genuine leather case. Jeweled, precision movement; raised gilt numerals combined with luminous hands and hour dots. 3⅛x3x1½". Choice of red, green, blue, tan.
30-6937-790 **$12.95**

Ⓗ **30-HOUR 7-JEWEL "CUTIE" ALARM.** High fashion glamour in a radiantly lovely clock fit for a princess! Raised gilt numerals, luminous hands and hour dots. Open: 3⅞x1⅝x2½". In gold-like gilt finish.
30-6905-1185 **$18.95**
In tortoise enamel finish. Color choice of green, brown, or jet black.
30-6931-1248 **$19.95**

Ⓘ **30-HOUR MUSICAL ALARM.** Parisian decor in beautiful plastic! Gilt figures, luminous musical notes, clef-design hands. 4½ x 3⅜ x 1½" Ivory, gold, or pink.
30-6938-677
$10.95

Prices subject to 10% Federal Excise Tax

A A **30-HOUR DESK/TRAVEL ALARM.** A rugged timepiece of superior quality. Elegant GILT TRIM, genuine Texol covered case. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3½x3½x1½".
30-6939-430 **$6.95**

B A **30-HOUR DESK/TRAVEL ALARM.** Sturdy, handsome, travel time-tested! For use on desk or dresser—snaps shut for packing. Luminous figures, hands. GENUINE LEATHER CASE. Choice of colors: brown, blue, or brown alligator grain. 3⅞x3⅞x1⅜".
30-6940-430 **$6.95**

C A **8-DAY TRAVEL ALARM.** More than a week of meticulous timekeeping on a single winding! Case has GILT TRIM, genuine Texol covering. Luminous figures and hands. Choice of colors: brown alligator, tan, or maroon. 3⅝x3⅝x1⅜".
30-6941-749 **$11.95**

D A **30-HOUR DESK CALENDAR ALARM.** Convenient for the busy businessman! Day, date, and month advance at the flick of a finger! Gleaming gilt case. Smart dial features fully luminous figures and hands. 4⅞x4⅜"; overal height 4⅞".
30-6942-933 **$14.95**

G A **30-HOUR ALARM CLOCK-CIGARETTE BOX.** Something to want . . . to complement office or home! Three dimensional effect in plastic silver color top, with background of gold color continents; black base. Two compartments for cigarettes or cards. Time-tested clock has raised gilt figures; indicators; luminous hour dots, hands. 8x4½x1½".
30-6945-793 **$12.95**

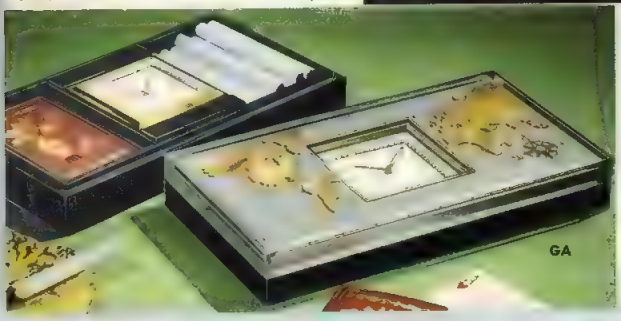
attractive! dependable! accurate!

Phinney-Walker

making time for over 40 years!

E A **8-DAY DESK/BOUDOIR ALARM.** A charming gilt boudoir or desk clock, in a graceful design. One key winds both time and alarm for unerring accuracy. Raised gilt figures and hour indicators . . . luminous hands and hour dots. 3½x3½x1½"
30-6943-871 **$13.95**

F A **8-DAY DESK/BOUDOIR ALARM.** A delightful harmony of gleaming gilt and enamel. One key winds both time and alarm. Ideal for home and office. Raised gilt figures comb red with raised luminous hour dots and hands. Choice of ivory, black. 4x3x1½".
30-6944-997 **$18.95**



Prices subject to 10% Federal Excise Tax, except (G) (A) which has 5% tax on the total price of the complete unit

Ⓐ **30-HOUR 7-JEWEL TRAVEL ALARM CLOCK.** A handsomely fashioned, seasoned traveler! Precision movement. Protected by hard-wearing genuine leather case. Smart dial design with raised gilt figures, luminous hands and dots. 3¼x2⅞x1¼". Color choice of pig, brown, or red
51-19-01 X640 Retail **$10.45**

Ⓑ **30-HOUR "WORLD-TIME" TRAVEL ALARM.** Time at a glance anywhere in the world! Dramatic new styling . . . dependable, accurate jeweled movement. Dial has raised gilt figures; hour dots and hands glow in the dark. Genuine leather case. 3⅛x3⅜x1⅛". Color choice of pig, brown, or blue.
51-19-51 X901 Retail **$14.45**

Ⓒ **8-DAY 7-JEWEL TRAVEL ALARM CLOCK.** A smart traveling companion of exceptional value! Single key winds both time and alarm for a full week of reliable timekeeping. Handsome genuine leather case. Raised gilt figures; luminous hands, hour dots. 3¼x2⅝x1¼". Color choice of pig, blue, or brown.
51-19-02 X1027 Retail **$16.45**

Ⓓ Ⓔ Ⓕ **30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK.** Truly regal in its styling, this superb timepiece is obtainable in three finishes. Dial has raised gilt numerals, luminous hour dots and hands. Protective slide closing to 3⅛x2⅞x1⅛" (size of cigarette pack). Open: 5⅛x2⅞x1⅛"

In gleaming gold-like gilt finish.
Ⓓ **51-19-52 X1368** Retail **$22.00**
In genuine leather. Choice of: pig, red, or blue.
Ⓔ **51-19-06 X1278** Retail **$20.45**
In tortoise enamel finish. Choice of: brown or green.
Ⓕ **51-19-07 X1368** Retail **$22.00**

Ⓖ **30-HOUR HAT-BOX DESIGN TRAVEL ALARM CLOCK.** Novel, sophisticated case styling complements the smooth genuine leather case. Jeweled, precision movement; raised gilt numerals combined with luminous hands and hour dots. 3¼x3x1½" Choice of red, green, blue, tan.
51-19-53 X820 Retail **$13.45**

Ⓗ Ⓙ **30-HOUR 7-JEWEL "CUTIE" ALARM.** High fashion glamour in a radiantly lovely clock fit for a princess! Raised gilt numerals, luminous hands and hour dots. Open: 3⅜x1⅝x2½". In gold-like gilt finish.
51-19-20 X1215 Rtl. **$19.45**
In tortoise enamel finish. Color choice of green, brown, or jet black.
51-19-21 X1278 Rtl. **$20.45**

Ⓚ **30-HOUR MUSICAL ALARM.** Parisian decor in beautiful plastic. Gilt figures; luminous musical notes, clef-design hands. 4½ x 3¾ x 1½". Ivory, gold, or pink.
51-19-54 X707
Retail **$11.45**

Prices subject to 10% Federal Excise Tax

NATIONALLY ADVERTISED

Prices subject to 10% Federal Excise Tax

L M **8-DAY 7-JEWEL "TWIN FACE" CLOCK.** Fashion-smart with double dials. Ideal for wall or desk use. Gilt case; raised gilt figures with tear-drop luminous hour indicators, hands. Swivel top. 7x4¾x2".

L **51-19-61 X3510** (With bracket) Retail **$36.00**

M **51-19-62 X3185** (Without bracket) Retail **$30.95**

N **8-DAY 4-JEWEL WALL CLOCK.** Charming and distinguished in antique bronze finish, artistic gilt hands, and rich dial design. Gilt Roman numerals. Complete with wall hook. Easy to wind. 12¾" overall; 6⅞" dial diameter; 2¼" depth.

51-19-63 X1905 Retail **$30.45**

P **8-DAY 7-JEWEL DESK CALENDAR ALARM CLOCK.** Changes the day, date, and month automatically with positive "touch-action." A handsome accessory to dress up the desk. Smartly fashioned in gilt that gleams like precious metal. Dependably accurate 8-day movement. 3¾x4¾", height 2⅝"

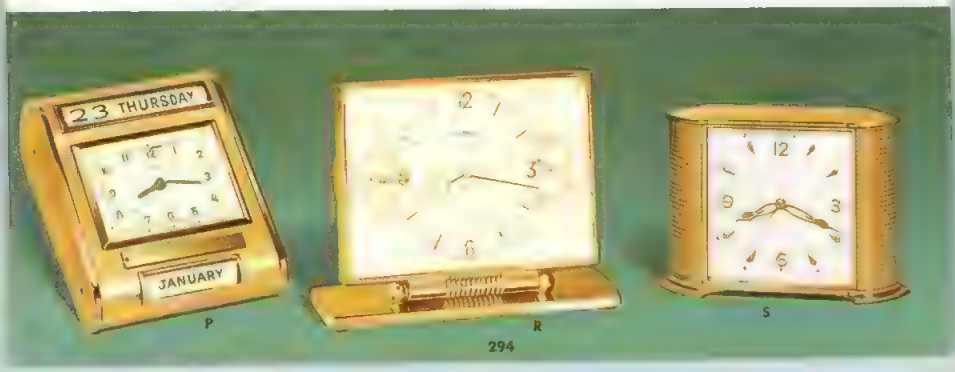
51-19-64 X2090 Retail **$33.45**

R **8-DAY 7-JEWEL "THREESOME" DESK CLOCK.** Thermometer, barometer, and clock . . . fashioned in one smartly functional, attractive creation! In glistening gilt. Raised gilt figures and hour indicators, gilt color hands. Accurate performance for 192 hours with one winding. 6¼" base, 4½" height; 1¼" depth

51-19-65 X3025 Retail **$48.50**

S **8-DAY 7-JEWEL DESK/BOUDOIR ALARM.** Casually elegant yet smartly sophisticated on the desk, in the bedroom, or on the TV console. Precise, timeworthy movement. Raised gilt figures and hour indicators, luminous hands and hour dots. 6½x4½x1⅝".

51-19-69 X1800 Retail **$29.00**

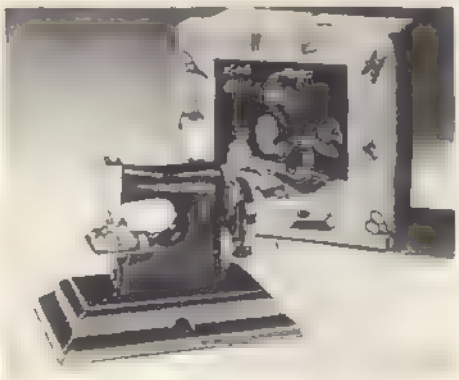


P R S

SEWING MACHINES

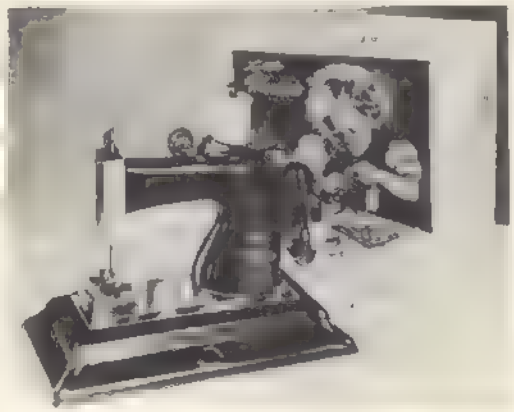
Really sews.
Precision parts.

Made of heavy metal.
Assorted metallic colors.



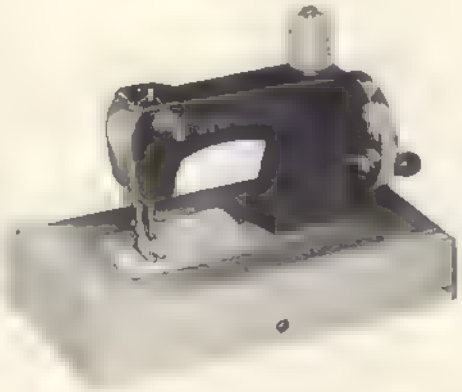
No. 7610 $45.60 Doz.

No. 7610 SEWING MACHINE
Size: 6¾" l.; 4" w.; 6" h.
Packed individually —



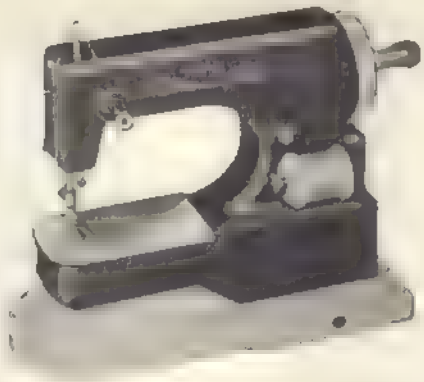
No. 7611 $78.00 Doz.

No. 7611 SEWING MACHINE
Size: 8¾" l.; 5" w.; 7" h.
Packed individually —



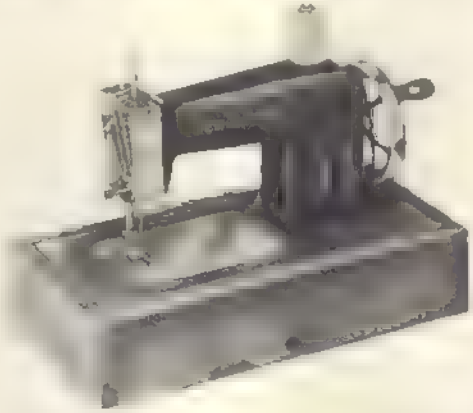
No. 630 $9.50 Each

Size: 8-3/4" x 4-3/4" x 6-3/4". Gear and transmission operated. Mounted on hardwood cabinet.



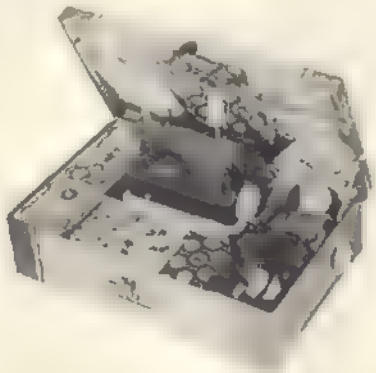
No. 620 $11.70 Each

Size: 8" x 3-5/8" x 5-3/4"
Mounted on beautiful hardwood base.



No. 750 $13.00 Each

Size: 9-3/4" x 5" x 7-1/2". Gear and transmission operated. Stitch control. Mounted on hardwood cabinet.



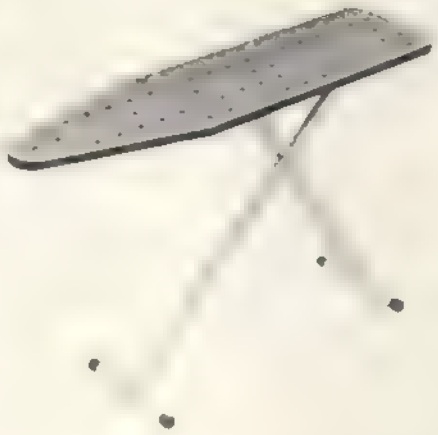
No. 1542 Necchi Sewing Kit $45.60 Doz.

No. 1542 LITTLE MISS SEAMSTRESS NECCHI SEWING KIT A smart, luggage style case with lock and handle, contains a lovely doll, dresses, material, patterns, plus needles, thread, scissors and instruction. Each machine factory tested to assure complete satisfaction. Ages 6 to 12. Size 14¼" x 9¼" x 3¾".

IRONING TABLE

No. 13 $16.00 Doz.

All steel perforated board, 21" long, 6" wide and 17" high. 1 doz. in carton.



No. 37 $45.60 Doz.

All steel perforated board, 30" long, 8" wide and 22½" high. Sturdy adjustable undercarriage with plastic tips. 1/2 dozen in carton.

No. 280 $18.00 Doz.

Top Size: ⅜ x 7 x 28 inches.
Height: 16 inches.
Weight: 24½ lbs. per dozen.
Packed: 1 dozen per carton.

No. 26 $32.00 Doz.

All steel perforated board, 30" long, 8" wide and 22" high. Tubular legs with rubber tips. Automatically opens and closes with one simple operation. 1 dozen in carton.

No. 371 $40.00 Doz.

DOLL-E-LAUNDRY CART

Colorful, removable laundry bag

Pocket for clothes line and pins!

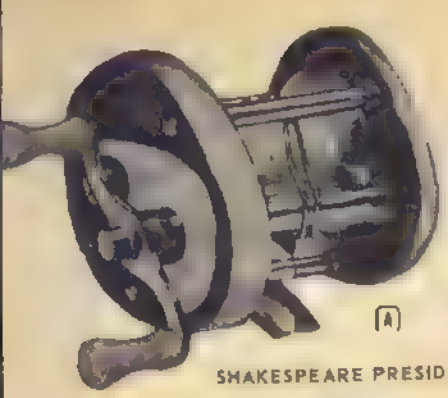
4 Doll-E-Clothes Pins

Doll-E-Clothes Line

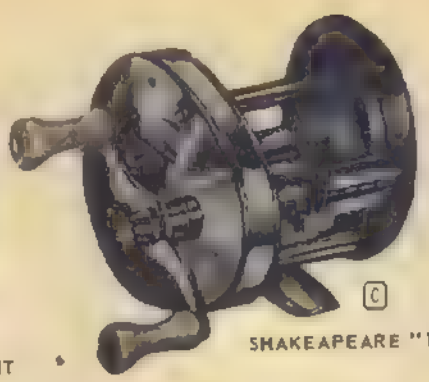
Doll-E-Vel . . . filled package

All-Steel Bethanized frame

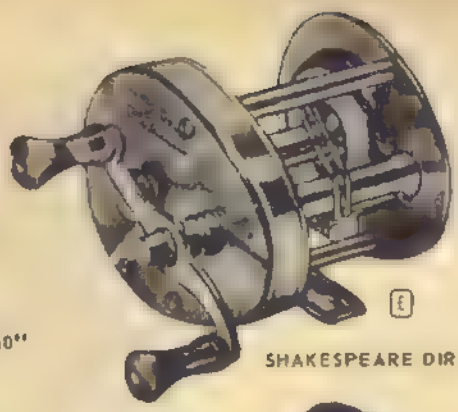
Large easy-rolling wheels finished in bright red



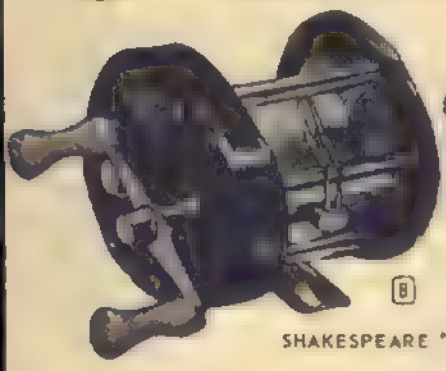
SHAKESPEARE PRESIDENT



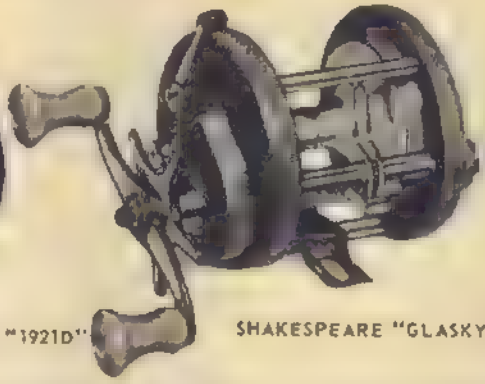
SHAKEAPEARE "1950"



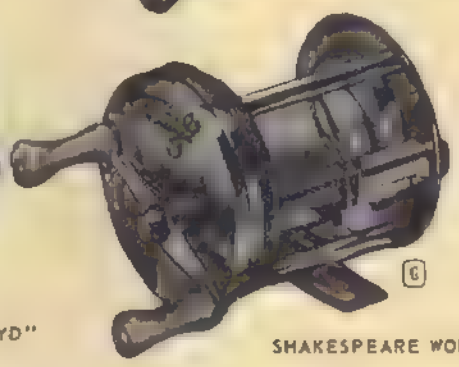
SHAKESPEARE DIRECT DRIVE



SHAKESPEARE "1921D"



SHAKESPEARE "GLASKYD"

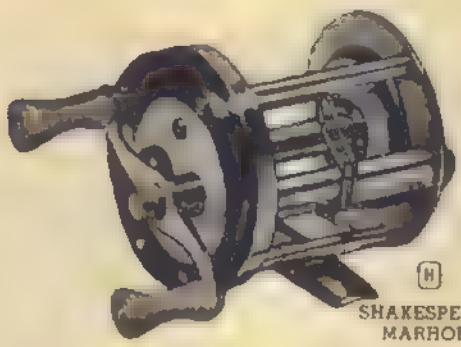


SHAKESPEARE WONDEREEL

SHAKESPEARE CASTING REELS

A **No. 1970A President**
With Nylon Gears
Carboloy Bushings

For beauty DEPENDSBILITY AND SERVICE here's the reel; The light, sporty PRESIDENT that sparkles quality, radiates elegance and performs with masterful ease and precision. This is a SHAKESPEARE masterpiece...custom crafted out of the finest material now obtainable...yes a jewel that any fisherman who's proud of his tackle and its performance will want to call his very own. The aluminum President is built with green anodized aluminum end plates and contrasting pearl white plastic head and tail rings, matching white pyralin crank grips and plastic arbor add to its distinctive beauty. Equipped with "Automatic Thumb" tail spool casting drag. Capacity 100 yards 15 pound test Wexford Wonder line, 50 yards with arbor. Wt.6.0 ounces..
No 1970AS1800 Retail $30 00



SHAKESPEARE MARHOFF

B NO. 1921 DIRECT DRIVE

Direct Drive design with Nylon gears makes it an other, more free running. Frame is of a rugged, attractive, anodized green White bell shaped grips and plastic spool arbor contrast beautifully with finish. Capacity, 100 yards of 15 pound test Wexford Line, 50 yards with arbor
No.1921D780 Retail$13.00

C NO. 1950 DIRECT DRIVE

This brass Direct Drive reel, with two-gear construction was designed with one BIG idea in mind...A price almost every angler could afford. The brass frame of reel is heavily chromed. Automatic Thumb tail spool cap, bell shaped handle grips and a hardened steel click...Wt.8.7 oz. Capacity, 100 yards of 15 pound test Wexford line.
No.1950S528 ..... .Retail $8.80

I No. 1964
MARHOFF

'THE REEL BUILT FOR SKILLED CASTER'

The "Beautiful Marhoff" is a reel made for the man who knows and loves fine tackle—who demands perfection in design and performance, and the Marhoff delivers both! Many of these wonderful reels have been in use for 30 to 40 years and still "work like a charm". This popular reel is known by its distinctive Marhoff head plate. Beautifully styled, a polished stainless Steel disc contrasts strikingly with the green anodized aluminum head cap. Pillars and end plate are brass, heavily chromed. Marhoff reels have many exclusive features which add so much to the joy of bait casting— "Automatic Thumb" casting drag, modern oiling type spool caps and crank nut, snap-on plastic arbor, hardened phosphor bronze bushings, working parts precision machined to an accuracy of less than 1/1000 of an inch; smooth, silent, matched spiral-cut gears! Built for the skilled caster for marvelous performance. Capacity 100 yards 15 pound test Wexford Wonder line, 50 yards with arbor. Weight 7.6 ounces, spool diameter 1 ½ inches pillar length 1 23/32 inches.
No. 19645960 ..... Retail$16.00

D

SHAKESPEARE GLASKYD, Ideal for salt water casting and trolling with monofilament line. Spool and plates are strong "Glaskyd." Steel bearing, brass gears Adjustable star drag. Chromed brass level wind mechanism. Double crank with special large white grips. Capacity 350 yds. Monofilament. Wt. 13 oza
No. 2200 1020 .. .. --Retail$17 00

E NO. 1924 DIRECT DRIVE

This Direct Drive model comes Equipped with with the Shakespear "Ty-Bo" crank that lets the angler put the brakes on a running fish, an easy to cast reel that is now being extensively used by sporty, light salt water fishermen and by fresh water bait casters who go for big gamesters such as muskie, big northerns and lake trout.
No. 19245750 Retail$12.50

F MODEL No. 1924 S

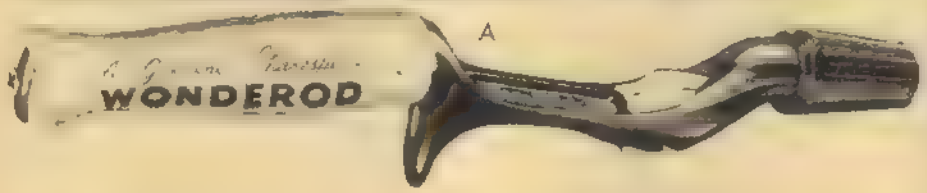
Same as above. Direct Drive Reel, but with Star Drag. Actual weight 8 ½ oz
No. 19245840 ..... Retail$14.00

G NO. 1920 DIRECT DRIVE

An easy to cast reel that's a favorite of millions of fishermen. Oversized tail bearing and light spool [illegible] steel spool from overrunning. Heavily chromed with 4 to 1 spiral brass gears. 3-piece take [illegible] Capacity 100 yards of 15 pound test Wexford line 50 yards with plastic arbor.
No. 19205720 Retail$12.00

SHAKESPEARE and OCEAN CITY CASTING RODS. . . .

A



1570 SPECIAL WONDERODS, styled in the medium range of Shakespears Copper Brown with green Nylon winds decoratively trimmed in yellow. Has Stainless Steel spin type guides and supported tip top. Has green aluminum Tru-Aim double offset handle, with specie cork rear grip, concealed screw-block reel lock and collet locking foregrip. Packed in cloth carry sack.
No. 1570LS897 ..5''2''.....Light... Retail $14.95
No. 1570LS897 ..5''8''.....Light... Retail $14.95
No. 1570MS897 ..5''2''.....Medium Retail $14.95

1161 SHAKESPEARE SUPER FAVORITE, Blade is Nile Green with dark green, decoratively extended Nylon winds. These models have Stainless Steel spin type guides and diamond hard tip top; , the Tru-Aim handle is of aluminum enameled green. Has lacquered screwblock reel lock, specie cork grip and collet foregrip. Each Each packed in cloth bag. Universal action 5'2"
No. 1161S717..... Retail $11 95

Same as above except Light action 5'8" long
No. 1161S717..... Retail $11.95

1160 SHAKESPEARE FAVORITE WONDEROD Styled in Niles Green with black Nylon winds decoratively trimmed in yellow. Equipped with natural aluminum Tru-Aim double offset handle; has nickeled coin slotted screw-clamp reel lock, specie cork grip and collet foregrip. Packed in a plastic bag. Universal Action 5'2" long
No. 11605477 .. . .Retail $7.95

D

1590 SUPER DELUXE WONDERODS With all the extra quality features and styling that the particular angler would want. Finished in permanent Wonderod white with beautiful red Nylon winds, decoratively trimmed in black. Features spin-type guides and supported tip top of Carboloy. Handle is green, aluminum alloy with extra select specie cork rear grip, cel-o-seal new chromed "Reel-Tyte-Lok" and collet locking foregrip. Packed in cloth sack with tube tip protector.
No. 1590LS1650 .....Light..5'2".. .. Retail $27.50
No. 1590LS1650.....Light..5'8".. ... Retail $27 50
No. 1590MS1650 .. Medium..5'2". . Retail $27 50

OCEAN CITY CASTING RODS 3553 TIMBERLAKE, Translucent tip, yellow hosel. Polished "A" handle block chuck Ring cork grip with chrome butt plate. Stainless guides. Wound maroon, edged gold. Cloth bag. 5 ft 4 guides.
No. 3553M750.....Retail $12.50
No 3555M750 ...6 Ft ... ..Retail $12.50

OCEAN CITY CASTING ROD, BLUE STREAK, Model 3604, blue tip yellow hosel. Polished "B" handle, blue chuck Ring cork grip with gold colored protector cup. Chrome plated guides. Wound gold.. black stripping. Cloth bag. Size 5 ½ ft. 4 guides.
No 3604M477.... ... ... Retail $7.95

OCEAN CITY CASTING ROD, 3754 CLEAR LAKE, Green tip yellow hosel Polished "B" handle and chuck. Ring cork grip with gold colored protecto cup. Chrome plated guides. Wound gold. Cloth bag. 5 ½ Ft. 3 guides.
No 3754M297 .... Retail $4.95

SHAKESPEARE Famous Fibre Glass WONDERODS

Model 1190 Solid Glass One Piece Super Deluxe WONDERODS

• White Blade • 4 Carboloy Guides and Tip Top
• "Permo" Winds • Double Offset Handle
• Cork Grip • Collet Foregrip

Shakespeare's newest and finest bait casting rod. Light and medium actions available in two popular lengths. Perfectly tapered whole Wonderod blade is perfectly matched to casting action, balance and accuracy. One piece detachable Tru Arm alum. tube double offset handle with comfortable finger hook and specie cork grip forward grip is collet type an attractive green metal. Reel seat is of the concealed screw lock type in smart green finish. 4 carboloy guides on each rod with supported carboloy tip top. Nylon Permawin is red with black tip. Each rod in cloth sack and tube protector. Light action rods handle lures up to ⅜ oz. weight medium action rod suitable for lures up to ½ oz.

No. 4271 5'2" length. Light action. } List $26.00
No. 4272 5'8" length. Light action. } Dealer's,
No. 4273 5'2" length. Medium action. } each **15.60**

Model A1185 Solid Glass One Piece Deluxe WONDERODS

• White Blade • Stainless Steel Guides and Carboloy Tip Top
• Double Offset Handle • Cork Grip • Collet Foregrip

Fishermen everywhere are enthusiastically acclaiming this new Wonderod as one of the finest bait casting rods ever made. Double offset handle select specie cork grip. Metal butt. New concealed screw-lock reel seat. 4 stainless steel guides, chromed stainless steel carboloy tip top. Wonderod white finish, contrasting nylon winds. Packed in cloth sack with drawstring top protector. Light action rods handle lures up to ⅜ oz., medium action rods handle lures up to ½ oz.

No. 4298 5'2" length. Light action. } List $ 7.50
No. 4294 5'8" length. Light action. } Dealer's,
No. 4291 5'2" length. Medium action. } each **10.50**

Model 1170 Solid Glass One Piece Special WONDERODS

• Stainless Steel Guides and Tip Top • Nylon Winds
• Aluminum Tru-Arm Double Offset Handle • Cork Grip

Made with parallel glass fibers. Copper-brown blade, green aluminum Tru-Arm double offset detachable handle, with finger hook. Specie cork grips, screw-clamp reel seat for safe reel locking. Guides and supported tip top are stainless steel. Reinforced nylon green tipped yellow Permo winds. Each rod in cloth bag. Light action rods for lures up to ⅜ oz. Medium action rods for lures up to ½ oz.

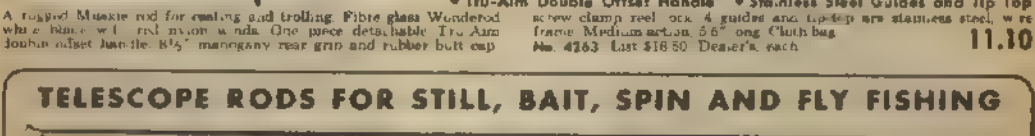
No. 3116. 3 guides. 5'2" length. Light action. } List $12.50
No. 4277 4 guides 5'8" length. Light action. } Dealer's,
No. 4299 3 guides. 5'2" length. Medium action. } each **7.50**

Model 1161 Solid Glass One Piece Super Favorite WONDERODS

• Nile Green Blade • Specie Cork Grip
• Aluminum Double Offset Handle

A top-notch quality Shakespeare rod—priced surprisingly low. Nile green blade with contrasting dark green extended nylon winds. Stainless steel, self aligning type guides and chromed hard tip top. Metallic green aluminum Tru-Arm double offset handle with sequined screw lock reel lock. Specie cork grip and collet foregrip. Packed in cloth bag. Universal action.

No. 4262 Length 5'2" 3 guides } List $10.95
No. 4264 Length 5'8" 4 guides. } Dealer's, each **6.57**



Model 1104 2-Handed Muskie WONDEROD

• Tru-Arm Double Offset Handle • Stainless Steel Guides and Tip Top

A rugged Muskie rod for casting and trolling. Fibre glass Wonderod white blade with red nylon winds. One piece detachable Tru-Arm double offset handle. 8½" mahogany rear grip and rubber butt cap. Screw clamp reel lock. 4 guides and tip-top are stainless steel, wire frame. Medium action. 5'6" long. Cloth bag.
No. 4263 List $18.80 Dealer's, each **11.10**

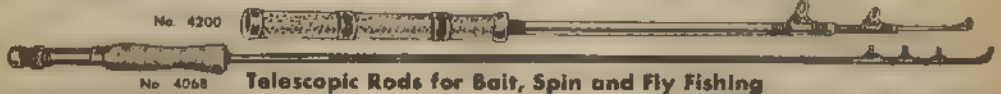
TELESCOPE RODS FOR STILL, BAIT, SPIN AND FLY FISHING

SOUTH BEND "Lazy Day" Still Fishing Poles

• Hollow Glass Construction • Telescopic • Lightweight • Compact

Hollow glass construction, lightweight, compact, easy to carry telescopic rods. To set fit ready for use, the lock section is extended, position. Each of the three sections is tapered through out its length, providing a perfect fitting joint that is free of play, yet easily engaged and disengaged. Each joint reinforced with super strong metal alloy sleeve eliminating any possibility of splitting or distortion. Durable South Bend, no low grade is impervious to sun, heat, moisture, cold dryness or alkalines.

No. 4127 3 sections, 27" extended 51" closed. Wt. 8½ oz. List $9.95. Dealer's, each **5.97**
No. 4128 4 sections, 36" extended 52" closed. Wt. 14 oz. List $12.75. Dealer's, each **7.65**



Telescopic Rods for Bait, Spin and Fly Fishing

9 FT. COMB NATION STEEL—Telescopic rod for bait casting and fly fishing. Perfect while these rods are excellent for bait fishing or fly fishing. Reverse handle to fit reel or casting reel. By reversing handle rod can be converted to either a casting rod or fly rod. Aluminum reel seat built to reversible cork grip. Screw locking reel seat. Chrome plated guides. Packed in protective bag.
No. 4068 4 sections, extended length up to 9'. Telescoped length 51". List $5.95. Dealer's each **4.17**

7 FT. TUBULAR GLASS TELESCOPIC SPIN ROD. Has perfectly tapered tubular glass sections. Perfect balance, tough and lightweight. Natural cork handle. The aluminum reel grips harmonize with hand wound colored cords that hold the smooth flowing rod guides securely. Total weight only 4 oz. Fish all day with it. Plenty of casting handle and arms. Great flexibility, with built in strength for bigger catches.
No. 4300 3 section, extended length 7' Telescoped length 32" List $14.95. Dealer's, each **8.97**

Satisfaction Guaranteed or Money Refunded

FAMOUS MADE FISHING TACKLE

DENISON JOHNSON SPINNING REEL Model 80

Triple purpose reel for casting, spinning and fly fishing. Push button line release and control. Right or left hand operation. Off on click. Anti-reverse for standing fish, trolling, still fishing. Anodized aluminum case. Spool arbor, star drag, extra spool included. Cap. 150 yds 6 lb. line. Wt. 10 oz.
No. 583. List $16.50. Dir's. ea. **9.90**

WALTCO NY-O-LITE 13 Piece Spinning Outfit

Features the inexpensive Ny-O-Lite reel made of rugged DuPont Nylon. Oiling is never required! Also includes extra spool, 2 line caps, 100 yds 6 lb. line, 100 yds 4 lb. line, 6 lures, plastic bait box. 28 oz.
No. 703. List $21.95. Dir's. ea. **10.50**
No. 702 Ny-O-Lite Reel Only.
Wt. 4½ oz. List $13.50. Dir's. ea. **8.10**

PFLUEGER TRUSTY REEL

Quality and craftsmanship by Pflueger with an amazing low price makes this a rare selection in the expert casting angler or the beginner. Drop and click pawls, cap, cranks and spool of durable aluminum, satin finished to resist corrosion. Anti-back lash control built in. Die cup Brass Gears. Wt. 5 oz.
No. 2500. List $6.50
Dir's. ea. **3.30**

Shakespeare Glass 2-Pc. Fly Wond-O-Rod Model 1470

Permanently finished in attractive translucent green. Yellow nylon windings. Anodized aluminum ferrules. Special cork grip with winding check and ⅛" green and gold anodized aluminum reel seat. Stainless steel guides. Chromed tip top. Cloth bag and fiber case.

No. 4119. 7'9" 6 guides. 4.2 oz. Takes D, HDH Line
No. 4120. 8'6" 8 guides. 4.7 oz. C, HCH taper } List $28.50. Dir's. ea. **17.10**
No. 3815. Similar to above only 2 pc. glass rod, goldenrod color. 6 guides. 7'9". 5.2 oz. List $25.00. Dir's., ea. **15.00**

Ocean City "Rainy River" Holloglass 2 Pc. Spinning Rod

A beautiful 2 piece holloglass spinning rod with deluxe black shaft. Nickel plated ferrules. Cork grip with winch bands, reel seats are chromium plated. Wound red, edged with white. A coin rod with perfect balance for accurate casting. Cloth bag. Med. action.
No. 4076. 6½ ft. long. List $ 4.95
No. 4077. 7 ft. long. } Dealer's, each .. **8.97**

Heddon "Pal Spook" Solid Glass Spinning Rod — Model 470

Designed for casting plugs, lures but will handle heavier and lighter lures needed. For heavier lures 5 8" rod recommended. For lighter lures, 6' 2". Graduated chrome spinning guides with silver gray silk winds. Detachable 12" handle. Adjustable tapered reel bands polished aluminum. Packed in good cloth bag with reinforcing dowel for tip. Medium action.
No. 4215. 5' 8" length. } List. $17.50
No. 4282. 6' 2" length. } Dir's. ea. **10.50**

Heddon Thorobred Pal — 2-Pc. Tubular Glass Fly Rod — Model 55

A 2 piece fly rod striking in appearance with smooth natural finish. Black ferrule reel seat, nickel mounted rings. Featherweight black anodized ferrules. Perfection guides and tip top. Grasp winds and guide winds of garnet silk. Special cork grips. Cloth bag and aluminum case.
No. 4252. 7½ ft. Bass action. Wt. 4½ oz.
List $25.00. Dealer's, each **15.00**

Dowagiac "PAL" Tubular Glass Casting Rod Model 225

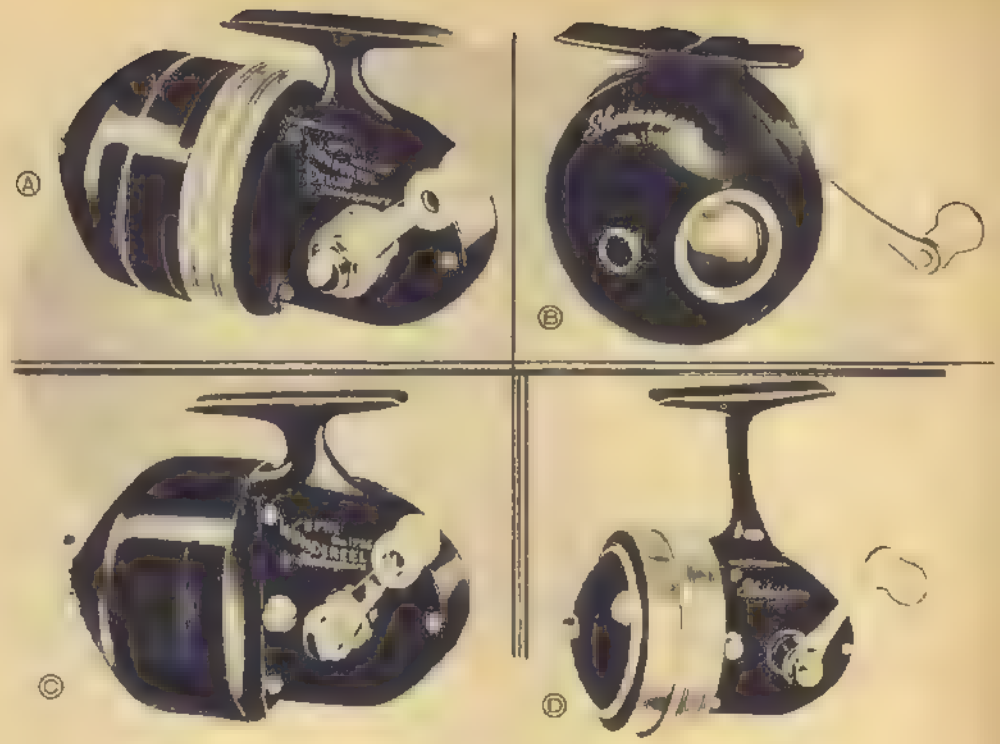
A lightweight rod. One piece tip has medium tone, detachable offset aluminum handle, check type. Fore grip of green anodized aluminum. Brass ferrule, chrome guides, tip top. Green and black variegated winds. Choice cork grip. Cloth bag, reinforcing tube.

No. 4242. 5 ft. Light action
No. 4141. 5½ ft. Light action. } List $13.50. Dir's. ea. **8.37**
No. 4239. 5 ft. Medium action.

OCEAN CITY Complete Spinning Outfit

Complete With 6 ft. 2 Pc. Solid Glass Spinning Rod — Ocean City Model 350 Spinning Reel — 100 yds. Spinning Line — Four Selected Spinning Lures

Everything needed for the fastest growing sport in America. Spin fishing. This complete, inexpensive, well balanced fresh water spinning outfit has Ocean City's 350 spinning reel with anti-reverse pick up, bail guide, 10 lb. Micro filament, 2-piece green solid fiber glass spinning rod 6 ft. long, cork handle with sliding bands, 3 graduated guides and strip wrapped in red and white. 4 selected spinning lures—the famous Ocean City fish getter box. 100 yds. 6 lb. test micro filament line. Wt. 3 lbs.
No. 4075. List $13.95. Dir's., ea. **8.37**



SPINNING REELS and RODS BY SHAKESPEARE

Spinning Wondereels

(A) SHAKESPEARE 1800 "DELUXE" Spin Wondereel. Magnificent performance for expert or beginner! So easy to use! Frame is Luster-Green baked enamel over anodized aluminum with case-hardened steel and bronze bearings. 4 to 1 bronze and alloy gears. Includes level wind; handy controls, light weight anodized aluminum spool; windweather guard. Capacity: 200 yds. of .010 (5–6½ lb.) monofilament Nylon line.

No.1800LS1650 . . . . . Retail $27.50

(B) New SHAKESPEARE 1770 "Cast-or-Spin" Wondereel. For 3-way use on bait casting, spinning, or fly rods! Has mechanical drag for spinning, "click" for trolling. Light, sturdy Forest Green anodized aluminum; 4 to 1 gear ratio, chromed brass crank. Furnished loaded with 150 yds. of .010 gleam (5–6½ lb.) Wexford "Tynex" monofilament Nylon line.

No.1770S810. . . . . Retail $13.50

(C) SHAKESPEARE 1755 Spin Wondereel. Windweather guard encloses all working parts, funnels out line in small coils! Frame, outer cone are Luster-Green enamel over anodizedaluminum. Click device makes enamel brass crank non-reversing. Capacity: 150 yds. of .010 diam. (5–6½ lb.) monofilament Nylon line.

No.1755LS1137. . . . . Retail $18.95

(D) New SHAKESPEARE 1780 "Wonder Spin". The first really new "open face" spinning reel! Designed by Shakespeare craftsmen for easy, automatic operation. Forest Green enamelled aluminum alloy frame, chromed brass crank, finger-tip controls. "Click" makes crank non-reversing; a turn of the handle-ring changes the "drag". Furnished loaded with 150 yds. of .010 (5–6½ lb.) "Tynex" monofilament line.

No.1780S1137. . . . . Retail $18.95

Spinning Wonderods

(E) SHAKESPEARE 1267 Spinning Wonderod. Two-piece masterpiece for "live bait" and lures weighing up to ⅝ oz. Permanent screw locking ring, sliding hood reel seat; has 6½" upper cork grip, 3¼" lower cork grip. Black anodized aluminum, welted ferrules. Stainless steel guides, carboloy tip top. Finished in beautiful "Wonderod white," with Green "Perma" winds tipped in Red. Packed in cloth sack, aluminum rubber-capped case.

No.1267S1650. . . . . Retail $27.50

No.1267S1650. . . . . Retail $27.50

(F) SHAKESPEARE 1266 Spinning Wonderod. Two-piece fully cored "all-purpose" rod for live bait and lures up to ⅝ oz. Attractively styled in luxury "Wonderod White," with Green "Perma" winds tipped with double red bands. 13" specie cork handle with Green anodized aluminum sliding ring lock reel seat. Nickel plated brass ferrules; rolled welts; stainless steel guides; Carboloy tip top. Packed in cloth bag, fiber case.

No.1266S1377. . . . . Retail $22.95

No.1266S1377. . . . . Retail $22.95

(G) SHAKESPEARE 1255 Spinning Wonderod. Howald Process, styled in new Copper Brown with black Nylon thread windings. Stainless steel guides, chromed brass ferrules, 3½" cork rear grip, 6½" foregrip. In cloth sack.

No.1255S1197. . . . . Retail $19.95

No.1255S1197. . . . . Retail $19.95

(H) SHAKESPEARE 1263 Spinning Wonderod. Two-piece, fully cored rod in Copper Brown. Nickel-plated brass ferrules; stainless steel guides, chrome tip top. 13" specie cork handle, sliding ring reel seat. Cloth bag.

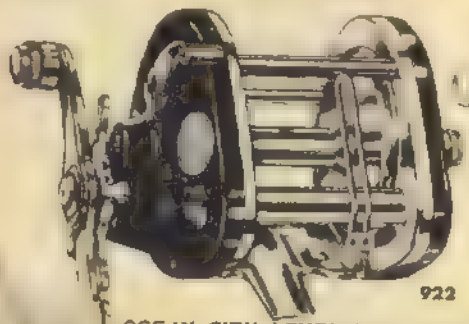
No.1263S1137. . . . . Retail $18.95

No.1263S1137. . . . . Retail $18.95

OCEAN CITY REELS

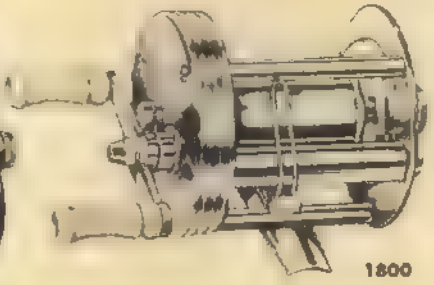
OCEAN CITY MODEL 300, for fresh and light salt water. Equipped with two spools Gear Ratio; 3¼ to 1, Wt. 10½ ozs. Large spool capacity; 225 yards 6 lb test. Small spool capacity; 150 yards 6 lbs test....
No.399M1197.....Retail $19.95

OCEAN CITY MODEL 310 for fresh water New improved model. Gear Ratio; 3¼ to 1; Wt. 9½ ozs. Capacity 100 yds. 6 lb.. test
No.310M897..... .....Retail $14.95



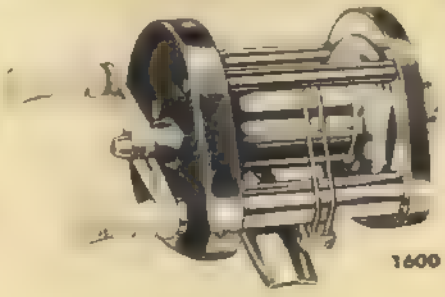
922

OCEAN CITY LEVEL WIND REEL 922F Has fresh water reel seat. Torpedo handle; anti-backlash control; synchromesh gears; removable line guide and worm. All metal parts chrome plated. Gear ratio; 3 to 1 Wt. 17.8 ozs. Cap; 200 yds. 27 lb test line.
No 922F837. . .. . Retail $13.95



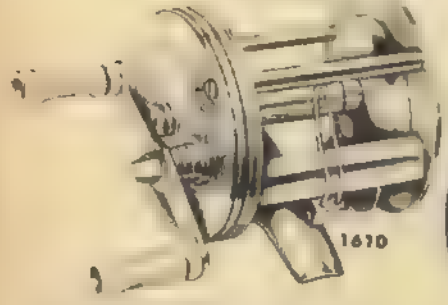
1800

OCEAN CITY MODEL 1800 Brass model Beautiful, heavy chromeplate. Lightweight Zelhaloy spool, large arbor. Anti-backlash control. Self-lubricating bearings. On-Off click. Gear Ratio 4 to 1; Wt. 8 ozs Capacity 100 yards 15 lb test. nylon.
No.1800M537.....Retail $8.95



1600

OCEAN CITY MODEL 1600,, Lightweight aluminum sideplates, beautiful high chrome finish. Lightweight true running aluminum spool, large arbor. Trouble free level wind mechanism. Hardened steel pawl and protective cap. Self lubricating bearings. Anti-backlash control. On-Off click. Gear Ratio; 4 to 1 Wt. 7 ozs. Cap 100 yds 15 lb test nylon.
No.1600M417.....Retail $6.95

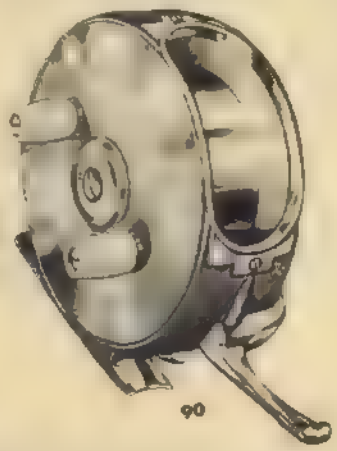


1610

OCEAN CITY MODEL 1610, New all metal nickel and chromeplated model. Three piece, two screw take apart construction. Smooth anti-backlash control. Long lasting level-wind mechanism with hardened steel pawl. Precision, all metal spiral and spur gears. On-Off click. Gear Ratio; 4 to 1; Wt, 8 ozs. Capacity 100 yds. 15 lb test nylon.
No.1610M297.....Retail $4.95

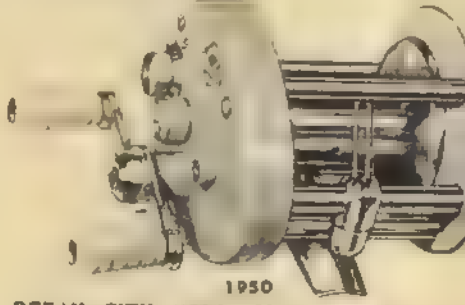
76

OCEAN CITY FLY REEL MODEL 76 PLYMOUTH, Constructed of lightweight aluminum, gun metal finish. Can be used as either a right or left hand model by reversing line guide. Smooth, adjustable.. drag. Coin screw take apart. Wt. 5 ozs; Cap acity; 60 yards.
No.76M357..... .....Retail $5.95



90

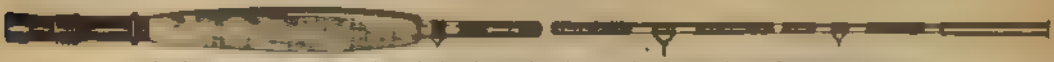
OCEAN CITY FLY REEL MODEL 90 Automatic combination and single action.. fly reel Sturdy, one piece die cast aluminum frame. Highly polished and chrome plated line guide. Aluminum spool, one screw take-apart. Weight; 10 ozs. Capacity, 80 yards.
No.90M750..... .....Retail $12.50



1950

OCEAN CITY MODEL, 1950 Streamlined lightweight frame, Improved calibrated anti-backlash control. On-Off click.. Lightweight Zephaloy spool. Self-lubricating bearing. Gear Ratio; 4 to 1. Wt. 6 ozs. Capacity 100 yards 15 lbs test.
No.1950M750... .... Retail $12.50

SHAKESPEARE • HEDDON • SOUTH BEND GLASS FLY RODS



Shakespeare Special Solid Glass 2-Piece Fly Wonderod Model 1250

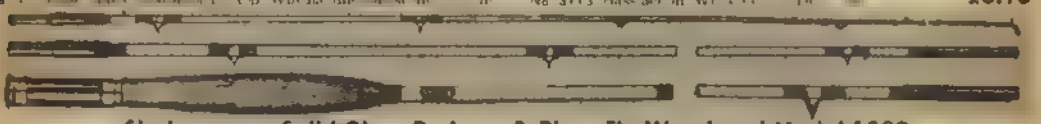
• Copper Brown Glass Blade • Stainless Steel Guides • Screw locking Sliding Hood Reel Seat

A fine glass rod for the discriminating fly man. Finished in ... ment ... plated ... ple ... rod ... In plastic sock and one ... No 4102 ... No 4103 ... 10.77

Shakespeare Solid Glass De Luxe 2-Piece Fly Wonderod Model 1280

• Snap-lock Reel Seat • Wonderod White Finish • Stainless Steel Guides

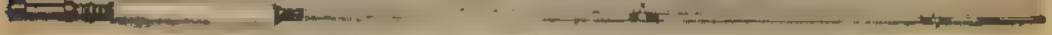
For all ... and fly fishing. ... two-tone winds. Genuine ... with black anodized ... wit ... remarkable ease ... waterproof case. Total length 7 ft. 9 in. ... No 3112 ... No 3113 ... 23.10



Shakespeare Solid Glass De Luxe 3-Piece Fly Wonderod Model 1380

• Wonderod White Blade • Snap-lock Reel Seat • 8 ft. 6 in. Length, Tournament Bass Action

A solid glass ... fishing ... the very ... two-tone ... ferrules. Takes either ... No 4266 ... No 4267 ... 26.40



Heddon Standard Pal 2-Piece Tubular Glass Fly Rod—Model 30

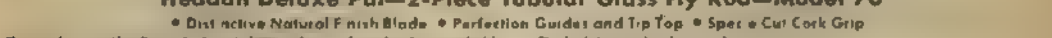
• Lightweight • Natural Finish Blade • Specie Cork Grip

Fly fishing is a delight with this 2-pc. tubular glass fly rod. Has smooth, ... first guide, perfect on snake guides and tip top. Featherweight ferrules. Packed in cloth bag, fiber case. No 4185. 7½ ft. Bass action. Wt 4½ oz. ... No. 4170 8 ft. Bass action. Wt. 5¾ oz. ... 11.97

Heddon Standard "Pal" 3-Piece Tubular Glass Fly Rod—Model 40

• Smooth Natural Finish Blade • Perfection Snake Guides and Tip Top • Specie Cork Grip

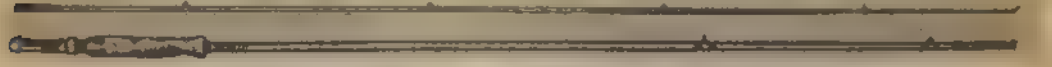
Heddon quality throughout, yet priced within ... man. Smooth natural finish. ... cork grip. Packed in cloth bag, with protective fiber case. No. 4171 8½ ft. Trout action. Wt 4½ ... No. 4172 9 ft. Bass action. Wt ... 14.97



Heddon Deluxe Pal—2-Piece Tubular Glass Fly Rod—Model 70

• Distinctive Natural Finish Blade • Perfection Guides and Tip Top • Specie Cut Cork Grip

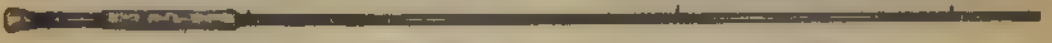
Far and away the finest feeling tubular glass rod made. A remarkably ... Packed in poplin bag and case. No 4181 ... No 4243 ... No. 4173 9 ft. Bass action. Wt 5¾ oz. ... 17.97



South Bend 2-Piece Hollow Glass Fly Rod—Model 3150

• Aqua-Therm Green Finish • Screw Locking Reel Seat • Nylon Winds

Top 2-pc. fly rod with hollow glass shafts finished in handsome Aqua-Therm Green. Ferrules, reel seats and winds made in rich looking ... Nylon. Has six snake guides. Packed in cloth bag. No. 4143 8½ ft. Medium (Dry fly) action. Wt 5 oz. ... No. 4144 9 ft. Medium (Dry fly) action. Wt. 4¾ oz. ... 7.77



South Bend XL Hollow Glass 2-Piece Fly Rods—Model 3180

• Therm-Jade Green Finish • Specie Cork Handle • Positive Locking Reel Seat

Five 2-piece XL hollow glass medium action fly rods in handsome Therm-Jade Green finish. Has positive locking ... cloth bag and fiber rod case. No 4117 8½ ft. Medium Dry fly action. Wt 5 oz. ... No 4145 9 ft. Medium Dry fly action. Wt 5 oz. ... 11.97

Satisfaction Guaranteed or Money Refunded

Heddon POPULAR GLASS CASTING RODS

STERLING "PAL SPOOK" Solid Glass Casting Rod Model 3351

• Pearl Glass Blade • Selected Cork Grip • Chrome Guides

A low cost light action solid glass rod! Blade is opalescent pearl glass, chrome guides, maroon silk windings. Handle is high impact maroon Polystyrene plastic with cork rear grip, screw-locking reel seat, collet type forward grip. Packed in cloth bag. Light action.

No. 4284 5 ft. length. } List $5.95
No. 4285 6½ ft. length. } Dlr's., ea. **4.77**

DOWAGIAC "PAL SPOOK" Solid Glass Casting Rod Model 4451

• Offset Aluminum Handle • Full Cork Rear Grip • Super Chrome Guides & Tip Top

Another top value in very low cost rods. Solid glass blade has graduated super chrome guides, tip-top. Offset aluminum handle in green hammertone finish, full size cork rear grip, aluminum collet forward grip. Screw-lock reel seat. Cloth bag tube for tip.

No. 4286 5 ft. Light action.
No. 4287 5 ft. Medium action.
No. 4288 5½ ft. Light action.
List $12.50 Dlr's., ea. **7.50**

STANDARD "PAL SPOOK" Solid Glass Casting Rod Model 5551

• Screw Locking Reel Seat • Chrome Guides • Carboloy Tip Top

Many deluxe model features! Solid glass blade with chrome graduated guides. Carboloy tip top, maroon windings with yellow trim. Offset aluminum handle, cork rear grip, maroon Tenite forward grip, collet type. Screw-lock reel seat. Handsome case tube for tip.

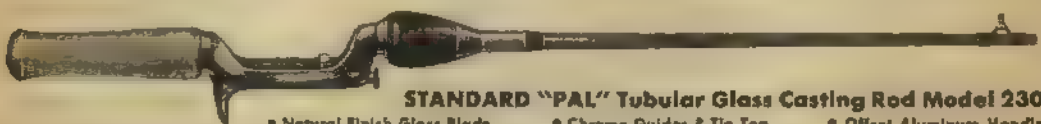
No. 4289. 5 ft. Light action.
No. 4290. 5 ft. Medium action.
No. 4293. 5½ ft. Light action.
No. 4278. 5½ ft. Medium action.
List $18.50 Dlr's. ea. **9.90**

SUPERLATIVE "PAL SPOOK" Solid Glass Casting Rod Model No. 1

• Clear Glass Blade • 24-K Gold Plated Guides & Tip Top • Aluminum Offset Handle

Blade is clearest glass, tapered for action. 24 K gold plated graduated Carboloy guides tip top, gold silk windings, slotted ferrule. Aluminum offset handle, cork rear grip, tenite collet forward grip. Screw locking reel seat. Leatherette case, metal tube.

No. 4295. 5 ft. Light action.
No. 4296. 5½ ft. Light action.
No. 4212. 5 ft. Medium action.
No. 4213. 5½ ft. Medium action.
List $25.00 Dlr's. ea. **15.00**

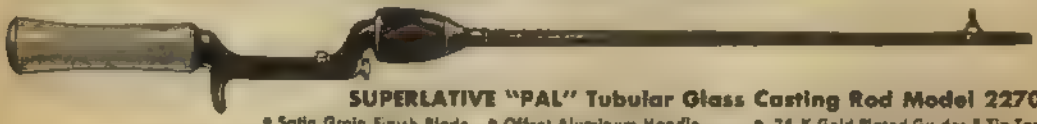


STANDARD "PAL" Tubular Glass Casting Rod Model 230

• Natural Finish Glass Blade • Chrome Guides & Tip Top • Offset Aluminum Handle

This handsome rod is a true fisherman's "Pal". Natural finish, one-piece tip, wound red featherweight ferrule. Detachable offset aluminum handle, chuck type foregrip. Hard chrome guides and tip top, wound in maroon silk, gold trim. Cork grip, screw locking reel seat, cloth case.

No. 4233. 5 ft. Light action.
No. 4226. 5½ ft. Light action.
No. 4225. 5 ft. Medium action.
No. 4274. 6½ ft. Medium action.
List $17.50 Dlr's., ea. **10.50**

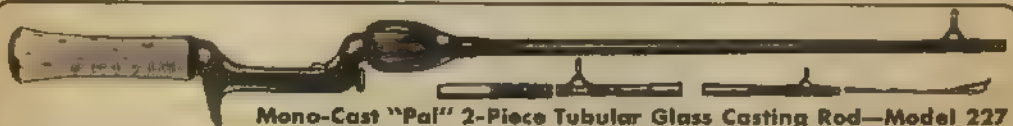


SUPERLATIVE "PAL" Tubular Glass Casting Rod Model 2270

• Satin Grain Finish Blade • Offset Aluminum Handle • 24-K Gold Plated Guides & Tip Top

America's finest tubular glass rod. Blade has distinctive hand rubbed satin grain finish. One piece tip with swelled butt for power. Offset detachable aluminum handle, anodized black, chuck type foregrip. Self-aligning black anodized featherweight ferrule. 24K gold plated Carboloy guides and tip top. Wound with gold silk, black trim. Finest specie cork grip. Packed in leatherette case. Metal protective tube.

No. 4224. 5 ft. Light action.
No. 4223. 5½ ft. Light action.
No. 4221. 5 ft. Medium action.
No. 4269. 5½ ft. Medium action.
List $27.50. Dealer's, each **16.50**



Mono-Cast "Pal" 2-Piece Tubular Glass Casting Rod—Model 227

• Graduated Spinning Guides • Offset Handle • Screw Locking Reel Seat

Designed specifically for use with reels using monofilament line—especially enclosed spool type spinning reels. Lightness and ability of the two-piece tip. Offset handle is durable brown Polystyrene, light and responsive. Screw locking reel seat. Lightweight spinning guides, graduated for best balance, superhard tip-top. Mottled brown and buff chuck type foregrip. Nickel ferrule, brown silk windings, specie cork grip. Red felt lined cloth bag.

No. 4240. 6½ ft. light action. List $14.95. Dlr's., ea. **8.97**

FAMOUS AUTOMATIC HORIZONTAL FLY REELS

SHAKESPEARE Automatic Fly Reels

Silent Wind "Tru-Art" Fly Reel

- Automatic—Free Stripping
- Friction Clutch to Prevent Over-Winding

No slack line with this reel! Automatic—stripping off line winds tension spring in hand cap. Winds line in when lever is touched by little finger. Spool has a friction clutch which prevents over-winding and over tension. Quick, smooth spring release ring. Made of strong aluminum alloy in forest green finish. Specially tempered steel spring and chromium plated line protector. Brass gears. Rod Clip of stainless steel.

No. 2742. Capacity 50 yds. G line. Wt. 9.13 oz. List $10.00. Dlr's., ea. 6.00

No. 2265. Capacity 80 yds. G line. Wt. 9.87 oz. List $11.00 Dlr's., ea. 6.60

Silent Wind "OK" Fly Reel

- Automatic Operation
- Friction-Clutch Prevents Over-Winding

Meets the demand for a serviceable low priced reel. Green anodized aluminum cap over aluminum frame. Knurled ring releases spring tension without turning the spool. Operating spring made of finest clock-spring steel. Quick positive brake action. Friction clutch permits more line to be stripped off after the spring has been wound allowing maximum freedom in playing a fish. Fly line can be stripped. Stainless steel rod clip. Brass gears.

No. 718. Capacity 50 yds. of G. Wt. 9 oz. List $7.50. Dealer's, each 4.50

No. 743. Capacity 80 yds. of G. Wt. 9.2 oz. List $8.00. Dealer's, each 4.80

MARTIN Automatic FLY REELS

"Blue Chip" Automatic Free-Stripping Fly Reel Model 73

- Silent Wind
- All-Metal, Quick-Action Brake
- Adjustable Release Lever
- Includes Extra Spool

Made with only finest materials and workmanship. Inside and all working parts hand polished; exterior finished in bronze and trimmed with satin chromium. Features a noiseless, non-slipping positive winding mechanism, a special take down for quick cleaning and interchanging spools, and an adjustable release lever for use of lever at any angle. With extra spool, spool case and reel bag.

No. 697. Capacity 75 yds. G line. Wt. 7.88 oz. List $25.00. Dealer's, each 15.00

"Fly Weight" Automatic Fly Reel Model 38G

- Automatic
- Free Stripping
- Quick Action Brake
- Silent Wind

Sturdily built for rugged use this aluminum alloy reel is light enough for the lightest rod. Features includes full free-stripping silent winding mechanism which positively will not slip, take down feature which permits taking apart for cleaning and oiling without tools; and adjustable release lever which can be adjusted to any angle from the reel. Finished in anodized forest green with bright metal trim.

No. 696. Cap. 75 yds., G line. Wt. 7.88 oz. List $10.50. Dlr's., ea. 6.30

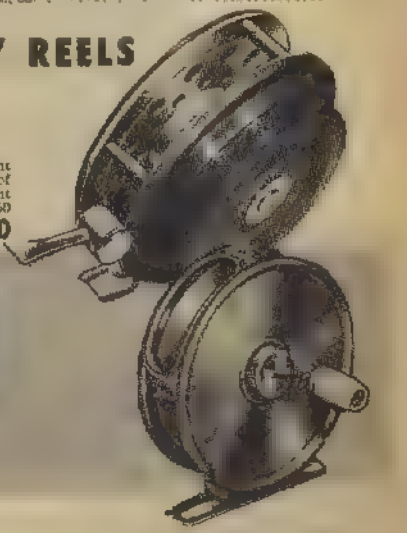
FAMOUS AUTOMATIC UPRIGHT FLY REELS

BRONSON "Royal-Matic" Model 390 Fly Reel

- Fully Automatic
- Free Stripping
- Silent Wind
- Sturdy Anodized Aluminum Construction
- Bronze Bearings

A fully automatic, professional reel that has up to 50% more line capacity on its lightweight aluminum spool. Has a governor-controlled retrieve that reduces rod breakage. Made of anodized aluminum in a rich looking blue-green finish. Bronze bearings for smooth, silent wind—free stripping. Fast take down with no tools. Capacity: 80 yds. HCH line, plus 50 yds. 16 lb. test backing. Wt. 8 oz.

No. 626. List $12.95. Dealer's, each 7.70



SOUTH BEND OREN-O-MATIC Automatic Free Stripping Fly Reel

AUTOMATIC LINE BRAKE

This rugged dependable, lightweight fly reel fits the rod in a natural balanced position preventing canting. Free stripping. Silent in operation. Retrieves 25 to 30 yds. at a time. Knurled spring operates easily and positively. Light weight. Chromium plated line guides and anodized aluminum frame. Stainless steel rod clip. Finger trigger folds flush to the reel.

No. 733. 28 yds. of D, 50 yds. of G. 8½ oz. List $11.00. Dlr's. ea. 6.60

No. 732. 34 yds. of D, 80 yds. of G. 9¼ oz. List $11.60. Dlr's. ea. 6.90

OCEAN CITY Combination Automatic & Single Action Free Stripping Fly Reel Model 90

New control knob on spool permits adjustment for complete free stripping. Sturdy, one piece die-cast aluminum frame. Offset reel stand. Smooth, highly polished and chrome plated line guide. Large arbor stub on spool removable with easy, one screw take-apart. Quick line retrieving action. Precision lathed gears housed within frame cup. Spool speed control trigger comfortably positioned. Wt. 10 oz. Capacity 80 yds.

No. 933. List $12.50. Dlr's. ea. 7.50

OCEAN CITY Single Action Fly Reel—Model 76 With Smooth Adjustable Drag

A fine medium priced fly reel constructed of lightweight aluminum with a smart gun-metal finish. Can be used as both a right and left hand reel simply by reversing the line guide on opposite side. Built with famous Ocean City Duo-Drag adjustment knob on right side-plate as a silent drag, button on left plate provides removable click drag. Easy, one-screw take-apart. Capacity 60 yds. Weight 5 oz.

No. 444. List $5.95. Dlr's. ea. 3.57

Satisfaction Guaranteed or Money Refunded

AIREX "Fresh Water" Glass Spinning Rods

Airex 3-Piece Tubular Glass Spinning Rods

• Positive Locking Reel Seat • Stainless Steel Guides • 12" Cork Grip • Removable Rubber Butt Cap

A 3 piece 6 ft., 6 in. tubular glass spinning rod designed to please the most discriminating spin fisherman. Built for extra strength and extra power. Universal action. 5 stainless steel black nickel guides and carboloy tip top. Hard deluxe finish, natural color—precision machined ferrules. Special cork grip with composition insert for durability—12" long. Anodized sliding reel seat. Rod balance may be changed by removing black rubber butt cap and adding split shot. Packed in aluminum carrying case and flannel bag. Weight 4½ oz.

No. 4175. List $35.00. Dealer's, each. **21.00**

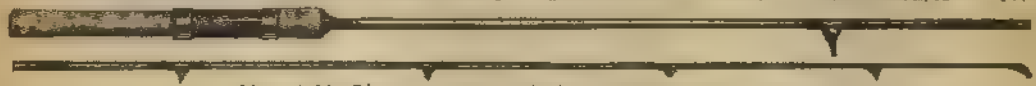
Airex "Air-Glass" 2-Piece Tubular Glass Spinning Rods

• Positive Locking Sliding Reel Seat • Stainless Steel Guides • 12" Special Cork Handle • Removable Rubber Butt Cap

New 2 piece tubular glass spin rod with black and gold anodized aluminum sliding positive locking reel seat prevents reel from slipping. 5 stainless steel black nickel guides, carboloy tip top. Hard deluxe finish in natural color, black and red machined ferrules, removable black rubber butt cap suitable for loading with split shot to change balance of rod. 12" cork grip with 4½ in. composition insert. Partitioned bag.

No. 4110. 6 ft. 6 in. Light action. Wt. 4¼ oz.
No. 4207. 7 ft. Light action. Wt. 4½ oz.
No. 4199. 6 ft. 6 in. Med. action. Wt. 4½ oz.
List $28.95. Dlr's. ea. **14.37**

No. 4197. Same as above only with black anodized aluminum reel rings. 7 ft. Med. action. Wt. 4¾ oz. List $29.95. Dlr's., ea. **13.77**

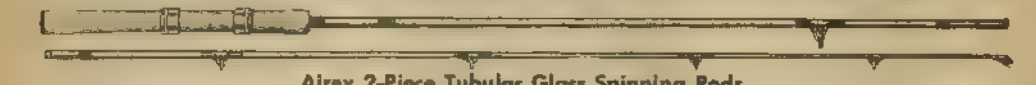


Airex "Air-Glass" 2-Piece Tubular Glass Spinning Rods

• With Positive Locking, Sliding Reel Seat • 12" Cork Grip • Stainless Steel Chromium Plated Guides and Tip Top

2-piece tubular spin rods built with Airex beauty, quality and extra strength. Have aluminum anodized sliding, positive locking reel seat that prevents reel from slipping. 12" cork grip with 4½" composition insert. 5 stainless steel chromium-plated guides and tip top. Chrome plated brass ferrules, black tenite butt end, winding check. Partitioned cloth bag, fiber tube.

No. 4195. 6½ ft. Medium action. Wt. 4½ oz. List $16.95.
No. 4194. 7 ft. Medium action. Wt. 4¾ oz. Dlr's. ea. **10.17**



Airex 2-Piece Tubular Glass Spinning Rods

• Tapered Aluminum Reel Rings • Stainless Steel Guides and Tip Top • 12" Cork Grip

Moderately priced 2-piece tubular glass spinning rods packed with plenty of power. Stainless steel guides and tip top. 12 in. mustard cork grip with 4½ in. composition insert for durability. Packed in partitioned bag. Tapered reel rings.

No. 4193. 6 ft. 6 in. Light action. 4 guides. Natural color finish. Wt. 4¾ oz. List $12.95. Dlr's., ea. **7.77**
No. 4192. 7 ft. Medium action. 5 guides. Natural finish. Wt. 4¾ oz. List $13.95. Dlr's., ea. **8.37**

Airex 2-Piece Tubular Glass Spinning Rod

• 4 Stainless Steel Guides and Tip Top • 12" Cork Grip • Tapered Aluminum Reel Rings

A popularly priced tubular glass spinning rod. Two piece, 6 ft., 6 in. long. Medium action. Has 12" cork grip, 4 stainless steel guides and tip top. Tapered aluminum reel rings hold reel firmly in place. Packed in partitioned bag. Weight 4⅛ oz.

No. 4176. List $9.95. Dealer's each **5.97**

Airex "Sol Glass" 2-Piece Solid Glass Spinning Rod

• 4 Stainless Steel Guides and Tip Top • 12" Cork Grip • Hand Finished Solid Glass

Airex quality at an amazingly low price! A hard finish solid glass 6 ft. 2 piece spinning rod. Medium action. Has 4 stainless steel guides and tip top. 12" cork grip. Tapered aluminum reel rings hold reel firmly in place. Packed in partitioned bag. Wt. 5 oz.

No. 4174. List $8.95. Dealer's, each **5.37**

AIREX 18 PIECE APACHE SPINNING KIT

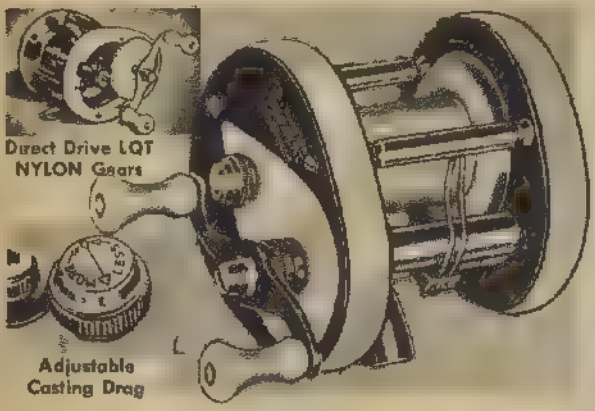
Complete With 2 Piece Rod, Apache Reel, Line, Lures and Accessories.

A complete spinning outfit all for 1 low price. Includes Airex Apache spin reel for right or left hand use, 100 yds. 6 lb. braided spinning line, 2-piece Airex glass rod is 6 ft. medium action, wt. 5 oz., 12" cork grip, 4 stainless steel guides and tip top, tapered aluminum reel rings, 3 Airex spinning lures, 2 stainless steel leaders, 3 anti-twist keels, 2 snap swivels, 1 line clip, 1 plastic ball float, 3 hook guards.

No. 4179. Wt. 3 lbs. List $19.95. Dlr's., ea. **11.97**

SHAKESPEARE Level Winding Bait Casting Reels

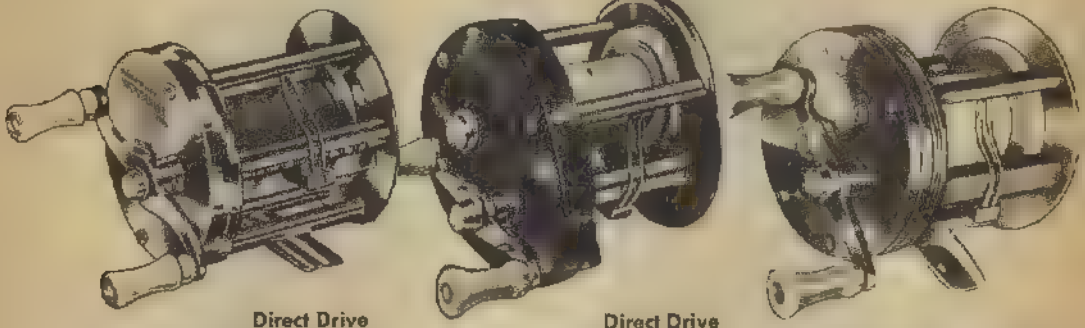
SHAKESPEARE PRESIDENT—With "Automatic Thumb" Casting Drag



- **Finest light aluminum with green anodized plates, white plastic trim**
- **Lighter-Quieter-Tougher Nylon gears and carboloy bushings**

A light sporty "President" that sparkles quality ... made of finest light aluminum with green anodized ... plates and ... trim ... matching white ... pyralin crank grips and ... arbor knob ... Level ... and ... gear ... rated for ... gear ... reeling speed ... and crank ... ease ... easy to lubricate moving parts ... And what ... Thumb ... spool cap ... casting drag ... Handle spins ... on ... bushings ... strong ... has ... foot coils ... Double ... bearings on crank ... strong ... and sturdy ... construction ... Capacity 100 yds. ... lb. test 50 ... swivel ... Weight 6 oz. Spool ... 2" ...
No. 726 Shipping ... Dealer's ... $10.00 Dealer's each **18.00**

STAINLESS STEEL PRESIDENT ... same ... above ... only with stainless steel ... and ... plates and ... pillars. Also other important parts ... of ... stainless steel ...
No. 685 Wt. ... oz. List $36.00 Dealer's ea. **18.00**



Direct Drive WONDEREEL—MODEL 1915

- **Brass Gears**
- **Chrome Plated Frame**

A perfect casting reel for the beginner, the vacationists and occasional fishermen who want a reel that they can control easily without backlash troubles. Has an ... adjusting ... can be adjusted for spool speed by a large spool cap on tail plate. Spur drive gears of brass ... rigidly mounted, chromed level wind, 3 unit take-down, 2 pc. cork arbor. Chrome plated brass frame. Cap. 100 yds of 15 lb test. With arbor—60 yds. Weight 7.9 oz.
No. 669. List $7.95
Dlr's., ea. ... **4.77**

Direct Drive WONDEREEL—Model 1921D

With Nylon Gears

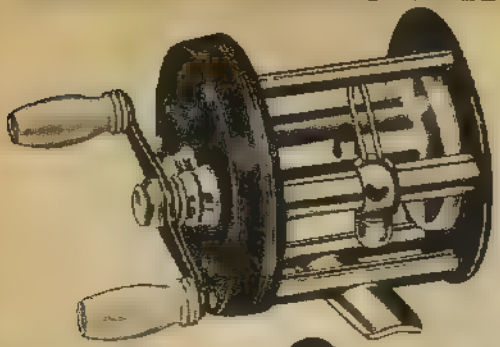
America's most famous no backlash reel now is free-running ... with no thumbing! Direct Drive construction. Nylon gears in extra light spur ... and a ... brake ... you are all combined ... make ... longer casts without backlash. 3 unit ... and ... gives a finish light aluminum frame. Plastic ... bar ... bell-shaped white grips. Stainless steel bearings. Cap. 100 yds. 15 lbs. test without arbor. 50 yds. with arbor. Weight 8 oz.
No. 747 List $ 2.50
Dlr's. ea. ... **7.50**

WONDEREEL—Model 1920

Long Casts—No Backlash—No Thumbing

The ... most ... sport ... Wonder ... reel that ... ss ... ...

QUALITY CASTING REELS BY Bronson J.A. Coxe

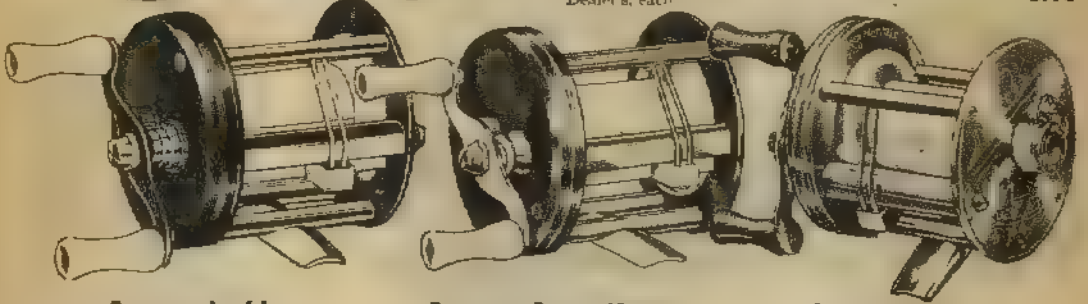


J.A. COXE MODEL 30-C CASTING REEL

- Lightweight—Fast Running
- Duo-Line Spool for Braided or Monofilament Line
- Adjustable Drag • Bronze Bearings

A lightweight, fast-running casting reel—ideal for light tackle. Tail plate and head plate, maroon anodized aluminum. New "Duo-Line" spool for braided or monofilament lines. Cross-bolt construction for quick take-down. Phosphor bronze bearings. Adjustable drag. Quadruple-multiplying. Bronson precision made quality—this J.A. Coxe Lightweight, fast running casting reel is built to get the big ones. Capacity 100 yards of 15 lb. test line. Weight 5¾ oz.

No. 630. List $13.50
Dealer's, each **8.10**



Bronson Lasheless
Model 1710

- Lightweight—Made of Anodized Aluminum • Adjustable Click

A precision built, beautifully balanced reel with unusual good looks and ruggedness. Drag tension bearing adjustment for regulating casting speed. Duo-Pawl for double reel life. Aluminum spool with snap-on plastic arbor for adjusting line capacity. Green anodized aluminum finish. Adjustable click. Quadruple multiplying spiral gears. 4¾ oz.

No. 629. Cap. 100 yds. 15 lb. test.
List $6.95. Dlr's. ea. **5.37**

Bronson Green Hornet
Model 2200

- Lightweight • 100 Yd. Capacity
- Adjustable Click

Ever so slightly at an extra low price. Green anodized aluminum head cap and tail plate. Lightweight spool, snap-on plastic arbor. Adjustable drag tension on Duo-Paw mounts added reel life. Adjustable click. The Bronson Green Hornet casting reel is precision built for years of service. Capacity 100 yards of 15 lb. test line. Wt. 5¾ oz.

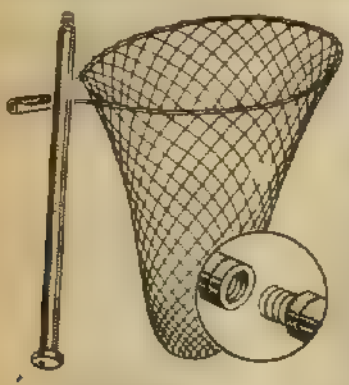
No. 627. List $6.50
Dealer's, each **3.90**

Bronson Mercury
Model 2550

- With Adjustable Click
- 100 Yard Line Capacity

A full size, level-winding reel with 3-piece construction. High grade brass, chrome-plate, embossed head cap and tail plate. Aluminum spool, snap-on plastic arbor. Adjustable drag tension on regulator. Adjustable click. Bronson Duo-Paw. Capacity 100 yards of 15 lb. test line. An outstanding value at this price. Weight 8 oz.

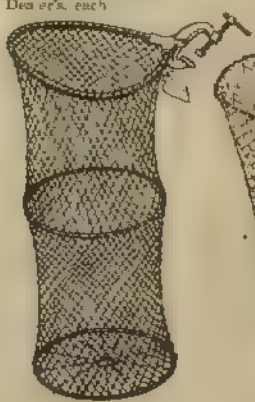
No. 629. List $7.50
Dealer's, each **4.50**



"LAND-EM" Collapsible Aluminum Floating Landing Net

Collapsible landing net that floats, made of strong aluminum tubing. Durable aluminum handle has 2 tone Anodized finish. Easy to locate if dropped in water. Waterproof rim and bottom, of nylon netting 30" deep. 30" handle is attached to frame with a special spring type lock. 18" dia. alloy frame.

No. 4744. List $6.95.
Dlr's. ea **4.20**



Flint Arrow Head Clamp on LIVE NET

With two 12" Wire Rings to give fish room to breathe

Aluminum frame live net. A popular net with sturdy 42" net and ample capacity. Frame is fastened to a strong cadmium plated C clamp and is hinged to swing into the boat. Truly an exceptional value. Weight 20 oz.

No. 152. List $3.25.
Dealer's, each .. **1.95**

Woodstock Collapsible Floating Aluminum Landing Net

This floating 2 piece landing net is a must for every fisherman. Includes 18" diameter alloy frame 26¼" long alloy aluminum handle. 16" deep net is made of heavy white cotton mesh netting. This handy net just can't sink when accidentally dropped overboard it can be immediately retrieved.

No. 4738. List $4.45
Dlr's., ea. **2.55**

NU-AIRFLO 10 Qt. Minnow Bucket

Keeps 'Em Alive for Days!

Exclusive design, feeds air automatically to minnows. Made of highest grade galvanized steel. Strong, secure handles on both inner and outer buckets—no chance of handles slipping. ⅛" mesh wire inset. Concave lid, can be opened or shut with one hand. 10 quart size.

No. 3525. Wt. 6½ lbs. List $5.95. Dealer's each $3.80. 4 lots, each $3.60.
12 lots, each **3.31**

Popular Baits, Lures and Fishing Accessories

Shakespeare Spinning Lure Assortment

These 5 miniature versions of famous Shakespeare fish-catchers are designed for spin fishermen out for big fish. Includes 2 Midget Mice—3, 10 oz., 2" long, grey and red-white; 2 Midget spinners ¼ oz., 1¼" long, silver Flutter and red-white; Popeye ½ oz., 1⅝" long in frog pattern; Slim Jim 3/10 oz., 2¼" long in yellow perch pattern.

No. 700 List $6.60. Dlr's. ea. $3.98
Lots of 12 ea. **3.58**

Glen L. Evans Fly Assortment

A popular assortment of Glen L. Evans famous cork bug flys. Handy pocket size transparent box contains 6 flys: Frisk Frog Popper—#10 hook; Spot Pop Bug—#8 hook, Screwball—#14 hook; Top Popper—#6 hook, Craft Popper, #8. Fly fishermen everywhere rely on the fish-catching ability of this famous assortment.

No. 279 List $2.80 Dlr's., ea. $1.68.
Lots of 12, each **1.52**

Strikemaster Spinning Lure Assortment

Nine items of "Proven Fish Getters" in beautiful nickel plate and gold finish. Set consists of: two Cobra Snakes, two Jobs spoons, three assorted Extra Spinners, and two spinning leaders. This popular Strikemaster spinning lure assortment is a favorite with sport fishermen everywhere.

No. 151 List $4.95 Dlr's. ea. **2.97**

Heddon Tiny Trio Spinning Assortment

With this terrific set of 3 baits spin fishermen are equipped for topwater fishing shallow water operations and fishing down deep. "Tiny Runt," "Tiny Torpedo," and "Tiny Lucky 13" go where the fish bite best. They are deadly for Bass, Walleyes, Trout, Pike and Panfish.

No. 215. List $4.06. Dlr's., ea. **2.43**

Heddon "Fidgit Three" Spinning Assortment

Handy Styrene pocket kit contains three favorite fish catchers for spin fishermen — Fidgit, Fidgit Flasher and Fidgit Feather lures. Lures come in the most popular colors. Complete spinning lure set is designed to tempt the wary big ones." All 3 lures have the famous fidget movement.

No. 216. List $3.75
Dealer's, each **2.25**

Heddon Hep Kit Assortment

A special pocket kit containing four famous "Hep" spinners in four sizes and in two popular colors: gold finish and silver finish. With this unit a spin fisherman is equipped to fish for Panfish, small Trout, as well as Bass, Pike, Walleyes and the mighty Musky. Special design spinner gives off a beat felt right down the rod. Styrene box.

No. 344 List $3.00 Dlr's. ea. **1.80**

Heddon "Gamby 4" Kit

Attractive transparent Styrene box contains four "Gamby" spinners in two sizes. There is one each—silver and gold finish in 2 sizes. The spinner is designed to start at a whisper and has a keel shaped body which will not twist. With this kit a spin fisherman is equipped for Trout, Bass, Pike, Walleyes and Panfish.

No. 263. List $4.00,
Dealer's, each **2.40**

Heddon's River Runt Casting Plug Kit Assortment

A plug casting kit made up of five "River Runts," America's favorite lure. Includes "Midget Digit River Runt," "Midget River Runt," Standard River Runt," "Floating River Runt" and "Jointed River Runt." With this selection of "River Runts" a fisherman is prepared to fish anywhere in North America, for all species of game fish. Packed in a handy pocket-size Styrene box.

No. 267 List $5.90 Dealer's, each **4.14**

South Bend 6 Pack Spin Lure Assortment

Compact ivory plastic case with automatic snap lock contains 6 most popular South Bend spin lures. 3 sizes of famous Super-Duper; gold, sparkle and gold—1/10, 1/6, ¼ oz. respectively. 3 Flipits, Sparkle, chrome and gold—1/6, 1/10 oz. respectively. Foam rubber keeps lures in place. 12 section divider in case.

No. 313. List $6.75 Dealer's, each **4.05**

Swiss Army Knife

These useful knives are actually pocket tool chests, sturdily made by skilled craftsmen. Drop-forged steel blades. Includes scissors, reamer, screw driver, bottle opener, tooth pick, wire stripper, can opener, saw, large 2⅞" blade, small 1⅞" blade.

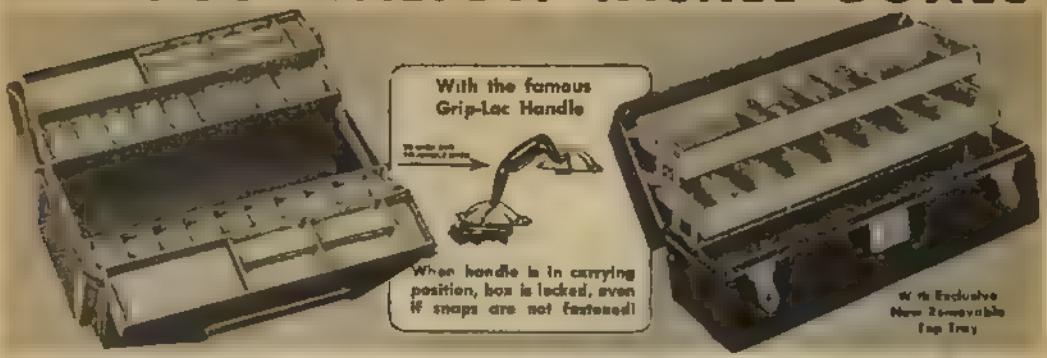
No. 6947 List $6.95
Dealer's, each **4.17**

Finest quality stainless steel. Comes in leather carrying case, can be worn like a sheath knife on belt. Use as screw driver, shot splitter, hook disgorger, bottle opener, fish scaler, line and leader cutter, hook remover, hook hone. Pliers have 2" of gripping surface. A must for fisherman, radio repair man, electrician.

No. 6946 List $6.95
Dealer's, each **4.17**

Satisfaction Guaranteed or Money Refunded

FAMOUS WALTON TACKLE BOXES


With the famous Grip-Loc Handle
When handle is in carrying position, box is locked, even if snaps are not fastened!
With Exclusive New Removable Top Tray

HIP-ROOF 4 TRAY STEEL TACKLE BOX. Grip-Loc handle keeps box locked when in carrying position. All trays cork-lined. Top trays have big compartments for oversize lures; lower trays each have 8 spaces. Room for reels, in bottom. Watertight seams. Finished in green enamel rust-resistant. Has famous Grip-Loc handle. Two side bolts and center [illegible]
No. 6002 List $15.00 Dealer's each $9.75
6 lots each **9.00**

1 PIECE 2 TRAY ALUMINUM TACKLE BOX. All aluminum, with Grip Loc handle. [illegible] Feather light, absorbs [illegible] proof. Two cork lined trays [illegible] Silver Hammerhead finish. Cadmium plated [illegible] bolts
No. 6000 Size 16½"x8¾"x8¾" Wt. 6 lbs. List $13.00 Dealer's each $8.45
$6.50 lots each **6.00**

No. 4677 Size 21½"x9½"x9" Wt. 7 lbs. List $11.50 Dealer's each $7.45
$6.50 lots each **6.60**

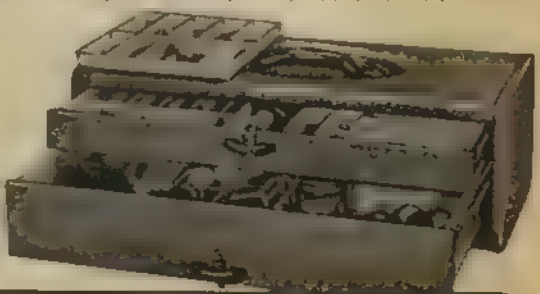
WALTON SPIN TACKLE BOX. Heavy Gauge Steel 2 Tray—with Grip-Loc Handle [illegible] steel with [illegible] Interior [illegible] for accessories and lures and [illegible] Lower trays [illegible] clear plastic boxes [illegible] Watertight seams. Center lock. Baked enamel finish. 20x8½x8. Wt. 7 lbs.
No. 1971 List $8.00. Dlr's., ea. $5.20. 5, ea. [illegible] **4.80**

WALTON ALUMINUM—Spin Tackle Box. Made [illegible] will [illegible] to suit [illegible] Has removable [illegible] for many [illegible] Has 2 spinning tackle trays [illegible] compartments. Box can be carried over shoulder by form-fitted [illegible] and strap. 11½"x5½"x11½".
No. 1970 Wt. 5 lbs. List $5.00
Dlr's., ea. $3.25. 6 lots, each **3.00**

KENNEDY Stowaway 2-Drawer Aluminum Tackle Box

- Fits under boat seat
- Recessed Carrying Handle
- Keeps boat clear for action
- Watertight
- Plenty of space for all fishing gear

A beautiful 2-drawer aluminum tackle box designed by fishermen to make fishing more fun. Fits under boat seat. Just slide open the drawer—it can't fall out of the box—and tackle is within fingertip reach—everything that's needed. Keeps boat clear for action when the "big one" strikes. Ideal for storing casting, fly and trolling gear. Made of aluminum finished in light blue ripple baked enamel. Watertight [illegible] drawers. High impact styrene plastic drawers with drawer fronts aluminum. Size 20x8¾x8¾".
No. 4675. Wt. 10 lbs. List $21.95
Dealer's each $14.25. Lots of 6, each **13.17**



POLORON WOODLAND THERMALINED BAG

- Electronically Sealed
- Waterproof
- Thick Fiberglas Insulation
- Leakproof
- Plaid Washable Vinyl Fabric
- Lightweight

[illegible] about the handiest bag ever designed for weekend trips, picnics, at-the-beach, fishing and hunting trips. Waterproof, electronically sealed. Extra thick fiberglas insulation. Big roomy size to hold canned goods, soft drink bottles, food, sandwiches, fruit, etc. Bright, attractive plaid pattern. Washable vinyl lining and cover. Size 16"x11"x8". Wrap around carrying straps and zip-around cover. Ship wt. 2 lbs.
No. 1356. List $3.95.
Dealer's, each $2.50. Lots of 6, each **2.23**

Famous SHELBY AIRFLO Bicycles

SHELBY AIRFLO STANDARD TANK MODEL

26" Models. Measures up to Shelby's highest standards of performance and economy. Built for a lifetime of smooth riding enjoyment, and pleasure. Its Shelby Airflo electrically welded frame will withstand the rigors of constant use. Comfortable saddle, supported by double coil springs, and covered with weather-resistant Tan Vinyl Features Airflo tank (no horn), powerful enameled headlight, chrome trim, deluxe handle bars and grips, Airflo chain guard, balloon tires, and reflector on rear fender. Luggage carrier. Ship. wt. 65 lbs. F.O.B. Factory, Ark.

D8R84-4494—26" Boy's Model. Flamboyant Red with White..RET. **$85.00**

D8R85-4494—26" Girl's Model. Flamboyant Blue with White .RET. **$85.00**

24" Standard Models. Ship. wt. 50 lbs. F.O.B. Factory, Ark.

D8R68-4368—24" Boy's Model. Flamboyant Red with White...RET. **$64.00**

D8R67-4368—24" Girl's Model. Flamboyant Blue with White...RET. **$64.00**

20" Standard Models. Ship. wt. 40 lbs. F.O.B. Factory, Ark.

D8R68-4181—20" Boy's Model. Flamboyant Red with White...RET. **$62.00**

D8R69-4181—20" Girl's Model. Flamboyant Blue with White...RET. **$62.00**

SHELBY SPECIAL

26" Models. An economy special for those who want a good looking long-lasting bicycle at a lower price. The Shelby Airflo electrically welded frame will withstand the rigors of constant riding. Tan vinyl saddle with single-coil springs gives added comfort for everyday riding. **Features:** Chrome plated crank sprocket and handle bars, full-length chain guard, kick stand, balloon tires, includes all the necessary features for smooth easy riding, and long-lasting dependability. Ship. wt. 65 lbs. F.O.B. Factory Ark.

D9R71-3806—26" Boy's Model. Flamboyant Red finish . RETAIL **$60.00**

D9R70-3806—26" Girl's Model. Flamboyant Blue finish ..RETAIL **$60.00**

24" Special Models. Ship. wt. 50 lbs. F.O.B. Factory, Ark.

D8R72-3706—24" Boy's Model. Flamboyant Red finish RETAIL **$55.00**

D8R73-3706—24" Girl's Model. Flamboyant Blue finish ..RETAIL **$55.00**

20" Special Models. Ship. wt. 40 lbs. F.O.B. Factory, Ark

D8R74-3556—20" Boy's Model. Flamboyant Red finish .RETAIL **$53.00**

D8R75-3556—20" Girl's Model. Flamboyant Blue finish.. .RETAIL **$53.00**

SHELBY LIGHTWEIGHTS *Made in England*

ALL MODELS EQUIPPED WITH 3-SPEED HER-CU-MATIC SHIFT

DELUXE MODELS for WOMEN or MEN

Ladies' Model. For speedy cross-country, distance or pleasure riding, this deluxe model gives tops in comfort and performance features. 3-speed hub with her-cu-matic easy shift handle bar control. **Hand operated front and rear caliper brakes.** Featherweight extra-strong frame. **Other plus features:** easy-riding mattress type saddle, tubular crown fork with chrome plated domes; chrome generator headlight and tail light; roomy touring bag, rear reflector; chrome plated pump, kickstand. Rustproofed by latest Bonderizing process. F.O.B. New York Pier.

D8R79 4756—Metallic Steel Blue. . . . . RETAIL **$79.00**

Men's Model. Same features as above Men's frame.

D8R78-4756—Flamboyant Ruby enamel.....RETAIL **$79.00**

STANDARD MODELS

Men's Model. Easy riding bicycle for distance or pleasure. **Includes all the Shelby standard features:** 3-speed hub with her-cu-matic easy shift handle bar control. Hand-operated front and rear caliper brakes. Featherweight extra strong frame. **Plus these other features:** easy riding mattress type saddle, kickstand, and complete rustproofing by the latest Bonderizing process. F.O.B. New York Pier.

D8R76-4094—Black enamel......RETAIL **$60.00**

Ladies' Model. Features as above Ladies frame.

D8R77 4084—Metallic Sky Blue enamel

RETAIL **$60.00**

LAST MINUTE SPECIAL PURCHASE!

"PRO-MAKER" YOUTH GOLF SET

The finest clubs ever built for the young golfers of America. All clubs designed to actual scale and specifications of full size clubs. Made with the proper head size and weight. True Tamper Stanmaker shafts plus Golf Pride molded rubber grips—all proportioned for the small golfer. Set **consists of: #1 wood, #5 iron, #9 iron, putter, and colorful plaid Sunday bag.** Irons have accurate weight, correct loft angles, beautifully finished in bright chrome plating. Wood has genuine persimmon head with fibre insert in clear face, adds beauty as well as protection to club head. True Temper "Stanmaker" shafts are step down design with proper flex, enable young golfers to get more distance and accuracy. Golf Pride grips permit comfortable, but sure hold. **Available in 2 sizes:** Long for ages 11 to 14, short for ages 8 to 11

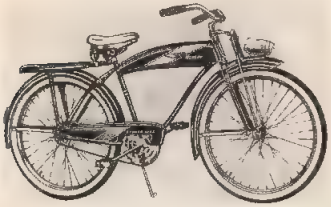
Long length for Ages 11 to 14. #1 Wood 37", #5 Iron 33", #9 Iron 31", and Putter 30". Ship. wt. 9 lbs.

12R105-1800 . . . . . RETAIL **$30.00**

Short Length for Ages 8 to 11. #1 Wood 34", #5 Iron 30", #9 Iron 28", and Putter 27".

12R107-1800 . . . .RETAIL **$30.00**

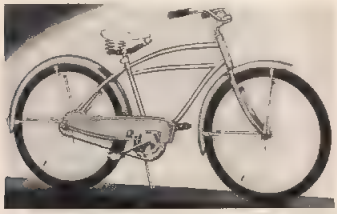
The Latest in Murray Quality Bicycles



Super Deluxe 26" Bicycle. With Spring Fork . . . absorbs shocks and gives smoother riding. Saddle with vinyl plastic, waterproof top and compound, chrome plated springs. **Features:** chrome plated handlebar with plastic grips; new, deluxe luggage carrier; deep section, crescent design fenders; Musselman, self-energizing coaster brake with hard chrome brake shoe; kick-up parking stand; white sidewall balloon tires, 26x2.125", with inner tubes, new motorcycle type tank with horn; headlight mounted on front fender .18½" frame reinforced for double strength. Ship. wt. 66 lbs. F.O.B. Illinois Warehouse.

BOY'S MODEL. Flamboyant Green with Ivory trim.
D8R111-6269 . . . . . .RETAIL **$90.00**

GIRL'S MODEL. Flamboyant Blue with Ivory and Vermilion trim.
D8R110-6269 . . . . . .RETAIL **$90.00**



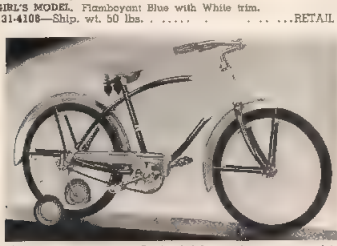
Standard 26" and 24" Bicycles. Excellent riding . . . quality combination. One-piece cast, large fork. Saddle with tan vinyl waterproof top and compound. **Features:** Murray Gothic design fenders. Musselman self-energizing coaster brakes with exclusive hard chrome brake shoe, kick up parking stand; black balloon tires with inner tube; chrome plated handlebar with black rubber grips; regular bicycle pedals; rear fender reflector. 18½" reinforced frame. F.O.B. Illinois Warehouse

26" BOY'S MODEL. Flamboyant Red with White trim.
D8R118 4262 -Ship. wt. 56 lbs . . . . . .RETAIL **$65.00**

26" GIRL'S MODEL. Flamboyant Blue with White trim.
D8R128-4262—Ship. wt. 56 lbs . . . . . .RETAIL **$65.00**

24" BOY'S MODEL. Flamboyant Red with White trim.
D8R130-4108—Ship. wt. 50 lbs. . . . . .RETAIL **$60.00**

24" GIRL'S MODEL. Flamboyant Blue with White trim.
D8R131-4108—Ship. wt. 50 lbs. . . . . .RETAIL **$60.00**



20" Park Cycle with Stabilizer. Boy's Model. Stabilizer acts as safety aid to train child to ride. Assures control and balance of bicycle at all times. Stabilizer equipped with nylon bearing 8" steel disc wheels with ¾" tires. One-piece drop-forged fork. Spring saddle covered with waterproof Tan vinyl. **Features:** New design, round section fenders; positive-action self-energizing coaster brake, 1¾" semi-pneumatic 20" tires; full ball bearing wheels; large double block pedals; double adjustable chrome-plated handlebars with plastic grips. 14⅞" hydrogen brazed frame reinforced for double strength and finished with Black baked enamel with Vermilion fenders and White panels. Full ball bearing frame head and hanger sets. New deluxe design chain guard. F.O.B. Illinois Warehouse.

D8R136-3275 -Ship. wt. 45 lbs. . . . . .RETAIL **$50.00**

GIRL'S MODEL. (Not illustrated.) Double bar. As above with Sage Green enamel with White fenders and Green panels.
D8R137-3275—Ship. wt. 46 lbs. . . . . .RETAIL **$50.00**

Deluxe Bicycle with Conventional Fork. Comfortable, compound-spring saddle covered with waterproof vinyl. **Features:** Gothic design fenders. Musselman coaster brakes, equipped with hard chrome brake shoe kick-up parking stand chrome plated handlebar with black rubber grips new deluxe luggage carrier, deep section, crescent design fenders; Musselman coaster brakes, equipped with hard chrome brake shoe kick-up parking stand chrome plated handlebar with black rubber grips new deluxe luggage carrier

POCKET KNIVES
BOKER TREE BRAND

Length Closed 4¼ Inches

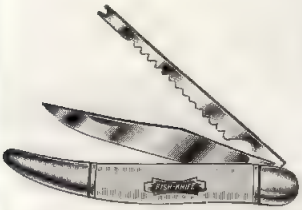
Two blades, 1 blade for slitting and skinning, 1 combination blade with hook disgorger, scaler teeth and cap lifter. Stainless steel blades. Hook sharpening stone fitted into cream colored handle. Pin hole at bolster tip for straightening bent hooks. Nickel silver bolsters, brass linings and stainless steel springs

Per dozen

No. S888—Wt. per dozen 2¼ lbs. . .$36.00

One-half dozen in a box.

COLONIAL SPORT TOPPER



Length Closed 4 Inches

Two blades: 1 cutting blade and 1 combination fish scaler, hook remover and cap lifter. High carbon steel sabre ground blades

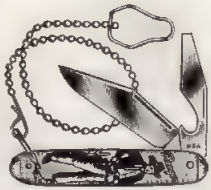
Assorted handles of stag, white and colors

Per dozen

No. 402F-A—Wt. per dozen 3 lbs...**$12.00**

One dozen on a card

POCKET KNIVES
COLONIAL RANGER



Length Closed 3⅝ Inches

Two blades: 1 cutting and one combination screw driver and cap lifter. High carbon steel blades are hardened and tempered.

Bead chain with button clip

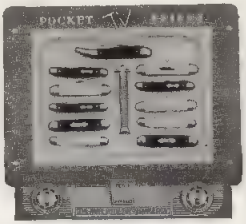
Full color handle with international Morse code on reverse side

Per dozen

No. R202 Wt. per dozen 2 lbs. **$9.00**

One dozen on a card.

POCKET KNIFE ASSORTMENTS
COLONIAL TOP VALUE



Length Closed 3⅜, 3½, 3⅞ and 4⅜ Inches

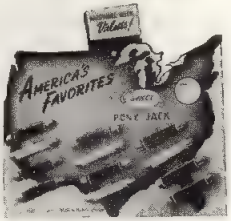
High carbon steel blades, sure-grip handles.

Per assortment

No. TV3610 — Assortment, consists of three dozen assorted knives, one dozen mounted on the front of a display and two dozen conveniently stocked on the reverse side of the display; wt. per assortment 6½ lbs. **$21.00**

One assortment in a box

POCKET KNIFE ASSORTMENTS
CAMCO PONY JACK



Length Closed 2⅛ Inches

Surgical steel blades; solid bolsters. Brass linings; solid handles.

Per assortment

No. 1200—Assortment, consists of one dozen assorted colored knives as described above; wt. per assortment 1¼ lbs. **$15.00**

One assortment in a box.

COLONIAL SHUR-SNAP AUTOMATIC

Length Closed 4 Inches

One full mirror polished clip blade made of high carbon cutlery steel. Nickel alloy bolsters

Automatic opening feature.

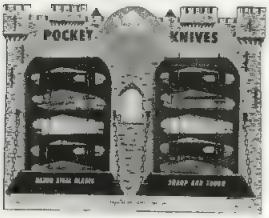
Per assortment

No. 1800C—Assortment, consists of one dozen assorted colored molded tenite handle pocket knives on a display card; wt. per assortment 2 lbs **$12.00**

One assortment in a carton.

POCKET KNIFE ASSORTMENTS

IMPERIAL JACK-MASTER



Length Closed 3, 3¼ and 3⅜ Inches

High carbon steel blades, carefully hardened and tempered; ground, mirror polished and hand edged.

Heavy, rounded handles assorted stagged, simulated pearl and assorted colored celluloid; highly polished "Nuloy" bolsters and caps.

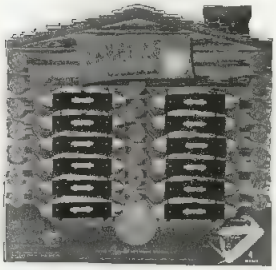
Per assortment

No. N-84—Assortment, consists of one dozen, two blade jack knives as described above, mounted on a display card; wt. per assortment 1⅞ lbs. $9.00

One assortment in a box.

POCKET KNIFE DISPLAYS

JACK-MASTER KAMP-KING



Length Closed 3⅝ Inches

Polished razor steel master blades, scientifically heat treated and hand edged, brass lining, long wearing special "Nuloy" bolsters.

Four blades, with one master blade, one cap-lifter and screw driver, one can opener and one reamer, assorted stagged, simulated pearl and assorted color celluloid handles.

Per display

No. N-615—Display, consists of one dozen, four blade knives as described above, mounted on a display card; wt. per display 3¼ lbs. $12.00

One display in a box.

POCKET KNIFE DISPLAYS

CAMCO BARLOW

Length Closed 3⅜ Inches

Extra keen blades are made from special high carbon cutlery steel. Carefully hardened and tempered and individually hand sharpened. Heavy steel bolsters keep blades firmly in position.

Smart, solid, unbreakable plastic handles.

Two blades, one clip and one pen

Per display

No. 658—Display, consists of one dozen, two blade jack knives as described above, mounted on a display card; wt. per display 1⅝ lbs. $12.00

One display in a box.

IMPERIAL COLT

Length Closed 2¾ Inches

Serpentine pattern with full non-corrosive bolsters. Handles are simulated stag and have shields, and cover pins.

Two blades, one clip and one pen.

Per display

No. N785ST—Display, consists of one dozen, two bladed knives, as described above, mounted on a display card; wt. per display 1¼ lbs. $9.00

One display in a box.

STRAIGHT RAZORS

BOKER RED INJUN IMPORTED

Hand forged from special analysis English bar steel; charcoal tempered, hand ground and honed

Black rubber handle with trade mark inlaid in silver.

⅝ inch wide.

Per dozen

No. 101SP—Square point $72.00

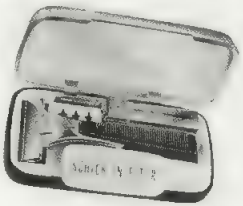
No. 101RP—Round point $72.00

Weight per dozen 1¾ pounds.

One in a box, one-half dozen in a carton.

SAFETY RAZORS

SCHICK INJECTOR HYDRO-MAGIC



A new razor development that cleans itself, changes blades, smooths down skin—all automatically. Provides a closer faster, cleaner shave.

Plastic travel case with snap lid and place for Blade Injector

Per kit

Hydro-Magic—Kit, contains razor, 24 blades in injector and case, wt. per carton 4½ lbs. $1.89

Twelve kits in a carton.

SAFETY RAZOR BLADES

SCHICK INJECTOR HYDRO-MAGIC

Gold finished blades and injector. Specially designed to fit new Hydro-Magic Razor.

Per injector

Schick Blades—24 blades in an injector $0.98

NEW STARLIGHT LINE OF CARAFES AND COFFEE WARMERS

"Coffee By Candlelight"

Charm... **in copper and wrought iron by SILEX**

Styled in tune with today's taste . . copper and wrought iron "Starlight" line of carafes and coffee warmers by Silex. Exclusive, too, is wide mouth of carafes to permit stirring of beverages, easy cleaning . . . even large enough for ice cubes! Enclosed candle warmers permit terrace use as well as buffet and dining room. Eight and twelve cup sizes. Distinctively gift packaged.

Starlight CARAFE SETS

In two sizes, 8 and 12 cup, packaged with coffee warmers or available individually. Copper "mists" fired into glass. Decorative copper wire encircles glass near its base. 12-hour candles with warmers. Gift and display packaged

549NH218-P442 3-LP417
8-cup carafe with coffee warmer $6.95
549NH222-P517 3-LP477
12-cup carafe with coffee warmer 7.95
549NCAN-P18 12-LP16
Box of 3 candle refills for 8 & 12 cup coffee warmers .28
549NH208-P292 6-LP270
8-cup carafe with insulating table mat 4.50
549NH212-P325 6-LP300
12-cup carafe with insulating table mat 5.00

"Golden Touch" CARAFES

In the traditional carafe styling . . . 8, 12 and 16 cup carafes decorated in black and gold. 8 and 12 cup sizes gift and display packaged with crystal and chrome coffee warmer. Individual carafes provided with insulating table mats.

549NCHCW8-P484 6-LP447
8-cup carafe with coffee warmer $7.45
549NCHCW12-P517 6-LP477
12-cup carafe with coffee warmer 7.95
549NCHG8-P257 6-LP237
8-cup carafe with insulating table mat 3.95
549NCHG12-P289 6-LP267
12-cup carafe with insulating table mat 4.45
549NCHG16-P322 6-LP297
16-cup carafe with insulating table mat 4.95
549NCW-P228 6-LP210
Coffee warmer, glass 3.50
549NCAN-P18 12-LP16
Box of 3 candle refills for 8 & 12 cup coffee warmers .28

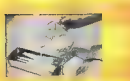
INDIVIDUAL *Starlight* CARAFES

Formal or casual . . . coffee service at its finest. 2-cup carafes with coffee warmers in sets of two and four. 3-hour candles. Gift and display packaged

549NH202-P387 6-LP357
Set of two 2-cup carafes with coffee warmers $5.95
549NH204-P711 3-LP657
Set of four 2-cup carafes with coffee warmers 10.95
549NHC12-P58 12 LP53
Box of 12 candle refills for individual coffee warmers .89

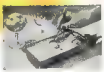
Homemade Ice Cream ... Easy to make with the SILEX FREEZE-O-TRAY Electric Ice Cream Freezer

Fits Your Refrigerator!



JUST POUR MIX

PLACE IN REFRIGERATOR



MELLOW AND SERVE

- Takes less than one hour to make one full quart of delicious ice cream!
- Makes rich, genuine OLD-FASHIONED homemade ice cream in any modern refrigerator!
- "Magic motion" agitator eliminates ice flakes, gently stirs as it freezes . . . motor shuts off automatically without watching!

Made of lifetime stainless steel. 110 volt 60 cycle AC motor, self-oiling bearings. Overall size 2⅛" x 4½" x 12½" — fits any modern refrigerator. Illustrated instructions included.

SPECIFICATIONS

549NFTI-P1232 3-LP1137
FREEZE O TRAY, electric ice cream freezer $18.95

CANISTER SETS

4 or 5 piece glass canister sets. Round with wide mouths and glass stoppers for convenient use and cleaning. 3 different size canisters in each set. 5 piece set with wrought iron wall rack, 4 piece set gift packaged. Assortment of labels.

549NCN5-P449 3-LP417
Set of five glass canisters with wall rack $6.95
549NCN4 P322 3-LP297
Set of four glass canisters in display box 4.95

PERCOLATOR "TWINS"

4 cup economy size • 8 cup family size
Gracefully styled Silex Percolators are triple purpose . . . for better tasting percolator coffee . . . for instant coffee . . . or as a useful beverage server. Cup markings on bowl for measuring convenience.

549NPG4B-P258 6-LP237
Four cup glass percolator $3.95
549NPG8B P387 6-LP357
Eight-cup glass percolator 5.95

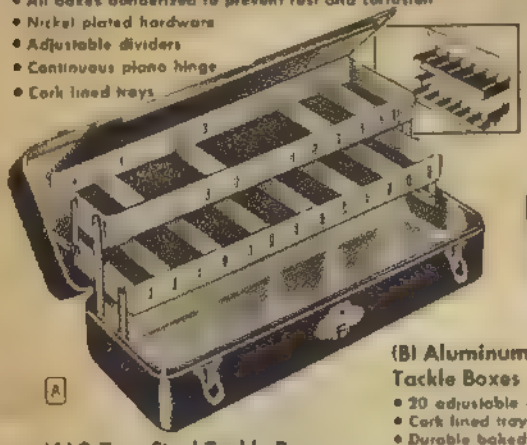
AIKEN Electric COFFEEMAKER SET

"Aiken" model glass vacuum coffeemaker gift packaged with semi-automatic electric stove. Decanter cover, upper bowl cover and holder, glass filter, cup markings, platinum striped glass. Stove has attached cord, two-heat switch.

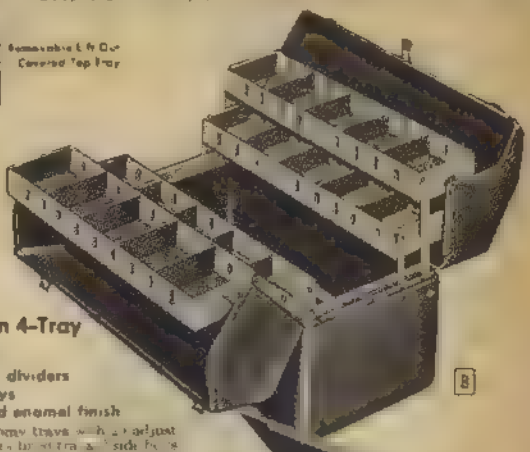
549NEA SB P907 3 LP837
Aiken electric coffee maker $13.95

SIMONSEN TACKLE BOXES

- All boxes bonderized to prevent rust and corrosion
- Nickel plated hardware
- Adjustable dividers
- Continuous piano hinge
- Cork lined trays
- Baked enamel finishes
- Deep drawn one piece seamless Aluminum or Steel boxes



Removable Lift Out Covered Top Tray



(A) 2-Tray Steel Tackle Box

Has new removable covered top tray. Deep drawn seamless steel baked enamel finish 2 cork lined cantilever trays with adjustable dividers. Continuous piano hinge. WATERPROOF lift the dot lock and two side bolts. Form fitting aluminum handle. A compact 2 tray tackle box designed to hold everything the fisherman needs.

No 4663 6 Tray Steel Box as described. Center lock and 2 side bolts. Ship. Wt. 10 lbs. List $8.50. Dealer's ea $4.80. 6 each $4.60. 12 each **4.23**

No 4661 21"x7½"x7" 12 tray dividers. Center lock and 2 side bolts. Ship. Wt. 10 lbs. List $8.50. Dealer's ea $5.45. 6 each $5.15. 12 each **4.82**

(B) Aluminum 4-Tray Tackle Boxes

- 20 adjustable dividers
- Cork lined trays
- Durable baked enamel finish

Four EXTRA roomy trays with 20 adjustable dividers. 2 side bolts and center lock. Long handle. Continuous piano hinge welded to cantilever trays. Baker name finish. All corners are reinforced. Beautiful and attractive. WATERTIGHT.

No. 4657 19"x10½"x8½". List $7.95. Dealer's ea, each $11.85. 6 lots, each $10.95. 2 lots, each **10.29**

No 4655 Same as above only of steel. List $11.50. Dealer's ea $8. 6 lots, ea $6.80. 12 lots ea **6.47**

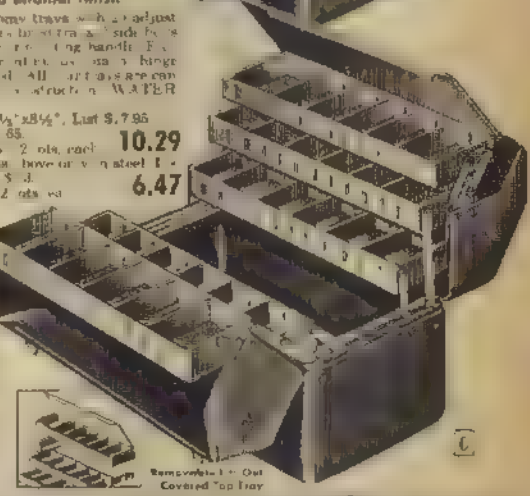
(C) 5-Tray Hip Roof Tackle Box

- Removable lift out covered top tray
- Available in steel and aluminum
- 31 adjustable tray dividers
- All trays cork lined

This tackle box has many features. Our Removable Tray Lift Out Covered Top is a big help. Deep drawn one piece seamless construction. Baker name finish. Lined with cork for 5 trays. Aluminum handle. Adjustable trays divide to suit. Cover and cork lined tray of 6 trays. Aluminum handle.

No 994 16 x 9½ x8½ 1 at $7.95. Dealer's ea, each $8.35. 6 lots, each $7.80. 12 lots, each **7.36**

No 4652 Same as above only in Aluminum. Wt. 9 lbs. List $15.00. Dealer's ea $13.00. 6 ea $12.80. 12 ea **11.47**



Removable Lift Out Covered Top Tray

3-Tray Aluminum Tackle Box

- 3 Cantilever Trays Cork Lined
- 19 Adjustable Tray Dividers

A roomy 3 tray tackle box of deep drawn aluminum. Electrically welded. Continuous piano hinge. Handsome baker enamel finish. Three cork lined trays with adjustable dividers and center draw bolt. Has 14 tray dividers. Size 16"x8½"x8½".

No 4653 Wt 9 lbs. List $ 2.50. Dealer's ea $8.35. 6 lots, ea $ 12 lots ea **7.36**

Spin Tackle Box

- Light, Compact, Small
- Cork Lined Cantilever Trays

Specially designed for spin fishing tackle. Plenty of compartments for lures, plenty of room in body for all types of spinning reels. Deep trays with fully welded continuous piano hinge, cantilever trays, adjustable dividers; form-fitting handles; nickel plated hardware, 2 side bolts and center lock, cork lined trays, lasting baked enamel finish. Lightweight and compact.

No 4660 6 Tray Aluminum Model (trays 15½"x8½"x2½"). Weight 6 lbs. List $ 9.95. Dealer's ea $ 8.35. 6 lots, ea $8.20. 12 lots, each **9.11**

No 4659 4 Tray Steel Model 16"x8½"x7½". Weight 6½ lbs. List $8.50. Dealer's ea $ 6 lots each $ 12 lots, each **5.59**

Ashaway Nylon Floating Fly Line

For dry fly fishing. Sealed against moisture. Lasting nature buoyancy. Lightweight. Invisible sky blue color.

Level Sizes

No	25 yds. to Coil	List	Dlr's., ea.
736	E	$ 2.80	$1.56
730	D	2.80	1.74
729	C	3.20	1.92
728	B	3.50	2.10

Double Tapers 30 yds. to coil

805	HFH	$ 9.50	$5.70
804	HDH	10.00	6.00
803	HCH	10.50	6.30
802	HBH	11.00	6.60

Ashaway Grey Dacron Casting Line

Invisible grey. Less air water resistance. Specially fabricated for less casting friction, longer wear. Braided for greater strength and weight. Has low elasticity. Two 50-yd. spools connected in box.

No	Test	List Per Box	Dlr's., Per Box
738	10 lbs.	$2.40	$1.44
740	15 lbs.	2.80	1.68
742	20 lbs.	3.00	1.80
744	25 lbs.	3.20	1.92

Ashaway LR Braided Nylon Spinning Line

Combines the advantages of both mono-filament and braided lines with many of the drawbacks of either. Free running as monofilament. Flexible as braided line. Firmer body without springiness. Low water absorption. Aqua blue color. 2-100 yd spools connected in box.

No	Test	List per box $4.48
774	4 lbs.	Dlr's., ea. per box
773	6 lbs.	2.69
772	8 lbs.	
771	10 lbs.	

Ashaway Thin-Spin Dacron Line

A special layout in Dacron made of fine fibers almost spun out of the water for fresh and salt water spinning. Lower casting ends as line is free under less drag. Extra smooth surface. Neutral gray color. Two 100 yard spools, connected in box.

No	Test	List per Box $4.40
816	4 lbs.	Dlr's., ea. per Box
817	6 lbs.	
818	8 lbs.	2.64
819	10 lbs.	List per Box $4.60
84 60	Dlr's., per Box	2.76

Wexford Spin-Pak Line in Plastic Utility Box

Made of Dupont Tynex monofilament nylon processed to a "mirror-like" Stress soft finish. The famous Spin Pak fills any spinning reel quickly without twist, saves time and temper. Two wheels of line connected in box.

No.	Test	Yds.	List	Dlr's., per box
824	4 lbs.	300	2.40	1.44
825	6 lbs.	200	2.00	1.20
826	8 lbs.	200	2.40	1.44
827	10 lbs.	200	2.80	1.56

S-B Deceiver Nylon Fly Line

Braided of finest quality Nylon, oil processed. Unsurpassed for effortless casting ease of such p

Level 25 yd spool

No	Test	List	Dlr's
1077	E	2.70	1.62
1079	C	3.20	1.92

Double Tapered – 30 yd. spool.

965	HFH	9.50	5.70
966	HDH	9.50	5.70

Shakespeare Nylon Casting Line

Braided, black nylon casting line, longer wearing greater resistance to kinking and twisting, more water proof. Tan 50-yd spools connected in box.

No.	Test	List per box	Dlr's.
2543	12½ lbs.	2.80	.56
2544	15 lbs.	2.80	1.68
2545	18 lbs.	3.00	1.80
2546	20 lbs.	3.10	1.86
2547	25 lbs.	3.40	2.04

Ashaway Nylon Fly Lines

Braided, golden Du Pont nylon, special soft deluxe finish. Level Sizes 25 yds on sporting reel.

No	Size	List	Dlr's
2556	D	2.50	1.50
2557	C	2.75	1.65
2558	E	2.25	1.35

Double Tapers–30 yds. on pat. enamel baked casting reel.

2559	HDH	9.00	5.40
2560	HCH	9.50	5.70
2561	HBH	9.50	5.70

Invincible Black Silk Casting Line

High standard silk hard braided. Strong and durable. Black, waterproofed. Two 50 yd spools connected in box.

No.	Test	List	Dlr's., per Box
2450	15 lbs.	5.00	3.00
2451	18 lbs.	5.50	3.18
2452	24 lbs.	6.10	3.66
2453	30 lbs.	7.00	4.20

Gladdings Black Invincible Nylon Casting Line

Fibre and thread lubricated to stop friction. Water proof. Black Color. Two 50-yd. spools connected in box.

No	Test	List	Dlr's., per box
757	12 lbs.	2.60	1.56
759	15 lbs.	2.80	1.68
761	18 lbs.	3.10	1.86
763	24 lbs.	3.40	2.04
764	30 lbs.	3.70	2.22

Gladding Multi-Color Invincible Casting Line

Nylon multi-colored fiber lubricated line. 100 yd. spools. Friction is eliminated heat to reduce stretch. 2 50-yd. spools connected in box.

No	Test	List per box	Dlr's per box
755	12 lbs.	2.60	1.56
754	15 lbs.	2.80	1.68
753	18 lbs.	3.10	1.86
752	24 lbs.	3.40	2.04
751	30 lbs.	3.70	2.22

Airex Dacron Spinning Line

Smaller diameter of this braided spinning line means greater reel capacity, less wind resistance, reduced water drag, practically eliminates stretch. Instant reaction to strikes. Won't rot, mildew or absorb moisture. 2 100-yd. spools connected in plastic box.

No. 692, 4 lb. test No. 693, 6 lb. test No 694, 8 lb. test	Lake Green Color List $4.40 Dlr's. per box 2.64

Airex Nylon Monofilament Spinning Line

Scientifically treated and prestretched to the required elasticity. Uniformly rounded—will not flatten. Super limp—designed for longer casts, greater accuracy. Will not spring off spool. Two 100 yd spools connected in plastic box.

No.	Test	Color	List	Dlr's., per box
722	4 lbs.	Mist Green	2.70	1.62
721	6 lbs.	Mist Green	2.90	1.74
720	8 lbs.	Mist Green	3.60	2.16

Airex Air-Fly Floating Torpedo Spinning Taper

Fly and bug fishing with spinning gear. Now possible by using the Airex Air Fly floating taper. By attaching Air Fly to the end of spinning line, anyone can have a fly and bug casting rig. Air Fly is torpedo shaped and waterproof so it floats separate line to float. Length 16 ft. Wt. ¼ oz.

No 712 List $2.50 Dlr's ea. **1.50**

Our 2-way Price Guarantee Means More Profits for You. See Inside Front Cover for Details

SIDEWALK BIKES
JUNIOR ROADMASTER

Model No.	Size of Front Wheel Tire	Size of Rear Wheel Tire	Weight Per Carton
614	14" x 1.75"	14" x 1.75"	33 lbs.

Standard 14" Model
Convertible from Boy's to Girl's Model

Packed one in carton

Frame—1½" steel tubular head 1¼" tubing frame ⅞" tubing mast and ⅝" tubing mast supports. **Tank** New FLITE-LINE design. Hinged at front and snaps down from rear support bracket to convert from boy's to girl's model. **Fork** Stamped and formed from heavy gauge steel. **Fenders** New FLITE LINE design. **Wheels** Riveted "Twin Ten" spokes. Wide channel type rims. Ball bearing hubs. **Tires**—14" x 1.75" molded rubber. Semi pneumatic and puncture proof. **Handlebar** ⅞" tubing, bicycle type with plastic grips. Chrome plated. Adjustable. **Pedals** Two-piece bicycle type with rubber pedal treads. **Crankhanger**—Junior design with Chrysler Oilite bearings. Adjustable. **Training Outrigger**—5" steel disc wheels with ⅝" rubber tires. Heavy duty stabilizer frame. Adjustable and removable. **Chain** ½" pitch roller chain. Chain adjustment built into crankhanger. **Chainguard** New FLITE-LINE design. **Saddle** Molded rubber top with coil springs. Finish Indian red with white trim. Silver finish wheels.

Each
No. 1417-614 ..... $25.85

One in a carton.

SIDEWALK BIKES
GARTON

Frame—1¼ in. tubing.

Wheels—Wire spoke; 10 in.; easy rolling nylon bearings.

Pedals—Two-piece rubber.

Tires—1.25 in. puncture proof semi-pneumatic.

Equipment Two 5 in. auxiliary wheels; ¾ in. tubular one-way adjustable handle bar; fenders; large bucket type adjustable saddle for extra safety; red plastic handle grips.

Finish—Frame red, decorated white; wheels, fenders and handlebar white; saddle red.

Each
No. 1468-5010—10 in. wheels, 35 in. long over all, 22 in. high over all $12.39

One in a carton.

POLICE PATROL

Heavy gauge deep drawn steel construction; Speedy-flow chain drive. Oil impregnated, full length bearings.

Realistic license plate; authentic police emblems; luggage carrier; removable trainer wheels.

Black and white baked enamel finish.

Each
No. 1473-615—38 in. long over all, 26 in. high, 17 in. wide $22.00

One in a carton

GARTON MOTOR COP

Frame—1¼ in. tubing.

Wheels—Wire spoke; 12 in.; easy rolling nylon bearings.

Pedals—Two-piece rubber.

Tires—1.25 in., punture proof semi-pneumatic.

Equipment Two 5 in auxiliary wheels; ¾ in. tubular one-way adjustable plated handle bar; fenders; wire basket; windshield; aerial; large bucket type adjustable saddle; red plastic handle bar grips.

Finish Frame blue, decorated white; fenders white, striped red; wheels white; saddle red.

Each
No. 1465-5612—12 in. wheels, 38 in. long over all, 23 in. high over all $20.00

One in a carton.

Send Us Your
MAIL ORDERS

All Orders for Regular Goods Shipped Same Day Order is Received

Our Large Stock Decreases Back-Ordering to a Minimum

BICYCLE BASKETS
ANDROCK

Electrically welded wherever one wire crosses another. Exclusive "clamp-on" feature, with long clamps for fastening basket to handlebar.

Girder-type braces, 18½ in. long, carry load to front axle. Braces have three adjusting holes to make basket carry level.

Per dozen

No. 1642—18x13x6 in.; wt. per dozen 53 lbs. $28.80

Made of sturdy wire-welded construction. Complete with full length braces to the front hub, short clamps to the handlebar incorporating a special "swivel" design which permits adjustment to various styles of handlebars.

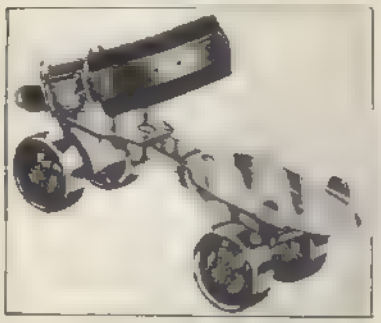
Bright tin alloy finish

Per dozen

No. 641—15x10x4¾ in.; wt. per dozen 33 lbs. $10.20

All above, one dozen in a carton.

ROLLER SKATES
WINCHESTER



Deluxe Super Speed

Nickel plated finish, genuine leather straps. Equipped with red ankle pads and brilliant red rost caps.

Full girder frame provides sure footing, support and long wear. Each free running roll has two rows of ball bearings, eighteen to a row.

Per pair

No. 1549-3831 Extends from 8⅝ to 11 in., clamps extend from 2⅜ to 3½ in. $4.50

Twelve pairs in a carton

ROLLER SKATES
WINCHESTER

Boys'

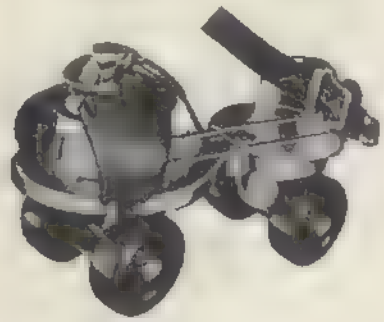
Full nickel plated, modified girder frame; foot plate reinforced with a strong flange; live rubber shock absorbers in each truck; metal heel plate; leather heel straps; double row ball bearing rolls; free wheeling.

Per pair

No. 1534-3536—Extends from 8 to 10½ in., clamps extend from 2⅛ to 3½ in. $3.75

Twelve pairs in a carton.

WINCHESTER BEGINNER



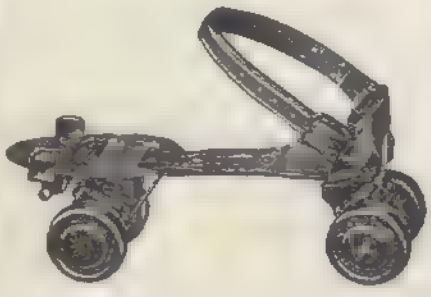
Equipped with rubber wheels. Red vinyl ankle and toe straps. With bells. Extends from 6⅝ to 7⅝ inches.

Pair

No. 1535-10 ..... $2.25

Twelve pair in a carton.

WINCHESTER JUNIOR



Equipped with interchangeable red vinyl toe strap. With chime. Red vinyl ankle strap. Extends from 6⅝ to 7⅝ inches.

Per Pair

No. 1537-30 ..... $3.25

Twelve pairs in a carton.

ROLLER SKATES
UNION

Men's

The standard roller skate of the industry. Bright nickel plated; oscillating trucks with live rubber cushions; famed Union SCB rolls; double ball race; 18 ball bearings to the roll. Grain leather straps.

Per pair

No. 1536-5—Extends from 8¼ to 10¾ in. $5.20

ROLLER SKATE KEYS
UNION

Combined wrench and key. Bright finish steel.

Per dozen

No. 1539-2350—Wt. per dozen ½ lb. $0.50

Open stock.

FOR YOUR COMPLETE SATISFACTION

In this catalog we show a carefully selected line of merchandise that we have found by long experience is in demand in the territory we serve. In selecting our lines the first consideration is the merit and quality of each and every item. Use our catalog numbers in making up your mail orders and you will not make a mistake. Our service means prompt service—all orders are shipped the same day they are received.

ROYAL "ARISTOCRAT"

With Exclusive "Magic Margin"

Famous "Magic Margin" sets both left and right margins instantly . . . just position and click button. Contoured Finger-Flow keys on standard full-size keyboard. Line Meter records number of lines to bottom of page. Push-button top for easy access to interior. Visible Tabulation . . . set all tabs at once without moving carriage.

Touch Control adjusts keys to your stroke. Has variable and 1, 2, 3-line spacing, 2-color ribbon and stencil device, skip proof type bar action, margin release key, back spacer key, right and left carriage release levers, automatic ribbon reverse, shift release, shift lock key, paper guide. With smart fiberglas plastic carrying case . . . indestructible and featherlight; easy-grip handles.

79-7001 C8923 Pica Type. Wt. 17 lbs. with case.....$111.23
79-7019 C8923 Elite Type. Wt. 17 lbs. with case..... 111.23

ROYAL QUIET DELUXE . . . has all the features above plus built-in silencing, and Speed Selector—lets you dial the carriage speed best suited to your typing.

79-7027 C9472 Pica Type. Wt. 17 lbs. with case $118.72
79-7035 C9472 Elite Type. Wt. 17 lbs with case .. 118.72

ROYAL PORTABLE TYPEWRITERS

With "Big-Machine" Features . . . Built for a Lifetime of Use

—A portable is as necessary as electricity in the modern home, and when it's a Royal, it's one of America's finest!

—Superior in design and engineering with the newest, most efficient features . . . comparable to "office machines."

—Royal's exclusive "Magic Margin" sets both right and left hand margins instantly . . . easily . . . automatically

Note: In states where Fair Trade regulations apply, the established minimum retail prices on all portable typewriters in this catalog must be maintained. These typewriters are sold to dealers for resale only.

Famous Royal Speed King keyboard and Finger Flow keys conform exactly to the big Royal Office Machine.

—Push-button tops, a Royal exclusive too. All you do is push a button . . . up flies the top for access to interior.

—Smart eye-ease color combination . . . Gray velvet-tone mat finish with soft-toned keys that cradle your fingers.

This is a sample of pica type.
This is a sample of elite type.

ROYAL "COMPANION"

Practical, Sturdy . . Moderately Priced

Priced within the most modest budget, the "Companion" is built to typical high Royal standards . . . incorporates the essential big machine features needed for small offices and businesses or your personal typing. Compact and well designed, it's easy to carry . . . easy to store.

Features complete full size keyboard, made exactly to conform with the famous Royal Office Machine. Finger Flow keys fit your fingers exactly . . . cradle them for faster, more comfortable typing. Line Finder permits entries out of regular typewriter spacing with accurate return for perfect overstrikes. Balanced Keyboard Controls—all special controls are balanced on either side and can be reached from home key position. New Speed Spacer . . . its fast, responsive action makes typing easier, improves the quality of typewritten work. Four-line Visibility between writing line and paper bail, ribbon carrier does not block writing line.

Many other Royal features include: 2-color ribbon and stencil device, skip proof type bar action, right and left margin stops, margin release key, automatic ribbon reverse, etc. Handsome fiberglas carrying case.

79-7043 C6865 Pica Type. Wt. 15 lbs. with case.....$84.65
79-7050 C6865 Elite Type. Wt. 15 lbs. with case..... 84.65

Smith-Corona PORTABLE TYPEWRITERS

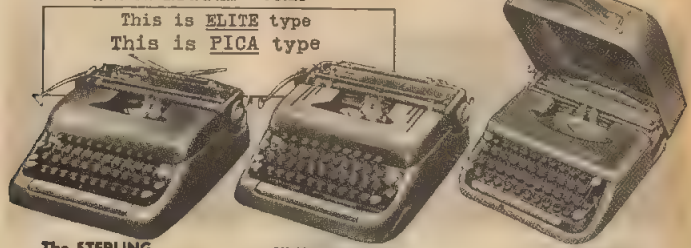
The SILENT—SUPER Model

Featuring the New Keyset-Tabulator. A fast, dependable portable that always gives BIG machine performance. Now, with the new keyset-tabulator all of the tabulating is done from the keyboard. Finished in beautiful rust brown with green color speed keyboard and paper table. The **Super** portable is years ahead in color styling and streamlined design. Complete with smart new Holiday carrying case.

CHECK THESE TOP-NOTCH FEATURES:

Quikset Margin Control. Tip-touch Back Spacer, Cushioned Tabulator, Synchronized Line Space Lever, Colorspeed Keyboard, Piano Key Action, Floating Shift, Synchronized Carriage Return, Dual-drive Ribbon Feed, One-stroke Ribbon Reverse. Rugged, All-around Frame, 3 position Paper Rail, Retractable Paper Supports, Removable Silent Platen, Dual Universal Action, Super-Speed Escapement. Frame-Fit Space Bar, Skidproof feet, Line Retainer. Shipping wt. 21 lbs.

No. 3845. Pica type } List $129.00. Dealer's, each
No. 3846. Elite type } $103.10. Lots of 2, each **98.20**



The STERLING

Top performance at medium price has tabulator plus Colorspeed keyboard, superspeed escapement, quikset margins, tip touch back spacer, typebar speed booster skid-proof feet, piano key action, floating shift, 3-position paper bail, adjustable paper guide. Sturdy, attractive case measures 17"x14½"x7". Shipping weight 20 lbs.

No. 3852 Pica.
No. 3853 Elite.
Last $140.95. Dlrs. ea. $88.80. 2 lots, each **84.50**

SILENT Portable

Here is a portable with the **touch and action of an office typewriter**—no other portable gives these exclusive new Smith-Corona features. New Colorspeed keyboard. **Quick-set margin control** synchronized line space lever. unicycle ribbon reverse, fully enclosed design, tip-touch back spacer, skidproof feet, retractable paper supports, super-speed escapement **plus tabulator,** line retainer, both paper fingers and bail, and a unique silent platen which is readily removable (may be interchanged with a harder one). Case included. 17"x14½"x7". Ship. wt. 20 lbs.

No. 3850 Pica. List $119.40. Dlrs. ea. $74.60. 2 lots, each
No. 3851 Elite. $74.60. 2 lots, each **90.40**

The SKYRITER

The perfect travel companion—the smallest, easiest-to-carry Smith-Corona. **Weighs only 9 lbs.** complete with aluminum cover that forms its case, so compact it may be carried in a brief case or slipped in a desk drawer; small in weight and size. 3" high, 11" wide, 13" long, but it's a remarkably sturdy and trouble-free machine. Note margin release, platen ratchet release, paper release, retractable paper supports, quikset margin stops, backspacer, centering level. Ship. wt. 11 lbs.

No. 3857 Pica. List $103.10. Dlrs. ea. $63.30. 2, ea.
No. 3858 Elite. $63.30. 2, ea. **60.22**

← SMITH-CORONA ADDING MACHINE

7 TOTAL KEYBOARD. It's convenient desk size, modern. Very easy to use. Just press keys and move handle. Keyboard **9 999 99**—total **99,9999 99**. Large readable type, punctuated ciphers print automatically. Has a repeat and clear key non-add key, single column clearance keys. Single stroke total and subtotal keys. Dustproof case. Uses standard paper rolls. Figures always visible—errors can be corrected before printing. 14" x8"x8½". Ship. wt. 24 lbs.

No. 3847. 7 Tots. Keyboard. List $100.79. Dlrs. ea. $65.50. Lots of 2, each **82.40**

8 TOTAL KEYBOARD

No. 3859. Same as above with 8 total keyboard. Keyboard capacity **99.999 99**. Total capacity **999,999 99**. List $110.57. Dealer's, each $97.30. 2 lots, each **92.60**

SMITH-CORONA CASH REGISTERS

Cash Register and Adding Machine Combined. Does the work of both at far less than the usual price of a cash register. Adding machine easily removed for use elsewhere. As a cash register it protects the money taken in, makes balancing of cash easy and gives daily record of business. Records amounts of all cash transactions by use of adding machine keys. Keeps track of sales by classes of merchandise by alphabet code keys. Prints on standard adding machine paper roll automatically rewound at rear of machine. Bell sounds when machine is operated; snap on handle removable to prevent unauthorized use. Ball bearing construction.

SPECIAL MODEL. 5 Line keyboard with total capacity to 9,999.99. Cash drawer has removable tray with 6 coin compartments, 5 bill compartments. 14" cash drawer with lock. Special transactions indicated as Paid out, Credit, Refund, Charge, No Sale. Shipping weight 53 lbs.

No. 3848. List $169.50. Dealer's, each $131.60. 2 lots, each **125.40**

DELUXE MODEL. Capacity 9,999.99. Above features plus **New Tax key, 9 alphabetical** keys to classify departments or commodities, **locked total and subtotal**
No. 3849. Wt. 64 lbs. List $209.50. Dealer's, each $157.10. 2 lots, each **149.60**

Satisfaction Guaranteed or Money Refunded

Smith-Corona
PORTABLE TYPEWRITERS

Coral Pink

Seafoam Green

Desert Sand

Sapphire Gray

Alpine Blue

Specify Color

The SILENT-SUPER

$121.50 Plus Federal Excise Tax
No. 5TX9750

A portable with all the major features of a standard office typewriter . . . the same keyboard . . . the same quality of printing . . . the same touch and speed. Impartial experts have declared it the best designed portable on the market. Dealers say it requires the least service. It has everything you'd expect in an office typewriter, *plus* Page Gage, numerous sound-deadening devices, a removable cushioned platen, and THE FINEST KEY-SET TABULATOR IN PORTABLE TYPEWRITER HISTORY! It is, beyond question, the finest typewriter of its kind in the world. Available in your choice of these smart decorator styled two-tone color combinations. Complete with slim-line "Holiday" carrying case.

QUICKSET MARGINS | **SYNCHRONIZED LINE SPACE LEVER** | **SUPER-SPEED ESCAPEMENT**

Easiest system on any portable! Press down on pointers and slide to desired position.

Gives single, double, triple spacing. Close to keyboard for easy reach, fast carriage return.

Permits fastest action of any portable. With correct rhythm, nobody can jam the keys!

YOUR CHOICE OF TYPE STYLES

You can choose either of the two most popular kinds of type, *Pica* or *Elite*, at no extra cost

This is PICA type.
This is ELITE type.

In addition, many other distinctive styles are available at a slight extra charge

The STERLING

Top performance at medium price. Has Page Gage, Quickset Margins, Synchronized Line Space Lever, Super-Speed Escapement, 3-position Paper Bail, Typebar Speed Booster, Piano Key Action, Line Retainer, and exclusive manually-set Cushioned Tabulator. Ideal for correspondence and personal and semi-office typing.

$104.50 Plus Federal Excise Tax

No. 5A8485

The *Skyriter*

America's first and finest lightweight portable typewriter, the *Skyriter* is small enough to fit in a briefcase, and weighs only nine pounds yet has a full size keyboard, and takes regular size business stationery. A favorite of authors, journalists, sports-writers, and students, this precision-built lightweight is also the lowest-priced typewriter in the Smith-Corona line

$74.50 Plus Federal Excise Tax

In New Vinylite Case

No. 2Y5980

Smith-Corona ADDING MACHINES

Two desk models, hand operated, easy-to-use, with a 25-year record of sturdiness and trouble-free service that is unsurpassed. Clear Signal prints automatically with first item added. Column Clear Key clears incorrect figure in column without disturbing others. Error Key clears entire keyboard. Repeat Key speeds up work. Permanent record of all transactions on tape . . . printed in bold, easily-read type, with positive visibility of all printed figures. Automatic space-up after total positions tape instantly at correct tear-off point. Ideal for itemizing sales at the counter, listing checks for deposit, checking invoices, inventory work, accounts receivable and payable, etc. Invaluable for Income Tax work.

MODEL 7MD

Lists 9,999.99
Totals 99,999.99
No 7MD8181
$94.50 Plus Federal Excise Tax

MODEL 8MD

Lists 99,999 99
Totals 999,999 99
No 8MD9186 $112.50 Plus Federal Excise Tax

Wholesale Prices Include Federal Excise Tax

Smith-Corona CASH REGISTERS

DELUXE MODEL

A modern, streamlined, durable Cash Register with features usually found only on far more expensive machines . . . records every transaction on standard adding machine paper roll which is automatically rewound. Special transactions indicated as Paid Out, Credit Refund, Charge, No Sale, and Received on Account. Snap-on handle for greater protection . . . instantly removed to prevent unauthorized use. Cash drawer slides freely and smoothly on ball bearing raceways. Two-in-One combination . Adding Machine and Cash Register. Adding Machine unit quickly and easily removed for use elsewhere.

No 8MDX15084

$209.50

- Special keyboards available for many businesses, such as beauty shops, gasoline stations, etc.

Special MODEL

Here is a brand new addition to our line of Cash Registers. A lower capacity - lower priced Cash Register. Never before has so much machine been offered for so low a price.

No. 7MDX12639

$169.50

SMITH-CORONA INC SYRACUSE 1, NEW YORK

SC17 PRINTED IN USA

Smith-Corona
"STERLING"

Smith-Corona
"SKYRITER"

SMITH-CORONA "STERLING." America's most popular medium priced portable with extra speed, precision action and longer life. With Colorspeed Keyboard, Quickset Margins, Line Space Levers, plus the handy 3-position paper bail that allows quick inserting, smoothes paper and raises for easier, cleaner erasing Adjustable paper guide, Retractable Paper Supports and the exclusive Cushioned Tabulator With an attractive carrying case, "Touch Typewriting Chart" and instructions. Wt. 19 lbs.

33-1201-8118 Pica Type . . . . . Retail **105.65**
33-1205-8118 Elite Type . . . . . Retail **105.65**

SMITH-CORONA "SKYWRITER." Light and compact. Only 3" high . . . weighs just 9 pounds, yet it contains the important features of office typewriters plus some exclusives. Free easy "touch." Perfect for traveling. Full Size Colorspeed Keyboard, Quickset Margin Stops, Retractable Paper Supports, Speed Booster, Half-Spacing, Automatic Ribbon Reverse, Swinging Shift that locks to prevent jouncing of carriage when traveling. Includes snap-on aluminum cover. Shipping wt. 11 lbs.

33-1203-5625 Pica Type . . . . . Retail **73.77**
33-1207-5625 Elite Type Retail **73.77**

Remington
"QUIET-RITER"

Remington Portable Typewriters

New Visible Margins! You see where to set both right and left hand margins.

Patented Simplified Ribbon Changer! Semi-automatic; one-operation change.

Exclusive Miracle Tabi Set, clear tab stops from keyboard. Fingertip control

Remington
"LETTER-RITER"

NEW REMINGTON "QUIET-RITER" Silent full standard keyboard, new direct-set, visible margins, patented ribbon changer, exclusive "Miracle Tabulator" that sets and clears from keyboard. Super-strong frame gives vibration-free performance. Two-color ribbon, stencil cutout. Non-glare gray velour finish, sturdy luggage-type case. Weight 21 lbs.

33-1225-9225 Pica Type. . . . . Retail **120.50***
33-1227-9225 Elite Type . . . . . Retail **120.50***

NEW REMINGTON "LETTER-RITER." Sturdy frame and gliding key action provides smooth, quiet operation. All the needed features of office-size machines plus Remington's visible margins and patented ribbon changer that add to your typing ease. Full standard keyboard; French Gray finish, carrying case. Available in either Pica or Elite type. Weight 21 lbs.

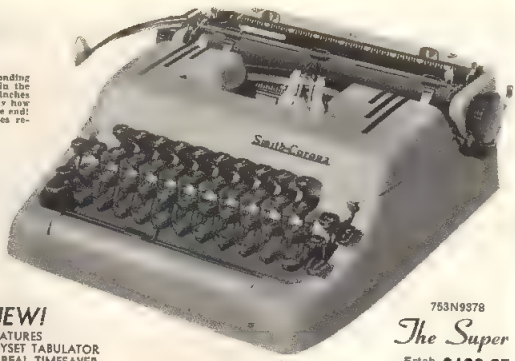
33-1226-8004 Pica Type. . . . . Retail **100.94***
33-1228-8004 Elite Type. . . . . Retail **100.94***

*Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained.

Smith-Corona

With New Page Gage
Here's How It Works . . .

You just turn the platen to the GREEN FIGURE corresponding to the length of the paper you are using. Insert a sheet in the usual way, and start typing. As you get down to within 2½ inches of the bottom of the page, RED FIGURES show you exactly how much space is left—and keep showing you right down to the end! PAGE GAGE eliminates solid pages of spoiled paper, saves re-typing—keeps pages neat. Saves time and paper!



NEW!
FEATURES
KEYSET TABULATOR
A REAL TIMESAVER

753N9378
The Super
Estab. Retail **$122.65**

The Super

- "HOLIDAY CASE"—(Illustrated above)
- Keyset Tabulator
- Miracle Page Gage
- Full-Size Keyboard
- Floating Shift
- Quickset Margins
- Adjustable Touch
- Synchronized Carriage Return
- Frame-fit Space Bar
- Aligning Paper Feed

753N9378—The Super. The completely new-styled portable, guide top performance. Non-glare grey crackle finish, with contrasting green keyboard, paper tables, scales. "Holiday" carrying case. Ship. wt. 19 lbs. Choice of PICA or Elite type—Please Specify.
Estab. Retail $122.65

Specify Choice of Type
This is ELITE Type
This is PICA Type

727N8648
The Silent
Estab. Retail **$113.10**

The Silent

- Numerous Sound Deadening Devices
- Acoustical Vents
- Page Gage
- Colorspeed Keyboard
- Super Speed Escapement
- Quickset Margins
- Synchronized Line Space Lever
- Tip-touch Back Spacer
- Typebar Speed Booster
- Skidproof Feet
- Piano Key Action
- Floating Shift
- Line Retainer

727N8648—The Silent. The Silent Platen is easily interchanged with a harder Platen for multiple-ink record and label writing. Non-glare grey crackle finish, contrasting green keyboard, paper table, and scales. Blue houndstooth carrying case. Ship. wt. 20 lbs. Choice of PICA or Elite type—Please Specify.
Estab. Retail $113.10

729N8078
The Sterling
Estab. Retail **$105.65**

The Sterling

- Page Gage
- Skidproof Feet
- Quickset Margins
- Colorspeed Keyboard
- Super-Speed Escapement
- Synchronized Line Space Lever
- 3-Position Paper Bail
- Tip-touch Back Spacer
- Acoustical Vents
- Typebar Speed Booster
- Adjustable Paper Guide
- Floating Shift
- Cushioned Tabulator

729N8078—The Sterling. New and standard features combine to produce an excellent portable. Non-glare grey-cracklc finish; contrasting green keyboard, paper tables, scales. Houndstooth carrying case. Ship. wt. 19½ lbs. Choice of PICA or Elite type—Please Specify.
Estab. Retail $105.65

Please Specify Choice of Type When Ordering Typewriters

Remington Rand

Estab. Retail **$120.50**

"The Quiet-Riter"

- **Miracle Tab**—sets, clears tabs automatically
- **Direct-Set Visible Margins**—stops never slip
- **Larger Size Paper Cylinder**—sure-grip paper feed
- **Finger-Speed Keys**—contour-formed for sure touch
- **Standard Keyboard**—84 characters like office models
- **2-Color Ribbon**—special cut-out for stencils
- **Semi-Automatic Ribbon Changer**—for fast changes
- **8-Line Space Selection**—single, double, triple
- **Super Strength Frame**—gives years of service

744N9813—Famous Remington "Quiet-riter" with all the latest styling, operational features and performance. Gives standard machine results—instant response to the touch, clear easy-to-read type—without sacrificing portable convenience. Standard 4-row 84 character keyboard. Set and clear margins from keyboard—set both margins without moving carriage. Right and left shift keys and locks, back spacer, tab key all located just as they are on standard typewriters. Non-glare Green velour finish with Green keys—reduces eye strain. Luggage-type carrying case. Touch method typing instruction book included. Specify PICA or Elite type.

Established Retail $120.50

Estab. Retail **$100.94**

"The Letter-Riter"

- **Simplified Ribbon Changer**—for easy changing
- **Larger Paper Cylinder**—sure-grip paper feed
- **New Visible Margins**—set with finger-tip ease
- **Completely Portable**—plus top efficiency
- **Super-Strength Frame**—durable, long lasting
- **Luggage-Type Carrying Case**—handy for storing
- **New French-Grey Color**—so good looking
- **Instructions**—teach yourself touch typing

706N7719—New Remington "Letter-riter"—economy-priced completely portable typewriter. All the features of a standard office machine except tabulator—ideal for school or home use. Patented Simplified Ribbon Changer reduces ribbon changing to a simple operation. Clear, easy-to-read type, positive feeding of carbon packs, cards and envelopes. Standard 4-row keyboard has 84 characters, finger-speed keys, right and left shift keys and locks, back spacer—all layout just as they are on office typewriters. New French Grey color, luggage type carrying case and touch method typing instruction book. Specify PICA or Elite type.

Established Retail $100.94

Nationally-known and advertised **Remington-Rand** portable typewriters bring years of typing pleasure . . . are tops in convenience, speed and durability. These models combine the performance features of standard size office machines with the all-around convenience of a portable. Luggage-type cases for easy carrying and compact, dust-free storage. **Specify choice of PICA or Elite type when ordering.**

Estab. Retail **$79.17**

Estab. Retail **$73.77**

NEW REMINGTON "TRAVEL-RITER"

761N6035—Newest Remington Portable with essential typewriter operating features. Designed for those who want a low-priced portable typewriter with traditional Remington-Rand quality. 42-key, 84-character keyboard includes five educational characters for students. Non-glare plastic keys, right and left shift keys, shift lock. Positive paper feed, tilting paper table. Sturdy frame construction, non-glare Grey finish. Black grained-fabric carrying case. Specify PICA or Elite type.

Established Retail $79.17

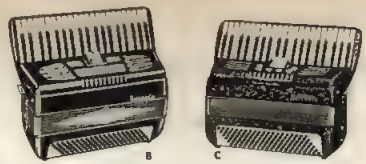
SMITH-CORONA "Skyriter"

733N5640—Fits in a briefcase, yet takes full size stationery. Perfect for travelers, this 3" high, 11" wide, 12" long portable weighs only 9 lbs. Full-size 84-character keyboard, quickset margins, line retainer and retractable paper supports. Typebar speed booster, touch selector. Right and left shift keys, shift lock, back space key. Non-glare Grey crackle finish with matching metal carrying case—easy to store. Specify PICA or Elite type.

Estab. Retail $73.77

Machines on This Page Sold for Resale Only

A



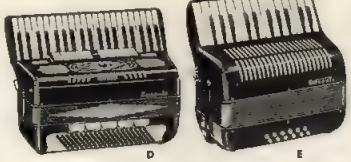
B C

Mellow Toned Sorrento Accordions

The Sorrento accordions shown on this page are made throughout of finest quality materials. Each is the work of skilled experts with years of experience in the craft of making high fidelity musical instruments. Tones are rich and mellow. The keyboards respond swiftly. All come complete with an attractive alligatorette Gladstone carrying case. Accordions are available in **Jet Black, Gray, Red or White.** *Please give first, second and third color choices when ordering.* All accordions shown on this page are shipped F.O.B. New York.

(A) MODEL N3 ACCORDION. Full 120-bass with two sets of reeds in the treble and 41 treble keys . . . 4 sets of brass reeds. One–2 lever, fully automatic treble switch. Special bass shift and 3 treble shifts permit a wide variety of tone-combinations. Accordions available in the medium or small size. The small size is ideal for ladies or young accordionists. *Please specify accordion-size desired when ordering.* Complete with Gladstone silk-plush lined carrying case. Weight 16½ lbs.
931-3009-14000 Shipping wt 31 lbs. . . . . Retail **250.00**

SORRENTO DELUXE 120 BASS. A medium size, deluxe accordion; precision built of the finest materials throughout. Will provide magnificent tones. With all the features listed above including alligatorette covered carrying case. Accordion weight is 16½ lbs., case weight 9 lbs. shipping weight 31½ lbs.
931-3007-13160 . . . . . Retail **235.00**

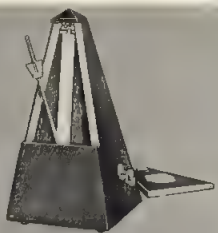


D E

(D) MODEL 115 ACCORDION. With 41 treble keys, 120 basses, 4 sets of treble reeds, 5 sets of brassreeds, 11 treble switches, 5 bass switches and 1 master switch for the treble. All reeds are hand-finished and hand-turned. The tone is easily commanded . . . from a cresendoed blast to soft, flowing smoothness. Gladstone case. Wt. 17 lbs.
931-3008-28000 Shipping wt. 32 lbs. Retail **500.00**

(E) SORRENTO BEGINNERS. Hand-type reeds, warp-proof Walnut fingerboards. Gladstone case.
931-3003-3640 25 treble keys with 1 set of reeds. 12 basses with 2 sets of reeds. 17½ lbs. Wt. 32 lbs Retail **65.00**
931-3004-4200 25 treble keys with 2 sets of reeds, 12 basses with 4 sets of reeds. 18¼ lbs. Wt 32 lbs. Retail **75.00**

The perfect timer for all musical instruments.



MONARCH VIOLIN OUTFIT. Great care and attention has been given to the making of this fine violin ensemble. Perfect for the beginning young master. Ensemble consists of a Stradivarius model violin, finished in rich, golden-red amber, and of the best materials and workmanship. The finger-board, frog, pegs, chin-rest and tail piece are all finished in beautiful ebony. Also included in the ensemble is a Bausch model bow of Pernambucco, a handsome silk plush lined case, resin and complete instruction.
Shpg. wt. 10 lbs.
31-3100-3460 . . . Retail **65.00**

VIOLIN BOW. Bausch model. Pernambucco wood, sterling silver mounted, ebony frog with pearl eye encircled in silver ring, pearl slide and divided button.
31-3105-1400 . . . . . Retail **25.00**

VIOLIN BOW. Brazilwood, ebony frog, mother-of-pearl eye, slide. Nickel silver lined.
31-3104-395 . . . . . Retail **7.00**

VIOLIN CASE. 3-ply veneer shell, keratol covering, lined with silk plush. With 2 silk bow ribbons. Nickel plated, locks, clasps and bumpers.
31-3166-1430 . . . . . Retail **25.50**

SETH THOMAS METRONOME. An accurate and dependable metronome. Indicates timed beats by audible tick and oscillating pendulum. Adjustable from 40 to 208 beats per minute. 60-beat minute-scale for audibly timing film development. Beautifully finished in a sturdy and dependable birch case. The height of the metronome is 9". Weight is 2 lbs.
31-3115-810 . . . Retail **12.50**

All items except Metronome are F.O.B. N.Y.

(A) GRENADILLA WOOD CLARINET. Polished and rubbed to a fine luster Boehm system. 17 keys, 6 rings. Perfect intonation tuned with a sweet resonant quality of tone. Complete with a beautiful plush lined case to keep the clarinet clean and dustproof. By Superione B♭ key
31-3025-7925 . . . . . Retail **141.50**

ALL METAL CLARINET. Intonation is exceptionally good, the tone quality perfect and every note in the scale remarkably true B♭ Boehm system; frosted silver finish, mirror-polish keys and mechanism. With form fitting plush lined carrying case. (Not Illus.,
31-3029-5880 . . . . . Retail **105.00**

(B) ORCHESTRA QUALITY PICCOLO. Made by one of the finest piccolo manufacturers of our day. Available in C for orchestra use or D♭ for band use. Constructed with all the care and perfection of the masters. Made of solid nickel silver, heavily silverplated and hand burnished. With hand tempered spring steel springs, four adjusting screws Stands supreme for tone, volume, response, perfection of intonation and for always being under the control of the performer. Plush case.
931-3035-6440 *Specify key desired.* . . . . . Retail **115.00**

(C) FRENCH IMPORTED CLARINET. Professional quality, tuned and made by Marleme, one of France's oldest and finest instrument manufacturers. In the keys of B♭, A, or E♭. Boehm system. *Specify key desired when ordering.*
931-3027-9240 . . . . . Retail **165.00**

(E) E♭ ALTO SAXOPHONE. Easy to handle with unparalled flexibility of tone. Key strength that will permit perfect tone hole coverage without jamming. Large bell and bore for tonal resonance, permanent bumper pads on the body of the instrument. Perma-lacquer finish.
31-3050-16464 . . . . . Retail **245.00**
31-3051-1695 Case . . . . . Retail **30.00**

B♭ TENOR SAXOPHONE. Accurate pitch and tonal quality Self-capping mouthpiece eliminates air loss even when worn. Hand bronze alloy keys "bounceless" octave mechanism. Integral tone holes drawn from the body Perma-lacquered finish. *Not Illus*
31-3052-19195 . Retail **285.00**
31-3053-1950 Case Retail **32.50**

(D) ORCHESTRA QUALITY FLUTE. A superior instrument at a moderate price. Masterfully created of fine drawn nickel silver, silverplated and hand burnished with tempered spring steel springs, precision milled keys and mechanism supported on ribs Hand made throughout with four adjusting screws. The flute has a tone, a volume, a response, a perfection of intonation and a lightning action found only in the finest and highest priced flutes. With Boehm system, closed G♯ key. Flute comes complete with a beautifully silk plush lined carrying case. The choice of not only beginners but top-notch professionals as well, because of the fine quality of the instrument.
31-3036-7000 . . . . . Retail **125.00**

(F) CHROMATIC HARMONICAS. Made in Germany by one of the finest musical instrument makers—Hugo Rauner Harmonicas are of solid brass reeds and plates. With leather valves for perfect tone. Available in a choice of three sizes. With instructions.

31-3117-383 10-Hole **7.50**
31-3116-495 12-Hole **9.75**
31-3118-683 16-Hole **13.50**

(G) JOLLY-JACK HARMONICA. Constructed with all the care and perfection that goes into the making of fine harmonicas Made in Germany by skilled craftsmen. Four inches long, 10 holes, 20 reeds, sturdy solid brass plates, brass reeds. Brilliant tone, easy blowing; perfect hand tuning The perfect harmonica for the beginner With full playing instructions.
31-3119-63. Retail **1.25**

ISLANDER UKULELE CHORD-MASTER. The perfect attachment for any ukulele. Anyone can play it without lessons or practice. Precision made, visual cords. All chords are for standard tuning. Included is a song book that contains 50 songs arranged for the Visual Chordmaster for immediate playing Will give added hours of playing enjoyment and entertainment.
31-3098-73 Retail **98c**

(H) "FAVILIA" UKULELE. A full size professional ukulele with deep and penetrating tone Handsome mahogany body and neck, black and white inlay around the tone hole Natural mahogany color in rich satin finish Nickel plated tuning pegs. The perfect instrument for the person interested in music. Complete with instructions and song booklet
31-3095-825 Retail **13.50**

(J) ISLANDER DELUXE UKULELE. Full-size professional model Concert-size fingerboard, nylon wound strings. Lavish rosewood grain, ivory finish. Plastic construction, precision fingerboard. With pick and key adjuster. The perfect pitch, mellow, penetrating tone will amaze everyone
31-3097-475 Retail **6.95**

ALL ITEMS F.O.B. N.Y. (EXCEPT HARMONICAS, CHORDMASTER, ISLANDER UKE)

FAMOUS SOUTH BEND CROQUET SETS

Six Player Set

With 9" Mallets Rock Maple Balls

All playing parts made of seasoned hard rock maple and double coated with weather resisting varnish for complete protection. Colorful 3¾" ground mallets with hickory shafts are made of two seasoned hard rock maple heads shaped like bats have 9" rock maple heads with knurled grips and heavy 24" long screw in handles with red decorations. Ship wt. 7 lbs.

No. 8849 List $13.95. Dealer's ea. $9.10
3 lots, ea. $8.90
6 lots, ea. **7.82**

Deluxe 6-Player Set

With Big 9" Mallets—3¾" Rock Maple Balls

Fun and action for the whole family. Twice seasoned hard rock maple and double varnished for complete weather protection. Balls are genuine, sturdy, twice-seasoned hard rock maple and measure 3¾" diameter. Have colorful stripes. Mallets are 9" pin type made of hard rock maple with knurled ends and have 24" long screw in handles with knurled grips. New automatic plastic arches are coated with chrome. Large size carrying rack in white enamel, red stripes 20½" by

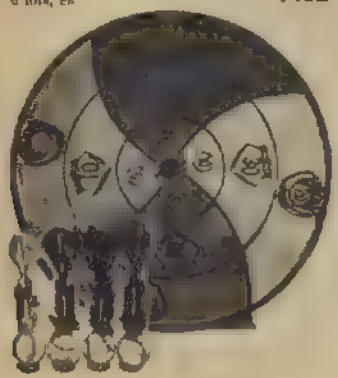
No. 8866. List $19.95. Dlr's. ea. $13.25
3 lots, ea. $12.10.
6 lots, ea. **11.39**

6-Player Wheel 'N' Play Set

Rock Hard Rubber Tired Wheels

Made of two seasoned hard rock maple and double varnished for protection. Balls are 3¾" diameter hard rock twice seasoned maple. Mallets are made of 8 new grooved hard rock maple with long grip heavy 26" long screw in handles. New automatic arches and newly designed 6 stop stakes. Rolls out to leave a new sturdy, well constructed wheel rack with 5" rubber tired white disc wheels with reinforcing rods. Rack finished in white enamel. Wt. 17 lbs.

No. 8848. List $15.95. Dlr's., ea. $10.45.
3 lots, ea. $9.60
6 lots, ea. **8.96**



ROTO-DART Baseball Game

- **Complete with 5 baseball darts.**
- **For indoor—outdoor use**
- **Three games in one!**

Just a flip of the wrist gives the thrill of a colorful 22" rotating target with three exciting and attractive baseball games. Bearing construction keeps target rotating a full minute. Fun for adult parties, family gatherings, game room, rec room. Four baseball darts of orange rubber look and fly like baseballs are thrown at the colored sections for scoring. A wire arm guard and five pegs are provided to allow game to be played on the wall or on the floor. Shipping weight 6 lbs.

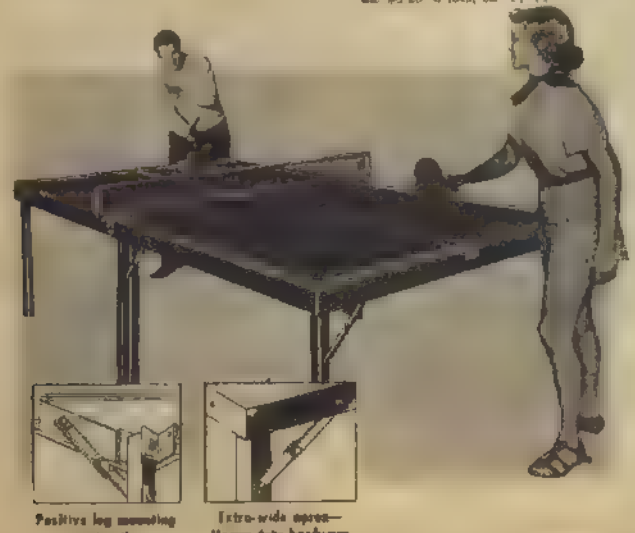
No. 8225. List $5.00, Dlr's., ea. $3.25. 6 lots, ea. **2.94**

4 Bat Table Tennis Set

Complete with 4 Rubber Faced Bats—66" Net Brates and Table Tennis Balls

Plenty of fun and action-packed thrills with this top quality set. Set consists of 4 finely finished rubber faced official plywood bats, extra strong 66" net brackets and 4 table tennis balls. Wt. 3½ lbs.

No. 8248. List $5.00. Dlr's., ea. $3.60.
6 lots, ea. **3.24**



Positive leg mounting construction

Extra-wide apron—Heavy-duty hardware

BRUNSWICK Table Tennis Tables

Multi-purpose Table Tennis tables by Brunswick in two different weights to meet any requirements of family, club or institution. Tables are regulation size 5x9 ft. and made in two sections 4½x5 ft. each. Each half has 4 legs and apron rails which hold sections firmly together. All wood parts carefully finished and sanded finished in non glare Green lacquer accurately striped. Tops are 30" high. Heavy steel brace, legs lock securely, fold compact for storage. Shipped F.O.B. factory Minneapolis, Minn.

FLIGHT MODEL Tennis Table

Made of ¼" thick 5-ply top with eight legs shaped 2x2". Positive leg mounting for extreme rigidity. Two coat satin finish of Green lacquer. Ship. wt. 100 lbs.

No. 99950F. Flight model. List $59.95
Dealer's each $39.90. 3 lots, each **37.41**

CHAMPION MODEL Tennis Table

Heavy ½" 5-ply top table with built in rugged strength square. Positive leg mounting for extreme rigidity. Green lacquer satin finish with fine surface coverage. Ship. wt. 143 lbs.

No. 99951F. Champion model. List $76.95
Dealer's each $51. **47.52**

All Table Tennis Tables are shipped FOB factory Minneapolis, Minn.

MURRAY VELOCIPEDES

MURRAY DELUXE BULLET

• Full Ball Bearing Construction • Chrome Plated Truss Rods
• 1¾" Semi-Pneumatic Tires—Chrome Spring Seat Saddle • White Knuckle Guards
Here's a deluxe velocipede that's really priced to sell. 1¾" semi-pneumatic molded rubber tires front and rear, mounted on full ball bearing multi-spoked wheels. Frame is 1¼" hydrogen brazed steel. Adjustable Troxel saddle has chromed springs and vinyl plastic top. Fork head is full 2" in diameter with plated caps. Double block pedals, red plastic hand grips, white knuckle guards, chrome plated truss rods, adjustable handle bar. Red baked enamel finish with white trim.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9850	10"	8"	22 lbs.	19 50	12 85	11 65	11 02
9851	12"	8"	26 lbs.	20 95	13.80	12 75	11 87
9852	16"	10"	27 lbs.	22 95	15.20	14 06	13.04
9853	20"	12"	33 lbs.	25 50	16 75	15 46	14.37

MURRAY SUPER DELUXE WIZZARD

• Chrome Plated Fenders, Knuckle Guards and Truss Rods
• Full Ball Bearing Multi-Spoke Wheels • 1¾" Semi-Pneumatic Tires
An extra strong, built to last tricycle. Heavy gauge, tubular steel frame and rear platform are hydrogen brazed. Fenders, truss rods, knuckle guards and adjustable handle bars are richly chrome plated. Adjustable, white Troxel saddle with chrome springs and crank rail, double block pedals with chrome trim. Red plastic grips. Green baked enamel finish; red and white trim.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9834	12"	8"	25 lbs.	23.95	15.80	14.60	13.58
9835	16"	10"	29 lbs.	25.95	17 30	16.00	14.86

MURRAY COMET

• Full Ball Bearing Wheels • Chromed Truss Rods and Saddle Springs
• 1¾" Semi-Pneumatic Front and Rear Tires
A smooth riding, large tire velocipede with machine spoke, ball bearing wheels. 1¼" tubular heavy gauge steel hydrogen brazed frame. Adjustable rubber top saddle with chromed springs. Block rubber pedals. 2" diameter head with full sleeve bearing chrome plated caps. Adjustable chrome plated handlebars with red plastic grips. Blue baked enamel finish trimmed with white, vermilion fender. White wheel rims.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9825	12"	8"	22 lbs.	16 95	11 30	10 45	9.71
9826	16"	10"	27 lbs	19 50	12 75	11 75	10.94

MURRAY STREAMLINER DELUXE

• Ball Bearing Front Wheel • Bicycle Type Truss Rods
A handsome, tricycle with many deluxe features. Tires are 1¾" with semi-pneumatic front and rear. 1¼" rears on 10" model only. 1¼" tubular heavy gauge steel frame, hydrogen brazed for extra strength. Block rubber pedals. Adjustable handlebar. New style metal adjustable saddle. Machine spoke wheels. Ball bearing front wheel. Finished in blue baked enamel with vermilion fenders and saddle, white wheel rims and trim.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9821	10"	7"	19 lbs.	13.50	8.75	8.10	7 53
9830	12"	8"	22 lbs.	14.95	9.75	9.05	8 39
9831	16"	10"	28 lbs.	18.95	11.15	10.30	9.58

MURRAY STANDARD VELOCIPEDES

• 1½" Semi-Pneumatic Front and Rear Tires • Ball Bearing Front Wheel
• New Adjustable Metal Saddle • Solid Black Rubber Pedals
Packed with fun . . . sturdily built . . . economically priced. Check these quality features: 1¼" semi-pneumatic front and rear tires. 1¼" heavy gauge tubular steel frame, hydrogen brazed for extra strength. Ball bearing, machine spoked wheels. Adjustable metal saddle. Has adjustable white enamel handlebars, red plastic grips. Vermilion enamel finish with white fenders, wheel rims and trim.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9836	12"	8"	19 lbs.	13 95	9.05	8.40	7.78
9837	16"	10"	23 lbs.	15 95	10 50	9 70	9.01

MURRAY SPEEDSTER

• Ball Bearing Front Wheel • Solid Rubber Tires • Adjustable Metal Saddle
Sturdily built with the tot in mind. Frame is 1¼" heavy gauge hydrogen-brazed steel. Heavy machine spoke wheels with ball bearing front wheel. ¼" rubber tires. Front and rear platform stamped of heavy gauge steel. Molded rubber grips and pedals. Red enamel finish, white handlebars, wheels and saddle.

Cat. No.	Front Wheel	Rear Wheels	Wt.	List	Dlr's.	3 lots	6 lots
9832	10"	6"	14 lbs.	9.95	6.50	6.00	5.58
9799	12"	8"	16 lbs.	11.50	7.45	6.85	6.37
9838	16"	10"	16 lbs.	12.95	8.50	7.85	7.31

Satisfaction Guaranteed or Money Refunded

Baby Trix Life-Action Doll. Her head turns, her arms and legs move realistically and she cries when you squeeze her. **She drinks from her bottle, wets her diaper, sits and sleeps.** Also tears flow directly from her eyes. **18" doll with rooted hair.** Soft vinyl from head to toe. No winding or batteries . . . just squeeze the doll for real life-like body movements. Complete with layette, bottle, tissues, clothes-pins and soap. Ship wt 6 lbs

4R27-750.....RETAIL **$11.98**

"School Date" Walking Doll. Moves her head from side to side as she walks. Lovely hair in pony tail style that can be combed and curled. **16" high all plastic body is jointed so she can sit.** Dress is of ever fresh printed pinolay that will last and last. Ship. wt. 3 lbs.

4R39-490.....RETAIL **$7.95**

As above: 22" Doll.

4R40-612.....RETAIL **$11.95**

"So-Wee" Bottle Baby. A sweet, cuddly, lifelike baby doll. **A jointed doll that drinks, wets, and cries when squeezed.** Head, arms and legs are turnable. Big, plastic stationary eyes. Wears gay diaper and bib. **10" tall rubber body.** Packaged in attractive cellophane front display box with powder puff, teething ring, bottle with nipple, bubble pipe, spoon, bottle brush, bowl and funnel. Ship. wt. 3 lbs.

4R64-198.....RETAIL **$2.98**

Bannister Baby. Life-like . . . drinks, wets a-cups, cries, blows bubbles. Just like a beautiful baby photographed by Connie Bannister . . . you've seen them in newspapers, magazines, and on calendars. **18" tall, all vinyl, fully jointed, lovable, huggable and washable.** This bottle baby is dressed like a real baby, with a complete wardrobe. Attractively packed in handled carrying case with nursing bottle and bubble pipe added. Ship. wt. 4 lbs.

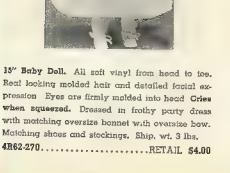
4R60-660.....RETAIL **$9.95**

"Needa Toodles". 22" walking doll with permarooted hair on her soft, vinyl head. Saran hair easily washed, combed or curled just like human hair. Each strand of hair is embedded in the scalp permanently . . . cannot be pulled out. **Head moves from side to side while doll is walking. Balanced so that she can sit or stand easily.** Dressed in crinkle cloth dress with snap fasteners. Ship. wt. 3 lbs.

4R63-553.....RETAIL **$7.95**

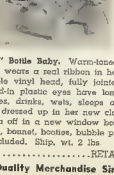
The "Gerber Bottle Baby" with Formula Case. A 12" version of Sun's 1955 feature doll. Complete with every feeding accessory a little mother needs. Real silver spoon made especially for Gerber Babies. Bottle rack and bottles to make up formula . . . just like the ones used for real babies. And Gerber Baby Food . . . 4 packages of the right size for "make believe" mealtime. Ship. wt. 5 lbs.

4R61-420.....RETAIL **$6.00**



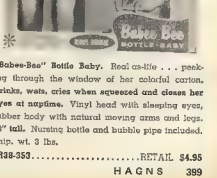
15" Baby Doll. All soft vinyl from head to toe. Real looking molded hair and detailed facial expression. Eyes are firmly molded into head **Cries when squeezed.** Dressed in frothy party dress with matching oversize bonnet with oversize bow. Matching shoes and stockings. Ship. wt. 3 lbs.

4R62-270.....RETAIL **$4.00**



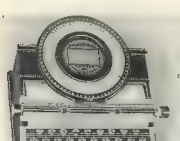
"Betty Bows" Bottle Baby. Warm-toned, cuddly . . . and she wears a real ribbon in her molded hair. Movable vinyl head, fully jointed rubber body. Locked-in plastic eyes have long lashes. Blows bubbles, drinks, wets, sleeps and cries. **12" tall.** All dressed up in her new clothes and showing them off in a new window box. Saucy play garment, bonnet, booties, bubble pipe, nursing bottle included. Ship. wt. 2 lbs

4R59-286.....RETAIL **$5.00**



"Babee-Bee" Bottle Baby. Real as-life . . . peeking through the window of her colorful carton. **Drinks, wets, cries when squeezed and closes her eyes at naptime.** Vinyl head with sleeping eyes, rubber body with natural moving arms and legs. **13" tall.** Nursing bottle and bubble pipe included. Ship. wt. 3 lbs.

4R38-353.....RETAIL **$4.95**



SIMPLEX TYPEWRITER

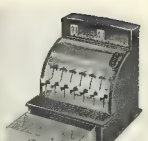
The only toy typewriter that writes small letters as well as capitals and figures. So simple any child can learn to type in a few minutes. This leading educational toy is a favorite of children everywhere. Action automatic with revolving self-inking disl and lithographed keyboard. **Has 66 characters.** Paper carriage with roller, automatic spacing and inking. Steel case will last for many years. Attractive high gloss lacquer finish. Enough ink included for several years. Packed in strong cardboard box with full directions.

5R72-225.....RETAIL **$3.25**

RANCH TYPE DOLL HOUSE

Beautiful 2-room ranch house looks like a scale model. Has removable gravel-coated roof, simulated stucco and clapboard walls and patio. Has outdoor lamp, trellises, shutters, window boxes. Doors open. **Made of rugged styrene and polyester plastic, easily assembled. Fully furnished:** Kitchen, dining room, living room, bedroom, nursery, bathroom and patio. Many furniture pieces workable—TV set shows colored pictures, crib sides go up and down, bathinette collapsible. Mounted on 14 plastic nonscratching buttons. **Size:** 25½Hx19"L. Ship. wt. 2 lbs

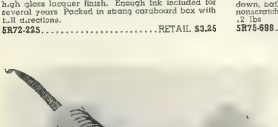
5R75-698.....RETAIL **$10.00**



TOY CASH REGISTER

More than a toy . . . it's a real cash register. To register sale, push lever, drawer opens and bell rings. Expertly built by technicians with years of production experience. Sturdy construction with electrically welded joint and no sharp edges—completely safe. Unbreakable plastic window and protective rubber feet. **Includes metal play money.** Chrome front and Black wrinkle finish. 7¼x6½x7½" **high.** Over 3 million sets in use. Ship. wt. 5 lbs.

5R74-253.....RETAIL **$4.00**



SLINKY DOG

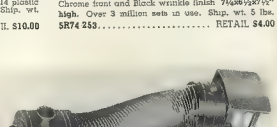
Wiggles into hearts of children and grown-ups alike . . . squirms, wiggles, acts alive. Intriguing catch-up action fascinates children. **Collapses to 15"; expands to 49".** Sturdy plastic construction. Ship. wt 3 lbs

4R20-139.....RETAIL **$2.00**

IMPORTED COLOR TOP

Many different colors change continuously when top revolves. Start by simply pushing plunger up and down. Rubber base with metal bottom and clear Lucite top. **9" diameter, 12" high.** Ind. boxed. Sh.p. wt 2 lbs

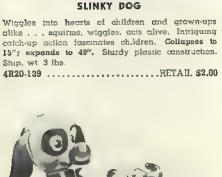
4R22-200.....RETAIL **$3.00**



SLINKY TRAIN

Child pulls locomotive—famous "Slinky" coiled spring in center makes train squirm, stretch and wiggle. Cab and head end of three-color plastic. **About 8" long, stretches to over 3 feet.** Ship. wt. 3 lbs.

4R21-139.....RETAIL **$2.00**



TRICKSEY ACROBATIC PUP

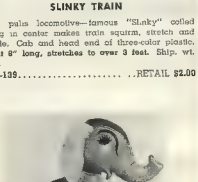
Pup trained to do wonderful tricks. He stands up . . balances on his front paws . . . cocks his head. If you squeeze his nose, he barks. Tricksey always has a new trick. Made of rugged tan Gaylon plastic with floppy vinyl ears. Molded-in struts allow head and legs to be placed in any position. Comes on detachable 10x4" green scooter that clacks as it rolls. 16½" **high.** Ship. wt. 4 lbs.

4R25-253.....RETAIL **$4.00**

DUDLEY THE DUCK

"Dudley" has the life-like movements of a real family pet. **Every time you pull him, all movable parts go into action.** Wings flap up and down, head and neck move forward and back . . . mouth opens and closes showing a loud "Quack." "Dudley" rolls along on sure-tread rubber tired wheels, loudly quacking and flapping his wings. He sports a gay saucy sombrero. Neck extends forward and back as he lifts head and opens mouth to speak. Molded of hi-impact material. **Extended size:** height 10", length 18" width 6". Ship. wt. 4 lbs

4R24-285.....RETAIL **$4.00**

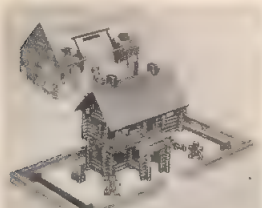


CHUMBO THE ELEPHANT

Chumbo's trained to do tricks. Turns round and round, moves head up and down and shows off his golden toenails. **Chumbo turns completely around in 18" . . . moves his head up and down every 9".** Squeeze his rubber nose and hear Chumbo trumpet. Sure-tread wheels. Grey body of high impact plastic, ears non-toxic vinyl, trunk of rubber. **Size:** 15½" tall, 5" wide, 11" long. Ship. wt. 4 lbs.

4R23-285.....RETAIL **$4.00**

ORDER EARLY for Holiday Delivery



WALT DISNEY "FRONTIERLAND" LOGS

Recreate the frontierland buildings of Davy Crockett, Daniel Boone and Kit Carson with this new log construction set. **Includes:** Natural stained, half-round wood logs, splinter-free and waxed for extra safety; green roof slats, and red chimneys, lend a bright touch. Colors harmless. Interlocking feature.

72-Piece Set. Ship. wt 2 lbs.
5R62-75 .....RETAIL **$1.25**

103-Piece Set. Ship. wt. 3 lbs.
5R63-135 .....RETAIL **$2.00**

211-Piece Set. Ship. wt. 4 lbs.
5R64-260 .....RETAIL **$3.95**

COMPLETE BUTTERFLY KIT

A complete hobby kit for collecting, mounting, and displaying butterflies or insects. **Contains:** A large, professional type butterfly net with extension handle, deluxe specimen display case solid imported cork setting board, entomologist probe, large insect pins, bottle of dispatching fluid and fluid dropper, surgical steel tweezers, and complete instruction book. Approved by educational, recreational, and scouting organizations. **Packed in attractive display gift box.** Ship. wt. 4 lbs.

5R43-450 .....RETAIL **$7.50**

RHYTHM SET

Ding Dong School set national advertised on NBC television. **Contains all the instruments needed for a rhythm band.** One set each Maracas, wrist bells, triangle tom-tom, tambourine, and rhythm blocks. All are educationally and musically sound. Beautifully printed and illustrated instruction book by Miss Frances. Each set in display box. Ship. wt. 4 lbs

5R55-317 .....RETAIL **$5.00**

WALT DISNEY SKILL GAME TRIO

Consists of, **Mickey Mouse Basketball:** 4 colorful balls of live sponge rubber and nets of nylon webbing. Laminated backboard can be hung from wall or set on table with metal easel. **Dart Game:** Suction cup darts with specially designed fins for effortless flight. Target colorfully lithographed on both sides for 2 separate games—**Donald Duck Bean Bag Game:** Bean and bucket made of washable plastic. Bags filled with harmless paper pellets. Backboard made of durable, laminated board with metal easel. Trio packed in heavy carton. Ship. wt. 8 lbs.

4R32-400 ..... RETAIL **$8.00**

THE ORIGINAL WHIRLY BIRD GAME

Play It Anywhere . . . Anytime

Indoors . . . Outdoors

This new action game challenges the skill of the most active youngsters or adults in the neighborhood. Just throw the feathered bird to your opponent, who catches it on the bull's-eye target strapped to the hand. It's not the pitcher, but the catcher who scores. 100% safe, harmless rubber suction cups hold bird to landing saucer. Teaches the younger children to coordinate. Wonderful for house parties, group play at the beach and picnics. **6 Player Family Pak consists of:** Four 9½" saucers, two 7½" saucers, 3 birds

5R137-300—Ship. wt. 6 lbs.....RETAIL **$5.00**

4-Player Set, consists of: Four 9½" saucers, 2 birds.
5R70-240—Ship. wt. 4 lbs.....RETAIL **$4.00**

STANDARD WESTERN DOUBLE GUN and HOLSTER SET

A "hip-slung" double holster gun set with pistols by Hubley. Genuine bark tanned Brown and Natural cowhide ornamented with exclusive design conchas (metal, leather and felt cut-outs) and nailheads. Holsters backed with heavy contrasting picot-edged felt. Fully adjustable belt fits snugly around the waist. Complete with two 50-shot western 8¼" repeater pistols. Individually lithographed boxes. Ship. wt. 4 lbs.

5R123-316 .....RETAIL **$5.00**

SPACE COMMANDO MEGASCOPE

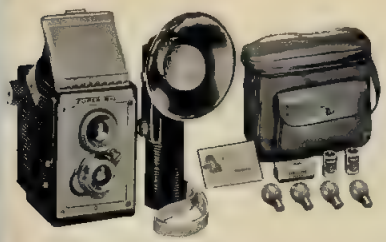
Plastic megascope with the following features: 4 power 15½" telescope, control megaphone, code signal light, and warning siren. Plus International Morse Code with light or buzzer. Control megaphone throws voice 200 ft. Flashlight battery included. Size: 5x12x11" high. In display box. Ship. wt. 3 lbs

5R120-247 .....RETAIL **$4.80**

LARGE SIZE DOUBLE HOLSTER

Authentically styled in natural leather. Just the gift for the little older cowboy. Cross-pieces decorated with bright nickel nailheads and conchas. Extra long tie-thongs hang down from the double holsters. Its two-piece adjustable belt has silver bullets, clips, picot-edged felt backing and oversize western buckle. Includes 2 break-action Hubley cowboy repeating cap pistols, 12½" long. Each has revolving cylinder with side break feature for loading. Shoots standard roll caps. Ship. wt. 3 lbs.

5R124-645 .....RETAIL **$10.00**



Spartus Super "R-1" Reflex Camera Outfit
Top value in the low-priced field with features usually found only in higher priced cameras. Super R-1 camera has 4 versatile lens settings to help you take pictures under variable light conditions. Coated, achromat f/7.7 lens for sparkling color shots. Finger-tip focusing from 6 ft. to infinity brings you sharp, clear pictures every time. Big, brilliant viewer shows the exact picture you will get. Outfit includes: Super R-1 camera, bulb ejector flash gun, film, gadget bag and two flash photo books. Takes 12 (2¼x2¼") pictures on 120 film
21-8917 A1520 Spartus Super "R-1" Outfit **$22.95**

Spartus Full-Vue 14-Piece Camera Outfit
Everything you need, nothing else to buy! Spartus Full-Vue is so easy to operate, even a child can take good pictures. Twin-lens reflex type camera lets you see the picture before you take it; has a fixed focus, 8 feet to infinity. No complicated settings . . just aim and snap. Synchronized for flash; for black and white and full color. Takes 12 pictures, 2¼x2¼" on 120 film. 14-piece outfit includes: Full-Vue camera, ejector flash gun, adapter, 4 GE flash bulbs, 2 flash photo books, 2 batteries, Eastman 120 film, camera carrying case and handy shoulder strap
21-8891 A995 Spartus Full Vue Camera Outfit **$14.95**

Spartus 13-Piece 35mm Camera Outfit
All the essentials for fine picture taking. With its f/6.3 achromatic coated lens and four lens settings, f/6.3, f/7.7; f/11; f/16; the Spartus 35mm gives you amazing flexibility. 1/60 second shutter plus time. Convenient eye-level viewfinder, focusing mount. Automatic exposure counter. Built-in synchronized flash. Outfit includes: Spartus 35mm camera, flash gun, flash adapter, Eastman 35mm film, four GE flash bulbs, 2 penlite batteries, gadget bag and 2 flash photo books
21-8883 A1663 Spartus 35mm Camera Outfit **$24.95**

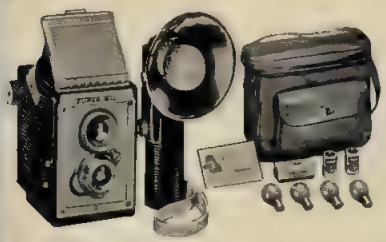
SPARTUS
Offers Free Film For 1 Year!

With each Spartus camera (except 35mm), you can send your film direct to the factory to be developed, pay the cost for developing, and receive with your prints 1 roll of film FREE each time!

Spartoflex 14-Piece Camera Outfit
The new automatic dual-focusing mount, settings for dull, average and bright scenes give you a versatile picture-taking range. f/7.7 lens renders sparkling black and white or color. Big viewer lets you compose the picture before you shoot. Flash gun plugs right into camera. Takes 12 2¼x2¼" pictures on 120 film. Outfit includes: Reflex camera, 4 GE bulbs, ejector flash with adapter, 2 batteries, Eastman 120 film, shoulder strap, gadget bag and 2 flash photo books
21-8909 A1997 Spartaflex Reflex Outfit **$29.95**

Spartus Press Flash 11-Piece Camera Outfit
It's the only camera that has its own flash unit built right in! Always there when you want it; and now the new adapter allows the use of all size bulbs. 2-way exposure control for outdoor pictures. Fixed focus f/16 lens, 8 feet to infinity. Just find subject in eyelevel viewfinder and shoot . . no other controls! Takes 8 big 2¼x3¼" pictures on 120 film. Outfit includes: Spartus Press Flash camera, gadget bag, four GE bulbs, 2 batteries, Eastman 120 film and two flash photo books
21-8875 A1330 Spartus Flash Outfit **$19.95**

Spartus "120" Flash 11-Piece Camera Outfit
The quick and simple way to take good flash pictures. Synchronized camera with detachable, easy-to-insert flash unit, perfect for any member of the family, especially youngsters. Fixed focus lens from 6 feet to infinity. No focusing or adjusting . . just choose your composition, locate in viewfinder and snap. All-metal construction. Takes 8 pictures 2¼x3¼" on 120 film (8 in color) Outfit includes: camera, flash gun, gadget bag, 4 GE bulbs, 2 batteries, roll of Eastman 120 film, flash book.
21-8867 A663 Spartus "120" Flash Camera Outfit **$9.95**



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Magnificent Modern

Capri

BREAK RESISTANT DINNERWARE

BY Spaulding MOLDED OF MELAMINE

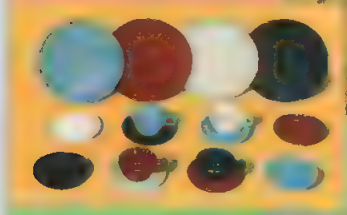
ELEGANT—PRACTICAL Virtually unbreakable, each piece is molded under exacting conditions to give you the smoothest most lustrous most colorful dinnerware ever The sparkling colors are clear through there to stay This light and sturdy Capri dinnerware can be washed in the hottest water even in the automatic dishwashers

Guaranteed by certificate for 2 full years against breaking cracking or chipping under normal household use

Guaranteed by Good Housekeeping

NEW Lustrous Modern COLORS

- Hawaiian Red
- Catalina Blue
- Polynesian White
- Sampan Navy



7 PIECE SERVING SET

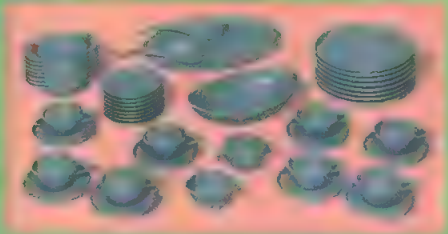
This elegant practical serving set contains sugar bowl with cream 15 serving platter 1 veiled vegetable bowl and pair of jumbo servers 5½ lbs pkng weight 4 lbs

No 51079	Catalina Blue	List $14.95 Dlr's ea $8.47 4 lots ea	7.70
No 51080	Polynesian White		
No 51081	Hawaiian Red		
No. 51078	Rainbow (Harlequin)		

16 PIECE STARTER SET

The gracious introduction to truly modern dinnerware service This lovely 16 piece starter set has 4 cups 4 saucers bread and butter, and large dinner plate Available in a choice of sparkling colors Shipping wt. 6 lbs.

No 51083 Catalina Blue
No. 51084 Polynesian White.
No. 51085 Hawaiian Red
No 51082 Rainbow (Harlequin)
List $14.95 Dlr's., ea $8.97,
Lots of 3, each .. **8.24**



35 PIECE Service for 6

This lovely lightweight sturdy service for 6 has 6 cups 6 saucers 6 bread and butters 6 dinner plates, 6 soup cereals, 1 creamer, 1 sugar with lid, 1 vegetable bowl and 1 platter. Shipping weight 12 lbs

No. 51087	Catalina Blue	List $39.95 Dlr's., ea $23.97 3, ea	22.03
No 51088.	Polynesian White.		
No 51089.	Hawaiian Red.		
No. 51086.	Rainbow (Harlequin)		

47-PIECE—Service for 8

The family set designed to give lasting beauty for every occasion Includes 8 cups, 8 saucers, 8 bread and butter 8 dinner plates, 8 soup-cereal bowls, 1 creamer 1 sugar with lid, 1 serving platter with pair of jumbo servers Shipping weight 18 lbs

No 51091	Catalina Blue	List $49.95. Dlr's., ea $29.97 3, ea	27.54
No 51094.	Polynesian White		
No. 51095	Hawaiian Red		
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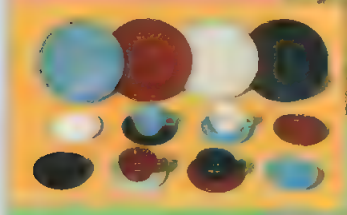

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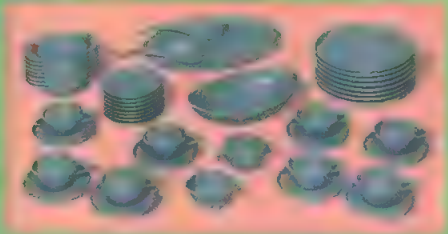

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Gifts by Spaulding

fashioned of

Melmac®

Melamine

Guaranteed by Good Housekeeping

THE REFRESHER TRAY

This modern gracious server with six gay 12 oz. tumblers and a very useful serving bowl nests snugly in a tarnish resistant brass plated metal form. Comes with red tumblers and ebony or yellow bowl. Wt 4 lbs

10H12X597—3X537 ..... **Retail $8.95**

TRAY-MAID

A novel and attractive serving piece with large 15" partitioned platter and 2 serving bowls, all removable. Yellow platter and ebony bowls. Wt 4 lbs.

10H11X663—3X597 ..... **Retail $9.95**

7-PC SALAD ENSEMBLE

At home with any decor — beautifully designed — 11" bowl. Four individual bowls and matching fork and spoon! In flame red, honey yellow. Wt. 3 lbs.

10H13X663—3X397 ..... **Retail $9.95**

"TALLY-HO"

The Party Server . . . 30" high! With removable serving pieces resting securely on a sturdy bonderized wrought iron frame Use as T.V snack stand — and many other uses. Wt. 8 lbs.

10H14X863—3X777 ..... **Retail $12.95**

SHRIMP BOAT

The center of attraction at cocktail parties, this easy way of serving shrimp on ice Bowl is the ideal ice container Chrome framework with pick holders and twin sauce dishes for dunking . . . 11" across. In ebony or red. Wt. 3 lbs.

10H15X397—3X357 **Retail $5.95**

Enjoy Gracious Living With These Distinctive Creations By Spaulding

Gifts by Spaulding

fashioned of

Melmac® Melamine

Guaranteed by Good Housekeeping

Colorful and excitingly beautiful in design . . . guaranteed against breaking, cracking or chipping in normal usage. *THE MODERN SERVING WARE.* Easy and safe to wash by hand or automatic dish-washer. Boiling water doesn't affect it.

SNACK BUFFET
Cocktail snacks served gaily and colorful 6" bowls fitted in a metal carrier Red . . . 26" overall Four removable
10H16X397-3X357 Retail $5.95 Wt. 3 lbs.

REVOLVING CRUET SET
The colorful stand with stainless steel handle, holds glass oil and vinegar cruets, salt and pepper shakers with chrome tops, mustard and radish jars, with spoons, covers to match stand. In ebony or red 10" in diameter Wt 4 lbs.
10H17X463—3X417 Retail $6.95

TID BIT TRAY
An outstanding table centerpiece for all serving occasions . . . bright brass plated metal holder. Plates are 6", 8" and 10" wide. Flame red, honey yellow, grey. Wt. 2 lbs.
10H18X360—3X297 . . Retail $4.95

LAZY SUSAN
Will delight the discriminating hostess — 11" center bowl and six smaller bowls for trimmings with jumbo servers. Rotates gracefully on a bonderized wrought iron stand . red center and black bowls. Wt. 6 lbs.
10H20X930—3X837 Retail $13.95

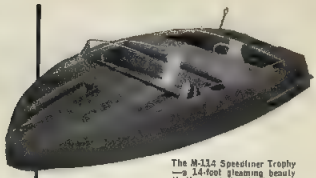
TINY DINE
An ideal Child's dinner set . . . Has soup or cereal bowl, dessert dish, dinner plate and child's tumbler breakable Gay . . . colorful . . . hygienic . . . unWt 2 lbs
10H19X263—3X237 Retail $3.95

9-PC BEVERAGE SERVER
Complete, convenient and ideal for serving all kinds of drinks . . . hot or cold! Eight colorful tumblers, in a sturdy handsomely designed brass plated carrier with decorative handles. Wt. 3 lbs.
10H21X530—3X437 .. . . . Retail $7.95

SPEEDLINER

FAMILY RUNABOUTS
FISHING BOATS
RACING HULLS

the Championship line of better built boats



The M-114 Speedliner Trophy —a 14-foot gleaming beauty that's ideal for family outings and water skiing.

New, Improved Models for '56

The 1956 Speedliners are the finest boats ever to come out of the modern General Marine factory in St. Joseph, Missouri! Every model in the Speedliner line has undergone design and construction improvements which are typical of General Marine's practice of constant product improvement.

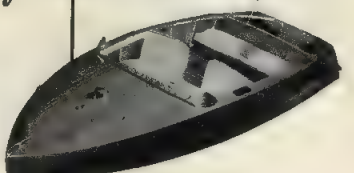
For instance, the family runabouts have been redesigned to give more flare in the sides forward of amidships. This improvement not only eliminates the discomfort of having spray coming in over the bow, but it also adds greatly to the sleek, streamlined appearance of each runabout model.

Enlarged motor wells are another improvement which will be welcomed by 1956 boat buyers. The new Speedliner runabouts provide plenty of storage space for gas tanks and other equipment.

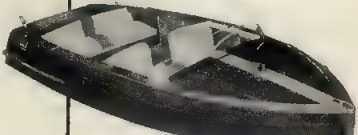
The '56 Trophy, Torpedo and Sportliner—three of the most popular Speedliner runabouts—have undergone design changes which raise the bow curve for better appearance.

Speedliner's racing models—which have captured 41 national and international racing championships and records in the last seven years—have been greatly improved for '56 too. Bottoms have been redesigned for better speed, greater maneuverability. Following the trend to bigger boats, Speedliner introduces a brand-new 16-foot runabout this year. Known as the M-116 Tropicana, this boat will incorporate the same construction features that have proved so successful in other Speedliner models.

Yes, this is the greatest year yet for Speedliner! Whether you want a family runabout, a fishing boat or a racing hull, you can count on the 1956 Speedliners for the best boats afloat! See your nearest Speedliner dealer or send the coupon below for new, colorful Speedliner catalog. It contains 28 sleek, streamlined models—one for every taste and every budget!



The M-214 Sportliner—zippy open model with walk-thru front seat. Plenty of storage space for fishing gear etc. Very popular with water skiers.



The M-414 Contessa—sporty open model with walk-thru front seat. Ideal family boat—can be used as runabout, fishing craft or skiing boat.

The M-510 Corsair—best-performing "BU" boat to bear the Speedliner name! A champion in every sense of the word!

K3-14 DELUXE
This 14-foot Speedliner runabout kit can be assembled at home at about one-half the regular cost. Other kits 9' to 17'.

New Speedliner Aquadynamic Water Skis

Improved Construction Methods Make Them Practically Indestructible!

Novice and experts agree that these are the finest water skis you can put on your feet! Lightweight, perfectly balanced. Constructed of 9-ply Philippine Marine Mahogany hot-pressure molded for permanent strength and correct flexibility. Won't split or warp under severe use. Sturdy aluminum and rubber harness adjustable to any shoe size, 5 to 13. Available in following models: 68"x5½", 68"x 6¼", 70"x7", 48"x6¼". Slalom model (single ski) 70"x7", 42"x½" ski disc also available. Kits for constructing your own water skis can also be ordered from your dealer.

Relax and Play the Speedliner Way!

GENERAL MARINE COMPANY
Dept. 416 6th & Oak St. St. Joseph, Mo.

Some choice dealerships still available. Use coupon for complete details.

GENERAL MARINE COMPANY
Dept. 416 6th & Oak St., St. Joseph, Mo.

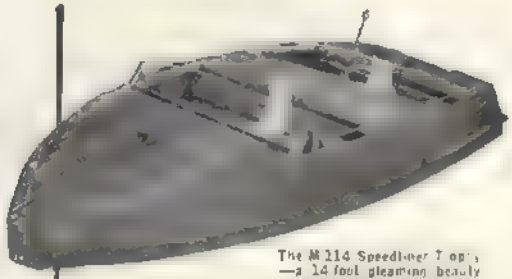
Please rush me information on the items checked:

☐ Protected Speedliner dealerships ☐ Marine Plywood
☐ Speedliner Boats ☐ Boat Kits ☐ Water Skis and Kits
☐ Speedliner Resin and Fiberglas

NAME _____
ADDRESS _____
CITY _____ STATE _____

SPEEDLINER

FAMILY RUNABOUTS
FISHING BOATS
RACING HULLS



The M-214 Speedliner Trophy—a 14 foot gleaming beauty that's ideal for family outings and water skiing.

the Championship line of better built boats

New, Improved Models for '56

The 1956 Speedliners are the finest boats ever to come out of the modern General Marine factory in St. Joseph, Missouri! Every model in the Speedliner line has undergone design and construction improvements which are typical of General Marine's practice of constant product improvement.

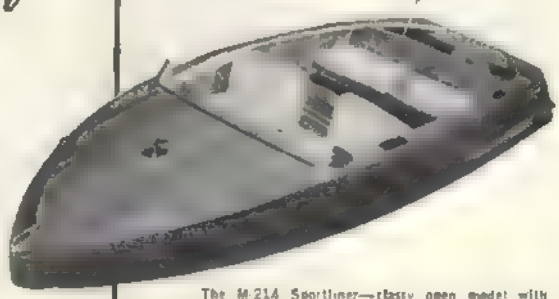
For instance, the family runabouts have been redesigned to give more flare in the sides forward of amidships. This improvement not only eliminates the discomfort of having spray coming in over the bow, but it also adds greatly to the sleek, streamlined appearance of each runabout model.

Enlarged motor wells are another improvement which will be welcomed by 1956 boat buyers. The new Speedliner runabouts provide plenty of storage space for gas tanks and other equipment.

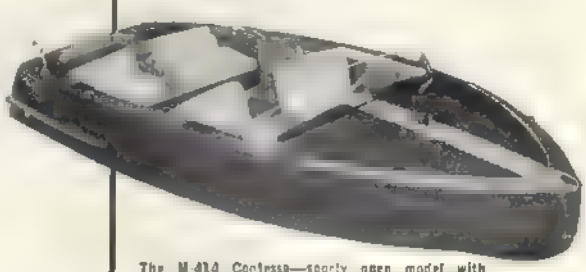
The '56 Trophy, Torpedo and Sportliner—three of the most popular Speedliner runabouts—have undergone design changes which raise the bow curve for better appearance.

Speedliner's racing models—which have captured 41 national and international racing championships and records in the last seven years—have been greatly improved for '56 too. Bottoms have been redesigned for better speed, greater maneuverability. Following the trend to bigger boats, Speedliner introduces a brand-new 16-foot runabout this year. Known as the M-116 Tropicana, this boat will incorporate the same construction features that have proved so successful in other Speedliner models.

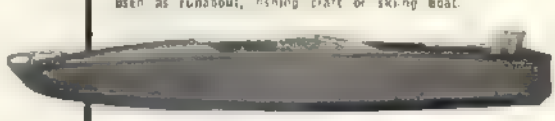
Yes, this is the greatest year yet for Speedliner! Whether you want a family runabout, a fishing boat or a racing hull, you can count on the 1956 Speedliners for the best boats afloat! See your nearest Speedliner dealer or send the coupon below for new, colorful Speedliner catalog. It contains 28 sleek, streamlined models—one for every taste and every budget!



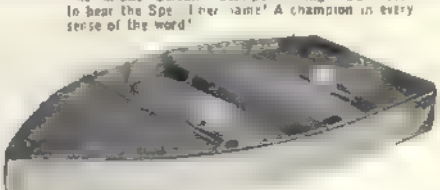
The M-214 Sportliner—classy open model with walk-thru front seat. Plenty of storage space for fishing gear, etc. Very popular with water skiers.



The M-414 Contessa—sporty open model with walk-thru front seat. Ideal family boat—can be used as runabout, fishing craft or skiing boat.



The M-510 Corsair—best performing "BU" boat to bear the Speedliner name! A champion in every sense of the word!



KB-14 DELUXE
This 14-foot Speedliner runabout kit can be assembled at home at about one-half the regular cost. Other kits 9' to 17'.

New Speedliner Aquadynamic Water Skis

Improved Construction Methods Make Them Practically Indestructible!

Novice and experts agree that these are the finest water skis you can put on your feet! Lightweight, perfectly balanced. Constructed of 9-ply Philippine Marine Mahogany hot-pressure molded for permanent strength and correct flexibility. Won't split or warp under severe use. Sturdy aluminum and rubber harness adjustable to any shoe size, 5 to 13. Available in following models: 68"x5½", 68"x 6¼", 70"x7", 48"x6¼". Slalom model (single ski) 70"x7". 42"x½" ski disc also available. Kits for constructing your own water skis can also be ordered from your dealer.

Relax and Play the Speedliner Way!

GENERAL MARINE COMPANY

Dept. 416 6th & Oak St. St. Joseph, Mo.

Some choice dealerships still available. Use coupon for complete details.

GENERAL MARINE COMPANY
Dept. 416 6th & Oak St., St. Joseph, Mo.

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- ☐ Boat Kits
- ☐ Water Skis and Kits
- ☐ Speedliner Resin and Fiberglas

NAME _____

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CITY _____ STATE _____

PLANETARIUMS

SPITZ JUNIOR

Scientifically designed to show the stars above us, exactly as they appear, any time, any place in the northern hemisphere. Projects all the major constellations; see the Big Dipper, Orion, Southern cross.

Complete with full color 32 page star book to help identify constellations.

Each

No. 1154 .....$15.00

One in a box, twelve in a carton.

KALEIDESCOPE

DAVIS

Each

No. 810-1005 ..... $0.50

Thirty-six in a carton.

TOY TYPEWRITERS

TOM THUMB

With Case

Letters arranged same as standard keyboard. Individual key operation, shift keys. Ball bearing carriage. Standard ½ in. ribbon.

Red wrinkle finish with black trim.

Each

No. 1850-450F- $20.00

One in a carton.

TOY TYPEWRITERS

BERWIN SUPERIOR

Lithographed metal. Operated by turning dial which has letters of alphabet, numbers and punctuation marks. Has type bar and space button. Uses a real typewriter ribbon.

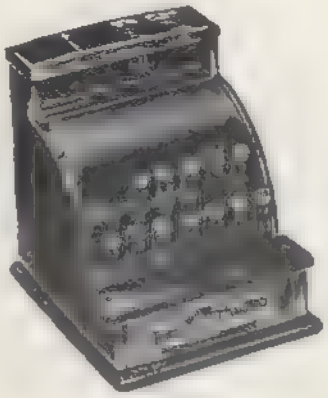
Each

No. 1888-512—10 in. long, 7 in. wide, 5¼ in. high $3.98

Twelve in a carton.

TOY CASH REGISTERS

TOM THUMB



Deluxe

Chrome plated, highly polished mirror finish, wrinkle trim.

Features unbreakable plastic window, electrically welded joints, protective rubber feet. Complete with metal play money.

Each

No. 1849-348L—7¼ in. deep, 6½ in. wide, 7¼ in. high; wt. per case 46 lbs. $3.98

Same as Deluxe model above, except not chrome plated or highly polished.

Red or green wrinkle finish.

Each

No. 1848-239L—7¼ in. deep, 6¼ in. wide, 7¼ in. high; wt. per case 46 lbs. $2.98

Twelve in a case.

TOY SAVINGS BANKS

UNCLE SAM'S

Register Type

A 3-coin register bank with a 5-coin feature. All steel. Rings register automatically. Adds nickels, dimes and quarters. Takes pennies, half-dollars and bills in special opening. Holds $50.00, locks automatically at 25 cents, opens at every $10.00.

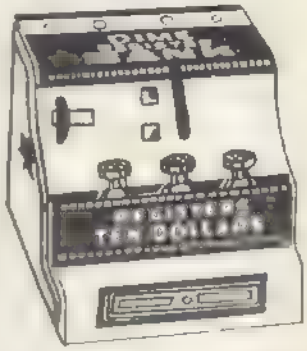
Black, red and blue enameled finishes.

Each

No. 1862-300—6½x4½x5¼ in.; wt. per carton 60 lbs. $3.98

Twenty-four in a carton.

REGISTER



Size 2-1/8 in. high. Lithographed metal.

Each

No. 1995-5 ..... $0.25

Thirty-six in a carton.

PAIL BANK

Size 2½ x 2¼ in. lithographed metal.

Each

No. 1994-3 ..... $0.20

Thirty-six in a carton.

TOY SAVINGS BANKS

SHU-SHINE-BANK

Teaches boys and girls good habits along with thrift.

Sturdy steel kit with carrying shoulder strap and non-slip foot rest. With removable bank

Complete with brown and black Shinola shoe polish, caddie shoe and leather polishing cloth, polish applicating brush and shoe polishing brush.

Finished in Lustranamel red with full color decals.

	Each
No. 670-448—8½ in. long, 6 in. wide, 8¼ in. high; wt. per carton 36 lbs.	$2.10

Twelve in a carton

GLOBE

All Metal

Metal globe with world map in colors. Metal base with wood grain finish

	Each
No. 1996-24—4¾ in. high	$0.25

Thirty-six in a carton.

TOY SAVINGS BANK

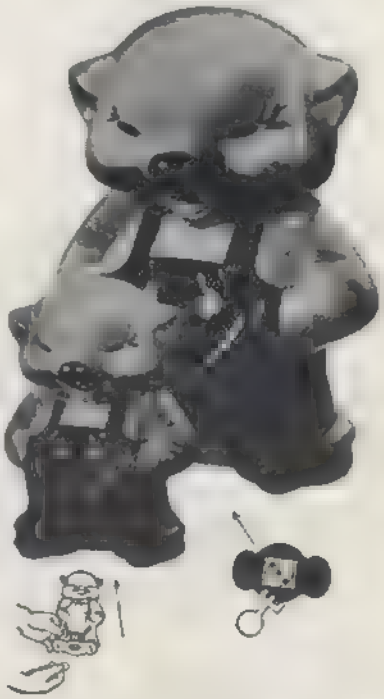
SAD SAM

Washable, slot in top Pry-out cap in bottom. Flock finish.

	Each
No. 164-FB04-5	$2.00

Twelve in a carton.

PIG



Made of plastic. Hand painted features. Enormous capacity. Complete with key for lock base

Junior Model

	Each
No. 118-207—4¾ in. high	$0.30

Forty-eight in a box.

TOY TELEPHONE BANKS

DISNEY

Tough durable plastic. Vivid assorted colors.

	Each
No. 117-222	$1.00

Twenty-four in a carton.

MAIL BOX

Swinging door for bills. Slot for coins. Removable bottom. Official red, white & blue postal colors.

	Each
No. 165-8300	$2.00

Twelve in a carton.

DOUBLE YOUR FUN AFLOAT
with the new 1956
Stamas
16' AMERICANA
SPEED TO SPARE!
ROOM TO RELAX
ALL THE COMFORTS OF HOME
SNUG SLEEPING
SLEEPS 4
SLEEPS 4
Two 74" sliding bunks, 64" bunk (front seat) 74" air mattress between aft bunks—aft bunks close up to make 2 comfortable seats.
TOILET UNDER BUNK! Convenient — Flushes.
CLOSES IN! Top and curtains (side and aft) completely close in boat for comfortable sleeping and privacy.
ROOM GALORE! Beam 76", max. depth 36", bottom at transom 60", cockpit 88".
SAFE—LIGHTWEIGHT 390 lbs., mahogany framing, sides and deck, top speed turns, no stern wave.
IDEAL for camping, fishing, skiing, cruising.
Other popular '56 models are the 14' "TROPICANA" and all new 19' cruiser.
WRITE DEPT. "M"
Stamas
BOAT WORKS
Tarpon Springs, Fla.

KREFFT REFRIGERATOR

The Krefft Convertible, a new marine refrigerator that operates on either butane or electricity, has been announced by Norman H. Lee, president of Norco Sales Corporation, sole U. S. distributors.

The outstanding feature is its quick convertibility from butane to electricity , a switchover that takes less than ten seconds. To accomplish this conversion, it is necessary only to remove the butane exhaust tube from a port at the top of the refrigerator and insert the electric plug-in element. This enables the boatman to use electricity while at the dock, then convert quickly to butane for the open sea. A kerosene-electric model is also available

The refrigeration unit operates silently, having no moving parts, and both gas and electrical consumption are low on both the 2.8 and 3.9-cubic-foot models. The electrical system operates on either A.C. or D.C.

Further details may be obtained by writing Norco Sales Corporation, 1263 Westwood Boulevard, Los Angeles 24, California.

LEERCAT-BEARCAT

Five years have passed since the first Leercat catamaran made its initial bow to the public. It's rather interesting we think, to see how the family has grown since then. Instead of the lone 16' model that represented the sailing catamarans, there are now five daysailer models and three cabin models to choose from in the sailing line.

The motor-driven models for 1956 include the new 19-foot Bearcat twin outboard model and the 64-foot Bearcat twin-screw cataraman.

These catamarans are produced by Leercat-Bearcat, Inc., P. O. Box 46134, Los Angeles 46, Calif.

Bearcat 64' motor catamaran. Speeds range as high as 29 knots with two 325 hp engines used as power.

CATERPILLAR

Engineers at Caterpillar Tractor Co. and Twin Disc Clutch Company have jointly designed and developed a new line of marine reverse and reduction gears built exactly to match Cat Marine Engines.

The new gear has been built to equal the life of the engine for which it is matched. Finger-tip control, hydraulically operated, permits fast operation and easy maneuvering.

The new gears will make Cat Marine Engine packages more compact requiring less length for installation. Equipped with the new gear, the Cat D337 (Series F) Marine Engine is 15 inches shorter than the former D337. This new compactness was achieved by mounting the two clutches side by side rather than in tandem

The gear has been designed and built for continuous operation at full load in either direction. This means that one model gear can handle both right and left hand propellers, and boats with multiple engines can use identical gears on each engine. For applications where extremely slow speeds are required, the gear can be equipped with a trolling valve

This attachment permits the propeller to turn at about one-third its ordinary low idle speed. Boats so equipped can maintain slight headway under continuous power without constant attention

Steelcraft

Your best bet for '56

Pleasure and Commercial

EXPRESS CRUISERS

SEDAN CRUISERS

SPORT CRUISERS

HOLIDAY CRUISERS

20' 28' 35'
GAS or DIESEL

Write for latest literature.

Availability of quality steels and materials assures you of same life-time proven Steelcraft that commands the highest resale market. Over 3,000 Steelcraft Boats performing pleasure and commercial duties throughout the world. A combination of smooth welded, stress free, hull and patented all vee bottom hull on heavy jigs assures you of top-most boat value.

Most replacement parts available in stock for all models.

STEELCRAFT BOATS, INC. BOX 3193, BRIDGEPORT, CONNECTICUT

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The Majority of Yacht Designers are Graduates of the Westlawn Home Study Course

Covers Every Phase of Theory and Practice. Students complete numerous designs during Course. Graduates open own office or are designers for leading builders. Enroll at any time. Send for FREE Booklet. Established 1930—26th Year.

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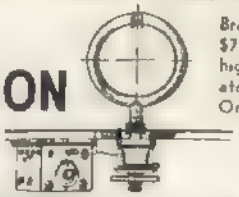

Brand new. Cost Govt. $750. Accurate and highly sensitive. Operates on all bands. Original crates.

Only **$35.00**

UNDERWATER FLOODLIGHT
1000 Watts 110V AC/DC. Brass and chrome. 250' heavy duty cord.
Unused surplus **$69.00**

VOLTAGE REGULATOR UNIT
See pg 64—Oct. 55 YACHTING)
Isolation transformer, regulator, meter, fuses, etc. Steel cabinet. Surplus—excellent condition. Rated 1100 watts—will handle much more. **$59.00**
19" x 14" x 13" Wt. 195 lbs.
Prices FOB Newark. Send check or money order.

REICHMAN CO. Electrical and Electronic Surplus
685 FRELINGHUYSEN AVENUE NEWARK 5, N. J.

Protects any *OUTBOARD MOTOR*

from THEFT, DUNKING, and TURNING LOOSE. Motor can be left in place when traveling with boat trailer. MOTRLOK makes it possible to leave motor on boat day or night—eliminates heavy lifting. MOTRLOK slips over handles, locking them securely. MOTRLOK is cadmium-plated to resist rust and salt water corrosion.

MOTRLOK "Regular" fits small motors with cast type handles. $7.95
MOTRLOK "25" for 25 h.p. with rubber safety bumper. $9.95
MOTRLOK "55" for Mercury Mark 55, 20, 25 and 40. $8.95

See your dealer. Write for free catalog.

MOTRLOK DEPT MJ, DEPOT AVE., WINDSOR, VERMONT

TRADE INQUIRIES INVITED

Build A HACKER *For* 1956

A NEW 43-FOOTER — SLEEPS SIX

SPEEDS UP TO 32 M.P.H.

HACKERFORM - DESIGNS

SPEED — EXPRESS — CRUISING & COMMERCIAL CRAFT

ROUND OR V-BOTTOM TO 100-FOOT FOR INDIVIDUAL OR BUILDER

Twelve New Popular Designs from 14 to 30-foot Outboard & Inboard Utility—Hard-Top & Cruisers. *(Send for circular)*

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CAN PRODUCE A GOLD CUP WINNER FOR 1956

JOHN L. HACKER, N.A. 604 KERR BUILDING, DETROIT 26, MICHIGAN

NOT ASSOCIATED WITH HACKER BOAT COMPANY

Prevents SEASICKNESS

'MAREZINE'

12' to 18'
cedar strip
sturdy utility craft
and
smart planing runabouts

12' to 15'
aluminum
seamless bottom
automatic stern bailer
styrofoam flotation

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Minnetonka Boat Works, Inc. Wayzata, Minn.

AMERCOAT ANTI-FOULING FOR PLEASURE CRAFT

Because of its 12 year record of excellent performance in tropical waters, distribution of Amercoat No. 130 Anti-Fouling is now being expanded to all principal seaboard cities and inland ports. Even under the most severe tropical fouling conditions, No. 130 is remarkably effective in preventing the growth of all marine organisms, including teredoes.

Amercoat No. 130 is based on a formula developed by the Battelle Memorial Institute. Before the final formulation was perfected, research scientists made 2,288 individual experiments to discover the most effective combination of ingredients.

The high toxity of Amercoat No. 130 is due to its metallic copper pigment. Because it is in flake form, the finely divided pigment is dispersed evenly. Based on a "controlled dissolution" binder, the toxic agent is gradually released to the surface, yet is never wasted.

Although Amercoat Anti-Fouling is generally applied annually, there is a considerable margin of safety in its effective life. Users have consistently reported freedom from fouling for periods up to two years. It is easily applied by brush or spray, and although the vessel can be launched as soon as two hours after painting, leaving the coating out of water for several weeks will not lessen its effectiveness.

The names of nearby dealers who are participating in the expanded distribution of Amercoat No. 130 may be obtained from the Amercoat Corporation, 4809 Firestone Blvd., South Gate, Calif.

SUCCESSFUL SPORT FISHERMEN

One of the most successful of southern sport fishermen is the 40-foot Lazy Bones III, designed and built for Harry Peters of Hackensack, N. J., by John Rybovich & Sons Boat Works, West Palm Beach, Florida.

She's a handsome craft, 13 feet 4 inches beam, with twin Chrysler V-8s that provide a speed of 28 mph. She's equipped with dual controls and every accessory calculated to make the taking of big game fish more successful and more enjoyable for the owner.

Rybovich is also featuring 28-, 36-, and 43-foot models, all built to meet the owner's individual specifications.

DOCKS AND HOISTS OF STEEL

One of the most practical ways to protect a small boat from being pounded by waves against a dock during periods when she is not in use is by means of a hoist which lifts her clear of the water.

Specialists in the field of low-priced adjustable steel boat hoists are the Anchor Pier & Boat Hoist Corp., Rochester, N. Y. Other items in their line of shoreline equipment include adjustable steel docks and steel diving towers.

Anchor Pier is in a position to supply prefabricated steel dock structures which can be assembled to run out from shore any desired distance, to secure sufficient water depth. Hoists can be assembled as part of the piers. With Anchor Pier equipment one man can easily lift a boat clear of the water.

Steelcraft

Your best bet for '56

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20' 28' 35'
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STEEL

Roamer

35-FT. EXPRESS CRUISER

Take our word for it. The big construction feature of tomorrow's fine pleasure cruisers will be the *welded steel hull.* Yet you can own a Roamer today and enjoy the advantages of steel now. You can be safe in the security of lifetime-durable steel . . . enjoy the sleek, trim lines, the dry, water-tight bilge, the smooth, quiet performance assured by Roamer's special vibration-reducing process. And especially important, your maintenance costs are cut to a fraction . . . a coat of paint in the Spring and your Roamer hull is ready for water. If you're a modern yachtsman with an eye on tomorrow, you'll soon decide on a steel hull. Why not choose a Roamer today?

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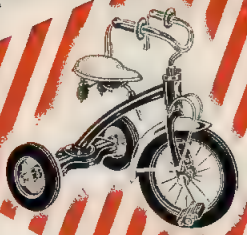
ALL NEW . . . with Lifetime Construction, Exclusive Safety Features, Lowest Prices . . . they're Designed to SELL!



SEE US AT THE TOY SHOW

Permanent Showroom 200 Fifth Ave. (Subway Level) and Hotel McAlpin ROOM 714

Newest, Most Attractive, Lowest Cost

VELOCIPEDES

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America's Finest

Stelson MFG. CORP.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

A DIVISION OF STELBER CYCLE CORP.

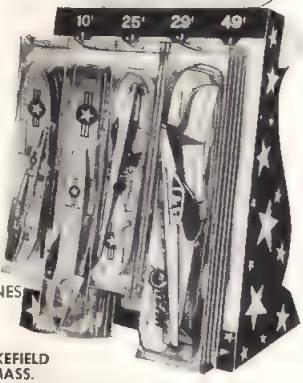
Guillow's NEW for '56

Guillow's READY TO FLY AIRPLANES

AIRPLANE MERCHANDISER

Guillow's new Free display merchandiser with its attractive choice of colorfully designed planes will sell dozens of items for you without any merchandising problems. It can help you make easy sales and dollars.

You order only this seven dozen ready-to-fly assortment and you receive free your new counter display stand.



No. AA-1 ASSORTMENT INCLUDES

4-dozen 10c JETFIRE GLIDERS
1-dozen 25c STARFIRE GLIDERS
1-dozen 29c rubber powered SKY STREAK AIRPLANES
1-dozen 49c rubber powered STRATO STREAK AIRPLANES
plus *FREE* COUNTER DISPLAY STAND

See your jobber for details

PAUL K. GUILLOW Inc. WAKEFIELD MASS.

LIONEL

OUT-PULLS
OUT-SPEEDS
OUT-SELLS
ALL THE REST BY FAR!

SELL
LIONEL TRAINS
with MAGNE-TRACTION
and Lionel Accessories all year long!

THE LIONEL CORPORATION, 15 E. 26th ST., New York 10, N.Y.

by Sterling-In PLASTIC!

AUTHENTIC SCALE MODELS DESIGNED FOR POWER OPERATION!

Chris-Craft 21' COBRA

Kit B-16 $2.98* Length 16" Beam 5½"

64 jewel-like pieces, molded in 4 authentic colors. Ready for quick, easy assembly.

Chris-Craft 42' EXPRESS CRUISER

Kit B-14 $1.98* Length 14" Beam 4⅝"

Kit contains 73 pieces, molded in 3 authentic colors. Wealth of realistic detail

*Electric motor not included. For peak performance, power your COBRA or EXPRESS CRUISER with LI'L BEAVER Electric Motor LB-139 $1.39

Ask your jobber!

STERLING models · Belfield Ave. & Wister St. · Phila. 44, Pa.

New showrooms dot Chicago market place

PORTION of new Coleman-Perelman Associates showroom at Room 1608, Republic Bldg. Highlighted on this pegboard unit are Bachmann's Plasticville numbers, and Buffalo Leather Sporting Goods' football and boxing equipment.

INSTALLATION of air conditioning led to redecoration of Murray Ohio Manufacturing Co. showroom at Room 1421 in the Merchandise Mart. Charles H. Carroll is Murray's Chicago representative.

NEW Selchow & Righter display held the spotlight at showroom of Stanley F. Berg in the Merchandise Mart. Berg took on representation of the line a few months ago, and has devoted one side of his showroom to its display.

MIDNIGHT blue ceiling and russet walls of George Perlin's new quarters lend attention to the light colored displays. For story on Perlin showroom, turn to News of the Midwest, page 79.

PICTURED are new quarters of Jack Woodard and Art Folkoff at Space 1624 in the Republic Bldg. Represented in the new showroom are Bayshore Industries, Beehler Arts Ltd.,

Bland-Charnas, N. D. Cass Sales Co., Elka Toys, Paul Henry Co., Nadel and Son, Neptune Plastics, Schiaparelli Dolls, and Warede Mfg. Co.

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THE LIONEL CORPORATION, 15 E. 26th ST., New York 10, N.Y.

NEW!
wagon and scooter

RADIO LINE

No. 19 Radio Rancher
The only wagon of its kind! Removable steel stakes, automobile style tires, Congo Graphite Bearing. Body size 36"x17"x9".

No. 3 Radio Tot
A 3-wheel scooter for tiny tykes. Features broad foot rest, maximum stability and smooth rolled over edges for safe play indoors and outdoors

RADIO STEEL & MFG. CO., 6515 W. Grand Ave., Chicago 35

It's BARR FOR THE Family Approach

Children love Barr's bright lustrous toys because of their play value. Parents like them because rubber toys are safest for children and furniture.

You will like them because they sell fast. Superb packaging and matchless self-vending units see to that.

You will also like the completeness of this line. Toys from 5c up—including gift and lay-away items.

WRITE FOR THE LATEST BARR CATALOGS TODAY!

The BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A.
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10, N.Y.

by Sterling-In PLASTIC!

AUTHENTIC SCALE MODELS DESIGNED FOR POWER OPERATION!

Chris-Craft 21' COBRA

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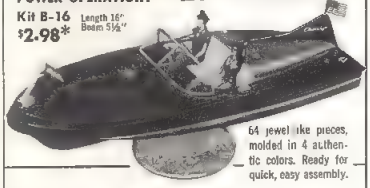

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Ask your jobber!

STERLING models • Belfield Ave. & Wister St. • Phila. 44, Pa.

Revell - CONTINUED

ORD	SHPT	✓		PRICE
			Train Sets	
			T7000 Diesel Switcher U.P.	20.00
			T7001 Diesel Switcher Atl. Cst. Line	28.00
			T7050 Road Diesel – Santa Fe	30.00
			T7100 0-6-0 Switcher – U.P.	35.00
			Rolling Stock	
			T4001 Box Car – Gr. Northern	2.00
			T4003 Box Car – New Haven w/hobo	2.50
			T4011 Refrig. Car – Pacific Frt. Exp.	2.50
			T4013 Refrig. Car – Amer. Ref. Trans.	2.50
			T4015 Refrig. Car – MDT-NYC	2.00
			T4020 Cattle Car – U. P.	2.00
			T4030 Flat Car – Erie	2.00
			T4032 Flat Car – Soo Line	2.00
			T4040 Hopper Car w/load– C & O	2.00
			T4042 Hopper Car w/load– N & W	2.00
			T4044 Hopper Car w/load—Burlington	2.00
			T4050 Gondola – NYC	2.00
			T4052 Gondola – Chicago & NW	2.00
			T4054 Gondola – Pennsy	2.00
			T4060 Caboose – U.P w/brakeman	2.50
			T4062 Caboose – Atlantic Cst.	2.00
			T4064 Caboose – Santa Fe	2.00
			ACCESSORIES	
			T6001 Uncoupler	.75
			T6003 HO Scale Train Crew/figure pack	1.00
			T6004 HO Scale Cattle Figure pack	1.50
			T6050 Power Pack 850 MA – U/L	11.00

Scintilla

ORD	SHPT	✓		PRICE
			Power Packs	
			56A Unipack	10.95
			55 Unipack	10.95
			Senior Unipack	13.95
			C Electrapack	16.50
			HO Electrapack	19.95
			Special Electrapack	22.95
			Senior Electrapack Dual Control	25.95

ORD	SHPT	✓		PRICE
			Dynapack – Mark IV	31.95
			Senior Multipack	37.95
			S-100 A.C. Sub Station	8.95
			Power Kits & Panels	
			#4 Power Kit	19.50
			#12 Power Kit	24.95
			Control Panel (w/l Block Kit)	10.95
			Block Kit	7.50
			Accessories	
			Directifier – 1 AMP	5.95
			Directifier – 2 AMP	7.95
			Directifier – 4 AMP	9.55
			Rectifier –1 AMP	3.15
			Rectifier – 2 AMP	4.95
			Rectifier – 4 AMP	7.95
			Rectifier – 6 AMP	9.50
			Rectifier – 10 AMP	12.90
			Rheostat – 50 Watt – 45 OHM	5.45
			Speed Control Lever	.75

Sterling models

ORD	SHPT	✓		PRICE
			Chris Craft 42' Express Cruiser	1.98
			Chris Craft Cobra 21'	2.98
			Lil Beaver Elec. Motor	1.39
			Special Xmas Pak (above)	5.98
			S.S. American Scout Cargo Ship Kit	14.95
			American Scout Fitting Set	9.95

A Completely Prefabricated Scale Model Power or Showcase Boat.

Longest, Most Detailed Boat Model Ever!

Kit B-18M

$14.95

Never before has any model been so breathtaking in its overpowering size . . strict fidelity to scale . . . authentic details complete prefabrication . . and amazing versatility and adaptation to power and radio control operation.

May be powered with electric motor or gasoline engine with a displacement from .049 to .19.

CONTENTS OF KIT—INTERNOTCHED AND SELF-ALIGNING CONSTRUCTION • Completely carved balsa hull sections • Shaped balsa life boats, smoke stack and stern block • Die-cut balsa hull bulkheads, frame members, cabin decks, bulkheads, etc. • Entire main deck of model die-cut plywood • Die-cut mounts for engine and motor installation, including poplar motor mount beams • Reed molding • Wire • Authentic flags and decals • Complete set of portholes and hawse lips • Hardwood finished and tapered booms and kingpost vent caps • Brass ladders • Brass anchor chain • COMPLETE POWER HARDWARE including.

Main drive and rudder, shafts and stuffing boxes • Brass rudder, nylon propeller, set of nuts, bolts, etc. • Large full-size drawings and illustrated book of assembly instructions shows and describes every phase of construction including power installations • Completely detailed radio control installation and rudder escapement instructions.

DELUXE 339-pc. FITTING SET B-18F **$9.95**
Contains cast and plastic fittings, single and double plastic blocks.

Sterling MODELS

XMAS SPECIAL

(for a limited time only)

Chris-Craft 42' Express Cruiser $1.98

Chris-Craft 21' COBRA . $2.98

Li'l Beaver Electric Motor $1.39

VALUE $6.35

Exciting NEW Word Game Spells Out

MORE PROFITS FOR YOU

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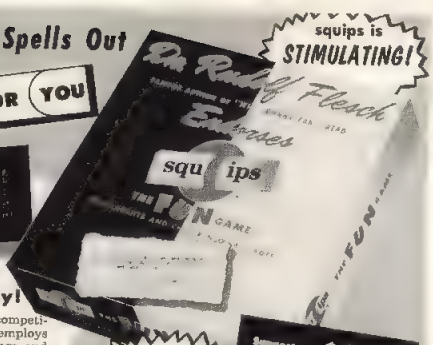

Fascinating FUN For All The Family!

This exciting different game has all the interest and competitive spirit of the popular word-building games . . . but employs an all-new, exclusive principle of combining beginnings and endings of words to create a whirl-wind race for 2 to 6 players. Not strictly a children's game; yet it's so simple to play that all young people, even beginning readers, love it! Excellent basic "vocabulary-polisher" for everyone from 8 to 80.

Dr. Rudolf Flesch, best-selling author of "Why Johnny Can't Read," discovered SQUIPS and found it such great *FUN* that he has *given* it his whole-hearted endorsement. It's colorfully packaged for attractive display and offers you a wide profit margin and quick turn-over because of National Advertising and Publicity

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Suggested Retail $3.50 — 40% DISCOUNT Plus Generous Advertising Allowance

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For Full Details And Sample On Memo, Write Today!

THE HART VANCE COMPANY Seventeenth St. & Delmar Blvd. Dept. A, St. Louis 3, Missouri

by Sterling—In PLASTIC!

AUTHENTIC SCALE MODELS DESIGNED FOR POWER OPERATION!

Chris-Craft 21' COBRA

Kit B-16 $2.98* Length 16" Beam 5½"

64 jewel-like pieces, molded in 4 authentic colors. Ready for quick, easy assembly.

Chris-Craft 42' EXPRESS CRUISER

Kit B-14 $1.98* Length 14" Beam 4⅛"

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*Electric motor not included. For peak performance power your COBRA or EXPRESS CRUISER with EJ 1 BEAVER Electric Motor LB-139 $1.39

Ask your jobber!

STERLING models • Belfield Ave. & Wister St. • Phila. 44, Pa.

Bounciest NEW SEAMLESS FUN Balls

Brightest 'n' BIGGEST

These sparkling multi-color latex balls are lively, rugged, easy to inflate. Four sizes have maximum inflation of 18", 22", 27", 36". Really big volume favorites for play appeal and value. Individually packed in attractive 3-color, polyethylene display bag Write for price list.

BATHING WEAR DIVISION
THE SEAMLESS RUBBER COMPANY
NEW HAVEN 3, CONN.

SEAMLESS

by Sterling-In PLASTIC!

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Ask your jobber!

STERLING models • Belfield Ave. & Wister St. • Phila. 44, Pa.

The house that VISION built

Margon

- Moving Eyes for soft vinyl dolls' heads
- Moving Eyes for all character dolls
- Moving Eyes for miniature dolls
- Rolling Eyes for soft vinyl heads

WORLD'S LARGEST PRODUCER OF DOLLS' EYES — has brought many startling developments . . . created many new trends . . . during its 39 years association with the doll industry . . . its experience and devotion to perfection is your constant guarantee of the best in dolls' eyes.

It pays to specify "Margon Moving Eyes"

MARGON CORPORATION

140 THOMAS STREET NEWARK, NEW JERSEY — Direct New York Phone: Whitehall 3-2797

Motor Toys . . . Move!

Electronic Radar CD Center; Busy Beaver Magic Paper Cutter; Remote-control Power-Steered cars; and famous Tru-Miniatures.

PRODUCT MINIATURE COMPANY, Inc.

2240 SOUTH 54th STREET • MILWAUKEE 14, WISCONSIN

IT'S THE NEW SENSATIONAL

THREE DIMENSIONAL PLAYING BOARD

featuring the exclusive BUILT-IN GRAVITY SPINNER

OFFICIAL GAME

The Adventures of Robin Hood

Seen on CBS-TV starring Richard Greene — $2.98

Ellery Queen's great mystery game

TRAPPED

A game of suspense $2.98

B.T.O.

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See the famous landmarks of New York come to life before your eyes! — $2.98

AMERICA'S FAVORITE TV GAME!

BREAK THE BANK

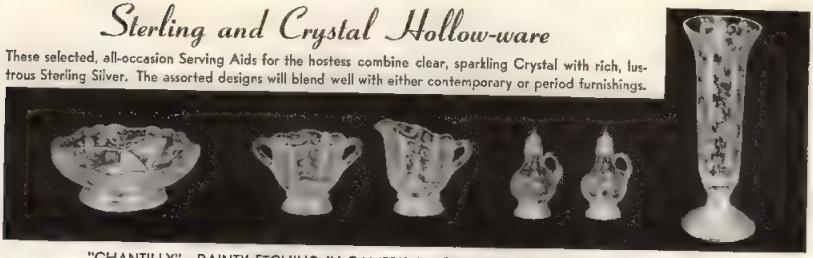
$2.98

BETTYE-B COMPANY, INC. • 932 BROADWAY, NEW YORK 10, N.Y. (cor. 22nd St.)

Additional Showroom: 200 Fifth Avenue, New York 10, N.Y. (Room 965)

Sterling and Crystal Hollow-ware

These selected, all-occasion Serving Aids for the hostess combine clear, sparkling Crystal with rich, lustrous Sterling Silver. The assorted designs will blend well with either contemporary or period furnishings.



"CHANTILLY"—DAINTY ETCHING IN CAMBRIDGE CRYSTAL—WITH STERLING SILVER TRIM

5686S633—3-Compartment Server
Exquisitely molded dish for relishes, etc. Dia. 6½". Gadroon border on base.
Sugg. Retail $9.50

5416S667—Sugar and Creamer
Graceful well-balanced Gadroon borders, Crystal handles Ht. 3½"
Sugg. Retail $10.00

5747S633—Salt and Pepper, Pr.
Dainty but roomy Ht. 4¼". Plain Sterling bases and tops. Crystal handles.
Sugg. Retail $8.50 Pair

5691S600—Vase
Stately lines lace-like motif. Weighted base. Gadroon border Ht. 8½"
Sugg. Retail $8.00

5682S470—Bud Vase-Console Stick Combination
Vase detaches from Sterling Base for double utility. Gadroon border. Ht. overall 7½"
Sugg. Retail $6.75

Matching "Flair" Crystal and Sterling Set
Beautiful Contemporary Classic design in this versatile Console-Centerpiece Set.
Mfr's Sugg. Retail
5620S1000—Bowl, dia. 8", 10" overall, height 4⅛" $15.00
5748S667 Candlesticks, pr dia. overall 7", ht. 3" . . . . . 10.00 Pair

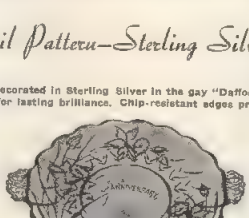
5466S857—Water Pitcher
Delicately etched floral design. Shatterproof handle. Plain Sterling base. 11" ht., 5 pt. capacity
Mfr's. Sugg. Retail $14.75

Daffodil Pattern—Sterling Silver on Crystal

5673S270—Vase
Bud vase in Classic lines. Ht. 6".
Sugg. Ret. $4.50

5676S370—Relish Dish
2 compartment dish with scalloped edge. Dia. 6".
Sugg. Ret. $6.15

Lovely Crystal Giftware hand-decorated in Sterling Silver in the gay "Daffodil" pattern. Kiln fired for permanency, Rhodium-treated for lasting brilliance. Chip-resistant edges protected by Sterling bands.



Sterling Silver for 25th year — 22 Kt. Gold for 50th year

Anniversary Plates
Scalloped edge 12" plates permanently inscribed with appropriate year of Anniversary

	Mfr's. Sugg. Retail
5678S800—"25th Anniversary" . . .	$13.30
5679S735 "50th Anniversary" . . .	12.25

5674S500—Salt and Pepper, Pr.
Shaker tops. Silver-plated on nickel. Ht. 3½".
Sugg. Ret. $8.30 Pr.

5656S600—Compote
Balanced crimped-edge Compote. Double curved post. 7" dia., ht. 6".
Mfr's. Sugg. Ret. $10.00

5671S665—Candlesticks, Pr.
Swirl style with decorated base. Ht. 4".
Mfr's. Sugg. Ret. $10.95 Pair

5677S535—Sugar and Creamer
Generous proportions, graceful shape 4" high
Mfr's. Sugg. Ret. $8.90

5675S500—Celery Tray
Roomy oval shape 11" in length
Mfr's. Sugg. Ret. $8.30

5672S655—Footed Fruit Bowl
Scalloped edge 10" diameter. 4" high. 4 small molded crystal legs
Mfr's. Sugg. Ret. $10.95

Sterling Trimmed Giftware Is Subject to 10% Federal Excise Tax

5-Cent, Full-Color Comic Book Published by Structo Mfg. Co.

A new 32 page full color comic book entitled "Bobby's Adventures in Structoland" has just been announced by Structo Manufacturing Company, Freeport, Ill.

Officially priced at 5¢, the book is being given free with each Structo toy, as a carton insert, and is offered free on request in Structo consumer advertising.

Sixteen of the 32 pages are devoted to the story of Bobby Brennan, who is whisked away to Structoland for adventures with Structo trucks, cars and road building machines. The other 16 pages picture and describe a wide assortment of Structo toys.

There are four different versions of the comic book. Each one relates a different adventure in Structoland.

The management at Structo states that to the best of their knowledge the custom-written comic book is the first of its kind to be offered by a toy manufacturer. Demand for the book is expected to be great.

Cordelco, Toy Gun Maker, Now In New Los Angeles Plant

Cordelco Industries, Inc., manufacturer of the well-known Snooty Piggy Banks and working replicas of modern guns (Luger, 45 Automatic, Carbine, and Tommy Gun), have moved into their new plant at 727 E. Pico Blvd., Los Angeles. The new plant, according to David C. Glass, president of the company, will double Cordelco's production facilities.

The building is designed with offices on the mezzanine floor. This permits the use of a clear, one-level span for the manufacturing and warehousing facilities.

Increasing sales following the introduction of two new items made it necessary to increase production facilities, Mr. Glass advised.

The new items, the #475 Automatic Cap Shooting Tommy Gun with Burp Action to retail for $2.98 and the #825 Little Piggy-goes-to-Market pull toy to retail for $1.98, are receiving a fine acceptance and the new facilities will make it possible to keep production in step with sales, he added.

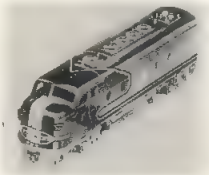
Mr. Glass has announced the appointment of the following representatives for Cordelco: Nat Attenberg & Son for the New England States; Kaycee Associates, 200 Fifth Avenue, New York City, for the New York area; Ralph Kohn & Son for the southeastern states; Clem Amorose for Indiana, Ohio Michigan and Kentucky; Persted Bros. for the midwest; Ben Thigpen for Texas, Oklahoma, Louisiana and Arkansas; and Lou Miller for the 11 western states.

FROM ALL OVER

Members from 28 states in the U. S. and Canada attended the 1956 annual convention of the Bicycle Institute of America and its component groups at Boca Raton, Fla. It was the 38th conclave of the organization.

HO SCALE MODEL, "HOBO LOCO," BROUGHT OUT BY K & O MODELS

An extra locomotive for HO gauge fans is now part of the line of K & O Models, Inc., Van Nuys, Calif. Known as the "Hobo Loco," the new item is a scale model of the Santa Fe Diesel and retails at $8.95. It runs on a worm-driven DC motor which draws its power from two medium battery cells in the cab. Each set of batteries gives 90 minutes of operation at scale speeds. By alternating batteries every 30 minutes (using three sets) the



operator can rack up 12 to 145 hours of running time.

With a forward and reverse switch below the center of the unit, the "Hobo Loco" can run back or forward on a "hot" rail without shorting out or interfering with any transformer-operated trains. Thus, two sets of trains can be run on a single layout at two different speeds in opposite directions -without the need for special wiring or an extra power pack.

The "Hobo Loco" is packed 12 boxes to a shipping carton weighing eight pounds. It is expected to be the first of a number of model railroad and toy train items that will be turned out by K & O.

WHOLESALER JOE ROBBINS POSES WITH BASEBALL STAR

In the accompanying picture Joe Robbins, head of Boston Toy & Novelty, Inc., is shown with Boston Red Sox outfielder Jim

Piersall. Scene is the Sox training camp in Florida which Mr. Robbins visited this spring.

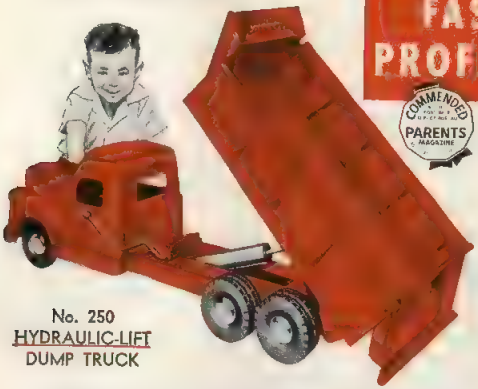
Piersall, one of the finest fielders in the game, grew up with Mr. Robbins. They have been close friends for years.

STRUCTO

"LIVE-ACTION" TOYS

With Built-In Child Appeal That Assures You FASTER, MORE PROFITABLE SALES!

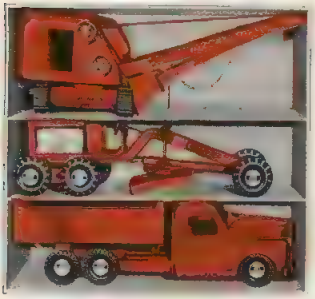
COMMENDED PARENTS MAGAZINE



No. 250
HYDRAULIC-LIFT
DUMP TRUCK

A phenomenal sales-getter. Body raises and dumps load automatically by means of a real HYDRAULIC cylinder. Dumping action is slow and very realistic. Liquid in HYDRAULIC cylinder is non-toxic . . . will not stain. 10 long-wearing rubber wheels.

"Child-Conditioned" Structo toys will lead the way in boosting your volume. These colorful, scale-model trucks and road-building machines provide the "plus" play value that produces sales. Structo toys are safe . . . edges are rolled to provide smooth surfaces. Only highest quality, heavy-gauge steel is used and parts are spot welded for added strength and rigidity. It will pay you to feature Structo . . . America's greatest toy values!



No. 326 "HIGHWAY BUILDER"
(3-Piece Road Building Assortment)

Here's real "packaged pleasure" for the young highway engineer. Included in this popular set are: Heavy-Duty Steam Shovel that unloads automatically; Dump Truck that raises and unloads automatically; and Heavy-Duty Road Grader with scraper blade that rotates, raises, lowers, tilts. Complete 3-piece set is packed in attractive, colorful carton that can be utilized as a display.

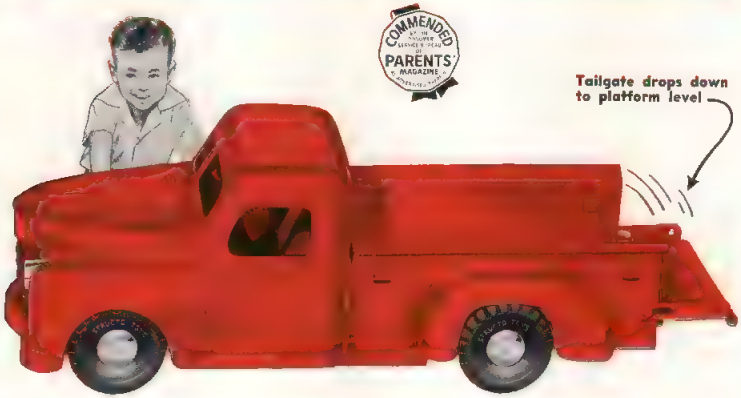
EXCLUSIVE! Two Separately-Baked METALLIC Coats of POLYCHROMATIC Enamel on every Structo Toy

The same beautiful, durable finish found on expensive automobiles. This patented 2-coat painting method eliminates runs, sags, fat edges and other surface defects.

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
DISPLAY ROOMS: NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 2330 W. Third St.; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

Presenting Another Outstanding New

STRUCTO *Live-Action* TOY



"Child-Conditioned" and Packed With Play Value

EXCLUSIVE!
All Structo Toys Receive Two Separately-Baked Metallic Coats of Polychromatic Enamel

STRUCTO NO. 210 PICK-UP TRUCK

This new Structo number will be a big volume and profit producer for you. Heavy-duty scale model. "Live-Action" tailgate drops down to platform level for loading and unloading. A very realistic toy that's built to last a child-time of play. Feature it for fast sales. Individually cartoned, 6 to shipper. Weight per shipper, 25 lbs.

L. 19¼", W. 6⅜", H. 6".

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
DISPLAY ROOMS: NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 2330 W. Third St.; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

STRUCTO

"LIVE-ACTION" TOYS

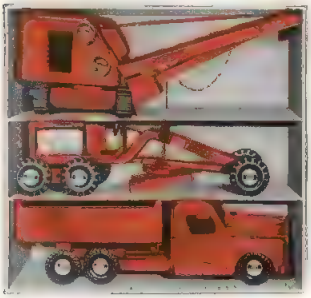
With Built-In Child Appeal That Assures You FASTER, MORE PROFITABLE SALES!

COMMENDED PARENTS' MAGAZINE

"Child-Conditioned" Structo toys will lead the way in boosting your volume. These colorful, scale-model trucks and road-building machines provide the "plus" play value that produces sales. Structo toys are safe . . . edges are rolled to provide smooth surfaces. Only highest quality, heavy-gauge steel is used and parts are spot welded for added strength and rigidity. It will pay you to feature Structo . . . America's greatest toy values!

No. 250
HYDRAULIC-LIFT
DUMP TRUCK

A phenomenal sales-getter. Body raises and dumps load automatically by means of a real HYDRAULIC cylinder. Dumping action is slow and very realistic. Liquid in HYDRAULIC cylinder is non-toxic . . . will not stain. 10 long-wearing rubber wheels.



No. 326 "HIGHWAY BUILDER"
(3-Piece Road Building Assortment)

Here's real "packaged pleasure" for the young highway engineer. Included in this popular set are: Heavy-Duty Steam Shovel that unloads automatically; Dump Truck that raises and unloads automatically; and Heavy-Duty Road Grader with scraper blade that rotates, raises, lowers, tilts. Complete 3-piece set is packed in attractive, colorful carton that can be utilized as a display.

EXCLUSIVE! Two Separately-Baked METALLIC Coats of POLYCHROMATIC Enamel on every Structo Toy

The same beautiful, durable finish found on expensive automobiles. This patented 2-coat painting method eliminates runs, sags, fat edges and other surface defects.

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
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STRUCTO *Toys*

New Numbers • New Features

New Built-in Sales Appeal

GREATER THAN EVER FOR '56!

STRUCTO TOY FAIR LOCATION:
Hotel New Yorker, North Ballroom
on Mezzanine Floor Directly Opposite
the Central Registration Booth

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
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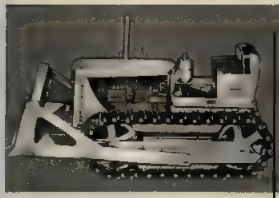
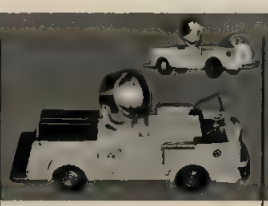
TRUCK AND TRAILER ASSORTMENT . . . a wonderful fleet for the active young trucker containing 2 chrome-plated aluminum cabs and 1 each, cattle trailer with rear doors that open and close, steel cargo trailer, timber toter with 6 realistic wood logs, deluxe auto transport with ramp which extends at rear for loading and unloading, and 4 die-cast metal sedans. All have heavy duty, die-cast metal spoke wheels with rubber tires. And all are faithfully-scaled reproductions of their real-life counterparts.
89-4790 C1250 Truck and Trailer Assortment $17.95

(N) DELUXE AUTO TRANSPORT . . . 5 toys in one! Transport has chrome-plated aluminum cab, heavy-gauge steel trailer; ramp extends at rear for loading. 4 die-cast metal sedans included. Rubber tires.
89-4808 B400 Deluxe Auto Transport, 27" long. $5.95

(P) HOOK AND LADDER TRUCK . . . made for "live-action"! Extension ladder extends to 34" and swivels completely around. Extension ladder crank, movable tiller seat, 2 auxiliary ladders. 33¼" long.
89-4816 B093 Hook and Ladder Truck (steel & aluminum) $9.95

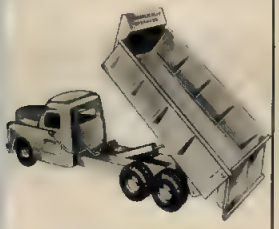


CATERPILLAR D-6 TRACTOR BULLDOZER . . . rugged replica of the giant "Cat." Looks like the real thing, works like it too! Heavy all-steel construction with realistic cast "Diesel" engine and draw bar for towing. Scraper blade adjusts from driver's seat, treads operate independently for sharp turns. Bright yellow. 15" long.
89-4845 B863 Caterpillar Bulldozer . . . $12.95



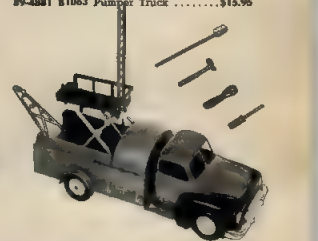
SEARCHLIGHT TRUCK . . . built as a companion to the *American-LaFrance* pumper. Searchlight, mounted on simulated heavy duty generator, turns 360 degrees as well as up and down. Powerful beam, operated by flashlight batteries. Front wheels are steerable. It's the action toy for young fire fighters. Finished in baked white enamel.
89-4873 B930 Length 18" $13.95

AMERICAN-LaFRANCE PUMPER . . . actually squirts water! A rubber hose unreels and connects to pump-operated tank—shoots stream of water high in the air. Equipment includes scaling ladder, hard suction hose, fire extinguisher and bell. Front wheels have "knee-action" and steer from driver's seat. Authentic to the last detail. 18" long.
89-4881 B1063 Pumper Truck $15.95



HYDRAULIC-LIFT DUMP TRUCK . . . operates just like the real thing. Body raises and dumps load automatically by means of a real Hydraulic cylinder. Dumping action is slow, permits load to be spread evenly. Hood raises revealing "Fireball" motor. Liquid in Hydraulic cylinder is non-toxic, will not stain. 10 rubber wheels. 20⅞" long.
89-4824 B400 Hydraulic Dump Truck . . . $5.95

DELUXE CATTLE TRANSPORT . . . complete with 10 hand-painted, die-cast metal animals. The front half of this livestock transport is separated by a gate for hauling cattle while the rear half is double decked for hauling smaller stock. Chrome-plated aluminum cab, heavy-gauge steel trailer, 14 metal wheels with rubber tires. 23⅞" long.
89-4832 B550 Cattle Transport $7.95

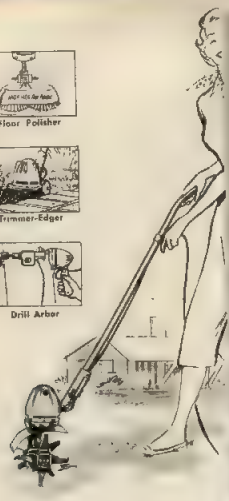


"TELEPHONE LINESMAN" REPAIR TRUCK . . . exactly like its real-life counterpart. Working elevator platform moves up and down with handle on side of truck. Complete with die-cast tools. All-steel frame and fenders, polyethylene body, cab, ladder, and winch. Wheels have rubber tires. Olive with black. 14¾" long.
89-1846 B210 Telephone Repair Truck . . $2.98

Floor Polisher

Trimmer-Edger

Drill Arbor



IRON FIREMAN "MOE-HOE" . . . all purpose home and garden electric power tool. Has ¼ HP special G.E. motor. Tills, weeds a path 5½" wide, up to 5" in depth. Attachments convert it to lawn trimmer, floor polisher or drill. Polished cast aluminum frame.
52-4926 C4900 Moe-Hoe. AC.. .....**$69.95**

TRIMMER-EDGER 7" suction lift blade
52-4934 C698 Operates at 12,000 rpm **$9.95**

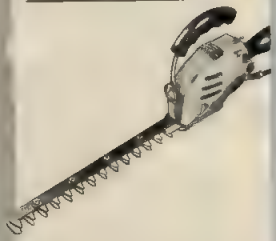
DRILL ARBOR ⅜" chuck. Converts Moe-Hoe to power drill, saw, bench grinder, etc.
52-4942 C698 Operates at 1500 rpm **$9.95**

EXTENSION TINES Makes till area 10¼"
52-5055 C268 Set of 4 double tines....**$3.80**

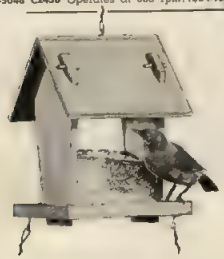
FLOOR POLISHER. 5" brushes, snap-on felt pads, steel wool pads Cleans, waxes.
52-5048 C2450 Operates at 800 rpm..**$34.95**

POWER-PACKED STRUNK CHAIN SAW. Operates in any position, cuts trees flush to ground. Stands up under the roughest cutting conditions. New alloys triple life of guide bar and make it bumproof. Has exclusive Strunk balance feature saw guides itself through the cut. Automatic lubrication saves wear on chain and guide bar. 3 HP engine with instant starting 22 000 volt magneto. Starts in any weather. Has a new fool proof diaphragm carburetor and pressurized gas tank system. One-finger trigger operates engine and clutch. Model PD 3 . . three guide bar and chain sizes. From Pennsylvania.
52-5220 D18675 16", Wt. 28 lbs . . **$249.00**
52-5238 D19125 19", Wt. 30 lbs..... **255.00**
52-5246 D19650 24", Wt. 32 lbs..... **262.00**

DESERT RAY ELECTRIC TRIMMER-EDGER Trims where your mower can't, puts neat edge on walks and curbs. Shaft O Matic feature enables you to adjust blade to various heights while trimming Shock absorber hub protects blade, prevents damage to the 1/10 HP heavy duty ball bearing motor. Steel frame.
52-4876 E2100 Trimmer-Edger. AC.. **$29.95**
52-4512 B595 Neoprene Cord (100 ft.) **8.95**



SKIL ELECTRIC HEDGE TRIMMER . . . fastest, easiest, best way to trim hedges, trees, foliage. 12" self-sharpening blades with sabre-sharp teeth. Slashes a clean swath through the toughest growth. Powerful motor, precision gears and bearings; 3-way handle. Attach ⅜" pipe to extend grip to any length. Light weight (just 8 lbs.)
52-4579 B3352 Trimmer AC..... **$49.75**
52-4512 B595 Neoprene Cord (100 ft.).. **8.95**



REDWOOD BIRD FEEDER . . . adds endless pleasure to your yard by enticing favorite songsters to visit regularly. Holds a large supply of birdfood, protects it from weather, and pours it into tray when needed. Peg type construction. Easily assembled without nails, screws, glue or tools. 8½x7x5¾"
52-5188 B132 Bird Feeder... . **$1 98**

REDWOOD BIRD HOUSES . . . pick yourself a cheery neighbor by hanging one in a nearby tree. Designed by bird experts. Withstand weather without paint or varnish Vermin-repellent, easy to clean. Ventilator openings under eaves and peaks. Regular or wren size.
52-5196 B79 Wren House. 8½x5½x5½". $1 19
52-5204 B166 Regular House. 10x7½x11" 2.49

WISS HOUSE AND GARDEN KIT. Flower shears cut and hold flower stem in one operation (no thorn scratches for you.) Pruning shears cut cleanly and easily even in small hands. Kitchen shears do all kinds of jobs—cut vegetables, remove caps, open bottles. Chrome plated stainless steel
52-4587 B537 Set in Plastic Holder.....**$8.95**

DENNIS THE MENACE

A Glad Toy

Perfect doll replica of the widely publicized cartoon urchin, designed by the artist himself—Hank Ketcham. Dennis, with cowlick and freckles, stands 17 inches tall; has soft vinyl head, latex body, squeeze voice, removable T-shirt and denim overalls with his name on them. In picture box.

398 . . . . . List $2.98

SUN DEE 18 INCH DOLL

All vinyl doll with perfectly modeled baby features. She drinks, wets, cries, sleeps and blows bubbles. Moves her arms, legs and head just like a real baby and claps her hands to pray. So easy to dress and change and it's fun to bathe her soft body. Beautifully dressed in colorful jacket with knitted panties and bootees. Has her own nursing bottle and bubble pipe.

10050 . . . . . List $7.95

BABY BANNISTER

A petite 12" all vinyl doll with moveable arms, legs and head just like a real baby. She is so easy to dress and change. Loveable and Huggable, she can be bathed. Has own wardrobe of hooded flannel robe with ribbon tie, dress, bootees and panties. She drinks, wets, sleeps and coos. Complete in decorated corrugated carrying case with nursing bottle and bubble.

10028 . . . . . List $5.95

COAT DOLL

28-1/2" Plastic walking doll (susan stroller), vinyl head, moving eyes, rooted bob type hair, curlers, bending knee action legs, turns head when walks, cries when turned over, dressed in panties, slip, printed percale dress, flannel coat trimmed with lace and buttons, hat, collar and muff set of Jersey Imitation Leopard Skin, flowers, vinyl shoes and socks.

2990 . . . . . List $15.95

LATEX DOLL

15-3/4" Latex doll, vinyl head, moving eyes, rooted ponytail type hair, cotton stuffed, crying voice when squeezed, dressed in panties, embossed cotton dress with contrasting color border and yoke of printed embossed cotton with lace effect on print, ribbon bow, vinyl shoes and socks.

567 . . . . . List $3.98

SUITCASE DOLL

All Vinyl baby with long Rooted Saran Pony Tail hair-do-beautifully dressed in 2 piece cotton suit with felt crown hat - wardrobe includes 2 dresses - sun suit - 2 piece pajamas - knit panties - soap - sponge - rayon socks - plastic curlers - comb - brush and mirror - Super-Flex-Legs. Comes in large suitcase 12" x 16" x 6". Clothes are on removable wire hangers. 13 inches tall.

OA1 . . . . . List $9.95

TUB-TERRY PRINTS

SMALL SIZE

Completely washable Terry Cloth and foam rubber filled animals made in fast, bright colors and eye catching designs. Packed in Polyethylene bags for extra cleanliness. Comes in the following types: Lamb—Yellow Pink Block, Horse—Red and Blue Strip, Scotty—Blue, Red Plaid, Giraffe—Multi-Stripe, Sleepy Pup—Red, Blue Plaid.

4020 . . . . . List $0.98

13 TO 15 INCH SIZE

Each toy with a jingle bell and packed in polyethylene bags. Woven printed Terry Cloth. Comes in the following types: Cat—Pink, Yellow Block, Lamb—Yellow, Pink Block, Horse—Red and Blue Stripe, Scotty—Blue, Red Plaid, Giraffe—Multi-Stripe, Sleepy Pup—Red, Blue Plaid.

5020 . . . . . List $1.98

DELUXE ANIMALS

Sizes: 10-16 inches tall. Cuddly, life-like animals of fine "silk-taffeta" vinyl softskin. Wipe clean with a damp or soapy cloth. Favorite play and sleeping pals of the 0-6 age group. In bright color combinations, durably whip-stitched with vat-dyed threads, stuffed with soft new cotton. 10 assorted styles in assorted colors (Zebra, Terrier, Elephant, Black Sheep, Lamb, Giraffe, Pony, Cocker Spaniel, Fawn, Donkey). Tested and approved for safety. Packed 24 individual boxes per carton, shipping weight 9 lbs.

200 ..... List $1.98

ANIMAL CIRCUS

Age group 0-6. Sizes: 7-12½ inches tall. Same as above, in smaller size, with Kitten and sitting Pup added (12 styles). Packed 2 dozen individual boxes per carton, shipping weight 5 lbs.

100 ..... List $0.98

SQUIRREL

Combination of plush with vinyl character face. Realistic with a touch of fantasy. Withstands punishment.

300A. ..... List $2.98

J. FRED MUGGS . . . TELEVISION CHIMP

Television's lovable, irrepressible chimpanzee, J. Fred Muggs, comes to life in a cuddly, stuffed toy. Molded vinyl face captures all of J. Fred Mugg's impish charm. Made of long pile plush, dressed in assorted costumes. Molded vinyl hands can clutch objects and Muggs can hang from table edges, etc. Size, 18½ inches. Comes with hat. Packed 6 individual boxes per carton, shipping weight, 18 lbs.

7814 ..... List $6.98

Same as above only 15½ inch size. Packed 6 individual boxes per carton, shipping weight 14 lbs.

7813 ..... List $4.98

IDEAL ALGY BEARS

Hypo-allergenic — treated with dust-seal to stop promotion of household dust irritants. Size, 16 inches tall. Moving eyes with eyelashes open and close-and go to sleep. Vinyl mask, painted features. Ribbon bow, in sleeping position, moving eyes. Packed 12 individual boxes per carton, shipping weight 7 lbs.

7152 ..... List $5.00

The safest, most sanitary stuffed toy on the market enabling dust-allergic children who are forbidden to have any plush toys to play safely with a stuffed animal. Algy is hypo-allergenic . . . treated with dust-seal to stop formation of household dust irritants. Fun for non-allergic children, too. Vinyl face with painted features. In sleeping position. Very soft-stuffed. Ribbon bow around neck. Will be extensively promoted on the most famous children's show on television . . . Ding Dong School. Size, 12 inches. Each in pliofilm bag. Packed 12 individual boxes per carton, shipping weight 7 lbs.

7153 ..... List $3.00

MUSICAL CUDDLY BEAR

Two tone rayon plush cuddly bear with Swiss music box which plays gay tune. Lock-in eyes, vinyl nose and mouth with painted features. Ribbon bow around neck. Size: 12 in. Packed 12 individual boxes per carton, shipping weight 20 lbs.

7222 ..... List $4.98

IDEAL SITTING SCOTTY

Shaggy plush with printed plaid corduroy body. Safety lock-in eyes. Plastic nose, felt tongue, ribbon bow. 11 inches high. Packed 12 individual boxes per carton, shipping weight 8 lbs.

7475 . . . List $2.98

MUGGSY

A mischievous mutt, chock full of humor, pep and personality. Squeeze his tail and he barks! All shaggy plush (No Vinyl), cuddly-soft stuffed. Alive eyes, pom pom nose, oversize adjustable ears, satin neck ribbon and bow. Colors: Gray or Tan, Size 15 inches. Packed 24 individual boxes per carton, shipping weight 26 lbs.

1038 ..... List $2.98

DOLLS
SUN

Babee Bee with Carrying Case

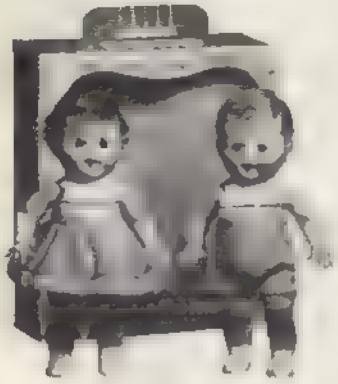
A new layette set complete with all accessories. Includes one 13 in. drink-wet molded rubber doll with voice, vinyl head and sleeping eyes with long lashes.

Oval carrying case contains the layette card with dress, slip, playsuit and bonnet.

Other items include bib, two extra diapers, nursing bottle with nipple, talcum powder and a diaper shoulder bag for the little mother.

Each
No. 276-10635 .....$11.00

Three in a carton.



"Tod-L Twin" Set

Boy and girl dolls with voice and stationary eyes of plastic. Flesh-colored, they wear matching play suits.

Set includes painted undergarments, shoes and socks

Packed in a gift box carrying case with handle. Both dolls are 10½ in. high.

Each
No. 265-14038—Wt. each 1¾ lbs. ...$3.19

Six in a carton

DOLLS
SUN

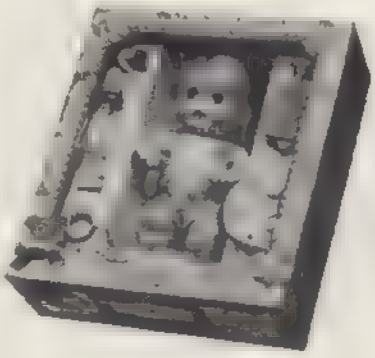
"Gerber Baby" Feeding Case

Complete set for the little mother. Includes one 12 in. "Cindy-Lee" flesh-colored doll that drinks and wets.

Carrying case with handle also contains all formula accessories—sterilizer with cover, rack, measuring spoon, funnel, bottles, measuring cup, nipples and instruction book

Each
No. 274-10632 .....$6.00

Six in a carton.



Sunbabe "So-Wee" Set

Famous "So-Wee" doll complete with accessories in a gift box. Fully jointed rubber doll with stationary plastic eyes; it drinks and wets. 10 in. high.

Accessories include miniature glass nursing bottle, rubber nipple, soap, soap dish, teething ring, rubber hot water bottle, bell rattle and bib

No. 273-10541—Wt. each 2 lbs. $3.00

Six in a carton.

DOLLS
SUN

Bannister Baby with Layette

Vinyl infant, patented joints and sleeping eyes. Drinks, wets, blows bubbles and cries.

Each
No. 275-10028—12 in. tall $5.98
No. 277-10047—18 in. tall 9.98

Three in a carton.

18 inch "Sun-Dee" Bottle Baby with rooted, curly hair. Our finest baby doll. Beautiful beyond description. Her chubby arms, legs and body are completely jointed for real play value. Go-to-sleep baby blue eyes with long lashes. She drinks, wets, cries, sleeps, blows bubbles, and comes complete in her own baby outfit of a colorful jacket with ribbon tie, knit panties, and bootees, in a beautiful display box. "Sun-Dee" is really huggable, lovable, and washable.

Each
No. 287-10083 ..... $10.00

Three in a carton.

Colored rubber doll—drinks, wets and cries.

Each
No. 269-10026—10 in. tall $1.98

Twelve in a carton.

DOLLS
SUN

Betty Bows

The only rubber doll that wears a ribbon through her hair. Blows bubbles, drinks, wets, sleeps and cries. Bubble pipe and nursery bottle included.

Each
No. 272-10046 12 in. tall $4.00
Six in a carton

"So-Wee"

Decorated head with lifelike stationary plastic eyes. Movable head, arms and legs; has voice. Nursing bottle included.
Brightly dressed in bib, diaper and knitted booties.

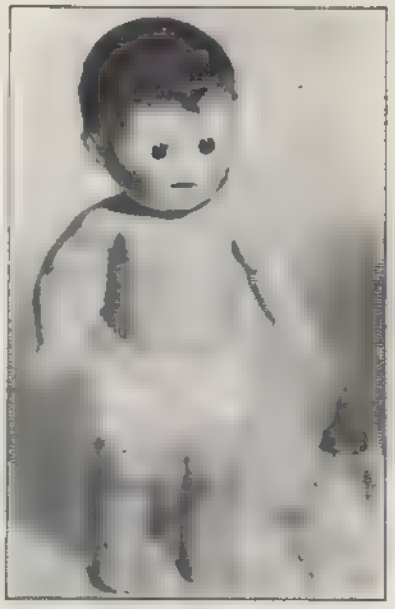
Each
No. 271-10041 10 in. tall $1.98
Twelve in a carton.

Disney Characters

Assorted Mickey Mouse, Minnie Mouse and Donald Duck characters of vinyl. Brilliantly and safely decorated

Each
No. 1797-14004 .....$1.98
Six assorted in a carton.

DOLLS
SUN



Tod-L-Doll

Molded in one-piece of tubbable rubber with tinted cheeks, mouth and hair. Squeeze voice; stationary plastic eyes. Drinks and wets. Complete with diaper and nursing bottle.

Each
No. 266-14033—10½ in. tall $1.19
Twelve in a carton.

Rompy and Chunky, Twin Sets

All vinyl standing dolls, 8 in. tall. "Chunky" dressed in gay painted pinafore. "Rompy" wears painted-on T-shirt and shorts. Brilliant washable colors.

Per set
No. 270-14010 .....$1.98
Six sets in a carton.

Chunky and her Friend

Chunky, the pert little all-vinyl girl and her friend, the frisky Lambkin, together now, and packaged in an attractive window box.

Each
No. 267-14070 ..... $2.00
Six in a carton.

DOLLS
SUN

"Chunky" "Rompy"
Assorted "Rompy" — "Chunky"

Boy doll. Flesh color, elfish expression with decorated mouth, eyes and head. Painted matching suit, sox and shoes.
Standing position with split legs.
Equipped with squeeze-type voice.

Each
No. 1749-14009—7¼ in. tall $0.98
One in a box, twelve in a carton.

Rompy and his Pal.

Rompy and his playful pal, the New Sun Pony, packaged together in a new, attractive window box.

Each
No. 249-14071 ..... $2.00
Six in a carton.

Bradley YOUNGTIMERS

THRIFTY WATCH VALUES

THE BARTON WATCH Smart, dependable timepiece with round silvertone dial. Gilt numerals. Chrome plated case, stainless steel back. Expansion bracelet
No. 7363. List $6.95
Dealer's each **4.65**

THE BRAD WATCH. Handsome chrome plated slim case. Round dial with gilt numerals. Stainless steel back. Genuine leather strap. A real thrifty watch value
No. 7374. List $5.95
Dealer's each **4.07**

JEWELED WATER RESISTANT WATCH. Rugged smart all chrome plated case. Stainless steel back. Silver tone dial. Luminous numerals and hands. Genuine leather strap
No. 7364 List $9.95 **6.65**
Dealer's each
Jeweled Water Resistant Watch. Same as above with matching expansion bracelet
No. 7365 List $10.95 **7.30**
Dealer's each

COPLEY 2-JEWEL WATCH. Deluxe timekeeper at a modest cost. Rich gold finished case. Matching expansion bracelet. Stainless steel back
No 7367 List $8.95 **5.97**
Dealer's each
Copley 2-Jewel Watch Same as above with chrome plated case and matching expansion bracelet
No. 7366 List $7.95 **5.30**
Dealer's each

PENDANT FOB WATCH. Dainty Bow pin and exquisite watch smartly Bo rigaed with brilliant rhinestones and simulated pearls. Round slim gold finished case with clear-faced dial
No. 7390. List $7.95
Dealer's each **5.30**

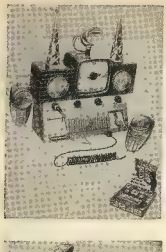
SUPERMAN
WATCHES for BOYS and GIRLS
THE SUPER WATCH.
Chrome plated case Stainless steel back Leather strap with insignia and fittings
No. 7360. List $4.95 Dlr's ea 3.38
SUPER DELUXE WATCH. Same as above with expansion bracelet
No. 7359. List $5.95 Dlr's ea 4.07

It's Animated!
DANCING
Ballerina
WRIST WATCH
Colorful ballerina on dial tells time as she dances. Smart, round lustrous chrome plated case with stainless steel back. Tailored blue nylon stretch band with light blue leather end pieces. 3-Dimensional Clear-Vue full color gift box
No. 7361 List $6.95 4.65
Dealer's each

OFFICIAL
Robin Hood
WRIST WATCHES
Lustrous chrome plated slim oblong case. Stainless steel back. Leather strap. Scenes of Robin Hood illustrated in 3 Dimensional color. Clear-vue gift box
No. 7379 List $4.95 Dlr's ea 3.38
Robin Hood

DAVY CROCKETT
WRIST WATCHES
by Bradley
FRONTIER-SCOUT Slim oblong chrome plated case. Stainless steel back. Genuine leather strap and western fittings. In captivating 3-D full color Clear-Vue gift box.
No. 7368. List $4.95 3.38
Dealer's each
DELUXE FRONTIER-SCOUT. Same as above with matching expansion bracelet
No. 7373 List $5.95 4.07
Dealer's each
DAVY CROCKETT

GAMES



REMCO ELECTRONIC RADIO STATION

Sends and receives up to ½ mile. Two microphones . . . transmits voice and telegraph codes. Switchboard type transmitter . . . individual plug-ins for each activity. Professional Telegraph Key . . . buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radium from transmitter panel. Radio Signal Detector registers transmitted impulses. Sturdy High Impact Plastic construction. Includes batteries and all accessories. Automatic Decoder . . . Permanent Log Book. Weight 3 lbs.

414N101-P463 **Retail $8.95**

ELECTRONIC WALKIE-TALKIE

A complete two-way communications system ready to operate. Works like a telephone. Nothing to wear out or replace. No batteries or electrical push-in necessary. Works on permanent dirko magnet power. Attractively packaged in 3 color display box. A dozen to standard carton. Each set factory tested and fully guaranteed.

414N300-P188 **Retail $2.98**

INTER-PHONE SYSTEM

Two regulation size professional telephones with bases. Six phone system . . . plug 1 to 4 auxiliary phones into basic telecom set. (Auxiliary phones for this purpose can be purchased individually.) Every phone a master . . . each individual telecom contains signal buzzer 50 feet of wire . . . plug into telecoms and use. Weight per dozen 30 lbs.

414N800-P453 **Retail $6.95**

XB-2 FLIGHT TRAINER

Built for the kids treat 9 to 60 years old. The model has an electronic sensory brain which receives its impulses from one of the many flight procedure patterns incorporated with the set. It is actually theoretically correct and will indicate to the student pilot when his control positions are correct or wrong by sending of electrical impulses to light. Packing: ½ dozen 21 lbs.

436N1050-P317 **Retail $4.75**

DRIV-UR-SELF

Magi-control steering turns a real steering wheel that controls a toy automobile on a brilliantly colored moving highway. Complete with horn and realistic dashboard. It's **Different!** All-steel, 18½" x 8½" with 36 inches of movable highway. In colorful individual display carton: 6 to shipper, weighing 17 lbs.

464N500-P220 **Retail $3.29**
5-LP197

MECHANICAL POOL TABLE

Two mechanical men take turns hitting miniature balls with actual metal cues. Balls are automatically fed to each player for about 27 shots each and 2½ minutes of play for every winding. Score is added up after balls stop in numbered pockets. Individually boxed, 12 to carton. Weight 20 lbs.

CN850-P88 **Retail $1.49**

DICK TRACY ELECTRONIC 2-WAY WRIST RADIOS

Loud . . . clear . . . 2-way voice transmission . . . electro-magnetically powered Secret code buzzer signal system for Morse Code transmission . . . battery operated Operates over long distances up to ½ mile. Telegraph click system . . . battery operated. Includes 2 Dick Tracy Wrist Radios, battery and wire. Wt doz. 12 lbs.

414N105-P267 **Retail $3.95**

SUPERMAN MUSCLE BUILDING SET

Changeable 3-spring chest exerciser with hooks for conversion to wrist exerciser; 2 hand strengtheners; jump rope; progress chart; tape measure, membership certificate and Superman club pin. Conveniently packaged in multi-colored carrying case with metal handle and grip lock. Printed instructions are included on inside cover of carrying case in easy-to follow comic-strip style.

465N1001-P188 **Retail $2.98**

ELECTRONIC SPACE GUN

Aim thru dual telescopic sights. Pull trigger—hear atomic sound waves. High speed atom reamber rokites. See powerful electronic color beam. Adjust turret for choice of five colors. Includes batteries and bulb. Wt. per doz. 9 lbs.

414N600-P123 **Retail $1.95**

DIAL BELL RINGING 2-PHONE SET

Phone fun: talk, listen, ring, dial. Modern executive type desk cradles. Hear loud and clear, high fidelity. Complete ready to use, indoors, out. Tested and proved! Fully guaranteed. Complete with 2 Hand Phones, 2 Desk-type Cradles, 2 Dial Ringing Bells, 4 Standard Batteries, 50 ft. Cable with Plugs. Wt. doz. 30 lbs.

469N888-P530 **Retail $7.95**
6-LP477

BIRD WATCHERS KIT

Kit contains 40mm Bird Glasses, Carrying Case, Bird Manual, Spiral Spring Note Book, all the basic equipment for this fascinating hobby.

470N901-P597 **Retail $8.95**

WEATHER STATION KIT

Kit contains assembly part for Desk Barometer, Outdoor Thermometer, Rain Gauge, colorful manual on weather information sheet and years supply of charts.

470N900-P600 **Retail $10.00**

"BEAT THE CLOCK"

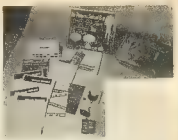
Hilarious, laugh-provoking game for children and adults alike! 40 different stunts prepared by some writers of the popular TV show! Real, spring-operated timing clock with a loud ticking sound adds to the excitement! Wt. doz. 30 lbs.

452N400-P287 **Retail $3.98**

MR. PEEPER'S SCHOOL BAG

Mr. P's beautifully-finished school bag with plastic handle contains a tremendous assortment of educational equipment. Three exciting new games, "Addition Bingo game," a "Word Lotto game," and the "Spelling card game." Then there's a real black and white slate, a beautifully molded plastic paint well stand and brush, and dozens of other play school and fun accessories. Wt. doz. 25 lbs.

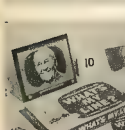
456N3272-P200 **Retail $3.00**
12-LP183



ELECTRIC QUIZ GAME

432 illustrations and questions, 24 electrical circuits; uses flashlight batteries. A play way to knowledge for all age groups. Wt. doz. 25 lbs.

457N700-P198 **Retail $2.98**
12-LP186



"WHAT'S MY LINE"

TELEVISION'S AWARD WINNING PANEL SHOW

Complete with plastic TV screen and over 1500 "Occupation Combinations." Also popular celebrities, masks and flip cards. Now you can play this famous TV game in your own home just as it's played on television. Loads of fun for everyone. Wt. doz. 22 lbs.

450N500-P198 **Retail $2.98**

GROUCHO TV QUIZ GAME

New Magnetic Quiz with all the Competition of Groucho's TV Quiz Program. Full-color game includes an attractive hinged cover displaying Groucho" accessories—game spinner, and "Groucho" mustache, eyebrows, glasses and Groucho's famous cigar. There are thousands of dollars in Groucho play money for paying off lucky contestants. 5" high hand-painted plastic figure of Groucho pays off by spinning mechanically to all of the correct answers. Big 13" x 15" x 1½" box corner with 12 beautifully lithographed quiz cards. Wt. doz. 20 lbs.

460N3323-P298
12-LP180 **Retail $3.00**

DOLLAR A SECOND

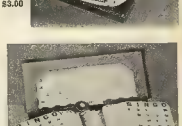
Jan Murray, popular funster on TV with Dollar a Second . . . 56 different games, stunts, penalties and outside events. New action counting device. Wt. doz. 22 lbs.

450N350-P198 **Retail $2.98**

MYSTERY FINGER-TIP BINGO

Magnetic barrel automatically draws numbers. 12 finger-tip cards and 75 magnetized plastic numbers, master board. Wt. per doz. 15 lbs

494N750-P500 **Retail $7.50**



"YOU BET YOUR LIFE"

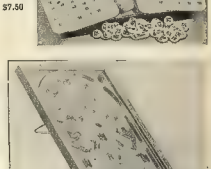
Groucho's new TV quiz game with real spring wound clock. Contains over 220 questions and answers, word scrambles and proverbs. 20 different categories. Players race against time in answering questions and unscrambling words. Can be played by any number of players. Loads of fun for children and adults. Wt. doz. 30 lbs.

450N675-P198 **Retail $2.98**

PIN-BALL GAME

This large, handsome Poosh-M-Up is constructed to last for years. Plays five different, exciting games—Twenty-One, Pennants, Put-N-Take, Baseball, Bagatelle. Glass-covered, fully automatic. Select, finely finished wood frame, folding legs. Brightly colored playing field. One blue, one "gold," and nine "silver" balls. A ball 24 inches long, 14 inches wide, 1½ inches thick. One to carton, 6 to shipper weighing 44 lbs.

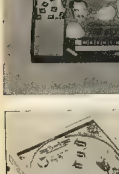
464N451-P250 **Retail $3.75**
6-LP225



ELECTRIC PIN BALL GAME

Authentic, exciting, fascinating . . . the Electric 5 in 1 Poosh-M-Up is the last word in color, authenticity and compact amusing home pin games. Five plastic domes light up when balls enter certain score cups. Operates on 2 ordinary flashlight batteries. No danger of shock or fire. On and off switch. Glass-covered, completely automatic. Select, finely finished wood frame, folding legs. Brightly colored playing field. One blue, one "gold," and nine "silver" balls. Large—24" x 14" x 3". 1 to carton; 6 to shipper weighing 45 lbs.

464N452-P395 **Retail $5.95**
6-LP345



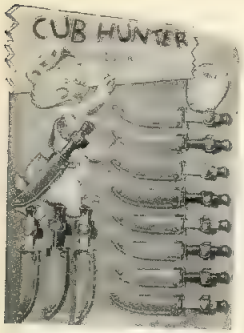
ELECTROMATIC POOSH-M-UP

OPERATES ON HOUSE CURRENT

Pennits, home-sized, BIG, pin game that gives everything that you get in the commercial made pin ball machines . . . and even they cannot match ELECTROMATIC POOSH M-UP SENIOR'S 4 game versatility. Plays HI-SCORE, BASEBALL, TWEN TY-ONE PUT-N-TAKE. A big game —15" x 28" x 2½". Glass-covered strongly built, automatic feed and reload with 2 plungers, push-button operated electric Solenoid "kickers." Select, finely finished wood frame, metal legs. 1 "gold," 1 blue and 9 "silver" balls. One to carton, 3 to shipper. Wt. 42 lbs.

464N470-P288 **Retail $18.95**

Pocket Knives—Novelty Knives



Midget Hunting Knife with Sheath. This is a brand new novelty number. Knife has white plastic handle. Overall length of knife with handle 4 in. Each knife comes put up 12 to a display card, in leather, clasp-closing case. A dandy souvenir number, particularly useful as a letter opener.

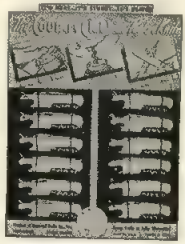
4137D400 Card of 12 . . . . Retail $ .39

Midget Pocket Knife. Length closed 2 in. to 2½ in. Assorted patterns and assorted colored handles. One-blade knives on Topsy display card. Wt. 1 lb. per dozen.

4170D400 Card of 12 . . . . Retail $ .59

Automatic Pocket Knife. This sure-snap, automatic pocket knife is precision built. Opens quick as a flash. High carbon steel blade, mirror polished, brass lined. Put up one dozen to display card. Length of knife when closed 4 in. Length of blade 3 in.

4146D800 Card of 12 . . . . Retail $1.00



Special Utility Knife. The knife measures 3 in. in length. Each knife has the shackle suitable for attachment to watch chain. The knife has a cutting blade, cap lifter and corkscrew. The handles are attractive ivory and the knives are packed one dozen to the attractive display card. The weight per assortment is 1¼ lbs.

4134D400 Card of 12 . . . . Retail $ .59

Scout Knife. Has large blade, screw driver, bottle opener, and can opener with sharp edge made for many uses. Steel bolsters. Assorted plastic colors.

4116D800 Card of 12 . . . . Retail $ .49

Jr. Hunter Knife, with Sheath. Heavy gauge steel. Mirror polished blade. White plastic handles. Leather sheath.

4114D345 Dozen . . . . Retail $ .49

Keychain Charm Knife. Midget key chain knife with beautiful artist models on both sides of handle.

4113D250 Card of 12 . . . . Retail $ .35

Pocket Knife. Two blade pen type knife. Steel bolsters. Assorted plastic colors.

4112D800 Card of 12 . . . . Retail $ .39

One Blade Jack Knife. Medium size, 3¼ in. in length. The knife has simulated stag handles in black. The blading is master spear blade. Each knife has chain with fastener attached. Packed 1 dozen to the bulk box.

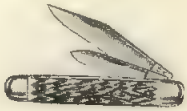
4174D835 Dozen . . . . . Retail $ .49

Hollow Ground Blade Jack Knife. These distinctive and superior Kutmaster knives feature hollow ground master blades for extra sharpness and ease in resharpening. 6 to card.

4141D960 Dozen . . . . . Retail $1.49

Pocket Knife. One blade pen type knife. Steel bolsters. Assorted plastic colors.

4111D245 Card of 12 . . . . Retail $ .35



Large Two Blade Jack Knife. Steel lined with bolsters. Assorted colors to card. One dozen to card.

4142D375 Dozen . . . . . Retail $ .59

REACH for your order pad!

the DING-A-LING kid

is here...with a complete line of PRE-SCHOOL AGE HOLSTER SETS for kids from 1 to 4!

Here it is—the midget version of an authentic two gun western holster set for small-fry cowboys. Really looks genuine—kids love 'em, parents love to buy 'em and you'll love to sell 'em when you see the steady volume and profits. Your registers will ring-a-ling with sales from DING-A-LING KID Pre-School Age Holster Sets! Stock up now!

AVAILABLE FOR IMMEDIATE DELIVERY

STYLE 2394X

(Illustrated) Top-grain leather with genuine shearling holster pockets and contrasting top-grain leather ornamentation. Includes two "Pal" nickel-plated pistols, plus handsome adjustable belt with nickel-plated slide buckle
Suggested Retail **$1.98**

STYLE 2394 — Same as above but with smooth top-grain leather holster pockets.
Suggested Retail **$1.98**

COLORFUL GIFT BOX for "Eye it . . . Buy it" sales

STYLE 2415

Genuine leather with shearling holster, flashy nickel-plated conchas with center jewels. Two "Pal" nickel-plated pistols, adjustable belt with nickel-plated slide buckle

EXCITINGLY PACKAGED in circular heavy gauge acetate box for visual impact
Suggested Retail **$1.98**

STYLE 2418

Top-grain leather holster and belt with genuine shearling holster pockets. Two nickel-plated "Pal" pistols, soft shearling cuffs with sleek decorations of contrasting felt trim and leather overlay to match holster. Added feature is Kiddie Western Bandana.

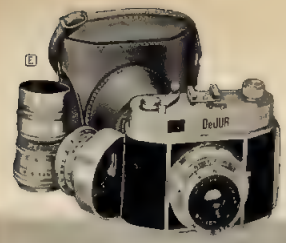
IN EYECATCHING BOX of heavy gauge acetate
Suggested Retail **$2.98**

our 1956 line of S-BAR-M Holster & Gun Sets IS THE BEST YET!

SURPRISE! Wait till you see the new KING of the WILD WEST series on exhibit at the
TOY FAIR
Room 515
Hotel New Yorker

SERVICE MANUFACTURING COMPANY, INC.

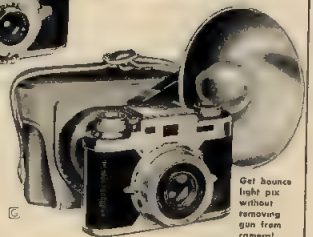
120 East 16th St., New York 3, N. Y.
New Permanent Showroom: Room 112 (Lobby)
200 Fifth Avenue, New York, N. Y.



E

F

FAMOUS BOLSEY 35MM



G

Get bounce light pix without removing gun from camera!

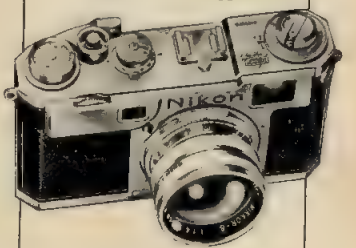
[E] DeJur D-1 Interchangeable Lens 35mm
This is the first miniature camera with interchangeable lenses at this price. Precision made, and yet it's just 4½" wide and weighs just 16 oz. Fast f/2.8 lens is coated and color corrected 45mm. Focuses down to 3½ ft. Interchangeable mount permits rapid use of telephoto and wide angle lenses. Enclosed telescope type viewfinder. Shutter speeds to 1/200 second. Flick-of-a-thumb action film advance, coupled with double exposure prevention. Self timer. Accessory clip can accommodate flash gun and combination wide angle and telephoto viewfinder Top grain leather, carrying case.
21-8358 A2695 DeJur 35mm Camera and Case **$49.95**
21-8362 A1875 Wide Angle Lens, 38mm, f/3.5 ..... **25.00**
21-8370 A2195 Telon Telephoto Lens, 85mm, f/5.6 ..... **29.50**
21-8388 A935 Combination viewfinder for above lenses with case **12.45**

[F] Bolsey C22 35mm Reflex Camera with "Set-O-Matic" Feature
Reflex focusing for posed shots, closeups, parallax indicator for 2 ft. range. Eye-level optical viewfinder for action shots.
"Set-O-Matic" automatic diaphragm computer lets you take perfect flash shots. Just set slide, find range and shoot. Set-O-Matic calculates, measures and interprets automatically. Wollensak f/3.2 coated 46mm perfectly matched taking and viewing lenses. Focuses 2 ft. to infinity. Stops down to f/22. Coupled, split image rangefinder. Lens mount diam. 24mm.
Pre-cocking shutter with speeds from 1/10 to 1/200, time and bulb; fully flash synchronized. Film lead catch saves 10% or more film . . . 2 to 4 extra shots per roll of film. In 36 exposure 35mm roll.
21-8438 A7462 Bolsey C22 with "Set-O-Matic" **$99.50**
21-8446 A775 Eversady Case for Bolsey C-22 ..... **10.50**
Bolsey Battery Capacitor Flash Gun
Uses 22½ volt battery. Automatic bulb ejector, polished reflector.
21-8452 A1145 Exposure table on back. Uses No. 5 bulbs **$15.50**

[G] New Improved Bolsey Jubilee 35mm Camera Outfit
Now with a fast, f/2.8 Bolsey-Steinheil 45mm lens. Crystal-bright, coupled, easy "see-saw" action rangefinder for easiest focusing ever, and as close as 2 ft. New improved Set-O-Matic works for daylight as well as flash. You don't have to know about f-stops . . . just turn exposure ring to match light conditions, rangefind and shoot! Set-O-Matic measures and calculates automatically for flash pictures with Bolsey internal synchronized flash at all speeds, all bayonet base bulbs. New flash system allows bounce light pictures without removing gun from camera.
New dust, grit, and proof Gauthier shutter; shutter release on body top, automatically cocked. Thumb action film transport. Shutter speeds click into position for positive setting. All scales visible from top. Takes up to 36 exposures on 35mm film.
21-8420 A5942 Bolsey Jubilee 33mm Camera, Case and Flash

A great new contribution to 35 mm photography!

the new NIKON S-2 CAMERA

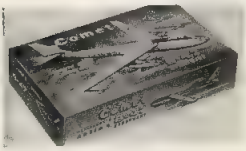


. . and the famous

NIKKOR LENSES

Many reports by outstanding photographic experts have described the new Nikon S-2 as the 35mm camera that has everything! With the sensational Nikkor lenses, it is in the very top bracket of 35mm cameras!
LENS. Super fast f 2 and F 1.4 Nikkor 50mm lenses are precision ground and polished hard coated color corrected for maximum transmission and absolute corner-to-corner negative accuracy. Yield superb black and white prints, brilliant color transparencies. Bayonet type lens mount assures rapid, simple changing of lenses and accurate lens alignment.
SHUTTER. Focal plane type operates horizontally. Calibrated dial setting for all flash bulb types assures positive synchronization with nothing left to chance. Synchro selector permits flash settings for speeds to 1 1000 of a second. Provision also for synchronization with speedlight units at 1 50 second. Shutter speeds can be set before or after winding the shutter, cover twelve speeds from one second to 1 1000 plus time and bulb and include the popular 1 15 second speed which so many photographers have long desired.
RANGE-VIEWFINDER- Combined in one window for fast, easy focusing, with a new feature of life-size image . . what you see is what you would ordinarily see with your eyes (makes it easier to compose picture). You can actually focus with both eyes open with this finder. Distances (infinity to 3 ft.) and depth of field are read directly from the focus mount.
FILM ADVANCEMENT: Two useful new features are the rapid film transport and the high speed rewind. One short stroke of your thumb advances the film and simultaneously cocks the shutter. There is no danger of double exposure although multiple exposures can be made without rewinding the film. The high speed rewind lever-crank on the rewind knob permits a 36 exposure roll to be rewound in as little as twenty seconds.
OTHER FEATURES: Removable back. Tripod socket built directly into the camera body at the center for balance. All settings and adjustments are located at the top of the camera, aperture settings on lens ring.
21-8583 A23950 Nikon S-2 35mm Camera with F/2 Lens **$299.50**
21-8584 A27500 Nikon S-2 35mm Camera with F/1.4 Lens. **345.00**
21-8537 A345 Nikon S-2 camera case **10.50**
NIKON FLASH UNIT. Uses standard 22½ volt battery; 2 built-in test bulbs, cord, folding bracket.
21-8529 A2775 Nikon B-C flash unit with case **$34.50**
NIKKOR LENSES. High speed high resolution. All glass-to-air surfaces anti-reflection coated. Front and rear lens caps, lenshood included. Wide Angle Lens. 35mm f/2.5. Stops down to f/22. Couples to rangefinder.
21-8545 A7150 Focuses to 3 ft. Click stops. **$89.50**
21-8552 A1035 Wide angle Finder, Optical type **12.95**
Telephoto Lens. 135mm f/3.5. Stops down to f/32. Couples to rangefinder
21-8560 A10850 Focuses 5 feet to infinity. Click stops. **$135.00**
21-8578 A868 Telephoto finder, Optical Type **10.75**

Plastic Models in Wide Price Range Announced by Comet



Long a leader in the balsa model airplane field, with a line of over 136 models, Comet Model Hobbycraft, Inc., 501 W 35 Street, Chicago, is now offering the trade and public a highly complete line of plastic model airplane kits in many price ranges

What is termed most interesting to the

trade is the fact that these plastic models are being offered in the same "easy-to-stock, easy to-sell and easy-to-ship" wide assortments as the balsa wood models

Some time ago Comet announced a line of 29c plastic models, which included six famous jets and fighters, rich in authentic details, with clear plastic pedestals, correct includes not only such famous military planes as the Boeing Stratojet B-47, which is shown in the illustration herein and the Boeing Stratofortress B 52, but also popular sports and commercial planes like the Piper Apache, the Aero Commander and the Cessna 310. Also in the works is the first of a new series at 98c—the all-plastic model of the Boeing Stratotanker 707, with a wingspan of 13 7/16".

Realizing that plastic models also offer a profitable field in supplies, Comet has a full line of Paints for Plastics in 14 colors at 10c a jar, or a "set of seven" for 69c, and Comet Cement for Plastics in 10c and 25c lithographed tubes

"LINK-KIT" CONSTRUCTION SET, OTHER NEW ITEMS FROM DEWL

A. D. Josephson, vice-president of the Dewl Plasti-Toy Corporation, is now showing the new "Link-Kit" Construction Set recently brought out by his firm

The set is composed of 50 flexible polyethylene building links, all of which are unbreakable, non-toxic and come in red, royal blue, yellow and white. Because of their toughness and flexibility, the links

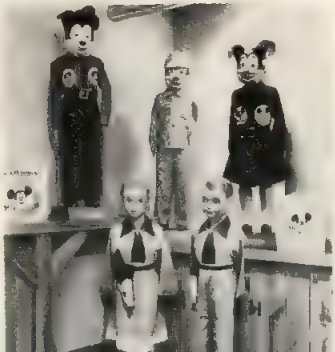
TWA TRAINER MAKER OFFERS SUB ELECTRONIC NAVIGATOR

Magnetix Toys, of Englewood, N. J., who last year introduced the TWA Electronic Jr. Pilot Trainer, have come up with another electronic toy called The Atomic Submarine Electronic Navigator. This new scientific toy has an electronic Sonar System which buzzes when a miniature Atomic Submarine is steered off its exact course through all the oceans and waterways of the world. By turning the pilot wheel the sub can be made to surface or dive. A tiny blue spark shows the "Atomic Reactor" at work. If the sub is in distress a telegraph buzzer key can be used to send messages. The toy also features a moving navigation chart which points to the sub's exact position on the globe

The Atomic Submarine Electronic Navigator's high impact plastic case measures 11" by 16" by 6". For ages 6 to 16, the item retails for $6.95.

Once again a high demand is anticipated for Magnetix Toys' top 1955 sales leader, the TWA Jr. Electronic Pilot Trainer. This item has received the endorsement of Trans World Airlines, was awarded the *Parents' Magazine* Seal of Approval, and

Expanded Disney Suit Line Reported by Cooper-Iskin



NEW ELECTRONIC TARGET GAME AND 6 MARBLE GAMES BY ROBERTS

Roberts Mfg. Company, Ellwood City, Pa., is presenting the Electronic "Safari" Target Game, an attractively-designed and engineered unit encased in a forest-embossed, high-impact plastic. A simple-to-find moving screen target sends a horde

of wild beasts scampering through a jungle to become targets for a movable, life-size revolver mounted on the front of the game. An electronic "brain" determines when a direct hit is made on a target, and a light

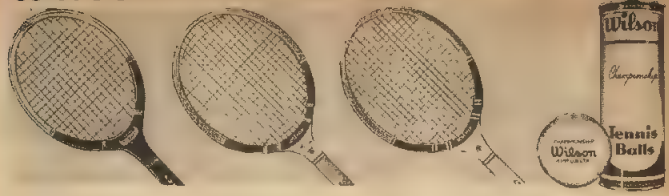
"THE TALISMEN" WELCOME YOU TO TOYLAND

and happin

health, sorrow

39

Wilson TENNIS AND BASEBALL EQUIPMENT



Phoenix Tennis Racket

For Men and Women. Ideal for those who want a good tennis racket at low cost. Strata Bow frame of ash and black fiber laminations. Red throat and shoulders. Natural wood handle, and black suede grip. Multi-ply nylon strung.

No. 5478. List $7.95. Dealer's, each ... **5.13**

Kramer Strokemaster

Strata Bow Construction—with 2 black fibers in the bow. Shoulders have attractive grey spatter finish. Natural handle white throat selected red leather grip adds enhance the beauty of this attractive racket. Red and white Dura Ply Nylon strung.

No. 5598. List $10.00. Dealer's, each ... **6.33**

Mary Hardwick Titlist

A perfect racket for women. Features famous Strata Bow frame construction with 2 black fibers. Light blue shoulders, white throat. Natural finish handle, top grain brown non slip grip. Strung to perfect tension with blue and white Dura Ply Nylon.

No. 5602. List $10.00. Dealer's each ... **6.33**

Wilson Tennis Balls

These hard wearing, tough felt covered tennis balls are approved by the U.S. Lawn Tennis Association. The nap has increased vitality, tends to fluff up during play. Each ball gives true bounce, keep their shape and resiliency in a hermetically sealed can.

No. 5636. List $2.65 can. Dlrs., each, per can ... **2.00**

Ted Williams Four Finger Fieldmaster Ball Hawk Fielders Glove

This new four finger Ball Hawk fielders glove has welted seams and streamlined fingers. Used by Little League, Pony League as well as Big League. Palm lacing, greased pocket, laced wrist and leather finger tip lacing. Made of good grade tan glove cowhide. Full leather lining, flat leather binding. Grip Tite pocket, new narrow contour type felt pad with hand formed heel.

No. 5628. List $12.00. Dealer's, each ... **8.00**

Hank Sauer Five Finger Ball Hawk Fielders Glove

A large 5-finger model that features streamlined fingers with welted seams. Grip Tite pocket, laced wrist, leather finger tip lacing, new narrow contour type felt pad with hand formed heel, full leather lining with roll style binding. Fully oiled, tan cowhide. Used in Pony League and Little League as well as the Big League. A remarkable value with fine features found only on higher priced models.

No. 5626. List $10.95. Dealer's, each ... **7.13**

George Kell Professional Model Fielder's Glove

Features streamlined fingers, closed wrist and leather finger tip lacing. This five finger glove is large size, with greased pocket and felt pad with hand formed heel. Fully oiled quality cowhide with full welted seams. Bound with tan roll leather and lined with cowhide. Used in the Pony League, Little League as well as the Big League. Truly a fine glove for real wear.

No. 5630. List $15.45. Dealer's, each ... **10.33**

Wilson Official Constellation Baseball

A top quality baseball that features cushion cork center with anchored and balanced winding of high quality blue-gray and white wool yarn. Ball also has a white alum-tanned horsehide cover. Extra long wearing. Used in Little League, Pony League and Big League.

No. 5597. List $2.65. Dealer's, each ... **1.90**

Wilson Trapper's Fielder's Glove

Made of top grade cowhide. Features leather lined palm, roll style binding, adjustable crotch lacing, leather finger loop, inner greased, flexible stiffeners in fingers and thumb, and adjustable wrist strap. Used in Little League, Pony League, Big League.

No. 5606. List $9.45. Dealer's each ... **6.33**

Frankie Thomas 5-Finger Ball Hawk Fielder's Glove

Large size, quality tan cowhide. Full welted seams. Streamlined fingers, full leather lining, closed wrist, leather finger tip lacing. Felt pad with hand formed heel, full leather binding, greased Grip-Tite pocket. Fully oiled. Used in Little League, Pony League, Big League.

No. 5599. List $9.45. Dealer's each ... **6.33**

Harry Chiti "Snap Action" Catcher's Glove

Molded pocket mitt of tanned high grade cowhide. Leather thumb and finger loops. 4 finger style back, felt padding, greased pocket, leather laced wool sheepling wrist and welted and laced crotch. Leather trap divider. Used in Little League, Pony League, Big League.

No. 5605. List $12.95. Dealer's, each ... **8.73**

MADE FOR REACH BY SPALDING

AL DARK

Large size. Full oiled glove leather. Deep pocket. Full lined. Streamlined fingers. Full welted. Reinforced leather lining. Laced bee. Solid web in trap. Laced down, laced in crotch. Laced finger tips. Laced down palm.

75316-845 Regular **$12.45**
Each

75326-845 Left handed player.
Each $12.45

"TRIPLE PLAY"

Large size glove, oiled glove leather. Full lined. Full welted streamlined fingers. Reinforced solid web in trap, laced in crotch. Laced finger tips.

75396-685 Regular. **$10.45**
Each

75406-685 Left handed player.
Each $10.45

PHIL RIZZUTO

Full oiled glove leather. Full lined, full welted streamlined fingers. Reinforced Trianti leather binding. Closed heel. Solid web. Finger tips laced.

75436-588 Regular. **$9.45**
Each

75446-588 Left handed player.
Each $9.45

SAM MELE

Made of oiled glove leather, this glove features streamlined fingers that felt and fur welted and has flat imitation leather binding, closed heel, solid web in trap and finger tip laces.

75376-425 Regular **$6.25**
Each

75386-425 Left handed player.
Each $6.25

WILSON BASEBALL GLOVES

EARLY WYNN

Five finger model. High quality, tan cowhide. Bound with roll leather, has wool felt pad with hand formed heel. Grease set palm, leather laced crotch, contour wrist full cowhide lining. Grip-Tite pocket, leather finger tip lacing. Is not oiled

80126-1658 Regular. **$16.95**
Each

80136-1658 Left handed player.
Each $16.95

FRANK THOMAS

Five finger Ball Hawk model. Large size, tan cowhide, has full welted seams, streamlined fingers, full leather lining closed wrist, and leather finger tip lacing. Felt pad with hand formed heel, full lining and grease. Grip Tite pocket. Full oiled.

80866-588 Regular. **$9.45**
Each

80876-588 Left handed player.
Each $9.45

TED WILLIAMS

Large size, five finger, curved streamlined back fingers, full cowhide lining, leather laced wrist, roll leather binding, grease set pocket hand sewed welt felt heel pad. Set oiled tanned cowhide Grip-Tite pocket leather laced palm, Hidden-Tite wrist adjustment leather laced crotch leather finger tip lacing runs through web.

80146-1685 Regular **$26.50**
Each

80156-1685 Left handed player.
Each $26.50

TED WILLIAMS

"FIELDMASTER"

Four Finger Ball Hawk model. Large size glove of good quality tan cowhide, full leather lining, felt pad, hand formed heel, leather binding, grass set pocket, laced wrist. Full oiled. Streamlined fingers, Grip-Tite pocket, leather finger tip lacing.

80186-830 Regular **$12.95**
Each

80196-830 Left handed player.
Each $12.95

HANK SAUER

Five finger Large size, grease pocket, straight fingers full welted seams. Tan glove cowhide with full lining felt pad hand formed heel tan roll leather binding. Full oiled leather laced wrist. Grip-Tite pocket leather finger tip lacing

80106-705 Regular **$10.45**
Each

80116-705 Left handed player.
Each $10.45

JIM GREENGRASS

New finger Ball Hawk finger tan cowhide streamlined finger full leather lining. Felt padding with hand sewed welt. Oiled wrist. Grip-Tite pocket, finger tip lacing.

80086-592 Regular **$5.95**
Each

80096-592 For left hander
Each $5.95

BILLY MARTIN

Full welted streamlined fingers, five finger Ball Hawk style tan cowhide lining. Laced wrist, oiled leather lining for pad with hand sewn felt leather. Oiled crotch leather finger tip lacing. Full oiled greased. Grip-Tite pocket

80106-830 Regular. **$12.95**
Each

80116-830 Left handed player.
Each $12.95

YELLOW BACK LEATHER

BASE-BALL SHOES

RITEWEIGHT — LIGHTWEIGHT

Yellow back specially tanned athletic leather uppers. Goodyear welt stitched, oak tanned leather top and heel, fabric covered sponge rubber sock lining, and all other inside. Steel inner sole plates and tough grade steel spikes and cleats. Sizes 6 to 13, including half sizes.

80736-720 Pair..... **$10.95**

Accordions of Distinction For The Beginner and Professional

TELECO ACCORDIONS are made of the finest materials available, by genuine skilled Italian craftsmen who are the proud producers of the TELECO line of piano accordions.

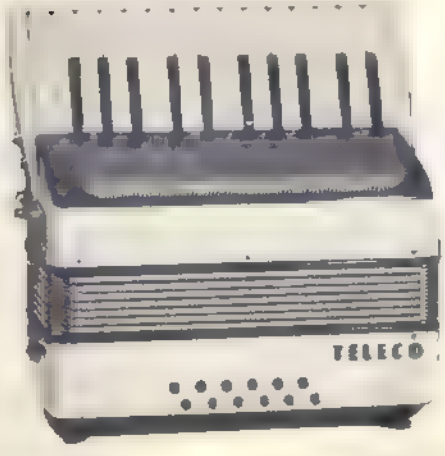
Feel free to write us about any questions you may have regarding any special model, size or color of TELECO accordions. One year GUARANTEE

(A) TELECO DE LUXE ACCORDION ..7 treble automatic switches 3 automatic bass switches. 3 sets of treble reeds, 5 sets of bass reeds... Reeds set in 3 octaves to produce 7 different distinct changes. Anodized trimmed-plexiglass switches Specify white pearl or jet black Complete with case and straps Shpg. Wt 24 lbs.
No 2000A27500 . . . . . Retail $425 00.

(B) TELECO REGULAR MODEL ACCORDIONS 3 treble automatic switches, 2 bass switches, 120 basses, 41 treble keys, 6 sets of reeds. A beautiful accordion recommended for students. Adjustable shoulder straps and modern luggage type carrying case. Excellent workmanship and fine tone Complete with case Shpg. Wt. 21 lbs.
No 2010A19250 ....Retail $325.00.

(C) TELECO 120 BASS ACCORDION--6 sets of reeds, 2 treble switches producing accordion and clarinet tones, 41 piano keys, 120 basses... adjustable straps, luggage type case Excellent workmanship, heavy duty construction for long wear. Specify red pearl or white pearl. Shpg. Wt. 19 lbs.
No.2020A15250 .....Retail $250.00

(D) TELECO CHALLENGER MODEL--120 Bass, 41 piano keys, 2 treble switches producing clarinet and accordion tones All chrome hardware plus bellow design. Sturdy construction--excellent tone Complete with straps and case. Shpg. Wt 18 ½ lbs
No.2030A14850 .... Retail $244.00



(E) TELECO 12 BASS ACCORDION--The perfect student instrument. Made of finest materials by excellent craftsmen to withstand the handling of beginning students 25 treble keys, 12 bass buttons, 2 sets of treble reeds, 4 sets of bass reeds. Deep airtight bellows, excellent tone... Complete with case. Shpg. Wt. 13 lbs.
No.2040A 5250.....Retail $87.50
Lots of 6 or more $49.75

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Texas Ware of Lasting Beauty

"EL CAPITAN" 24-PIECE STARTER SET

The latest in smartly styled, modern tableware molded of Melmac. Will not crack, chip, or craze—guaranteed for two years against breakage. Highly practical with the added attraction of charming design and color as found in expensive dinnerware. Lightweight, easy to handle, easy to wash and will always retain its brilliant lustre. Withstands boiling water and can be washed in dish washing machine. Keeps hot food hot longer and cold food cold longer. **Choice of colors:** Sea Green or Jonquil Yellow. **Set consists of:** Four 9" dinner plates, four 6½" salad plates, four 10 oz. cereal bowls, four 7 oz. cups, and four 5½" saucers and 4 butter plates 3½". Packed 1 set in carton. Ship. wt. 7 lbs. (Flatware not included.) **Specify color.**

543A5-780.....RETAIL **$11.95**

24-Piece Rainbow Set consisting of same pieces as above with one piece setting in each of the following colors: Forest Green, Cranberry Red, Stone Grey, and Jonquil Yellow. Ship. wt. 7 lbs.

543A15-780.....RETAIL **$11.95**

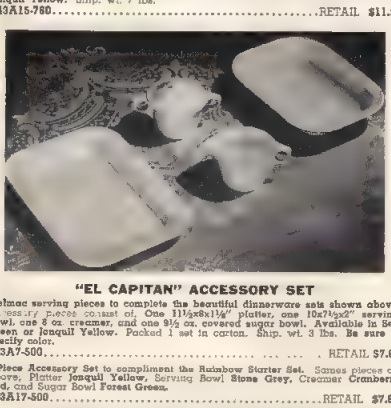
"RIO VISTA" 24-PIECE STARTER SET

An exquisite set of dinnerware, also molded of Melmac. Exclusively designed and styled by one of the nation's leading designers—**offered in Pink or Turquoise.** This larger size set will enhance the most elaborate table setting. **Will not crack, chip, or craze with a guarantee of two years against breakage.** Its simplicity of style and delicate design, together with its practical qualities will please the most exacting homemaker. **Set consists of:** Four 10" dinner plates, four 7" salad plates, four 16-oz. soup bowls, four 8-oz. cups, and four 5½" saucers and 4 butter plates 3½". Packed 1 set in carton. Ship. wt. 7 lbs. (Flatware not included.)

543A10-1125.....RETAIL **$16.95**

24-Piece Mix-Matched Starter Set in Pink and Black. Same pieces as above. Dinner Plates and Cups in **Pink.** Saucers, Salad and Butter Plates, and Soup Bowls in **Black.** Ship. wt. 7 lbs.

543A11-1125.....RETAIL **$16.95**



"EL CAPITAN" ACCESSORY SET

Melmac serving pieces to complete the beautiful dinnerware sets shown above. Accessory pieces consist of, One 11½x8x1¼" platter, one 10x7½x2" serving bowl, one 8 oz. creamer, and one 9½ oz. covered sugar bowl. **Available in Sea Green or Jonquil Yellow.** Packed 1 set in carton. Ship. wt. 3 lbs. **Be sure to specify color.**

543A7-500.....RETAIL **$7.65**

4-Piece Accessory Set to compliment the Rainbow Starter Set. Same pieces as above, Platter **Jonquil Yellow,** Serving Bowl **Stone Grey,** Creamer **Cranberry Red,** and Sugar Bowl **Forest Green.**

543A17-500.....RETAIL **$7.85**

"RIO VISTA" ACCESSORY SET

Melmac Serving Pieces to complete the Rio Vista dinnerware. Pieces consist of one each 10x14" Platter, 28 oz. Serving Bowl, 24 oz. Divided Bowl, 8 oz. Creamer, 9½ oz. Covered Sugar. **Available in Pink or Turquoise.** 1 Set in carton. Ship. wt. 6 lbs.

543A12-745—Specify color.....RETAIL **$11.20**

5 Piece Accessory Set to compliment the Pink and Black Mix-Matched Set. Same pieces as above Platter and Divided Bowl in **Pink** Serving Bowl, Creamer, and Covered Sugar in **Black.**

543A13-745.....RETAIL **$11.20**

"IMPERIAL WARE"
45-PIECE MELMAC DINNER SET

- **COMPLETE SERVICE FOR 8**
- **RAINBOW ASSORTMENT OF COLORS**

A complete dinnerware service for 8, molded of MELMAC. Rainbow assortment of beautiful colors, finished in one of White, Sea Green, Yellow and Coral. **A $51.40 value for $39.95.** Modern styling, extensive CONVENIENCE for serving in the Imperial Ware is new, certain, and economical. You'll be proud of its lasting beauty. Ease of handling. Molded of specially treated Melmac, making it more resistant to staining and scratching. **Imperial Ware's** rounded chip-proof edge will stand the **hardest abuse.** Safe in an automatic dishwasher or boiling water. Guaranteed for one full year against breaking, chipping or cracking. **Set consists of:** each 10" dinner plates, eight 8" salad plates, eight 14 oz. soup bowls, eight 8 oz. cups, eight 6" saucers, one 14x10" white platter, one 28 oz. yellow serving bowl, one 8 oz. green creamer, one 9½ oz. coral sugar bowl with lid. Packed 1 set to a carton. Ship. wt. 12 lbs.

543A20-2395.....RETAIL PER SET **$39.95**

Solid Color Sets—White, Sea Green, Yellow or Coral—available on special order F.O.B. Factory, Texas.

MANUFACTURER NEWS

Westfield chief retires

Norman R. Clarke, president of Westfield Mfg. Co., Westfield, Mass., has retired, after having been associated with the firm for 52 years and president 19 years. He will continue as head of the Bicycle Institute of America. Acting head of Westfield is Norman A. Clarke, his son and vice president and general manager of the firm.

SHOW CALENDAR 1956

May 13-18. New York Stationery Show, Hotel New Yorker, New York City.

May 18-27. National Outdoor Living Show, Great Western Exhibit Building, Los Angeles.

June 29 - July 6. National Toy Show, Pan Pacific Auditorium, Los Angeles.

July 8-10. N.A.V.S. Show, Leamington Hotel, Minneapolis.

July 15-17. N.A.V.S. Show, Baker Hotel, Dallas.

July 22-24. N.A.V.S. Show, Municipal Auditorium, Atlanta, Ga.

July 22-25. Buyers' Market Week, Roosevelt Hotel, New Orleans, La.

July 22-25. Washington Gift Show, Hotel Willard, Washington, D.C.

July 22-27. California Gift Show, Brack shops, Merchandise Mart Building, Alexandria and Biltmore Hotels, Los Angeles.

July 29-August 1. N.A.V.S. Show, LaSalle Hotel, Chicago.

July 29-August 9. Chicago Gift Show, LaSalle Hotel and Palmer House, Chicago, Ill.

August 5-7. N.A.V.S. Show, Netherland Plaza Hotel, Cincinnati.

August 19-21. N.A.V.S. Show, Municipal Auditorium, Miami, Fla.

August 19 - 24. New York Gift Show, Hotel New Yorker and New York Trade Show Building, New York City.

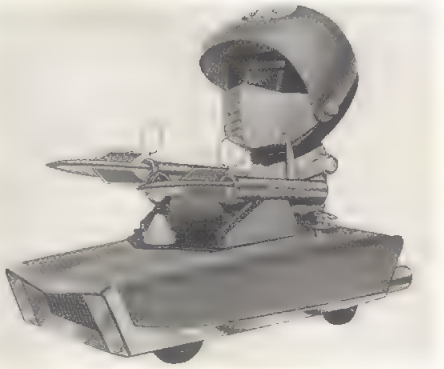
August 26-29. Northwest Gift, Art & Housewares Show, Radisson Hotel, Minneapolis, Minn.

September 2-5. Miami Beach Gift, Toys, Jewelry & Home Accessories Show, Roney Plaza Hotel, Miami Beach, Fla.

September 9-12. Superama-National Non-Food Super Market Exhibit, Coliseum, New York, N.Y.

September 9-13. Boston Gift Show, Hotel Statler, Boston, Mass.

September 23-26. Philadelphia Gift Show, Hotel Benjamin Franklin, Philadelphia, Pa.



Defense Department take note! The Brain

Newest "Z" line item, The Brain, is a push-button, printed-circuit electronic missile. Powered by a heavy-duty electric motor, running on four "D" batteries, the vehicle is 10" long, 5" wide with shooting "Z-Man" positioned 7" high.

The Brain does what you want it to do by pre-setting its performance pattern on the printed-circuit in a combination of 60 positions. It moves in all directions and a variety of patterns as pre-set. In addition, two Nike guided missiles can be fired when and where you designate.

Made by Vintage Products, St. Louis 4, Mo., The Brain is packed on a self-display platform of heavy corrugated board and includes two targets, two pylons, plotting chart, batteries and light bulbs. Retails at $11.95.

Holgate Bros. Co. sells toy unit to firm's officers

The sale of Holgate Bros. Co.'s toy division to two of the parent firm's vice-presidents was recently consummated.

Purchasers of the division, which will be known as Holgate Toys, Inc., are William T. Henretta, who is the new toy company's president, and James V. Dunleavy, its vice-president.

The sale has been under consideration for some time, according to Holgate Bros. Co. President James C. Leslie, who explained that in so doing "we are free to carry out plans for the expansion of our industrial wood products activities. . . ."

Concurrent with the sale, the Holgate toy operation is returning to a former Holgate Bros. plant in Statesville, N. C. The parent firm's toy division had previously used it for toy assembly and distribution.

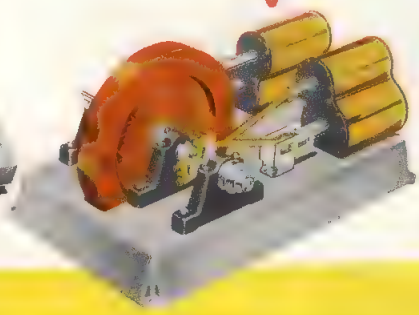
New England reps add new members to group

The rapidly growing New England Toy Representatives Association has added five new members to its rolls.

These are Simmy Hartstone of Hull Sales Agency (Allerton, Mass.), Nat Attenberg & Son (Malden, Mass.), Homer C. Whitney (Boston, Mass.), Albert S. Brody of Joseph Gross Associates (Boston, Mass.), and George Bennett (Newton Highlands, Mass.).

The members were received at the March meeting of the group at the Hotel Beaconsfield in Boston.

The Hobbyist's Dream Engine



Cartrol MP MAGNETIC-POWER ELECTRIC ENGINE

Do-It-Yourself KIT

This engine operates from any standard train transformer (100 watt or larger—7 to 24 volts) or is available with built-in transformer.

The all metal engine is mounted on a cast metal base. The flywheel, crankshaft, pillow blocks, connecting rods, cylinder end plates and pulley are precision cast metal parts. The pistons are precision machined and the cylinder covers of solid brass. The main bearing caps are designed with felt wick insert oilers.

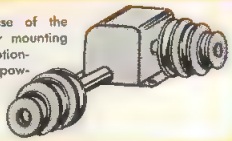
The Cartrol M-P is truly an electromagnetic stationery engine, patterned after a great industrial steam engine of yesteryear. The motive force delivered to the crankshaft is from 4 tractive type solenoid magnets and what appears as a piston rod in the engine is actually the plunger of the solenoid.

The pull force of the electromagnets is timed through 4 two-way switches, causing the pull to start on the crankshaft when it is just past dead center. This timing is similar to the ignition timing in a four-cylinder gasoline engine. The crankshaft being a 4-throw shaft gives the engine 4 force impulses in one revolution which creates a continuous pull.

Engine speed is variable by changing the voltage. Additional power can be secured with the addition of the gear reducer.

Width—7¼", Length—12¼", Overall Height—6",
Weight—8 lbs., Shipping Weight 13½ lbs.

GEAR REDUCER—Base of the engine is predrilled for mounting of a Gear Reducer—(Optional)—which will increase power from the pulley on engine in ratio of eleven to one.



The Cartrol Corporation
ELECTRONIC MANUFACTURERS Toy Division
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All for fun — fun for all! That's why outboard boating is America's fastest growing family sport. And it's never more fun than in a sleek, speedy, seaworthy Thompson — the greatest name in outboard boats.

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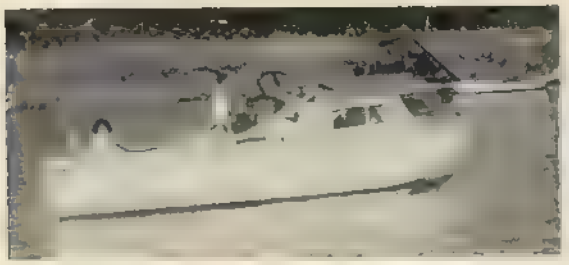


Above: U-Mak-It produces the V23 Zephyr cruiser kit for inboard or outboard power. Bunks are a full 6' in length.

Below: Pabst Holiday 14, powered by a Mercury Mark 50.

U-MAK-IT KITS

From an 8' Pram to a 23' cruiser for outboard and inboard power, U-Mak-It Products, 701-725 Whittier St., New York 59, N. Y., provides amateur boat builders and hobbyists with everything to build their own craft.

All runabouts and cruiser models are supplied with ready assembled machined frames, bevelled to fit the curvature of the planking and notched for chines, floor battens and keel. Every part of a U-Mak-It boat kit is properly identified, and easy-to-follow building directions, illustrated with step by step pictures make assembly as easy as ABC. First-grade hardwood and top-quality waterproof marine plywood assure the kit boat builder of a durable and seaworthy boat. The kits also contain brass fastenings, marine Weldwood glue, plywood bedding and mahogany trim.

The smallest U-Mak-It model is an 8' Jo Jo Pram. This is also available as a sailboat with all parts, including sail, available for easy and quick assembly.

Model V14 Sea D is a sturdy runabout combining luxurious styling and good performance. Equipped with two dashboards, the V14 Sea D offers a choice of steering from the forward or aft cockpit.

Three U-Mak-It cruisers, the 18' and 21' Flying Cloud and the 23' Zephyr are optionally inboard or outboard powered. They have sliding side windows, full-length bunks and space for the installation of toilet and galley. The outboard models have a self bailing motor box which encloses the motor entirely, eliminates noise and helps to keep the cockpit dry.

U-Mak-It Products offer a complete kit for the inboard installation. It includes all the necessary underwater fittings (shaft, propeller, rudder, strut, fuel installation, electrical cables and also a complete steering mechanism) prepared to suit individual needs, and accompanied by detailed instructions and installation sketches.

The line of U-Mak-It boat kits also includes a 12' Pal rowboat and a 14' Fisherman rowboat. A completely illustrated catalog shows the entire line as well as a choice of deck fittings, marine accessories, marine finishes, conversions, engines and outboard motors.

PABST BOATS

Pabst boats of La Crosse, Wisconsin are offering two new outboards for 1956, the Holiday 14 and Continental 18. Both models feature high-performance and soft-riding qualities and, with advanced, functional styling, these new models offer increased boating enjoyment.

The Holiday 14, offered in both two-cockpit and divided front seat models, is a mahogany-planked craft of 62" beam for motors of 15 to 40 hp. The Continental 18 with 6' 8" beam, also mahogany-planked, can be powered with single or twin motors of 18 to 40 hp.

For stock racing, the popular Pabst AB hydro and runabout will be available in limited numbers.

LAWRENCE PLYCRAFT

With the announcement of its new 1956 line of cruisers, runabouts and prams, Lawrence Plycraft, Inc., 39 South Canal St., Lawrence, Mass., unveiled its new family cruiser, the Admiral Glassclad 20. All of Plycraft's boats feature fiberglass construction, durability and ruggedness.

The Admiral Glassclad 20 hull is completely fiberglass-covered with a sanded and polished surface bonded to a heavy, oak-framed marine plywood hull. The entire oak framing is treated with Cuprinol preservatives. The plywood used throughout is super Harbord, 5-ply 3/8" marine plywood. Decks and cabin top are fiberglass-covered with a special non-skid finish for safety. The dimensions of the Admiral (20' 7" length, 98" beam, 6" draft) make for a very comfortable boat. A self-bailing motor well, with a hinged top to cut down noise, is so arranged that it takes up a minimum of cockpit space, and a transom seat extends the full width of the cockpit; the cockpit is self-bailing. Transom cutouts are available for either single or twin motors, for standard or long shaft motors, at no extra charge.

There are two bunks in the cabin with room for additional pipe berths. A fully enclosed head, galley cabinet, and similar features are also included. The cabin sides, coaming, seats, doors, etc., are made of mahogany, and the cabin door is designed so that it can serve as a cockpit table. There is stowage capacity under bunks and transom seat. Other standard features include a complete toe-rail around the deck, flying bridge windshield, sliding cabin side windows, fully opening cabin-front windshield, and running lights. The highest quality marine paints and finishes are used throughout wherever not fiberglassed. The boat is designed to use one or two outboards of any hp. (Deluxe version of Admiral, the Plycraft Flagship Glassclad 20, uses a 60 hp Gray marine engine.) The approximate weight of the Admiral is 1800 pounds.

The other craft in the Plycraft 1956 line include the Flagship, Commodore (18) cruiser, Captain (20) runabout, Commander (18) runabout, JayGee (18) runabout, Ensign (14) runabout, Chief (8) pram, and Bo'sun (8) prams.

Sea Traveler 26 steel sedan cruiser

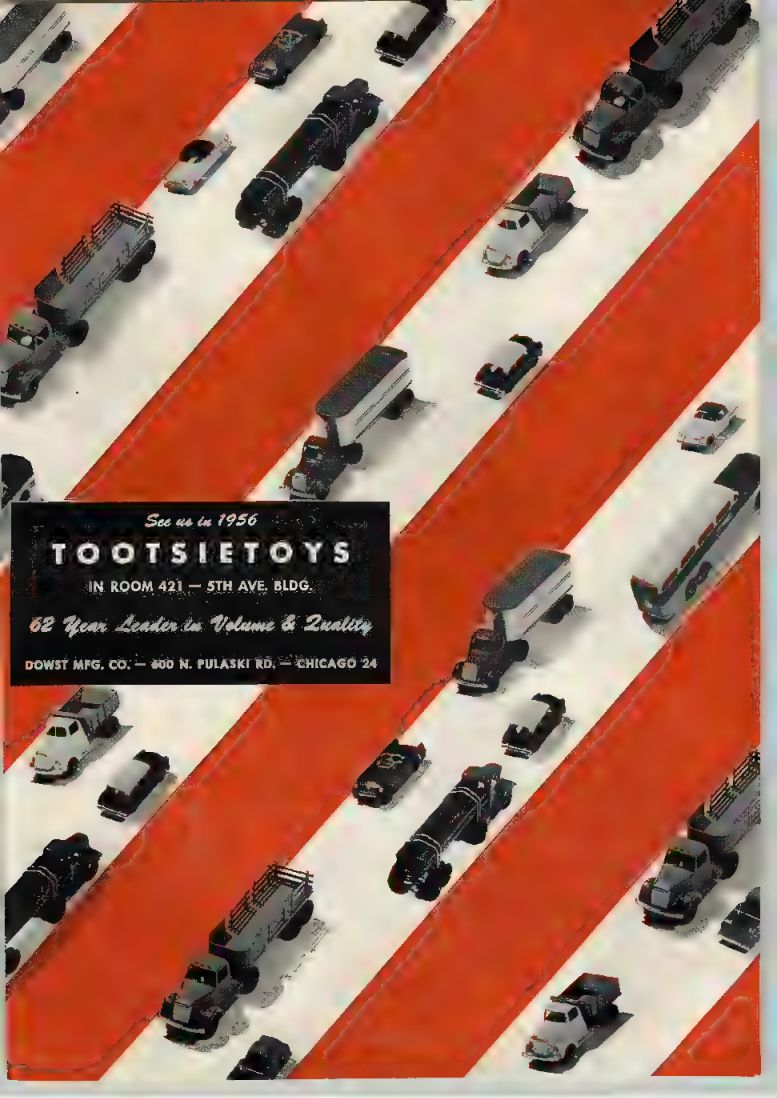
SEA TRAVELER

Built in modern metalworking and woodworking shops by Sea Traveler Boat Co., 1050 East 95th St., Chicago, from plans by A. M. Deering & Son, the new Sea Traveler Flying Bridge Sedan is fast, nimble and seaworthy.

The hull is corrosion-resistant welded high tensile steel. Superstructure and interior trim are mahogany. Specifications show length overall 26' 6"; beam 9' 3"; draft 2'; headroom 6' 3"; freeboard forward 49"; aft 37"; sleeps four by means of convertible bunks above seats in dinette; lockers and stowage space are ample. Sea Traveler is supplied as a completed boat or partly completed.

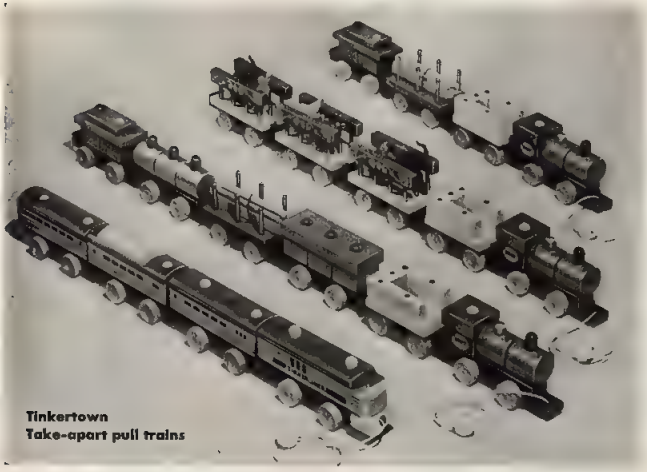
Power is optional with choice of 95 to 310 hp single or twin screw Universal, Chrysler, Gray marine engines or Cadillac conversion engines. Speed is 15 to 35 mph; cruising range approximately 120 miles; fuel storage capacity 50 to 64 gallons; fresh water 15 gallons.

Flying bridge is standard, but there is considerable choice as to interior arrangements. (*Continued on page* 290)


See us in 1956
TOOTSIETOYS
IN ROOM 421 — 5TH AVE. BLDG.
62 Year Leader in Volume & Quality
DOWST MFG. CO. — 600 N. PULASKI RD. — CHICAGO 24

Tinkertoy Announces a whole

YEAR-ROUND HIGH VOLUME STAPLE ITEMS WITH A BRIGHT NEW CONCEPT IN THE FAST MOVING $1.00—$5.00 RANGE.



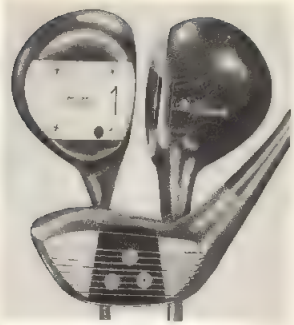
4-Car Streamliner. $3.50 • **6-Car Freight. $5.00** • **Tinkertown Circus Train. $5.00** • **4-Car Freight $3.00**
Big, rugged cars with simplified coupling design—Freights loaded with more play pieces—A take-apart Diesel (new to wooden pull trains) Colorful Circus train with 6 unbreakable vinyl-plastic animals.

The original and still favorite in home and school

New COLOR with a purpose!

More fun for children Five bright, harmless outstanding toy colors are used; each different length rod—a different color. Instruction book diagrams are printed in colors that match —the CHILD SELECTS the parts by COLOR—learning both color and construction by color association.

New prices for faster sales!—the customers choice and a profit maker in the trade for 43 years.



McDonald Golf Clubs

Popular McDonald Woods

The popular McDonald Woods are made with fine quality seasoned persimmon heads with straight line scoring and special lofted face insert, or face. Straight chisel metal sole plate, chrome plated step-down tapered steel shaft. Good golf equipment will give you the assurance necessary for good games—and these fine clubs will give that confidence. Grips are special design cork and rubber. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1449A1741—	Driver, Brassie, Spoon. Set of 3	$26.25
1450A1161—	Driver and Spoon Set of 2	17.50
1451A580 —	Brassie only	8.75
1495A580	No. 4 Wood only	8.75

Popular McDonald Irons

Improved McDonald Irons are now still better, with stroke-improving new features. They have double flanged, carbon steel heads, chrome plated, step-down tapered, chrome plated steel shafts. Black and white ferrules. Grips are special design cork and rubber. Truly wonderful clubs for playing a championship game. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1452A2025—	5 Irons (2, 5, 7, 9, Putter)	$30.50
1463A2835—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	42.50
1466A3645—	9 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	54.75

CHROME
Autograph Woods

CHROME Autograph Woods

The Tom McDonald **AUTOGRAPH** Woods with true temper step-down chrome plated shafts are tough and hard-hitting, with many features in quality construction to improve your game. Registered and well matched, with select, seasoned persimmon heads. Special design metal sole plate and extra wide white fibre insert on face for extra drive. Famous green golf pride cork and rubber grips. **Men's right hand only.**

		Sugg. Retail
1443A2120—	Driver, Brassie Spoon Set of 3	$31.75
1444A1410—	Driver and Spoon Set of 2	21.25
1445A705 —	Brassie only	10.55
1494A705	No. 4 Wood only	10.55

CHROME Autograph Irons

Chrome **AUTOGRAPH** Irons are made of fine, strong carbon steel, chrome plated; double flanged head built to put more power in the stroke as it is designed for. Weighted for perfect balance. Line-scored face, black and white ferrules, step-down tapered, chrome plated steel shaft. These fine irons are registered and well matched, and special design cork and rubber grip. Good equipment for a good game. **Men's right hand only.**

		Sugg. Retail
1446A2470—	5 Irons (2, 5, 7, 9, Putter)	$37.00
1447A3455—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	51.75
1448A4445—	9 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	66.75

CHROME
Autograph Irons

DELUXE AUTOGRAPH WOODS

FEATURING

- Select, Seasoned Laminated Heads
- Step-down Tapered Chrome Plated Shafts
- Weighted Sole Plate

DELUXE AUTOGRAPH IRONS

FEATURING

- Stainless Steel Heads, Satin Finished
- Step-down Tapered Chrome Plated Shafts

IDEAL COMPANIONS FOR A LOW-SCORING GAME

Laminated Head Woods

***DELUXE* Autograph Woods**

The new Deluxe McDonald AUTOGRAPH Woods feature the latest improvements combined with the finest materials for tops in performance. Select, seasoned laminated heads, chrome plated steel shaft, special design metal sole plate and extra hard laminated insert of face for extra drive. These registered matched clubs have black and white ferrules and caps. Grip is of tan calfskin. **Men's right hand only.**

		Sugg. Retail
1487A2950—	Driver, Brassie, Spoon Set of 3	$38.25
1488A1700—	Driver and Spoon Set of 2	25.50
1489A850	Brassie only	12.75
1490A850	No. 4 Wood only	12.75

Stainless Steel Head Irons

***DELUXE* Autograph Irons**

New McDonald Deluxe AUTOGRAPH Irons are championship quality in every way; registered and well matched. Finest equipment assures a satisfactory game, thereby giving true pleasure for the golf enthusiast. The double flanged heads of these irons are made of fine stainless steel, satin finish, and built to put more power into the stroke each iron is designed for. Line-scored face, step-down tapered chrome plated steel shaft; black and gold ferrules; tan calfskin grip. **Man's right hand only.**

		Sugg. Retail
1491A3175—	5 Irons (2, 5, 7, 9, Putter)	$47.65
1492A4445—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	66.75
1493A5710—	9 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	85.85

Additional Order Blanks Supplied Upon Request

Wilson Golf Equipment

SAM SNEAD SIGNATURE CLUBS

These famous Sam Snead Signature woods and irons are a definite asset to a man's golf game in both score and enjoyment.

Finest precision irons with a superb balance and feel. New scientific weight distribution provides more effective hitting area—for greater power and distance. Dynamic True Temper chrome shaft . . . Sand blasted, straight line face scoring. "Gruv-Grip" of finest red calfskin with "Reminder" grip. Men's right hand—standard length only.

1686A9035—Matched and registered set of 9 irons. 2, 3, 4, 5, 6, 7, 8, 9 and putter. **Sugg. Retail $129.50**

1687A6050—Matched and registered set of 6 irons. 2, 4, 5, 7, 9 and putter. **Sugg. Retail $86.50**

In Sam Snead Signature woods you get custom-quality from the sole plate right to the button cap at the top. Extra fine Strata-Bloc heads. Red and white fibre face insert. Dynamic True Temper chrome plated shaft. "Gruv-Grip" of finest quality red calfskin with "Reminder" feature. Men's right hand—standard length only.

1688A5680—Matched and registered set of 4 woods. Driver, brassie, spoon and No. 4 spoon. **Sugg. Retail $84.00**

1689A4410—Matched and registered set of 3 woods. Driver, brassie and spoon. **Sugg. Retail $63.00**

SAM SNEAD CHAMPIONSHIP CLUBS

The famous Sam Snead expresses pride in having these fine clubs bear his name and full endorsement. Play Wilson and you play the best says the Champion, and these Championship woods and irons are tops in Wilson skill and craftsmanship to improve your game.

Modern irons, smart in design and appearance—with Sam Snead's enthusiastic endorsement. Satin finish, chrome plated blades with double flange. Sand blasted straight line face scoring . . . True Temper chrome shaft. Selected maroon calfskin, edge skived and perforated "Reminder" grip. Men's right-hand—standard length only.

1534A7145—Matched and registered set of 8 irons. 2, 3, 4, 5, 6, 7, 8, 9 and putter **Sugg. Retail $99.00**

1533A4765—Matched and registered set of 6 irons. 2, 4, 5, 7, 9 and putter **Sugg. Retail $66.00**

Sam Snead Championship woods are exceptionally well balanced. Wilson's famous Strata-Bloc head has white fibre face insert which provides hard hitting surface. True Temper chrome plated shaft. Plastic collar at neck to protect cord whipping. Maroon calfskin, edge skived and perforated "Reminder" grip Men's right-hand—standard length only.

1532A4765—Matched and registered set of 4 woods. Driver, brassie, spoon and No. 4 spoon. **Sugg. Retail $66.00**

1531A3575—Matched and registered set of 3 woods. Driver, brassie and spoon **Sugg. Retail $49.50**

SAM SNEAD BLUE RIDGE CLUBS

The ability to produce these Sam Snead Blue Ridge irons at this price is a sterling tribute to Wilson's skilled craftsmanship and famed manufacturing processes. This attractive Snead model has a single flange, chrome plated blade with sand blasted face and straight line scoring. Its chrome plated True Temper shaft has a black ferrule with yellow trim. Blue perforated calfskin grip with "Reminder" feature provides a firm, accurate grip at all times.

Men's Right Hand, Standard Length Only.

1925A4510—Matched set of 8 Irons (2 to 9). **Mfr's. Sugg. Retail $64.00**

1926A2817—Match Set of 5 Irons. (6, 7, 8, 9, putter) **Mfr's Sugg. Retail $40.00**

For the golfer who demands fine playing woods this Snead model is ideal. Tailored for low priced selling with high quality features, the Sam Snead Blue Ridge wood features exclusive Wilson Strata-Bloc constructed head with a new, straight-across metal sole plate. Finished in light walnut, it has a handsome, red fibre face insert. Attractive blue calfskin grips are made in the famous "Reminder," perforated pattern. Chrome plated True Temper shaft adds to the club's fine value.

Men's Right Hand, Standard Length Only.

1927A3430—Matched set of 4 woods. (Driver, Brassie, Spoon, and No. 4 Spoon) **Mfr's. Sugg. Retail $48.00**

1928A2570—Matched set of 3 woods. (Driver, Brassie, and Spoon) **Mfr's. Sugg. Retail $36.00**

Tom Thumb

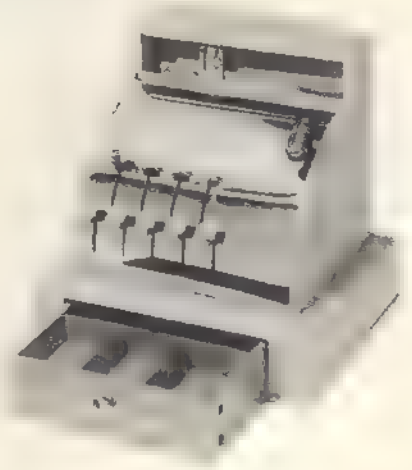
No. 249 $48.00 Doz.

No. 249

This TOM THUMB Cash Register employs the new broad base styling, with large compartmented cash drawer. . . . It has chrome steel front accented with bright red wrinkle sides and trim.

Drawer opens and bell rings when push lever is pressed.

Comes with supply of Play Money.



No. 348 $57.60 Doz.

No. 348

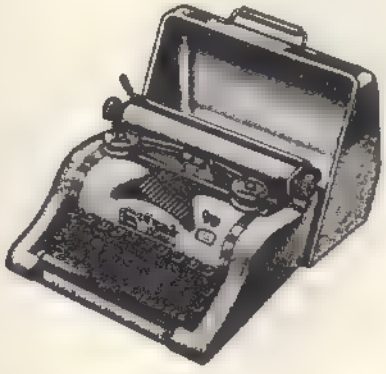
The newest addition to the Western line of original TOM THUMB Cash Registers. Made of the same heavy gauge steel, but with complete new styling.

Large cash drawer has compartments for both coins and bills. Top drawer for secret papers.

This model has chrome front, with attractive coral beige sides and trim.

When white-lettered push lever is pressed, drawer opens and bell rings. Supply of Play Money included.

Tom Thumb Typewriter and Carrying Case



No. 450 $27.00 Each

Educational toy with letters arranged same as on standard keyboard. Ribbon shift, key shift, finger-tip spacer, individual key operation, ball bearing carriage, standard ½" ribbon. Typewriter is 6" high, 10" deep, and 10¾" wide. Attractively finished with chrome trim. Carrying case included.

Simplex

No. 200 $32.00 Doz.

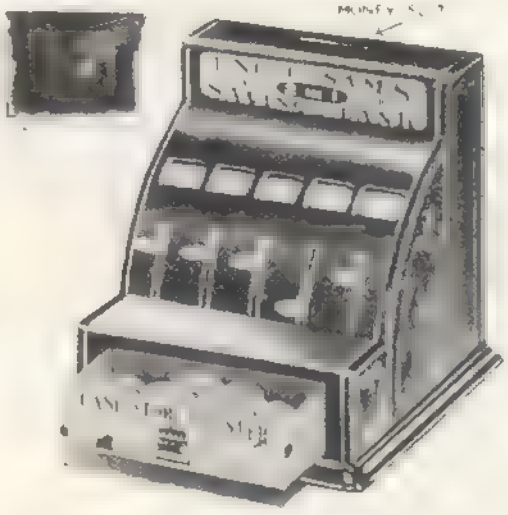
Writes all capitals and figures in the standard typewriter type.

No. 3 $48.00 Doz.

BRIGHT RED METAL FRONT
ALUMINUM PAINTED TOP AND SHELF
2 ROWS OF KEYS...1¢ to $1.00 and NO SALE
BLACK PLASTIC PUSH BAR...OPENS DRAWER, RINGS BELL
LARGEST SIZE ON THE MARKET 9¼ high, 7½ deep, 6½ wide

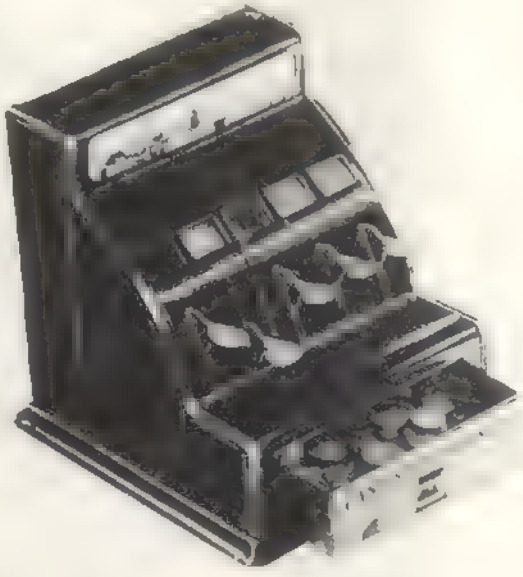
No. 8 $78.00 Doz.

BRIGHT PLATED STEEL, EMBOSSED AND ANTIQUED WITH BLACK PLATED TOP AND SHELF
2 ROWS OF KEYS — 1¢ to $1 and NO SALE
WHEN KEY IS PUSHED, DRAWER OPENS AND BELL RINGS
BANK WITH COIN SLOT RIGHT IN DRAWER
7¼" high, 7¼" deep, 6½" wide.



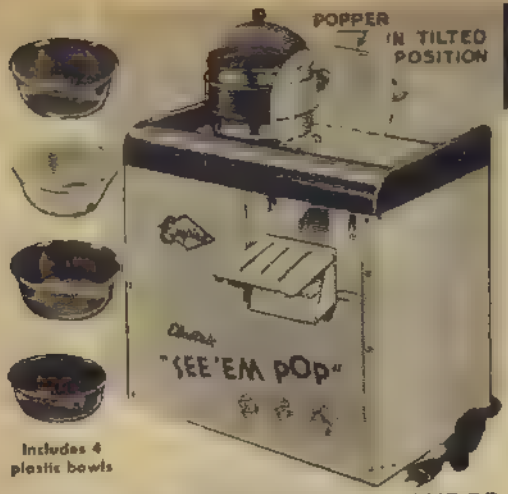
No. 160 $39.00 Doz.

Supplied with metal "Playstore" money. Made, looks and works like a big cash register. Just press the key, the bell rings, the drawer shoots open and the amount of sale is shown. All steel construction finished in rich black enamel. Size 4" x 5-5/8" x 5-1/8". Boxed individually.



No. 150 $30.00 Doz.

Supplied with metal "Playstore" money. Made, looks and works like a big cash register. Just press a key, the bell rings, the drawer shoots open and the amount of sale is shown. All steel construction. Size 4-3/4" x 4-5/8" x 5-1/8". Boxed individually.



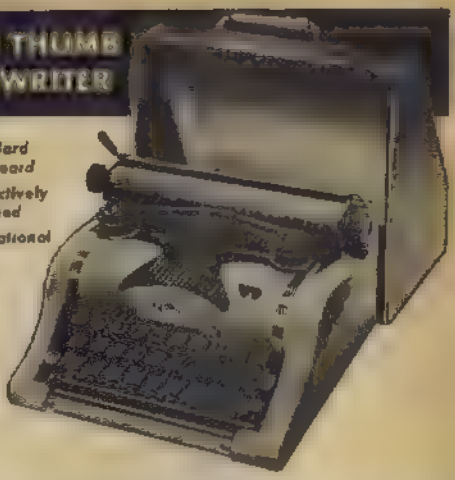
Includes 4 plastic bowls

ELECTRIC CORN POPPER AND VENDOR

With 4 Plastic Bowls

It really pops tasty popcorn ... lots of fun for the kids. Popping unit is hinged so popped corn may be poured into hopper ... just like at the movies! Popcorn can be seen popping through the screen top. Popcorn is dispensed through vending spout. Enameled heat guard prevents burned fingers ... life long heat element. Heavy metal drip tray and hopper in white baked enamel plastic hopper front. Sides and front tempered Masonite metal braced. Comes with supply of popcorn. Finished in red and white. UL approved.

No. 8795 Ship. wt 10 lbs. List $9.95 Dlr's., ea. $5.60 3, ea. $5.36. 6 ea ... **5.68**



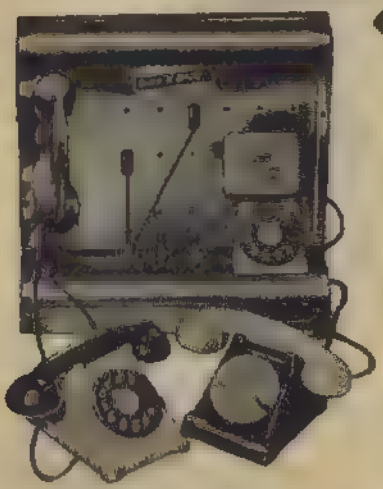
- Standard Keyboard
- Attractively finished
- Educational

An outstanding toy typewriter with many features found only on real office machines. The letters are arranged same as standard keyboard. Each key operates individually. Has shift keys, standard ½" ribbon and new ribbon shift. Finger operated spacer. Ball bearing carriage. Metal construction throughout with chrome. Overall size 10¼" wide, 7" deep and 5" high. Shipping weight 10 pounds.

No. 8399 With Case and Chrome Trim. List $19.95. Dlr's., ea. $13.30. 3, ea. $12.50. 6, ea ... **11.63**

No. 8397 Same as Above But Without Case and Chrome Trim. List $16.95. Dlr's., ea. $11.25. 3 ea. $ 0.30. 6, ea ... **9.86**

RING-A-PHONE SWITCH BOARD SETS



6 PLUG MODEL — Chrome Plated Front Switchboard rings, phone dials move and click just like the real thing. Up to 3 youngsters can play with set at the same time. Set has 6 jacks that may be plugged into any of the 3 trunks. Operator has switches to ring incoming calls. Jacks snap into position automatically. Each set includes two colorful plastic telephones with numbered dials, connected by 3 yards of telephone like cord plus another phone and dial on the switchboard. Switchboard is made of heavy gauge metal, beautifully chrome plated. Phones and dials are made of tough long wearing plastic. 7¾"x 6¾"x4¾". Wt. 5 lbs.

No. 8432 List $7.98. Dlr's., ea. $4.70. Lots of 3 ea. $4.40. 6 lots, ea. ... **4.13**

4 PLUG MODEL Here's a fun packed juvenile switchboard ... at an economy price. Set includes two colorful plastic telephones, switchboard and connecting cord for each. Perfect for playing office or dozens of other games. Each phone has a plastic dial that spins and makes a clicking sound just like the real thing. Switchboard has a separate dial and receiver. Phones and switchboard are connected by three yards of real looking cord. Operator can ring either phone. Realistic jacks return to position when released. Switchboard is made of lithographed steel. Size 8" long, 7⅞" high, and 4½" deep. Wt. 6½ lbs.

No. 8421 List $4.98. Dlr's., ea., $3.45. 3 lots, ea. $3.20. 6 lots, ea. ... **3.02**

TOM THUMB CASH REGISTER

With Play Money! Press the money key down, press the lever and the cash drawer springs open as the bell merrily rings up a "sale". Register has 15 individual keys, including "No Sale" key. Price tabs really pop up behind unbreakable plastic window. 4 separate compartments hold play money. The front is painted a bright shiny chrome with contrasting black wrinkle side trim. Welded construction with no sharp edges. Protective rubber feet. 7½" deep, 7½" high, 6¼" wide. Wt. 3½ lbs.

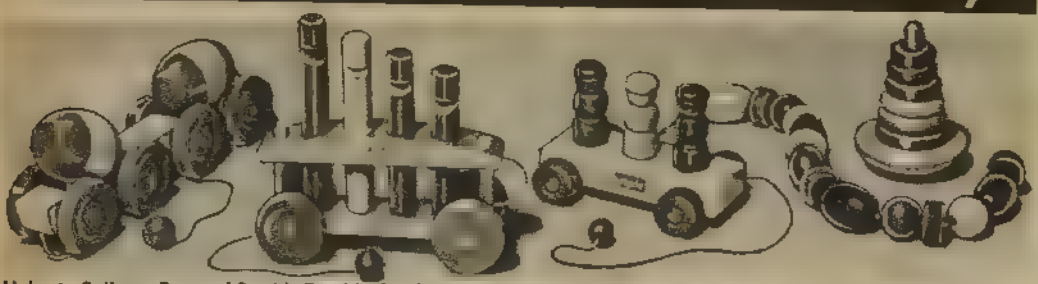
No. 8398 List $3.95. Dealer's ea. $2.70. Lots of 3, ea. $2.45. Lots of 6, ea. ... **2.36**

UNCLE SAM CASH REGISTER BANK

Helps children learn to save ... and makes it fun too! Really entertaining yet educational. Cash register shaped with a smooth-action mechanism that just won't breakdown. Rings up, registers and adds nickels, dimes and quarters as they're put in. Takes pennies, half dollars and bills in special opening. Bank will hold up to $50 in change. It locks automatically after the first quarter and opens at every $10. All steel construction enameled in red, black and blue. Size 6¼"x4¼"x5". Wt. 2¼ lbs.

No. 8067 List $3.95. Dealer's each $2.70. Lots of 3 each, $2.50. Lots of 6, each ... **2.33**

Holgate and American Pre-School Toys



Holgate Calliope Peg and Double Tumble Combination

Here are two delightful toys designed to develop eye and hand coordination in the two to five year age group. The peg car holds four wooden shape pegs with four different tones. The car is sturdily made of birch plywood with no sharp corners. The Double Tumble is an old fashioned favorite. Two bright wooden barrels spin on a ring when the car is pulled. Toy is sturdily made of birch plywood with non-toxic paint.

No. 835. Wt. 2 lbs. List $4.00. Dealer's each $2.75. Lots of 6, each **2.55**

Holgate Peg Car Color Cone, Beads Combination Set

This big combination set contains three fun filled toys for children six months to two years old. The peg car has three large pegs that fit easily into car. He pegs help develop hand eye coordination. The Rocky color cone has six bright colored removable discs that form a cone when properly stacked or a rocky base. The large Baby Beads have oversized holes to be strung upon a string easily. Hardwood construction and finished in non toxic paints.

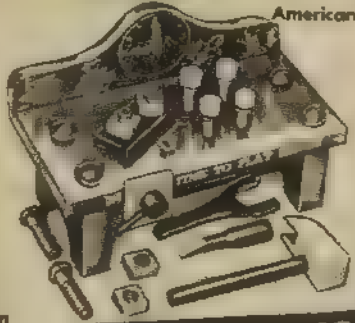
No. 8350. Wt. 2½ lbs. List $3.00. Dealer's each $2.10. Lots of 6 each **1.95**

American Postal Station

The Postal Station provides lots of realistic and constructive play for toddlers one to three years. In it are various colored squares, triangles, discs all fit into corresponding holes. Teaches finger dexterity, color identification and color discrimination. The colored blocks tumble out of the easily opened trap door. Hardwood, finished in non-toxic paints.

No. 8478. Wt. 2½ lbs. List $3.00. Dlr's. ea. $2.00. Lots of 6 . **1.86**

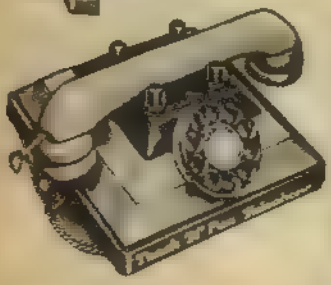
American Play Bench with Clock



Just like daddy's only all the parts are wood. The entire unit can be taken apart and reassembled with the wooden screw driver, wrench and claw hammer. Helps develop name and eye hand motion. Has big clock with movable hands. Strong wooden construction finished in bright, non-toxic paint. Interesting cartoons decorate the smooth rounded backboard. Size 11¾"x8½"x6½".

No. 8474. Wt. 2½ lbs. List $3.00. Dlr's. ea. $2.00. Lots of 6 ea **1.86**

American Teach-N-Fun Telephone



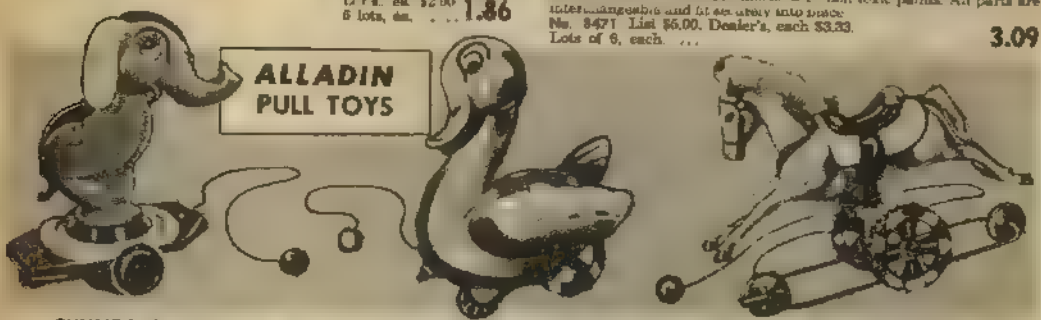
Here's the perfect toy for the toddler who's always "talking grandma". This genuine cradle phone replica has a dial that really spins for more exciting realism. Made of brightly colored wooden blocks that can be dismantled and put back together. Designed for children ages one to four, the Teach 'N Fun Telephone is sturdily built of hardwoods finished in non-toxic paints. 8" x 6" x 6" square. 7½" high. 2½ lbs.

No. 8472. List $3.00. Dlr's. ea. $2.00. 6 lots, ea. **1.86**

American Boat Building Set and Pull Wagon

Makes 16 different boats from tankers to destroyers and cruisers. Made of sturdy hardwood blocks in non toxic paints. All parts are interchangeable and fit securely into place.

No. 8471. List $5.00. Dealer's, each $3.33. Lots of 6, each **3.09**



CHUMBO the ELEPHANT

Does real trunk tricks. As he is pulled along, he turns completely around and his head moves up and down. He trumpets when his trunk is squeezed. Sturdy bright colored blanket trimmed with gold tassels. Non toxic vinyl ears. 11½" high. Ship. wt. 3 lbs.

No. 8243. List $3.95. Dlr's. ea. $2.65. Lots of 6 ea **2.38**

DUDLEY the DUCK

His wings flap up and down. His head and neck move forward and backward as he marches. His mouth opens and closes with a red quack. Rides along on safe tread rubber tired wheels. Stands 12" high, 15" long and 6" wide. Made of durable moulded plastic in white and blue. Wt. 2½ lbs.

No. 8240. List $3.95. Dlrs., ea. $2.65. 6 lots, ea **2.38**

BUCKY the BRONC

Molded plastic frame and body. He rocks, gallops, even tinkles. Big bucking bronco moves. Easily pulled by a cord. Safe, no sharp corners. Smooth baked enamel finish that is rustproof and sanitary. Attractive authentic detail. Stands, mane and tail. Size 5½" x 18" x 2" high. Ship. wt. 3 lbs.

No. 8239. List $3.95. Dlr's. ea. $2.65. 6 lots, ea **2.38**

"LIVE-ACTION" TRUCKS

TONKA NEW LUMBER TRUCK — Scale model, long wheelbase lumber truck delivers lumber to "building site." Special roller on truck unloads just like real ones. Driver has only to uncouple one chain and operate roller . . . and load slides off! 20-gauge steel with authentically scaled truck tires. Lustrous chrome plating and DuPont "Dulux" baked enamel used throughout. Overall dimensions: 18¾" long, 5¾" high, 6¼" wide. Sturdily built for "hard work." Sh. wt. 6¼ lbs.

2T10X399 List **$5.98**

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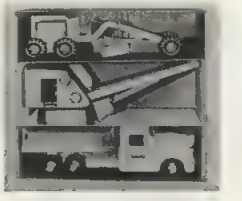

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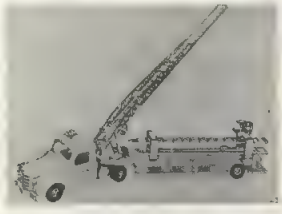

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GIFT WRAPPINGS ON PAGE 171

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2T34X1330 .....List **$19.95**

"IDEAL" FIX-IT CONVERTIBLE—Sturdy plastic, vinyl tires, aluminum hub caps, metal axles, plastic windshield. Hood opens; battery and radiator can be filled with water. Gas and oil tanks can be filled. Removable oil gauge. Luggage compartment contains jack, gas can, spare tire, tools. All 4 tires can be changed. Steering wheel and finely detailed upholstery. Car is 13" long
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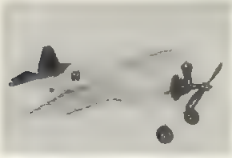
6T122X330 .....List **$4.95**



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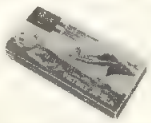

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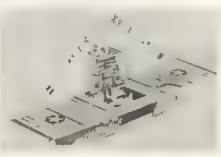

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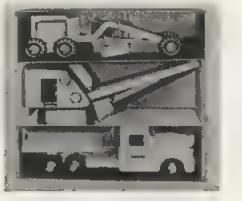

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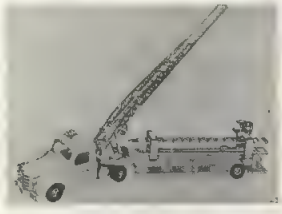

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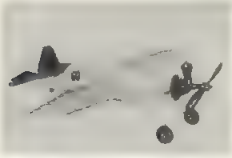

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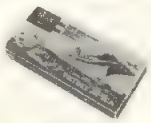

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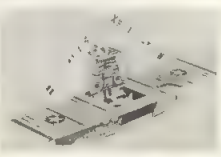

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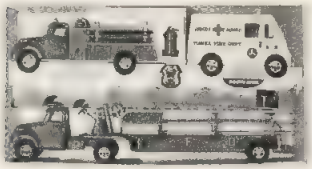
3 pieces with
true-to-life action pumper

Here's fire-fighting realism! Shoots water continuously—just like the real ones—from an accurately-scaled, operating hydrant connected to a regular garden hose. **PUMPER** also equipped with a 40 inch reel-mounted hose that can be hooked to **AERIAL LADDER**, a combination that delivers hose to any height up to 36". Set also includes a **RESCUE SQUAD** wagon and Fire Chief's badge. Attractively packaged in a hard-selling carton 33" x 17½" x 6½". Weight, 21½ lbs. #900-6 . . . **$28.95 retail.**



The SUBURBAN PUMPER carries two 6 inch rubber hydrant-connectors, a removable ladder, operating fire hydrant and 40 inch reel-mounted hose. Hydrant has water control valve with "wrench" just like the real thing. **AERIAL LADDER** has aluminum ladder that raises and extends by simulated hydraulic controls to 36" height. Ladder base revolves 360°. Carries 2 auxiliary ladders. Very impressive. 32½" long! **The RESCUE SQUAD** wagon has simulated emergency lights, flasher and siren. Finished in realistic white and fire-engine red, baking enamel. **FIRE CHIEF BADGE** is regulation size and design used by real Fire Chiefs.

PUMPER alone **$8.98**
AERIAL LADDER alone . . **$14.95**

The Finest Quality at the Lowest Price In Metal Toys.

Tonka Toys
MOUND, MINNESOTA

Beebe of the J. W. Robinson Company, Los Angeles; and J. C. Nugent of N. Snellenburg & Company, Philadelphia.

Edward L. Kraus, president of the National School Slate Company, which he had organized in 1889, died at the age of 66.

Edward S. Coe, one of the veterans of the toy industry, died from a heart attack on a Lake Superior steamboat. He had joined the J. & E. Stevens Company in 1868 and became president of that firm in 1898.

J. P. Crider was in charge of the toy department of Jos. Horne & Company, Pittsburgh, after several years as toy buyer for the Newcomb Endicott Company of Detroit. His successor at the latter post was W. L. Hayhurst.

W. G. Hegeman, toy buyer for Macy's in New York, returned from a trout fishing vacation; and Gene Levay, assistant buyer, left for a holiday of deep sea fishing

-1936-

Kenneth P. Fallon of the A. C. Gilbert Company was elected Grand Sentinel of the Grand Council of New England, United Commercial Travellers, an association with more than 85,000 members. He was the youngest man ever elected to the Grand Council and also the first elected by unanimous vote.

Among the buyers seen in the New York toy market were C. R. Williams, H. Leh & Company, Allentown, Miss N. Bradley, G. Fox & Company, Hartford; C. C. Cash, Montgomery Ward & Company, Chicago; Lloyd S Young, Johnson's Book Store, Springfield, Mass., Lou Shoneman, Kresge Department Store, Newark; G. D. Crowe, Younker Brothers, Des Moines, Iowa; H. G Partridge, Howland Hughes Co., Waterbury; C. E. Dodge, Fellows & Company, Boston; J. F. Leavitt, R. H Stearns Company, Boston, R. J. Kersey, J. N. Adam & Company, Buffalo; C. F. Stroebel, F. A. O. Schwarz, New York; Mrs Kathryn Gifford, Halle Brothers Company, Cleveland; J. F. Ebersold, Higbee Company, Cleveland; F. Hollenbach, Hess Brothers, Allentown; J. C. Slater, Johnstown Dry Goods Company, Johnstown; P. Ingraham, P. Wiest's Sons, York; Harry Sanderson, Uncle Harry's Toy Shop, Providence; and S. T. Grenier, Dupuis Freres, Montreal

Bob Winternitz, at one time toy buyer for the firm of Charles Broadway Rouss, was in charge of the Chicago showroom of Holgate Brothers Company.

-1946-

William D. Himsel, manager of the New York showroom of Milton Bradley Company, died at his home after a long illness. He had been with Milton Bradley since 1918, and before that had been a buyer for the Emery-Bird-Thayer Dry Goods Company in Kansas City for over ten years

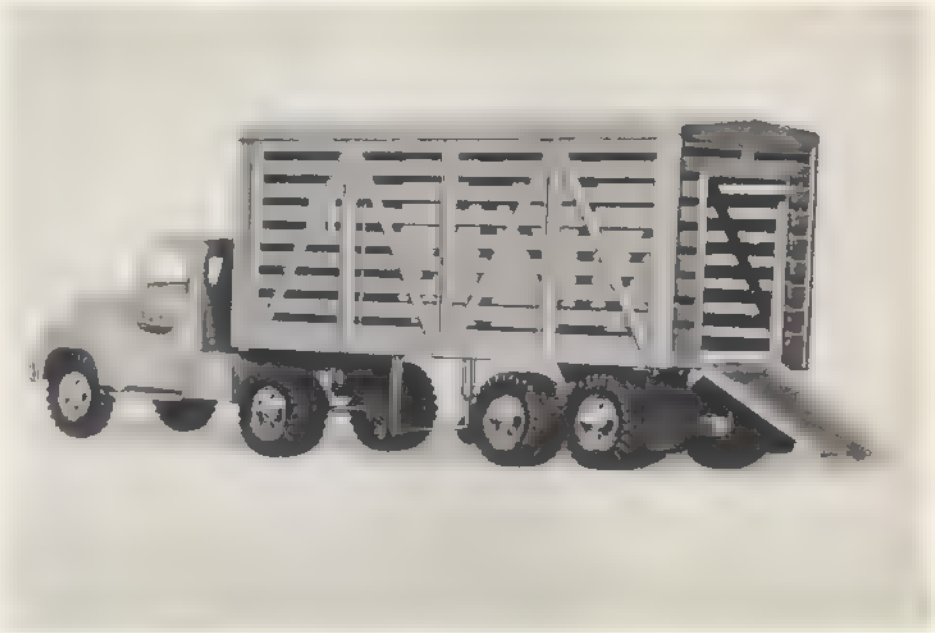
The National-Porges Company moved its offices and showroom to 210 West Madison Street, Chicago. A. G. Johnson was toy buyer for the wholesale firm, which had

Tonka Toys

NO. 500 LIVE STOCK VAN

The "First" Actual Scale Model of America's Most Popular Farm Truck. Unusual Appeal for Both Adult and Child —Top Rated Play Value— Heavy Steel Construction— Plus 14 H. D. Truck Tires on Plated Steel Wheels—Retractable Stand Wheels—Tandem Rear Axle.

Color: - Popular "Farm" Red.
L. 22¼" H. 9¼" W. 6¼"
Individually Boxed—Shipped 4 per Bundle—28#



No. 500 Live Stock Van $8.50 ~~each~~

No. 400 "ALLIED" VAN

Color:
"Omaha" Orange
L. 23-1/2" H. 8-1/2"
W. 5-3/4". Individually Boxed - Shipping Carton 4 - Wt. 22 lbs.

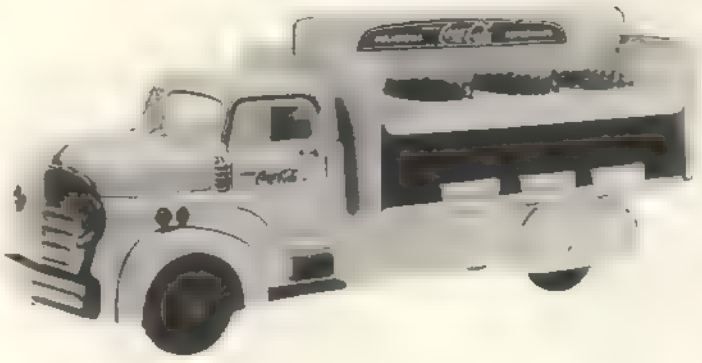
An "Exclusive" Authorized Reproduction in miniature of Allied Van Lines recommended Equipment for their Agents.

Heavy steel construction - with Retractable stand wheels and Locking Rear Doors.

Ten Big Rubber Truck Tires Mounted on Plated Steel Truck Wheels.

Baked on Enamel Finish with standard "Allied" Decals.

No. 400 Allied Van $8.50 Each



No. 829 COCA COLA BEVERAGE TRUCK

Measures 12⅝" long, 4¾" wide, 5½" high

Newly designed exact replica of Delivery Truck, carrying out the official and authentic motif of the famous Coca Cola.

Six miniature Coca Cola cases with 24 miniature empty bottles are furnished.

Truck is equipped with rubber wheels

PACKED: Each in a box

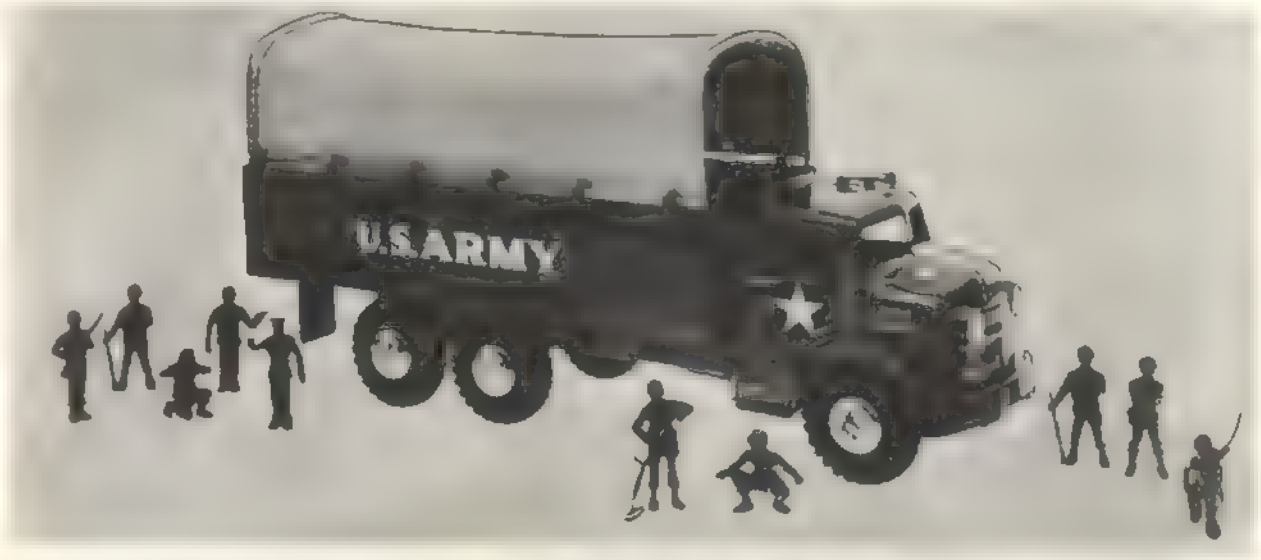
No. 829 $32.00 Doz.

COCA-COLA TRUCK

Measures 20-1/2" long, 6-1/8" wide, 6-1/4" high.

Stake truck of modern design made of heavy gauge steel. Attractively finished in bright yellow baked enamel. Authentic Coca-Cola decalcomania decorates both sides of the truck body. Has shiny radiator grille, bumper and dummy headlights.

No. 990 $32.00 Doz.



No. 3617 $66.00 Doz.

No. 3617 ARMY TRANSPORT TRUCK W/SOLDIERS

Measures 18⅜" long, 6" wide, 9½" high overall.

The truck is supplied with ten, three-dimensional soldiers, average height 3", for additional play value.

PACKED: Each in a box

WHEEL TOYS

TONKA TOY CARNATION MILK TRUCK

Sliding front door and two rear doors for reality and adaptability. Stand-up drive, compact style. 20 gauge steel; authentically scaled tires. Cream baked enameled; chrome trim.

Each

No. 1936-750-5—11¾ in. long, 7 in. high, 5½ in. wide $4.49

Six in a carton

TONKA TOY AERIAL SAND LOADER

Detailed, workable replica of huge unloaders found in industry. Cab moves on aluminum frame. Heavy clam shovel picks up load. Chain controls guide crane over hopper and empties it. When hopper is full, operator trips lever to empty into dump truck. Rugged aluminum and steel. Rubber tipped legs.

Each

No. 1949-825-5—25½ in. long, 19½ in. high, 8 in. wide ... $17.00

One in a carton.

ROAD BUILDER SET

Factual scale models of the equipment used in road construction and maintenance.

Four sturdy toys of heavy steel construction.

Complete with road grader, dump truck, steam shovel and carry-all trailer.

Each

No. 1933-775/5—Set of four $16.50

One set in a carton.

WHEEL TOYS

GREEN GIANT TRANSPORT

Scale model of large refrigerator truck with nationally known "Green Giant" trade mark.

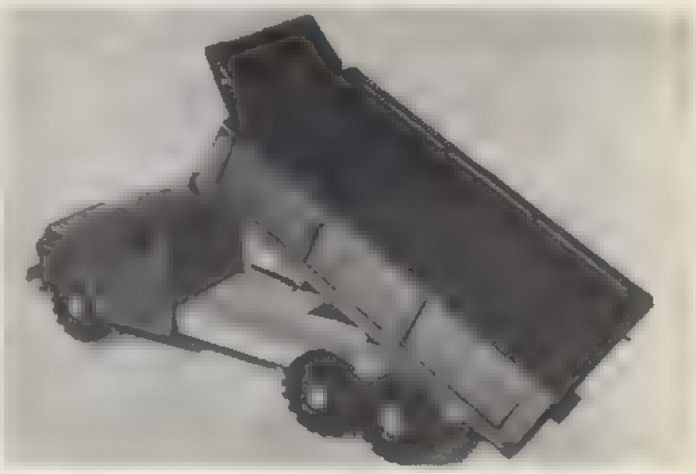
Heavy steel construction with fourteen heavy duty truck tires. Authentic refrigeration unit. Plated headlights, grille and bumper.

Each

No. 1946-650/5—23¾ in. long, 9 in. high, 6¼ in. wide $7.50

Four in a carton.

HYDRO DUMP TRUCK



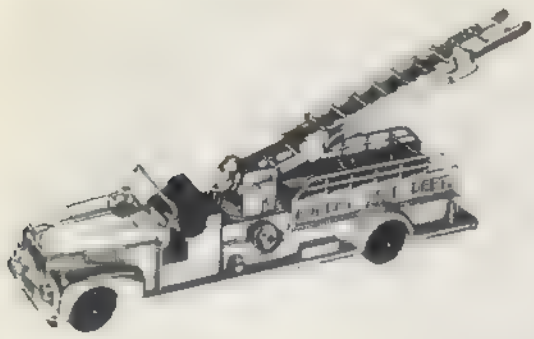
Size: 23½" long, 8" high, 8¼" wide. Made of heavy gauge automobile steel with baked enamel finish. This hydraulic dump truck is designed after those used by heavy construction companies. Lever control dually operates the hydraulic system to either raise the bed to empty load from rear tailgate or tilt the body for automatic side unloading. Mechanism is all concealed. Truck is equipped with six extra heavy duty rubber tires with polished metal hub caps.

Each

No. 1903-810 ..... $8.60

Three in a carton.

WHEEL TOYS
FIRE TRUCK

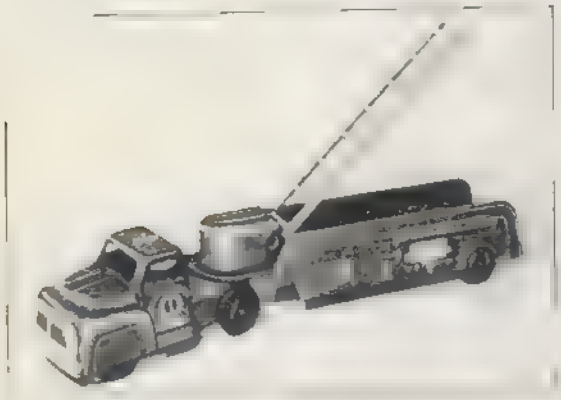


Length 19 inches. Red with black seat and bright metal trim. Aluminum ladders elevate and revolve through 360 degree arc. Rubber wheels.

Each
No. 1846-520 ..... $5.00

Six in a carton.

HOOK AND LADDER FIRE TRUCK

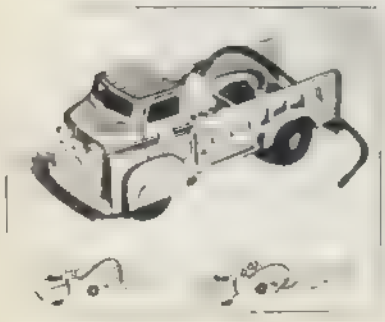


Size: 23" long, 4¼" high, 4¼" wide. Cab made of lithographed metal. Chassis made of heavy gauge steel, baked enamel finish. Six heavy rubber wheels. Mechanical crank operated aerial ladder makes realistic noise.

Each
No. 1889-208 ..... $2.20

Six in a carton.

ASSORTED TRUCKS

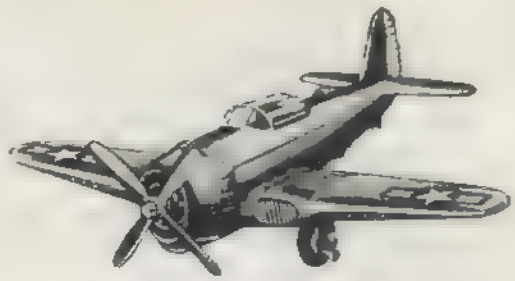


All steel, colorfully lithographed trucks. Realistically styled in color and design.

Each
No. 1800-139—12 in. long $1.10

Twelve in a carton.

WHEEL TOYS
NAVY BOMBER



Length 10 inches. Colors - red wings and cowl, aluminum body with red, white and blue trim. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear and rubber wheels.

Each
No. 1852-495 ..... $2.00

Twelve in a carton.

NAVY FIGHTER

All metal construction. Red and aluminum trimming. Cockpit enclosed with transparent plastic bubble. Wings fold. Retractable landing gear, rubber wheels, revolving propeller.

Each
No. 1821-467—6½ in. long, 8¾ in. wing span; wt. per carton 8 lbs. $1.20

Twelve in a carton.

AIRPLANE

Made of lithographed metal. Four motors, tricycle landing gear. Model of Boeing Strato Cruiser used by Military Air Transport Service.

Each
No. 1813-220—10½ in. long, 13 in. wing spread; wt. per carton 25 lbs. $1.00

Twenty-four in a carton.

WHEEL TOYS

TOOTSIETOY AUTO TRANSPORT

Double deck auto carrier with "Rol-Ezy" construction. Rubber wheels. Loaded with 4 Tootsietoy cars.

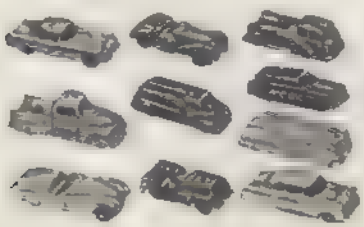
Tractor cab 4 in. long, steel carrier 7 in. long, over all length hooked up with cab 9¾ in.

Each

No. 142-207 Wt. per carton 48 lbs. $0.98

Thirty-six in a carton

TOOTSIETOY CAR AND TRUCK ASSORTMENT



Assortment contains 24 cars and trucks—3 each of 8 different kinds—included are two European sports car types.
Die-cast all-metal toys; authentically designed. Rubber wheels. Assorted colors.

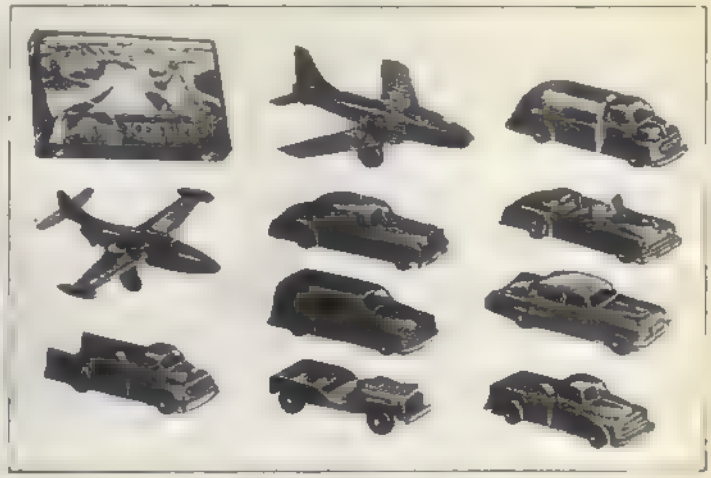
Per assortment

No. 145-1210—Assortment, 3¼ in. long, 1-3/16 in. wide $2.40

One assortment in a box.

WHEEL TOYS

TOOTSIETOY MOTOR SET



Eight of the popular medium size Tootsietoy cars and trucks and two lightning fast jet planes in each set.

Die-cast all-metal toys with "Rol-Ezy" construction. Rubber wheels; assorted colors.

Per set

No. 140-7200—Set, cars 4 in. long, airplanes 3½ in. long, 4½ in. wing spread; wt. per carton 42 lbs. $2.10

Twenty-four boxes in a carton.

TOOTSIETOY PLAYTIME MOTOR SET

Eight cars and trucks and two airplanes. Rubber wheels; assorted colors

Per set

No. 166-7000 ..... $2.98

Twelve boxes in a carton

WHEEL TOYS

TOOTSIETOY AIRPLANE ASSORTMENT

Assortment contains 12 assorted airplanes. Die-cast all-metal toys with "Rol-Ezy" construction. Rubber wheels.

Per assortment

No. 144-1319—Assortment, 3½ in. long, 4⅛ in. wing spread; wt. per carton 34 lbs. $2.29

One assortment in a box.

TOOTSIETOY INTERCHANGEABLE TRUCK SET

Set consists of five items—two cabs, one shipping van, one utility truck and one heavy machinery hauler

Die-cast all-metal toys with "Rol-Ezy" construction. Rubber wheels; assorted colors

Per set

No. 141-4900—Set; wt. per carton 54 lbs. $1.69

Thirty-six in a carton.

TOOTSIETOY ARMY JEEP

Finished in regulation Army green, yellow, and brilliant red.

Each

No. 167-285—5 in. long $0.39

One dozen in a carton.

WHEEL TOYS

TOOTSIETOY TRACTOR AND DISC HARROW

An authorized reproduction of the famous Ford tractor and disc harrow used by the modern farmer.

Each

No. 159-289—4¾x2¾x2⅜ in. tractor, 2¾x3⅜x1 in. disc harrow; wt. per carton 39 lbs. $0.79

Thirty-six in a carton.

TOOTSIETOY DUMP TRUCK

Famous dump truck—actually dumps and tail gate swings open.

Assorted colors.

Each

No. 170-249—4¼ in. long $0.39

One dozen in a carton.

HOOK AND LADDER

Aerial ladder truck measures 8¾" long, 1-7/8" wide and 2" high. Made of durable die cast zinc alloy and finished in high gloss non-toxic enamels.

Each

No. 169-489 ..... $0.90

Thirty-six in a carton.

WHEEL TOYS

PONTIAC STATION WAGON

Scale model of the Pontiac Safari Station Wagon, 7" long, 2" wide and 3" high. Made of durable die cast zinc alloy and finished in two tone effect with high gloss non-toxic enamels.

Each
No. 168-895 ..... $1.00

Thirty-six in a carton.

CONSTRUCTION SET

Scale models of Caterpillar Bulldozer 4" x 2½" x 1-7/8"; Road Grader 5¾" x 3" x 2"; Rugged Mack Dump Truck 5½" x 2" x 2"; Machinery Hauler and Cab 11¼" x 2-1/16" x 2-1/8"; Road signs 1½" high. All toys are durable die cast zinc alloy and finished in high gloss non-toxic enamels.

Each
No. 139-6000 ..... $3.00

Twelve in a carton.

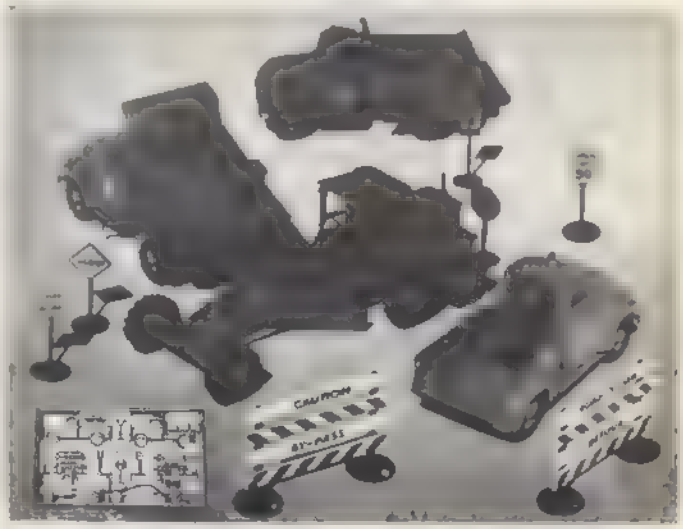
TOY ASSORTMENT

Deal consists of; 72-15¢, 48-25¢, 24-29¢, 24-39¢ die cast tootsietoys, all polyethylene bagged. Display Rack FREE.

Per assortment
No. [illegible] $40.00

One assortment in a carton.

STATE HIGHWAY DEPARTMENT



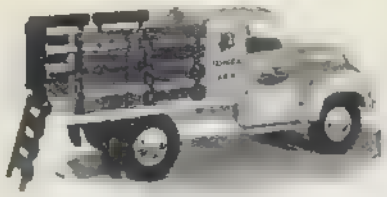
Set includes these scale models: special Road Grader; regular Tonka Dump Truck; new Hi-Way Hydraulic Dump Truck and a Pick-Up Truck for light hauling. In addition, set contains a complete set of 6 highway signs and 2 road barriers. Road signs are 4½" x 6". Set dimensions; length, 30"; height, 7½"; width, 17½".

Each
No. 1947-975-6 ..... $20.00

One in a carton.

WHEEL TOYS

FARM STAKE TRUCK

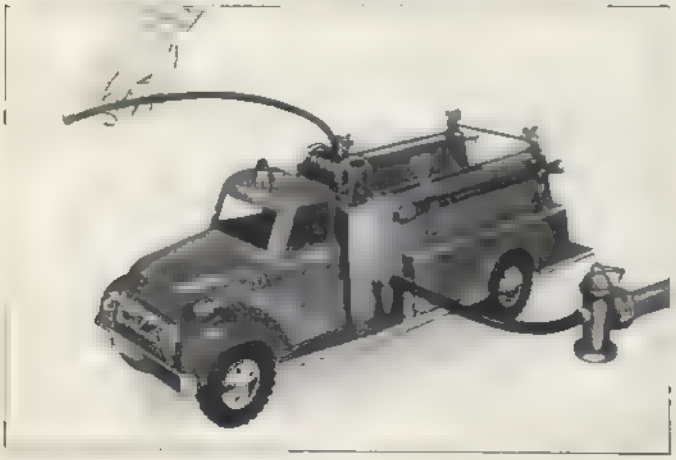


A scale model of the all-purpose truck seen on farms across the country. Small, backyard farmers will find that its heavy, rugged cab and box are perfect for hauling every conceivable type of load. Length, 13 in.; height, 5¾ in.; width, 6 in.

	Each
No. 1937-925-6	$4.20

Six in a carton.

PUMPER

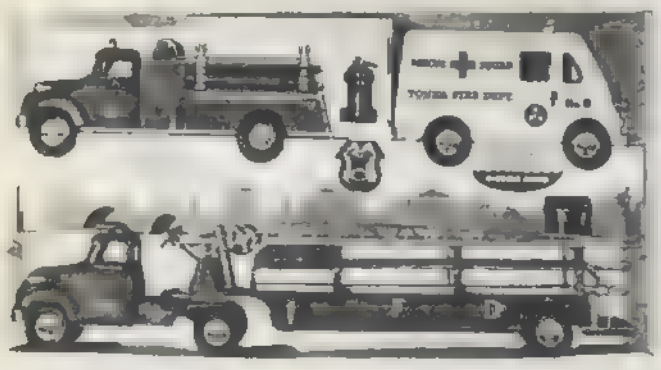


Richly detailed, 3 vehicle fire department, all in one package. Aerial Ladder and Suburban Pumper plus special Emergency Rescue Squad Truck and metal Fire Chief's badge. Rescue Squad Truck: length, 11¾ in.; hieght, 7 in.; width, 5½ in. Set dimensions: length, 33 in.; height 6 in.; width, 17¾ in.

	Each
No. 1944-900-6	$29.00

One in a carton.

FIRE DEPARTMENT SET



It actually shoots a continuous stream of water supplied by its own, operating hydrant. This scale model connects to a miniature hydrant (included) that connects to any standard garden hose for real operation. Carries a removable ladder and two, 6 inch rubber hydrant-connecting hoses and a 40 inch fire hose, wound on a reel. Length, 17 in.; height, 6½ in.; width, 6 in.

	Each
No. 1942-0950-6	$9.00

Four in a carton.

WHEEL TOYS

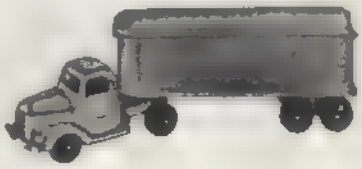
TOOTSIETOY UTILITY TRAILER

This fine trailer and cab will furnish fun for all ages. Removable stakes make this truck the real work horse of the fleet

	Each
No. 199F-869 –0 in. long	$0.69

Thirty-six in a carton.

TOOTSIETOY VAN



A complete unit ready for many miles of childhood entertainment. Authentically designed with doors that open

	Each
No. 199D-589—9½ in. long	$0.89

Thirty-six in a carton.

TOOTSIETOY GREYHOUND SCENICRUISER

Greyhound's new ultra modern Scenicruiser bus reproduced from scale drawings. Realistically finished in bright authentic colors.

	Each
No. 199E-769 -7 in. long	$0.69

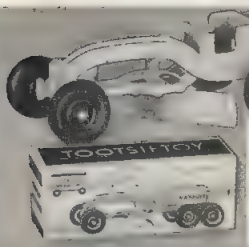
Thirty-six in a carton.

We invite your suggestions—Whenever any feature of our service is not what you think it should be, write or advise our representative. We will appreciate it.

NATIONALLY ADVERTISED

Boxed GIFT Toys

- AUTHENTIC SCALE MINIATURES
- STRONG, IN METAL
- SMOOTH ROLL ON REAL RUBBER
- BAKED ENAMEL COLOR FINISHES



679 ROAD GRADER

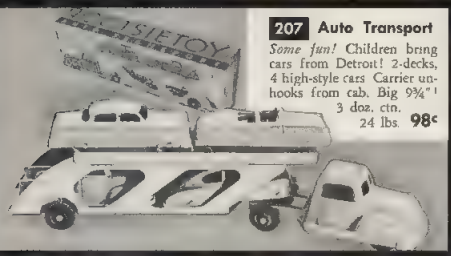
Youngsters love to build super highways! Real cater pillar diesel scale model, with movable scraper. 5½"

3 doz. ctn. 18 lbs **79c**

589 VAN

Big, 9½" cross-country moving van! *Doors actually open* to take "household goods." *Top lifts off*, too!

3 doz. ctn. 24 lbs. **98c**



207 Auto Transport

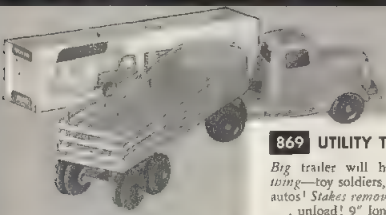
Some fun! Children bring cars from Detroit! 2-decks, 4 high-style cars Carrier unhooks from cab. Big 9¾"!

3 doz. ctn. 24 lbs. **98c**

489 Hook & Ladder

Quick "rescue" work at 4-11 alarms! Ladder *revolves, extends, lifts!* Favorite with young firemen! 8¾" long.

3 doz ctn. 17 lbs. **89c**



869 UTILITY TRAILER

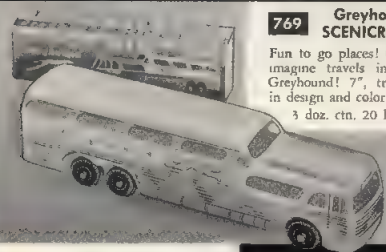
Big trailer will haul *any thing*—toy soldiers, animals, autos! *Stakes remove* to load . unload! 9" long

3 doz ctn. 22 lbs. **79c**

389 TRACTOR with Scoop

Real scooper! Ford Tractor for earth moving. Scoop *lifts, lowers, dumps.* Fun toy deluxe, sturdily made 7"

3 doz. 21 lbs. **89c**



769 Greyhound SCENICRUISER

Fun to go places! Children imagine travels in a real Greyhound! 7", true scale in design and color

3 doz. ctn. 20 lbs. **69c**

695 BULLDOZER

Better than elephants for BIG construction! Movable blade. Authentic in bright yellow and all details. 4½"

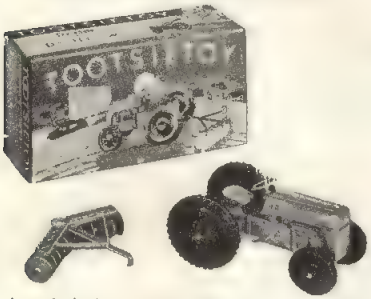
3 doz. ctn. 22 lbs. **98c**

"So Real"

TOOTSIETOYS

Dowst Mfg. Co.
600 N. PULASKI, CHICAGO 24, ILL.

TOOTSIE TRACTOR AND HARROW



An authorized reproduction of the famous Ford tractor and harrow used by the modern farmer. Molded rubber wheels; enameled finishes. Overall size of tractor, 4-3/4 x 2-3/4 x 2-3/8 inches; harrow, 2-3/4 x 2-3/8 x 1 inch. Individually packed in gift box, 6 doz. in a carton. Weight per carton, 39 lbs.

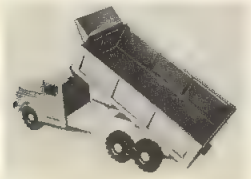
289 ..... List $0.79

TOOTSIETOY FIRE DEPT. SET

This set consists of Aerial ladder truck with a ladder tower which raises and revolves, modern design fire engine, fire chief's car, fire ambulance with Red Cross Insignia. Rubber wheels. Also included are two extra laddera, junior fire chief badge, fireman's miniature axe, shovel, and two helmets. Packed 24 individual boxes per carton, shipping weight 39 lbs.

5211 ..... List $1.98

HYDRAULIC DUMP TRUCK



Size: 23½ inches long, 8 inches high, 8¼ inches wide. Made of heavy steel with baked enamel finish. Lever control dually operates the hydraulic system to either raise the bed to empty load from rear tail gate or tilt the body for automatic side unloading. Mechanism is all concealed. Truck is equipped with six extra heavy duty rubber tires with polished metal hub Packed 1 individual box per carton, shipping weight 10 lbs.

910 ..... List $7.95

TOOTSIETOY AIRPLANE SET

A collection of 5 assorted, faster than sound Jet planes—Including — Starfire, Gruman Panther, Sabre Skyray also Beechcraft Bonanza for the week end trip. All toys in durable metal with non-toxic finishes. Packed 36 individual boxes per carton, shipping weight 24 lbs.

5698 ..... List $0.98

HUBLEY TOY ASSORTMENT

Set consists of Navy Airplane, Dump Truck and Log Truck. All toys have rubber wheels. Packed 6 individual boxes per carton, shipping weight 18 lbs.

46 ..... List $2.49

AUTO TRANSPORT

Size: 22½ inches long, 4½ inches high, 4½ inches wide, 11 inches loading ramp attaches to upper and lower deck to let cars roll down. Eight rubber wheels. Packed 6 individual boxes per carton, shipping weight 26 lbs.

206 ..... List $1.98

CHEVROLET YELLOW CAB

Minature 1956 Chevy cab has billboard area on trunk. Safety tubeless tires and smooth plastic design. Tinted, wrap-around windshield. Packed 12 individual boxes per carton, shipping weight 7 lbs.

525 . . . . . List $1.50

FORD COUNTRY MODEL SEDAN

Brilliant two-tone 1956 scale model with safety styron design — can't harm children or scratch furniture or floors. Spin-Torque motor. Tubeless whitewall tires. Wrap-around windshield. Chrome grille. Packed 12 individual boxes per carton, shipping weight 7 lbs.

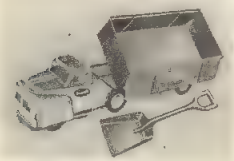
545 . . . . . List $1.50

CATTLE TRUCK

Size: 24 inches long, 6-1/8 inches high, 4¾ inches wide. Authentic all steel truck. Metal cab lithographed in contrasting colors. Trailer designed with open ends and sides and loading ramp. Six heavy duty rubber tires with polished metal inserts. Decal on sides of trailer. Packed 12 individual boxes per carton, shipping weight 21 lbs.

205 . . . . . List $1.98

SIDE-ACTION DUMP TRUCK



Size: 17¾ inches long, 5 inches high, 5¼ inches wide. Heavy gauge steel construction. Semi-trailer with six heavy duty rubber tires with polished metal inserts. Side action dump arrangement. Metal shovel 11½ inches long. Decorated cab with simulated headlights and grille. Packed 6 individual boxes per carton, shipping weight 19¾ lbs.

203 . . . . . List $1.98

CHEVROLET 4-DOOR HARDTOP

Travel in Motoramic style. Genuine 4-door 1956 model in two-tone colors with tinted windows and wrap-around windshield. Chrome grille, lights and bumpers. Packed 12 individual boxes per carton, shipping weight 7 lbs.

550 . . . . . List $1.50

CHEVROLET STATION WAGON

Scale model of the 1956 family-size Chevy station wagon with Spin-Torque motor, tinted windows and wrap-around windshield. Tubeless whitewall rubber tires. Two-tone colors. Packed 12 individual boxes per carton, shipping weight 7 lbs.

555 . . . . . List $1.50

AUTO TRANSPORT

Size: 12¼ inches long. Designed like the latest carrier-type transports. Lithographed detail of the cab and trailer provides extra realism to the design. The headlights, grille and bumper are in contrasting colors. Made entirely of metal with six rubber wheels. Complete with two plastic cars to load on carrier. Packed 12 individual boxes per carton, shipping weight 16 lbs.

130 . . . . . List $0.98

FORD AMBULANCE

High-speed Spin-Torque motor, siren, and make believe flashing red light. Tinted windows and tubeless tires. Packed 12 individual boxes per carton, shipping weight 7 lbs.

500 . . . . . List $1.50

CHEVROLET 4-DOOR SEDAN

Two-tone in an assortment of 1956 colors, this 1956 Tru-Miniature Chevy has Spin-Torque motor, tinted windows and wrap-around windshield. Tubeless whitewall tires. Chrome grille, bumpers. Packed 12 individual boxes per carton, shipping weight 7 lbs.

530 . . . . . List $ 1.50

CHEVROLET CORVETTE

Real model of the sleek Chevy sports car right down to the plastic body. Assorted two-tone colors. High-speed, Spin-Torque motor. Bucket seats. Tubeless whitewall tires. Packed 12 individual boxes per carton, shipping weight 7 lbs.

535 . . . . . List $1.50

CHEVROLET SPORT COUPE

Genuine scale model in 1956 colors. Tinted windows. Tubeless whitewall rubber tires. Spin-Torque motor. Chrome grille and headlights. It's real Motoramic. Packed 12 individual boxes per carton, shipping weight 7 lbs.

540 . . . . . List $1.50

DUMP TRUCK

Size: 21½ inches long, 7¼ inches high, 7-3/8 inches wide. Chassis and dump body made of heavy gauge steel. Baked enamel finish. Cab made of heavy lithographed steel. New modern design dump body can be dumped from either right or left sides by releasing catch at rear of truck. Equipped with six heavy duty tires with polished metal inserts. Packed 1 individual box per carton, shipping weight 5 lbs.

301 . . . . . List $2.98

NATIONALLY ADVERTISED

Boxed GIFT Sets

- AUTHENTIC SCALE MINIATURES
- STRONG, IN METAL
- SMOOTH ROLL ON REAL RUBBER
- BAKED ENAMEL COLOR FINISHES

7200 Motor Set

Here's the whole gasoline age! Eight late model cars and trucks ready to roll. Also wonderful greasing service rack that raises and lowers. Color gift box.

15 x 10 x 2. 2 doz. 46 lbs. **$2**

6000 Road Building Set

Real scale! Real action! Caterpillar Bulldozer and Road Grader, Mack Dump Truck, Machinery Hauler and Cab, plus Road Signs. Bright full color gift box.

16 x 11 x 2½. 1 doz. 26 lbs. **$3**

5211 Fire Department Set

Modern fire fighting at it's best! Aerial ladder raises, revolves. Latest pumper rig plus ladders, hose, shovel, axe, helmets, big badge, Smart Chief's Car, Fire Ambulance, too!

13 x 10 x 2½. 2 doz. 39 lbs. **$2**

7000 Playtime Set

Fun galore! Latest in "hot" planes . . . cars, trucks and a jet dream car. Youngsters "live it up" with this richly colored, versatile set of true scale models. Handsome box.

16 x 12 x 2½. 1 doz. 34 lbs. **$3**

"So Real"

TOOTSIETOYS

Dowst Mfg. Co.
600 N. PULASKI, CHICAGO 24, ILL.

The Perfect Blend of Style and Performance . . .

this Terrific TOPPER Twosome!

Write TODAY for complete details!

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3016 Ritchie Highway
Baltimore 25, Maryland

The All New 1956

TOPPER 20′ OUTBOARD UTILITY

Truly, the sportsman's dream come true! You'll thrill to its flashy lines, its greater speed, its ease of handling and its amazing maneuverability. Here, at last, is the ideal combination of TOPPER rugged construction and safety *plus* everything you need for unexcelled fishing pleasures (Man, just look at all that rail space!), water skiing and all the other water sports.

Topper 20′ Outboard Utility: Painted, varnished, metal trim, helmsman's seat, windshield, navigation lights, wiring, battery and switches.....*only* **$1098.**
Same as above *PLUS* marine toilet, complete steering arrangement, navy top, side curtains and cockpit cover *only* **$1430.**

The All-New 1956

TOPPER 20′ OUTBOARD CRUISER

Completely re-styled from stem to stern . . . she's bigger and roomier than ever before! Still the same superior TOPPER construction but with sleek new lines that will put you in the luxury yacht class on an outboard budget. Lovely to look at . . . a dream to handle . . . the last word in convenience . . inexpensive to own.

Topper 20′ Outboard Cruiser: Painted, varnished, metal trim, flying bridge windshield, complete galley, foam rubber mattresses (5 pcs.), marine toilet, complete steering arrangement, navigation and cabin lights, wiring, battery and switches. . . . . *only* **$2148.**

TEMPO TOUCH-UP COLORS

Seven new products—six of them factory-approved touch-up colors for 1956 Johnson, Evinrude, Goodyear and Ward outboard motors—are among the marine line of Tempo Products Co., Inc., 2075 E. 65th Street, Cleveland 3, Ohio.

The seventh is a gold enamel. Like all Tempo products, it is aimed at providing a means for painless painting, with a specially developed pushbutton nozzle on an aerosol can, and brings the company's quality marine finishes to 46 items, rang-from bottom paints through deck and topside enamels to spar varnish and colors for boat trailers.

Like all the company's products, the new ones are guaranteed a perfect match, and can be applied without brush and with a minimum of fuss.

AERCO INDUSTRIES

Information of vital interest to small boat operators is the depth of water under the keel. Operating in shallow waters, a slight difference in depth of water has a lot to do with whether or not the boat can safely operate. Aerco Industries, Springfield, Mass., are marketing a device called Subscout, which will supply accurate data on depths of water to fractions of a foot. It works automatically and requires no power. It consists essentially of a Bourdon tube type pressure gauge with the dial calibrated in feet and fractions. Connected between the gauge and indicator by an armored co-axial cable, pressure changes are transmitted directly. It has numerous applications and will give the correct depths of any fluid in which it may be immersed.

This company is also introducing an entirely new underwater filler compound. This material can be used for all regular filler applications, but in addition will fill gouges and rips, splintered planks, holes large and small, and similar damage. It will work equally well on wood, steel or fiberglass. It will not rot, rust, soften, or dissolve under any normal conditions. Any depth of cavity can be filled in one application as the shrinkage is extremely small. It will be put up in pint-size cans.

BRITISH MARINE FIREPLACE

A miniature yacht fireplace, cleverly designed to take no room when installed even in small yacht cabins, has been announced by British Marine Products, Port Washington, New York. It is the fireplace which Americans have noticed in many outstanding yachts built in England, manufactured by Simpson Lawrence Ltd. of Scotland. Now available for the first time, the yacht fireplace burns coal, coke, and briquettes. It is completely safe to use, ideal for chilly mornings or late evenings. It is recessed into the bulkhead, and takes a minimum of space, yet at the same time is simple to install. The handsome tiled front is framed in finely finished stainless steel. The ashpan, front, and canopy are also stainless steel, so that the entire ensemble fits with most cabin color schemes. Dimensions of the yacht fireplace are 14½″ wide by 25″ high. It extends eight inches through the bulkhead, has a fire opening of 8″ and a smoke outlet of 3½″. It weighs 112 pounds.

For further information and literature write British Marine Products Ltd., Dept. BMR2, 80 Shore Road, Port Washington, New York.

WEBBPERFECTION RANGES

Elisha Webb & Son Co., 136 S. Front St., Philadelphia, Pa., have completed their sixtieth year of manufacturing WebbperfectioN Steel Galley ranges. In that time they have seen yachts change from steam to gasoline and then diesel and the ranges from coal to oil-burning. Today's small yachts are too small for WebbperfectioN ranges, but the company reports that they still supply many diesel-propelled work boats, viz. tugs, barges, etc., as well as the larger yachts.

In addition to building ranges of black steel, they are also called on to furnish them with stainless steel front and ends, chrome-plated trimimngs and polished top, to harmonize with the more attractive appointments of the modern galley.

The satisfactory cooking and baking qualities of the ranges, together with their low upkeep cost, is responsible for the company's long success in this field.

REMOTE CONTROL CARS

REMOTE CONTROL - car goes forward or backward at the press of a switch. The control box holds two regular flashlight batteries that power the motor in the car. Batteries not included.

POWER STEERING As additional motor turns car left or right to any degree, gradually or quickly, as you turn the steering wheel on the remote control box. Car is guided around obstacles, over make-believe roads. Teaches youngsters the value of coordination in driving.

CHEVROLET SPORTS COUPE

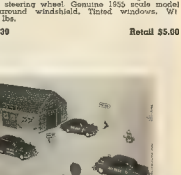
Real motorized Remote-controlled plus POWER STEERING. Factory-approved two-toned colors. 1955 model. White-wall wheels with tubeless rubber tires. Tinted windows. Wt. per doz. 18 lbs.

481N623-P330 Retail $5.00

FORD COUNTRY SEDAN *Model No. 626*

WOW! 1955 Model. Brilliant two-toned station wagon with remote control plus POWER STEERING. Wrap-around windshield and tinted windows. Tubeless rubber tires. Wt. per doz. 16 lbs.

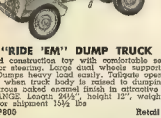
481N626-P330 Retail $5.00



CHEVROLET SEDAN *Model No. 622*

Remote-controlled plus POWER STEERING. Goes forward or backward and also turns right or left with remote steering wheel. Genuine 1955 scale model with wrap-around windshield. Tinted windows. Wt per doz. 19 lbs.

481N622-P330 Retail $5.00



"RIDE 'EM" DUMP TRUCK

A rugged construction toy with comfortable seat and handle for steering. Large dual wheels support heavy weight. Dumps heavy load easily. Tailgate opens automatically when truck body is raised to dumping position. Lustrous baked enamel finish in attractive GREEN and ORANGE. Length 24½", height 12", weight when packed for shipment 15½ lbs

431N45-P800 Retail $12.00

"RIDE 'EM" AIRPLANE

Latest streamlined design with swept-back wings. Propeller and clicker noisemaker operate automatically. Comfortable seat is located on plane will not tip. Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Hard baked finish; 2 coat metallic ALUMINUM painted body, RED enamel wings and wheels. Length 25", wing spread 27", height 11" Weight when packed for shipment 11¾ lbs

431N293-P735 Retail $11.00

CITY HALL (with 3 cars and signs)

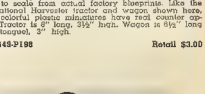
Something new—when the 2-color shipping case is opened, it folds into a City Hall. Inside of each case are 3 scale model cars, Police Car, Fire Chief Car, and Red Cross Ambulance. Each car has our exclusive "Spin-Torque" motor and siren. On the corrugated insert in each case, we have printed stop signs, fire play, street signs, and "keep off" signs. These signs can be punched out to add to the play value. Tape is also included. Doors on both ends can be opened to permit the cars to drive inside. Wt. per doz. 30 lbs.

481N560-P333 Retail $5.00

"RIDE 'EM" LOCOMOTIVE WITH LOUD WHISTLE!

With handle bar steering control and comfortable seat. Large all rubber tires. Made of automobile body stock in beautiful RED and BLACK colors. Luggage space provided in coal tender Loud whistle operated by hand action. Loud ringing bell Locomotive will carry weight of adult. Length 28", height 15½ ". Weight when packed for shipment 18½ lbs.

431N640-P834 Retail $12.50



FARMALL TRACTOR AND WAGON

There's selling magic in Tru Miniatures. Every detail is made to scale from actual factory blueprints. Like the International Harvester tractor and wagon shown here, these colorful plastic miniatures have real counter appeal. Tractor is 6" long, 3½" high. Wagon is 6½" long (plus tongue), 3" high

481N648-P198 Retail $3.00

BELL AIRCRAFT'S NEWEST 'COPTER

A big, beautifully-made model of Bell's newest, the submarine hunting U.S. Navy craft, the HSL-1. Authentic in every detail. Twin rotors are free-spinning, tires are real rubber. Decals for realism are included. Navy blue body. Silver metallic rotors and landing gear. Rubber tires. Packaged individually in three-color box. Illustrated assembly instructions. Weight dozen 6½ lbs.

454N8SL-1-X-P98 Retail $1.49

12-LP86

RAILROADING HOBBY KIT

Assemble yourself Colorful, authentic, accurately scaled replicas of the General, Casey Jones and cabbage stack locomotives Hand car and work trailer. Complete with paint, cement, brush and complete instructions. Attractive gift box. Weight per dozen 15 lbs.

454N60E-P265 Retail $3.98

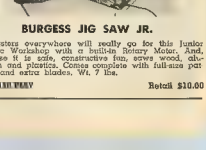
12-LP237

PONTOON RESCUE 'COPTER KIT IT FLOATS ON WATER!

Here's the newest version of the original Bell helicopter. Using pontoons instead of landing skids for water rescues. Copter will actually float upright on water. Authentic details to appeal to all age groups. Finished in silver metallic shock resistant plastic, with identifying decals. Individually packaged, with complete assembly instructions. Weight dozen 9 lbs.

454N47DE-P87 Retail 98c

12-LP80



BURGESS JIG SAW JR.

Youngsters everywhere will really go for this Junior Electric Workshop with a built-in Rotary Motor. And, because it is safe, constructive fun, saws wood, aluminum and plastics. Comes complete with full-size pattorns and extra blades. Wt. 7 lbs.

Retail $10.00

HENRY KATZ TAKES GREAT PRIDE IN PRESENTING THIS NEW TOY LINE OF DISTINCTION...

TOT GUIDANCE

play-tested

EDUCATIONAL TOYS

COUNT-A-CLOCK

BRAN' NEW! for 56

No. 4103 TOT GUIDANCE COUNT-A-CLOCK

TOT GUIDANCE INC.

Check this tab on Page 1 of the Yellow Pages.

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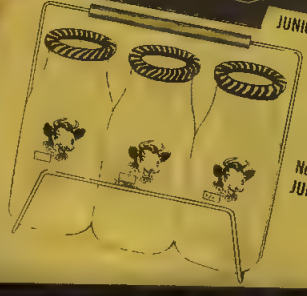
- Play-tested
- Unbreakable
- Harmless colors
- Washable
- Unconditionally Guaranteed

PLASTIC MULTICOLOR BEADS

No. 4100 TOT GUIDANCE PLASTIC MULTICOLOR BEADS

No. 4200 TOT GUIDANCE PLASTIC MULTICOLOR BEADS

JUNIOR MILK MAN



BRAN' NEW! for 56

No. 4203 TOT GUIDANCE JUNIOR MILK MAN

Sole Sales Representatives

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Order early for the famous...

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WESTERN STAMPING CO.

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Sold out every year

Cover your requirements early

No. 450 TYPEWRITER WITH CARRYING CASE

- Standard Keyboard
- Standard Ribbon

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BRAN' NEW! for 56

No. 249 CASH REGISTER

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Our bran' new money-maker! Tom Thumb Cash Register.

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4 BRAND NEW CASH REGISTERS

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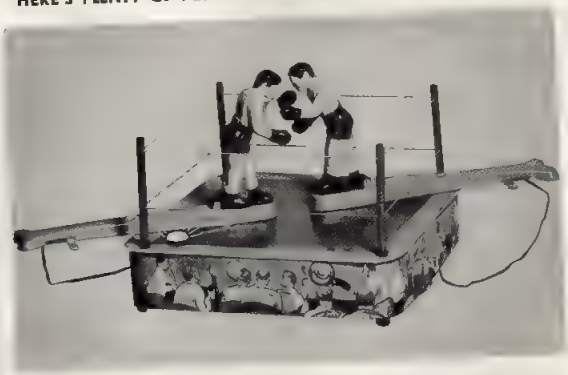
NEW KNOCKOUT!

HERE'S PLENTY OF PUNCH! IT'S NEW... IT'S DIFFERENT!



REAL RING ACTION AND EXCITEMENT GALORE FOR 2 OR MORE PLAYERS

Each Fighter Moves In Every Direction With Rights And Lefts Controlled By The Players...One On The Button And Down Goes The Fighter For The Count...Complete With Bell For Timekeeper . . . A Light And Buzzer For Knockouts . . . And The Judges Can Count Points!

Sturdily Built To Withstand Plenty Of Action . . . Rubber Non-Marring Feet . . . The Ring Is Real, Even To Ropes. Colorfully Lithographed Metal. Uses One Standard Flashlight Battery.

12"x12"x6½". Comes Packed 1 to STURDY DISPLAY CARTON, 4 to SHIPPER. Weight 18 lbs

No. 777 Retail $6.95

NEW "JET FIRE"

ALL THE EXCITEMENT OF A JET RAID IN A STEEL MARBLE ACTION GAME THAT'S PACKED WITH THRILLS!

The JET Shooting Action Lever Gives Replays. All The Thrills Of Jet Flying In One Of The Most Unusual Games Ever To Hit The Market. A Clever Scoring Setup Adds To The Fun. JET FIRE is 13"x18½"x2". Glass Covered, Self-Contained, And Sturdily Built. Has Separate Loading And Firing Plungers With 6 Steel Marbles.

No. 444 Retail $3.98

Packed In Sturdy Individual Corrugated Display Carton, 6 To Shipper. Weight 30 lbs.

ELECTRONIC! BULBS FLASH FOR REPLAY Battery Powered)

Jet-Age "Electronic" Toys

(K) NEW FLITE-MASTER. (Ages to 12.) Boys and girls can experience thrill of controlling take-off, flying and landing of accurate scale model Navy F4U Corsair Fighter. Plane actually flies by its own propeller, driven by an electric battery-operated miniature motor. You control the speed from carrier deck. When landing, hook on tail of plane fastens on arresting "cable" on carrier deck—just as the big planes do. Easy for child to operate indoors or outdoors. Battery operated. (Needs 6 radio A batteries, order below.) Carrier deck with control box constructed of heavy gauge metal, strong plastic plane with unbreakable propeller attached to metal nylon tower by power shaft, a strong, thin "silver" rod which rotates freely around pylon when power is applied. Plane flies in a 6-ft. diam. circle around tower.

48 T 2307 MO—*Available.* Ship. wt. 11 lbs. 17.98

BATTERIES for items on this page.

62 W 23 Radio A. Ship. wt. 4 oz. . Each 10c
62 T 6—Radio C. Wt. 2 oz. ..... Each 10c

(L) TWA JR. PILOT TRAINER. (Ages to 8.) Wind the "engine," switch on "radio signal beam", pull the "throttle" and you're off. "Wheel" controls plane's flight on world map "radar screen", signal buzzer, flasher keep plane on beam. Plastic instrument panel has "altimeter", magnetic compass, other "indicators". Colored map of TWA routes, distances. Needs 2 Radio A batteries, order left below. 13¾x12¼x7¾ in.

48 T 2281L—Ship. wt. 3 lbs. 14 oz.:.... 5.85

(M) "ELECTRONIC" TEST PILOT HELMET. (Ages to 10) Talk into head microphone, hear your voice loud, clear come from loud speaker attached to your belt. Broadcast "messages", send code signals. Like real "Test" and "Jet" pilots wear in supersonic flight. Durable white plastic helmet, adj. chin strap, movable clear plastic "goggles". Plastic microphone, loudspeaker attached by wire. Needs 4 Radio C batteries, left.

48T2306–Fits all head sizes. Wt.3 lbs.10oz.4.95

(P) AMATEUR BROADCASTING SET. (Ages to 12) Young "ham operators" communicate with and "broadcast" to playmates. Send, receive code. 2 of everything super microphone, electronic earphone, plastic radio station (8½x6x9 in.). Direct reading station selector, electronic volume control, current meter with moving needle Morse code key, chart, plug-in connections. Needs 4 Radio A batteries above. Instr

48 T 2303—Wt. 2 lbs. 8 oz.5.98

(R) "DRAGNET BADGE 714" CRIME LAB. Modern investigator equipment for young "Agents". FBI finger-print method—no inks or messy materials; powder and print record-cards; microscope, tweezers, invisible ink, magnifying glass, alarm whistle, Agent's badge, handcuffs, flashlight gun with battery included. Case 13½x9½x 3¼ in. Battery, instructions included

48 T 2208—Wt. 2 lbs. 2.79

(T) ELECTRONIC MOBILE TRUCK. (Ages to 12.) Speak through detachable microphone, voice "booms" through powerful, permanent magnet loudspeaker. Focus long-beam searchlight, operate "electronic switches" on panel for buzzer, blinker signal systems and revolving searchlight. Trailer detachable when speaker not used. Unit 22x6x8 in., rolls on 6 wheels; heavy-duty tires. Gray plastic; 10-ft. microphone wire, batteries, instruc. incl.

48 T 2217 L–Wt. 3 lbs. 14 oz. 8.95

Amazing "Brain"

YOU PRE-SET IT . . . IT DOES IT

- Moves in any course of direction you desire.
- Fires harmless missiles When, Where you want.
- 4-yr. old can work easy, push-button operation.

(N) One of the most fabulous, exciting toys at Wards. Children of all ages and adults will marvel at its limitless variations of operation. Anyone can pre-set the Brain to do exactly what he wants it to do—when he wants it to turn right, turn left, make a full circle, a figure 8, zig-zag; when, where guided missiles are launched, and when the Brain is to return to "home-base". Made of unbreakable plastics, metallic trim. "Brain" wears goggles, face mask, helmet (bulbs in rear "light up" as Brain turns left or right) Robot-like arms appear to guide vehicle as it moves. All moving parts enclosed; rubber wheels, heavy steel and brass gears, bushings, steel chassis. Designed by electronic manufacturer; Wards laboratory tested. 2 targets, 2 pylons, plotting chart, 2 bulbs, 2 rockets. 4 batteries, instrucs. included. Ship. wt. 2 lbs. 12 oz.

48 T 2304 Abt. 12 in. long; 9 in. high.....10.79

(U) RADAR ROCKET CANON. New Remco "electronic" toy designed for new playtime thrills. "Radar operator" with regulation microphone and head set communicates over loudspeaker, youngster with hand microphone, plays part of "aircraft spotter". Spotter sends message of "enemy plane", operator releases flying rocket plane from "electronic" cannon, while "moving" plane targets appear on "TV" screen. Radar warning antenna rotates, picks up "beep" signals. Telegraph key, Morse code chart. 25-ft. wire, 2 microphones, 1 head set. Black and yellow durable plastic unit. Abt. 21¼ in. long. Needs 2 Radio "A" Batteries under (K), not incl.

48 T 2216 L—Instructions. Ship. wt. 2 lbs. 8 oz.,6.79

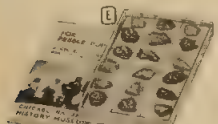
FOR OTHER GIFTS SEE WARDS GENERAL CATALOG

THE "MOONSCOPE"

- Explore another world—the moon
- See its mountains, craters, plains
- Observe stars, sun, other planets

Hours of fascinating, educational observing of the heavens for your child. Moonscope brings you 32 times closer to the Moon, its mountains, craters, plains, where no man has yet set foot. Powerful optically precise reflector lens; adj. eye piece. Plastic mounting turns on wood tripod. Portable, use indoors or outdoors. Illustrated booklet written for children by professional astronomer. Ship. wt. 5 lbs.

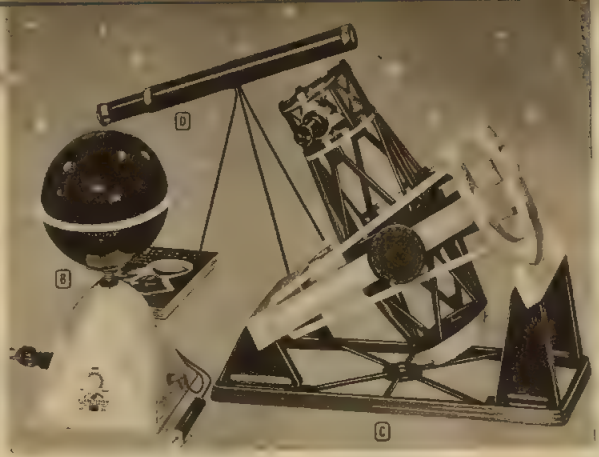
48 T 2201L—28 in. high; 18-in. scope. 13.95



FOR YOUNG "ROCK HOUNDS"

"PEBBLE PUPS" MINEROLOGY SET. Official Chicago Natural History Museum set, for young rock collectors. Includes samples of different kinds of rocks and minerals, 18 in all. Illustrated booklet, "A Collecting Guide for Junior Geologists" included. Tells how to identify them, where found, how they are formed.

48 T 2310—Ship. wt. 1 lb. 1.19



See the Wonders of the Sky

Boys and girls, adults too, learn and have fun with scientific toys (A) to (D). The many wonders of the sky —craters on the Moon, satellites of Jupiter, rings around Saturn are yours to see and study, with precision-made telescopes (A) and (C). Take telescope (D) with you to sporting events to get a close-up view. Spitz Junior Planetarium (B) reproduces the position of stars in the heaven on walls and ceiling at home.

SPITZ ELECTRIC PLANETARIUM. Reproduces the wonders of the heavens right on the ceiling at home. Fascinating for children 8 years and up, parents too. Learn to point out the major constellations and to understand movements of celestial bodies in relation to the solar system. Just darken the room and adjust the dial for any desired month and latitude. Stars are projected from perforations in sphere of the planetarium. See the Big Dipper, Little Dipper . . . about 40 major constellations, 300 stars in the Northern Hemisphere; some stars in the Southern Hemisphere. It's a scientific toy the whole family will enjoy. Rheostat adjusts to make the stars bright or dim. UL Approved for 110–120 volts, 60 cycle AC. Cord and plug. 14½ in. high; plastic globe 7-in. diameter. Electric pointer plugs into base; projects lighted arrow for pointing out stars. 32-page instruction booklet included.

48 T 2200 L—Ship. wt. 3 lbs. 14 oz. . . 13.95

MT. PALOMAR TELESCOPE. Authentic plastic working scale model of world famous Mt. Palomar telescope in California. Young astronomers can study the Moon, Saturn, Jupiter and other wonders of the sky. Genuine Bausch & Lomb 30 power reflector lens. Reinforced operating controls, rigid plastic mounting base. Perfectly balanced for precision operation. Portable. About 21 in. long.

48 T 2301L—Instr. booklet incl. Wt. 5 lbs.... 11.95

ASTRONAUT TELESCOPE. Hold in hand or clamp to metal tripod stand incl. 16-power 5 lens optic system powerful enough to see craters on moon. Designed for use as "earth satellite" observer scope. Ideal for bird watching, sports, close-ups of distant scenery. Compound eye piece acts as high-power magnifier, can be removed from telescope. Tripod abt. 13 in. tall. Telescope abt. 18¾ in. long.

48 T 2202—Ship. wt. 1 lb. 8 oz. 2.95

USE WARDS CONVENIENT CREDIT TERMS FOR YOUR CHRISTMAS SHOPPING, SEE PAGE 285.

"INTER-COM" SETS . . . TALK 50 FT. OR MORE

TO BATTERY-OPERATED PHONES. Skillfully engineered; educational fun for children and convenient step-savers for adults. Talk from room to room, house to garage, or wherever wires will reach, longer distances with more and heavier wires. 50 ft of wire included with each set. Durable plastic construction. Streamlined designs. Signal buzzers. Instructions with each set. Batteries not included.

"HANDIPHONE" INTER-COM. Sleek and powerful. Buzzer sounds in receiver. 7½-in. shiny, black, durable plastic phones; signal and talking buttons. Convenient wall hangers and 50 ft. of wire incl. Needs 2 Radio C batteries; (2) opp. page.

48 W 2227—Ship. wt. 1 lb. ..... 2-Phone Set 4.29

"TELECOM" INTER-PHONE. When you signal the buzzer really sounds in receiver phone. 8½-in. plastic phones. Bases have signal buzzers. 50-ft. wire incl. Needs 2 Radio A batteries; (1) opp. page.

48 T 2213—Ship. wt. 2 lbs. ..... 2-Phone Set 5.75

DE LUXE CRADLE PHONES. Plastic replicas of latest style telephone equipment. Dials turn to "Ring" signal in receiver. Phones abt. 8⅝ in. long. 50-ft. wire. Needs 4 Radio A batteries; (1) opp. pg.

48 W 2267—Ship. wt. 2 lbs. 4 oz. 2-Phone Set 6.45

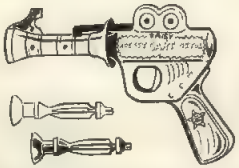
"BEL-CON" SYSTEM. "Jr. Executives" talk into "mike," voice is clearly amplified at other end. Handsome plastic cabinets 6½x5½x3¾ in.; 4-in. speakers, speaking microphones. 50-ft. wire. Needs 4 Radio C batteries; (2) opposite page.

48 T 2209—Ship. wt. 3 lbs. ..... 2-Phone Set 5.95

Conestoga Cannon — Assorted Toy Guns

Daisy Dart Pistol Target Game. Colorful display package becomes target easel when set up. Lithographed metal target can also be removed from easel hung on wall. Safety suction-cup darts stick to smooth surface. Target pistol is colorfully lithographed sturdy steel, 7¼ in. long, 2 harmless rubber suction-cup darts included. Each game in colorful display package. Two (2) dozen in ship. container. Wt. 27 lbs.

6930A65 .....Retail **$1.00**



Daisy Dart Pistol. Made of heavy gauge steel, lithographed in full bright color, 7⅛ in. long. Cocked by inserting dart in muzzle. Harmless darts have rubber suction-cup tips; 2 darts included. Each pistol in colorful display package with 2 darts. Three (3) dozen in ship. container. Wt. 24 lbs.

6931A55 .. ..Retail **$ .80**

Daisy Zooka Pop Pistol. Made of heavy gauge steel, lithographed in full, bright color, 7⅛ in. long. Cocks with easy break-action, shoots harmless corks with loud pop. Twelve (12) pistols in box with corks. Six (6) dozen in ship. container. Wt. 35 lbs.

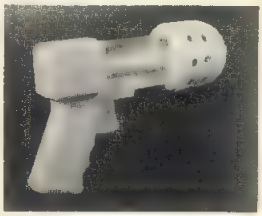
6932A40 .....Retail **$ .59**

Major Field Cannon. This is a beautiful gun, finished in olive-drab color like the field cannon used in the army. Wheels are finished in red. Fitted with automatic charger and ignitor. Length of tilting cannon body 15⅛ in., total length, muzzle to end of drag 25 in. One in a box. Wt. 5½ lbs. Ammunition Bangsite not included.

22119B38630/665 .Retail **$9.95**

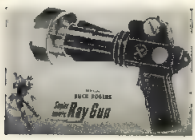
Twin Jet Gun. Plastic toy gun. Press trigger and sparks fly from three different openings. Length of gun 10 in. Colored red and yellow. Packed 24 to carton.

6564A128127/150 .....Retail **$2.50**



Bee-Vo Bell Gun. Pull the trigger—See it shoot. Ring the bell everytime with sales and profits. Made in colorful high impact plastic and designed for play value. Individually boxed. Packed 2 dozen to carton. Wt. 8 lbs. Overall size 6⅞x4¾ in.

22118B12845/55 .....Retail **$ .75**

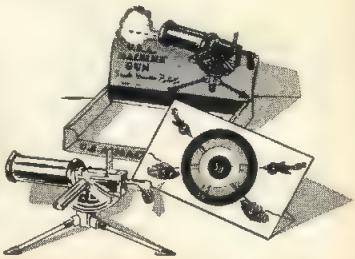


Buck Rogers Sonic Ray Gun. 25th Century signal and flashlight, a super-toy of the Atomic age that shoots a powerful ray of light and delivers a mysterifying high frequency warning BZZZZ that can be felt as well as heard. Sturdy plastic construction in multicolor combinations, powered by ordinary flashlight batteries. See it. Hear it - Signal with it. Packed in brilliant 3 color display carton with Buck Rogers cut-outs.

4424A128127/150 .....Retail **$2.00**

Cosmic Ray Gun. A yellow and red colored plastic gun that resembles a ray gun in every respect. Shoots sparks. Size of gun 7¾ in. Packed 72 to carton.

6566A12845 60 .... . Retail **$ .80**



Machine Gun. A plastic reproduction of an authentic USA type water cooled machine gun on a tripod. Shoots harmless pellets made from wood. Fed by magazine and has automatic repeater device. Complete with 10 bullets. Size 12 in. long from muzzle to handle, 7⅛ in. high from tripod to top of sight. Comes in two color combinations. Included in each is a target with full operational instructions printed on back of box.

6594A128127/150 Retail **$2.00**

Several New Campbell Kids Items Shown at Toy Fair

A variety of new Campbell Kid items will be featured by leading manufacturers at the Toy Fair

A Campbell Kids Electric Mixer will be introduced by Mirro of Manitowoc, Wis., in addition to their popular Campbell Kids Baking Set and Campbell Kids Coffee Set.

The Campbell Kid Mixer, powered by a single flash light battery, is described as setting a new high in realism for junior grade chef's fun and education. The wire-

beater turns at a speed that mixes liquids effectively. There are no sharp parts, every part is safely engineered for children; and it's easily cleaned, Mirro reports.

Two new Campbell Kid items will be introduced at the Toy Fair by American Metal Specialties Corporation, Hatboro, Pa., in addition to the Campbell Kids Chuck Wagon Set and the Campbell Kids Cooking Sets, popular sellers from last year

The Winchester Division of the Olin Mathieson Corporation will feature a new Campbell Kid skate as an addition to their new "tot tailored" line, featuring chime tone bells and vinyl plastic toe straps.

Oneida Ltd. will have a new line of Campbell Kid silverware sets in their 1847 Rogers Silverplate line

Ideal Toy Corporation is featuring a line of Campbell Kid vinyl dolls Parker Brothers will promote the Campbell Kids Shopping game, a unique three-dimensional game which reproduces realistically all the activities of supermarket shopping.

The Campbell Kid licensee merchandise is slated for a record "birthday" promotion in November—including a multi-page advertising section in Sunday magazine supplements in 105 markets, a multi-page advertising section in *Life* and promotion on two national TV network shows, plus extensive public relations and merchandising programs

EVANS ANNOUNCES RESTYLED BICYCLES AND VELOCIPEDES

The Evans Products Company, Detroit manufacturer of bicycles and velocipedes, has announced a completely restyled series of 1956 Evans-Colson "V-8" bicycles and Colorama velocipedes

The new bicycles, incorporating eight value-packed "car-style" features, and the colorful velocipedes, will be introduced to the trade at the Toy Fair, March 5-14, in the Evans-Colson suites, 460 and 461, Hotel McAlpin, New York City

Georges Faurie, general manager of Evans consumer division, said the "V-8" features of the new bicycle models would be emphasized in a stepped-up advertising and promotion campaign

The eight "V for value" features which will highlight Evans-Colson promotion of its bicycle line are the Velvet Road Ride, Road Holder Frame, Electrostatic Frame, Wide-Guard Fenders, Stratosphere-Styled Tank, Broad-Deck Luggage Rack, Speedliner Chain Guard and Natural Posture Comfort

In addition to its advertising and public relations programs, Evans-Colson keeps its products before the public through an expanded series of television contest shows.

Among the programs on which Evans bicycles are featured is the new "Junior Sports League" show with baseball star Phil Rizzuto Evans V-8"bicycles also are being featured in the gigantic Johnson & Johnson "Robin Hood" contest

R & B PLANNING EASTER DOLL OUTFITS PROMOTION

R & B Doll Company reports their highly successful promotion of special Valentine's Day outfits for their popular "Littlest Angel" and "Sweet Pea" dolls is being followed up with a bigger promotion for Easter.

Eight new Easter outfits have been created for "Littlest Angel" and "Sweet Pea"—each packaged with a specially-designed Easter wrapper. After the Easter season is over, the wrapper is removed and the outfits are sold all year 'round as an addition to the regular line of ensembles.

"Littlest Angel's" outfits include a maize two-piece sleeper, party dresses, and a gabardine hat and coat ensemble. For "Sweet Pea," R & B has created a maize

organdy pinafore, bouffant skirt and bonnet, knitted sleeper, and a coat and matching taffeta bonnet. Cuddly chicks and bunnies accompany all outfits, to lend a festive Easter note.

According to Mike Emerson, R & B sales manager, the firm has written more business during the first six weeks of 1956 than in any other similar period in R & B's 37-year history. Ninety per cent of these early year sales have been costumes for "Littlest Angel" and "Sweet Pea."

Mr Emerson also announced that "Littlest Angel" will be available in 1956 with a hard or soft head. Buyers will have their choice of a rooted Saran wig on a soft vinyl head or a fully lined stitched Saran wig on a hard head.

R & B's complete 1956 line of "Littlest Angel" and "Sweet Pea" ensembles, along with "Nanette," "Angel Face," "Angel Skin," and a new surprise number, will be unveiled at the Toy Fair

IMEX, CINN. JOBBER, BUYS OUT LICHT AND WANKELMAN

Sig Oppenheimer of the Imex Corporation, wholesalers at 810 Main Street, Cincinnati, advises that his firm has purchased the merchandise inventory and taken over the operation of Licht and Wankelman, a division of the John H Hubben Company, also Cincinnati

The toy operation of Licht and Wankelman has been merged with that of Imex. Fred Wankelman and Harry Eckenroth, of the former firm, have now joined Imex.

TOM-TOM SET

Consists of an Indian Head Dress and No. 7 inch Indian Tom-Tom with two mallets as shown. Head Dress has a heavy plastic head band with authentic Indian symbols in four colors, and has a sturdy cloth backing. Feathers are colorful. This set is neatly packaged in a colorful box with cellophane top—giving it exceptional display value. Packed 12 individual boxes per carton, shipping weight 23 lbs.

75 ..... List $1.98

LITTLE BRAVE TOM-TOM

Intriguing and colorful. Heavy mandrel-wound chip board cylinders with colorful varnished jackets of Indian characters in red, yellow and black. Designed to withstand hard use. The broad edges of the cylinder prevent cutting through the head. Heads are made of top-grade rubber which assure deep resonant tone qualities. Packed 24 individual boxes per carton, shipping weight 24 lbs.

150 ..... List $0.98

ZIMPHONE

Talk! Hear! Signal Buzz! 2 phone set complete with play switchboard. Packed 12 individual boxes per carton. Shipping weight, 28 lbs.

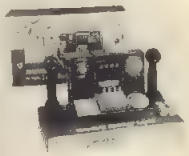
606 .... List $4.98

ZIMPHONE DE LUXE (BLACK)

2 phone cradle set. Talk and hear loud and clear. Dial rings bell. Push button on cradle lights up when in use.

96 ..... List $8.95

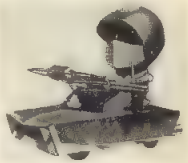
SWITCHBOARD



Functions like a professional unit. 4 lights, one of each extension. 4 individual, selective switches. Master on-off switch, saves batteries. Blinking light for visual signalling. Bell rings when any extension calls. 4 selective Talk-Hear signal switches. Includes re-use secret message pad. Packed 6 individual boxes per carton. Shipping weight, 20 lbs.

116 ..... List $10.98

"Z" BRAIN



Push button mechanical man. Pre-set the performance on the printed circuit and the "Brain" does exactly what you want. Moves in all directions in a variety of patterns. In addition, two "Mike" missles are included and can be fired by the "Brain" exactly where and when you want them to be. Also has 2 targets and a plotting chart. Packed 1 individual boxes per carton. Shipping weight, 5 lbs.

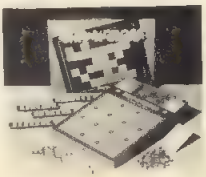
166 ..... List $11.95

"MIXI" BAKE AND DRINK SET

Automatic mixing bowl and drink mixi. Featuring Mixi, the mighty battery-powered mixer. 14 pieces — for boys — for girls — for mom and dad. Battery-powered. Set Contains: 1 mixi mixing bowl, 2-cake bake pans, 2-plastic cups, 1 mixi 16 oz. tumbler, 1 biscuit bake pan, 2-plastic straws, 2-long-life batteries, 1 measuring cup, 1 measuring spoon. Packed 6 individual boxes per carton. Shipping weight 15 lbs.

155 ..... List $4.95

SKIP-A-CROSS



For teen agers and adults. For 2-3-4 players. Same rules and method of play as Scrabble. Contains game board, 4 tile racks, 100 alphabet letter with numerical scoring value. Packed 12 individual boxes per carton, shipping weight 18 lbs.

204 ..... List $1.98

FOR PLAYTIME ENTERTAINING USE REAL CHINA LIKE MOTHER'S BEST DINNERWARE

"BLUE WILLOW" CHINA TEA SETS. Let her serve her little friends on this genuine imported china tea set in the famous "Blue Willow" pattern which matches mother's dinnerware set shown on Page 591 of Wards General Catalog. 3¾-in. plates, other pieces in scale. Teapot, vegetable dish, sugar bowl with lids; serving platter, cream pitcher, cups, saucers. Comes all the way from Japan—just like mother's "Blue Willow" ware. Packed in attractive gift box all ready for your little lady's Christmas. Ship wts 4 lbs., 3 lbs.

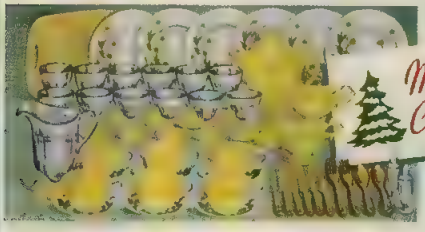
48 T 4667—Service for 6 ..... 26-Piece Set 1.69
48 T 4682—Service for 4 ..... 20-Piece Set 1.29

"PLATINA" CHINA TEA SET. She can entertain with pride—even her most discriminating little guests—with this imported china tea service for four; pattern matches mother's "Platina" dinnerware set shown on back cover of Wards General Catalog. Has the same beautiful warm gray border and platinum trim. 5-in. plates, other pieces in scale. Four each, plates, cups, saucers. Teapot and sugar bowl with lids. Creamer. From Japan like mother's "Platina" ware. In attractive gift box. Ship. wt. 3¼ lbs.

48 T 4765—Service for 4.. .17-Pc. Set 1.95

"MOSS ROSE" CHINA TEA SET. You'll be proud of your charming little hostess when she uses this lovely tea set to serve the dolls and playmates in her "social register". Real imported china in a dainty rose pattern which matches mother's "Moss Rose" dinnerware on the back cover of Wards General Catalog. 4½-in. plates, other pieces in scale, 6 plates, cups, saucers. Teapot, vegetable dish and sugar bowl with lids; creamer, salt and pepper, serving platter and cake plate. All the china she needs to serve 6 in style. Imported from Japan. In attractive gift box. Ship. wt. 6 lbs.

48 T 4772—Service for 6.. .....29-Piece Set 2.69



"GOLDEN GLOW" TEA AND DESSERT SETS

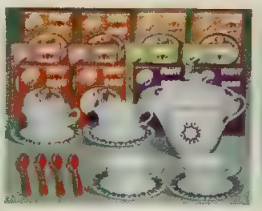
Young hostesses love to set their tables with these colorful lightweight dishes. Steel plates, brightly lithographed in cheerful daisy pattern; 4¼-in. diam., other pieces in scale. Plastic teapot with lid, sugar bowl, creamer, salt, pepper, cups, saucers, goblets, sherbets, pitcher, knives, forks, spoons. Paper napkins. Tray (with 56-Pc. set only). Packed in attractive gift box. For children's table and chair sets, see pages 186-7.

48 T 4786—Service for 6. Ship. wt. 1 lb. 10 oz. . .56-Piece Set 2.69
48 T 4787—Service for 4. Ship. wt. 1 lb. 4 oz. .. 39-Piece Set 1.95

"WORCESTERWARE" UNBREAKABLE TEA SET

There will be no heartbreak if she drops one of the pieces from her unbreakable polyethylene tea set. Attractively decorated in bright pine cone pattern. Plates 4¾ in., other pieces in scale. Includes cups, saucers, plates, knives, forks, spoons, teapot with lid, sugar, creamer, salt, pepper, napkin holder, paper napkins and revolving lazy susan. Every little hostess needs a set for every-day entertaining. Packed in decorated box.

48 T 4755—Service for 6. Ship. wt. 1 lb. 4 oz. 44-Piece Set 2.49
48 T 4759—Service for 4. Ship. wt. 1 lb. 2 oz.. 32-Piece Set 1.95



TOY COCA COLA DISPENSER. This becomes a busy toy in the eager hands of tiny fountain clerks. Looks like the big one down at the drug store and it really works. Just insert a standard 6-oz. bottle of Coca-Cola in the leakproof attachment inside; then pull the lever to fill one of the 4 midget plastic glasses (2⅛ in. high). Durable bright red plastic dispenser abt. 10 in. long, 9 in. high.

48 T 4724—Ship wt. 2 lbs. 12 oz... .....2.85

DUNK AND DRINK TEA SET. Just dunk a Fruit-T-Bag in a teapot of cold water and—presto—the little hostess is ready to pour a delicious cup of Fruit-T for her tiny guests. Includes teapot, cover, 4 each: plastic cups, saucers, teaspoons and 12 boxes, each with 2 packets of Junior Chef Fruit-T-Bags. Makes in 6 delightful fruit flavors. Ship. wt. 1 lb. 8 oz.

48 T 4732—14-Pc. Set, 24 "T" Bags.. .2.79

HAPPY DAY OUTING KIT. Fun for youngsters to take on back-yard outings, hikes. Metal carrying case holds 4 each: plastic cups, saucers, plates, tumblers, knives, forks, spoons. Cake knife, butter knife, paper napkins. Plates 6¼-in. diam., other pieces in scale. California colors. Case 16x8x3 in.

48 T 4613 L—Wt. 4 lbs. 31-Pc. Set . . 2.98

Tables, chairs pgs. 186-7.

10 FC — **$6.95** Retail

15 FC — **$9.95** Retail

6F — **$3.95** Retail

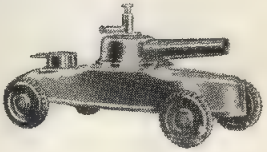
BIG-BANG

SAFETY—CELEBRATORS

15 AC — **$8.45** Retail

BANGSITE

Bgs. 39¢ per tube Retail



5T — **$4.45** Retail

THE CONESTOGA COMPANY, INC.

of BETHLEHEM, PENNA.

Exclusive . . . at two of New Jersey's Fine Stores . . .

STORE NAME

Meet MacGREGOR

. . . the Giant TV dog

23 inches long
14 inches high

$4.98

Hi I'm MacGREGOR!

Use me as a TV seat!
Use me as a pillow!

MacGregor is a wonderful pal
Brown or Black with
Colorful Tartan Flannel
Plaid saddle.

STORE NAME

Please send me the following: ☐ MacGREGOR TV DOG at $4.98 ea.
Color ☐ Black ☐ Brown

Name _____

Address _____

City _____ Zone _____ State _____

Check Enclosed ☐ Money Order Enclosed ☐ Ship C.O.D. ☐

TIE IN A PROMOTION WITH THE ORIGINAL MANUFACTURER

FIRST AD NEW YORK HERALD TRIBUNE SUNDAY, NOVEMBER 6, 1955

- New York Herald Tribune, Sunday, November 13, 1955
- The New York Times, Sunday, November 13, 1955
- The New York Times, Sunday, November 27, 1955
- The New York Times, Sunday, December 4, 1955

As advertised in: the Sunday New York Times and New York Herald Tribune

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Special Toy Fair Display

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Silas Berlin and Alex May in Attendance

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402 BROADWAY • **NEW YORK 10, N. Y.**

Brink's Stands Guard as Sample Books Are Shipped by Kaycrest

Brink's armored trucks and armed guards stood watch one day late in February when Kaycrest gift-wraps' new 1956 Christmas sample books, insured for $450,000, were mailed

In one of the most unusual shipments ever sent to the trade, Kaycrest sought to put a price tag on the intangible ingenuity, creativeness, and new ideas that were poured into this year's sample book

The Fireman's Fund Insurance Company and the Royal Company of Pittsburgh evaluated a pilot sample book and promptly placed almost a half-million dollars of coverage on the shipment.

"The coverage is to insure the sample books reaching Kaycrest buyers," reports Joseph M Katz, president of The Papercraft Corporation.

The actual production of the new Christmas book has been in progress for almost one year. It required a large staff two full months just to hand-assemble the hundreds of swatches and tip-ins that are incorporated in each book. Even actual sample packages of seals and tags are bound into each book.

Kaycrest's 1956 sample book again makes lavish use of full color printing The full book weighs almost four pounds and is two and a half inches thick. Included in it are more than 100 pages of actual paper, foil, and ribbon samples

In addition to the complete new designs for 1956 that are featured, a host of new products and new packaging firsts is introduced. All of these new Kaycrest packaging and merchandising innovations were pre-tested in major U S. market areas this past Christmas to "insure their success".

R & B DOLL, WONDER BOOKS COMBINE ON DOLL-BOOK ITEM

A novel new number, "The Surprise Doll," will be unveiled by R & B Doll Company at the Toy Fair.

"The Surprise Doll" is actually a doll plus a book in a package which appears to be a real book. The doll is "Littlest Angel," with a new attractive hair-do and all dressed up to look exactly like the little

girl in the Wonder Book. Title of the latter is also "The Surprise Doll," the story of a little girl who wants a different doll for every day of the week.

The story, says R & B, lends itself to almost certain repeat sales of the doll's six attractive outfits The ensembles not only represent different days of the week; they are native costumes from six different countries—England, Russia, Italy, China, Holland and France.

As an additional sales feature, "The Surprise Doll" can also be dressed in all 36 outfits in the regular "Littlest Angel" line. The complete "Surprise Doll" package will retail for $3.98, with the outfits selling for $1 49 each

AERO HAWK INFLATABLE KITE SHOWN BY HAROLD EVERTS

The Aero-Kyte Corporation is introducing a toy which they feel is new and different enough to attract considerable attention It is the Aero Hawk, a full-sized inflatable kite made of plinfilm. The Harold Everts Company is acting as national sales office for Aero-Kyte, and the new inflatable kite is being shown in the permanent Everts showrooms in the Fifth Avenue Building, New York, Rooms 606-608. A Canadian affiliate, Don McCay & Company, 199 Bay Street, Toronto, will also show the kite

The Aero Hawk is 31" long by 23" at its wide point. It comes equipped with inner plinfilm tube, and is said to be easily assembled and quickly mended with Scotch Tape. The makers state that all the child has to do is to blow up the tube, seal the end with an elastic band, paper clip or Scotch Tape, use regular kite string in center holes, add tail as needed, and the kite will then be ready to fly in all weather and all seasons, in winds from four to 45 miles an hour. Made in four colors—red, blue, green and yellow—with a giant hawk printed on the kite, it is packed in a six

by-eight poly bag with a colorful header. Complete, simple instructions are included in the bag. The retail price is 69c.

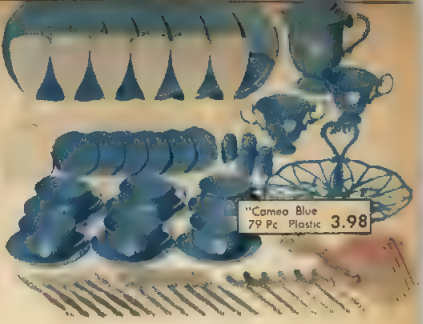
WHISTLING

Because toy whistles emit sounds, Belgian Congo natives regard them as sacred.

UNIVERSAL ENTERS JUVENILE DESK MANUFACTURING FIELD

Universal Company, High Point, N C., one of the country's leading manufacturers of television tables, will introduce its new "Junior Executive" line of juvenile desks, student desks, and juvenile desk and chair sets in the "Junior Executive" Suite, Rooms 705-707 at the Sheraton-McAlpin Hotel during the Toy Fair.

"This introductory showing," said Murray Abeles, president, "is designed with an entirely new concept in mind, a new approach to juvenile desks. We're calling it the 'Junior Executive' line because it not only represents a new interpretation in the styling of juvenile desks but also the use of color We've developed new manufacturing techniques. We're even erecting a new building on our High Point property to house the manufacturing facilities for this new line. And, we have every reason to believe that the 'Junior Executive' line will offer jobbers and merchants alike, tremendous merchandising possibilities and handsome profits."



79-PC. "CAMEO BLUE" plastic set with "Silver" finished flatware. Service for 8 features a "Lazy Susan" as well, to make the perfect table centerpiece for little hostesses. Most elegant dinner set available for play-room tables. Set includes 8 each: plates, goblets, cups, saucers, butter dishes, knives, forks, teaspoons, butter knives, butter plates, and napkins. Also 1 each, sugar bowl, creamer, cake knife, sugar tong, 2-piece Lazy Susan, napkin holder, teapot with cover, and 2 sets of salt and pepper shakers. Most fun for her afternoon play parties!
35 Y 5820—Ship. wt. 2 lb. 8 oz. **79 piece set 3.98**

Bright Multicolor dish set!

5 Here's one of Santa's nicest surprises—a 51-pc. service for 4 in new "California Modern". Specially designed to please little girls from 3 to 9 years old! Almost unbreakable plastic in sparkling fresh colors. Set includes: 4 each: plates, cups, saucers, serving platters, sherbets, goblets, knives, forks, spoons, and straws. A covered sugar bowl, creamer and teapot in lively colors complete 4 napkins, serving tray!
35 Y 5851—Ship. wt. 1 lb. 11 oz. **1.79**

29-pc. "Blue Willow" set

6. Service for 6! World-famous "Blue Willow" pattern on unbreakable steel—a beautiful Blue color on White enamel. These adorable dishes are scaled to miniature size for small hostesses! The service consists of 6 each: 4¼-inch plates, butter plates, cups, and saucers. The tea pot has a cover. Sugar bowl, creamer, and an 8x8¾-inch serving tray. What a wonderful gift for a child to find under her tree!
35 Y 5807—Wt. 1 lb. 12 oz. . **1.00**

62-piece "Evening Star" dinner service

7. Exquisitely styled Maroon and White "Evening Star" dinnerware. Super-smart plastic for the young set! Serves dinner for 6 dollies! Set includes 8 each: cups, saucers, plates, goblets, sherbets, knives, forks, spoons, and paper napkins. 1 teapot, sugar, cream, pitcher, salt, pepper, tray.
35 Y 5810—Shipping wt 2 lb 4 oz. . **62-piece set 2.98**

China cabinet chock-full of play — with 34-pc. tea set and utensils!

8. HUTCH CABINET and 34-pc. china and utensil set! Lithographed steel cabinet, Pennsylvania Dutch decor. 2 open-close doors, 1 utensil drawer. Multi-color tea set, 4 each: spoons, knives, forks, cups, saucers, plates. Teapot, cover, sugar, creamer, strainer, salad fork, spoon, scoop, pancake turner. Mail.
35 Y 5892E—Size: 21¼x5¼x16-in. Wt 10 lb. **4.98**

Pagoda Tea Set

9. Black-Pagoda tea set on Black wrought iron stand, brings glamorous service for 4 to the young set! Tea service in sturdy plastic has 4 each: cups with "Gold" handles, saucers. Also 1 stove and 1 kettle in smart Black & "Gold." Ages 3 thru 8.
35 Y 5844E—Mail. Ship. wt. 3 lb. **1.98**

35-Pc. Picnic Set

10. "Happy Day" outing kit for most picnic fun. Assorted plastic, 4 each: plates, tumblers, cups, saucers, napkins, cutlery. Room inside for picnic food. Bright metal carry case, 16x8x3-in., metal handles, catches. For boy, girl 8 to 10 yr.
35 Y 5861.
Ship. wt. 3 lb. 8 oz **2.98**

ALL-STEEL HOBBY KITS by DOEPKE

Fascinating and Educational Build-'em-Yourself Models of Famous SPORTS CARS

MT SPORTS CAR KIT *Model 2017*

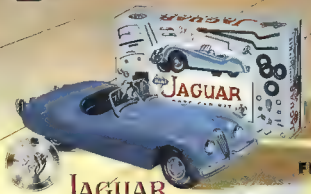
Superbly engineered model of the British MG. An ideal father-and-son project, a favorite with hobbyists. Over 50 precision-machined parts. Die cast body, steerable front wheels, semi-elliptical rear springs, semi-pneumatic tires. Red baked enamel finish. For ages 9 and up. Length, 15".

401N2017-P663 Wt. 7 lbs. Retail $9.95†

JAGUAR SPORTS CAR KIT *Model 2018*

Perfectly detailed scale model of the famous Jaguar. An absorbing, precision fitted construction project that makes a rugged toy, or a prize collector's item. Steerable front wheels, semi-elliptical rear springs. Cast metal body finished in blue baked enamel. For ages 9 and up. Length, 18".

401N2018-P730 Wt. 7 lbs. Retail $10.95*



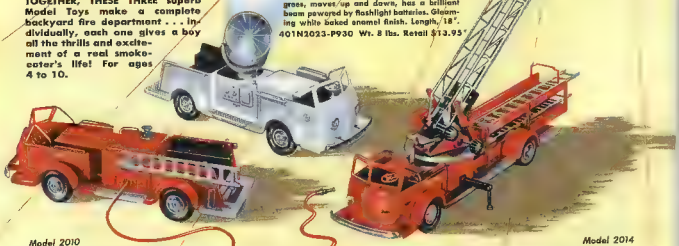
FIRE DEPARTMENT

TOGETHER, THESE THREE superb Model Toys make a complete backyard fire department . . . individually, each one gives a boy all the thrills and excitement of a real smoke-eater's life! For ages 4 to 10.

SEARCHLIGHT TRUCK *Model 2023*

Perfect addition to the other Model fire-fighting equipment, a world of fun by itself! Giant searchlight swings through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Gleaming white baked enamel finish. Length, 18".

401N2023-P930 Wt. 8 lbs. Retail $13.95*



Model 2010

AMERICAN-LA FRANCE PUMPER

Works just like a real one! Rubber hose unreels, connects to pump-operated tank, shoots a stream of water high in the air. Scaling ladders, fire extinguishers, bell, steering wheel that really steers. Red baked enamel finish. Length, 18".

401N2010-P1063 Wt. 8 lbs. Retail $15.95*

Model 2014

AMERICAN-LA FRANCE AERIAL LADDER

Big, solid, exactly like the real ladder truck! Die-cast aluminum ladder extends 42" above truck. Steerable "knee-action" front wheels. Revolving ladder base, extension jacks, auxiliary ladders, bell. Red baked enamel finish. Length, 33".

401N2014-P1330 Wt. 13 lbs. Retail $19.95*

*In 11 Western States and BC.

ORIGINAL MODEL TOYS by DOEPKE

Model Toys top the field in authentic design and realistic performance. Built of heavy gauge steel, with real rubber tires, baked enamel finishes and perfect working parts, each one is a masterpiece in miniature. Husky Model Toys will outlast ordinary toys 3 to 1!

Model 2015

CLARK AIRPORT TRACTOR and TRAILERS

Just like the tractor-trailers he's seen at the airport. Tractor, die-cast construction, trailers heavy-gauge welded steel. Self-locking couplings. Real airlines insignia on trailers. Removable trailer side panels. Baked enamel finish, tractor, red; trailers, green and yellow. For pre-school ages. Overall length, 27".

401N2015-P463 **Wt. 6 lbs.** **Retail $6.95***

BARBER-GREENE BUCKET LOADER *Model 2013*

Amazingly realistic "working" toy. Spirals force earth into piles for loading. Chain driven buckets scoop up earth, carry it up to belt, which carries loads forward and dumps into other Model Toys. Loading mechanism adjusts for road travel. Baked enamel finish. For ages 4 to 9. Length, 22".

401N2013-P1363 **Wt. 11 lbs.** **Retail $18.95***

HEILINER-SCRAPER *Model 2011*

A massive, powerful reproduction of the huge triple-duty earth mover. Scoops up earth and loads itself—hauls and dumps loads for other Model Toys. Tows other toys, or can be towed itself. Manual controls for loading and dumping. Baked enamel finish. For ages 5 to 9. Length, 29".

401N2011-P997 **Wt. 13 lbs.** **Retail $14.95***

ADAMS ROAD GRADER *Model 2006*

Finest working model of a road grader. Slices through the ground exactly like the big machine that levels ground for construction sites, grades and banks roads. Scraper blade adjusts three ways. Knee-action front wheels, tandem rear wheels. Baked enamel finish. For ages 4 to 9. Length, 26".

401N2006-P930 **Wt. 12 lbs.** **Retail $13.95***

EUCLID BOTTOM-DUMP TRUCK *Model 2009*

Husky miniature that hauls and dumps loads just like its real counterpart. Lever-controlled dump mechanism. Steerable knee-action front wheels. Universal coupling, for smooth travel over rough ground. Tractor uncouples to tow other Model Toys. Baked enamel finish. For ages 4 to 8. Length, 27".

401N2009-P930 **Wt. 10 lbs.** **Retail $13.95***

CATERPILLAR D-6 TRACTOR and BULLDOZER

Rugged replica of the powerful "Cat." Levels areas for backyard construction jobs, piles dirt for other Model Toys to haul. 'Dozer blade adjusts 3 ways from driver's seat. Authentic treads operate independently for sharp turns. Model Tows other toys. Baked enamel finish. For ages 4 to 8. Length, 15".

401N2012-P863 **Wt. 7 lbs.** **Retail $12.95***

*2012

*In 11 Western States and BC.

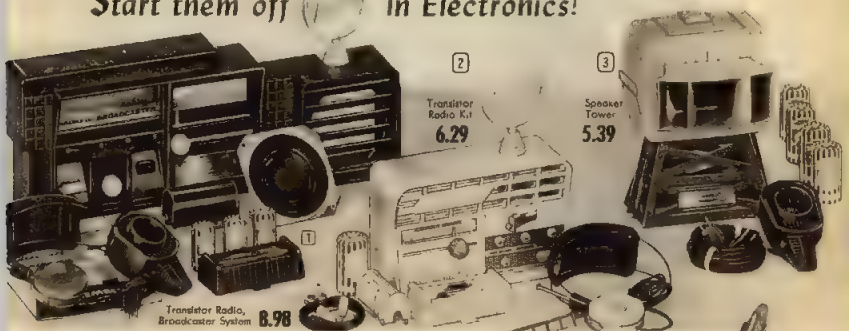
TWIN RADIO-AND-TELEGRAPH STATIONS

Receive, send code and messages from one broadcasting station to the other. Live 'mikes' carry voices—high and low transmission control. Telegraph key taps out code—Morse Code wall placed to see and learn it quickly. Dummy station selector moves around dial. Two realistically detailed plastic stations 10x6x9 in. high—each with 1 microphone, 1 head set. Abt. 30-ft of electrical wiring, plugs on either ends. Takes 2 "D" batteries (not included) See pg. 239

5.98

R35 JP 5041 (5 lbs.) 2 Pc. Outfit 5.98

Start them off ( ) in Electronics!



[1] TRANSISTOR RADIO - Broadcaster System—easy to assemble, stimulating fun. New compact, efficient transistor, actually tunes in to at least one local station through earphone. Broadcast into mike sound is amplified, 4-inch speaker gives clear tone. System assembles into 17x17-in. high plastic cabinet. Plug-in wires, tuner, transistor, operating controls, 2 batteries, instructions included.
R35 JP 5051 (6 lbs.) 8.98

[2] TRANSISTOR RADIO KIT has all the equipment he'll need to assemble this interesting outfit! Compact transistor, station tuner and earphone. One dry-cell battery supplies all the electric power needed. Set receives at least one local station. Red and Yellow high-impact plastic cabinet 8x3x9 inches high to top of antenna. No special tools are needed—easy-to-follow instructions included.
35 J 5052. (2 lbs.) 6.29

[3] SPEAKER TOWER . . . great fun for the kids, and even Dad will want to use it with Junior's miniature railroad outfit, too! High-impact plastic construction. Set includes microphone, clear-toned 4-inch speaker. Communication wire and cable permit broadcasting tower to be set up away from "headquarters". 4 dry cell batteries also included. Tower is about 10-in. high. Shpg. wt. 5 lbs.
R35 JP 5055. ..... 5.39

[4] GUIDED MISSILE BASE has one 6-inch rocket, 4 pursuit saucers—can be fired individually or all at one time, from push button control panel; actually fly up to 20-ft in the air! Rotates antenna, receive a real "Beep" signal. 4 adjustable anti-aircraft guns, radar antenna base, rocket launching platform, adjustable mirror "range-finder", dummy make included. High-impact plastic, 13x9x11 in. high. Shpg. wt. 6 lbs.
R35 JP 5043. ..... 3.98

See Page 287 for Spiegel Budget Power...a wonderful way to buy

Budget Power protects peace of mind with Prudential Insurance

SERGEANT BILKO OUTFIT
As seen on TV a complete Army Sargeant outfit, including a Top Grain Cowhide Army Holster, with an Army Repeating Pistol, Adjustable U.S. Army Hat, Sgt. Bilko Armband. Gift Boxed.
No. 1204 **List $5.95**

ACK ACK PISTOL
New Ack Ack Pistol that shoots harmless plastic ping pong balls. Holds 7 balls. Packed in box that can be used as a target. Complete with 7 balls.
No. 1202 **List $3.98**

DOUBLE HOLSTER AND GUN SET
Authentic western set, contains 2 genuine leather holsters and belt, adjustable from 20 to 30 inches. 2 repeater type guns that hold full roll of caps.
No. 1211 **List $5.95**

BLOCK CITY
Children's delight. 152 pc. plastic block set that builds houses, barns, garages, etc. Complete with 20 page instruction book.
No. 1156 **List $3.95**

TOY DIAL PHONES
Full size battery operated, unbreakable dial phone phone system. Set consists of 2 phones, 4 standard batteries and 50 ft. of cable. Perfect for inter communications in the home.
No. 1192 **List $9.95**

TOY TYPEWRITER
All metal toy typewriter that features metal type, that gives better printing than ever produced on a toy typewriter. Uses real typewriter ribbon, types red and black. Operates by turning dial.
No. 1203 **List $6.95**

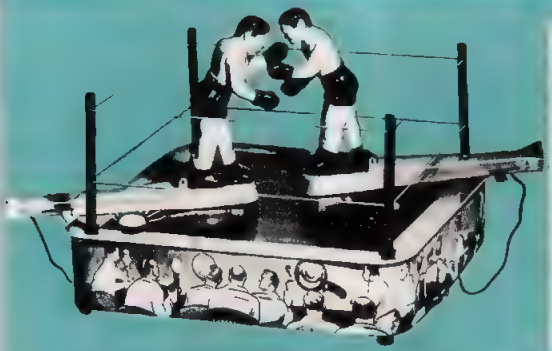
MAGNETIC BINGO
Complete Bingo Game that has 12 finger-tip control bingo cards with transparent movable shutters. Also a magnetic Bingo Barrel that selects numbers automatically Complete with 75 magnetized plastic numbers and a grooved master board. For a lifetimes' pleasure
No. 1200 List $9.95

PLASTIC CHESS
Made from unbreakable marbelized plastic, with felted buttons Packaged in attractive leatherette chest Full club size
No. 1201 List $7.50

Have Fun

$64,000 QUESTION GAME
Revlon's TV Sensation now America's Game Sensation Quiz game with roulette wheel selector For young and old alike.
No. 1206 List $3 98

BASEBALL SLUGGER
The most exciting baseball game ever made Glass covered playing field 15"x21" Fully automatic pitcher and player controls the batter Fun for everybody
No. 1207 List $5.98



ELECTRONIC BOXING GAME
Real ring action! Plenty of punch. Fighters move in every direction, throwing punches controlled by players. Complete with bell and timing device. Light flashes on knockdown Built of colorful steel. Fighters are high impact plastic. Uses 1 flashlight battery
No. 1208 List $7.95

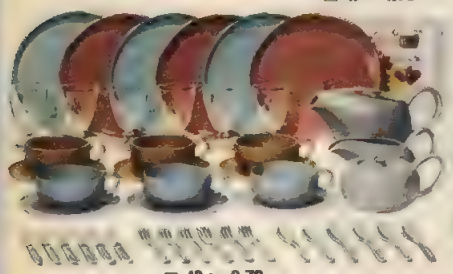
TOOL CHEST
Young man's teach n' fun tool chest contains every conceivable tool for the "do it yourself" youngster. All in 2 layer red steel chest
No. 1213 List $12.50

Ⓐ 54-PC. FLAIR TEA SET

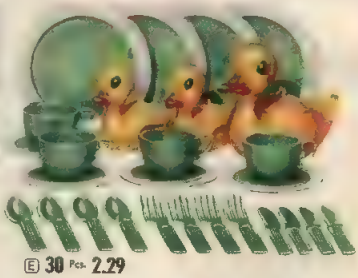
Appealing pattern and extra large size will thrill any little hostess! **2.98**

Ⓑ 41 Pcs. **1.98**

Ⓒ 39 Pcs. **1.79**

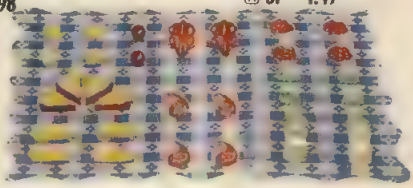


Ⓓ 48 Pcs. **3.79**



Ⓔ 30 Pcs. **2.29**

Ⓖ 29 Pcs. **2.98**



Ⓗ 31 Pcs. **1.49**

Budget Power protects peace of mind with Prudential Insurance

1 1.79

2 1.00

3 1.09

4 4.98

MAKE "HOUSEKEEPING" MORE FUN FOR YOUR TINY HOMEMAKER

1 11-PC. DOLL-E-DO DISH SET—everything they need to wash 'n dry dolly's dishes. Bright 11x12-in. plastic apron, 9-in. enameled pan, 9x7 in. dish drainer. Sink strainer, cloth, metal handle dish mop, sponge, bottle brush. Miniature filled containers of Vel, Ajax, Brillo. Mailable.
R35 JP 9933. Shpg. wt 3 lbs. 1.79

2 30-PC. METAL TEA SET brightly lithographed in gay gingham design. Perfect choice for tiny homemakers. Includes 6 each cups, saucers, 4-in plates, bread-and-butter plates. Sugar bowl, creamer, tea pot. Large 10x8-in. serving tray, cake dish with cover and cute Lazy Susan.
35 J 6087. (1 lb. 13 oz.) 30 Pcs. 1.00

3 55-PC. ALUMINUM Tea and Coffee Service with a real whistling tea kettle, 8-in. hammered serving tray, 5-in snack bowl and matching cover. Appealing nursery rhyme characters on plates, saucers. Includes 6 each saucers, cups, 4½ in. plates, forks, knives, napkins. 12 spoons; sugar bowl, creamer. Red trim on snack bowl, coffee pot and whistling tea kettle.
35 J 6007 (1 lb. 8 oz.).. ...55 Pcs. 1.89

4 METAL CHINA CABINET with 33-pc plastic utensil and tea set. Colorfully lithographed metal cabinet has plastic utensil drawer, 2 doors that open and close, storage shelves. 16x5x21 in. high. Tea Set for 4 includes 4 each: plates, cups-and-saucers, spoons, forks, knives. Teapot with cover, sugar bowl, creamer. Strainer, turner, scoop, salad fork and spoon.
R35 JP 8900. Mailable. (10 lbs.)..... 4.98

They're Recommended for The Perfect Doll Hostess

A 54-PC. FLAIR TEA SET

So big, she can entertain her little friends with real tea and food. Learn how to set a perfect table while having a barrel of fun! Perky rooster decorates large 6½-in. plates. Complete 54-pc. service includes 6 each metal plates, saucers, plastic cups, picnic forks, knives and spoons. Silver-plated butter knife and cake server; plastic teapot with lid, covered sugar bowl and creamer. Large 11x15 in. long metal pagoda design tray; 6 graceful "crystal" goblets, matching salt-and-pepper shakers. Also a white plastic napkin holder and 6 paper napkins.
35 J 6003. (4 lbs.).....54 Pcs. 2.98

B 41-PC. PLASTIC SET

What little hostess wouldn't be proud to serve her playmates "dinner" on dishes styled in such grown-up fashion? You can be sure she'll love to set the table and entertain with this complete service for 4. Durable plastic in harmonizing colors or Green 'n Chartreuse.

Includes 4 each cups, saucers, 5-inch plates, forks, knives, spoons and napkins. Black 6x9 in. long serving tray, covered teapot, sugar bowl, creamer. Silver-plated salt-and-pepper shakers, "Crystal" pitcher, 4 matching goblets and 4 sherbet dishes.
35 J 6002. (2 lbs.).....41 Pcs. 1.98

C 39-PC. METAL SET

Styled to give her parties real charm . . . gay Oriental motif in shades of Black, Grey and Pink. Any budding young hostess will preside with enormous pride over a table set with this modern tea service for 6. Mother will be delighted with them too, because these metal dishes are practically unbreakable—and so easy to keep sparkling clean. Includes 6 each: saucers, cups, 5-inch plates, bread-and-butter plates. Teapot, sugar bowl, cream pitcher. 6 luxurious ruby-colored plastic goblets and matching sherbet dishes make any little girl feel like a princess.
35 J 6010 (2 lbs. 8 oz.). 39 Pcs. 1.79

D 48-PC. MODERN SET

Russell Wright, one of the country's foremost designers, is the creator of this modern tea service for 6. He took one of his most popular grown-up styles, scaled it down to child-size, and had it made of mottled plastic to be practically unbreakable. Fashioned just like Mom's best dishes—the kind she reserves only for special company.

Includes 6 each: cups, saucers, 6¼-in. plates, silver-plated knives, forks, spoons. Teapot with lid, covered sugar bowl, creamer. 6 crystal clear plastic goblets, paper napkins.
35 J 6012 (2 lbs. 8 oz.).48 Pcs. 3.79

E 30-PC. PLASTIC "DUCK" TEA SET

Charming "Little Duck" tea set of lightweight plastic—perfectly sized for tiny-tots just beginning to "keep house." Pick the plastic duck teapot up by its cute little tail, tip it over, and watch the tea come pouring out of its beak—loads of fun! Duck teapot 7x5½-in. high, matching sugar bowl and creamer.

Includes 4 each: cups, saucers, 6½-in. plates, knives, forks and spoons. 6½-in. long plastic knives cut soft foods, but can't harm tiny fingers.
35 J 6053. Shpg. wt. 2 lbs. . . . . .30 Pcs. 2.29

G 29-PC. CHINA DINNERWARE

Genuine china elegance for a young modern Miss' dinner table. Imported from Japan, this enchanting little set is fashioned after mother's finest chinaware. Lovely wheat motif on white, enhanced with rich "Gold" trim.

Includes 6 each: cups, saucers, 4½-in. plates. Graceful teapot with lid, covered sugar bowl, cream pitcher. Matching vegetable dish with cover, gravy boat, meat platter, salt-and-pepper shakers.
R35 JP 6015. Mail. Shpg. wt. 6 lbs. 29 Pcs. 2.98

H 31-PC. PLAY FOOD, CLOTH SET

Healthful "food" to coax dolly appetites—so yummy looking she'll "eat" everything on her plate! Realistically detailed plastic—scaled for tiny dish sets.

Includes 2 tempting turkeys; 4 servings each of green peas, carrots, steaks, corn-on-the cob, biscuits, pie. 2 loaves sliced bread, wooden salt-and-pepper shakers. 18x15 in. plastic table cloth
35 J 6018 (12 oz.).... .31 Pcs. 1.49

See Page 287 for Spiegel Budget Power...a wonderful way to buy

GONG-BELL STEERING HORSE RIDER

Steers by turning head. Strong steel legs, rubber wheels, gong under seat. Seat has smooth shaped edges. Height 17 in., length 19 in. K. D. easy assembly. Packed 6 individual boxes per carton, shipping weight 26 lbs.

602. . .List $2.98

GONG–BELL ZEBRA RIDER

Cute, colorful Zebra has spiral-striped legs which revolve. Steers by turning head. Has rubber wheels. Gong under seat rings. Packed 6 individual boxes per carton, shipping weight 19 lbs.

603 . .List $3.98

GONG–BELL MOTOR SCOOTER

SPECIAL DELIVERY MOTOR SCOOTER
NO. 416

Realistically lithographed. Seat lifts up for carrying space. Bicycle bell on handle bars. Realistic motor sound when it rolls along. Rubber grip handle bars. Packed 3 individual boxes per carton, shipping weight 19 lbs.

416. . . List $4.98

DISNEYLAND BLOCKS

Fantasyland presents a parade of brilliant colored Disney characters: Donald Duck, Pluto, Snow White, Pinocchio, Bambi, etc. in many colors. Two sides of each block are a letter of the alphabet, and other two sides are Disney characters. 1-5/16 inch blocks.

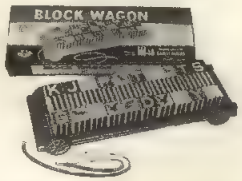
No.	No. of Blocks	Pkg. Sets	Wt. Lbs.	Price
3930	30	1	15	$1.98
2915	15	2	15	.49

KUSAN KRUSADER DRAGON

A rip-roaring but happy dragon for adventurous knights and fair damsels to pull on many rough Krusades. With his soft, life-like, vinyl hide, Krusader is almost indestructible. Off-center wheels make him bounce and rock as he rolls along. Squeeze "ye ole" dragon, he squeals with delight. Packed 12 individual boxes per carton, shipping weight 11 lbs.

K41 . . . . . List $1.98

HALSAM BLOCK WAGON



Roller cart with 30 - 1-15/16 inch Hi-Lo blocks. Beautifully colored. Center track on which blocks interlock providing extra creative play. Packed 6 individual boxes per carton, shipping weight 12 lbs.

130 . . . . . List $1.98

HALSAM AMERICAN SKYLINE

3 simple basic parts to this construction set. Strong, rigid, flexible, and safe. Build true-to-life skyscrapers. Interlocking pieces. Multi-colored plastic.

NO. 93 SKYLINE SET

723 pieces. Packed 6 individual boxes per carton, shipping weight 15 lbs.

93 . . . . . List $5.98

NO. 91 SKYLINE SET

229 pieces. Packed 12 individual boxes per carton, shipping weight 12 lbs.

91 . . . . . List $1.98

NO. 92 SKYLINE SET

476 pieces. Packed 6 individual boxes per carton, shipping weight 11 lbs.

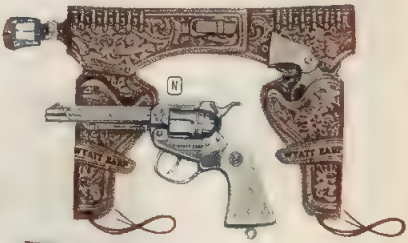
92 . . . . . List $3.98

Wild West Fixin's

TOP GRAIN COWHIDE "PONY BOY" SET 5.49

K "Buckaroos" are ready for plenty of playtime action in grand old "Wild West" style with this handsome natural top grain cowhide double holster set. Hip-huggin' belt is a standout with black trim, highly decorated with shiny nickel plated "studs", brilliant red "jewels", and 6 "silver" bullets; large metal buckle, black leather underlay. Belt adjusts 22 28½ in. 9½-in. Holsters have cross tabs with metal buckle and thigh thongs. 8½-in. "Pony Boy" guns have automatic break action --push the button and gun automatically opens for loading. Guns are "silver" color with white "Pearl" handles

48 T 3477—*With cap-shooting pistol. Ship. wt. 3 lbs. 2 oz. $5.49



© WEE

WYATT EARP HOLSTER SETS 2.79 AND 4.49

N WYATT EARP DOUBLE HOLSTER SET. Styled like the set worn by the famous TV character. Genuine tan leather contour belt has handsome all over tooling with rich brown inlay. 6 "silver" bullets on ea. side. Large nickel plated buckle. Adjust. from 24½ to 34 in. Holsters, 10 in. long, have all over tooling, embossed cross tab with Wyatt Earp signature. "Silver" Wyatt Earp automatic pistols (guns also sold separately below) have break action. 9 in. long

48 T 3475 *With cap-shooting pistols. Ship. wt. 2 lbs. 10 oz. $4.49

48 T 3308—*GUN ONLY (cap-shooting). Ship. wt. 12 oz. 75c

DOUBLE HOLSTER SET 1.69

L Contrasting black and ivory gen. leather "Pony Boy" double holster set. Leather girdle with 3 white wood bullets. Belt adjusts to 28 in. Embossed back 7½-in. holsters. Ivory pockets decorated with shiny nickel plated conchas, red star "jewel" centers. Single shot 7-in pistols. Wt. 1 lb. 2 oz.

48T3469-*With cap-shooting gun $1.69

48T3470-With non-shooting gun. 1.69

SINGLE HOLSTER SET 89c

M Genuine black leather. White trim. "Jewels", nickel plated conchas. Belt adj. to 28 in. Embossed back 7-in. holsters. 7½-in. "Buckaroo" pistols. Ship. wt. 15 oz.

48 T 3485-*With cap shootin' gun 89c

48T3486—Without-shootin' gun 89c

48 T 3372 —*GUN ONLY (cap shootin') Ship. wt. ea. 7 oz ea .39c

2 for 69c

WYATT EARP SINGLE HOLSTER, PISTOL SET. For the junior "marshal" who likes to tote only one gun. Genuine leather in rich Wyatt Earp brown color, 12 "silver" bullets, large metal "Western" buckle. Belt adjusts from 21½ to 29 in. Holster top with Wyatt Earp signature. "Fast Draw" action, (see sketch opp. pg.) 9½-in. holsters. Cross tabs with buckle, thigh thongs. Automatic break action pistol, 8½ in. long.

48 W 3385—*With cap-shooting pistols. Ship. wt. 1 lb. 11 oz. $2.79

R COMMANDO GUN. An accurate replica of a modern commando's sub-machine gun. Made of rugged plastic. Gives loud report when caps are fired and smoke comes from muzzle. Die-cast housing for caps.

48 T 3344—*Cap-shooting gun. Ship. wt. 12 oz. 89c

T SPARKLING ELECTRIC SUB-MACHINE GUN. Pull trigger—hear loud Rat-Tat-Tat. Harmless sparks fly from muzzle as long as trigger is held. High impact plastic. Battery operated. (Not incl., order below)

48 W 3317—About 24 in. long. Ship. wt. 1 lb. 4 oz. $2.75

86 W 3258 X—2 Batteries for above. Ship. wt. 8 oz . . . . . 2 for 27c

U RIN TIN TIN CAVALRY SET. Black leather holster, snap-over flap holds gun. "Sam Browne" shoulder strap. Rin-Tin-Tin buckle. Loop for telescope. Pouch with 3 "silver" bullets, snaps over belt. Belt adj. 25–30 in. Bronze "Rin-Tin Tin" break action repeater pistol, 9 in. long. (Gun sold separately below.) Ship. wt. 1 lb. 14 oz.

48 W 3354—*With cap-shooting gun. $2.89

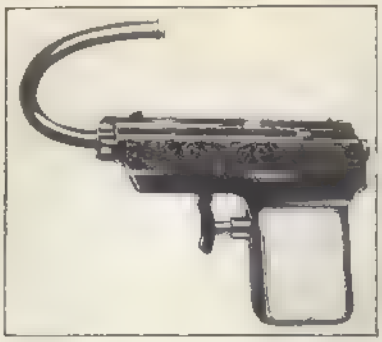
48 T 3307 —*GUN ONLY (cap-shooting). Wt. 5 oz. 75c

V "PONY BOY" TODDLER SET For littlest cowboys. Natural cowhide, "jeweled" holsters, adj. belt. Plastic carrying case. Non-shooting guns.

48 T 3342—Wt. 14 oz. $. 79

*NOTE: See Gun Law Notice Opposite Page.

WATER PISTOLS
KNICKERBOCKER KRAZY



Made of plastic with gold metallic painted handle.

Each
No. 1123-649 ..... $0.50

WATER GUNS
KNICKERBOCKER

Junior Commando

The world's greatest automatic repeating water gun. A real Tommy Gun replica. Holds more water; shoots over 40 feet.

Each
No. 1134-611 — 16 in. long; wt. per carton 14 lbs. $0.98

Six in a carton.

TOY GUN TARGET OUTFITS
SUPERIOR DUCK SHOOT

A unique mechanical action toy in which 3 ducks are mounted on a revolving floor stand to simulate ducks in flight. All plastic, dart shooting rifle is used to shoot ducks off of arms to which they are attached by spring clips.

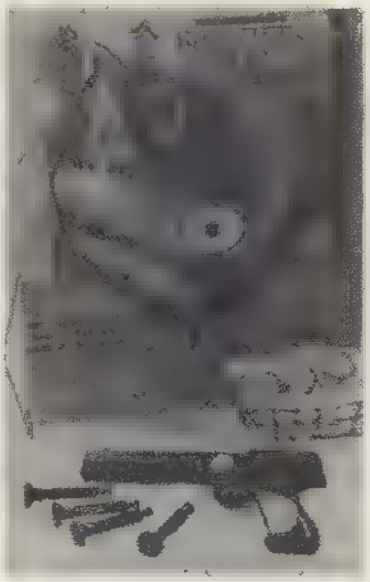
Each
No. 1122-225—41½ ft. high, ducks fly in 2½ ft. circle, rifle 21½ in. long $5.20

Six in a carton.

WE ARE CONTINUALLY ADDING NEW TOYS

Visit our Toy Department where you will see a grand array of extra profit items for your year round sales.

TOY GUN TARGET OUTFITS
KNICKERBOCKER - HEN



A clever new twist adds to the play value of this game. Aim suction cup dart at Mother Hen and she will lay "eggs" in basket. Plastic and Metal construction.

Each
No. 1138-659 ..... $3.00

Twelve in a carton.

DRAGNET-BADGE 714

4-in-1

A combination target game with stationary and revolving targets

Complete with cork guns, dart guns, corks and darts, and revolving targets.

Each
No. 1157-643 ..... $2.98

Twelve in a carton.

WYANDOTTE

Bird Game

Lithographed steel in bright colors. Four birds suspended on wire bracket—birds spin when hit.

Wire stand with metal base. One plastic dart pistol with two rubber tipped darts.

Each
No. 1147-210—14 in. wide, 23 in. high $2.29

Twelve in a carton.

TOY GUN TARGET OUTFITS

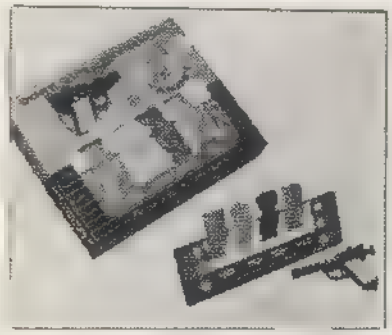
WYANDOTTE

An exciting plastic dart pistol made for rugged play. Two-tone red and black. Complete with three darts and target card

	Each
No. 1159-83	$0.39

Twenty-four in a carton

KNICKERBOCKER - CORK TYPE



Metal suspended birds spin around as they are hit with plastic cork gun.

	Each
No. 1169-622	$1.29

Twenty-four in a carton.

KNICKERBOCKER - CLOWN

The idea of this one is to aim at clown's nose and make his hat pop up. Plastic and metal construction.

	Each
No. 1161-665	$2.00

Twenty-four in a carton.

ACCORDIONS

EMENEE DELUXE

A true reproduction of professional accordion with amazing tone quality. Break resistant plastic with heavy gold finish on trim and fittings. Full scale piano keyboard with 11 white keys and 7 black; 52 brass reeds. Adjustable shoulder harness and hook.

Complete with easy-play instruction book and carrying case.

	Each
No. 1256-405	$8.00

Six in a carton.

EMENEE

Has 13 black and white keys. 26 tune reeds.

	Each
No. 1264-403	$4.00

HARMONIC

Rich simulated Mother of Pearl. 8 white keys. 5 black. 20 reeds. Superb tone and quality.

Complete with full, easy to play instructions

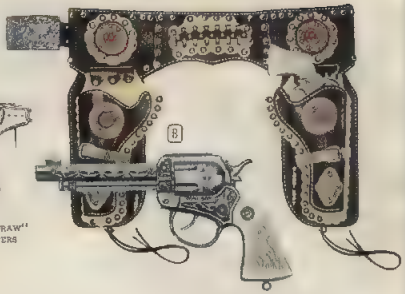
	Each
No. 1204-1300	$3.50

Twelve in a carton.

FOR YOUR COMPLETE SATISFACTION

In this catalog we show a carefully selected line of merchandise that we have found by long experience is in demand in the territory we serve. In selecting our lines the first consideration is the merit and quality of each and every item. Use our catalog numbers in making up your mail orders and you will not make a mistake. Our service means prompt service—all orders are shipped the same day they are received.

"FAST DRAW" HOLSTERS



FINEST "PONY BOY" DOUBLE HOLSTER SET 8.49

(A) One of the best sets of "shootin' irons" and holsters ever to appear on the backyard "range." Handsome, natural top grain cow hide. Brilliant with "silver" studs, shiny nickel plated spots, horsehead conchas, cowhide cutouts and 12 "silver" buckle. Belt with large metal buckle, adjusts 26-38 in. Big 10-in. holsters adjust to "Fast Draw" (see sketch above). Buckled straps, thigh thongs. Bronze plated "Pony Boy" automatic repeater pistols (Guns also sold separately below) have automatic "break action".

48 T 3481 *Set with cap-shooting pistols. Ship. wt. 3 lbs. 8 oz. . $8.49

48 T 3309—*Gun only (Cap shooting). Ship. wt. 12 oz. ... 85c

DELUXE "PONY BOY" DOUBLE HOLSTER SET 6.49

(B) One of our finest sets for the fast drawing buckaroos. Genuine black leather with natural trim. Luxuriously decorated with leather cut outs, nickel plated spots, large nicke. plated conchas with red "jewel" center, 6 "silver" bullets and large "Western" buckle. Hip-huggin' contour belt adjusts 23-38 in. Big 10-in. holsters snap to belt, adjust to "Fast Draw" (see sketch above). Cross straps with metal buckle and thigh thongs. Silver color "Pony Boy" repeater pistols, 9½ in. long, have white "Pearl" handles. Automatic "break action" for quick "loading".

48 T 3479—*With cap-shooting pistols. Ship. wt. 3 lbs. 6 oz.. . . . . $6.49

DOUBLE HOLSTER SET 3.85

(C) Banish the "villain" with this rugged "Pony Boy" double holster, pistol set. Genuine black leather with white screened "Western" design trim, "Pony Boy" buckle and 6 white wood bullets. Hip-huggin' belt adjusts 23-32 in. 3½-in. holsters have embossed backs. Pockets are dressed up "Western style" with metal conchas, red jewel studs and leather fringe 3½-in "Spitfire" repeater pistols. Ship. wt. 2 lbs

48 T 3473—*With cap-shooting pistols $3.85

SINGLE HOLSTER SET 1.79

(D) "Pony Boy" single holster, pistol set for the rugged "one-gun" man. Genuine leather in handsome brown and ivory colors. "Low sling" belt adjusts 25-31 in. Belt and holster decorated with star cut-outs, shiny nickel plated spots. 8-in. brown holsters have ivory pockets with genuine leather fringe. 8½-in. "break action" "Spitfire" repeater pistol. Ship. wt. 1 lb. 2 oz.

48 T 3467—*With cap-shooting pistol.. $1.79

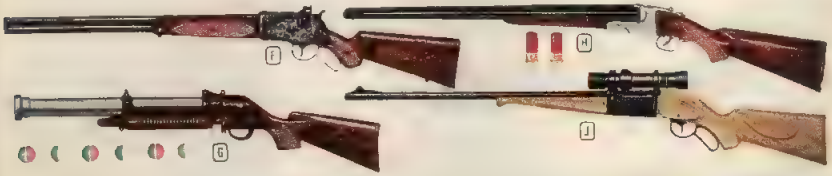
48 T 3468—With non-shooting pistol . 1.79

DOUBLE HOLSTER SET 2.79

(E) Watch 'em restore "law and order" on backyard frontiers with this genuine leather "Pony Boy" double holster, pistol set. Belt has tan and brown tooled center girdle. Adjusts 22-28 in. 8 in. holsters have tooled pockets decorated with shiny metal conchas, star "jewel" centers and red "jewel" studs. 8-in. repeater pistols with break action. Ship. wt. 1 lb. 13 oz.

48 T 3471 *With cap shooting pistols $2.79

48 T 3472—With non-shooting pistols 2.79



(F) "OVER AND UNDER" CAP-SHOOTING SHOTGUN. A detailed replica of actual gun. Plastic stock and grip resembles fine wood. Has 2 steel barrels, pump lever and peep sight. Gun gives a loud report and emits smoke when caps are fired. About 35 in. long

48 W 3304 L—*Cap shooting gun. Ship. wt 1 lb. 8 oz. $2.69

(G) JET AUTOMATIC RIFLE. Six shot repeater fires hollow plastic balls as far as 40 ft. Plastic stock; aluminum barrel. Abt. 29 in. long.

48 T 3352 L—6 Balls included. Ship. wt 2 lbs. 2 oz $2.69

48 T 3353 12 Extra Balls. Ship wt. 4 oz 57c

(H) DOUBLE BARREL SHOTGUN Fire caps, hear the loud report, and see the smoke emit from muzzles. Stock and grip are made of plastic that resembles fine wood. 2 break-action black barrels with safety catch. 4 plastic shot gun shells fit into chamber. Abt 36 in. long.

48 T 3392 M—*Cap-shooting gun. Ship. wt 2 lbs. 6 oz. $3.69

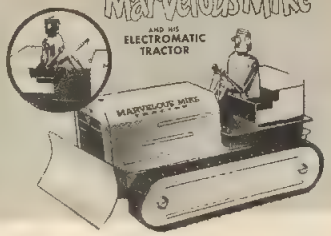
(J) BIG GAME HUNTER'S CAP SHOOTING RIFLE. Fire caps, hear loud report, see smoke from muzzle. Real telescope over breech. Replica of high powered hunting rifle. Has scope, grip. Abt. 36 in. long

48 T 3371M—*Cap-shooting gun. Ship. wt. 1 lb. 4 oz. . $3.69

*In Accordance With State Laws, Residents of Del., New Jersey and Minors Under 16 in Ohio May Order Only Guns That Do Not Shoot Caps.

JETRAIL EXPRESS

Jetrail Express . . . futuristic model railroading at its fascinating best. Fast and colorful, this battery-operated, jet-styled train whizzes along its monorail at scale speeds in excess of 200 mph! Completely safe! Easily assembled and operated by children without adult help. Includes Jetrail car, 12 steel towers and bases, 15½ ft of metal rail, 12 rail support clips and a speed control. Exciting, educational, unexcelled gift. 4 lbs
66-39-01 W635 .....Retail **$9.95**

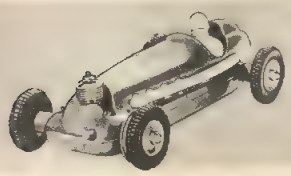


Marvelous Mike . the robot operated tractor. He stops, shifts, turns, goes forward and backs up, all by himself! He even goes around objects in his path. 14" long. Operates on 3 standard flashlight batteries. A worker from the land of tomorrow
66-47-01 W650 ..... Retail **$10.00**

Miniature Engine Accessory Kit . . . for Turbojet, Corvette and Automite shown on this page. Includes ½ pint of fuel, pouring spout, fueling tube, battery connector clip, battery wire and multi-purpose wrench
66-11-01 W99 . ...Retail **$1.49**

Action TOYS

WEN-MAC



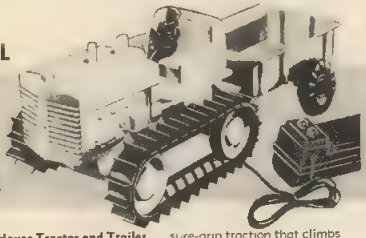
Automite . dynamic race track action. Red dynamo with a .049 engine. Watch it thunderbolt around the room, garage or backyard. 10x4x3" miniature racer of hi-impact plastic with authentically scaled driver. Requires 66-11-01 W99 accessory kit. 1 lb
66-11-03 W730 ....Retail **$10.95**

Turbojet . check out the controls, contact and you're in the air. Automatic self-starting engine, aerodynamic design, tricycle landing gear. Completely assembled. Extra rugged construction. Under your control always. Requires 66-11-01 W99 kit. 1 lb
66-11-05 W795 ..... Retail **$11.95**

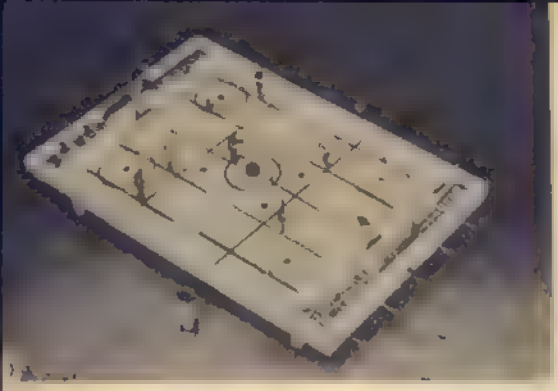
Corvette . avast there, mates! Here's the fastest outboard speedboat you ever controlled! Watch her streamlined hull cut through the rough water. Perfectly balanced. Hi-gloss plastic. 18x7x1". Requires 66-11-01 W99 accessory kit. 1 lb
66-11-06 W865 ....Retail **$12.95**

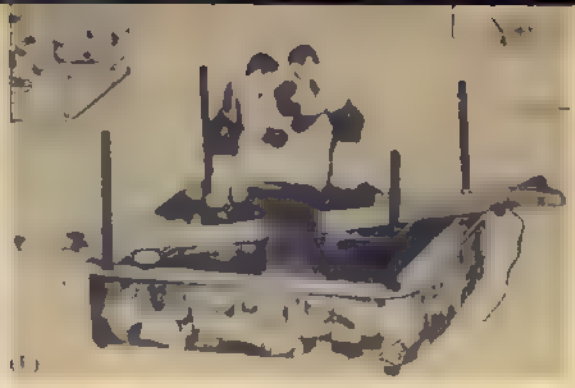
GMP REMOTE CONTROL

Electric Ladder Fire Truck . . . ready to race out to any four alarm fire! Remote control operated. Powered by two flashlight batteries. Two separate motors, one that propels the authentically designed truck and one that raises and lowers the aerial ladder. Red engine; chrome accessories. 2 lbs
66-16-02 W665 Batteries not included Retail **$9.98**



Power House Tractor and Trailer . . . sure-grip traction that climbs mountains. Ultra-power to push and pull many times its own weight. Remote controlled. Mighty "Run-Rite" motor runs on two flashlight batteries. Races over the difficult terrain, hauling a full load going forward or in reverse. Scale model driver
66-16-01 W335 Batteries not included . Retail **$4.98**





ELECTRIC GAMES

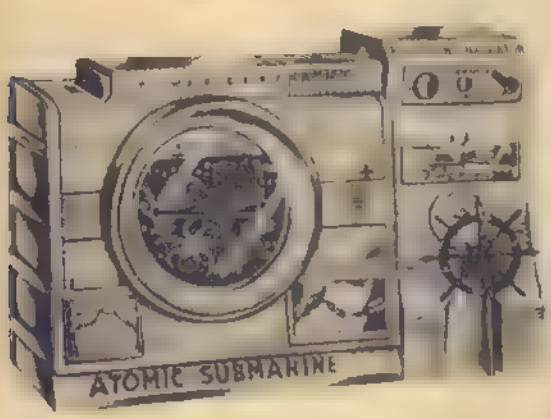
(B)

(A) ICE HOCKEY GAME - A skill game that a 6 year old and adult can play with equal skill and enjoyment. Any number from 2 to 6 can play. Men are moved and manipulated by means of control rods, pass the puck amoung themselves and into the other team's goal. The action and rules are identical with those of the international sport, size 30" long, 18" wide, 4" high. Shipping wt. 12 lbs.
No.475T452.....Retail$6 75

(D) ELECTRIC "5-IN-1" GAME - A big 24" x 14" x 2" electric poosh-m-up game, has 5 translucent plastic domes that light up, yet operates on 2 ordinary flashlight batteries. Plays five games. Shipping weight 7½ lbs.
No.452T380.....Retail$5.95

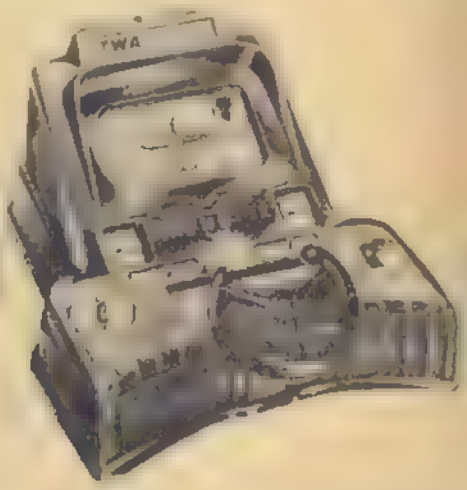
(B) CHINESE CHECKERS - Two great games in one! Famous San-Loo Chinese Checkers and regular checkers. Fun for everyone. Shipping Weight 2½ lbs.
No.122CT156.....Retail$2.29

(E) KNOCKOUT - ELECTRONIC BOXING GAME - Lots of action here! Fighters move in every direction, swinging rights and lefts controlled by players. Complete with bell and timing device. When fighter is knocked down light flashes and buzzer sounds. Sturdily built of litho steel. Rubber feet on base. Uses standard flashlight battery. Size: 12" x 12" x 6". Shipping weight 4½ lbs.
No.777T466.....Retail$6 95



MAGNETIX ATOMATIC SUBMARINE
An exciting new electronic toy. Steers, dives, surfaces, buzzes, like a real submarine Sonar system. Steering wheel turns to make sub surface or dive. Telegraph buzzer key to send messages. Shipping weight 3 1/3 lbs.
No 571T463.....Retail$6 95

MARVELOUS MIKE. Tractor moves forward and to reverse or turn when coming to an object. The Robot in the drivers seat shifts levers and pushes pedals to guide the tractor around objects and out of almost impossible situations totally unaided by springs, wires, batteries or radio control--colored yellow. Moving rubber treads add to the realism Requires 3 flash light batteries Batteries included Size 14" long x7" wide Shpg.wt.5 lbs
No 1000T663.....Retail$9 95



TWA ELEC. JR. PILOT TRAINER
Now he can really fly! All real plane controls to pilot miniature TWA plane over turning world map. Buzzes, lights flash, has altitude meter, fuel guage, compass, telegraph buzzer key to send messages. Shipping weight 4 lbs.
No.550T463.....Retail$6.95

JIG SAW JUNIOR
Safe! Fun! Constructive! Saws wood, aluminum and plastics. Now every boy and girl can make bird houses, wall shelves, models and toys with this safe, easy to use jig saw. Full-size patterns & extra blades included. Shpg. wt. 7 lbs
No.J-190T663.....Retail$9.95

TOY INTERCOM PHONES. These Mickey Mouse Club Inter-com phones are very popular with the kiddies. Phones are made of unbreakable polyethlene and are sound powered. No batteries. Phones have ringing dials for added fun! Shpg. Wt. 1-1/3 lbs.

No.1200T199.....Retail $2.98

TV GAMES

(A) URANIUM RUSH - Here's a clev absorbing game that will entertain th entire family. The players prospect f uranium, stake their claims, test wit toy Geiger counter, buy and sell claim Shipping weight 2 lbs
No.G-180T199. . . ..Retail $3

(B) WALT DISNEY'S TREASUR ISLAND - A thrilling game of pir treasure and pursuits built around o of the best loved adventure stories history. For children 8 years and ove Two to four players. Included: lar playing board, four full rigged sail ship markers, four crew markers, ma netic spinner, and magic lodestone si dial, metal treasure chest, plus s.li orders and treasure location card Shipping weight approximately 2 l
No.612T199 Retail $3

(C) DONALD DUCK'S FUN BALL (s games in one) - Here's a real skill ga with 6 scoring variations: bounce, padd or flip plastic balls or cones into spar ling silver scoring area. Shpg. wt. 1¼ lb
No.609T199.....Retail $3

(D) Phil Silvers "YOU'LL NEVER G RICH" This game follows closely T.V. show. Full color playing board 1 square, markers, dice, and deck of rew and penalty cards included.
Shpg. Wt. Approx. 2 lbs.
No 607T199..... . . . Retail $3.

(E) WALT DISNEY DART GAME enjoyable skill game the whole fam can play. Gaily colored harmless rubb suction cup darts with fins specia designed for effortless flight. The tar is colorfully lithographed on each si making two games in one
Shpg. wt. 2-1/3 lbs.
No.G-195T133.....Retail $2

(F) DONALD DUCK BEAN BAG GAM Young and old alike get a kick out this skill game. Unique....bags and t cket made of washable monsanto ultr Bags filled with harmless paper pellet Durable laminated gardner board. Shp Wt. 2-½ lbs.
No.G-165T133. Retail $2.

GAMES FOR THE ENTIRE FAMILY

SUSY GOOSE HOUSEKEEPING SET
Here is something to delight any little girl. Play-work-tools that really work! An exciting assortment of such things as a musical sweeper, Plastic broom, dust pan, ruffled apron, dust mop, dish pan, and many other items just like the ones mother uses. Shpg. Wt. 4½ lbs.

No 416T267....**No. 531**....Retail $3 98.

GOLDEN TRUMPET

Over 13" long. Heavy gold fla-ish on beautifully engraved brass [illegible] brass hand tuned reeds Trumpet mute Sterilized and sealed mouthpiece Music stand and music book for dozens of bugle calls, marches and songs Luggage type carrying case

No. 531T267 Retail $4 00

No. 521

EBONY AND SILVER CLARINET

Over [illegible] long. [illegible] triple reed harmony chords. Mouthpiece sterilized and sealed. Adjustable strap and hook, silver music stand and music book. Luggage type carrying case.

No 521T267 Retail $4 00

No. 541

SILVER SAXOPHONE

Over 17" long. Heavy silve and gold brass on beaut fully engraved break resistant plastic. Stern ree and sealed mouthpiece. 1 Durable [illegible] brass reeds, full scales, include two triple reed harmon chords Adjustable stra and music book Luggag type carrying case.

No. 541T395

Retail $6.00

MATTEL MUSIC BOX

CAROUSEL #540*

Prancing horses revolve around a candy-striped pole, on a colorful metal carousel topped with circus pennant. Merry-go-round tune plays with a turn of the crank. Riders are polyethylene cowboys and Indians. Individually packed in colorful box
Size: 9½" x 10¼". Std. Pack: 6 12 doz. Wt: 11 lbs. List $3.

MATTEL DICKORY DOCK

MUSICAL CLOCK #539*

Plays 'Hickory Dickory Dock" . . . the mouse "runs" up the clock . . hands twirl . . . bell rings . . . all with a turn of the crank. The fun way to teach kids to tell time. Four-color litho'd all metal clock, on strong base. Individually packed in colorful display box. Size: 15" x 6¼" x 4½" (base). Std Pack: 6/12 doz. Wt: 11 lbs List $3.

MATTEL

MUSICAL ANIMALS #549*

Gayly litho'd, all metal animals. Turn the crank and Little Brown Bear plays "Little Brown Jug"; Li'l Dog Gone plays "Where, Oh Where Has My Little Dog Gone?" Attractive display card included.
Size. 8¾" x 4½" x 2¾".
Std Pack· 1 doz. (6 of ea. in carton). Wt: 5 lbs. List $1.

*MATTEL PATENTED MUSICAL UNIT

YOU CAN TELL IT'S

MATTEL . . . IT SELLS!

AUGUST–SEPTEMBER

MICKEY MOUSE CLUB

TV SCHEDULE FEATURES:

Mickey Mouse Club Newsreel
Mattel-O-Matic® Machine Gun
Mattel Burp® Gun
COMING ATTRACTIONS:
Mattel Musical Jack-in-the-Box
Mattel Mousekartooner
Mattel Mousegetar, Jr.
Mattel . . . The First Toymaker on TV 52 Weeks a Year

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Gerald McBoing Boing
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BUSTER CRABBE as
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Be sure to see this stupendous 1956 Toy Fair showing
FEATURING
8 Fabulous tie-ins with nationally known personalities from
TELEVISION MOVIES COMICS
• Each with its own hard-hitting promotion
• Each with its own ready-made market
J. HALPERN COMPANY
810 PENN AVENUE • PITTSBURGH, PA.
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Make it a must to visit us
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GUNSMOKE
M·G·M CHARACTERS
Jerry
DROOPY
Barney Bear
DICK TRACY
MISTER MAGOO

Tinkertoy

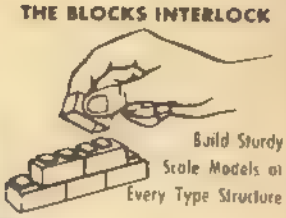
HUNDREDS OF DIFFERENT BUILDINGS WITH BLOCK CITY*

MAJOR TINKERTOY
Age 8 to 12. More play value; motion provided by windless drive. 12-page book with new ideas, tricks, stunts and games. 149 pieces in 13" x 3½" tube.
No. MAJOR134.....Retail $2.00

GRAD TINKERTOY
Age 8 to 12. 1000 toys in one. Most complete windless drive set. 12-page book with new ideas and tricks. In 15½" x 4" tube.
No. GRAD210.....Retail $3.00

"THE CHICAGOAN"
B-750 - Contains 472 pieces.
Shipping weight 3 pounds.
No. 750T499.....Retail $7.50

THE BLOCKS INTERLOCK



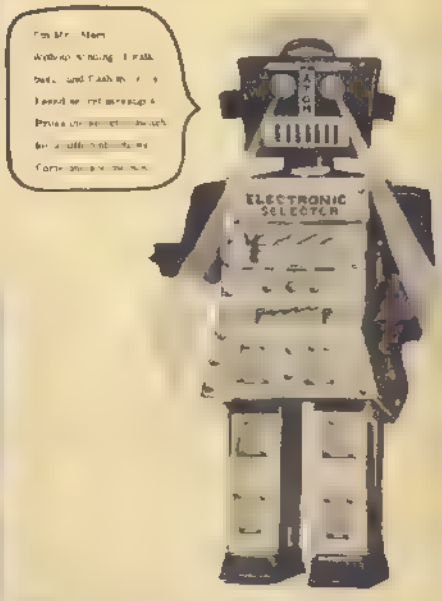
Build Sturdy Scale Models of Every Type Structure

COMMENDED BY THE CONSUMER'S SERVICE BUREAU OF PARENTS' MAGAZINE

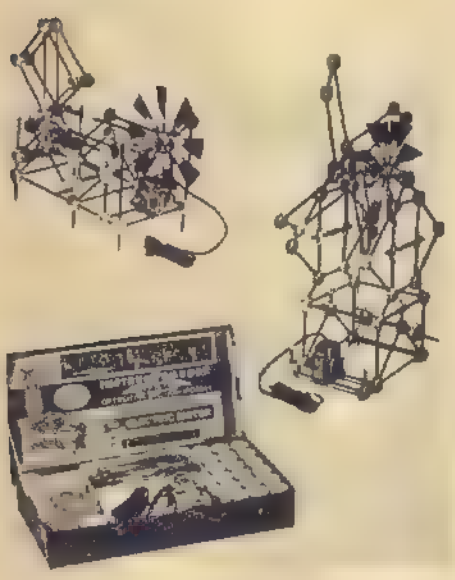
"THE BEVERLY HILLS"
B-500 - Contains 278 pieces
Shipping weight 2 pounds
No. 500T330.....Retail $4.95

"THE MIAMIAN"
B-300 - Contains 152 pieces.
Shipping weight ½ pound.
No. 300T197.....Retail $2.95

TREASURE CHEST OF CRAFTS
Beautifully decorated to simulate a real pirates treasure chest. A deluxe gift for girls and boys from 5 to 10 years of age Contains five individual "chest drawers" which includes, Leathercraft, Tap-n-lace Metal Embossing, Metal Magic, and Sculpturing. Size of chest: 11¼" W. 18" L. 12½" H. Shipping weight 4 lbs
No 500TCT330.....Retail$5 00



MR. ATOM, The atomic man is here! — with moving head, legs and arms! As he walks he sends secret messages! Mr Atom, operates on three positions, 1st. position he walks with no flashing lights or buzzer. 2nd. position, he walks and flashes his eyes; the dome on his head lights up and he buzzes! 3rd. position lights and buzzes as you press the button to send secret messages! Size 21" height. Individually packed. Shpg. wt. 5 lbs.
No. 619ED417.....Retail $6.95

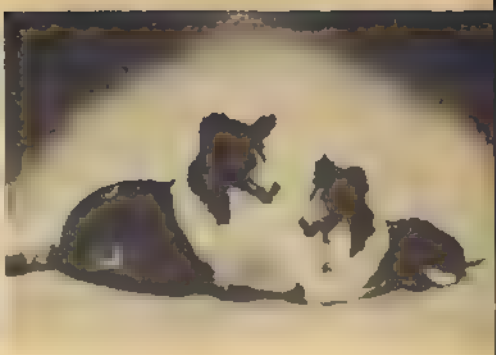


MASTER TINKERTOY
For motion minded young engineers. Packed with all red rods and a large variety of pulleys and movable parts for building engineering and mechanical models. A real 2 speed motor - safe - Underwriters Lab. approved. No transformer needed. 6 foot cord. AC - 110-120 Volts.
No. MASTER665.....Retail $9.95

TAP DRUM SET
Beautifully designed, trap drum set complete with snare drum and stick, tom tom, cymbal, triangle, and foot treadle. Big 16" dia. base drum, 9¼" deep. Easy to assemble. Shipping weight 4 lbs.
No. [illegible].....Retail$3 98

HUMPTY DUMPTY
A perky cute toy with flannel body, arms and legs, plush back of head, plush trim on feet. The collar is white plastic and has a little red bow. Face is rubber and is hand painted. The kiddies all love Humpty Dumpty! Shpg. Wt. 9-1/3 oz. Size: 12".
No. 350T133 .....Retail $2.00

PLUSH TIGER
How real it looks! Children love this stuffed toy of soft plush with rolling movable eyes and button nose. Whiskers and hand embroidered mouth! Shpg. Wt. 5 lbs. Size: 29"
No. 1575T330 ..... Retail $4.95



PLUSH COLLIE
Hand painted rubber face. Brown and white contrasting plush body. Beautiful toy that children take to immediately! Shpg. Wt. 1¾ lbs. Size: 22"
No. 1370T267 ..... Retail $3.95

TOYS THAT CHILDREN LOVE TO CUDDLE

PLUSH MAMBO MONKEY
What a cute little fellow this is! Rubber-like ears, hands and shoes. Rest of body plush. Rubber hand-painted face. Red elastic suspenders. The kiddies adore him! Shpg. Wt. 2½ lbs. Size: 19"
No. 854T330 .....Retail $4.95

PLUSH POODLE
A cute french poodle with rolling movable eyes and felt eyelashes and tongue. Ribbon tied in bow around neck. Cute little hat! Shpg. Wt. 1-1/6 lbs. Size: 16½",
No. 2306T267 ..... Retail $3.95

(265)

(110)

(506)

FLOPPY TERRIER. All plush in champagne color trimmed with brown. Squeeze the tummy and he barks. Machine inserted eyes. Plastic nose. Felt tongue. Ribbon bow. ½ lbs. & 2 lbs.
No.302T330 9" high.....Retail$4.95

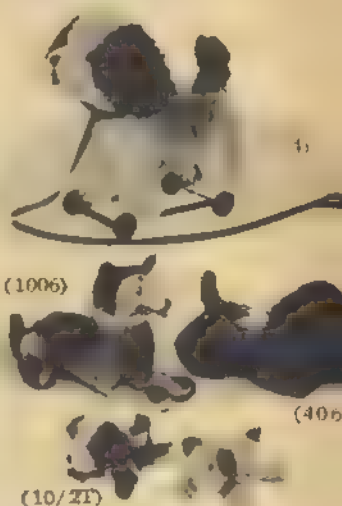
TV DOG. This floppy dog has been made not only as a huggable companion for any youngster, but also as a seat for watching TV. He is made of fine quality rayon plush, combined with a colorful plaid flannel. He has sleeping eyes, machine inserted nose, and sewed in tongue. Ribbon bow around neck. Shpg wt 4¼ lbs
No.406T397 23" long. ... .. Retail$5 95

ROY ROGERS "TRIGGER". Stuffed Horse, made of fine quality rayon plush, colored to match ROY's own horse. Platform and wheels made of top grade steel with steering mechanism. Constructed to hold 150 lbs. Matching Bridle and Saddle in real, authentic Western style. Saddle made of pure vinyl and decorated in ROY's own colors..Red, White & Blue. Packed each to a shipping container. Shpg.wt.8½ lbs.
No.1700HT730. ....Retail$10 95

DOPEY DOG. All plush in assorted colors. Plastic nose. Felt eyebrows and tongue. Ribbon bow. 15½" tall. Shpg.wt. 2 lbs.
No.265T267.. . . . Retail$3.95

WAGGING TAIL DOG. All plush in a beautiful champagne color trimmed with brown. Hand embroidered nose and mouth with red felt tongue. He wags his tail in a friendly way when pulled forward by his leash. Mounted on aluminum frame with four rubber tires. 12" long. Shpg wt 1½ lbs
No 674T267 . .. .Retail$3 95.

(968)



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KATIE KANGAROO. All plush mother kangaroo with baby kangaroo tucked away in pouch. Baby made of pure vinyl, and is a cute squeeze toy. 15½" tall. Shpg wt. 2 lbs.
No 3006T330.....Retail$4.95

TIGERS. All plush in its natural striped color. Glassine eyes in a soft vinyl face. Reclining position. Ribbon bow. Shpg wt. 1¼ lbs.
No.110T397 19" long... . .. Retail$5 95
No 117T397 24" long. . . Retail$5 95

FLOPPY ST. BERNARD. Long pile curly plush in brown trimmed with white. Machine inserted eyes. Plastic nose. Voice inserted in body. Ribbon bow. Shpg.wt.¾ lbs
No.10/2T267 9" long . ..Retail$3.95

[illegible]ER BEAR. Combination of Plush and Striped corduroy. Assorted Colors. Vinyl face with glassine eyes. Ribbon bow. Shpg wt 4 lbs. 24" tall
No 506T330. . . .. .. .Retail$4.95

THE CHA CHA CLOWN. Made of colorful plush in combination with pure vinyl. Soft vinyl face decorated with non-toxic lacquers. Realistic shoes, hands, and ears are also made of pure virgin vinyl. 22" high. Shpg.wt 2½ lbs.
No.607T397. . .. ... .Retail$5 95

SLEEPING DOG/MOVING EYES. Apricot with brown ears. Soft vinyl face. Eyes open when sitting, close when sleeping. Squeeze the ear, he barks. Ribbon bow. 13½" long. Shpg.wt 1½ lbs.
No 50/5T397..... .. . ... Retail$5.95

ROY ROGERS "BULLET". Beautifully detailed stuffed dog made of fine quality rayon plush with vinyl face and lens eyes. Entire body hand sprayed to give that realistic look. Jeweled plastic collar around neck. 26½" long. Shpg.wt. 3 lbs.
No.1006T463..... Retail$6 95

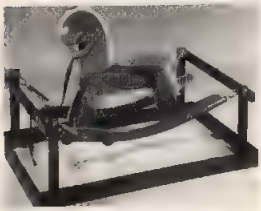
Palomino Pal Bouncing Horse

1881TF1313—A full bodied reproduction of a galloping palomino horse. Handsomely airbrushed in brown-gold and Palomino shadings. Made of tough plastic that will not crack, chip, peel or scuff under the "roughest rider." Horse is suspended from a hardwood frame with long life steel springs. 24" long and 21" high. Ship wt. 16 lbs. **F.O.B. Illinois Factory.**

Mfr's. Sugg. Retail $19.95

1882TF1000—Similar to above. 33" long and 19" high. Ship. wt. 15 lbs.

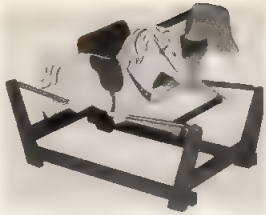
Mfr's. Sugg. Retail $14.95



"Rock-a-Long" Horse In Corral

3314TF997 Children will love this spring-type, four-way, rocking horse. It rocks, walks forward, trots and gallops. Non tipping and adjusable in height. Sturdy construction assures long life in spite of much rough handling. Horse is Blue with White and Black trim and is 12" wide, 22" high and 31" long. Corral is 22" wide, 33" long and 15½" high. Horse is instantly demountable for use as a regular rocking horse (shown in illustration, upper right, 1564TF664). Ship. wt. 20 lbs. **F.O.B. Michigan Factory.**

Mfr's. Sugg. Retail $14.95



"Bouncer" Hobby Horse

3312TF945—Roomy, enclosed seat section with solid footrest, handle bar and handy tray with raised edges. Thick plywood sides decorated with realistic White horse and bright Red trim. Sturdy, non-tip wood frame supports body from corner posts on strong steel springs giving simulated gallop and canter motions. Frame 33⅛"x6¾"x12" high. Horse 24" long, 12" wide x 23" and seat 12" from floor. Seat and back both 7"x10". Ship. wt. 17 lbs. **F.O.B. Mass. Factory.** **Mfr's. Sugg. Retail $12.95**

"Rock-a-Long" Hobby Horse

1564TF664—Actually rolls forward as it rocks to the delight of every child from 2 to 6. Tough Parana pine construction. Low center of gravity eliminates the danger of tipping. Horse is Blue with White and Black trim. 12" wide, 22" high and 31" long. Ship. wt. 19 lbs. **F.O.B. Mich Factory.** **Mfr's Sugg. Retail $9.95**

Rocking Horse

1883TF1669—A thrilling ride on a realistic rocking horse for every child. Horse has carved body 24" long and 5" in diameter in Dapple Gray. Rocker is 36" long in bright Red finish in combination. Red web bridle and Black vinyl saddle. Overall height is 30". Ship. wt. 40 lbs. **F.O.B. Massachusetts Factory.** **Mfr's. Sugg. Retail $26.75**

"Jack's Pony"

1563TF630—A thrilling ride for every boy and girl. The exercise is designed to build strong and healthy bodies. 30" high, 39" long, with adjustable seat and stirrup. For children 2 to 7 years old. Ship. wt. 19 lbs. **F.O.B. Illinois Factory.**

Mfr's Sugg. Retail $8.95

"Dancer" Hobby Horse

1657TF1218—He trots, canters, gallops. Horse rocks on chrome-plated tubular steel rockers which are long and safe . . . goes up and down on strong, suspended steel springs. Body is molded plastic fibre in dappled Palomino with Red saddle and harness. Ideal for boys and girls from 2 to 10. Length 36", width 16½". Saddle 19½" from floor, head 29½" from floor. Ship. wt. 16 lbs. **F.O.B. Mass. Factory.**

Mfr's. Sugg. Retail $16.95

"Pinky Lee" Sports Trike

A Nationally Advertised Sidewalk Vehicle that is Fully Adjustable With Growth

1884TF1500—**"Pinky Lee" Sports Trike.** Honestly fits all kiddies 2 to 6 years. Sliding seat adjustment with finger tip lock—7 positions forward or back. No tipping as seat is only 8" above ground. Fixed front wheel with 12x1.75" tire. Rear wheel (auto type) steering with 8x1.50" tires. Oilless bearings. Bright Red with spoke trim. Chrome handle bars and fenders. 37" L., 18" W., 36" H., overall. Ship. wt. 23 lbs. **F.O.B. New York Factory.** **Mfr's Sugg. Retail $22.95**

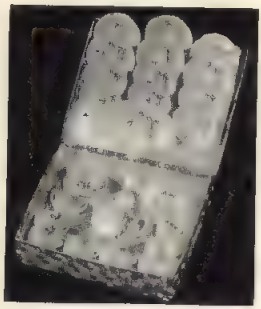
3313TF544—**Kiddie Kar.** Thrill the youngsters with this fun-filled, yet safe and practical Kiddie Kar. Red with White decorations. White enamel chassis and handle in new "Lustro-Lume" finish. 3½" front wheel with ⅝" tire. 6" rear wheels with ½" tire. Height of seat 10½". Overall length 24". Ship. wt. approx. 9 lbs. **F.O.B. Mass. Factory.** **Mfr's. Sugg. Retail $8.75**

Play China Dinner Sets — Musical Tops

CRASH HELMET — EXPLORER HELMET

23 Piece China Tea Set. Service for 6. White body with blue wedge decoration. Lightly accentuated with gold trim. Consists of six cups, saucers, bread plates, creamer, sugar and tea pot. Packed in display box.

6688B68135/170 .....Retail $2.25



27 Piece China Toy Dinner Set. Service for 6. Bamboo decoration. White body trimmed in gold. Consists of 6 cups, 6 plates, 6 saucers, 1 platter, 1 gravy boat, 1 covered casserole, sugar, creamer and tea pot. Display boxed.

6693A68200/230 .... Retail $3.90

27 Piece China Toy Dinner Set. Service for 6. Beautifully decorated in floral design with gold trim violet decoration. Consists of 6 cups, 6 plates, 6 saucers, 1 platter, 1 gravy boat, 1 dish, and cover, creamer, sugar and tea pot. Packed in display box.

6699B68260/300 .Retail $4.75

13 Piece China Toy Tea Set. Service for 4. Tan lustre body with blue bird and cherry blossom decorations. Consists of 4 cups, saucers, sugar, creamer and tea pot. Packed in display box.

6696B6870, 90 .. ..Retail $1.50

Choral Top. Semi-automatic choral top with three-tone changes, measuring 10 in. in diameter and 10½ in. high with plastic base. Brightly lithographed top showing three little pigs playing baseball and three dogs playing football.

22280A68120/140

Retail $2.00

Choral Color Top. Plunger type choral top with self changing tunes and colors constantly as it spins, and the latter can be seen through the transparent top. The top spins on a rubber base.

22281A68180/200

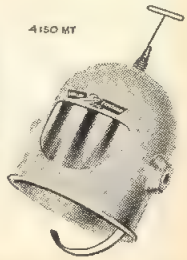
Retail $3.00

Satellite Explorer Helmet. For adventures in outer space. Mirro satellite explorer helmet. Newest toy for future outer space explorers of the neighborhood. The young man can play satellite explorer which today more than ever is the popular radio and TV subject. Made of durable aluminum. Helmet has adjustable straps for proper head size. Transparent, safe acetate face shield. Real looking spring communication antenna and built in make-believe earphones. Each helmet colorfully labeled with insignia. Packed in printed ship carton.

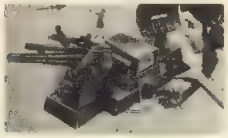
22282A38240/265 . . . . . .Retail $3.95

Plastic Crash Helmet. Tough, rugged plastic helmet in beautiful shiny colors, cushioned with soft sponge rubber—adjustable to fit most sizes. Protects against hard bumps while riding bicycles—sleds—skates—toy automobiles, motor bikes, scooters, cycles and boats—hot rods, etc. Dandy headgear for school patrols! Packed 6 to carton. Wt. 8 lbs.

6925A68120/140 .....Retail $2.00



REMCO RADAR ROCKET CANNON



Giant electronic cannon — launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically and picks up beep signals. Regulation microphone and head set — permits aircraft spotter to talk with radar operator. Packed 6 individual boxes per carton, shipping weight 18 lbs.

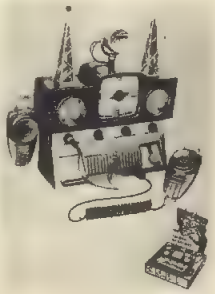
109 ..... List $7.95

REMCO RAILROAD LOUDSPEAKER TOWER

Announce railroad instruction with powerful loudspeaker volume. Includes high impact tower housing powerful 4 inch Alnico speaker. Railroad type microphone and communication wire cable, 4 batteries. Packed 6 individual boxes per carton, shipping weight 12 lbs.

110 ..... List $5.95

REMCO RADIO STATION



Complete electronic system that sends and receives up to half a mile. Two microphones transmit voice and telegraph codes. Switchboard type transmitter — individual plug-ins for each activity. Professional telegraph key buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel. Radio signal detector registers transmitted impulses. Sturdy hi-impact plastic construction. Includes batteries and all accessories, automatic decoder and log book. 3 color display box. Packed 4 individual boxes per carton, shipping weight 9 lbs.

101 ..... List $6.95

REMCO CRYSTAL RADIO KIT

Build your own private radio set. Complete with: Durable high-impact cabinet. Regulation hi-impedance headphone. Super sensitive fixed crystal. Tuning Coil and all other parts included. For beginners! Packed 1 individual box per carton, shipping weight 16 lbs.

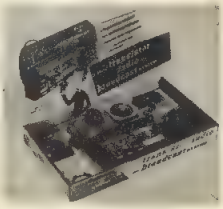
106 ..... List $3.95

REMCO TRANSISTOR RADIO KIT

Newest electronic wonder. This transistor powered set makes radio tubes obsolete. Includes: Beautiful preassembled plastic cabinet; sensitive station tuner; regulation head phone; battery; diode detector and transistor-amplifier. All other parts included. Packed 6 individual boxes per carton, shipping weight 18 lbs.

107 ..... List $6.98

REMCO RADIO & BROADCAST KIT



A professional radio set. This powerful radio set features the new electronic wonder . . . the Transistor. Pick up favorite radio programs on sensitive head set. Have fun announcing your own broadcast at home. Complete with big 18 inch handsome plastic cabinet; 4 inch Alnico loudspeaker; Powerful broadcast microphone; head set; 3 batteries; Selective station tuner; diode detector and all other parts. Packed 6 individual boxes per carton, shipping weight 24 lbs.

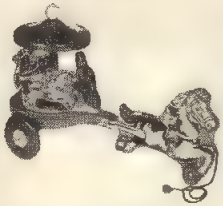
108 ..... List $9.95

FERRIS WHEEL

Large, decorated ferris wheel with colorful boy and girl riders, revolves as it is pulled along. Complete with nickel plated bells. Size: 10 inches high. Packed 6 individual boxes per carton, shipping weight 17 lbs.

922 ..... List $2.98

CAROUSEL



Merry-go-round is pulled by colorful horse and has boy and girl riders that spin under enameled steel canopy. Enameled steel wheels complete with bells. Size: 18 inches long, 11 inches high. Packed 6 individual boxes per carton, shipping weight 18 lbs.

918 ..... List $2.98

POLLY PULL TOYS

Assorted

Clever unbreakable polyethylene animals. Unbreakable wheels on strong metal axles. Delightful bell on each toy. Beautiful child-appeal colors. Individually boxed. 24 assorted per carton, shipping weight 10 lbs.

126 ..... List $0.98

AMATEUR BROADCASTER

2 broadcasting radio stations. Has 2 earphones and 2 microphones. Send and receive voice and code up to one mile away. Electronic volume controls and voice-code selectors. 2 telegraph keys. Packed 6 individual boxes per carton, shipping weight 15 lbs.

500 ..... List $7.95

REMCO DICK TRACY WRIST RADIO

Electronic two-station wrist-radio. Loud, clear, 2-way voice transmission . . electro-magnetically powered. Secret code buzzer signal system for Morse Code transmission, battery operated. Operates over long distances up to ½ mile. Telegraph click system, battery operated. 3 color corrugated display package. Includes 2 Dick Tracy Wrist Radios, battery and wire. Packed 12 individual boxes per carton, shipping wt. 12 lbs.

105 ..... List $3.95

REMCO TELECOM INTER-PHONE SYSTEM

Two regulation size phones with bases. Six-phone system; plug one to four auxiliary phones into basic telecom set. Every phone a master; each individual telecom contains signal buzzer. Includes — 50 ft. of wire. Plug into telecom and use! In display box. Packed 6 individual boxes per carton, shipping weight 15 lbs.

900 List $6.95

REMCO HANDIPHONE INTERCOM SYSTEM

Built-in two-way signal buzzer system; two complete battery operated telephones, 25 ft. of double electric wire with plug-in. Works up to distance one mile. Includes — two batteries, ready to operate. Modern design phones; loud and clear operation. Each in display box. Packed 12 individual boxes per carton, shipping wt. 12 lbs.

700 List $4.95

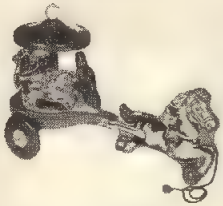
● Send Us Your Mail Orders for *Prompt* Service ●

FERRIS WHEEL

Large, decorated ferris wheel with colorful boy and girl riders, revolves as it is pulled along. Complete with nickel plated bells. Size: 10 inches high. Packed 6 individual boxes per carton, shipping weight 17 lbs.

922 ..... List $2.98

CAROUSEL



Merry-go-round is pulled by colorful horse and has boy and girl riders that spin under enameled steel canopy. Enameled steel wheels complete with bells. Size: 18 inches long, 11 inches high. Packed 6 individual boxes per carton, shipping weight 18 lbs.

918 ..... List $2.98

POLLY PULL TOYS

Assorted

Clever unbreakable polyethylene animals. Unbreakable wheels on strong metal axles. Delightful bell on each toy. Beautiful child-appeal colors. Individually boxed. 24 assorted per carton, shipping weight 10 lbs.

126 ..... List $0.98

AMATEUR BROADCASTER

2 broadcasting radio stations. Has 2 earphones and 2 microphones. Send and receive voice and code up to one mile away. Electronic volume controls and voice-code selectors. 2 telegraph keys. Packed 6 individual boxes per carton, shipping weight 15 lbs.

500 ..... List $7.95

REMCO DICK TRACY WRIST RADIO

Electronic two-station wrist-radio. Loud, clear, 2-way voice transmission . . electro-magnetically powered. Secret code buzzer signal system for Morse Code transmission, battery operated. Operates over long distances up to ½ mile. Telegraph click system, battery operated. 3 color corrugated display package. Includes 2 Dick Tracy Wrist Radios, battery and wire. Packed 12 individual boxes per carton, shipping wt. 12 lbs.

105 ..... List $3.95

REMCO TELECOM INTER-PHONE SYSTEM

Two regulation size phones with bases. Six-phone system; plug one to four auxiliary phones into basic telecom set. Every phone a master; each individual telecom contains signal buzzer. Includes — 50 ft. of wire. Plug into telecom and use! In display box. Packed 6 individual boxes per carton, shipping weight 15 lbs.

900 List $6.95

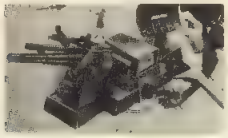
REMCO HANDIPHONE INTERCOM SYSTEM

Built-in two-way signal buzzer system; two complete battery operated telephones, 25 ft. of double electric wire with plug-in. Works up to distance one mile. Includes — two batteries, ready to operate. Modern design phones; loud and clear operation. Each in display box. Packed 12 individual boxes per carton, shipping wt. 12 lbs.

700 List $4.95

● Send Us Your Mail Orders for *Prompt* Service ●

REMCO RADAR ROCKET CANNON



Giant electronic cannon — launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically and picks up beep signals. Regulation microphone and head set — permits aircraft spotter to talk with radar operator. Packed 6 individual boxes per carton, shipping weight 18 lbs.

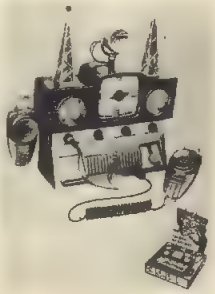
109 ..... List $7.95

REMCO RAILROAD LOUDSPEAKER TOWER

Announce railroad instruction with powerful loudspeaker volume. Includes high impact tower housing powerful 4 inch Alnico speaker. Railroad type microphone and communication wire cable, 4 batteries. Packed 6 individual boxes per carton, shipping weight 12 lbs.

110 ..... List $5.95

REMCO RADIO STATION



Complete electronic system that sends and receives up to half a mile. Two microphones transmit voice and telegraph codes. Switchboard type transmitter — individual plug-ins for each activity. Professional telegraph key buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel. Radio signal detector registers transmitted impulses. Sturdy hi-impact plastic construction. Includes batteries and all accessories, automatic decoder and log book. 3 color display box. Packed 4 individual boxes per carton, shipping weight 9 lbs.

101 ..... List $6.95

REMCO CRYSTAL RADIO KIT

Build your own private radio set. Complete with: Durable high-impact cabinet. Regulation hi-impedance headphone. Super sensitive fixed crystal. Tuning Coil and all other parts included. For beginners! Packed 1 individual box per carton, shipping weight 16 lbs.

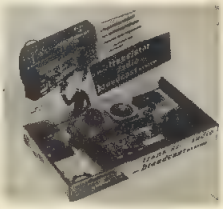
106 ..... List $3.95

REMCO TRANSISTOR RADIO KIT

Newest electronic wonder. This transistor powered set makes radio tubes obsolete. Includes: Beautiful preassembled plastic cabinet; sensitive station tuner; regulation head phone; battery; diode detector and transistor-amplifier. All other parts included. Packed 6 individual boxes per carton, shipping weight 18 lbs.

107 ..... List $6.98

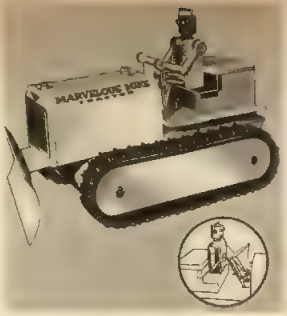
REMCO RADIO & BROADCAST KIT



A professional radio set. This powerful radio set features the new electronic wonder . . . the Transistor. Pick up favorite radio programs on sensitive head set. Have fun announcing your own broadcast at home. Complete with big 18 inch handsome plastic cabinet; 4 inch Alnico loudspeaker; Powerful broadcast microphone; head set; 3 batteries; Selective station tuner; diode detector and all other parts. Packed 6 individual boxes per carton, shipping weight 24 lbs.

108 ..... List $9.95

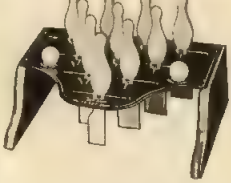
ROBERT THE ROBOT. Remote controlled robot moves forward and backward, turns by means of winding crank and trigger mechanism. Trigger determines right or left movement. As Robert moves, his hands move up and down. Hands can be made to clutch objects as he walks. Turning crank activates Robert's "voice." Moves on 4 wheels and is made of plastic. 14"x6"x8¼".
21-6940-435 (Each) Wt. 2 lbs.
21-6940-398 (3 or more) Retail **5.95**



MARVELOUS MIKE. Robot operated and controlled tractor. Shifts, turns, forward or reverse. Goes around any object. Shifts gears, pedals, backs up, shifts again and goes forward, all by himself. Never before anything like it. No buttons, wires, springs or gadgets. Action so realistic it will amaze you! Overall length 14 inches.
21-6941-690 (Each) Wt. 5 lbs.
21-6941-625 (3 or more) Retail **9.95**

FLYING HELICOPTER. A new, novel toy providing skill and fun for everyone. In its action, it will take off straight into the air, by manipulating the hand control it can be kept flying and landing indefinitely as the operator moves about with it. Colorful box can be used as hangar.
21-6983-260 (Each) Wt. 1½ lbs.
21-6983-234 (3 or more) Retail **3.95**

CASTING SET. Combination electric and gas metal casting set. For the serious hobbyist. Has 3-figure mold, 2 mold handles, electric stove, plain ladle, vise, 24-pigs antimonial casting metal, 4 bottles paint, brush, smoker bottle with cap and wick. Size 16½"x10" Wt. 5 lbs.
21-7145-418 (Each)
21-7145-380 (3 or more) Retail **5.95**

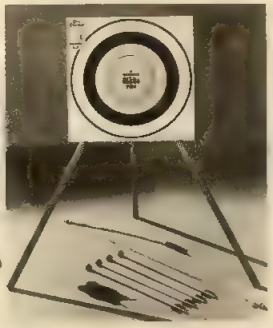


BOWLING GAME. Giant-size home bowling game. Made of plastic and hard woods with plated metal parts. 10—5" high pins, score pad and instructions. You'll be able to bowl any place with this set. All you do to re-set pins is tilt the board. 16¼"x12"x9½"
21-7190-346 (Each) Wt. 4 lbs
21-7190-320 (6 or more) Retail **4.98**

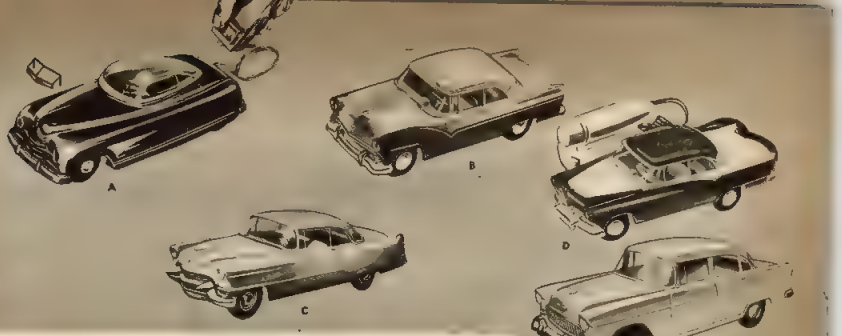
LIL' DIVOT GOLF GAME. 18-hole indoor-outdoor golf game. Contains 4 metal three-hole putting discs, metal tunnel, bridge, swinging triangle, two-hole revolving turnstiles, and polygon 18th hole, 2 metal putters with easy-grip handles and 2 sponge rubber balls.
21-7148-207 (Each) 3 lbs.
21-7148-191 (6 or more) **2.95**

DART BOARD. Fun for everyone with this durable all-metal target and 2 rubber suction cup darts, big and heavy enough for accurate throwing. You'll hit the mark with your party guests, friends or family when you let them play this exciting game. Giant size bull's eye for added play pleasure. Darts are colorful
21-7187-130 (Each) 2 lbs.
21-7187-120 (6 or more) . . . **1.98**

ROCKET SOCK-IT. Rocket rifle shoots five safety cupped darts at once or any combination of them. Harmless, safe, loads of fun. Unique target is self-scoring and registers score automatically. Target is heavy board with sides and ends reinforced with metal. Rifle and darts are high impact plastic. Long lasting
21-7147-207 (Each) Wt. 1 lb.
21-7147-191 (6 or more) . . . **2.98**



TRIPOD TOY ARCHERY KIT. Contains one 17" tripod target, one 46" professional shaped bow with simulated leather grip, four 18" enameled and fletched arrows with rubber safety tips and one leatherette wrist guard. Here's a toy-game that will give hours and hours of pleasure to all who play it. Perfect for a party game for the youngsters.
21-7188-261 (Each) Wt. 3 lbs.
21-7188-240 (6 or more) Retail **3.95**



Remote Control Scale Model Cars

(A) POWERMATIC AUTO. Steers in any direction, runs backward, forward or climbs. New device reverses its direction when it bumps into obstacles. Rugged electric motor and gear drive really stands up. Easily operated remote control unit uses two batteries (not included). Tenite plastic, rubber tires. 10"x4"x1 ½"

21-6262-275 (Each)

21-6262-249 (3 or more) . . . Retail **3.95**

(B) FORD CUSTOM SEDAN. Realistic models styled just like 1955 cars. Cars stop, go forward, reverse, steer right or left at a touch of remote control unit. Powered by 2 flashlight batteries (not incl.). 72" cable controls precision steering. Tenite, with shiny windows, chrome plated grilles and headlights, rubber tires. 8"x2 ½"x2¾"

21-6258-507 (Each)

21-6258-461 (3 or more) . . Retail **7.00**

(C) REMOTE CADILLAC. Coupe deVille model. Long, graceful and realistic scale model of famous car. Powered by 2 batteries, 72" cable controls precision steering, stop, forward, reverse, and left or right turn. Shiny, one-piece windshield, chrome grille and trim. Rubber tires 12⅜"x8⅞"x8½". Sleek, dent-proof body. Built for wear.

21-6934-507 (Each)

21-6934-461 (3 or more) Retail **7.00**

(D) REMOTE DODGE. Royal Lancer model. Smart, good-looking scale model of one of our favorite autos. Remote control unit permits steering, stop, turn left or right, reverse. 72" cable-cord from auto model to unit control. 1-pc. windshield, chrome grille and trim, rubber tires. Built to stand lots of play. 12⅜"x8⅛"x8½".

21-6935-507 (Each)

21-6935-461 (3 or more) . . . Retail **7.00**

(E) REMOTE CHEVROLET. Real motoramic! Remote-control plus Power Steering. Genuine 1955 scale model of the real car. Goes right, left, forward, reverse. One-piece windshield, rubber tires. 72" cable from control unit to auto for precision steering. Powered by 2 flashlight batteries (not incl.)

21-6947-349 (Each)

21-6947-316 (3 or more) Retail **5.00**

(F) REMOTE FORD. Victoria model. Scale model of the popular, new 1955 Ford Victoria. Powered by 2 flashlight batteries (not incl.). Rubber tires, chrome plated grille and trim. Turns right or left, goes forward or reverse 72" cable from control unit to car. One-pc. windshield. 12⅛"x8¾"x8½".

21-6948-349 (Each)

21-6948-316 (3 or more) . . Retail **5.00**

EXCITING REMOTE CONTROL

Remote control feature allows car to go forward or backward at the press of a switch. Control holds 2 flashlight batteries *Batteries Not Included.*

POWER STEERING On models E and F an additional motor turns car to left or right to any degree, as you turn the steering wheel.

TELEPHONE INSTALLATION TRUCK. Looks, runs just like the Bell telephone service trucks that keep our phone service operating trouble-free. Press its remote control push button and like magic it speeds forward, runs in reverse! Has motor torque steering. Powered by two flashlight batteries (not incl.) Just the right piece of equipment for the youngster who wants to be a lineman and pretend he's working just like the professionals do. 7¼"x3"x3½"

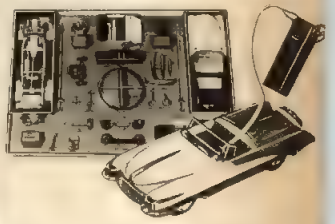
21-6256-140 (Each)

21-6256-125 (3 or more) Retail **1.98**

REMOTE TOW TRUCK. Powerful truck lifts and pulls objects. Mechanical lift raises and lowers. Runs forward, reverse, circles. Electric motor, battery operated. Red light goes on when in motion. Loads of fun with this new and wonderful model truck. Chrome bumper and trim. Has rubber tires. Everyone will have a grand time working with this fine model. 8" long, 3½" wide. Powered by two flashlight batteries (not included)

21-6938-260 (Each)

21-6938-234 (3 or more) Retail **3.95**



DREAM CAR CONSTRUCTION SET. Over 60 pcs. to assemble. die cast unbreakable body, remote control forward and reverse running electric motor, battery operated. Clear-tone horn, directional lights, chrome grille and trim, bumpers, vinyl tires, one-piece windshield, spare-tire. Spoke wheels, spacious trunk, contrasting seats. When completely assembled, car measures 16½" long x 6" wide. Colors Red and ivory.

21-6945-1025 (Each)

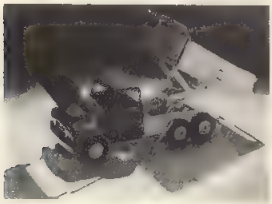
21-6945-939 (3, more) **14.95**

AUTO TRANSPORT

Twenty inches long. Equipped with 4 cars, unloading ramp, and set of tools. Unbreakable Polyethylene. Packed 6 individual boxes per carton, shipping weight 5¾ lbs.

903 ..... List $2.98

BUDDY "L" SCOOP AND LOAD DUMP



Front scoop picks up load and transfers to rugged panelled dump box which raises 6 inches high to dump. Hi-Lift action dumps load through hinged tail-gate. Gleaming colors accentuated by chrome grille and plated hub caps. Heavy duty rubber tires. Packed 6 individual boxes per carton, shipping weight 25 lbs.

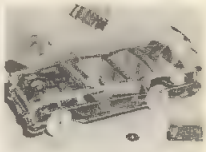
5539 ..... List $3.98

IDEAL DRAGNET TALKING POLICE CAR

Inspired by television's famous "Dragnet" show. Dome has removable searchlight which operates on battery and bulb. Simulated grille, radiator and rear lights. Two front seats; steering wheel that turns. Dashboard has simulated controls; two miniature phones; open and close compartment contains two miniature pistols, flash camera, riot gun and tommy gun, binoculars, two extra rifles, swivel chain and map reading table. Searchlight can be removed from dome and be made to work independently of car. Car has metal base. Trunk compartment contains plastic phonograph record and winding crank. Unbreakable record repeats: "Calling car 99, calling car 99, come in please. Go to 147 Broadway. That is all." Molded of five times tougher high impact plastic in assorted colors. Official Seal of Los Angeles Police Department is decaled on side of car. Colorful box features Jack Webb and the dramatic "Dragnet" theme. Size: 14½ x 5½ x 5¾ inches. Packed 6 individual boxes per carton, shipping weight 13½ lbs.

3006 ..... List $3.98

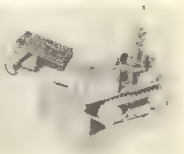
FIX-IT STARFIRE



A toy automobile that has almost every major working feature of a real car. Complete electrical system includes working front and rear lights that can be made to work separately or together. Steering wheel and drive shaft work. Differential system that works just like a real car. Pistons that pump up and down. Fan belt turns as car is rolled. Crank shaft turns. Spare tire in continental-type rear rack. Vinyl tires with separate hubs. Compartment for batteries in rear trunk. Hood and trunk open and close. Metalized bumpers, grille work, headlight rims, ornaments, hubs and side trim. Detailed distributor, air filter, carburetor, radiator. Radiator can be filled with water. Packed 3 individual boxes per carton, shipping weight 12 lbs.

3089 ..... List $14.95

ROBOT DRIVEN BULLDOZER



Controlled by a winding crank and trigger mechanism. It can be made to move forward, backward and to the right or left. Bulb in robot's head lights up. Bulb and battery replacements are easy. Robot's hands move as Bulldozer changes direction. Bulldozer has removable scooping blade and tough vinyl caterpiller treads. Made of plastic. Packed 6 individual boxes per carton, shipping weight 14 lbs.

4064 ..... List $4.98

ROY ROGERS STAGECOACH

A real western stagecoach. Has four spoke wheels, old fashioned jack, mallet, two wheel wedges, pry bar and wrench. Two beautifully detailed horses in full harness. Horses can be unhitched by removing vinyl harness. Doors open and close. Coach uncouples from front wheels. Simulated driver, whip, removable plastic rifle. Other features are: brake, mud guard, lanterns, simulated money chest and trunk for storing equipment. Packed 6 individual boxes per carton, shipping weight 12 lbs.

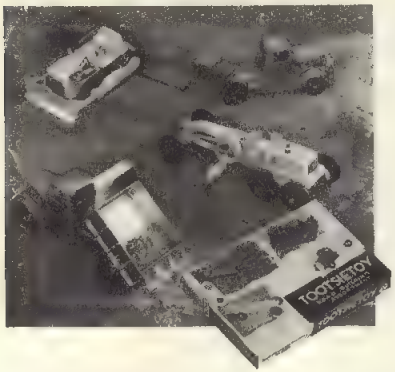
4551 ..... List $3.98

IDEAL ROBERT THE ROBOT

This 14 inch mechanical man, operated by remote control, moves forward, backward, eyes and "antenna" have lights—off and on: his arms move, hands clutch objects. Rides on 4 hidden wheels. He even talks! Turn crank in back and internal record says: "I am Robert Robot, the mechanical man: drive me, steer me wherever you can." Molded high impact plastic, metallic finish. Mechanical control box with trigger, crank, buttons, cord. Size: 14 x 6 x 6¼ inches. Packed 6 individual boxes per carton, shipping weight 18 lbs.

4049 ..... List $5.98

TOOTSIETOY ROAD CONSTRUCTION SET



For the young builder—Scale reproductions of Caterpillar Bulldozer and Road Grader will make road building easy. Rugged Mack Dump Truck, Machinery Hauler and Cab plus Road Signs makes this set complete. All toys in durable metal with realistic non-toxic finishes. Packed 12 individual boxes per carton, shipping weight 26 lbs.

6000 ..... List $2.98

HUBLEY CARRYALL—TRUCK & GRADER

A heavy duty toy—scaled model of the big flatbed machinery-hauling truck. Cab lifts off revealing realistic motor. Seven wheels carry rear of trailer; dual wheels and pair of singles on cab. Includes 10¾ in. metal road scraper with steering gear and 6 wheels. All wheels are black rubber. Packed 4 individual boxes per carton. Shipping wt., 16 lbs. Length, 19½ in.

511 ..... List $3.98

IDEAL TURBO JET WITH ROCKET LAUNCHING PLATFORM

Action-packed Turbo Jet Car is propelled from launching platform by strong inertia motor with push-button trigger. Turbo Jet zooms away on four wheels under the power of its own friction motor and speeds along the ground. Tip of Turbo Jet made of harmless, soft polyethylene. Metalized jet dome. Size: Launching platform, 10 x 4½ inches. Turbo Jet, 13 x 4 inches. Packed 6 individual boxes per carton, shipping weight 8 lbs.

4867 ..... List $3.98

TOOTSIETOY MOTOR SET

Eight ever-popular late model cars and trucks with scale model service rack that really works. This set will furnish hours of joy for youngsters of all ages. All toys in durable metal with non toxic two tone finishes. Packed 24 individual boxes per carton, shipping weight 46 lbs.

7200 ..... List $1.98

IDEAL MOBILE ROCKET LAUNCHING TRUCK

A reproduction of the latest model rocket launcher, mounted on a fully equipped truck. Atomic rocket firing mechanism actually propels polyethylene "rockets" which are loaded with noise-making caps. Rocket launcher elevates and depresses by means of ratchet gear control. Gun is loaded, cocked and fired, creating "explosion" and rocket soars into space. Gleaming metalized equipment lends realism to entire unit. Open and close ammunition compartment. Truck made of five times tougher high impact plastic in assorted colors. Base of truck made of metal. Complete with two harmless rockets. Size: 12 x 5 x 5¾ inches. Packed 12 individual boxes per carton, shipping weight 12 lbs.

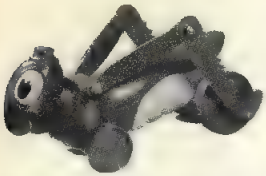
4862 ..... List $2.98

HUBLEY FARM SET

Set consists of Hubley Jr. Tractor (7 in. long), Cultipacker, Plow and Seeder, Spreader and Flatbed Farm Wagon, all interlocking. Red with aluminum trimming. Black rubber wheels. Packed 6 individual boxes per carton. Shipping weight, 18 lbs.

50 ..... List $2.98

Pull Toys by Kusan-James



Krasshopper. With knee-action. Colorful life-like action packed, extra tough. With his over-size, off-center, rear wheels, Kelly takes tremendous strides as he rolls. Long Wood axles and high impact plastic combine to give Kelly at least nine lives. Kelly measures almost a real foot long and about fifty grasshopper feet high. Gift boxed. Packed 1 dozen. Wt. 13 lbs.

22328B128127/150 .....Retail **$2.00**

Krusader Dragon. Soft like vinyl hide—almost indestructible. Off-center wheels make him bounce and rock as he rolls along. Squeeze and he squeals with delight. Measures over a foot long. Gift boxed, 12 to carton. Wt. 11 lbs.

22329B128127/150 .....Retail **$2.00**

Klatter-gator. His name is Kasey. Pull him! He wiggles, waddles, rattles and turns. A foot and a half of animated action for tots and toddlers. From tail to snout, Kasey is made of washable, non-toxic plastic in a rainbow of colors.

6910A128127/150 .....Retail **$2.00**

Kweenie the Weenie. A red hot pull toy. Kweenie was bred in Kusan's kennels. She's tightest in of under-slung dynamic action. Kweenie can't tree a coon but she'll follow a kid all day long.

6908A128127/150 .....Retail **$2.00**

Slinky® Bucko. Ride 'em cowboy! You'll have to see Bucko in action to really appreciate the sales appeal this remarkable pull-toy is bound to register. Eccentric wheels make the rider buck and twist as toy is pulled or pushed. Lots of exciting action. 1 dozen per carton. Wt. 13 lbs.

22120B128127/150 .....Retail **$2.00**

Slinky® Worm. 'Her name is Susie.' She slithers, slinks and buzzes and does all kinds of tricks. 1 dozen per carton. Wt. 16 lbs.

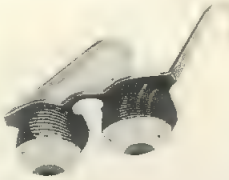
22122B12865/75 .....Retail **$1.00**

Slinky®. A spring steel coil, which will provide fun for every one. With proper manipulation Slinky moves as if he were alive—will walk down the stairs step by step or down an inclined surface. Each in colorful box, with full directions.

0647A12860/70 .....Retail **$1.00**

Slinky® Dog. Painted in colorful two-tone combination. Rear end falls behind, then catches up. High impact plastic with famous Slinky spring. 1 dozen per carton. Wt. 15 lbs.

22121B128127/150 .....Retail **$2.00**



Slinky® Eyes. A brand new novelty item bound to create a sensation with young and old alike. Eyes mounted on springs—pop out when head moves and then retract. Set of lenses included converts to regular sun glasses. 4 dozen per carton. Wt. 11 lbs. (approx.)

22123B12845/55 .....Retail **$ .09**

Slinky Train. All aboard for the squiggly, wiggly Slinky Train . . . the new pull toy that's really different. Combines Slinky with an old-time locomotive in sturdy 3-color plastic. Fun indoors or out . . . on sidewalks, linoleum, or wooden floor. Order the Slinky Train now . . . It's the little engine that will boost your sales. Packed 12 each to a carton. Wt. 10 lbs. per carton.

0024A128127/150 .....Retail **$2.00**

For Young Cowboy and Prospector

Deluxe Model Geiger Counter. Authentic, plastic replica of an atomic Geiger Counter detects all ferrous metals (such as nails, belt buckles, paper clips, etc.) without touching them. Has an electro magnetic earphone, scintillation count flasher, ray compensator, radioactive intensity meter, multicount gen sensitivity control. Includes mining stock mining license, etc. **Battery included. Size: 3½x7x4½" high.** Color Yellow with Blue In display box 3 lbs.

5R119-270.....RETAIL **$4.00**

Space Commando Megascope. Plastic megascope with following features: 4 power 15½" telescope, control megaphone, code signal light, code signal buzzer and warning siren. Plus International Morse Code in secret code compartment. Send Morse Code with light or buzzer. Control megaphone throws voice 200 ft. **Flashlight battery included.** Size: 9x12x11" high. In display box. Ship. wt 3 lbs

5R120-337.....RETAIL **$5.00**

Buck Rogers Supersonic Raygun and Space Glasses. Official equipment for every space adventurer. New gun shoots red, green or white rays and piercing high frequency sonic waves. Double action trigger first turns on flashlight, second pull turns on sound and light flasher. **Space glasses are 3-power with high quality lenses for clear vision.** Hinged bridge adjusts to child's eyes. Ramps finder for focus. Ship. wt. 3 lbs.

5R121-280.....RETAIL **$4.00**

Official Dragnet Police Holster Set. The only official Jack Webb, Sgt Joe Friday, Dragnet police set endorsed and approved by Sgt Joe Friday. **Set consists of:** genuine leather holster and belt bullet clip with 3 silver plated bullets, official Dragnet identity card and metal Badge 714 in carrying case, handcuffs, 50 shot police type cap pistol. Ship. wt 2 lbs

5R132-198.....RETAIL **$3.00**

MP Holster Set. Authentic copy of holster and belt combination worn by U.S. Army Military Police. **Made of cowhide leather in Army-brown.** Adjustable shoulder strap snaps in cartridge and holster piece and can be removed. Waist belt for additional support of holster. All fittings gilt. Holster is decorated by gold bullets and "US" stamping. Kilgore gun an authentic replica of regulation army "45." Ship. wt. 3 lbs.

5R125-250.....RETAIL **$4.00**

"Davy Crockett" Holster Set. Belt and single holster of buckskin-style, suedad, reindeer-color leather. Belt with "Davy Crockett" name plate. Adjustable belt with woodsman-style leather fringe. Holster with pocket of simulated mottled pony skin and leg straps. Hubley pistol, automatic action, single cap shot, 7¾" long, with plastic handle and nickel finished barrel. Set contains plastic powder horn that blows noise, rubber woodsman's knife with sheath and copy of Walt Disney's "Davy Crockett at the Alamo." Each set in Davy Crockett box. 9 lbs.

5R127-285.....RETAIL **$4.50**

Standard Western Double Gun and Holster Set. A "hip-slung" double holster gun set with pistols by Hubley. Genuine bark tanned Brown and Natural cowhide ornamented with exclusive design conchos (metal, leather and felt cut-outs) and mulheads. Holsters backed with heavy contrasting piece-edged felt. Fully adjustable belt fits snugly around the waist. **Complete with two 50 shot western 9½" repeater pistols.** Ind. lithographed boxes. Ship. wt 4 lbs

5R133-316.....RETAIL **$5.00**

S Bar-M Double Holster Set. Western style holsters for young cowhands. Belt and holsters of Pecamino Tan cowhide backed with royal blue scallop-edge felt and decorated with horse head shield conchos and nickel plated spots. Belt adjustable from 22" to 32" and has 2 double rows of silver bullets. Holster with leg straps. **Two Hubley Texan Jr. pistols: repeating cap type, 8½" long.** Break for easy loading by pressing latch in front of trigger. Ship. wt. 5 lbs.

5R126-450.....RETAIL **$7.50**

Large Size Double Holster. Authentically styled in natural leather. Just the gift for the slightly older cowboy. Crosspieces decorated with bright nickel mulheads and conchos. Extra long tie-throngs hang down from the double holsters. Its two-piece adjustable belt has silver bullets, chps, picot-edged felt backing and oversize western buckle. **Includes two break-action Hubley cowboy repeating cap pistols, 12½" long.** Each has revolving cylinder with side break feature for loading. Shoots standard roll caps. Ship. wt. 5 lbs.

5R124-645.....RETAIL **$10.00**

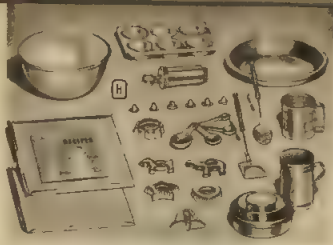
ORDER EARLY for Holiday Delivery

NEW! MAKE TASTY PIES . . NO BAKING!

- No baking necessary . just mix and chill
- High quality Py-O-My mixes like mother uses

G PY-O-MY ICE BOX PIE SET. (Ages 5–10.) Made especially for Wards. One of the most revolutionary new ideas in the cake and pie mix field. Easy to mix and prepare delicious ice box pies without going near the oven. Set includes four ¾-oz. packages of graham cracker pie crust, four 1½-oz. pkgs. of chiffon pie fillings. 3 flavors . . . lemon, butterscotch, chocolate. Utensils: two 4-in. pie pans, mixing bowl, mixing spoon, wire whipper and measuring spoon. Box 17x12 in.

48 T 4642—Ship. wt. 2 lbs. 4 oz. . . . . 14-Pc. Set 1.79



HER OWN SET OF BAKING UTENSILS

H 24-PC. JUNIOR MISS BAKE SET. (Ages 6 to 12.) All in sturdy, gleaming aluminum. All sized to fit little hands, all pieces easy for child to manipulate. Complete set can be used with any of the food mixes, Pg. 182, or use mother's own mixes. Enough pieces for everything the little cook wants to bake. 2 cookie sheets 5½x11 in. ea., pie plate, 4 round cake pans, 6-cup muffin pan, 2-qt. mixing bowl. Cake and cookie decorator with 6 tips . . . she can do a professional decorating job. 4 spoons, 6 cookie cutters, each a different shape, measuring cup, mixing spoon, cake turner and shaker for sugar and flour. Recipe book.

48 T 4627 Ship. wt. 1 lb. 8 oz. . . . . 24-Pc. Set 2.98

HOUSEKEEPING TOYS, PAGES 180–184. MORE TEA SETS PAGE 147.

MAKE MILK SHAKES

J MIRRO MAGIC ELECTRIC MIXER. (Ages 5–10.) Sturdy beater thoroughly mixes liquids, breaks up ice cream, blends for rich shakes, malts. Battery (incl.) operated, runs at moderate speed. Mixer starts when aluminum tumbler is placed under clip. Enamel finish. 9 in. high.

48T4622—Wt. 1 lb. 8 oz. 3.59

Cooking Utensils... Dishes for the Young Hostess

IT'S SO MUCH FUN TO ENTERTAIN OUR GUESTS... WE USE OUR OWN BEAUTIFUL NEW TEA SETS

K 28-PC. "GAY GINGHAM" TEA SET. (3–10 yrs.). Service for 6. It's time to have a party. What a thrill for the little hostess to cook her own food and serve it to her friends on her own set of dishes. (Red food mixes Pg. 182 and pie mix set above.) Gay red and white plaid with blue accents and colorful pictures lithographed on metal dishes. 6 ea. cups, saucers, plates (4-in. diam.), butter plates. 1 ea. tea pot, sugar and creamer and Tray.

48 T 4799—8x10-in. serving tray Ship. wt. 1 lb. 8 oz. . . . . 28-Pc. Set 97c

L DE LUXE 48-PC. "COUNTRY CHARM" TEA SET. (3–10 yrs.). Big set includes child-size "silverware." Service for 8 little ladies. Serve food made from mixes (Pg. 182) or just play house with these delightful dishes. Ivory-color metal lithographed with charming and colorful farm scenes. 6 ea. plates (5½-in. diam.), butter plates, cups, saucers, forks, knives, and spoons. Jolly tea pot with lid, sugar bowl and cream pitcher.

48 T 4673—Ship. wt. 2 lbs . . . . . 48-Pc. Set 1.55

WE LIKE TO WASH OUR DISHES

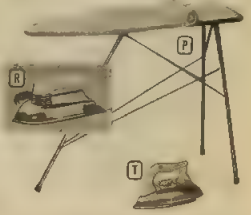
M SUDSY GOOSE DISH WASHING SET (3–12 yrs.). Yes, even dish washing can be fun for the little miss. She'll adore having utensils just like mom's, she'll love to slosh her dishes about in soapy water. Plastic dish drainer, plastic dish pan, bottle brush, sponge, box Brillo (1 pad), apron, Wright's Silver Cream, scraper, dish cloth, silverware drainer. 16-pg. story book.

48 T 4626—Ship. wt. 1 lb. 4 oz. . . 11-Pc. Set 95c

HER FIRST SET OF "SILVER"

N ALUMINUM "SILVERWARE" SET. (Ages 4–8.) Service for 8. Little miss can really use her own "silver," when she has parties for her dolls. No sharp edges, easy for tiny tots to use. 8 each knives, forks, spoons and 2 extra pieces, butter knife and sugar spoon. Pieces fit easily and neatly into "blond wood" cardboard chest. 11½x3½x2½ in. 4½-in. knives

48 T 4694 Ship. wt. 10 oz. . . . . 28-Pc. Set 69c



P STEEL IRONING BOARD 30x8x22 in.

48T4766M—Wt. 3 lbs.

2 oz *Mailable*. . . . 1.89

48 T 4660—PAD AND COVER. Wt. 6 oz. . . 67c

3-Pc. OUTFIT. Ironing Board (P), Pad (48T4660) Electric Iron (R). *Mail*.

48T4610 M—Wt. 5 lbs.

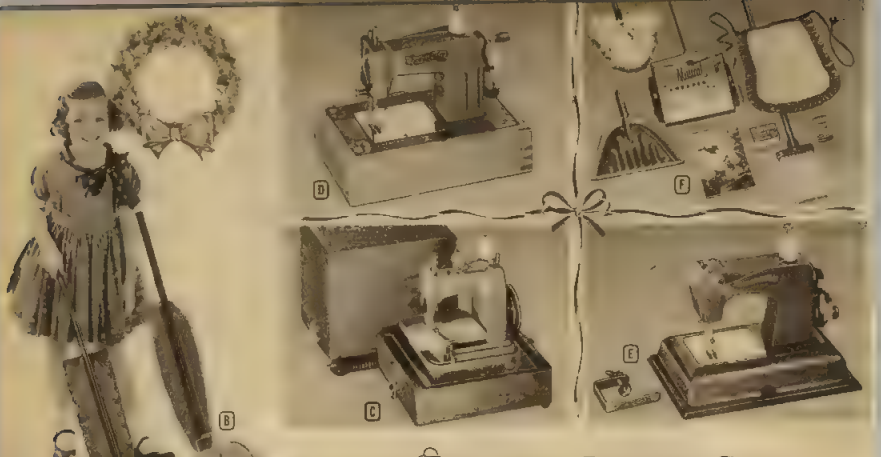
4 oz. At savings . . . 4.39

R ELECTRIC PLAY IRON. Really irons. Metal. Cord, plug. 110 volt 60 cycle AC-DC.

48 T 4659 UL Appr'd Wt. 1 lb. 8 oz. 2.29

T NON-ELECTRIC PLAY IRON. Suction cup pkg. Dummy cord.

48 T 4734—Wt. 8 oz. 85c



THEY REALLY "WORK"

(A) CHILD'S HOOVER VACUUM CLEANER. (Ages 4 to 9). Housework can be an enjoyable game with this child-size vacuum cleaner that works just like mother's. It runs, hums, picks up dirt, lights up and the bag fills up. Battery operated (not incl.) Order 2 batteries (62W23) listed below. Plastic base, metal handle.

48 T 4758 L—About 30 in. tall. Wt. 3 lbs. 8 oz. 7.98

(B) PRETTY MAID VACUUM CLEANER. For little maids up to 6 years old. It buzzes and lights up. Brush rotates in plastic and metal base. Battery operated, order 2 batteries below.

48 T 4758 L. 25½ in. tall. Wt. 2 lbs. 4 oz. . 2.69

RADIO A BATTERIES FOR (A) AND (B). Order 2

62 W 29 X—Ship. wt. ea. ¼ oz. .....Each 10c

It's Fun to Learn to Sew

- Little girls can really sew on machines designed like the latest "grown-up" models
- Needle guards help protect small fingers. Tension control for sewing different weight fabrics

(C) (D) (E) WARDS TOY SEWING MACHINES. She can make clothes for dolly or even for herself. (C) is a precision-built electric model, by maker of adult machines. (D), (E) operate with hand wheel. All approved by Wards Lab. Instructions, spool for thread, needle. (12x) Singer needle for replacement.

(C) BETSY ROSS ELECTRIC SEWING MACHINE. For little seamstresses 8 yrs. old and up. Child will enjoy learning to sew and to run an electric machine so much like mother's. It's easy to learn when she's so young and she'll have an accomplishment she can use all her life. Machine has metal frame, full size sewing plate, on-off switch. Sews regular chain stitch. Simulated alligator carrying case. 110 120 volts, AC only. 8¾x6x9 in. Underwriter's Lab. Approved.

48 T 4757 L—Ship. wt. 8 lbs ... 15.95

(D) DE LUXE "SEWMASTER." (Age 7 and up) Hand operated machine that's easy to use. Enclosed gear mechanism. Turn wheel to make even chain stitch. Brightly enameled steel, plated trim. Hardwood base. West German import.

48 T 4754—9¼x5¼x7 in. Ship. wt. 4 lbs 7.95

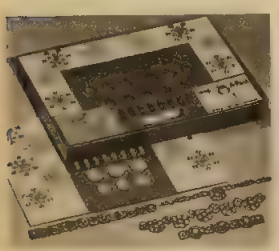
(E) KAYENNE "SEWMASTER." (Age 7 and up). Hand operated machine sews an even chain stitch, has clamp for fastening securely to table. Enclosed lever mechanism works easily. Enameled steel, plated trim. West German import.

48 W 4753—8¼x4¾x7 in. Ship. wt. 2 lbs.. 3.98

IT'S CLEAN-UP TIME

(F) "SUSY GOOSE" CLEANING SET. (3 to 10 yrs.) Cleaning house is a wonderful game when your little girl has her own equipment. Colorful, sturdy set includes a musical tone metal carpet sweeper that plays a merry tune when pushed. Dust pan, broom, mop (21-in. handle); and her own plastic apron with bell. Brills, silver cream, 16 page colored story book "achievement chart."

48 T 4714 M —Ship. wt. 2 lbs. 8 oz. *Mailable* 1.89



WE MAKE ALL OUR OWN JEWELRY

SNAP-A-PART JEWELRY SET (Ages 6 up). Make bracelets, necklaces, chokers, pendants, earrings. Snap settings together in different designs, glue "jewels" into settings. Settings have gold metallized and pearlized finishes. With earring findings, paste, applicator, instr

48 T 4661—JEWELRY SET. 57 settings, 200 snap-a-part links, over 200 "jewels." Wt. 1 lb. 8 oz. 2.59

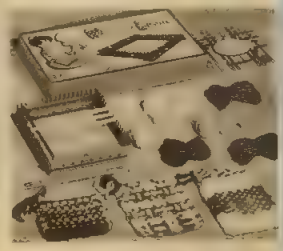
48 T 4670—JEWELRY SET. 38 settings. 100 links, over 100 jewels.

184 WARDS CSA Wt. 1 lb. 1.79

WE LOVE TO SEW DOLLY'S CLOTHES

SEWING AND EMBROIDERY KIT WITH TINY DOLL with hair, moving eyes. (Age 8 up). Little "mothers" may sew pretty clothes for dolly, dress her up in her new finery and take her out for a stroll around town. Fun to develop the art of sewing a fine seam, doing delicate embroidery. 12 dresses, ready to sew with fit dolly perfectly. Centerpiece and napkins are simple to embroider, colorful. Needle, scissors, thread, tiny clothes hangers, 3 skeins of embroidery floss, etc. In travel kit.

48 T 4732—Kit 14½x8 in. Ship. wt. 2 lbs....1.85



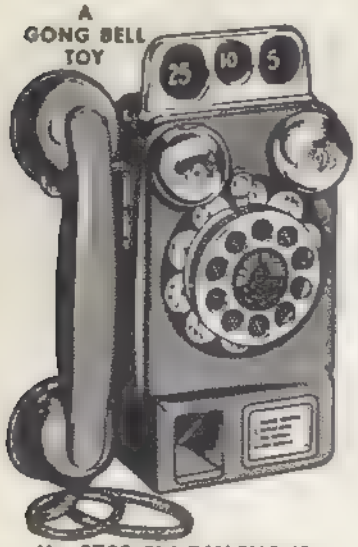
LET'S WEAVE ON OUR OWN LOOM

ADJUSTABLE WEAVING LOOM OUTFIT. (Age 6 to 10). Made expressly for Wards. Weave jersey loopers or use for wool weaving. Make lovely pot holders, mats, many other projects. Easy to do, challenging and so much fun. An absorbing play that leads to a worthwhile lifetime hobby. Adjustable steel loom is really two looms in one . . . differently spaced teeth on each side. With wire looper, about 350 jersey loopers and steel weaving needle. Packed in attractive gift box. Box 15⅛x7½ in.

48 T 4668—Instructions. Ship. wt. 14 oz.... 1.79

TOY TELEPHONE BANKS

GONG BELL PLA-PAY



No. 0700 PLA-PAY-PHONE

All metal, realistic phone. Gong strikes when coins are deposited. Suction cups on back.

Each

No. 420-0700—8½x2½ in. $1.70

Twelve in a carton.

TOY TELEPHONES

HILL'S NU-MODEL

All steel, enameled finish. Bright nickel plated dial. Loud bell released when return dial is revolved.

Red and blue colors.

Each

No. 473-75—7x4x4 in. $0.98

Twelve in a carton.

GONG BELL

With Voice

Heavy gauge metal toy phone with voice in receiver. Spring return dial. Nickeled bells.

Revolve the dial, bell rings, invert receiver and voice sounds.

Each

No. 415-0682—7x4¼ in. base $1.65

Twelve in a carton.

TOY TELEPHONES

Concealed record responds on turning of handle. Assorted colors. Steel construction.

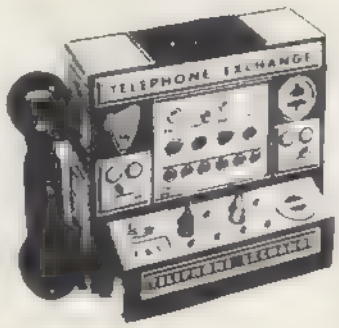
Each

No. 128-99 ..... $2.00

Twelve in a carton.

PLAY SWITCHBOARD

VINTAGE



Complete with wire, 2 batteries, 2 phones, 2 buzzers, 2 hangers and a switchboard.

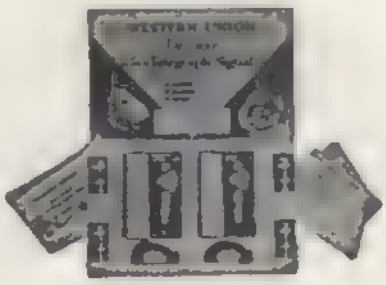
Each

No. 1325-606 ..... $5.00

Twelve in a carton.

TELEGRAPH SIGNAL SETS

S. B.



Deluxe Model

Set contains two signal sets for sending and receiving, four flashlight type batteries, 50 feet of wire, instruction sheets and miniature Western Union Blanks.

Per set

No. 715-200 .....$3.49

Twelve sets in a carton.

INTERCOM SYSTEMS

ZIMPHONE PHONES

Two phone cradle set. Designed for wall or desk use.

Includes two phones, buzzers, cradles, batteries, plug in wire and 50 feet of wire.

Made of high impact plastic.

Each

No. 1318-666 .....$5.95

Twenty-four in a carton.

ZIMPHONE SWITCHBOARD

Electronic switchboard with two phone set. Complete with two phones, one cradle, complete switchboard, 50 feet of cable and four batteries.

Each

No. 1319-116-9x11x6 in. $11.00

Six in a carton.

WRITE — PHONE — OR TELEGRAPH YOUR ORDERS!

Our stock is complete and offers a wide choice. Only lines of [illegible] reputation are included.

Our many years of service and consistent growth is the Dealer's assurance that our knowledge of selections is a real asset.

INTERCOM SYSTEMS

REMCO HANDIPHONE

Two complete battery operated telephones with built-in 2-way signal buzzer system. Louder and clearer than all existing telephone sets. Modern design plastic phone hangers for wall, desk, etc.

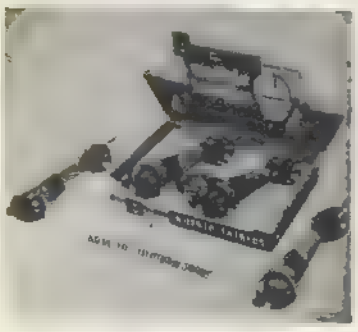
Complete with 25 ft. of double electric wire with plug-in connections and two batteries.

Per set
No. 769-300 .....$4.98

Twelve in a carton.

WALKIE-TALKIE UNITS

REMCO



Deluxe

Deluxe two-way communication system. Electro-magnetically operated, no batteries necessary. Long distant working range; big regulation telephone size; dial control retractable antenna. Wave length channel selector; secret message compartment.

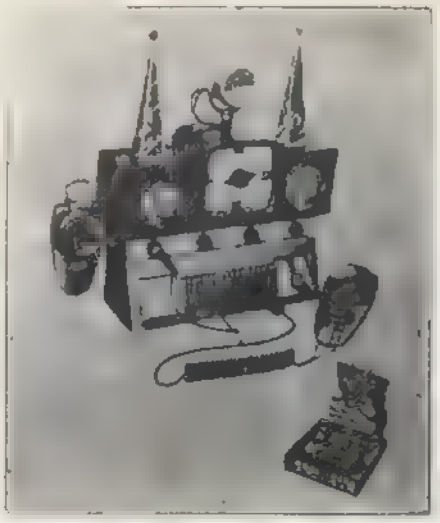
Complete with two-conductor wire, ready to operate.

Each
No. 757-500 .....$2.98

Twelve in a carton.

RADIO STATIONS

REMCO ELECTRONIC



Sturdy, high impact plastic construction. Sends and receives up to ½ mile. Two microphones; transmits voice and telegraph codes. Switchboard type transmitter; individual plug-in for each activity. Professional telegraph key. Buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel.

Radio signal detector registers transmitted impulses.

Includes batteries and all accessories, automatic decoder and permanent log book.

Each
No. 778-101 .....$6.98

Four in a carton.

WRIST RADIOS

REMCO DICK TRACY

Two-way voice transmission, electromagnetically powered. Secret code buzzer signal system for Morse code transmission. Operates over long distances up to ½ mile. Telegraph click system.

Complete with two Dick Tracy wrist radios, battery and wire.

Each
No. 756-105 .....$3.95

Twelve in a carton.

CRYSTAL RADIO

REMCO

CRYSTAL RADIO set complete with headphone is a Radiocraft easy-to-assemble kit for young people. Assorted parts, headphones, cabinet, are packaged in a colorful, sturdy corrugated box.

Each
No. 781-106 ..... $4.00

Twelve in a carton.

TRANSISTOR RADIO

REMCO

A professional radio set. This powerful radio set features the new electronic wonder . . . the transistor. Pick up favorite radio programs on sensitive head set. Have fun announcing your own broadcast at home. Complete with: Big 18" handsome plastic cabinet . . . 4" Alnico loudspeaker . . . . Powerful broadcast microphone . . . head set . . . 3 batteries . . . Selective station tuner . . . diode detector . . . and all other parts.

Each
No. 754-108 ..... $10.00

Six in a carton.

WE ARE CONTINUALLY ADDING NEW TOYS

Visit our Toy Department where you will see a grand array of extra profit items for your year 'round sales.

MECHANICAL TOYS

TURBO JET AND ROCKET LAUNCHING PLATFORM

No. 4867 $60.00 Doz.

Propelled from launching platform by strong wind-up spring motor with push-button trigger. Turbo Jet zooms away on four wheels under the power of its own friction motor and screeches as it rolls along the ground. Launching platform has screeching siren. Tip of Turbo Jet made of harmless, soft polyethylene. Metalized jet dome. Size: launching platform: 10"x4½". Turbo Jet: 13" x 4".

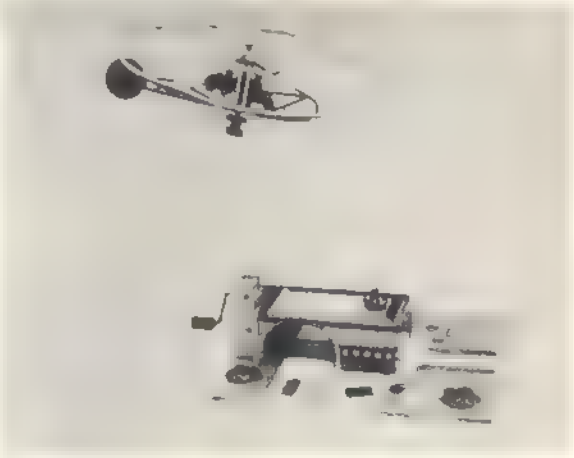
No. 101 HELICOPTER (Mechanical)

No. 101 $16.00 Doz.

Strong clock spring motor moves Helicopter forward on oversize rubber wheels while bright red plastic propellers revolve. Rear wheel can be set for straight or circular movement. Bright lithograph. Each in attractively designed two color folding box.

Size—13⅛" long
4⅝" wide
5⅝" high
Pack.—Each in box—1 dozen to carton

MECHANICAL HELICOPTER LAUNCHER



No. 1495 $48.00 Doz.

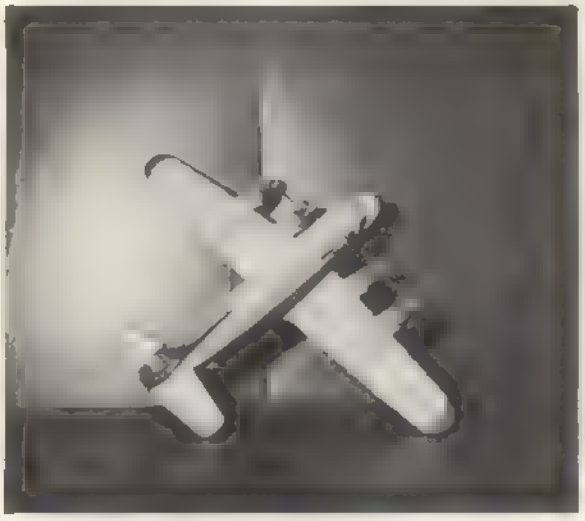
Base measures 12" long, 9¼" wide, 4" high. The airport of tomorrow with all the appropiate buildings made of steel, lithographed in appropriate design and color. Helicopter fuselage measures 8-3/4" long. Rotating blade is 10-3/4" in diameter. Entire item is made of flexible plastic. Mechanism for launching helicopter is housed in the structure. Hand crank furnishes the power to start it up and spin it skyward. When the mechanism is wound, the blade on the helicopter will whirl to a take-off position and will rise to a height of 30 feet. Each set in a box.

SCENIC EXPRESS

No. 1931 $48.00 Doz.

Base for train measures 21¾" long, 13⅛" wide, 2¾" high. Mechanical Train measures 11½" long The metal base is attractively lithographed in a full scenic design and there are grooved portions around the outside to depict the tracks, and which guides the Miniature Train around the track. The Locomotive has long running motor. The base has tunnels, train terminal, buildings, and scenery landscape which is very realistic. Very entertaining.

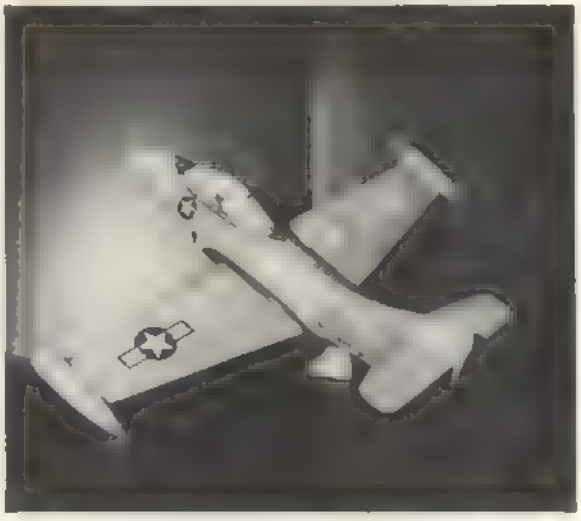
IMPORTED MECHANICAL PLANES



DOUGLAS PLANE

No. 7097 $48.00 Doz.

Made of steel, lithographed in bright colors. Four spinning propellers. Powered by friction motor which propels plane along the floor. Length, 12½"; wing spread, 17". 1/2 dozen in box.



NAVY PLANE

No. 7179 $54.00 Doz.

Made of steel , lithographed in bright colors. Powered by friction motor which propels plane along the floor and sprays harmless sparks inside the plane. Length, 17"; wing spread, 21". 2 in box.

SPARKLING SPACE SHIP

No. 7196 $54.00 Doz.

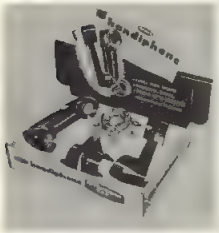
Made of steel, lithographed in bright colors. Powered by friction motor that propels plane along the floor and emits harmless sparks from the tail. Safety rubber tip on nose. Length, 23"; wing spread, 10". Each in box.

ROCKET SPACE SHIP

No. 4673 $16.00 Doz.

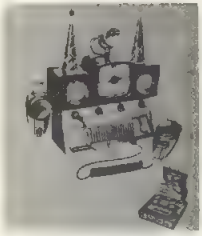
Made of steel, lithographed in bright colors. Powered by friction motor that propels plane along the floor and emits sparks from the jet tail. Safety rubber tip on nose. Length, 12½". Packed 1 doz.

ELECTRONIC TOYS



REMCO TELECOM INTER-PHONE SYSTEM - 2 regulation-size professional phones with noses. Simple to operate. Just pick up the phone and talk . . . no buttons to press. Improved power supply circuit amplifies buzzer signal system. Newly patented 5 tune booster circuit produces dramatic, unbelievable voice reception. All hook up wire has professional plugs on ends for simple connections. Comes complete with batteries, wire. Sh. wt. 2¼ lbs.

6T24X463 ..... List **$6.95**

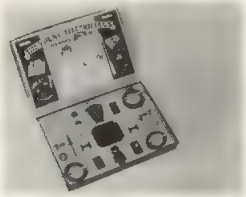


REMCO ELECTRONIC RADIO STATION — Sends and receives up to ½ mile. 2 microphones . . . transmits voice and telegraph codes. Switchboard type transmitter . . . plugins for each activity. Professional telegraph key . . . buzzes, clicks. Searchlight remote controlled 360° radius from transmitter panel. Sturdy, high impact plastic construction Comes with all batteries and accessories, automatic decoder, log book. Sh. wt. 3 lbs.

6T25X463 List **$6.95**

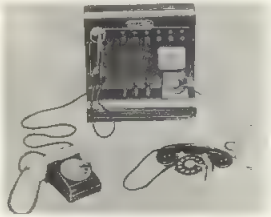
REMCO DICK TRACY 2-STATION WRIST RADIO—"Calling all Dick Tracy fans." Loud, clear, 2-way voice transmission . . . electromagnetically powered. Secret code buzzer system for Morse Code transmission battery operated. Operates up to ½ mile. Telegraph click system, battery operated. Includes 2 Dick Tracy Wrist Radios, battery and wire. Will give the aspiring young detectives hours of sleuthing and diversion. Sh. wt. 1 lb.

6T26X263 ..... List **$3.95**



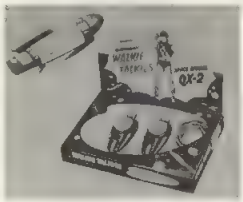
YOUNG ELECTRICIAN SET - An experimental set that includes an electric bell, 3-way switch, a toggle switch, push button, double receptacle and 2 plugs, 2 lamp sockets, 2 miniature bulbs, wire, battery case, plus all the tools, screws, washers, etc necessary for experimenting in the basic principles of electricity. Comes with comprehensive booklet written in easy-to-understand language

6T28X267 (Sh. wt. 2 lbs.) ..... List **$4.00**



RING-A-PHONE SWITCHBOARD— Bright red front. Interlocking aluminum sides for extra sturdiness. Guaranteed to ring forever . . . never a battery to replace . . . nothing to wind-up! 2 colorful red and yellow telephones plus phone and dial on board. True-to-Life accurate detailing. Dials are numbered and lettered just like the real thing! Size: 11¾" long, 10⅛" high, 6⅜" wide. Sh. wt. 5 lbs.

6T29X332 ..... List **$4.98**



REMCO 2 WAY ELECTRONIC WALKIE TALKIE —Deluxe 2-way communication system. Electro-magnetically operated . . . no batteries! Long distance working range with big-regulation telephone size. Secret message compartment Complete with 2-conductor wire, ready to operate Walkie-Talkie set manufactured by Remco, one of the finest names in electronic toys. Sh. wt. 1 lb.

6T27X198 ..... List **$2.98**

COMPLETE TELEGRAPH SET—New and improved standard radio-telegraph signal set. Constructed of durable high impact plastic, complete with wire and batteries, ready to operate. It's really 3 types of apparatus in one! It buzzes . . . as used in wireless. It flashes . . . as used in night signaling. It clicks . . as used in telegraphic transmission Sh wt. 2½ lbs.

6T30X330 ..... List **$5.00**

AIRGUIDE WEATHER STATION— Kit contains assembly parts for desk barometer, outdoor thermometer and rain gauge . . . also a colorful manual on weather, a complete instruction sheet and a full year's supply of weather observation charts. All components are genuine parts from the regular stock of Airguide Weather Instruments, long famous for their dependability and accuracy. Sh wt 3 lbs.

6T31X667 ..... List **$10.00**

GEIGER COUNTER A realistic, educational toy that is completely safe! Authentic size and shape with all the action of a real Geiger Counter . . . when placed near ferrous source, flashing light, meter needle and buzzer operate simultaneously. Earphone headset transmits audible buzz. Complete with stock certificate mining license, battery and instructions. Molded Styron. Sh. wt. 2 lbs.

5T32X265 ..... List **$3.98**

TRAMS SELF-PROPELLED POWER MOWERS

21" SELF-PROPELLED ROTARY MOWER with Leaf Mulcher

Heavy duty cast aluminum housing

Takes all the work out of mowing lawns. **Powered by an easy starting, 2 horsepower, Briggs and Stratton 4-cycle gasoline engine.** Will run up to 2½ hours on 1 quart of gasoline. **Completely self-propelled. Cuts a full 21" swath, mulches leaves as it goes.** Throttle and clutch levers mounted on handlebars for fingertip control. Cuts grass and weeds of any height, spring steel blade can be easily reversed to provide new cutting edge. Staggered wheels permit mowing terraces and uneven surfaces without "scalping." Leaf mulcher is detachable. Zerk fittings for greasing. The starting engine is self winding, requires no wrapping. **Adjustable height axles provide cutting depths of 1½ to 3".** All you do is guide the "President" around the yard, completely effortless. F.O.B. Factory, Kansas

D586A50-10450—Ship. wt. 91 lbs. ..... RETAIL **$138.50**

TRAMS POWER MOWERS F.O.B. FACTORY, KANSAS

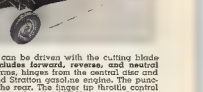
TRAMS 24" CUT RIDING MOWER

The only riding power mower with full reverse that retails for this low price.

Ideal for farm and country work, this mower can be driven with the cutting blade disengaged. **Complete shifting mechanism includes forward, reverse, and neutral positions.** The blade, which has four cutting arms, hinges from the central disc and is driven by friction with a 2½ H.P. Briggs and Stratton gasoline engine. The punctures proof tires are 16x2 in front and 12x4 in the rear. The finger tip throttle control is easily adjusted for speeds up to 5 M.P.H. forward and 4 M.P.H. reverse. A chain wheel drive on the rear wheel causes smooth even power. Blade is belt driven. Height of cutting adjustment is 1½ to 3¼". **Chassis is heavy walled steel tubing, reinforced with steel bars.** Ship. wt. 280 lbs. F.O.B. Factory, Kansas.

D566A40-19950 ..... RETAIL **$269.00**

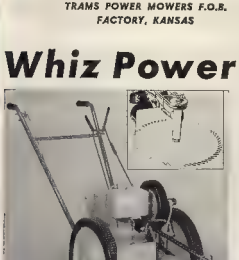
COMBINATION LAWN ROLLER AND AERATOR



An attachment for the Trams riding mower (above). Heavy gauge water tight steel cylinder. Roller has 1-bar and drum plug. 6 easily attached aerator bars, each bar has eight 1¾" teeth for lawn spiking. The aerator bars are held in place by one bolt on each side of the drum. Approximately 60 gal capacity. **Size:** 24" long, 23" in dia. **Weighs in excess of 400 lbs. when filled.** F.O.B. Factory, Kansas. Ship. wt. 85 lbs.

D566A41-2800 ..... RETAIL **$37.50**

Whiz Power Saws and Attachments



CUTS TREES, HEAVY WEEDS and BRUSH

20" SAW • SELF-PROPELLED • 2½ HP MOTOR

Combines the jobs of a power mower and tractor power saw. Cuts trees up to 12"—easily clears away heavy brush and weeds. (For real heavy-duty cutting get the Whiz 28", listed below.) Sturdy compact construction allows one man operation. Ideally suited for farms and estates. **4 position cutting—modern index mechanism permits horizontal, 30°, 60°, or vertical cutting.** Clutch lever operates from handle. 20" heavy gauge disc wheels assure tangle-free progress in high weeds and brush. Fitted with puncture-proof tires 20"x1.75. Two 54", section A, V-belts, transmit power to spindle. Manganese alloy steel spindle supported by two double shielded precision ball bearings. Heavy gauge steel tubing (1 1/16" diam.) chassis reinforced with high tensile steel bars. 20" corewood type saw blade. **Powered by Model 23 Briggs & Stratton 4 cycle, 2½ HP engine equipped with oil bath air cleaner.** Ship. wt. 155 lbs.

D586A23-12250 ..... RETAIL **$164.50**

26" SAW • SELF-PROPELLED • 5 HP MOTOR

Heavy duty power saw cuts and trims big timber—clears weeds and heavy brush ordinarily cut with only an industrial mower. Ideal for use on farms, large estates, and in the country. Designed for one man operation. Throttle control and clutch release mounted on handles for quick operation. **Saw blade rotates to 4 cutting positions—horizontal, 30°, 60°, or vertical.** Just disengage clutch and rotate saw blade to desired position with easy operating index lever. Ball bearing mounted saw spindle. Wheels adjust to height. Heavy duty puncture-proof tires. Heavy gauge steel tubing construction reinforced with high tensile steel bars. **Model "14" Briggs & Stratton 4 cylinder, 5 HP engine with oil bath air cleaner.** Ship. wt. 235 lbs.

D586A27-18450 ..... RETAIL **$249.50**

WHIZ SAW MOWERS & ATTACHMENTS F.O.B. FACTORY, KANSAS

POST HOLE AUGER FOR 20" OR 26" MODELS

Digs a 2-ft. deep hole in normal ground in less than one minute. Its dual clutch-control gives operator finger-tip control of the engine at all times. **Designed for one man operation. Diameter 7". For 20" Power Saw.** Ship. wt. 30 lbs.

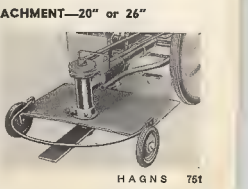
D566A-29-2800 ..... RETAIL **$37.50**

As above: For 26" Power Saw. Ship. wt. 35 lbs.

D566A30-3550 ..... RETAIL **$47.50**

ROTARY MOWER ATTACHMENT—20" or 26"

• Cuts weeds, and heavy grass with ease. Completes the Whiz 20" Power Saw to double as utility—saw or mower. Weed blade makes light work of thick weeds and heavy grass when wet or dry. Reversible cutting blade of crucible spring steel—stays sharp. Ball bearing mounted wheels with puncture-proof tires. Guard rod extends in front of blade. Ship. wt. 15 lbs.



D566A36-1050 ..... RETAIL **$13.90**

As above: For 26" Power Saw. Ship. wt. 18 lbs.

D566A28-1290 ..... RETAIL **$16.90**

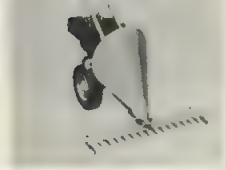
HEAVY DUTY FARM & GARDEN EQUIPMENT

TRAMS 24" RIDING MOWER—Makes large area mowing fast, easy and inexpensive. Has reverse gear shift for cutting into tight spots and backing out under power. Heavy-duty 2½ HP Briggs & Stratton, 4 cycle gasoline engine . . . powerful enough to move along at full mowing speed carrying the heaviest person safely. The convenient hitch on the back of the frame can be used to pull many lawn-care attachments. (See Lawn Roller Attachment below.) Drives at 5 m.p.h. cutting full 2 ft. swath. Clutch disengages cutting blade for driving to cutting site. "Bridge" type tubular steel chassis with low center of gravity. Sea-foam rubber seat covered with water repellent duck. Completely enclosed mowing unit mounted in center of machine. Bicycle type steering with handle-mounted throttle control. Front wheels are bearing mounted. King pins have oilite bronze bushings with ball thrust bearings. Final chain drive to puncture-proof tire and wheel. Tandem safety wheels prevent tipping. Safe for cross-slope cutting and terracing. Friction drive, cone type blade clutch, disengages or engages cutting blades as desired. 24" bar blade . . . reversible suction type, double edge, of heat treated spring steel . . . holds sharp edge. Sh. wt 280 lbs. F.O.B. Kan.

14G50X19950 .....List **$269.00**

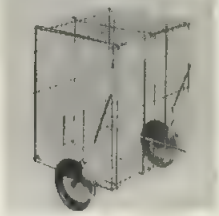
SELF-PROPELLED TERRO-TILLER — The low-cost way to work-free garden care. Easy-starting 2 HP 4 cycle Clinton or Briggs & Stratton engine. All-angle carburetor, oil bath air cleaner, rope starter. Plenty of power to "walk through" the toughest jobs. Power-Plus V-belt drive to chain and sprocket that drives the rotor . . . the most efficient method of maximum power transmission. Steel chain guard. Zerk fittings at all wear points. Positive lock-in, lock-out clutch . . . keeps tangs from turning while starting . . . gives independent control of rotor and engine. Complete speed control. Throttle control at handle works thru automatic governor on engine. Lets you select proper speed for ground condition. Spring-loaded idler maintains maximum horsepower to tiller rotor. Speed up to 2½ MPH. Adjustable depth down to 6" is obtained by raising or lowering handles. Rugged dependability. Chassis is formed and reinforced sheet steel. Ten sharpened, high-carbon steel tiller knives. Tubular steel adjustable handles with rubber grips. Complete control for every job. With foliage guard and dirt shield for added protection. F.O.B. Kan.

14G51X9000 (Sh. wt. 110 lbs.).....List **$119.50**



"GEORGE" SICKLE-BAR MOWER — 2 HP, 4 cycle Briggs & Stratton or Clinton gasoline engine. Direct drive powers gear tread tires on sickle bar spindle. Bronze Oilite bearings. Wide wheel base increases stability on hills, terraces. Clutches for traction and sickle knife located on handle. Cog-type V belt; weed guards; floating head follows ground contour. F.O.B. Ill. Sh. wt. 150 lbs.

14GS2X12750 (32" sickle bar) .. .List **$189.50**
14G53X13100 (36" sickle bar) .List **174.50**



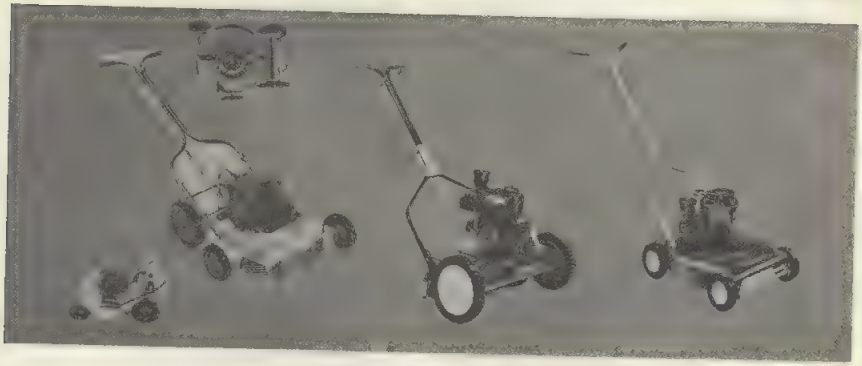
DISPOSAL BURNER—Burns 3 to 4 bushels of leaves, trash, etc. safely. Open wire mesh gives ample ventilation. Heavy hinged wire cover eliminates danger of flying burning paper. Portable, rolls on heavy double disc steel wheels. Folds to 6" for easy storage. Sturdy, all-welded with aluminized finish. Pull handle slides up and down. Dimensions: Basket, 21½ x 19½ x 24" high. No screws, no bolts, no loose parts.

14G54X997 (Sh. wt. 32 lbs.) .List **$14.95**

COMBINATION LAWN ROLLER AND AERATOR—(Attachment for Trams Riding Mower above.) Heavy gauge water tight steel cylinder; 24" wide, 20" diam.; capacity, 30 gals. Roller has fill and drain plug. Unit has 6 easily attached aerator bars, each with 8-1¼" teeth for lawn spiking. Bars are easy to mount and remove, being held in place by one bolt on each side of the drum. Weighs in excess of 400 pounds filled. F.O.B. Kan.

14G55X2800 (Sh. wt. 86 lbs.)... ...List **$37.50**

POWER LAWN MOWERS and SWEEPERS



TRAMS 21" SELF-PROPELLED ROTARY MOWER—Takes the work out of mowing! Easy starting, 2 HP Briggs & Stratton 4 cycle gasoline engine. Runs 2½ hours on 1 qt. of gas. Completely self-propelled; all you have to do is guide it. Cuts 21" path; mulches leaves as it goes. Throttle and clutch levers mounted on handlebars for fingertip control. Cuts grass and weeds of any height, spring steel blade easily reversed to provide new cutting edge. Staggered wheels permit mowing uneven surfaces without "scalping." Detachable leaf mulcher. Tubular steel handles adjustable for height. F.O.B. Kan. Sh. wt. 91 lbs.

14G81X10450 ..... List **$139.50**

MOWAMATIC DELUXE 21" REEL TYPE MOWER—4 cycle Briggs & Stratton 1.6 HP engine. Heavy gauge steel hood with grass guard and bumper guard. All steel welded box frame, non-clogging, semi-pneumatic traction tires. Cutting height adjustable from ½ - 2". Self sharpening 6" diam. reel. Cutter bar adjustment. Throttle control and clutch on handle. Chain drive. Bearings in reel, wheels and jackshaft. Steel chain guard for operator's protection. Steel tubing handles, adjustable for height and easy storage. F.O.B. Wis.

14G82X8335 (Sh. wt. 109 lbs.) List **$124.50**

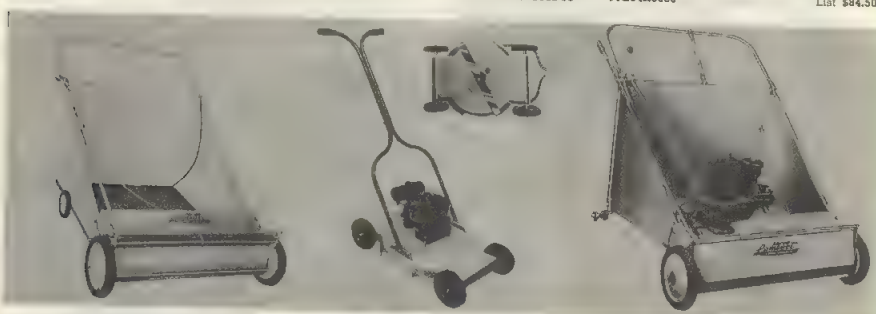
SAME AS ABOVE—Except 18" reel; 1.1 HP

14G83X8435 (Sh. wt. 100 lbs.). List **$112.50**

MOWAMATIC 18" ROTARY MOWER—4 cycle vertical shaft Briggs & Stratton 1.6 HP with recoil starter. Trims to within ⅜" of walls, fences, etc. Recuts grass to fine mulch. Permanent mould aluminum chassis; semi-pneumatic tires; bronze bearings in wheels. Safety handle semi-floats in operating range; snaps on or off in a jiffy. Double bar guard in front, removable for high weed cutting. Safety blade mounting permits blade to slip then re-engage after hitting obstruction. Castellated locked nut on blade. Cutting height adjustable from 1¼ - 2¾". Heat treated hardened steel blades with suction-lift for even cutting. F.O.B. Wis. Sh. wt. 50 lbs.

14G84X6335

List **$84.50**



21" LAMBERT SWEEP-O-MATIC—Plastic wind apron completely encloses hamper on windy days. Single lever control, brush height and front shield; detachable hamper becomes all purpose garden cart. Steel-backed alternate tufted bassine fiber brushes revolve on ball bearings. Steel gears, all steel chassis. Requires only 10" deep storage. 5 bushel capacity. F.O.B. Ohio. Sh. wt. 50 lbs.

14G145X3570 ..... List **$50.95**

30" MODEL—7 bushel capacity. Sh. wt. 60 lbs.

14G146X4200 ..... List **$59.95**

STANDARD 21" MODEL—Without wind shield

14G29X2450 (Sh. wt. 42 lbs.).. List **$34.95**

STANDARD 30" MODEL—Without wind shield.

14G30X3150 (Sh. wt. 50 lbs.)..... List **$44.95**

TRAMS 20" ROTARY POWER MOWER—1.6 HP, easy-starting 4 cycle Briggs & Stratton or Clinton gasoline engine. Cuts full 20" path with reversible, twisted spring steel blade. 1-pc. adjustable height axle, strengthens frame . . wheels will not spread. Safety slip clutch saves blade, engine from shock. Tubular steel "swing-over" handles allow you to reverse directions without turning mower. Cutting height adjusts from 1½ - 3". Wheels set inside cutting swath, trims close to borders, etc. Pressed steel disc wheels are ball bearing mounted, with puncture-proof tires. Heavy duty aluminum alloy housing. Sh. wt 63 lbs. F.O.B. Kan.

14G85X7450 ..... List **$99.50**

30" LAMBERT POWER LAWN SWEEPER — This rugged, heavy duty machine is powered by a 1.6 HP 4 cycle engine equipped with recoil starter. Chain driven to brush shaft and power supplied to both wheels through machine cut steel gears. Fingertip clutch and throttle controls mounted conveniently on handle, as is the single adjusting lever controlling height of brush and angle of cover shield. Features all-steel hamper. The bottom and back panels are hinged for easy dumping. The hamper is supported by dual caster assemblies. Hamper capacity: 8 bushels. Ideal for large areas. Sh. wt. 120 lbs. F.O.B. Ohio.

14G86X11900 ..... List **$169.95**

Labor-Saving Chain Saws

(A) SKIL 605 14" CHAIN SAW. Designed for cutting heavy beams, for fast felling, limbing, bucking and trimming of small timber up to 14" in size. Provides features found only on larger, more expensive chain saws: wrap-around handle for easy handling in any cutting position; push-button oiler, built-in for chain lubrication while cutting; guide bar with uniform groove. Saw is practically impossible to stall if chain is sharp. Made of chrome-plated tempered steel. Replacement and adjustment of the chains is a plus feature. Comes with chipper chain, package of repair parts, chain sharpening file and handle; 3-wire stub cord with cord lock. AC-DC. Ball and needle bearings. Wt. 18½ lbs. 27½" long

10-0020-9765 Shipping weight 21½ lbs. . . . . .Retail **139.50**

SKIL 606 20" CHAIN SAW. Same as above but 20" cap. 33" long

10-00208-11165 Shpg. wt. 24 lbs. . . . . .Retail **159.50**

Replacement Chain. Skil No. 11630 for 14" Chain Saw.

10-0020A-1573 Wt. ½ lb . . . . . .Retail **18.50**

(B) TRAMS GASOLINE POWERED CHAIN SAWS. Included as standard equipment are: the Tillotson Diaphragm Carburetor which assures all weather quick starting and allows easy cutting at any angle; a removable felling spike that steadies saw for easy tree felling, welded-tip hardened guide bar for maximum bar life and performance; built-in concealed chain tightener with positive control, weather-proof and shock-proof spark plug cover that directs exhaust away from operator. Saws are perfectly balanced . . throttle control and pressure oiler are conveniently located for simultaneous operation by the operator's throttle hand. Made of Magnesium alloy castings, chrome-plated handle, hard-chromed teeth on the Oregon Chipper chain. Heavy duty 3 HP, 2-cycle gasoline engine. Fuel tank holds 4 pints, has vented, spill-proof cap. FOB Ill.

11-9110-14300 17" Chain Saw. Wt. 30 lbs. . . . Retail **189.95**

11-9111-14950 19" Chain Saw. Wt. 32 lbs. . . . Retail **198.95**

11-9112-15750 23" Chain Saw. Wt. 34 lbs. . . . . Retail **209.95**

Same as above but with float type carburetor.

11-9113-12750 16" Chain Saw Wt. 30 lbs. . . . . Retail **169.95**

11-9114-13500 19" Chain Saw. Wt. 32 lbs. . . . . .Retail **179.95**

11-9115-14300 22" Chain Saw. Wt. 34 lbs. . . . . .Retail **189.95**

(C) LAMBERT DELUXE SWEEP-O-MATIC LAWN SWEEPER. The brightly colored, highly durable plaid Saran hamper detaches for use independently as garden cart. Single fingertip control for brush height and cowl angle. Transparent rollaway spring loaded hamper cover made of tough, vinyl plastic. Reversible bassine fibre brushes. Tractor-tread semi-pneumatic tires, all steel frame. Hamper folds for storage. FOB Chgo

11-9332-3725 21" sweep. Wt. 41 lbs. . . . . .Retail **50.95**

11-9333-4380 30" sweep Wt. 50 lbs. . . . . Retail **59.95**

(D) LAMBERT LAWN SWEEPS. Cleans lawn in ½ the normal raking time. Adjustable sweeping height for lawn or drive. Reinforced heavy canvas hamper collapses for storage. Weather-proofed pan of aluminum on steel. Fully protected quick action gears. 4 bassine fiber 3" bristle brushes easily reversed. Auto type pressed steel body. 10" wheels. FOB Chicago

11-9330-2555 21" sweep. Wt. 40 lbs. . . . . .Retail **34.95**

11-9331-3285 30" sweep Wt. 49 lbs. . . . . .Retail **44.95**

(E) LAMBERT POWER LAWN SWEEPER. The ultimate in time and labor savings for large lawns, parks, industrial properties. Powered by a 1.6 HP, 4 cycle engine with a recoil starter. The special heavy duty brush is chain driven. Sweeper is self propelled by rugged steel gears in both drive wheels, has fingertip clutch and throttle controls. Front hood has rubber protective edging. All steel "Flip-O-Matic" hamper has a hinged bottom tray that flips debris back and away from front area. 30" wide hamper contents are easily dumped by hinged back panel. Steel frame.

11-9334-11900 Wt. 128 lbs. FOB Ohio . . Retail **169.95**

(F) CENTRAL YARD CART. 3 cubic ft. capacity. Constructed of 24-gauge steel with reinforced seams and rolled edges. Leakproof. Convenient "U" legs hold load level when cart is still, act as tilt levers when loading or unloading. 10" easy-rolling steel wheels with rubber tires, nylon bearings. Tray dimensions: 28"x18"x14" deep. Baked Green enamel finish

11-9317-620 Wt. 27 lbs. FOB Chicago . . . . . .Retail **9.29**

(G) CENTRAL COMBINATION YARD CART AND SPREADER. Converts instantly from yard cart to spreader by simply turning spreader plate cover. Holds 3¼ cubic feet; spreads up to 100 lbs. fertilizer. Calibrated 10-position adjustment permits precise spreader control for scientific distribution. Spreads an 18" strip. 24-gauge steel construction, baked enamel finish, 10" rubber-tired wheels, nylon bearings, rotary agitator. FOB Chicago

11-9316-1034 Wt. 33 lbs . . . . . Retail **15.50**

(H) WHEEL BARROW. Streamlined barrow with flexible tubular steel undercarriage. Heavy gauge pressed steel seamless tray has a 1½" rolled tray edge, capacity of 3 cu. ft. Tray front is rounded to prevent sag, permit easy pouring. Wheel has welded steel hub, sturdy half-inch steel axle with oilite bearing, 10"x1.75 semi-pneumatic tires. Scratch resistant Du Pont "Auto-finish" in Bermuda Green and Buff. 32½" long, 25¾" wide.

11-9207-840 Wt. 23 lbs. FOB Chicago . . . . . .Retail **12.65**

PROVINCIAL MAPLE

BLOND

TRAV-LER CUSTOM 21" TV, RADIO, PHONOGRAPH COMBINATION

Giant 270 square inch aluminized picture tube powered by the "Super-Cascade" chassis. Powerful radio and VM Hi-Fidelity 3-Speed, automatic record changer, coupled to balanced dual Hi-Fi speaker system. Flawless sound and picture reproduction. Hand-rubbed mahogany veneer wood cabinet in mahogany or blond finish. Maple wood and provincial styling of maple finish illustrated in small closed views. Easy roll casters. 35½"h, 39" w, 22" d. Shp'g. wt. 185 lbs. With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E776-29996 (Mahogany) .	Retail $399.95
D25E777-30696 (Blond) .	Retail $409.95
D25E778-31396 (Maple) .	Retail $419.95

With All 82 Channel UHF-VHF Tuner

D25E791-32246 (Mahogany)	Retail $429.95
D25E792-32946 (Blond)	Retail $429.95
D25E793-33646 (Maple)	Retail $449.95

MAHOGANY

ALL TRAV-LER PRODUCTS
Underwriters' Laboratories Listed

TRAVLER *Since 1921*

AMERICA'S GREATEST TELEVISION AND RADIO VALUES

Custom Line Television

TRAV-LER CUSTOM 21" CONSOLE TELEVISION

270 square inch self-focusing aluminized picture tube. Extra powerful "Super-Cascade" chassis. Hi-Fidelity "Gold cup" 10" speaker. De-Luxe contemporary cabinet of finest mahogany veneers. Latticed speaker grille and gold finish dial escutcheon. Easy roll casters. 37½" h, 25" w, 21" d. Shpg. wt. 130 lbs.
With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E770-19597 (Mahogany) .	Retail $279.95
D25E771-20297 (Blend) .	Retail $289.95

With all 82 Channel UHF-VHF Tuner

D25E787-21847 (Mahogany) .	Retail $309.95
D25E788-22547 (Blend) .	Retail $319.95

TRAV-LER 21" CUSTOM CONSOLE TELEVISION WITH FULL LENGTH DOORS

"Super-Cascade" chassis in a provincial mahogany cabinet. Giant 270 square inch aluminized picture tube. Hi-Fidelity "gold cup" 10" speaker. Easy-roll casters. Provincial cabinet in a honey maple finish and smart bronzed key hole type door pulls. 37½" h, 25" w, 23¾" d. Shpg. wt. 145 lbs.
With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E772-21996 (Mahogany) .	Retail $299.95
D25E773-23196 (Maple) .	Retail $319.95

With all 82 Channel UHF-VHF Tuner

D25E794-24246 (Mahogany)	Retail $329.95
D25E795-25446 (Maple)	Retail $349.95

MAMMOTH 24" CUSTOM CONSOLE TV WITH FULL LENGTH DOORS

Huge 335 square inch aluminized picture area. Other features and cabinet style same as above. 38" h, 27½" w, 23¾" d. Shpg. wt. 155 lbs.
With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E774-24796 (Mahogany)	Retail $349.95
D25E775-25496 (Blend) .	Retail $359.95

With all 82 Channel UHF-VHF Tuner

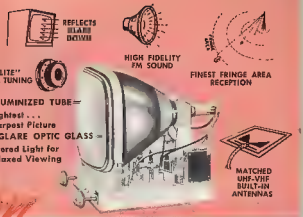
D25E789-27046 (Mahogany)	Retail $379.95
D25E790-27746 (Blend)	Retail $389.95

OPEN VIEW

TRAV-LER Since 1921

AMERICA'S GREATEST TELEVISION AND RADIO VALUES

Television


REFLECTS GLARE DOWN
HIGH FIDELITY FM SOUND
FINEST FRINGE AREA RECEPTION
"STOP-LITE" ROTO-DIAL TUNING
ALUMINIZED TUBE — Brightest . . . Sharpest Picture
ANTI-GLARE OPTIC GLASS — Filtered Light for Relaxed Viewing
MATCHED UHF-VHF BUILT-IN ANTENNAS

- EXTRA POWERFUL 21 TUBES
- STRAIGHT AC WITH POWER TRANSFORMER
- SUPER CASCODE TUNER
- RCA and HAZELTINE LABORATORIES LISTED
- UNDERWRITERS' LABORATORIES LISTED

CONSOLE MODELS

TRAV-LER DELUXE 21" CONSOLE TELEVISION

Giant 270 square inch aluminized picture tube. DeLuxe 21 tube straight AC full power chassis has most features of custom line chassis shown above. One knob Roto-dial tuning and 2 position Local-Fringe area selector switch for extra sharp distant reception. Beautifully grained mahogany veneers, modern styling in blond or mahogany finish. Easy-roll casters. 34¼" h, 23¼" w, 20" d. Shpg. wt. 100 lbs.

With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E764-15496 (Mahogany) Retail $199.95
D25E765-16296 (Blond) . . . . Retail $209.95

TRAV-LER CUSTOM 21" CONSOLE TELEVISION

Giant 270 square inch aluminized picture tube. Powerful Super-Cascode chassis. Finest mahogany veneer cabinet; has slanted "glare-free" front with rich gold finish dial escutcheon. Easy-roll casters 35½" h, 23" w, 21" d. Shpg. wt. 130 lbs.

With 12 channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E766-17997 (Mahogany) Retail $249.95
D25E767-18697 (Blond) . . . . Retail $259.95

With All 82 Channel UHF-VHF Tuner

D25E783-20247 (Mahogany) Retail $279.95
D25E784-20947 (Blond) . . . . Retail $289.95

MAMMOTH 24" CUSTOM CONSOLE TV

Huge 335 square inch aluminized picture area. New design picture tube permits mammoth picture in room size furniture. Other features and cabinet style same as above. 38" h, 25⅝" w, 21⅛" d. Shpg. wt. 145 lbs.

With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E768-20997 Mahogany) Retail $299.95
D25E769-21697 (Blond) . . . . Retail $309.95

With All 82 Channel UHF-VHF Tuner

D25E785-23247 (Mahogany) Retail $329 95
D25E786-23947 (Blond) . . . Retail $339 95

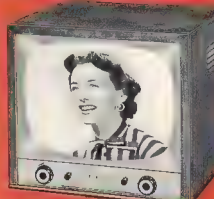
ALL TRAV-LER PRODUCTS
Underwriters' Laboratories Listed

TABLE MODELS

TRAV-LER CUSTOM 17" TABLE TELEVISION

With new "Super-Cascode" chassis. Big 160 square inch self-focusing aluminized picture tube. Mahogany veneer wood cabinet with "glare-free" slant front. Gold finish dial escutcheon. 18½" h, 20¼" w, 20¾" d. Shpg. wt. 85 lbs. With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E760-13798 (Mahogany) . . . . . Retail $159 95
D25E761-13498 (Blond) . . . . . Retail $169.95



TRAV-LER CUSTOM 21" TABLE TELEVISION

Giant 270 sq. in. aluminized screen area. Long distance reception from the "Super Cascode" chassis. Modern styling has "glare-free" slant front. Select hand-rubbed mahogany veneers with rich gold finish dial trim. 21¾" h, 23¼" w, 21" d. Shpg. wt. 100 lbs.

With 12 Channel UHF-VHF Tuner (Uses interchangeable strips for UHF)

D25E762-14875 (Mahogany) . . . . Retail $189 95
D25E763-15575 (Blond) . . . . . Retail $199 95

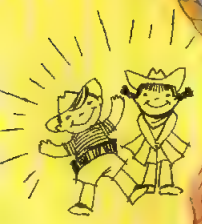
With A l 82 Channel UHF-VHF Tuner

D25E781-17125 (Mahogany) Retail $219 95
D25E782-17825 (Blond) . . Retail $229 95

HAGNS 556A

Highest "Horse-power" in the Toy Industry

tremax now has 4 PALOMINO PALS



new!

The Super De Luxe Palomino Pal

A thoroughbred in every detail! From the spirited action of its proud mane to the beautiful simulated hand tooled western saddle, this is the finest bouncing horse in the toy industry. Comparison proves it! Quality construction throughout. Its tough plastic will not chip, peel, crack or scuff. Long-life steel springs provide realistic galloping action. Will capture the imagination of any young westerners from 1 to 7.

Model 331C (Chrome Stand) 40" length, 20" width, 23" height to saddle; shipping weight 17 lbs. Shipped KD. . . . . *Retail Price* **$29.95**

Model 330W (Wood Stand) 36" length, 21" width, 23" height to saddle; shipping weight 19 lbs. Shipped KD. . . . . *Retail Price* **$29.95**

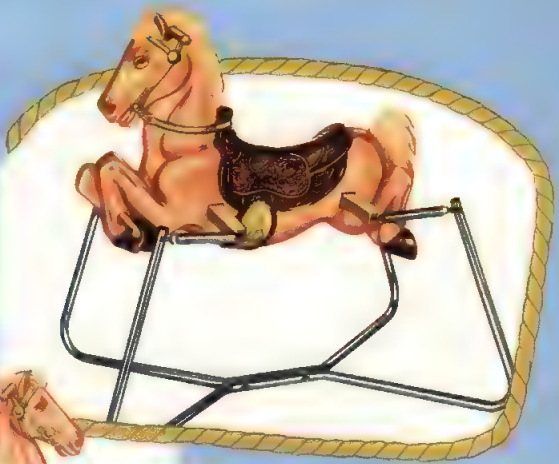
tremax INDUSTRIES, INC. • 933 S. PAULINA, CHICAGO 12, ILL.

The Deluxe Palomino Pal

A fitting companion to the Super Deluxe Palomino Pal. This superb horse features a genuine hand tooled western saddle. Made of tough plastic that will not chip, peel, crack or scuff from the "roughest rides." Rugged long life steel springs. For young cowboys or cowgirls from 1 to 6.

Model 321C (chrome stand) 33" length, 21" width, 21" height to saddle; shipping wt. 13 lbs. Shipped KD. *Retail Price* **$19.95**

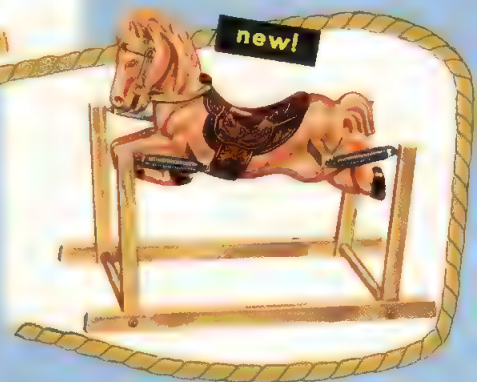
Model 320W (wood stand) 34" length, 18' width, 21' height to saddle; shipping weight 16 lbs. Shipped KD . . . *Retail Price* **$19.95**



The Regular Palomino Pal

features a richly hand tooled authentic western saddle. A real "Pace-Setter"—Reinforced tough plastic body does not chip, peel, crack or scuff. Attractive natural finish hardwood frame. Action-packed for young "buckeroos." Promotionally priced.

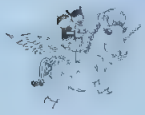
Model 317 (wood frame only) 33" length, 17" width, 19" height to saddle; shipping wt. 15 lbs. Shipped KD. *Retail Price* **$14.95**



The Palomino Pal Colt

Youngest of the four Palomino Pals. This spirited colt carries an authentic hand tooled western saddle. Its tough plastic withstands the roughest rides. Beautiful natural finish hardwood frame. Sturdy long-life steel springs. For the youngest westerners from 1 to 3.

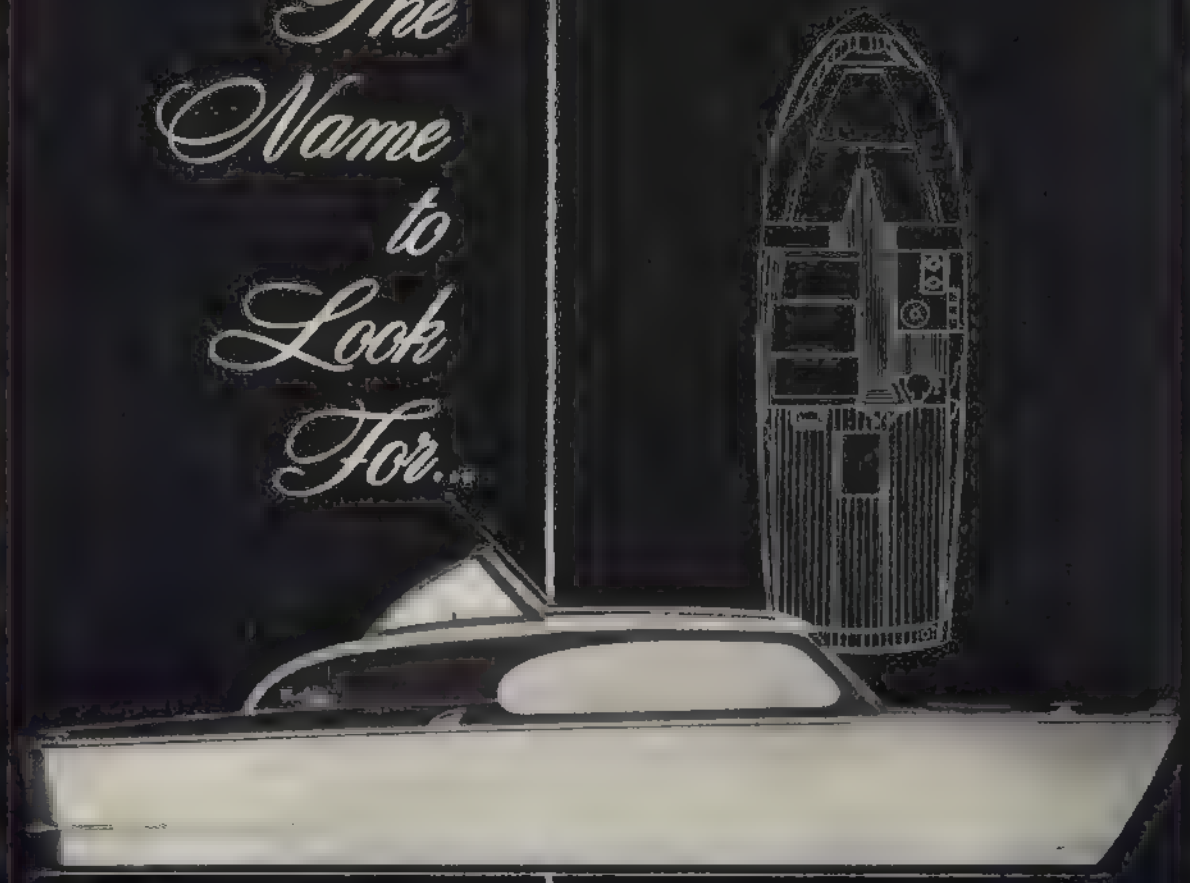
Model 311 (wood frame only) 29½" length, 15" width, 14½" height to saddle, shp. wt. 12 lbs. Shipped KD . . . *Retail Price* **$10.95**



tremax **INDUSTRIES, INC.**

933 S. Paulina Street • Chicago 12, Illinois

The Name to Look For...



...Trojan BOATS FOR 1956

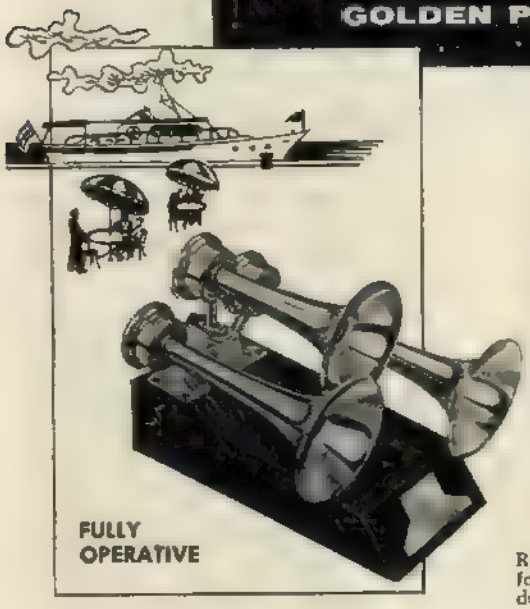
FREE full color catalog gives complete specifications for every model in Trojan's full line of cruisers, day cruisers and runabouts, both inboard and outboard. Send for your copy today!

Examine a Trojan boat's rugged construction, graceful styling and superb finish at your nearest Trojan dealer's . . . and at these national boat shows: New York in January, Chicago in February, San Francisco in March.

Trojan BOAT COMPANY

LANCASTER 10, PENNA.

"COMMODORE TROPHY"
GOLDEN PRESENTATION AIR HORNS



THE MOST DISTINCTIVE AND UNUSUAL MARINE TROPHY AND PRESENTATION PIECE EVER DESIGNED . . .

A presentation award guaranteed to give *any* man a thrill, even if he all ready "has everything." The COMMODORE TROPHY—a gleaming 24 carat gold-plated triplet set of tone-matched Strombos marine air horns, made by Buell especially as a trophy set for races, contests, competitions, etc., or as an award to a deserving or retiring official. Lustrous ebony-black base set off by gold name-plate. The Golden COMMODORE will occupy a position of honor in office, study, or den, or owner may wish to attach these *fully operative* horns to his craft.

SEE the COMMODORE TROPHY on display at Abercrombie & Fitch in New York, or Von Lengerke & Antoine in Chicago. Also to be displayed at Chicago, Miami, and New York Boat Shows. Buell Air Horns are "Standard For Safety" equipment on every Greyhound bus. For information on Buell Auto, Truck, and Industrial horns (for factories, quarries, etc.) SEND FOR FREE LITERATURE.

RIGHT: Buell hand-operated chrome air horns for small or large boats. One quick pull produces a warning blast audible for a mile.

Buell
Manufacturing Company
919 West 49th Place, Chicago 9, Illinois

SPARS AND FITTINGS

(*Continued from page* 100)

and calculations involving spars must be left to an architect. A good sailor and an amateur builder should know how to read the architect's language, feel at home in it, and be capable of carrying out his specifications if need be and communicating intelligence for good integration and team work

In some languages the mast is called literally "the tree" maybe because of the origin of materials rather than structural similarity. Yet, if the comparison to the tree sounds far-fetched, it is well to remember that it does not end at trunk and foliage but goes down to roots and soil-stepping and hull, that is. An architect takes all these factors into consideration, and with his highly specialized knowledge and careful planning designs adequate spars. Some spars break not because of terrific tempests encountered; rather, because they were conceived in the confused minds of notional fellows, or when mishandled by poor sailors. Money spent for an architect is well spent money, and, for him, it is hard-earned money.

With the basic box form of spar we can branch out to other shapes. Suppose an oval-shaped spar has to be built as in Fig. 3a. We can build a box spar in which this oval can be inscribed making sure also that there is enough stock for the thickness of the wall. Before assembling the spar the inner surfaces naturally must be shaped, and after the spar is glued the corners are shaved off. The flat quadrilateral surfaces make the clamping job for applying pressure very easy, so the outer shaping must be done after the clamps are removed

For the great majority of readers this general idea of spar structure would be sufficient. They would fall back on their own devices and initiative to take care of the rest But there are a few cantankerous individuals who claim that they have no mechanical understanding, that they are all thumbs, that they never get the same result when adding up a set of figures, and so forth. What they actually mean is that they are loath to use their imagination, that any little problem irks them, and that if there is a choice between the obvious and the absurd, they will choose the last just to be contrary. So let us pick up a few loose ends.

Taking the symmetrical spar of Fig. 2 as an example of an interesting deviation from the orthodox, we project the bottom surface and, although it is blocked there we still obtain an exact picture of how it is built up. If we cut the spar at any point above the solid part we obtain an exact picture of the cross section at that particular height. But we have several stations and it will be handy to have a template for each station for scooping inside, then fair the lines between stations; likewise for shaving the outside after the spar is glued.

Here the glued surfaces converge radially instead of being at right angles to each other. There is also a notch to increase grip and gluing surface. This is the cross section of an actual spar—Iris' mast with the old gaff rig, built by Graves in Marblehead—an excellent spar.

Some small masts are built in two pieces, scooped inside and glued together. They may have a groove where the bolt rope of the sail runs through—or sticks—and some fancy sailor will even go to the trouble of having another compartment or groove for the halliards. Since these tear- and oval-shaped spars are built for the best obtainable air foil, it is not rare to find that in some small craft they swivel in the socket to comply with the most exacting dicta of aerodynamics

While dwelling on general concepts it may be worth while to mention a type of spar that must be rare if not unique. One must be careful with claims lest somebody pop up with irrefutable proof that your pet trick was used by the Chinese in the year 4,000 B. C. Anyway, we built a gaff by using

The Name to Look For..
Trojan
BOATS
FOR 1956
FREE full color catalog gives complete specifications for every model in Trojan's full line of cruisers, day cruisers and runabouts, both inboard and outboard. Send for your copy today!
Examine a Trojan boat's rugged construction, graceful styling and superb finish at your nearest Trojan dealer's . . . and at these national boat shows: New York in January, Chicago in February, San Francisco in March.
Trojan
BOAT COMPANY
LANCASTER-10, PENNA.

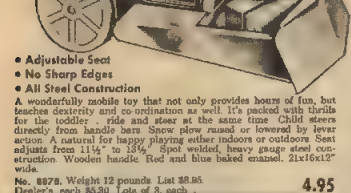
BOYS AND GIRLS FAVORITE PLAY TOYS

TRUMATIC Ride 'Em Bulldozer and Snow Plow Combination

- Adjustable Seat
- No Sharp Edges
- All Steel Construction

A wonderfully mobile toy that not only provides hours of fun, but teaches dexterity and co-ordination as well. It's packed with thrills for the toddler . . . ride and steer at the same time. Child steers directly from handle bars. Snow plow raised or lowered by lever action. A natural for happy playing either indoors or outdoors. Seat adjusts from 11½" to 13½". Spot welded, heavy gauge steel construction. Wooden handle. Red and blue baked enamel. 21x16x12" wide.

No. 8878. Weight 12 pounds. List $8.95.
Dealer's, each $5.30. Lots of 3, each . . . **4.95**



BEL-COM 2-WAY LOUDSPEAKER INTERCOM

- Complete with batteries—ready to use
- Four inch Alnico V speaker

Complete 2-way intercom system with two stations complete and ready to use. Boys and girls can have fun talking to each other. Adults can use, too. 4" Alnico V permanent magnet type speaker in high-impact styron plastic housing finished in deep Burgundy red. Read microphone. Operates on 4 regular flashlight batteries. Instruction book. 12x12x4¼". Shipping weight 3 lbs.

No. 8213. List $9.95. Dlr's., ea. $6.48.
3 lots, ea. $5.87. 6 lots, ea. **5.56**

TRANSOGRAM Color Carnival Paint Kit

Contains 6 jars of opaque poster paint tubes of assorted colors, 12 water paint cakes, 8 assorted round panels, 8 water wells on plastic palette, a professional mixing tray, plastic water cup, paint brush and color chart. All in sturdy carrying kit with brass plated metal handle and 2 snap locks. Answers the need for creative expression so vital in growing youngsters. Educational entertaining. Comes in sturdy carrying kit size 10¾" x 8".

No. 8329. Wt. 3¾ lbs. List $2.98. Dealer's, each $2.06.
Lots of 6, each $1.90. Lots of 12, each **1.82**

DESK NAIL and PEG BENCH

With Blackboard, Pegs, Wooden Mallet, Chalk and Eraser

A really fascinating and durable toy that will immediately capture interest of the youngsters. The work bench-chalk board combination provides a number of ways for the tykes to use their ingenuity. There's chalk and an eraser for the artistic, and assorted colored pegs and wooden mallet for the young carpenter-to-be. Length 28", height 24". Wt. 9 lbs.

No. 8251. List $6.95. Dlr's., ea. $3.95. 3 lots, ea. $3.60. 6 lots, each . . . **3.39**

XMAS STOCKING FOR BOYS AND GIRLS

- Contains Over 30 Toys for the Whole Year 'Round
- A Full 38" Long . . . A Wonderful Christmas Gift

A stockingful of fun to brighten any child's life. Christmas isn't really complete without a gay Xmas stocking just chuck full of delightful toys and surprises. Contains enough different playthings to keep young boys and girls occupied and happy for long periods of time. Always something new, always something interesting for the little one to investigate and play with. Some of the items are • Lariat • Harmonica • Yo-Yo • Marbles • Copy Books • Compass • Paint Set • Puzzles • Serving Box • Paddle & Ball • Coloring Books. A welcome gift for any child from small tot to youngster in first years of school. Stocking 38" long, 11" wide. Wt. 3½ lbs.

No. 8296. List $5.00. Each $3.25.
3, each $2.95. 6 lots, each . . . **2.78**

"PAINT WITH PENCILS" SET

Big 35-pc. set includes 18 new 8"x10" pictures, 12 colored pencils, brush. It's a new hobby that is sweeping the country. Every member of the family is a customer for this fascinating Paint with Pencils set! Simple to do—18 big 8"x10" pictures on high quality water color paper are included, with printed-in-color guide to follow. The "painter" colors areas with rich toned Mongol pencils, then blends colors with a camel's hair brush. Set includes working frame, water tray, camel's hair brush, pencil sharpener, painting guide.

No. 8246. Ship. wt. 1½ lbs. List $4.50. Dlr's., ea. $2.93.
Lots of 6, ea. **2.65**

NOMA Indoor-Outdoor Christmas Decorations and Accessories

(A) 50" Indoor-Outdoor Illuminated Lamp Posts

These cheery, illuminated plastic "Season s Greetings" lamp posts have simulated snow capped lantern tops and bases. Four C7½ can delabra base lamps in each lamp post. Suitable for use in doorway, or on lawn. 4 foot lead cord with add-on plug, for extension cord. Weight, 15 pounds.

No. 8903. List price per pair, $20.00. Dealer's, per pair..... **13.33**

(B) 31" Illuminated Indoor-Outdoor Plastic Angel

Equally suitable for indoor or outdoor display. The angel is made of strong vinyl plastic. Completely weather proof. Figure is illuminated by one 25-watt lamp. Complete with 4' cord and add on plug head.

No. 8025. List $7.50. Dlr's., ea..... **4.87**

(C) 50" Illuminated Full Color Indoor-Outdoor Carolers with Lamppost

Completely illuminated with 40 watt bulbs and two C7½ lamps. Lantern is capped with simulated snow for a "Christmassy" effect. Ground stake holds figures firmly. Completely weather proof 4 ft. lead cord with add-on plug.

No. 8024. Weight 7½ lbs. List $13.00. Dealer's, each **8.66**

Illuminated "Action" Santa with Toy Pack and Moving Arm

- **Arm Moves Up and Down**
- **Bell Rings as Arm Moves**

A Santa to capture any child's heart. His arm actually moves up and down! When it does the bell rings! 25" high x 24" wide. Of durable plastic in full color. Complete with flashlight battery type motor and batteries—ready to run. 4' lead cord with add on plug. For indoor use. Wt. 4 lbs.

No. 8899. List $10.00. Dlr's., ea **6.67**

No. 8898. Similar to above, only 40" tall and without action arm. Wt. 15 lbs. List $14.00. Dlr's., ea **9.33**

24" Illuminated Indoor-Outdoor Nativity Scene

The true spirit of Christmas is captured in the breathtaking loveliness of this illuminated full color, vinyl-lite Nativity scene. A full 24"x30" in size, the reproduction beautifully depicts the Manger scene in careful detail. Ideal for indoor or outdoor use. Comes complete with 4 foot lead cord.

No. 8902. List $11.00. Dlr's., ea **7.33**

(A) Noma Bubble-Lite Trees

Bright green or glistening white flame proof visca, rayon branches, with assorted color candles that bubble merrily. Sturdy metal frame construction, will last for years. Lamps are complete with 4 ft. cord and plug. Lamps are replaceable.

9 Bubble-Lite Series, 18" High

No. 8030. Green
No. 8031. White
List $10.50. Dlr's., ea **7.00**

17 Bubble-Lite Series, 29½" High

No. 8032. Green.
No. 8033. White
List $20.00. Dlr's. **13.33**

21 Multiple Bubble-Lite Tree, 36½" High

No. 8040. Green.
No. 8041. White.
List $35.00. Dlr's. **23.33**

(B) Noma Pink Trees

Flame proof, pastel pink visca branches ivory covered plastic base and plastic tree-top star. Rugged, metal frame construction. Tip up' socket arrangement with interchangeable lamp feature 4 ft lead cord with add on plug.

17 Lite Multiple Type

No. 8039. Pink 28" high. List $19.50. Dlr's **13.00**

21 Lite Series Type

No. 8042. Pink 35" high. List $22.00. Dlr's. **14.66**

Illuminated Musical Village Church Scene

Swiss chimes offer music. Charming quaint. The immaculate white church has rosy red roof and spire, gold doors and colorful stained glass windows, flanked by snow flocked trees. C-14 lamp shines thru windows. 11"x12"x12". With cord. 3 lbs.

No. 8294. List $9.30. Dlr's., ea..... **6.20**

No. 4149 $6.50 Each

U.S. ARMED FORCES TRAINING CENTER

Steel Barracks building in military motif; measures 12½" long, 6¾" wide and 8¾" high.

Set is completely equipped with the latest in military gear for each Service, Army, Air Force, Navy and Marines. Includes 28 soldiers, 11 Navy men, 11 Airmen, 11 Marines, Army vehicles, jet plane, helicopter, pup tents, assorted guns, 8 sections of interlocking fence and a flag-pole bearing the American flag.

No. 4319 SUPER CIRCUS $8.00 Each

This set is complete in all respects, containing all of the necessary circus equipment, midway with the various performers and animals, all the roustabouts, which make up the scene of a midway, and circus with its side shows and performers.
The large tent is made of colorfully lithographed steel, measuring 24-3/4" long, 10-1/4" wide, 9-1/4" high. Simple in its construction and easily set up without the use of any tools.

ROY ROGERS FIX-IT STAGECOACH

No. 4551 ---------- $64.00 Doz.

A real western stagecoach with four spoke wheels and all necessary tools to change wheels. Two beautifully detailed horses in full vinyl harness. Doors open and close. Driver with whip and removable rifle. Famous brand of Roy Rogers appears on door. Size: 15" x 4¼" x 6¼". Each in carton.

ROY ROGERS FIX-IT CHUCK WAGON & NELLYBELLE JEEP

No. 4553 ---------- $90.00 Doz.

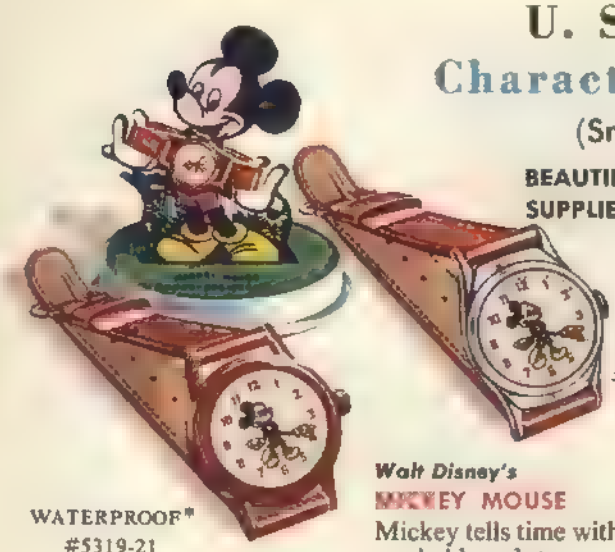
Rugged plastic wagon with decorated cover that can be removed. Finely sculptured model of Roy Rogers and Dale Evans guide two horses. Wagon wheels can be removed and changed. Trailing behind the chuck wagon is Pat Brady and Bullet riding the comical jeep, "Nellybelle" with hood bobbing up and down. Size wagon: 19" x 9-3/4". Size jeep: 7" x 4". Each set in carton.

U. S. TIME

Character Watches

(Small Size)

BEAUTIFUL GIFT BOXES SUPPLIED FREE



CHROME
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WATERPROOF*
#5319-21

Walt Disney's
MICKEY MOUSE
Mickey tells time with his hands, washable red strap.
Retail price **$6.95**
Code price **(974)**

WATERPROOF*
#7814-21

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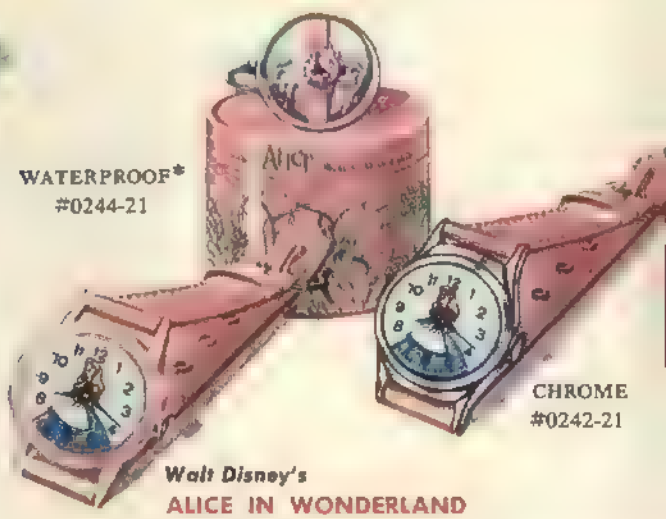
#7812-21

Walt Disney's
SNOW WHITE
Colorful Snow White on dial, washable yellow strap.
Retail price **$6.95**
Code price **(974)**

CHROME
#1202-21

WATERPROOF*
#1204-21

Walt Disney's
CINDERELLA
Colorful Cinderella on dial, washable blue strap.
Retail price **$6 95**
Code price **(974)**



WATERPROOF*
#0244-21

CHROME
#0242-21

Walt Disney's
ALICE IN WONDERLAND
Colorful Alice on dial, washable pink strap.
Retail price **$6.95**
Code price **(974)**

WATERPROOF*
#3414-21

CHROME
#3412-21

HOPALONG CASSIDY
Picture of Hoppy on dial.
Black leather cowboy strap.
Retail price **$6 95**
Code price **(974)**

Retail prices plus 10% Federal Tax

*Stays waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

WATERPROOF*
#1654-21

Walt Disney's
DAVY CROCKETT
Picture of Davy Crocket on dial.
Rust colored rawhide strap.
Retail price **$6.95**
Code price **(974)**

UNBREAKABLE CRYSTALS SHOCK RESISTANT

THE UNITED STATES TIME CORPORATION • Sales Headquarters — 500 Fifth Avenue, New York 36, N. Y.

PRINTED IN U.S

TIMEX

RADIOLITE DIALS
SHOCK RESISTANT

New Falcon Alarm Clocks
(spring wound)

Pastel Green. Ivory face with gold numerals outlined in green.
Retail price $5.95
Code price (714)

The beautiful colors will blend with every decorating plan. Small size 3¼" wide x 3¾" high.

Mahogany Brown. Wood grain face with ivory numerals.
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Ivory. Dark green face with ivory numerals.
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Ingersoll

THE MOST FAMOUS NAME IN TIME

- SHOCK RESISTANT
- CHROME BEZELS
- STANDARD BEAT MOVEMENT
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- ELECTRONICALLY TIMED
- GENUINE LEATHER STRAPS
- GIFT BOXES SUPPLIED

DELUXE SWEEP
Trim, small size, satin silver finish dial. Red sweep second hand.
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SWEEP RADIOLITE
Regular size, easy to read radium numerals. Red sweep second hand.
Retail price $6.95
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Retail prices plus 10% Federal tax

THE UNITED STATES TIME CORPORATION • Sales Headquarters—500 Fifth Avenue, New York 36, N. Y.

UNDERWOOD PORTABLES

"UNIVERSAL" DELUXE MODEL WITH "KEY-SET" TABULATION

Underwood's finest portable! Has so many features, it's a miracle of modern efficiency in speed, dependability, ease of operation. "Key-Set" Tabulation sets and clears tabs right from keyboard. "See-Set" Margins keep line ends visible. Has "Out Front" styling, full-size keyboard, 9-inch writing line, single, double and triple spacing. Automatic line-finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Automatic ribbon reverse, left and right margin release key; touch tuning. 2-color ribbon; cuts stencils. Has handsome non-glare Green crackle finish. Weighs 14 lbs.

79-7274 C9695 Pica Type. With case **$120.95**
79-7282 C9695 Elite Type. With case **120.95**

Underwood "Universal" Standard Design Portable (not shown). Has all the modern features listed above except "Key-Set" Tabulation. Non-Glare light Gray crackle finish.

79-7290 C7825 Pica Type. With case **$98.25**
79-7308 C7825 Elite Type. With case **98.25**

"LEADER" . . . TOP PERFORMANCE AT A MODERATE PRICE

Newest of the fine, reliable Underwoods . . . this attractive, lightweight and well constructed portable is the ideal family typewriter . . . perfect for mother's correspondence, dad's family finance work or the children's school work. Standard-size 84-character keyboard includes arithmetic signs especially useful to the student.

Loaded with features for easy operation . . . it is an outstanding value at this very moderate price! Has balanced segment shift for perfect alignment, faster shifting; full 9-inch writing line, finger formed keys that cradle your fingers, easy-action back spacer. Other features include right and left shift key, shift lock, carriage and paper release lever, adjustable hand margins with right hand bell indicator. Automatic line finder permits free turning of cylinder for writing between lines—accurate return to original line of writing. Has manual and automatic ribbon reverse, adjustable paper fingers. Single, double and triple spacing.

Smartly modern in non-glare Tan-Tone crackle finish with green keytops. Complete with attractive green carrying case

79-7316 C5941 Pica Type. Wt. 12 lbs. 14 oz **$74.41**

REMINGTON PORTABLES

"QUIET-RITER" WITH MIRACLE-TAB SET . . . sets, clears tabulator stops from the keyboard. Locked segment shift for faster shifting; high speed escapement and accelerated type bar action. Contour keys; visible margin stops. Includes synchronized carriage scales for centering paper, semi-automatic ribbon reverse. Simplified ribbon changer won't stain fingers.

New, larger-size cylinder has 3-position bail. With case and Touch-typing Method Book. Gray finish. 17 lbs.

79-7373 C9650 With Miracle Tab. Pica Type. With case **$120.50***
79-7381 C9650 With Miracle Tab. Elite Type. With case **120.50***
79-7399 C8094 Without Miracle Tab. Pica Type. With case . . . **100.94***
79-7407 C8094 Without Miracle Tab. Elite Type. With case . . . **100.94***

"TRAVELRITER" . . . Low Cost Family Portable. Designed especially for the whole family to use, this newest member of the Remington line is a magnificent example of engineering skill. Despite its surprisingly small price, it has all the essential features to help make your home typing easy, accurate. Has full 42-key keyboard; types arithmetic signs, business symbols too. Light French Grey finish. Sturdy carrying case. Weighs 18 lbs.

79-7415 C6317 Pica Type. With case **$79.17***
79-7423 C6317 Elite Type. With case **79.17***

*Sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade laws must be maintained.

WITH "MAGIC MARGIN"

NEW MODELS

ROYAL®

Royal is the easiest writing portable ever built —The Portable *of* a Lifetime *for* a Lifetime.

764N9153

"Quiet De Luxe"

Estab. Retail **$119.72**

ROYAL *"Quiet De Luxe"*

- Speed Selector
- Push Button Tab
- "Magic" Margin
- New Carriage Control
- Line Meter
- Visible Tab Set
- New Speed Spacer
- "Touch Control"

764N9153—Royal "Quiet Deluxe." The Royal "Quiet Deluxe" has every operating feature available on a portable typewriter. And so many other features. It has Office Typewriter Keyboard including exclusive "Touch Control" with which the touch of the keys can be tailored to every member of the family. Non-glare Gray finish with Green keys in the Industrial Fiberglass carrying case. Ship. wt. 21 lbs. Available in PICA or ELITE TYPE. Please specify choice of type.

Estab. Retail **$119.72**

IMPORTANT

Typewriters, adding machines and cashiers are Fair Traded and must be retailed at the minimum retail prices shown. These machines cannot be distributed by us at dealer prices to ultimate users.

769N6478

"Senior Companion"

Estab. Retail **$84.65**

ROYAL *"Senior Companion"*

- Speed Spacer
- Line Finder
- Full Size Keyboard
- Paper Guide
- Balanced Keyboard Controls
- Finger Flow Keys
- Margin Release Key
- Two-Color Ribbon

769N6478—Royal Senior Champion. The features on this machine have made it a prime favorite with those who are interested in owning a fine portable priced within a most modest budget. No other portable offers so much for so little. Its features include Skip-proof type-bar action, right and left margin stops, automatic ribbon reverse, shift release, and shift lock key. New streamlined fiberglass carrying case. Non-glare dove-gray finish. Ship. wt. 18 lbs. Available in PICA or ELITE TYPE. Specify.

Estab. Retail **$84.65**

★ UNDERWOOD *"Leader"*

• ATTRACTIVE • LOW PRICED • LIGHTWEIGHT

754N5692

"Leader"

Estab. Retail **$74.41**

- Balanced Segment Shift
- Standard Spaced Keyboard
- 84 Characters including Arithmetic Signs
- Manual and Automatic Ribbon Reverse
- Right and Left Shift Key
- Adjustable Hand Margins with Warning Bell
- Single, Double and Triple Spacing
- Automatic Line Finder
- Adjustable Paper Fingers

754N5692—This is the NEWEST low priced Portable typewriter; well-constructed, lightweight Family model. Has the above features plus Finger form keys, Easy touch action, Back spacer, Coordinated carriage scale, Shift lock and many others. Non-glare Tan Tone finish with Green keys and attractive Green carrying case. Available in PICA only. Ship. wt. approx 22 lbs.

Estab. Retail **$74.41**

Specify Choice of Type

This is ELITE Type

This is PICA Type

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

Ⓐ

Choose from these famous Names . . .

UNDERWOOD
SMITH-CORONA
ROYAL
REMINGTON

Specify Pica or Elite Type

Ⓑ

Ⓒ

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NATIONALLY ADVERTISED
PORTABLE TYPEWRITERS

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Ⓐ **UNDERWOOD DELUXE.** A super fast portable with real typing ease and efficiency. Includes these improved modern features: Key set tab, visible "see-set" margins, standard spacing, 9" writing line, 84 characters, segment shift, automatic ribbon reverse, left and right margin release key, and many other features. Suntan-and-Copper two-tone finish. **Pica or elite type.**
20K118-8570 ..... RETAIL **$124.75**

UNDERWOOD NEW LEADER (Not Illustrated). Dependable but budget-priced portable with many modern features. Has balanced segment shift, standard spaced keyboard, full 9" writing line, easy touch action, 84 characters including arithmetic signs. Back spacer, right and left shift key, shift lock, automatic line finder, single double, triple spacing, coordinated carriage scale, etc. Tan-tone finish. **Pica type only.**
20K117-8220 ..... RETAIL **$77.21**

Ⓑ **SMITH-CORONA SKYWRITER.** The perfect portable for salesmen, air-travelers, authors, journalists, commentators, students. Weighs only 9 lbs. and measures 11x12x3". Aluminum cover serves as carrying case. Has full keyboard and all necessary features for business and personal writing. **Pica or Elite type.** Ship. wt. 12 lbs. Grey crackle finish.
20K81-5658 ..... RETAIL **$73.77**

Ⓒ **SMITH-CORONA SILENT-SUPER.** This new luxury model has the finest keyset tabulator in portable typewriter history. Includes all the newest refinements of the famous Smith-Corona line. Fast, foolproof the finest portable in the world! Grey crackle finish only ("Holiday" case) **Pica or elite type.**
20K102-9900 ..... RETAIL **$129.00**

SMITH-CORONA STERLING (Not Illustrated). Top performance in a medium price. Choice of professional and business people and students at all levels. Has pare gage, super-speed escapement quick-set margins, synchronized line spare lever, acoustical vents, typebar speed booster, piano key action, floating shift, 3-position paper bail, dual action paper release cushioned tabulator and other features. (Standard carrying case). **Pica or elite type.**
20K73-8514 ..... RETAIL **$110.95**

SMITH-CORONA SILENT (Not Illustrated). Preferred by successful authors, famous news correspondents, traveling men and advanced students. Has all the features of the STERLING plus line retainer, paper fingers and bail, sound-deadening devices and removable platen. **Pica or elite type.**
20K74-9108 ..... RETAIL **$118.40**

Ⓓ **ROYAL QUIET DELUXE.** The world's No. 1 portable. With "magic" margin, visible tab set, touch control, line meter, greater paper capacity speed spacer, automatic carriage lock centering device, push button top, etc. Has office typewriter keyboard and many plus features available on no other portable. Touch of keys can be tailored to individual requirements—beginner and expert youngster and adult. Grey finish only **Pica or elite type.**
20K108-9687 ..... RETAIL **$122.93**

ROYAL SENIOR COMPANION (Not Illustrated) The latest model to complete the Royal family. Standard American keyboard, shift freedom, right and left margin stops, margin release key, 2-color ribbon silencil device, and a long list of refinements. Dove Grey finish only **Pica or elite type.**
20K120-7357 ..... RETAIL **$89.95**

Ⓔ **REMINGTON-RAND QUIET-RITER.** Reduces noise and vibration to a bare minimum. Includes miracle tab, visible margins, simplified ribbon changer and paper edge guide. Large platen with sure-grip feed carriage centering device, finger speed keys, contour styling and super-strength frame—plus many other operating refinements to make "Quiet-Riter" fast and efficient. French Grey finish. **Pica or elite type.**
20K98-9852 ..... RETAIL **$128.50**

REMINGTON LETTER-RITER. Has all the features of the above Quiet-Riter, except tabulator, at an economical price **Pica or elite type.**
20K130-8123 ..... RETAIL **$106.20**

All Portable Typewriters Supplied with Smart Carrying Case. Specify Pica (10 ch. to inch) or Elite (12 ch. to inch) When Ordering. Railway Express Preferred for Shipments of Typewriters Wherever Possible. Average shipping wt. 20 lbs.

Portable Typewriters Are Fair-Traded. Are for Resale Only and Must be Retailed at Established Prices in States Having Fair Trade Laws. All Quotations Include M. E. Tax.

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

STAR OF THE BALLET Valentina Ballerina will dance right into *your* heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger.

But that's not all! **For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction.** Her head is of soft life like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

25100A1135	25" Doll	Retail $16.95
25101A735	20" Doll	Retail $10.95

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Setable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

This 20" package of joy is the greatest thrill ever for your little dancer. Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and turns her head from side to side. But, that's not all!!! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for:

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

25102A1665	20" Doll	Retail $24.95

"QUEEN for a DAY"

As Featured on the N.B.C. Network Coast-to-Coast

w'th MILLERKINS
by I. MILLER

'QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS
She can sit like a Queen on a Throne.
For informal occasions she can cross her legs in a natural, lady-like position
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet. She carries an extra pair of "Millerkin" Low Heel shoes in a miniature I. MILLER Shoe Box
Rooted Saran hair that can be washed curled & set
'QUEEN FOR A DAY" will make your Little Princess proud and happy all year long!

25103A865 20" Doll Retail $12.95

BONNIE TRU-FLEX DOLL

She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes, Sweet 'coo' voice

Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit unaided with her legs straight out or bent at the knees, and be posed in many life-like positions.

25104A665 22" Doll Retail **$9.95**
25105A400 16" Doll Retail **$5.95**

HONEYMOON TROUSSEAU

19" tall. Dressed in a brocade and satin wedding gown trimmed with delicate net and lace. She wears full length hose, blue garter and a string of pearls. Fully jointed at the knees, she sits, stands and kneels. Walking, she turns head from side to side. Unbreakable plastic body and legs. Sleeping eyes. Trousseau includes extra shoes, stockings, printed picolay street dress, pedal pushers, sun back dress, fringe stole, and bathrobe with tasseled sash. Has sunglasses, roller skates, bedroom slippers, curlers and handbag. Comes complete in an extravagant streamer trunk with room for all her clothes.

25108A1265 Retail **$18.95**
25109A665 Bride only Retail **$9.95**

TEAR DROP ... weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief — weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes — all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs.
Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

25106A800 Retail **$11.95**
25107A535 Doll only—Dressed in romper with Kleenex, pacifier and bottle Retail **$7.95**

VALENTINA DANCING BALLERINA

with the Amazing Jointed Body that Bends and Swivels at Waist

Becomes Regular Walking Doll

Does a Split and Back Bend

Bends and Swivels — Ankles, Knees and Body

Kicks Out with Knee Bent or Straight

STAR OF THE BALLET. Valentina Ballerina will dance right into your heart. Authentic in every detail, she wears long dance hose, real CAPEZIO Slippers and the glamorous tutu of the Blue Bird Ballet. Because her knees and ankles are flexible she assumes all of the positions illustrated and hundreds more merely by the touch of the finger.

But that's not all! For the first time in history a doll ingeniously jointed — at the waist, permitting her to bend and turn or sway in any direction. Her head is of soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Valentina comes with a 3 way reflector practice bar that serves as a stand and as an attractive display piece. You'll treasure Valentina Ballerina for years and years. Truly a doll masterpiece!

No. 875 20" Doll ... List **$10.95**

Reflector Practice Bar (acts as stand)

- **Amazing Jointed Body**
- Jointed Knees and Ankles
- Walks Normally or Dances on Toes
- Assumes over a Thousand Ballet Positions
- Unbreakable Walking Mechanism
- Specially Molded Ballerina Arms
- Washable-Setable Rooted Saran Hair
- Real CAPEZIO Slippers

DOREENA BALLET TOUR

36 PIECE DOLL, WARDROBE and STAGE SET

This 20" package of joy is the greatest thrill ever for your little dancer. Her head is soft life-like vinyl. Her eyes open and close. Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and turns her head from side to side. But, that's not all!!! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger. By lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll. Along with the Doreena Doll is her wardrobe for street wear and stage wear.

She has authentic Ballet costumes for:

- Swan Lake
- Beau Danube
- The Nutcracker and, Oh yes!
- A leotard for practice, too.

Going to and from the theatre — she must wear street clothes — so she has regular walking shoes and short socks — a lovely street dress and a dressy little coat and hat. Her shoes are by CAPEZIO. When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer Ninon nightgown. An extra pair of dance shoes and dance hose are also included — Not to mention hangers for her things, and curlers to change her hair style from time to time.

Since she sometimes performs at parties and teas, she has her own stage which travels with her — and her wardrobe hangs in the two sections that fit right into this compact set. There never was a doll like this before.

No. 876 20" Doll ... List **$24.95**

"QUEEN for a DAY"

As Featured on the N.B.C. Network Coast-to-Coast

with MILLERKINS
by I. MILLER

"QUEEN FOR A DAY" has jointed knees and ankles, permitting her to stroll or dance in HIGH HEELS or LOW HEELS.
She can sit like a Queen on a Throne.
For informal occasions she can cross her legs in a natural, lady-like position.
She's 20" tall, and her beautiful gown is of magnificent chrome-spun, trimmed in luxurious velvet. She carries an extra pair of "Millerkin" Low-Heel shoes in a miniature I. MILLER Shoe Box.
Rooted Saran hair that can be washed, curled & set.
"QUEEN FOR A DAY" will make your 'Little Princess' proud and happy all year long!

No. 877 20" Doll **List $12.95**

BONNIE TRU-FLEX DOLL

She's 'little sister', with 'real as life' glossy rooted saran hair to wash, comb, brush, wave and set. Huggable, soft, all Vinyl skin, body and head. Big 'go-to-sleep' eyes. Sweet 'coo' voice.

Dressed in a smartly designed party dress with a pretty matching bonnet. Tru-Flex action, permits Bonnie to sit unaided with her legs straight out or bent at the knees, and be posed in many life-like positions.

No. 878 16" Doll **List $5.95**

HONEYMOON TROUSSEAU

19" tall. Dressed in a brocade and satin wedding gown trimmed with delicate net and lace. She wears full length hose, blue garter and a string of pearls. Fully jointed at the knees, she sits, stands and kneels. Walking, she turns head from side to side. Unbreakable plastic body and legs. Sleeping eyes. Trousseau includes extra shoes, stockings, printed picalay street dress, pedal pushers, sun back dress, fringe stole, and bathrobe with tasseled sash. Has sunglasses, roller skates, bedroom slippers, curlers and handbag. Comes complete in an extravagant streamer trunk with room for all her clothes.

No. 880 **List $18.95**

TEAR DROP ...weeps real tears

- Weeps real tears
- Completely jointed
- All Vinyl Body and Head
- Complete Layette
- Rooted Hair
- Washable from head to toe

16" of fun and mischief ... weeps real tears directly from the eyes, drinks, wets, sits, sleeps, cries and bathes ... all Vinyl, all washable from her toes to the top of her rooted hair. Fully jointed movable arms and legs. Complete layette includes:

- Bib
- Romper
- Pacifier
- Extra diaper
- Knitted hat
- Knitted socks
- Knitted panties
- Knitted jacket
- Nursing bottle
- Party dress and slip
- Soap, powder puffs and cleansing tissues

No. 879 **List $11.95**

VALENTINE DOLL CO.
200 Fifth Avenue, N. Y. Room 1464

NEW – DIFFERENT – EXCITING – GLAMOROUS – VERSATILE – FASCINATING

Presenting

OUR STAR OF STARS ☆ ☆ ☆

Doreena Ballerina

THE TOE DANCING DOLL

This 20" package of joy is the greatest thrill ever for your little princess heart

Her head is soft flexible vinyl Her eyes open and close Her hair is saran and is rooted in her scalp (actually imbedded like real hair) in a long full ponytail style Her arms, too, are of the same skin-like vinyl, and are shaped to take on the graceful pose of a ballerina. The body and legs are fine unbreakable plastic. When you hold her and lead her she takes short dancing steps, and her head turns from side to side when she dances

But that's not all! Because her knees and ankles are flexible and she can assume any of the positions illustrated and hundreds more merely by a touch of the finger She wears an authentic tutu costume of lame and net and full length S T R E-T C-H Nylon hose Her shoes are by Capezio, ' The Dancer's Cobbler since 1887 They are exact replicas of Capezio's professional dance shoes and Capezio's name is imprinted on each shoe

Last, but not least, by lowering her foot to a normal walking position she can be dressed in street clothes and becomes a regular walking doll Included with each doll is a special stand designed to hold her in many different ballet positions

No 17967865 Doll and Stand. Ret. $12.95

Becomes Regular Walking Doll

Does a Split

Bends and Swivels Ankles and Knees

SPECIAL STAND

Kicks Out with Knee Bent or Straight

36 PIECE DOLL, WARDROBE and STAGE SET

Doreena Ballet Tour

Lovely Doreena has now come of age—thoroughly trained in all ballet positions including bending knees and flexing ankles —she's making her first performance tour Along with the Doreena Doll is her wardrobe for street wear and stage wear

She has authentic Ballet costumes for

Swan Lake
Beau Danube
The Nutcracker and, Oh yes! A leotard for practice, too.

Going to and from the theatre—she must wear street clothes— so she has regular walking shoes and short socks a lovely street dress and a dressy little coat and hat

When she has a formal to attend after the theatre, she wears her beautiful velvet Beau Danube costume with a matching velvet stole. For sleeping, she has a lovely sheer N nan nightgown. An extra pair of dance shoes and dance hose are also included—Not to mention hangers for her things—and curlers to change her hair style from time to time

Since she sometimes performs at parties and teas, she has her own stage which travels with her—and her wardrobe hangs in the two sections that fit right into this compact set

There never before was a doll like this one.

For complete description of Doll See Doreena above

No. 179T2000 Doll, Wardrobe and Stage. . Retail $29.95

Mona Lisa Dolls

BY VALENTINE DOLLS INC
FOR QUALITY, BEAUTY and PLAY

Holiday

19" Tall Rooted Hair Walking Doll. Fully jointed even at her knees. She sits—She stands—She kneels. Lead her by the hand and she walks and turns her head from side to side. Unbreakable plastic body and legs. Soft, lifelike vinyl face and hands. Sleeping eyes. Dressed in beautiful taffeta party dress and real Boucle (lace) sailor hat. Included in her wardrobe are shoes and stockings, printed poplay street dress, pedal pusher shorts with attached matching shirt, adorable sun-back dress with separate fringed stole, a bathrobe complete with tassled sash. She has sunglasses, roller skates, bedroom slippers and pocketbook. She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real. End less hours of play.

SITS

WALKS

KNEELS

STANDS

No. 1798T1070 . . . . . Retail $15.95

Weep 'n' Sleep

WEEPS REAL TEARS, DRINKS, WETS, SITS, SLEEPS, CRIES, BATHES.

This little tot's almost as much trouble as a real baby. She'll drink from her own bottle and wet her little diddy—but, no fear, there's an extra dry one to change. Squeeze her gently and she'll cry actual tears and make herself heard, too.

She's 16½" tall and is all washable life-like vinyl. Has fully jointed arms and legs.

Complete Layette includes 2 diapers, bottle, pacifier, Organdy dress, Knit booties, soap, cleansing tissues and powder puffs.

No. 1799T530 . . . . . Retail $7.95

Royal Wedding

The Princess of the doll world—in her shimmering Brocade and Satin Gown. Unusual, new neckline and standing collar to show off her pearls. Long nylon tulle veil worn over her face. She'll coyly lift it for her groom's long awaited kiss. Sh—sh—she's wearing lovely, full length stockings and a blue garter, too.

The Princess herself—she's 25" tall and she walks. Her pert head is soft vinyl and her radiant saran hair is rooted (actually imbedded) in her scalp. She stands alone, sits, and sleeps like an angel.

Best Friend

29" Life size Walker—you almost expect her to breathe. She *kneels*, sits in lifelike positions because she has knee, hip, and shoulder joints. Her "Best Friend" walks. Her thick glossy saran hair is rooted right into her scalp—permanently. It can be curled, waved, washed and set. She wears a gorgeous organdy party dress and matching bonnet trimmed with fine lace. Her vinyl head is caressable as real skin. Body and legs and arms are unbreakable plastic.

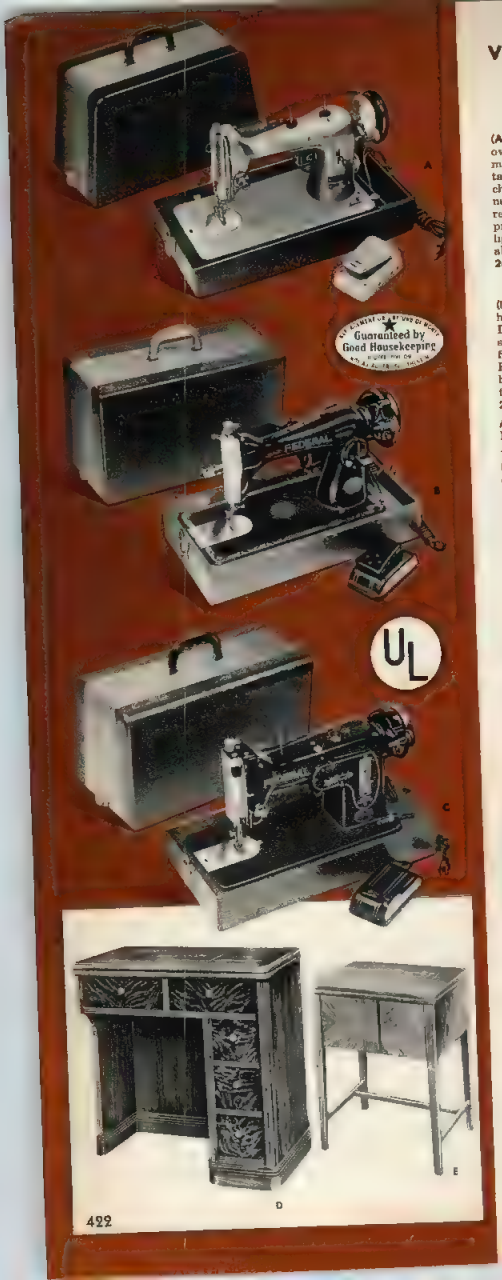
No. 1800T1335 . . . . . Retail $19.95

No. 1801T1200 . . Retail $17.95

Darling Baby

She's little sister size, 19", with real as life glossy rooted saran hair to wash, comb, brush, wave, and set. Huggable, soft all skin body—so much fun to sponge clean. Soft, lifelike vinyl head—big go-to-sleep eyes. Sweet coo voice. Gorgeous chromspun taffeta party dress with real lace bonnet.

No. 1802T400 . . . . . Retail $5.95



Viking and Federal Sewing Machines

Approved by Underwriter's Laboratories and carrying the Good Housekeeping Seal of Approval. Shipped FOB New York, Chicago, Dallas or Los Angeles warehouses.

(A) VIKING PORTABLE MODEL NO. 12. Hinged presser foot that rides over pins and heavy seams. Finest Swedish steel round bobbin machine with gate-type shuttle race that enables simple removal of tangled thread. Improved reverse stitch mechanism permits instant change. Handy drop-feed lever for darning and embroidery. Front numbered dial tension with improved control. Numbered stitch regulator. Improved automatic bobbin winder with its own spool pin. Smart soft green metallic finish with chrome fittings. Electric light. Reliable Viking motor. 25 year guarantee. Parts always available. In simulated leather luggage-type carrying case. 20"x10"x13"

26-3226-7900 Wt. 40 lbs. . . . . Retail **114.00**

(B) FEDERAL PORTABLE STRAIGHT STITCHER. Full size round bobbin head guaranteed 25 years. Numbered dial tension. Reverse stitch. Drop feed on base. Push-button automatic winder. Spring cushion shuttle driver reduces noises. Round plate stitch regulator with finger lever and locking device. Snap-out race, built-in darner. Hinged presser foot rides over pins and heavy seams. High gloss baked on enamel finish. All sewing parts interchangeable. Instruction book. Luggage type carrying case, 19" x 18" x 13".

26-3241-4800 Wt. 35 lbs. . . . . Retail **73.50**

ATTACHMENTS FOR VIKING NO. 12 AND FEDERAL STRAIGHT STITCHER. Enables you to do a more professional job ... create beautiful effects. Attachments fit both machines and are made in U.S.A.

DELUXE SEWING ATTACHMENT SET. Includes tucker, 4 hemmers, ruffler, cloth guide and screw, edgestitcher, quilter, master foot, shirring foot, double cording foot, multiple slotter binder.

26-3228-295 Wt. 3 lbs. . . . . Retail **4.50**

GREIST ZIG-ZAG ATTACHMENT. For applique, intricate designs.

26-3229-330 Wt. 2 lbs. . . . . Retail **4.95**

GREIST BUTTON HOLE ATTACHMENT. Key type.

26-3230-695 Wt. 2 lbs. . . . . Retail **9.95**

(C) FEDERAL ZIG-ZAG PORTABLE SEWING MACHINE. Simplest machine to operate—helps you do a professional sewing job without previous experience. Sews uniform fancy stitches without attachments as simply as sewing straight. You can embroider, darn, tuck, applique, hemstitch, shir, mend stockings, make button holes, sew on buttons, stitch "hand-rolled" hems, make pleats and ruffles. Sews forward and backwards with either straight or zig-zag stitches. Quiet mechanism. Complete with convenient drop feed knob on bed for darning and embroidery, built-in darner, automatic push-button bobbin winder. 25 year guarantee. 19" x 10" x 15".

26-3242-10600 Wt. 48 lbs. . . . . Retail **169.00**

(D) MODERN DESK SEWING MACHINES. Handsome desk with three spacious roomy drawers for all your sewing accessories. Carefully constructed of 5-ply veneer in hand-rubbed finishes. Choice of Walnut, or Mahogany finishes. Divided top lid to prevent warping. Heavy shaped base encircles desk —provides sturdiness. Rounded fluted post. 32"x20"x33"

DESK WITH VIKING MODEL No. 12. Ship. wt. 115 lbs.

26-3265-12900 Walnut finish . . . . . Retail **187.00**
26-3266-12900 Mahogany finish . . . . . Retail **187.00**

DESK WITH FEDERAL STRAIGHT STITCHER. Wt. 110 lbs.

26-3263-9900 Walnut finish . . . . . Retail **159.00**
26-3264-9900 Mahogany finish . . . . . Retail **159.00**

DESK WITH FEDERAL ZIG-ZAG MACHINE. Wt. 115 lbs.

26-3267-15900 Walnut finish . . . . . Retail **259.00**
26-3268-15900 Mahogany finish . . . . . Retail **259.00**

(E) MODERN CONSOLE SEWING MACHINES. Finely constructed of 5-ply veneer. Stretcher leg style with extra stretcher piece across bottom for additional strength. Single door with convenient plastic rack for accessories. 25"x18"x33".

CONSOLE WITH VIKING MODEL No. 12. Wt. 80 lbs.

26-3272-11200 Limed Oak finish . . . . . Retail **162.00**
26-3273-11000 Walnut finish . . . . . Retail **159.00**
26-3274-11000 Mahogany finish . . . . . Retail **159.00**

CONSOLE WITH FEDERAL STRAIGHT STITCHER. Wt. 86 lbs.

26-3269-7995 Limed Oak finish . . . . . Retail **133.00**
26-3270-7800 Walnut finish . . . . . Retail **119.00**
26-3271-7800 Mahogany finish . . . . . Retail **119.00**

CONSOLE WITH FEDERAL ZIG-ZAG MACHINE. Wt. 85 lbs

26-3275-13995 Limed Oak finish . . . . . Retail **233.00**
26-3276-13800 Walnut finish . . . . . Retail **219.00**
26-3277-13800 Mahogany finish . . . . . Retail **219.00**

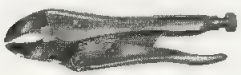
PLIER-WRENCHES

THIN-NOSE, VISE-GRIP ADJUSTABLE

Made of special alloy steel, heat treated for utmost toughness. Light, trim and streamlined, bright zinc electro-plated.

Thin tapered nose permits working in extremely close quarters. New scientifically designed jaws permit jaws to put tremendous pressure on four points of nut.

These wrenches are actually 9 tools in one, adjustable end wrench, pipe wrench, thin nose plier, clamp, toggle press, locking wrench vise, wire cutter and bolt cutter.



With Wire Cutter

Ton-pressure super-powered wire cutter cuts wire and small bolts

Nos.	7W	10W
Length, in.	7	10
Jaws, thickness, in.	¼	⅝
Jaws, open, in.	1⅝	1⅞
Wt. each, lbs.	⅝	1¼
Each	$2.25	2.60

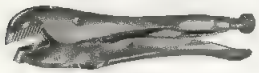
One in a box.

Without Wire Cutter

Nos.	7C	10C
Length, in.	7	10
Jaws, thickness, in.	¼	⅝
Jaws, open, in.	1⅝	1⅞
Wt. each, lbs.	⅝	1¼
Each	$1.95	2.25

One in a box

VISE-GRIP ADJUSTABLE



Without Wire Cutter

Made of high grade alloy tool steel, scientifically hardened and tempered Bright zinc electro-plated.

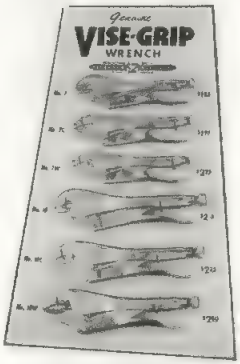
Exerts more than a ton of pressure between jaws. Jaws can be locked at any jaw opening. Adjustable to ratchet like action. Serves as a portable vise, pipe wrench, super pliers, etc.

Nos.	7	10
Length, in.	7	10
Jaws, thickness, in.	⅝	⅝
Jaws, open, in.	1¾	1¾
Wt. each, lbs.	⅝	1⅝
Each	$1.85	2.15

One in a box.

PLIER-WRENCHES

VISE-GRIP ADJUSTABLE ASSORTMENT



Durable plywood display board, beautifully enameled, attractively designed.

Contents of Assortment

1 No 7, 7 in. standard
1—No 7C, 7 in. thin nose without cutter
1—No 7W, 7 in. thin nose with cutter
1—No. 10, 10 in. standard
1 No 10C, 10 in. thin nose without cutter
1—No. 10W, 10 in. thin nose with cutter

Per assortment

No. BD1049—Assortment, 12 in. wide. 20 in. high; wt. per assortment 21 lbs $18.05

One assortment in a box

ADJUSTABLE WRENCHES

STANLEY HANDYMAN

Angle Type

Forged alloy steel; smooth, easy jaw adjustment Satin chrome finish with red trim

Each

No. 1536—8 in. long; wt. each ¾ lb. $1.98

Six in a box

OUR AIM

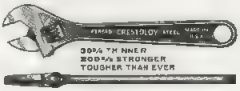
To serve you promptly, and to supply only first quality goods. Our large stocks minimize back-ordering.

ADJUSTABLE WRENCHES

CRESCENT CRESTOLOX

Forged Crestoloy steel, chromium plated A special method of finishing the handle prevents the tool from becoming slippery when used with wet or oily hands.

These wrenches are harder, stronger and tougher than wrenches of ordinary steel or some of the so-called "alloy" steels. They will stand a strain of over twice that required to break a regular Crescent wrench, yet they are 30% thinner and much lighter



Single End

Nos.	Each	Length, in.	Opens, in.	Wt. ea., lbs.
AC14	$2.10	4	½	¼
AC16	2.10	6	¾	¾
AC18	2.45	8	1	½
AC110	3.15	10	1⅛	1
AC112	9.20	12	1⅜	1⅛

One in a box.

Single End, Tapered Handle

These big husky wrenches will stand a tremendous pull on the end of the tapered handle.

No.	Each	Length, in.	Opens, in.	Wt. ea., lbs.
AC115	$6.85	15	1⅞	3¼

One in a box

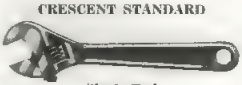
Double End

Combines two sizes of wrenches in one tool

Nos.	Each	Size, in	Open, in	Wt ea , lbs
BC146	$3.40	4-6	½ ¾	¼
BC168	3.85	6 8	¾ 1	½

One in a box.

CRESCENT STANDARD



Single End

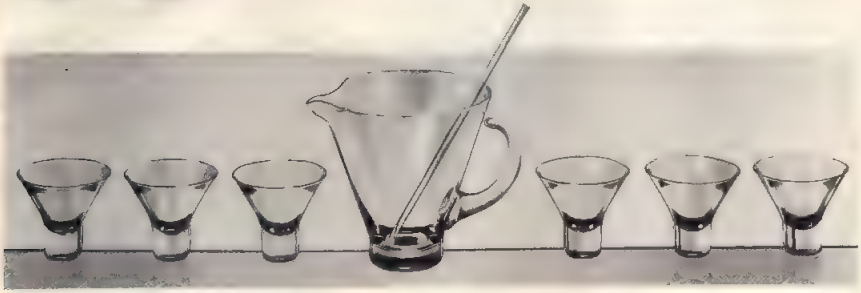
Similar to Crestoloy wrenches except drop forged alloy steel; polished on sides of head, balance black

Nos.	Each	Length, in.	Opens, in.	Wt ea , lbs
A14	$1 65	4	½	¼
A16	1.65	6	¾	⅝
A18	2 00	8	1	1
A110	2.45	10	1¼	1¼
A112	3.70	12	1½	2⅛
A115	5.80	15	1⅞	4⅛

HANDSOMELY DESIGNED IN MODERN SWEDISH MANNER . . .

VOGUE CRYSTAL REG TRADE MARK

Sets to please the most discriminating hostess—designed with excellent modern line and proportion in sparkling crystal. Heavy sham bases. Ideal gift sets of outstanding value in popular price range.



3-PC. SHRIMP SERVER

Delightful, clever set for serving a different and useful gift item. Consists of: Large crystal salad bowl with 10½ in capacity heavy sham bottom—a small relish plate with 3 prong holder and 3 toothpick holders. Four sets packed in carton. Ship. wt. 6 lbs.

412G59-259.....RETAIL, SET **$3.75**

8-PC. MARTINI SET

This handsome gift set consists of 1 hand blown Martini mixer with heavy sham bottom and six 3 oz. cocktail glasses to match with sham bottom. Complete set packed in carton. Ship. wt. 7 lbs.

412G61-275 ..... RETAIL SET **$4.25**

As above: 4 oz. cocktail glasses. Packed one dozen to carton. **No less sale.**

412G50-155.....RETAIL, DOZ. **$2.50**

5-PC. REVOLVING TID-BIT SET

The ideal hostess companion. Attractive and practical gift item. Revolving brass metal frame and revolving holder with four crystal dishes. Five parts, each fits into the revolving frame. Each set packed in carton. Ship. wt. 5 lbs.

412G66-295..... RETAIL **$4.00**

TUMBLERS

Vogue 5 oz. Juice Tumbler. Sparkling crystal machine made and fire polished. Packed 1 dozen to carton. **(Sold in dozen lots only.)** Ship. wt. 8 lbs.

412G57-185.....RETAIL, DOZ. **$2.75**

Vogue 10½ oz. Sham Tumbler. A size that is always in demand. Clear crystal, machine made and fire polished. Packed 1 dozen to carton. **Sold in dozen lots only.** Ship. wt. 12 lbs.

412G58-225 ..... RETAIL, DOZ. **$3.50**

3-PC. SALAD SET

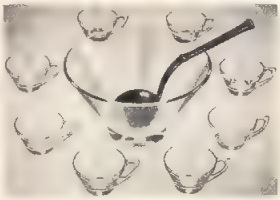
Crystal clear salad bowl with heavy sham base styled in the Swedish manner of elegant simplicity. Diameter 10½", depth 5¾". Complete with crystal plastic fork and spoon. Ship. wt. 5 lbs.

412G48-125..... RETAIL **$2.25**

8-PC. DESSERT SET

Set consists of 8 handsome dessert dishes, also ideal for use as individual salad bowls. Crystal clear glass with sham bottom. Set packed in one carton. Ship. wt. 7 lbs.

412G51-165.....RETAIL, SET **$2.65**



10-PC. PUNCH SET

Modern design punch set that will add zest to any leisurely social occasion. Consists of 1 plain crystal bowl, 10 oz. capacity with heavy sham bottom, eight 6 oz. crystal cups to match, plus a metal black plastic punch ladle. Each set packed in carton. Ship. wt. 8 lbs.

412G60-225 ..... RETAIL SET **$3.50**

CARAFE SETS

Starlight Carafe with Warmer. Wide mouth permits stirring of beverages, easy cleaning—even large enough for ice cubes. Use it for instant coffee, iced drinks of all kinds as well as distinctive buffet service. Copper "Stars" fired into glass. Decorative copper wire encircles glass near its base. **8-cup carafe and warmer.** Gift packaged. Ship. wt. 5 lbs.
413G18-425 ..... RETAIL **$6.95**
As above: 12-cup carafe and warmer. Gift packaged. Ship. wt. 5 lbs.
413G17-495 ..... RETAIL **$7.95**

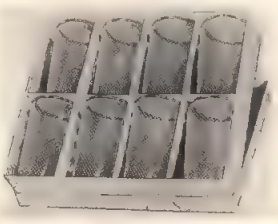
Copper trimmed carafe and warmer. The bold gleam of copper metal and a fired in copper stripe decoration further emphasizes the sparkling clarity of the glass body. Contrasting black handle streamlined and made of ever-cool plastic. Coppertone candle-warmer with 3 candles. Designed to serve beverages either formally or informally. Handsomely boxed for gift occasions. Ship. wt. 3 lbs. **8-cup carafe and warmer.**
413G286-8X286/296..... RETAIL **$4.50**
As above: 12-cup carafe and warmer. Gift packaged. Ship. wt. 3 lbs.
413G287-6X316/327..... RETAIL **$5.00**

Milk Glass Vases. Hand painted milk glass vases in three charming shapes. Outstanding for their beautiful decorations and simple lines. New color lines of Turquoise and Charcoal on gleaming White background. **Straight vase 8½" high.**
418G14-125 ..... RETAIL **$2.25**
Bud vase 8" high.
418G13 85..... RETAIL **$1.50**
Urn shaped vase 9" high.
418G15-150 ..... RETAIL **$2.75**

Lovely Jasmine blossom patterned 10½ oz. tumblers or 81 ball glasses. Delicate sprays of blossoms in 4 colors. Pink, Yellow, Blue and White with Black stems and branches. Floral decoration completely encircles tapered glass. Smooth, 5" Packed 1 set of 8 tumblers in box. Sold in assorted colors only. Ship. wt. 5 lbs.
412G111-85. RETAIL, SET **$1.85**

7-Piece Beverage Set. New, modern design of circles and triangles in an assortment of gay colors. Add a festive touch to your favorite beverage. 64 oz. pitcher with ice lip, six 11½ oz. tumblers. Packed one set in carton. Ship. wt. 8 lbs.
412G55-135..... RETAIL, SET **$2.15**

7-Piece Refreshment Set. Highly attractive set designed with modern symmetry. Yellow tweed pattern with Black line at top and bottom. Makes cool drinks more appealing. 64 oz. pitcher with ice lip, six 11½ oz. tumblers. Packed one set in carton. Ship. wt. 7 lbs.
412G54-125..... RETAIL, SET **$2.00**
As above: 8 Yellow tweed tumblers packed in gift box.
412G53-90..... RETAIL SET **$1.50**



8 Piece tumbler set. New attractive Yellow dot design. Genuine 22Kt Gold band at top. Ideal for your own home or as a gift. Eight 11½ oz. tumblers packed in gift box. Ship. wt. 5 lbs.
412G52-145..... RETAIL, SET **$2.25**

Ⓐ Ⓑ Ⓒ

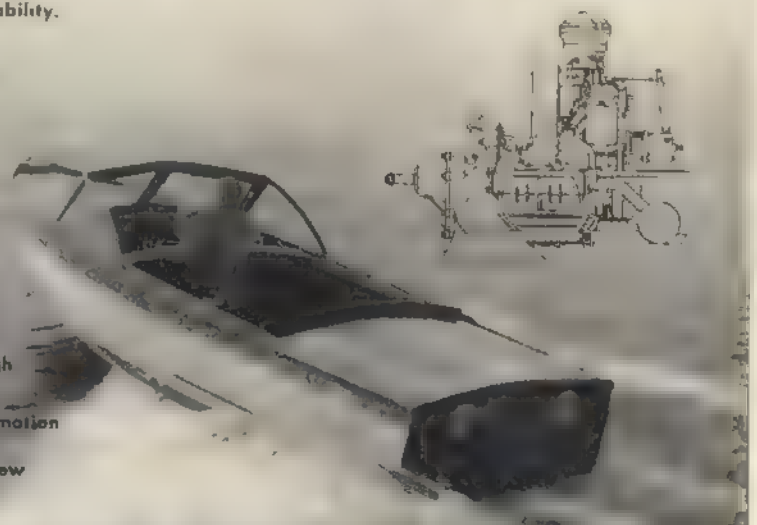
Imported crystal salt and pepper shakers. Three exquisite shapes. Hand cut and polished for lasting beauty. Ideal for any table setting. 1 pair in box. 12 pairs in carton. **Order by letter.**
419G4-65B.
419G4-65—Lots of 12..... RETAIL, PAIR **$1.25**

7-Piece rack and tumbler set. Six colorful 10½ oz. tumblers in easy-to-carry rack. Tumblers decorated with beautiful jasmine motif in assorted colors. Black wrought iron rack 12" long 8" wide. Has white ball feet and decorated hand grip. Ship. wt. 5 lbs.
412G2-119 RET., SET **$1.95**

New VOLKSWAGEN MARINE

POWERS *Olympia*

- 1,000,000 VOLKSWAGEN engines in a hundred countries are proof of VW engine dependability.
- 185 LBS. weight develops 36 H.P.
- SAVE ⅔ FUEL expenses over comparable motors. 1½ gallons fuel — 1 hour cruising.
- OIL AND AIR COOLING system make engine immune to any climate.
- VW OUTLIVES THEM ALL—eliminates harmful corrosion by salt water.
- LONGER BOATING SEASON—VW Marine never freezes—never overheats.
- AMAZINGLY QUIET—VW Marine hardly whispers—just pleasantly hums
- PARTS AND SERVICE are available through over 400 U.S. VW dealers.
- NOW AVAILABLE: Ask for complete information on this new, amazing 4 cylinder—4 cycle VW Marine engine. See it at booth A23, New York Motor Boat Show.



U-MAK-IT PRODUCTS VOLKSWAGEN MARINE division • 701 Whittier St., Bronx 59, New York

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BOAT PLANS.. PATTERNS FRAME KITS

Modern boats from 12'-22' -Build Ur-Own from our PLANS, PATTERNS or FRAME KITS . . . State your requirements or send 40c for our Complete Catalog.

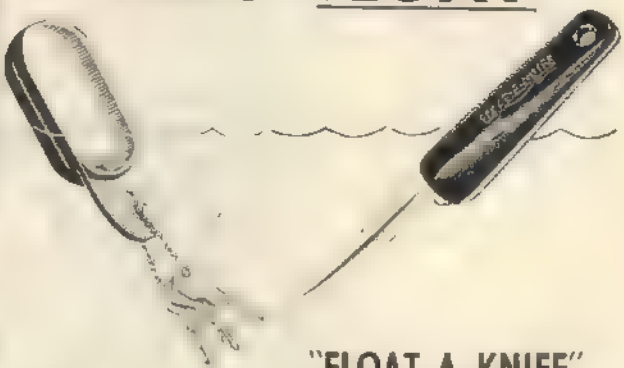
DEALER INQUIRY INVITED

marine GLEN designs

Box 568 M

Compton, Calif

"THEY FLOAT"



"FLOAT-A-KEY"

[illegible] keys [illegible] Has wate[illegible] corrosion-proof [illegible] parties, etc.

$1.00 post paid

3 for $2.50

"FLOAT-A-KNIFE"

[illegible] Floats [illegible] Rubber [illegible] guaranteed [illegible] mildew proof and rot proof synthetic. Floats belt sheath. If your dealer doesn't have "FLOAT-A-KNIFE" order by m[illegible]

$2.95 post paid

3 for $8.50

W. H. WATT ENTERPRISES

Radnor 20, Penna., U. S. A.

Dealers, boat yards—Write for profit details at once!

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speed and safety

See them at the Chicago Boat Show

The craft that won the MISSISSIPPI MARATHON, fast yet so safe. A Cruiser Craft has never been sunk, filled with water, it will still float. The exclusive hydro-keel increases speed without any loss of maneuverability and safety.

Eleven models to choose from . . . priced $495 up. Write today for complete information.

Dealer inquiries invited.

Cruiser Craft OF DALLAS

3108 SYLVAN DRIVE • DALLAS, TEXAS

Banishing the Yachtsman's Worst Problems...

CRACKING DECKS and LEAKING SEAMS

BOAT OWNERS! Use Liquid Neoprene everywhere, inside and outside, for lasting, water-tight jobs.

BOAT YARDS! You can use Liquid Neoprene outside in cold weather, adding to your plant volume.

The answer to paint-sick, cracked, leaking decks . . . and to open seams that show up at fit-out time . . .

LIQUID NEOPRENE

DuPont's Synthetic Rubber

Goes on like paint . . . has the bonding strength, resilience, abrasion resistance and elasticity of rubber. Neither chips nor peels in 250° heat or Arctic cold. Adheres to all metal, wood, cement or rubber surfaces. Ideal for canvas decks.

DuPont introduced Neoprene in 1932, but now you can have it in (1) *liquid* form to paint on decks; (2) in *Hulcote*, a "buttery" consistency for under-water use; (3) in *seam compound* that stretches but never cracks.

Most versatile sealer, DuPont Neoprene resists heat, sunlight, flex-cracking, aging, abrasion, oxidation, oils, chemicals.

Write for Booklet

PENN MARINE 1907 MENOHER BLVD. JOHNSTOWN, PA.

MASTERCRAFT *all-new*

BANNERLINE

FOR 1956

CUSTOM FEATURES at LOW PRICE

Mastercraft's all new Bannerline Series trailers for '56 have all the features you want most in a boat trailer: new lifting, loading, launching ramp and roller system; full keel and transom support; 5.00 x 8 super cushion, rayon-cord tires; waterproof, rustproof hubs; demountable wheels; and many more — all standard equipment on the '56 Bannerline with capacities to 750 lbs. Ask your Mastercraft dealer for a demonstration . . . the low prices will surprise you. Ask about the other models in Mastercraft's complete line for boats up to 8,000 lbs.

Write for your FREE copy of our new illustrated folder. Address 81 Middlefield Street.

MASTERCRAFT TRAILERS, Inc.

MIDDLEFIELD ST. MIDDLETOWN CONNECTICUT

NEW LINE OF ALUMINUM OUTBOARDS

Being shown for the first time this year in the Chicago National Boat Show is a completely new line of aluminum outboard boats manufactured by Naden Industries located in Webster City, Iowa. Offered initially this past summer in the Midwestern market, they found immediate and enthusiastic acceptance among sportsmen and boating enthusiasts.

Naden boats feature a full hard-temper, hand-formed aluminum hull with a completely rib-free bottom which allows free flow of water from bow to stern. All models contain an automatic drain at the stern which utilizes the center keel as a natural housing for the drain. With full seat bulkheads, wide beam and rigid construction they are capable of handling the largest outboard motors with ease. Fifteen standard models are being offered in 12-, 14- and 16-foot lengths

WILMAPEG TRIPLES TRAILER CAPACITY

The removal of the Wilmapeg Industries Corporation, Steel Products Division, boat trailer factory from Fayette, Ohio to Morenci, Michigan has been announced by Harry Carpenter, president. The new quarters where the new line of trailers will be produced, has tripled the capacity of the former plant.

SEAMAN FEATURING TWO MODELS

Boats now being built for the 1956 season by Seaman Seacraft Company, Inc., Roslyn, L. I., N. Y., include the popular Seaman Lightning and the comfortable cruising sloop, Seaman 30.

The Seaman 30 is an auxiliary sloop 30 feet overall in length with 8' 6" beam. Designed by W. H. Tripp, Jr., this fine auxiliary has complete cruising accommodations for four. She features full headroom, 16 hp auxiliary engine, complete galley with stove, sink and ice chest. Her fine appointments include an enclosed head, four berths with Airfoam mattresses and ample storage space. She is constructed of the finest materials with mahogany planking over oak framing, all bronze screw-fastened. Rigging is stainless steel, hardware and winches by Merriman

The Seaman Lightning is recognized as one of the finest boats in her class. For racing she is light in weight, as light as the class rules will allow. The Lightning Class offers the keenest racing competition, with over 6000 boats registered and sailed throughout the world. She is also ideal for the beginner or for day sailing

Seaman Seacraft's 30-foot auxiliary cruiser.

17-JEWEL JUVENIA "MYSTERE" SILHOUETTE WATCHES

Black Suede STRAPS

Transparency of face and transparent, movement revealing back strikes a note of dramatic elegance and creates a clever and different watch for the discriminating man or woman. Transparent face and back are unbreakable. Light as a feather and distinctive in design. Thin case. Vivid red hands on the jet black center's rim show the time clearly. 17 jewel movement.

The "Mystere" Lilliput. New small size model in yellow gold plate.
112W155-5500.....RETAIL $100.00

The "Mystere" Petite. Next size larger model in yellow gold plate.
112W149-4820.....RETAIL $95.00

The "Mystere" Standard. A suitable size for both men and women in yellow gold plate.
112W146-4420.....RETAIL $90.00

As above: In White stainless steel.
112W145-3719.....RETAIL $71.50

Juvenile Watches enlarged to show detail.

JUVENIA "CAPRI" 17-JEWEL WATCH

The Juvenia "Capri." Exclusive star-shaped model with lovely, faceted crystal. The distinctive and different watch is curved to follow the wrist lines. 17 jewel movement. Yellow gold plated case. Luxurious black suede strap.
112W156-5115.....RETAIL $100.00

SWINGTIME BRACELET WATCH. Bracelet that flatters, sturdy as it is dainty. "Swingtime" watch features shock resistant V-Conic movement and has 1 year Timex guarantee. Cannot be overwound. **Yellow plated case and bracelet. Domed crystal.** Gift packaged in gold-stamped, simulated leather jewel box, a perfect double duty case for jewelry, make-up knick-knacks etc.
10W169 987.....RETAIL $14.95

LOW PRICED POCKET WATCHES. Modern "Beacon Viceroy" . . . completely protected by an unbreakable crystal. White dial with Black numerals and easy-to-read hands. Its thin-model shape fits easily into any pocket. Polished nickel finish. **Fully guaranteed. American made.**
20W22 54X169/178.....RETAIL $2.75

A **B**

GRAMERCY. Here's watch styling and detailing as its best. **SHOCK-PROOF, anti-magnetic, 7 jewel movement.** Sweep-second hand. Raised gold figured dial and radium markers, radium tilted pit hands. Padded leather strap. Unbreakable crystal. All-yellow Glo-Gold, TARNISH-PROOF case.
12W160-822.....RETAIL $11.95

ATLANTICA. A fine dress-up, WATER-RESISTANT, SHOCK-PROOF watch. Glo-Gold yellow, TARNISH-PROOF top with stainless steel screw-back case. **Anti-magnetic, 7-jewel movement.** Smart, raised gold, radium dial and radium filled gold hands. Sweep-second hand. Unbreakable crystal. Padded leather strap.
12W161-1024.....RETAIL $14.95

MEN'S 17-JEWEL WRIST WATCH. Ideal for sportsmen or anyone wanting a rugged, handsomely designed watch. **Water-resistant and shock-resistant with mainspring and balance staff guaranteed for life.** 17-jewel movement. Distinctive dial has sweep second hand and radium numerals. Nickel chrome steel case with matching expansion bracelet. In handsome plastic gift case. **Specially priced on a very limited purchase—while they last.**
12W173-1275.....RETAIL $38.75

BEN HOGAN BELT WATCH. Perfect for sportsmen and active outdoor people. Clips out of the way on any belt, pocket, slacks, shirt, or stands on night table. Opens with press of button to reveal time. Its shock resistant, V-Conic movement makes it practical for travelers. Easy-to-read Radiolite dial. Genuine leather covered case **Size: 1¼" square.** Gift packaged in reusable jewelry box.
10W180 987.....RETAIL $14.95

LADIES' YELLOW GOLD WATCH. A 21-jewel superlative watch created by Clinton. 10K Yellow gold plate case has stainless steel back, modern dial and matching gold-filled expansion band. Fitted with shock-resistant balance staff and movement guaranteed for life.
39W217-2543.....RETAIL $75.00

VULCAIN GRAND PRIX WATCH. 14K Yellow gold watch with 14K Yellow gold matching bracelet. **Excellent quality 6¾ ligne, 17-jewel movement.** Applied Silvered dial and Yellow hands. Highly attractive, modern watch, brightly polished. Each in gift box.
113W175-8475.....RETAIL $180.00

Prices Do Not Include Excise Tax

VULCAIN

Grand Prix Watches

Vulcain distinguished timepieces are products of the world renowned Vulcain Watch Company of La Chaux de Fonds, Switzerland—pioneers in precision timekeeping for almost a century. They incorporate the superb styling of advanced modern watch-design. Accurately crafted with the same skilled precision and advanced techniques which have won awards and honors at leading international exhibitions and competitions. Any Vulcain watch offers enduring beauty, and a lifetime of unfailing accuracy. Guaranteed against defects in material or workmanship.

VULCAIN ALARM WATCH

Amazing "Cricket" . . . world renowned for its alarm feature. Rings strongly, clearly, unfailingly at the precise moment set. Awakens in the morning, and serves as a reminder for important appointments throughout the day. Raised gilt numerals and radium tipped markers. Gold filled case with non-corrosive stainless steel back. **17 jewels.** Fine quality leather strap.

12W193-4537 ..... RETAIL **$85.00**

12W184-4802—All steel case. .. .. RETAIL **$89.50**

12W185-13230 —14K Gold case .... RETAIL **$300.00**

WOMEN'S PRECISION VULCAIN WATCHES

Ⓐ **Diamond-Set 14K Gold Watch.** Dramatic yet dainty . . . graceful square watch accented with four diamonds set in 14K Yellow Gold case. Modern 14K Gold applied raised numerals and markers. **Incorporates the latest watch design feature—the high-dome crystal.** Matching telescopic expansion brace.et **17 jewels.**

13W188 ..... OUT

Ⓑ **Geometrical-Design 14K Gold Watch.** Attractive geometrical styling of perfect symmetry and accuracy—the prize of advanced modern design. 14K yellow gold case frames a clear dial punctuated with 14K gold applied markers. Low-y faceted crystal; matching gold-filled expansion band. **17 jewels.**

13W189-4900 ..... RETAIL **$105.00**

Ⓒ **14K Gold Watch.** Graceful, modern timepiece with 14K yellow gold case and 14K gold applied markers. Fitted with the popular, modern dome crystal. Looks dainty and petite on the wrist. Brilliantly styled telescopic expansion bracelet to match. **17 jewels.**

13W190-4753 ..... RETAIL **$97.50**

Ⓓ **Diamond-Set 14K Gold Watch.** Two brilliant diamonds sparkle in radiant white gold and pieces to highlight the pure lines of the 14K yellow gold case. Modern 14K gold applied markers on dial incorporate the fashionable dome crystal. Slender gold-filled expansion bracelet for a perfect match **17 jewels.**

13W191-5635. ... . RETAIL **$115.00**

Ⓔ **Modern Square Watch.** Tiny pear-shaped end pieces accent a strikingly modern square watch with 14K yellow gold case. Unique two-tone dial. 14K gold applied combination numerals and dots. Complemented with matching gold-filled expansion bracelet. A perfect gift for that charming lady. **17 jewels.**

13W192-5145 ..... RETAIL **$107.50**

MEN'S PRECISION VULCAIN WATCHES

Ⓐ **Self-Winding Professional Watch.** A masterpiece of the watchmaker's craft. Completely self-winding precision 17-jewel movement. Prized by doctors, professional men, and business men. **Water-resistant, shock resistant.** Handsome gold-filled case with non-corrosive stainless steel back. Raised gilt numerals and luminous markers. Full sweep second hand. **Smart, matching gold-filled expansion band.**

13W178-4998 ..... RETAIL **$102.00**

Ⓑ **14K Heavy Gold Watch.** Handsome, modern timepiece for the man with distinguished taste. Impressive case of 14K heavy gold. Smart-looking 14K raised gold applied numerals and markers for easy reading. Red sweep-second hand. Superbly accurate 17-jewel precision movement. **Matching gold-filled expansion band.**

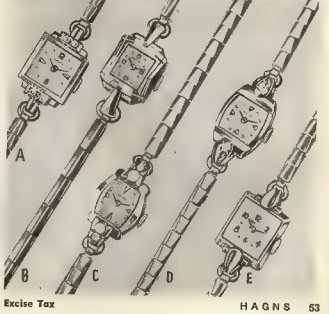
12W179-5488 ..... RETAIL **$115.00**

Ⓒ **Modern Rectangular Watch.** Heavy gold-filled case with distinctively styled crable numerals and raised gold dot dial. Red sweep second hand. Ideal for men who seek supremely accurate timekeeping and superb good taste in a watch. **Smartly styled gold-filled matching expansion band.** 17 jewels.

12W180-3185 ..... RETAIL **$65.00**

Ⓓ **Self Winding Watch.** Winds itself with normal wrist movement. Round stainless steel case with patented hidden crown. **Automatic, water-resistant, shock-absorbing, anti-magnetic.** Accurate 17-jewel movement. Raised numerals and radium-tipped markers. Sweep second hand. Matched stainless steel expansion band.

12W181 ..... OUT



Prices Do Not Include Excise Tax

the only WALT DISNEY'S mouseketeer hat that actually wiggles its ears! New...now in colors.

magic ears flap backwards and forwards.

20 million kids will see Mouseketeers wear **this** hat **daily** on the coast-to-coast Mickey Mouse Club TV show!

- Red crown and black ears or all black
- Durably molded plastic
- Unique controls make ears wiggle.
- Embossed official Mouseketeer emblem on front.
- Sanitary elastic chin strap adjusts to all sizes
- For boys and girls up to age 12.

Style #105, packed 2 dozen solid or assorted to carton F.O.B. New York City

SUGGESTED RETAIL 98¢

Welded Plastics Corp.
1907 Park Ave., New York 35, N.Y.
EN 9-1870

NEW Walt Disney and Mickey Mouse Club toys will be shown for 1st time Toy Fair, Hotel McAlpin, Room 1043 Advance Showing—Colman & Hirschmann—Room 1460—200 Fifth Ave., New York 10, N. Y.

$1,000,000

worth of excitement in the great 1956 line by

EEGEE

$URPRISES! Eegee sales in '55 broke all records . . . and we're aiming higher in '56. We've prepared brand new sensations in doll design to fill your bill for excitement . . . fill your store with customers . . . fill your till with profits! Wait till you see Eegee's big surprises for '56—they're terrific!

$UCCESSES! Here come Eegee's biggest success dolls—both national best sellers! Number one—famous, LIFE-advertised Susan Stroller walking dolls with kneel-and-bend action! Another winner—sensational all-vinyl Baby Sniffles cries real tears, wets, drinks, floods you with *business!*

$ALES DYNAMITE! The variety you need to explode your volume up, up, up in a big boom! A full line of all vinyl dolls, bunting dolls, bride dolls, teen age dolls, rooted-hair favorites—everything saleable from the world's largest doll factory—Eegee!

EEGEE **dolls**—*a division of*

GOLDBERGER DOLL MANUFACTURING CO. INC.

1107 Broadway, New York City *Plant:* 538 Johnson Ave., Brooklyn, N. Y.

Children's Character Watches! Shock-resistant! Chromed cases! No-break crystals! Gift-boxed! 4.98 up

1. 'CINDERELLA — her picture on dial! Blue grosgrain ribbon band in clear plastic Glass Slipper". Features above.
323 Y 2225—Postpaid **7.65**

2. 'MICKEY MOUSE"—for girls, boys. Mischievous Mickey's picture on dial Red vinyl band Features above.
323 Y 2227—Postpaid **7.65**

3 'HOPALONG CASSIDY"—picture, "Good Luck" inscription! Black leather band In "Saddle" box Features above.
323 Y 2231—Postpaid **7.65**

4. SUPERMAN' — Red dial, trim Leather band. Features abv
323 Y 2221—Wt 7 oz **4.98**
With Chrome expans. band!
323 Y 2222—Wt 7 oz **5.98**

TIMEX WATCHES FOR GIRLS, WOMEN 7.65 up

5-6. Beautifully styled, chrome-plated cases! Shock-resistant movements, silvered dials, gilt numerals, hands. Aldens-low priced! Gift-boxed.
5. DAINTY ROUND case, leather band.
323 Y 2230—A terrific buy! Postpaid **7.65**
6. STUNNING BANGLE bracelet, hinged ends
323 Y 2207W—No-break crystal Postpaid. **9.85**

7. MEN'S 2-jewel Newports. Chromed case, expans.on band. Luminous numerals, sweep-second hand. Welcome gift!
323 Y 2259—Ship. wt. 7 oz **6.98**
Above, Black numerals, small second hand.
323 Y 2258—Ship. wt 7 oz. **6.49**
323 Y 2257—Leather band. Wt. 7 oz.. **5.98**

8. GRALETT Teentimer—chromed case, expansion band. No-break crystal.
323 Y 2209—Ship. wt. 5 oz **4.98**

9. MEN'S Gralett. Chrome-plated tonneau case, leather band Bargain-buy!
323 Y 2208—Ship. wt. 5 oz..... **3.98**

10. POCKET ALARM WATCH, 7-jewels. Chrome-plated case, luminous numerals, hands. Free White metal chain.
323 Y 2205W—Ship. wt. 7 oz .. **11.98**

11. CHRISTMAS SPECIAL . . "Topflight" pocket watch by Ingraham Thin, dust-tight, nickel-plated case. Black numerals markers. Free watch chain
323 Y 2204—Ship. wt. 7 oz. **2.98**

12. 'LADY GRALETT" wrist watch Stunningly modern, with high-finished chrome case, smart Black cord band.
323 Y 2226—Ship. wt. 5 oz ... **4.98**

LEFT: Artco 1-jewel, shock-resistant watches. Ship. wt. 7 oz.

13. MEN'S WATCH. Yellow-gold color case. State: White, or Black dial
323 Y 2236W—Expansion band .... . **6.98** 323 Y 2235W—Leather band **7.98**

14. MEN'S Yellow-gold color case, luminous dots, hands No-break crystal
323 Y 2218—Gold plate expansion band. .. **6.98** 323 Y 2217—Leather band. **5.98**

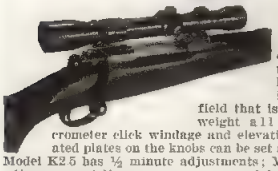
14. MEN'S, BOYS' watch. Chromed case Anti-magnetic Luminous dots, hands.
323 Y 2232—State Black, or White dial Leather band **6.98**

WOMEN'S, GIRLS' (Not shown) Tiny chromed case, gilt numerals, hands
323 Y 2233—State Black, or White dial Leather band **6.98**

All prices include 10% Federal Tax All watches gift-boxed

TELESCOPIC SIGHTS

WEAVER



Model K

Fully corrected optical system with exceptionally large, coated lenses. Lenses give maximum light and a large field that is clear and sharp. Light weight all steel construction. Micrometer click windage and elevation adjustments. Graduated plates on the knobs can be set at zero after sighting in. Model K2.5 has ½ minute adjustments; Model K4 has ¼ minute adjustments. Adjustments are protected from tampering or weather by protective caps and moisture seal.

Universal focus; crosshair reticules are standard; post reticules are optional.

Nos.	K2.5	K4
Power	2½	4
Field of view, ft.	48	31
Eye relief, in.	3 6	3 3
Length, in.	10⅜	11¼
Wt. each, oz.	9	10
Each	837 50	45 00

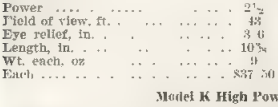
Model K High Power

Similar in construction to other K models but with range focus adjustment; graduated from 50 ft. to 1000 yards. Designed especially for varmint and target shooting. ¼ minute adjustments.

Standard crosshair reticule

Each

No. KI0—10 power, 12 ft. field of view, 3-5 in. eye relief, 15⅞ in. long; wt. each 14 oz. $50.50



Model J

Fully corrected optical system with compound achromatic lenses; produces a large brilliant field of view, clear and sharp to the edges.

¼ minute micrometer click windage and elevation adjustments; threaded caps protect adjusting knobs from tampering and weather.

Universal focus adjustment to fit vision of user. Crosshair reticule is standard; post reticule is optional.

Nos.	J2.5	J4
Power	2½	4
Field of view, ft.	37	26
Eye relief, in.	3 5½	3 5
Length, in.	10½	12
Wt. each, oz.	6	6½
Each	$22 50	27.50

Model B

Developed especially for use on .22 rim fire rifles, .22 Hornet, .25-20 rifles and similar arms.

Windage and elevation adjustments of guaranteed accuracy are internal and fully protected. Have friction lock adjustments that are graduated and can be set with coin or cartridge rim. The B4 windage and elevation adjustments give a 1 in. sight change per graduation at 100 yards, the B6 graduations ½ in. at 100 yards.

With Type N Mount		
Nos.	B4	B6
Power	4	6
Field of view, ft.	30	20
Eye relief, in.	2	2
Length, in.	11⅛	13½
Wt. each, oz.	6	7
Each	$9.75	12.50
With Tip-Off Mount		
Each	$9.75	12.50

All above, one in a box.

TELESCOPIC SIGHT MOUNTS

WEAVER SPLIT RING DETACHABLE

Top Mounts

Side Mounts

With Separate Bases

New in design, convenience and attractiveness. The unique clamping arrangement of the upper and lower parts of the split ring is positive and rigid. The clamping surface extends the full width of the ring for maximum strength and accurate alignment.

Clamping arrangement eliminates screws and the protruding ear of conventional split rings, leaving the ring with a smooth unbroken contour.

Weaver detachable mount bases, both top and side, are used with either solid or split ring mounts.

Based on the proven principles incorporated in the popular Weaver detachable mount.

With the specially designed split ring mount it is not necessary to remove turret or eye piece of the scope in order to mount it, this makes for greater ease in mounting. The mount rings are interchangeable on the bases. It is possible to use one scope on two rifles by obtaining extra bases or to use two scopes, a 2½X for big game and 6X for varmints, on the same rifle.

Complete instruction for attaching to gun included with every mount.

Top Mounts — Each

No. WDT—Complete with 1 pair of rings and 1 pair of bases; for ⅜ or 1 in. diameter scopes ..... .89 75

Per pair

Top Mount Rings Only—For ⅜ or 1 in. diameter scopes 80 00

Top Mount Bases Only—For ⅜ or 1 in. diameter scopes .. . 1.50

Side Mounts — Each

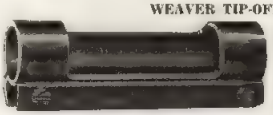
No. WDS—Complete with 1 side mount bracket and 1 side mount base; for ⅜ or 1 in. diam. 89 75

Side Mount Bracket Only For ⅜ or 1 in. diameter scopes .. 9 00

Side Mount Base Only—For ⅜ or 1 in. diameter scopes 1 50

Note—When ordering, specify whether wanted for ⅜ or 1 in. diameter scopes, also specify make and model of rifle on which scope is to be mounted.

WEAVER TIP-OFF



Designed for use with Model B and other ⅜ in. diameter scopes on .22 rifles having dovetail grooves cut in receiver of rifle. Mount tips into dovetail receiver grooves and clamped to rifle by tightening two coin slotted clamping screws.

Made of steel, polished and gun blued; mounts low on rifle.

For All .22 Rifles Having ⅜ in. Dovetail Receiver Grooves Including the Following:

1954 Savage Models 4, 5, 6
1954 Stevens Models 84, 85, 86, 87.
1954 Winchester Model 74.
Mossberg Models 142, 142M, 144, 146B, 151K, 151M, 152, 152M
1954 Marlin Models 80C, 80DL, 81C, 81DL, 88C, 88DL, 89C
1954 Remington Models 511, 512, 550 and 513S

Each

Tip-Off Mount .. .. ..

SPECIFICATIONS CHART ON WEAVER SCOPE MOUNTS

Make, Model of Rifle	Bases for Detachable Mounts Top Mount Rear	Top Mount Front	Side Mount	Type N Mounts Scope Position Low	High
ENFIELD with cut down receiver...	..	..	1	N1	N4
Receiver shaped like Remington 30	11	11			
Receiver shaped like Winchester 70	37	13			
Receiver shaped like Remington 721 (Enfields with large oval recess in rear receiver top not suitable for Top Mounts unless recess filled in by welding).	36	11			
H & R 65, 165, 150, 151 (Auto)	18	18	2	N2	N3
765, 852	17	21	2	N2	N3
865	17	21	.	...	...
24-4, 265, 365, 250, 251, 450, 550	18	16	2	N2	N3
KRAG (If central mounting on Krag interferes with ejection, offset to left.)	..	..	2	N2	N3
MARLIN 36, 336	28	24	.	N5	N5
322	39	24	.	...	...
39A round barrel	29	16	2	N2	N3
39 octagon barrel (attach N Mount to side of barrel)	28	31	.	...	N5
A1, 50	15	15	2	N2	N3
88, 89	18	18	2	N2	N3
80, 81	12	21	2	N2	N3
MAUSER, receiver ring about 1.410" dia*	26	20A	5	...	...
With receiver ring about 1.360" dia*	2)	11	1	N1	N4
F. N., HUSQVARNA, J. C. HIGGINS 50	26	20A	5	...	...
MOSSBERG 25, 26, 42, 46M. Also late models 40, 46, 46A, 46B, 146 with ¾" dia. barrels	12	18	2	N2	N3
43, 44, 46BT, 35. Also early models 40, 46, 46A, 46B with ⅝ dia. barrels	12	16	2	N2	N3
40	16	21	2	N2	N3
50, 51, 151, 152	15	15	2	N2	N3
REMINGTON 721	36	35	1	N1	N4
722	36	40A	1	N1	N4
(721, 722 require no drilling) 740, 760 (Models 740 and 760ADL factory drilled for side base)					
740	56	..	.	N5	...
760	51	..	.	N5	...
720	36	11	1	N1	N4
30	11	11	1	N1	N4
14, 14½	20A	27	.	N5	N5
8, 81	.	..	4	N5	N5
12A, 121 with ⅝" dia. barrels	18	13	2	N5	N5
121 with ¾" dia. barrels	18	17	2	N5	N5
12C octagon barrel	18	31	.	N5	N5
24	20A	21	2	N5	N5
241	20A	13	2	N5	N5
22	15	21	2	N5	N5
37	88	34	.	...	N3
510, 511, 512, 521T, 34*, 341*	16	13	2	N2	N3
513S, 513T	16	17	2	N2	N3
514	16	21	2	N2	N3
550	12	12	2	N2	N3
572	16	13	.	N5	.
33*	17	13	2	N2	N3
41*	17	17	2	N2	N3
SAVAGE 99 (Those with front and rear holes in receiver top require no drilling for Top Mount.	14	19	.	...	...
40, 45	11	11	2	N2	N3
20*	.	.	1	N1	N4
3 (for K and J Scopes)	16	21	2	N2	N3
3 (for B Scopes)	..	..	2	N2	N3
4, 5	..	13	2	N2	N3
6, 7	12	12	2	N2	N3
19, 23	15	16	2	N2	N3
219	12	30	2	N2	N3
20 round barrel. Detachable Side Mount not suitable for B Scopes on this rifle)	11	22	2	N5	N5
20, 25 octagon barrel	19	31	.	N5	N5
340, 342 (342 requires no drilling)	..	..	1	N1	N4

Make, Model of Rifle	Bases for Detachable Mounts Top Mount Rear	Top Mount Front	Side Mount	Type N Mounts Scope Position Low	High
SPRINGFIELD '03* (for eyepieces up to 1.355 in. diam.)	11	25	1	N1	N4
(Slightly higher bases for eyepieces up to 1.445 in. diam.)	54	55	.	...	...
03-A3*	..	..	1	N1	N4
STEVENS 26	22	22	2	N2	N3
27 octagon (attach No. Mount to side of barrel)	31	31	.	...	N5
53 (for K and J Scopes)	16	21	2	N2	N3
53 (for B Scopes)	..	..	2	N2	N3
56, 66	12	13	2	N2	N3
57, 70, 762	12	12	2	N2	N3
418	18	17	2	N2	N3
417	15	15	2	N2	N3
417½	12	12	2	N2	N3
418, 418½	16	16	2	N2	N3
325, 322	..	..	1	N1	N4
STEVENS SPRINGFIELD 15	16	13	1	N2	N3
88 (for K and J Scopes)	16	21	2	N2	N3
88 (for B Scopes)	..	..	2	N2	N3
84, 86	12	13	2	N2	N3
86, 87, 872	12	12	2	N2	N3
WINCHESTER 54* early model 70 (Reg. bases for eyepieces up to 1.355 in. diam.)	38	35	1	N1	N4
(Higher bases for eyepieces up to 1.445 in. diam.)	45	46	.	...	...
70 new models (req. no drilling) .375, .300 Mag. cal. (Reg. bases for eyepieces up to 1.355 in. diam.)	41	35	1	N1	N4
(Higher bases for eyepieces up to 1.455 in. diam.)	49	46	.	...	.
Model 70 in other calibers (Reg. bases for eyepieces up to 1.355 in. diam.)	37	35	1	N1	N4
(Higher bases for eyepieces up to 1.455 in. diam.)	47	46	.	...	...
07, 05, 10	20A	17	.	N5	N5
Lever action, all calibers (except model 88)	..	..	3	...	...
43 Factory drilled holes in receiver give very close spacing of top mounts. Wider spacing is recommended with rear mount using factory drilled holes and front mount well forward on the barrel, in this case use bases	18	21	.	.	.
If close spacing of top mounts is satisfactory front and rear factory drilled holes in receiver can be used. Then use bases	18	18	.	...	...
03, 63 (for K and J Scopes)	19	22	2	N2	N3
03, 63 (for B Scopes)	19	22	.	N5	.
06, 62, 62A	32	32	.	..	N3
90 octagon barrel (attach N5 Mount to right side of barrel)	32	32	.	.	N5
61 round barrel (Detachable Side Mount not suitable for B Scopes on this rifle)	19	13	2	N5	N5
61 octagon barrel	25	32	.	N5	N5
60*, 67*, 68*	21	27	.	N5	N5
37, 69	12	13	2	N2	N3
69A, 72, 47	12	17	2	N2	N3
74	12	12	2	N2	N3
75 Sporter	15	30	2	N2	N3
75 Target	15	16	2	N2	N3
52 Sporter* (With top mounts on the scope is offset)	19	28	2	.	N3
52 Stand.* (ten mounted forward	19	24	2	...	N3
52 Heavy* (of bolt lift requiring	19	17	2	...	N3
52 Bull* (alterations of bolt handle)	19	18	2	...	N3
Lever action, all calibers	..	..	3	.	..
ZB 22	28	24	.	..	...
ZB Hornet .218 Bee	39	24	.	..	...
SHOTGUNS					
Pump shotguns except Win. 42	..	..	8	...	..
Winchester 42	..	..	2	.	..
Auto shotguns except Remington 11-48, Sportsman 48, Winchester 50	..	..	7	...	...
Remington Auto 11-48, Sportsman 48, Winchester 50	.	..	8	...	..

Top Mounts can be used on some doubles and singles with ribs of sufficient thickness for base screws. Use base No. 50 (long, one-piece base) with top mounts.

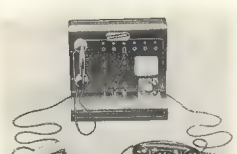
Note—Attaching mounts on aluminum receivers is not recommended. Rifles marked * (and older guns and some other models) require altering of bolt handle except with K and J scopes when the scope is mounted forward or when N mount is used in high position

Children's Educational Toys

COMPLETE BUTTERFLY KIT

A complete hobby kit for collecting, mounting and displaying butterflies or insects. Contains: a large professional type butterfly net with extension handle, deluxe specimen display case, solid imported cork setting board, entomologist probe, large insect pins, bottle of dispatching liquid and fluid dropper, surgical steel tweezers, and complete instruction book. Approved by educational, recreational and scouting organizations. Packaged in attractive display-gift box. Ship. wt. 4 lbs.

5R43-450.....RETAIL **$7.50**



RING-A-PHONE SWITCHBOARD

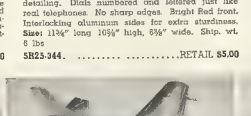
Guaranteed to ring forever. No batteries to replace. Nothing to wind-up. 2 Red and Yellow telephones plus phone and dial on board. True-to-Life accurate detailing. Dials numbered and lettered just like real telephones. No sharp edges. Bright Red front. Interlocking aluminum sides for extra sturdiness. **Size:** 11¾" long 10⅝" high, 6⅜" wide. Ship. wt. 6 lbs.

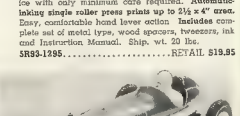
5R25-344.....RETAIL **$5.00**

REAL PRINTING PRESS

Print it yourself with this hand press. Precision designed and manufactured of sturdy steel . . . an exact duplicate of a huge commercial printing press. Professional quality results. Built for years of service with only minimum care required. **Automatic-inking single roller press prints up to 2½ x 4" area.** Easy, comfortable hand lever action. **Includes** complete set of metal type, wood spacers, tweezers, ink and Instruction Manual. Ship. wt. 20 lbs.

5R93-1295.....RETAIL **$19.95**





WEN-MAC GAS-POWERED MODELS

"AQUAMITE" RACING BOAT

A miniature engine-powered speed boat. May be set for straightaway or circle course. A trim, dynamic racing craft with adjustable twin rudders. **Ready to race as soon as engine is fueled.** Made of glossy-finish Red resilient plastic. Very tough and durable, seaworthy and rustproof. **Size:** 13" overall, 3" at beam and less than an inch at freeboard. Ship. wt. 2 lbs.

5R130-600.....RETAIL **$9.95**

Engine Accessory Kit for above. Includes ½ pint fuel, engine wrench, battery clip connector, battery wire, fuel pouring spout, fuel hose.

5R129-100.....RETAIL **$1.50**

"AEROSONIC" TURBOJET PLANE

A radically new swept-wing flying model with a fully automatic, self-starting engine. **Completely assembled.** Tricycle landing gear, tail assembly and fuselage adapted from tomorrow's supersonic jets. **To start, just pull automatic rewind starter cord and engine explodes into life.** Release cord and it snaps back into the engine. **Wing span** 17". Made of hi-impact plastic with USAF Wing insignia and fuselage markings. Ship. wt. 4 lbs.

5R161-717.....RETAIL **$11.95**

Engine Accessory Kit for above. Includes ½ pint fuel, engine wrench, battery clip connector, battery wire, fuel pouring spout, fuel hose. Ship. wt. 2 lbs.

5R129-100.....RETAIL **$1.50**

"AUTOMITE" RACE CAR

The blazing red dynamo of the track. Automite may be straightaway or circle-raced on any level surface. **Fully assembled with center post, control lines and complete instructions.** A few drops of fuel into the pre-tested Wen-Mac engine starts the car instantly. Driver and exhaust pipes in contrasting colors. **Size:** 10" long, 4" wide, 3" high. Made of heavy plastic in glossy Red finish. Ship. wt. 3 lbs.

5R128-580.....RETAIL **$10.95**

Engine Accessory Kit for above. Includes ½ pint fuel, engine wrench, battery clip connector, battery wire, fue. pouring spout, fuel hose. Ship. wt. 2 lbs.

5R129-100.....RETAIL **$1.50**

ROLLER SKATES by Globe Union

DELUXE QUALITY SKATES

Sleek, bright zinc plated model. Sturdy, welded **3-piece chassis which extends from 8 to 11¼".** Leather straps with sponge rubber instep pads. Rubber shock absorbers. Standard 3-piece double ball bearing steel wheels, 16 bearings per wheel. Ship. wt 6 lbs.

5R1-322.....RETAIL **$4.95**

BEGINNER'S SKATES

Globe marvel skates . . . America's fastest selling beginner's skates. Lined leather toe straps. Sturdy chassis, ball bearing wheels. Packed in attractive "cates maker" carton. Ship. wt 4 lbs.

5R3-135.....RETAIL **$2.00**

POPULAR PRICED SKATES

Globe-Union street skates with zinc plated, 3-piece chassis. **Skates extend from 7¼ to 10½".** Two piece wheels with 8 ball bearings per wheel. Rubber shock absorbers. Leather straps. Attractively boxed. Ship. wt. 5 lbs.

5R2-223.....RETAIL **$3.25**

ORDER EARLY for Holiday Delivery

PLASTIC MODEL ASSORTMENTS

Fascinating Gifts That Children Appreciate

AURORA ANCIENT SHIP KIT

An authentic trio of historic sailing vessels in handsome gift carton. **3 plastic models in set;** Chinese Junk 31 pieces, length 12", beam 2¾", Viking Ship 88 pieces, length 12", beam 2¾"; Black Falcon Pirate Ship, 40 pieces. Complete plastic assembly parts, instructions and decals for scale models. Cement, brush and paints are all included. Ship wt 2 lbs

5R34-445.....RETAIL **$6.95**

REVELL ADMIRAL'S FLEET

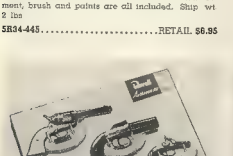
A gift for every Navy man or anyone who loves the sea. The 29" long Missouri, the heavy cruiser USS Baltimore 17" long, the destroyer USS Sullivan 15" long, the PT Boat 9" long and the atom-powered guided missile Nautilus submarine all in one vividly colored "fleet in action" box. **A collection of Navy-blueprinted, authentic Revell ships' models.** Constructed of high impact plastic. Complete with paints, thinner, cement and brush. Ship. wt. 4 lbs.

5R35-465.....RETAIL **$7.00**

REVELL VICTORY AT SEA

The battle fleet seen on TV. **It's the "Victory at Sea Task Force."** An aircraft carrier with its complement of planes, destroyer and a PT boat. Authentic Revell models scaled from official Navy blueprints in high impact plastic. Fun and easy to assemble quickly. Complete with cement and paint in attractive gift box. Ship. wt 3 lbs.

5R36-335.....RETAIL **$5.00**



REVELL ANTIQUE PISTOLS

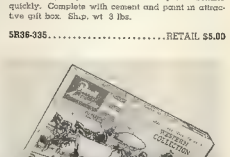
An attractive collection of full scale high impact plastic models. **Contains:** Colt .45 "Peacemaker," "Pepperbox Revolving Pistol," and "Derringer Cap and Ball Pistol." Wall-or-desk display stands and nameplates for each model. Plus cement, dark blue and silver "antiqueing" paint and brush in attractive gift box. Ship. wt. 2 lbs.

5R37-235.....RETAIL **$3.50**

REVELL AIR FLEET

Five of America's greatest planes authentically detailed and scaled by Revell in high impact plastic. The famous B-25 North American "Billy Mitchell" Bomber, the powerful Consolidated B-24 "Liberator" Bomber, jet interceptors Douglas "Skyrocket" D-558-2, Republic "Thunderstreak" F84-F, and the amazing S-55 Sikorsky Helicopter with its fascinating scale engine. Pilots, ground crews and a swivel base for each plane are included. Plus cement in attractive gift box. Ship. wt 3 lbs.

5R39-335.....RETAIL **$5.00**



REVELL WESTERN SET

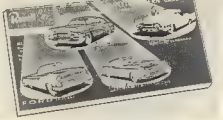
The old west is again alive through this fascinating set of authentic scale model Revell miniatures. Designed for quick and enjoyable assembly. **An entire western collection of high impact plastic.** Consists of: chuck wagon ranch wagon covered wagon, Wells Fargo Stage Coach and a beautifully sculptured set of western figures. All models plus paints, brush and cement packed in attractive gift box. Ship. wt. 2 lbs.

5R38-335.....RETAIL **$5.00**

REVELL "SAC" BOMBERS

The entire Strategic Air Command . . . the backbone of the Air Force. Includes B-47 Stratojet, B-36 Bomber, B-52 Stratofortress, and the B-29 Superfortress. The most famous long distance fighting ships in the world. Anyone can quickly assemble these authentic plastic models, precisely engineered from official government blueprints. Set also includes brush, cement and 4 swivel mounting bases. All in four-color distinctive "sales compelling" box. Ship. wt. 2 lbs.

5R40-270.....RETAIL **$4.00**



REVELL MODERN CARS

The tops in 1955 cars . . . in detail and modeling. Four of the biggest selling cars on the highway now being reproduced in authentic Revell-AMT quick-to-construct plastic kits. The Cadillac El Dorado, the Ford Fairlane Crestline Convertible, the Chrysler New Yorker, the Buick Century Riviera . . . all bearing the authorization of the motor car manufacturers. In a beautiful gift box .includ.ng paint, brush and cement. Ship. wt. 2 lbs.

5R42-335.....RETAIL **$5.00**

REVELL SPORTS CARS

The finest sports cars ever made reproduced in authentic scale plastic models. Kit contains 1 each of 1929 British Bentley, 1929 Duesenberg, 1936 Cord and 1952 Italian Ferrari. Plus paint, brush and cement in attractive gift box. Ship. wt. 2 lbs.

5R41-270.....RETAIL **$4.00**

ORDER EARLY for Holiday Delivery

GAS POWERED COMPLETE MODEL AIRPLANES

WEN MAC "Turbojet" Airplane

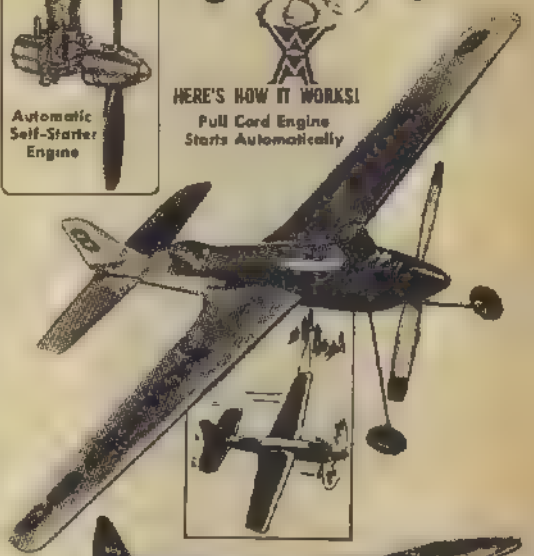
With Automatic Self Starter Engine Completely Assembled, Ready to Fly

Just pull the automatic starter cord, check the controls and up it goes. A sure start every time. Planes come completely assembled and ready for instant action. The "Turbojet" has these 5 features that make it the most exciting development in powered model history. Check 'em. 1) **Automatic self starter.** Just pull and the engine roars to life. Release it and it snaps back into the engine ready for the next start. 2) **Latest aerodynamic design.** The swept back wing and tail assembly, and the streamlined fuselage are authentic adaptations of real jet plane design. 3) **WEN MAC .049 engine.** Precision engineered to deliver maximum speed and power. Each engine is stroboscopically checked for a minimum of 17,500 RPM. 4) **Tricycle landing gear.** Smooth, perfectly balanced take offs and landings with real plane feel. 5) **Rugged, high impact plastic body.** Built to take even the bumpiest landings. Wing span 17". Weight 5 ounces.

No. 8342. List $11.96. Dealer's, each $7.17.
Lots of 6, each **7.02**

WEN MAC AEROMITE Ready-to-Fly Model Plane

Completely Assembled



All the thrills and excitement of flying a real plane are built right into this action packed Aeromite power model! Special patented "U control" allows the operator to put the plane through stunts, dives, maneuvers, and bring it down in a graceful, 3 point landing. The Aeromite is powered by the mighty .049 cu. inch engine. Each engine is stroboscopically tested at the factory for a minimum of 17,500 RPM. Starting the engine is simple as can be with the new E-Z spin starter that eliminates prop "fingering." Body is made of durable, high impact plastic in a two tone glossy finish. Model is completely assembled and ready to fly. Wingspan 17". Wt. 5 ounces.

No. 8373. List $9.95. Dealer's, each $6.47.
Lots of 6, each **5.85**

Accessory Kit

For Wen Mac Engine Powered Models and other engine powered items. Six important engine accessories in one box. Kit includes hi test "V 75 Glow Plug Fuel; battery connector clip and battery wire; combination engine wrench and a fuel pouring spout and filling tube. Wt. 1 lb. 6 oz.

No. 8374. List $1.49.
Dlr's., ea. $1.13. 6, ea. **1.04**

TD-1 MODEL PLANE

Completely assembled, ready to fly! Equipped with "Space Bug" .049 Engine.

Just fuel it up and fly! Plane comes completely assembled and ready to go. Equipped with the easy starting powerful Thimble Drome Space Bug engine. Highly maneuverable, it stunts, dives, flies upside down, and even climbs straight up. Glides gently to earth when fuel runs out. Plane is completely controlled by slight motions of the handle control. Built to last—body is made of durable, high impact plastic. The wings are all aluminum, won't warp or twist. Fuel for plane is easily obtained at hardware or general stores. 24" wingspread 18" long. Wt. 9 oz.

No. 8337. List $19.95. Dlr's., ea. $13.00.
Lots of 6, ea. **11.97**

JIM WALKER" Firebaby" BIPLANE

With Royal Spitfire Engine

The beginner and the old time enthusiast will both be thrilled by the great flying ability of this supercharged two wing model airplane. Stunt plane will actually do practically every trick in the book with graceful ease. Control lines permit plane to do even difficult maneuvers like overhead and vertical eights. Quickly and easily assembled. Built in "Jim Walker" supercharger modification enables engine to deliver tremendous power response — permits instant, easy starting and amazing fuel economy. All parts completely finished, painted and fuel proofed. Wingspan 18". Length 12". Wt. 4 ounces.

No. 8347. List $9.75. Dealer's, each $6.34.
Lots of 6, each **5.85**

With Remote Control Throttle and Fire Cracker Engine

Here's the most exciting development in powered model aircraft since the famous Jim Walker "U control." The Fire Bee now comes equipped with a finger control throttle built right into the control handle. The operator can actually vary the plane's speed as well as direction. Lots more action and thrills. Complete "do it yourself" assembly kit includes the .065 Firecracker engine. U handle control with guide lines, balsa wood plane with plastic canopy, landing gear with attached wheels, and propeller. Streamlined plane is 14½" long with 20" wingspread. Engine accessories include long range fuel tank and shut-off reservoir.

No. 8343. List $12.50. Dealer's, each $8.16.
Lots of 6, each **7.50**

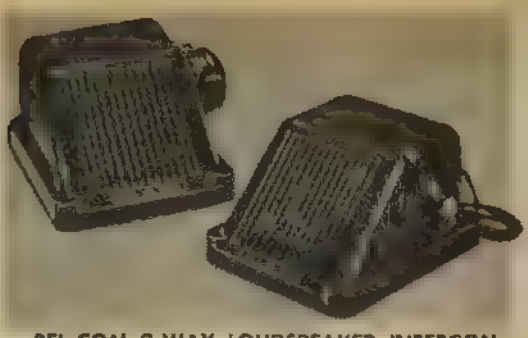
Satisfaction Guaranteed or Money Refunded

BRUMBERGER DESK STYLE DIAL PHONES

- With real dial that rings a bell
- Complete with batteries and wire

Carry, on a loud clear conversation on new latest design modern desk telephones with self [illegible] flashlight batteries. Made of gleaming high impact unbreakable polystyrene plastic. Best telephones have real ringing coils that ring a bell. Reproduces the voice with astonishing fidelity and clarity! Just dial call, bell rings at other end. Set up anywhere, garage to basement sick to living room office to stockroom farmhouse to barn. With 4 batteries, 50-ft. wire. Wt. 3 lbs.

No. 8247. List $7.95. Dir's. ea. $5.25. 6 lots. ea. **4.81**



BEL-COM 2-WAY LOUDSPEAKER INTERCOM

- Complete with batteries—ready to use
- Four inch Alnico V speaker

Complete 2-way intercom system with two stations complete and ready to use. Boys and girls can have fun talking to each other. Adults can use too! 4" Alnico "V" permanent magnet type speaker in high impact styron plastic housing finished in deep Burgundy red. Sea microphone. Operates on 4 regular flashlight batteries. Instruction book. 12x12x4½". Shipping weight 3 lbs.

No. 8213. List $9.95. Dir's. ea. $6.48. 3 lots. ea. $5.97. 6 lots. ea. **5.56**

SUPERIOR PRINTING PRESS

Complete printing outfit for printing 2 column newspaper 2½"x7½". Takes 5½"x7½" sheet or smaller prints up to 25 lines, type and pictures. Press on sturdy metal base. Includes 800 pcs. rubber type (capitals, small letters, numerals), 20 type slots, 6"x8" set of newspaper heads, pictures, black ink, brush, tweezers, slot tool. Instructions included.

No. 8396. Ship. wt. 16 lbs. List $10.95. Dir's. ea. $7.12. 3 lots. ea. **6.44**

TRANSOGRAM BINGO-MATIC GAME

Complete bingo outfit with plastic calling numbers. Perfect for home, clubs, churches & all types of gatherings. Fun during the age-old bingo favorite. Set contains patented plastic Bingo-Matic dispenser that mixes, ejects and selects one number at a time every time. Simple to operate—thrilling to watch. Just open cover at top, turn handle & arrow marked "Pull" points to [illegible] out pops a number! Works right down to the last number, if necessary. Set also includes new plastic banker's chart—numbers called fit right on, keeps a record of numbers called as game progresses. 60 Bingo cards, decorated box of brightly colored plastic markers, complete instructions. Comes in container box 16¼x13". Wt. 3 lbs.

No. 8317. List $2.98. Dir's., ea. $2.00. 6 lots. ea. $1.85. 12 lots. ea. **1.80**

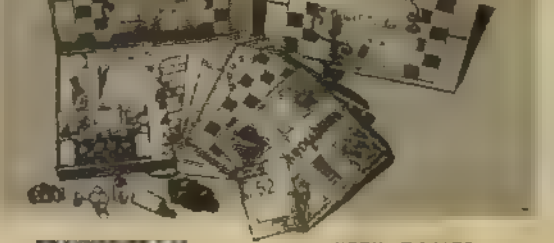
TWA ELECTRONIC JR. PILOT TRAINER

Has complete controls to pilot a miniature plane under actual flight conditions. Just wind engine, switch RADIO SIGNAL BEAM "ON" pull throttle. Map moves and operator tries to keep plane on course—if "pilot" goes off beam buzzer signals sound at once, stops when plane returns on course.

Features "RADAR" SCREEN with Airplane and like-real working controls. Radio Beam Signal buzz and light. Altitude Meter, Fuel Gauge. Control Wheel, Airplane Engine Start-Stop Throttle Lever. Power Switch; Radio Beam Tester; Magnetic Flight Compass. Also full color map, showing flight routes, distances, points of interest. Official Pilot Test Forms. One-piece durable high impact polystyrene case.

No. 8499. Ship. wt. 4 lbs. List $6.95. Dealer's ea. each $4.63. Lots of 3 each [illegible]. **4.31**

No. 14014 Batteries for above. 2 required. List 15c. Dir's. ea. 9½c



"52" GAMES

52 Fun Packed Games Packed in Carrying Chest

A chestful of old and new games beautifully packaged in bright red, black, gold and white carrying kit, 10½x12⅝" complete with brass plated handle and snap-lock. Idea gift for boys and girls. Has 52 games—a new one for every week in the year! Contains several multi-color heavy varnished playing boards for checkers, Chinese Checkers, Game of India, Dog Race, Nine Men Morris, a full size Bingo game and many other favorites. 24 glossy real plastic interlocking checkers, 12 red and 12 black with authentic crowns designed from expensive sets, set of embossed plastic calling numbers for Bingo in a new shaker ejector box—shakes out one number at a time, bingo cards, banker sheet, pair of plastic dice, 2 plastic dice cups, plastic chips, glass marbles. Book of Instructions.

No. 8328. Wt. 3½ lbs. List $2.98. Dir's., ea. $2.00. 6 lots. ea. $1.90. 12 lots. ea. **1.81**

WEN MAC Gas Powered Ready-to-Fly Model Airplanes

WEN MAC "Turbojet" Airplane

With Automatic Self Starter Engine
Completely Assembled, Ready to Fly

Just pull the automatic starter cord, check the controls and up it goes! A sure start every time. Planes come completely assembled and ready for instant action. The Turbojet has these 5 features that make it the most exciting development in powered model history. Check em: 1) **Automatic self starter**. Just pull and the engine roars to life. Release it and it swings back into the engine ready for the next start. 2) **Latest aerodynamic design**. The swept back wing and tail assembly, and the streamlined fuselage are authentic adaptations of real jet plane design. 3) **WEN MAC .049 engine**. Precision engineered to deliver maximum speed and power. Each engine is stroboscopically checked for a minimum of 17,500 RPM. 4) **Tricycle landing gear**. Smooth, perfectly balanced take offs and landings with real plane feel. 5) **Rugged**, high impact plastic body. Built to take even the bumpiest landings. Wing span 17". Weight 6 ounces.

No. 8342. List $12.95. Dealer's, each $8.00. Lots of 6, each **7.61**

WEN MAC AEROMITE Ready-to-Fly Model Plane

Completely Assembled

All the thrills and excitement of flying a real plane are built right into this action packed Aeromite power model. Special patented U control allows the operator to put the plane through stunts, dives, maneuvers and bring it down in a graceful 3 point landing. The Aeromite is powered by the mighty .049 1 cylinder engine. Each engine is stroboscopically tested at the factory for a minimum of 17,500 RPM. Starting the engine is simple as can be with the new E-Z spin starter that eliminates prop fingering. Body is made of durable, high impact plastic in a two tone glossy finish. Model is completely assembled and ready to fly. Wingspan 17". Wt. 5 ounces.

No. 8373. List $10.95. Dealer's, each $7.12. Lots of 6, each **6.44**

Accessory Kit

For Wen Mac Engine Powered Models and other engine powered items. Six important engine accessories in one box! Includes hi test V-73 glow Plug Fuel battery connector cap and battery wire, combination engine wrench and a fuel pouring spout and filling tube. Wt. 1 lb. 6 oz.

No. 8374. List $1.49. Dlr's., ea. $1.13. 6, ea . . . **1.04**

WEN MAC Hiller Flying Platform

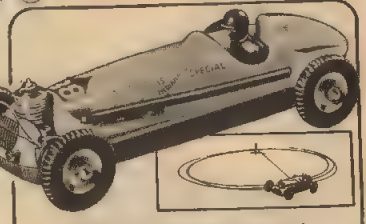
Completely Assembled—Ready To Operate!

Automatic Recoil Cable Starter

Flies Up- Down- Hovers
Actual Size 7" high, 7" diameter

An actual engine powered flying model of Hiller's fantastic Flying Platform. Flies up, down or hovers at the slightest command. Miniature internal combustion engine operates the platform on the same basic principle. Throttle muffler makes it sound just like a real platform. Quick vertical takeoff every time with the automatic recoil cable starter. Every engine pre-run and tested. Platform is all assembled and ready to perform. Flight control unit. Beautiful colors in the Dura-flex plastic construction. Colorful decals. Ready detailed pilot. Authentic design adds to its appeal. Now every American kid can have his own Flying Platform. The most fabulous flying model toy of the century. Futuristic 3 color window display box. Size 7" high, 7" dia. Wt. 1½ lbs.

No. 8372. List $13.95. Dealer's, each $8.80. 6 lots, ea **8.20**



WEN MAC Johnny Parson's Indianapolis Automite Race Car

- **Completely Assembled Ready To Operate**
- **With Automatic Recoil Engine Starter**
- **Speeds up to 35 MPH**
- **Wen-Mac .049 Motor**
- **Trigger Action Starts**

There's thrills, action, excitement—with the speedy Automite. This streamlined racing car is ready to go with its powerful .049 Wen Mac automatic recoil starter gasoline engine. Easy starts, and fast get-away speeds up to 35 mph in circular pattern right on rooming control. Includes racing bridle and control line. Complete operating instructions. 2-tone "Dura-Flex" high impact plastic body. Johnny Parsons is in the driver's seat, exhaust pipes, colorful decals. —real Indianapolis thrills with this racer! 4" wide, 8" long, 2½" high.

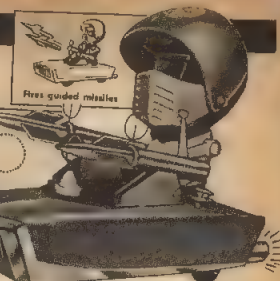
No. 8378. Wt. 1 lb. 1 oz. List $12.95. Dealer's, each $8.00. Lots of 6, each **7.61**

The "Z" BRAIN ROBOT

- The Z Man Thinks, Acts for itself Electronically
- Zig Zags Goes Round and Round
- Shoots Electronic Guided Missiles While In Motion
- Preset Brain to Move in Desired Pattern—He Will Shoot Nike Guided Missiles WHERE and WHEN Desired

Out of the future, into the present comes the most fascinating toy ever devised. Powered by heavy duty electric motors it runs on 3 D-Size batteries which are INCLUDED with the "Z" Brain. Designed with out of this world goggles and face mask it has robot-like arms and Brain has 20 push buttons that can be pre-set in 60 positions. Even a 4 year old child can handle the safe harmless push buttons. Children can preset the brain to make it turn a full circle or figure "8", zig zag, maneuver around a pylon, launch the left and then the right missile, or both at once and return to a stop at the starting place. Made of urban plastic plastic with steel chassis. Has 2 rear direction light bulbs. Includes 2 targets, 2 pylons, plotting chart, 4 batteries. 2 guided missiles 10" long, 7" high, 5" wide. Wt. 2½ lbs.

No. 8300. List $11.95. Dealer's each $7.77.
Lots of 6, each **7.02**



No. 8801

Remote Control "Test Pilot"

A toy that actually simulates real flying conditions. Take over the controls and become a TEST PILOT. Send the plane down the runway, pick up speed, leave the ground, gain altitude, cruise at low speeds, at high speeds, stunt, inside and outside loops, hedge hopping, fly upside down, dog fight, dive, climb, bring plane down for 3 point landing. 8" wingspan flexible soft plastic propeller eliminates danger of injury to children's hands. 12" high pylon. Pylon arm—24" Color Airport 44" in diameter. Wt. 10 lbs. 110 V. AC. UL appd.

No. 8801. List $19.95.
Dlr's., ea. $12.75. 3 lots, each **11.41**

Atomic Submarine Navigator

All the action of the atomic submarine is packed into this exciting electronic toy. An electric sonar system buzzes and red light flashes when Atomic Submarine is steered off its exact course through all the waterways of the world. Steering wheel turns to make sub surface or dive. Blue sparks show atomic reactor at work. Telegraph buzzer key to send messages. Moving navigation chart points to exact position on the world map. Wt. 3¼ lbs.

No. 8498. List $6.95. Dlr's. ea. $4.83. 3 lots, ea. **4.31**

No. 14014 Batteries for above, 2 required. List 15c. Dlr's., each **9¾c**

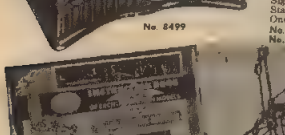
No. 8499

TWA ELECTRONIC JR. PILOT TRAINER

Complete control pilot miniature plane under real flight conditions. Wind engine, power switch "ON", pull handle. Map moves and operator tries to keep plane on course—if pilot goes off course buzzer signals sounds, stops when plane returns "on course." Features 'RADAR' SCREEN with Airplane and like real working controls. Radio Beam Signal, buzz and light. Altitude Meter, Fuel Gauge, Control Wheel, Airplane Engine, Start-Stop Throttle Lever, Power Switch, Flight Compass. Map showing flight routes. One piece durable high impact polystyrene case.

No. 8499. Weight 3½ lbs. List $6.95. Dlr's. ea. $4.63. Lots of 3, ea. **4.31**

No. 14014 Batteries for above, 2 required. List 15c. Dlr's., ea. **9¾c**



TINKERTOY ELECTRIC "MASTER" KIT

Includes a real 2-speed electric motor to give motion to the creative ideas of young engineers and architects. Contains over 300 pieces—rods, pulleys and pinions. Actually 2,000 toys in one. Ideal for the 10 to 16 age group. Includes diagramed instruction booklet—16 pages packed with exciting plans for motion models. Shows how to build ferris wheels, cranes, tow trucks, windmills, beacons, etc. A real interest provoking toy for youthful minds. Adults will also enjoy creating the more intricate models. 110-120 V. AC motor, UL approved. 8 ft. cord. Box 16½x9x2¾".

No. 8224. Ship. wt. 4½ lbs. List $9.95
Dlr's., ea. $6.63. Lots of 6, ea. **5.97**

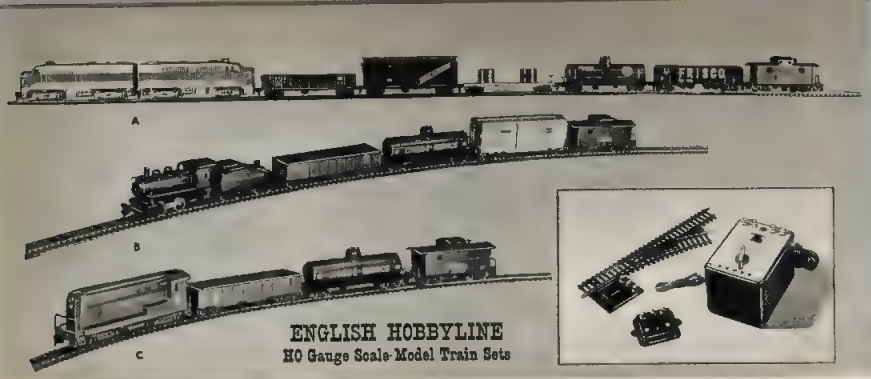
TINKERTOY "GRAD" KIT

1,000 Toys all in One Kit

"Tinkertoy"—the original, world famous building set, for children aged 8 to 12, is made of smooth New England white birch turnings. Finished in bright, lasting non-toxic paints. This large set contains 215 pieces plus a complete wind bass drive set and a 12 page book packed with new ideas, tricks, stunts, and games—all performed by different construction combinations of this "wonderbuilding" toy set. Different length rods are in different colors and model diagrams are printed in colors to match. Tube 15⅝"x8". Wt. 2½ lbs.

No. 8223. List $3.00
Dlr's., ea. $2.00.
Lots of 6, ea... **1.80**

Satisfaction Guaranteed or Money Refunded



ENGLISH HOBBYLINE

HO Gauge Scale Model Train Sets

(A) DELUXE WESTERN PACIFIC SET. Western and Pacific twin diesel engine, gondola, box car, tank car, flat car, hopper, caboose, 7 straight, 12 curved tracks, terminal section.
21-8002-2609 Each) 8 lbs
21-8002-2400 (3, more) **39.95**

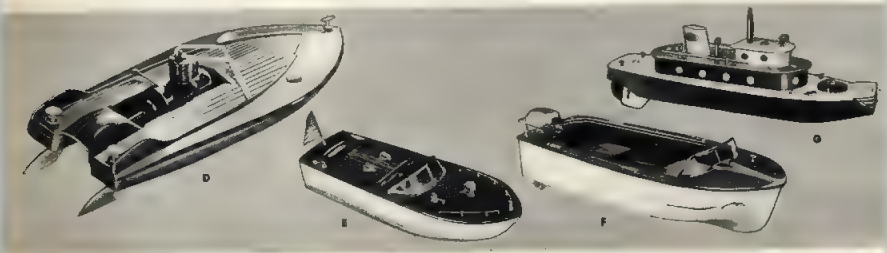
(B) STEAM LOCOMOTIVE SET. A Pennsylvania steam engine, box car, caboose, tank car, gondola, 3 straight and 12 curved tracks, 1 wired section track, instructions. Wt. 7 lbs.
21-8025-1957 Each)
21-8025-1800 (3, more) **29.95**

(C) SCALE MODEL TRAIN SET. Includes a C&O diesel locomotive, gondola, tank car, caboose, 1 straight track, 1 section of wired track and 12 sections of curved track.
21-8000-1630 (Each) 5 lbs.
21-8000-1500 (3, more) **24.95**

HO POWER PACK. Pulse power, circuit breaker.
21-8003-652 Wt. 6 lbs. . . . . Retail **9.95**

HO ELECTRIC SWITCHES. Remote controlled.

21-8006-285	R.H. Wt. 1 lb. . . . Retail	**4.50**
21-8007-285	L.H. Wt. 1 lb. . . . Retail	**4.50**
21-8004-18	1-Sec. HO Straight track	**25c**
21-8005-18	1-Sec. HO Curved track	**25c**

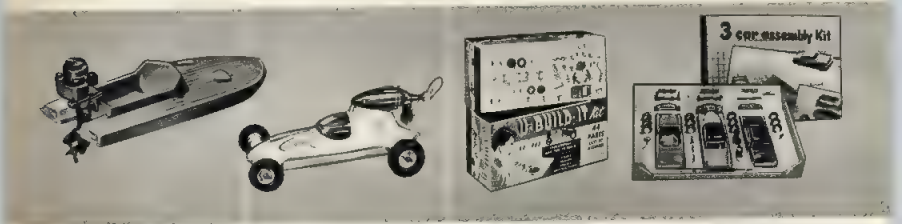


(D) AQUAMITE. Unsinkable, will not leak, swamp or rust. With the powerful WEN-MAC .049 engine and twin rudders. 12" from bow to stern with 5" beam. Enamel finish.
21-8010-617 (Each) Wt 3 lbs.
21-8010-568 (3 or more). **9.95**

(E) SEA BABE. 12 1/2" scale model speed boat. Mahogany stained, nickel plated fittings, assembly. Switch controlled headlight, electric motor 4 3/8" wide.
21-8008-415 (Each) Wt. 1 1/2 lbs.
21-8008-377 (3 or more) **5.95**

(F) DOLPHIN OUTBOARD MOTOR BOAT. Fully built, fully equipped! 16" hull with 7" beam is white styrene. Decks are wood. Battery powered motor included.
21-8018-765 (Each) 4 lbs.
21-8018-693 (3 or more) **10.95**

(G) ELECTRIC TUG BOAT. Expertly designed and constructed of finest quality wood. Equipped with electric lights and motor. Real working compass. Hull is 14" long. Wt. 2 lbs.
21-8019-481 (Each)
21-8019-443 (3 or more) . . . **6.95**



"CORVETTE" HYDRO SPEED BOAT. New engine-powered 18" Wen-Mac model, 7" beam. Engine incl.
21-8021-848 (Each) Wt. 1 lb.
21-8021-780 (3 or more) **12.95**

PROP ROD RACER. Start it up, it does something different each time! The more room, the more excitement. 12" aluminum-framed plastic body. Assembled. Uses .049 engine.
21-8022-650 (Each) Wt. 3 lbs.
21-8022-598 (3 or more). **9.95**

U-BUILD-IT KIT. Follow simple directions, and it makes a sleek looking Hot Rod with friction motor and visible engine. Car is 10 3/4" long, 5" wide and 4 1/4" high.
21-6253-171 (Each) Wt. 1 lb
21-6253-157 (6 or more) . **2.49**

3-CAR KIT. Battery operated, remote control 1/25th scale models of Ford Victoria, Buick Century and Cadillac Coupe De Ville cars. Paints, glue, etc. included.
21-6244-362 (Each) Wt. 2 lbs.
21-6244-333 (3 or more) . **4.95**

It's a Pleasure TO CUT WITH Western CUTLERY

HUNTING KNIFE (Scout Type)

Blade 4¼". Over-all size 8½". Decorated leather handle. Tooled leather tubular sheath. Wt. with sheaths per doz. 4 lbs. 11 ozs.

24NLW-P310 Retail $3.50

HUNTING KNIFE

Blade 4¼". Over-all size 8". Decorated leather handle. Blood groove blade. Tooled leather tubular sheath. Wt. with sheaths per doz., 3 lbs. 7 ozs.

24NL4SABG-P310 Retail $3.50

HUNTING KNIFE

Blades 3". Over-all size 6½". Flat ground blade. Features hole in end-knob for chain or leather thong. Decorated leather handle. Tooled leather tubular sheath. Wt. with sheaths per doz., 1 lb. 12 ozs.

24NL2S-P168 Retail $2.80

HUNTING KNIFE

Blade 4¼". Over-all size 8". Blood groove blade. Red and ivory plastic handles. Embossed leather tubular sheaths. Wt. with sheaths per doz., 3 lbs. 5 ozs.

24MP4SA-P240 Retail $4.00

TWIN-SET COMBINATION

Two knives in a double embossed leather sheath. An excellent gift item. A practical combination for hunting camping, fishing. Large knife 4⅝" blade with blood groove, small knife with 3" flat ground blade. Wt. per doz., 5 lbs. 10 ozs.

24NL84-P405 Retail $5.75

HUNTING KNIFE

Blade 5". Over-all size 9⅛". Bone stag handle. Hand made new style Finnish-type embossed leather sheath reinforced with inside liner of tough wood for extra strength, protection and durability. Wt. with sheaths per doz., 5 lbs 2 ozs.

24NG77-P368 Retail $5.50

RANCHER'S TYPE KNIFE

Finest quality "Rancher's" style knives with heavy tough, cutlery, steel blades. Has durable bone stag handle. Over-all size 5¼". Wt. per doz., 4 lbs.

24NG208-P300 Retail $5.00

APACHE DEERSLAYER KNIFE

Elk horn handle hand carved with Deer head. Fine leather sheath. Gold etched blade. Overall length—8¼". Blade—4½".

76NADK-P686 Retail $10.85

APACHE HAND MADE HUNTING KNIVES

APACHE KNIVES are truly works of art. Hand made throughout in the Indian tradition. Keen edged blades of the finest high carbon steel-hand tempered and etched in gold. Handles of real elk horn from the Great Jackson Hole country of Wyoming—potently hand carved with Deer head and Fish as illustrated. Greatly prized by collectors. Make wonderful gifts. Because of time consuming hand work only a very limited quantity available.

APACHE KINGFISHER KNIFE

Handle is hand carved with Fish. Blade has fish scaler on back.

76NAKK-P686 Retail $15.85

FISHERMEN'S GLASS

A special sun glass designed for sportsmen and fishermen. Adjustable cable temples to insure fit under all conditions. Ground and polished 4-base Willsonite lenses. Sheet stock demi-amber frame

75NMP11-P270 Retail $4.50

MADEMOISELLE

Graceful upsweep feminine design in gold-filled frame. Pearloid paddle-tip temples. Willsonite ground and polished 6 base lenses. Practical and attractive carrying case.

75NG63-P510 Retail $8.50

CLIP-ON

Will fit most metal or plastic frame prescription spectacles. With gold-plated frame in 40-42-44-46 mm. 6-base Willsonite ground and polished lenses, with Nu-Maat clips.

75NG70-P165 Retail $2.75

SUN GLASSES

THE DON

This popular style for men gives ample protection from sun and glare because of extra-large Willsonite 4-base ground and polished lenses. Sheet stock plastic frame has comfortable contour temples in demi-amber.

SAFE-T PAK CARRYING CASE

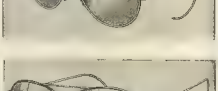
75NJ18-P237 Retail $3.95

SUPER-SPORTSTER

Similar to GP-50, but with pearloid brow bar for added comfort. Adjustable cable temples. Choice of nickel-silver or gold-filled frames. Ground and polished 8-base Willsonite lenses

75NG180-P450 With nickel-silver frames. Retail $7.50

75NG185-P585 With gold-filled frames Retail $8.75



SPORTSTER

Sturdy metal frame has large lenses for greater protection. Adjustable cable temples. Choice of nickel-silver or gold-filled frames. Ground and polished Willsonite 6-base lenses

75NG80 P390 With nickel-silver frames. Retail $6.50

75NG83-P510 With gold-filled frames. Retail $8.50

Westinghouse FANS

Livelyaire OSCILLATING FANS

Handsome in modern styling, streamlined for super air flow. Oscillating arc adjustable from 0 to 75 – locks stationary. Adjustable swivel. Fan has On-Off switch. 12" fan has 2-speed control. Balanced blades. Westinghouse quiet, brushless motor. Steel guard fully enclosed gears. Tapas bronze baked enamel finish. 115 volt 60 cycle AC only.

10-inch Model

Overall size 14" high x 11½" x 8½" deep. 1500 RPM constant speed motor. Delivers 600 cu. ft. per min. max. velocity. On-Off switch on base. Ship wt. 7 lbs.

No. 1779. List $16.95. Dlr's. ea $11.53. Lots of 6 ea **10.80**

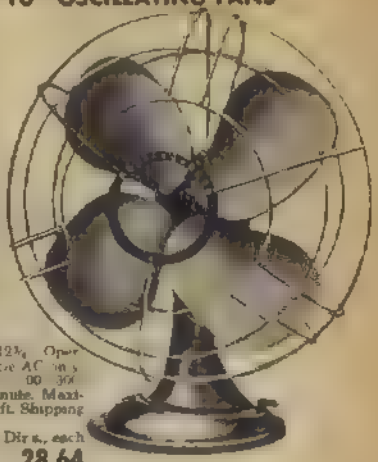
12-inch Model

Overall size 16" high x 13½" x 12" deep. 650 cu. ft. per min. capacity at high speed. 1660 and 1460 RPM. Ship wt. 11 lbs.

No. 1780. List $27.95. Dlr's. ea $19.01. Lots of 6 ea **17.81**

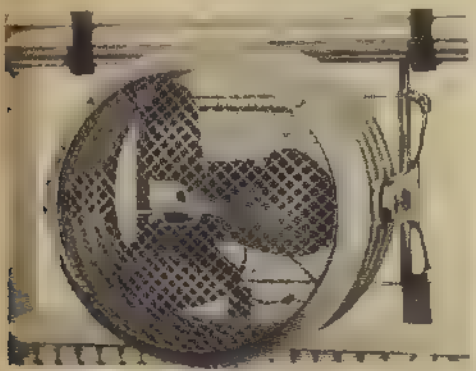
Standard 16" OSCILLATING FANS

A handsomely built, 3-speed oscillating fan with deep-pitched, ultra-quiet blades. Has famous Westinghouse induction-type motor. One-piece welded steel guard. Automatic clutch is fully enclosed in oscillating mechanism. Has Oscillating arc 0-75. 3-speed switch for use, oscillating control knob on motor housing. Base felt covered for desk or wall mounting. Hinged joint permits wide tilt range.



Size 21" high x 18" x 12¾". Operates on 115 volt 60 cycle AC only. 1425 12'0 480 RPM 00 30' 1600 cu. ft. air per minute. Maximum air velocity 1310 ft. Shipping weight 20 lbs.

No. 1776. List $44.95. Dlr's., each $30.57. Lots of 6, each **28.64**



Westinghouse Riviera "45" 17" Four-Way Fan

- Circulator—Exhaust—Hassock—Desk Fan
- Air Injector Rings Increase Air Capacity up to 40%
- Full-Circle Adjustment Permits Fan to be Used in any Position
- Two Speeds—4500 CFM and 3180 CFM
- Portable—Can Be Used Anywhere

A remarkably versatile fan that gives more summer comfort more ways than any other home cooling unit. Use as a table fan for draft circulation or cooling throughout entire room—it can be a hassock-type fan for circulating air to every part of a room. As a window fan—draws in cool night air—for all-around circulation cooling—as an exhaust fan—compels hot, stale inside air to give way to fresh, cool outside air through other open windows and doors. Reverses the action. Air injector rings that guide in and out air at just the right angle to eliminate air choking turbulence and permit easy entry of back air. Result—fan capacity increased up to 40%. Also note the exclusive Air Jet Vanes that catch and straighten out air as it leaves fan. No more power loss due to spiraling air currents—increases air penetration up to 50%. Full Circle Adjustment means the Riviera can be tilted through a full circle and can be fixed at any position quickly and easily. It permits precise control of air stream direction when fans are used on table or floor as quick-acting accents from the cool intake position when used as window. Complete with Tele-bar. Easy to install. Two speeds 4500 CFM high—3,180 CFM low—for quiet Full 12" balanced Motor. Latest high capacity air flow and silent quiet performance. Smartly styled in rich looking Alpine Blue. Overall dimensions 21 9/32" high, 22-11/32" wide, 14½" deep. Operates on 115 volt, 60 cycle AC. Wt. 38 lbs.

No. 1770. List $69.95. Dealer's each $47.57. Lots of 6, each. ... **45.05**

No. 1768 window mounting bar for above fan. Telescopes 24" to 36". List $9.95. Dlr's. ea. $6.77. 6 lots, ea **6.34**

TABLE FAN. No-draft circulation cooling of entire rooms.

HASSOCK-TYPE FAN. Sends fountain of circulating air to every nook and corner.

Westinghouse Riviera—20 Four-way Window & Room Fan

- Circulating—Exhaust—Hassock—Desk Fan
- Full-circle Adjustment; Use in any Position
- Exclusive Air-Injector Rings and Air Jet Vanes
- Completely Portable—Can be Used Anywhere
- Two Speeds—2000 CFM High—1500 CFM Low

A medium sized, home cooling unit that's an exhaust fan, an air intake fan, a hassock type fan and a table fan all in one! This completely versatile fan is easily portable to any room in the house. Makes quick, efficient circulation of air no job at all. Just plug in wherever needed. Full-circle adjustment permits exact control of air stream direction—locks in any desired position. Exclusive air-injector rings pick in air from sides at just the right angle to prevent air-checking turbulence. Easy entry of back air is assured, resulting in 40% increase in air capacity. Special Air Jet Vanes straighten out spiraling air stream and all leaves fan at 90° to direction of rotation. Specifications: 2 speeds, 1500 CFM on High, 1200 CFM on Low. Extra powerful motor—2000 CFM on High—1500 CFM on Low. Fully safety tested. Metal parts rust-proofed. Attractive finish. Easy to install. Overall height 24" wide. 10½" deep. 115 volt, 60 cycle AC. Shipping weight 55 lbs.

No. 1769. List $49.50. Dlr's. ea $29.69. Lots of 6, each **27.36**

TABLE FAN HASSOCK-TYPE FAN

WINDOW PANELS FOR ABOVE FAN

Converts Riviera-20 fan for exhaust or intake cooling. Telescopes to fit sash widths from 28" to 36½" wide.

No. 1775. List $6.95. Dealer's, each $4.73. Lots of 6, each **4.43**

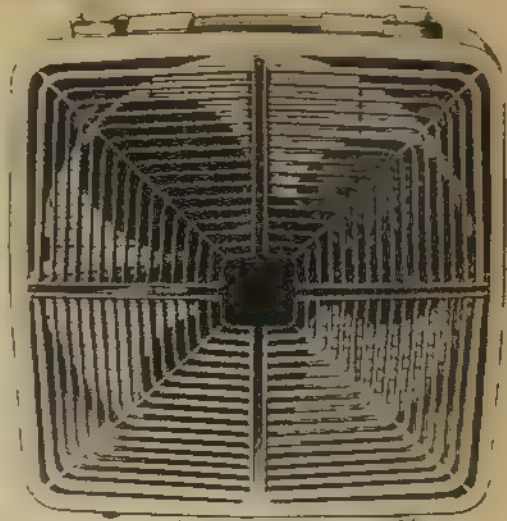
Westinghouse 20" Electrically Reversible Fan

With Automatic On-Off Thermostat Controls

- Convertible for window or room use
- Automatic thermostat control gives automatic ventilation
- Electrically reversible for exhaust or circulation
- Two speeds. 4000 CFM Circulation—2600 CFM Exhaust
- 20" rubber mounted blades give whisper-quiet operation
- Safely enclosed by streamlined grilles front and back

Now you can offer your customers a totally new and different fan that combines the ease of electrically reversible blades with thermostatic operation. Snaps quickly into window as a two-way window fan . . . snaps out for use as a perfect two-way circulation cooler. Flick of a switch electrically reverses direction of fan for penetrating direct air on one side, diffused air flow on the other. Thermostatically controlled. Turns itself on and off thermostatically . . . just set dial and forget it. Fan will turn on when room temperature goes above thermostat setting—turns off when desired temperature is reached. With the new High-Capacity Westinghouse fan air can be directed smoothly and gently throughout entire house for all-around, no-draft circulation. Use at night in window as an exhaust fan and cool, fresh air is pulled in through other open windows. Daytime use as a circulator and create refreshing, healthful circulation throughout entire house. Easy to read control panel located on top of fan housing. Has 2-speed control for each direction of air flow. Delivers 4000 CFM (high), 2000 CFM (low) when circulating . . . exhaust 2600 CFM (high), 1800 CFM (low) on exhaust. Completely portable for use in any room—equipped with full-sized strap handle for easy carrying. Back and front completely enclosed. Grille and diffuser louvers have new ½" spacing for perfect safety. Large 20" blades are specially mounted on rubber for noiseless operation. Fits any window from 25" wide to 40⅝" wide. Overall dimensions: 23½" high, 23" wide, 8¼" deep. Operates on 115 volt, 60 cycle AC current. Metal case and blade beautifully finished in newest Alpine Blue. Comes complete with window mount. Easy to install. Wt. 40 lbs.

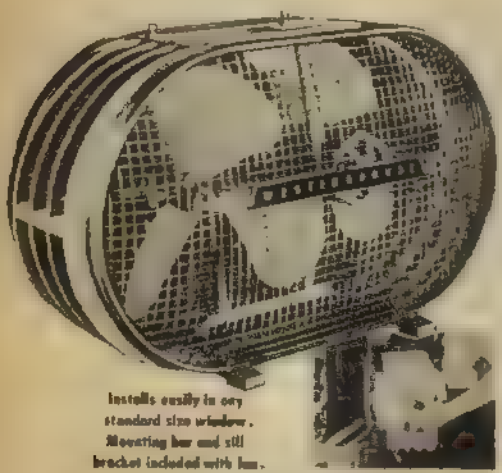
No. 1773. List $69.95. Dealer's each $47.57. Lots of 6, ea. **45.05**



Starts or stops thermostatically

Delivers directed or diffused air

Easily portable use anywhere



Installs easily in any standard size window. Mounting bar and sill bracket included with fan.

Westinghouse BIG-TWIN

Portable-Reversible Window Fan with Twin 17" blades for window or floor use

- Moves more air than 2 ordinary fans
- High capacity—changes air in 4-5 room house each minute
- Two-speeds—6000 CFM high, 4000 CFM low
- Completely enclosed with safety grille, front and back

Here's a power-packed, twin-blade reversible window fan that's easily removed from window to become a portable Circulation Cooler. Attached to window mounting bar, it exhausts inside air, draws in outside air through other open windows and doors . . . , or reversed, draws in outside air directly. Removed from window it effectively circulates room . . . easily portable to any room in the house. Twin blades, 2 motors—deliver more air for its size than any other comparable fan on the market. 2 speed 6000 CFM (high), 4000 CFM (low) when circulating—eliminates 4000 CFM (high), 2800 CFM (low) on exhaust . . . enough to change the air in an average 4 to 5 room house every minute! Completely safe—front and back totally enclosed with wire mesh grille. Easily installed in any standard window. Comes complete with window mount bar and sill bracket. Fan measures 18¼" high, 32½" wide, 15" deep. Operates on 115 volt 60 cycle AC current. Finished in smart lasting Alpine Blue. Wt. 50 lbs.

No. 1774. List $99.95. Dealer's, each $67.97. Lots of 6, each **63.67**

Westinghouse DEBONAIRE 17" Two-Speed Hassock-Type Fan

With Exclusive Air-Injector Rings

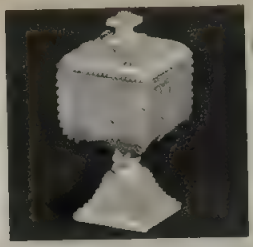
- HIGH CAPACITY—Produces 25% More Circulation
- MULTI-PURPOSE—Doubles as a Serving Table,-Foot Rest, Stand
- QUIET—No Hum or Vibration . . . no Radio or TV interference

A hassock-type fan that has all the beautiful styling and powerless power to make it perfect for either home or office use. Exclusive Air-Injector Rings and deep-pitched blades produce a fountain of refreshing air to all parts of a room . . . actually 25% more circulation cooling than previous hassock-type fans! Two speeds. 1400 CFM (high), 2800 CFM (low) . . . gentle breeze or super abundance of cooling power for room size and temperature conditions. Designed . . . to create room cooling air currents to distribute vapors . . . give luxurious drafts. Sturdily built of strong aluminum machine armed steel . . . yet high enough to be easily portable. Unit is super quiet, designed for no hum, no vibration performance . . . will not interfere with radio or TV. Full safety assured by complete enclosure of blades by grille and injector rings. Measures 20" high, 22" diameter. Hostess tray removed. Operates on 115 volt, 60 cycle AC. Alpine Blue finish. Ship. wt. 45 lbs.

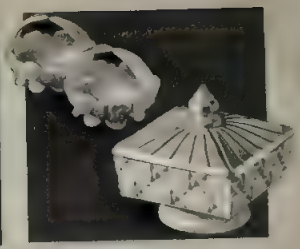
No. 1777. List $64.[illegible]. Dealer's ea. $44.17. Lots of 6, ea. **41.38**

Hostess tray stored under removable top when not in use.

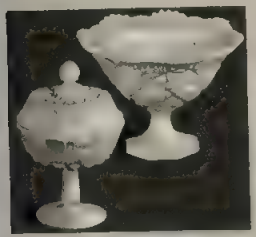
MILK GLASS PLATE and SHALLOW BOWL Beautifully hand shaped "Forget-me-not" bordered plate . . . lovely on the tea table. Or lace the latticed border with ribbon, and pair them on the wall. "English Hobnail," turned edge shallow bowl with diamond design. Charming heaped with fruit or flowers.
71-4071 B150 Plate. 8" diameter.....$2.25
71-4089 B235 Bowl. 10" diameter..... 3.50



PEDESTAL COMPOTE . . . a stunning treasure in pure milk glass . . . hand crafted with unmatchable detail. Bead shaped borders and embossed grape design add dramatic interest . . . truly a conversational centerpiece, whether displayed alone or filled with fruit, candy or tiny blossoms. 9 inches tall, 4 inches wide, 3 inches deep.
71-4097 B535 Compote with cover.....$7.95



BASKET-BOWL SET AND FOOTED COMPOTE . . . charming in every hand molded detail. Two petaled basket-bowls . . . perfect to float a single blossom, as individual candy or nut meat dishes, 5" across. Compote with decorative quilt-effect pattern. Just the size for a honeycomb! 5x5½" high.
71-4105 B198 Set of 2 Basket-Bowls ..$2.95
71-4113 B185 Covered Compote .....

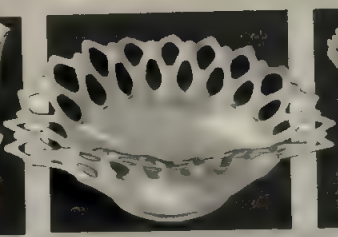


FOOTED BOWL AND COVERED COMPOTE . . . of the finest handmade milk-glass. "Old Quilt" deep footed bowl is beautifully embossed in an old-fashioned quilt pattern. Has an unusual octagon base; 7x5¼x3¼" deep. Covered compote has an embossed grape design on the footed base; knobbed lid. 4x7".
71-4139 B185 Footed Bowl.....$2.75
71-4147 B235 Covered Compote 3.50

WESTMORELAND
MILK GLASS
America's Finest Handmade Milk Glass

CAKE SALVER AND COVERED BOWL . . . add a charming touch of elegance. Doric design salver with pierced edges, graceful pedestal; 11¾" diameter, 4¾" high. Square covered jar with embossed grape design on four sides. The perfect nut or candy dish . . . pair them on a vanity or buffet 3½x5½".
71-4154 B450 Cake Salver $6.75
71-4162 B225 Covered Jar 3.35

FOOTED VASES AND BELL SHAPED BOWL . . . Twin vases in exquisitely hand molded milk glass by Westmoreland. Time-honored Panel Grape pattern; beautifully tapered with ripple bases; 6" tall. Graceful bowl has lovely pierced ruffle edge imparting a lacy, airy look. 9½" diameter; 3¾" high
71-4170 B285 Pair of Footed Vases....$4.25
71-4188 B400 Bell Fruit Bowl..... 5.95



LARGE OVAL BOWL . . . pure white milk glass by Westmoreland. This time honored Doric design is bordered with a lovely, pierced lacy edging. Unique hand molded shape makes a picturesque "frame" for your vegetables, fruits or flowers. A lovely piece to own . . . a proud gift to give for any occasion. Size: 12" long, 10" wide.
71-4196 B315 Oval Bowl $4.50

DORIC DESIGN FRUIT BOWL . . . authentic reproduction of a colonial classic. Westmoreland milk glass bowl with lovely lattice-work border . . . to lace a bright ribbon through for appealing effect. Stands a stately 8 inches tall on a graceful pedestal. Effectively beautiful on buffet or in hutch cabinet. 9 inches diameter.
71-4204 B467 Doric Fruit Bowl.....$6.95

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to own one

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65′
PROMENADE DECK YACHT

"Camargo III" - Naples, Fla.
Owner Julius Fleischmann, Esq.
Member New York Yacht Club
Power 2 - 6-110 G.M. Diesels

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A Sparkling 61 footer
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Make our off - shore headquarters
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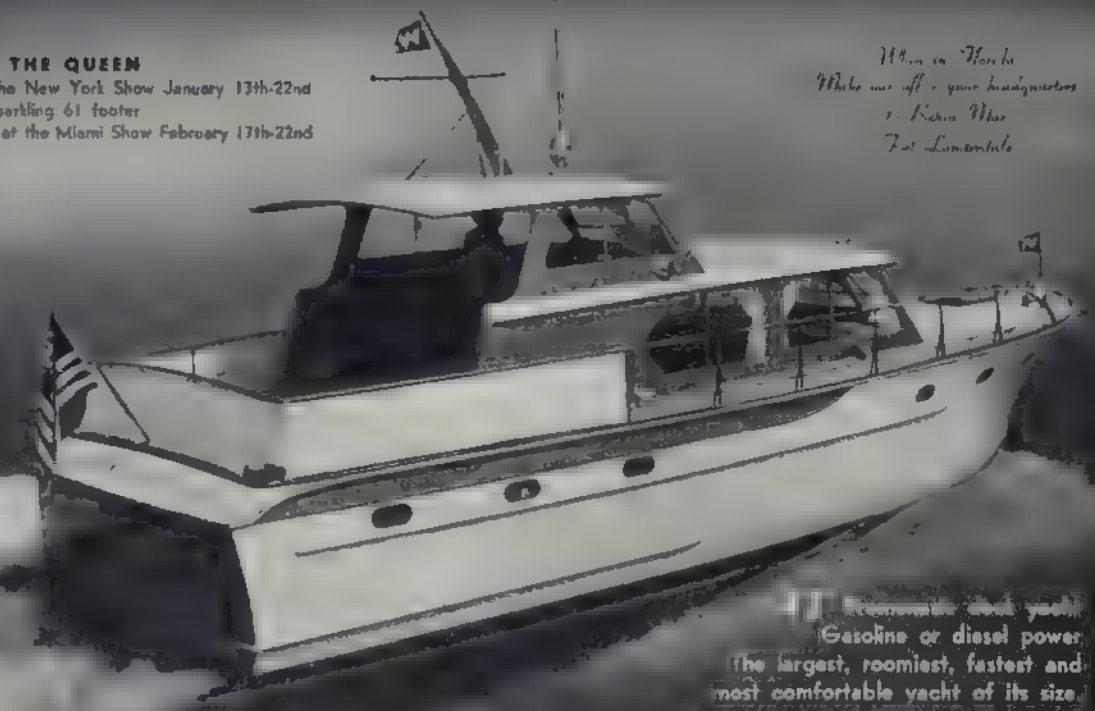

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Owner Julius Fleischmann, Esq.
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Power: 2 - 6-110 G.M. Diesels

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[illegible] If you are one of those who [illegible] ownership, we invite you to visit the exposition nearest to your home and prove to yourself [illegible]

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Weight 250 lbs.

FISHERMAN
Length .. 15'
Beam 59"
Weight 190 lbs.

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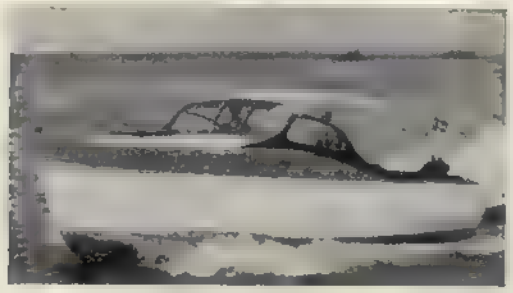
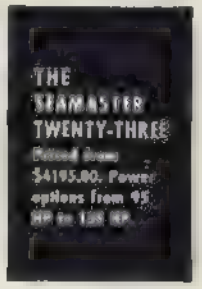
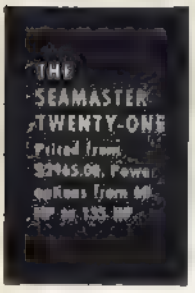


JAFCO 1956 *Seamasters*



Whatever your 1956 boating plans may be, there's a Seamaster that fits them perfectly. Available in four popular lengths, all feature solid Philippine mahogany planking, striking new two-tone colors and new deluxe standard equipment. Individually, there are power options, specifications and prices to meet your particular needs and pocketbook. Before you choose any boat, see the outstanding quality and eye appeal of these exciting new Seamasters for '56. At Jafco dealers everywhere, or write Jafco Marine, Inc.



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Aluminum
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WINS PARENT ENTHUSIASM ON SIGHT!

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Lifelong ALUMINUM Canopy with red trim. Sturdy tubular supports. 6" Seats on all 4 sides. Sand Box is 37"x43" with Rustproof, Galvanized, Sheet Steel Bottom.

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. . . the "hottest" item ever! Universal appeal! Action, suspense—a party favorite! Absolutely demands attention on counter! When you see this game, you will see quick sales! See No. 400.

*Patents Pending on all games listed

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C. A. Johnson, Director of Sales

(A) CHET NICHOLS MODEL. Here is a four-finger fielder's glove for all future major leaguers. Made of sturdy tan glove cowhide with a half leather lining. Some of the features of this model are streamlined fingers, welted palm and thumb, finger-tip lacing, jute felt pad and vinyl plastic binding. Weight 2¼ lbs.
20-5409-330 R.H. Player.....Retail **4.95**

(B) PHIL RIZZUTO MODEL. An exact duplicate of the glove used by popular Phil Ruzzuto, sensational Yankee shortstop. Designed for sure-fire fielding. Selected full-oil cowhide in larger "big league" size. Flat leather binding. Regular back with wide wrist strap. Felt welted for comfort. Full closed web trap. Wt. 2¼ lbs.
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(C) BILLY LOES MODEL. Five-finger fielder's glove made of tan glove cowhide. Full leather lining, felt padding with stuffed heel, laced wrist, full welted seams, streamlined fingers. With leather finger tip lacing, greased Grip-Tite pocket. Fully oiled and has a sturdy vinyl plastic binding. Wt. 2½ lbs
20-5411-500 R.H Player Retail **7.95**

(D) JIM GREENGRASS MODEL. Tan glove cowhide. This five-finger glove has top quality features— finger-tip lacing and streamlined fingers. Fully lined with leather. Felt padding, stuffed heel, laced wrist, welded seams and vinyl plastic binding. Wt. 2½ lbs.
20-5412-400 R.H. Player Retail **6.45**
20-5413-400 L.H. Player Retail **6.45**

(E) JIM PIERSALL PROFESSIONAL. Four finger model. Constructed of high grade tan cowhide with full lining. Has laced wrist, greased pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing. Wt. 2¼ lbs
20-5414-1247 R.H. Player Retail **19.95**
20-5415-1247 L.H. Player... Retail **19.95**

(F) BILLY MARTIN PROFESSIONAL. Large size 5 finger model. Made of tan glove cowhide. Wool felt pad with hand formed heel. Roll leather binding, full lining, "Grip-Tite" pocket and laced palm. Streamlined back fingers and leather finger-tip lacing. Fully oiled 2½ lbs
20-5416-847 R.H. Player... Retail **12.95**
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(G) OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All-Star, World Series and American League games. Cushioned cork center, wound with fine yarns. Alum-tanned leather cover. Double hand-stitched
20-5426-225 Wt. 6 oz..... Retail **3.00**

(H) OFFICIAL LEAGUE BALL. Made to exact major league specifications. Cushion cork center wound with fine yarn. Horsehide cover
20-5425-165 Wt. 6 oz. ..... Retail **2.40**

(J) OFFICIAL LITTLE LEAGUE BALL. Approved by Little League Baseball
20-5427-144 Wt. 6 oz. ..... Retail **2.25**
HARVEY KUENN BALL. (Not illustrated). Wt. 6 oz.
20-5428-78..... Retail **1.25**

(L) OFFICIAL RUBBERHIDE BASEBALL. Rubber-cov'd, rubber-cork center
20-5440-99 Wt. 5 oz. ..... Retail **1.50**

(K) 12" AAA OFFICIAL SOFTBALL. Kapok center. Hand-stitched cover
20-5429-180 Wt. ½ lb. ..... Retail **2.65**
12" SOFTBALL. (Not illustrated). Official Regulation ball
20-5430-160 Wt. ½ lb. ..... Retail **2.40**

(M) OFFICIAL TOP NOTCH SOFTBALL BAT. Brown hickory bat, white grip
20-5432-159 Wt. 2 lbs. ..... Retail **2.45**
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20-5433-120 Wt. 2 lbs. ..... Retail **1.80**

(N) FAMOUS PLAYER PROFESSIONAL MODEL. White ash, natural finish.
20-5436-260 Wt. 2 lbs. ..... Retail **4.00**

(P) OFFICIAL LITTLE LEAGUE BAT. Approved by Little League Baseball, Inc. Maximum circumference 2¼". White ash with natural finish.
20-5438-194 Wt. 1½ lbs. ..... Retail **3.00**

(S) REGULATION BASEBALL SHOES. Black Mello leather uppers, black Elk tip, full leather sole, Richardson Parkerized spikes, spring steel plates, oversize cone rivets. In Boys' sizes 13 to 4 and Men's sizes 5 to 12 including half-sizes. State size when ordering
920-1729-510 Pair. Wt. 3 lbs. FOB N. Y. ..... Retail **7.95**

(R) BOYS' LITTLE LEAGUE SHOES. Same as above with rubber spikes. In Boys' sizes 5 to 12 including half sizes. State size when ordering. Wt. 3 lbs. FOB N. Y.
920-1730-465 Pair..... Retail **7.50**

BASEBALL

(H) EDDIE WAITKUS MITT By Wilson. Cowhide, leather laced palm, crotch.
80-8915 B640 Regular . . **$10.00**
80-8923 B640 Left hander's **10.00**

(K) PRAK-TIS Batting Tee. Endorsed by Gil Hodges. Ht adjusts. Soft baseball.
80-8980 B398 . . . . . **$5.95**

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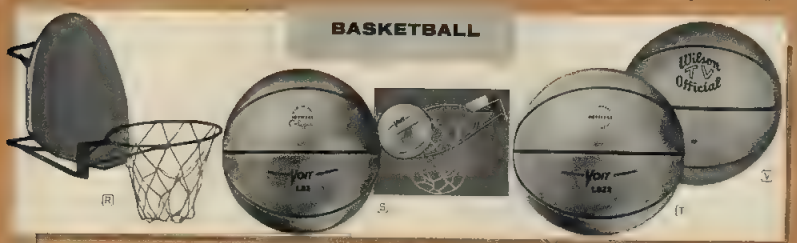
(N) OFFICIAL LEAGUE BASEBALL . . the ball used in all American League, All Star and World Series games. Has cushion cork center; tough leather cover.
80-8964 B240 Baseball. Each **$3.20**

(P) OFFICIAL 12" SOFTBALL. Leather cover, molded virgin kapok center.
80-8972 B167 Nite-and-Day Softball . . . **$2.40**

BASKETBALL



(R) BACKYARD BASKETBALL SET 36x24" steel backboard, regular net.
80-8246 D795 Wood Basketball Goal From Missouri **$12.95**
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80-8196 B745 Basketball and Goal. In carry case **$12.00**
80-8204 B498 Basketball only **8.50**

(T) VOIT OFFICIAL BASKETBALL . . official weight, size, shape. Water and scuff-proof cover wears up to 6 times longer. The most popular type ball for rough indoor or outdoor play
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(V) WILSON TESTED VALVE BASKETBALL . . of top grain leather with nylon fabricated carcass. Has balance and roundness, wide depressed seams. Butyl bladder. Inflating needle included.
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OFFICIAL HORSESHOE SET . . . Diamond Super Ringer . . . the finest pitching horseshoes ever made! Balanced for easy control, these tournament grade shoes are forged of carbon steel. The shoes are heat treated to prevent chipping and breaking. Set includes 1 pair of bronze finished shoes, 1 pair of silver finished shoes and 1 pair of official steel stakes 27" long and 1" in diameter. Comes in attractive storage box. Shipped from Minnesota. Total weight—36 lbs. Get a set for your family's outdoor fun.
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(W) 6-PLAYER CROQUET SET . . Here's hours of fun right in your own yard! Six standard-size rock maple balls, six 8¼" mallets with rubber tips and 24" screw-in handles, 20" stakes, wire wickets.
80-8485 D1095 Croquet Set, Rack From Mich. 26 lbs . . **$16.50**

(X) DELUXE ROLL-OUT CROQUET SET . . for 6 players. Steel storage rack has rubber tired wheels. Carries 6 standard size rock maple balls, deluxe rubber tipped mallets, wire wickets, fancy wood stakes.
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a four finger Ball Hawk model with practical designs & ideas created by Ted Williams Tough tan cowhide with a full leather lining, felt pad, hand formed heel, leather binding, grease set pocket and laced wrist Full oiled Streamlined fingers, Grip-tite pocket and fingertip laces Fits left hand
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Hank Sauer Fielder's Glove By Wilson . . . for the sand lot league Regulation size Ball Hawk model of quality tan cowhide Features the new narrow contour type felt pad with hand formed heel Streamlined fingers, Grip-tite pocket, laced wrist, leather fingertip lacing & full leather lining with roll style binding Oiled Fits left hand
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REACH fielders gloves & mitts . . .

Triple Play Fielder's Glove By Reach . . . he'll be ready and "rarin' " when the umpire calls "Play ball!" with this large size 4 finger glove made of long lasting oiled glove leather. Full lined, full welted streamlined fingers. Flat leather binding & laced heel Solid web in trap, tied down. Palm crotch extension. Fingertip laces Fits left hand
65-93-26 W630 ..... Retail **$9.45**

Phil Rizzuto's Fielder's Glove By Reach
for ball handling ease and those difficult catches. This finger glove is made of full oiled glove leather Full lined and full welted with streamlined fingers. Rolled imitation leather binding and closed heel Solid web in trap Leather laced fingertips for added support. Fits left hand
65-93-25 W630 ..... Retail **$9.45**

Trapper's Mitt By Reach . . . for fast action at first base Made of rugged oiled glove leather with leather lining Rolled imitation leather binding Leather laced, finger loop, adjustable wrist strap Reinforcement in thumb and finger section. A popularly priced, well constructed mitt that will spear those line drives. Fits left hand.
65-93-27 W630 ..... Retail **$9.45**

Nationally Famous Golf Balls and Carts

WILSON GOLF BALLS

WILSON HOL-HI

One of today's best known—popular as a distance getter and accurate too! High tension winding over liquid center. Tough Cadwell Geer cover takes punishment.

No. 5779 List $14.75 doz.
Dealer's, per dozen **10.25**

WILSON SARAZEN SQUIRE

A money-saver. Low cost but a fine distance ball—good on the green as well. Rubber winding over latest type center for fine balance. Ligred Cadwell Geer cover.

No. 5782 List $11.40 doz.
Dealer's, per dozen **7.90**

WILSON WALKER CUP

Our lowest priced! Expertly constructed for a low-score game—all high-tension winding over solid rubber center with lively action. Vulcanized cover.

No. 6174 List $9.00 doz.
Dealer's per dozen **6.25**

WORTHINGTON GOLF BALLS

WORTHINGTON CHAMP

Sensational Hydrostatic Action ball built with exclusive features. New F239 vits-power thread gives lightning response to ... ab hea... red cover for tops in serv... if

No. 6171 List $10.50 per doz.
Dealer's per doze... $7.45
Lots of 3, per dozen **6.91**

WORTHINGTON TOMMY ARMOUR Championship

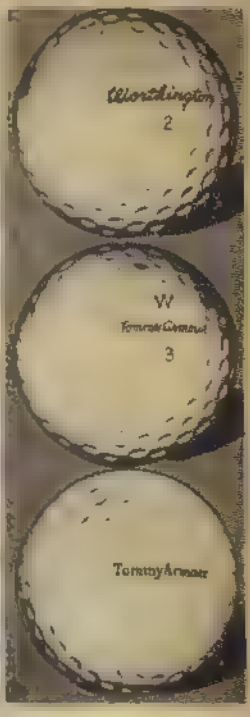
Built to the specifications of master golfer who OK's the ... cover, the newest F2 9 ... ta pow... rest thread and new hydro-power liquid center.

No. 6169 List $14.75 per dozen
Dealer's per dozen $10.30
L... ta... per dozen **9.68**

WORTHINGTON Tommy Armour "75"

A value prod... ...real perfor... accurate ... distance ... true flight ... low ... The All ... powered quality thread winding.

No. 6173 List $9.00 per dozen
Dealer's, per dozen $6.3...
Lots of 3, per dozen **5.98**



COLLAPSIBLE GOLF CARTS

Kolapsi Kart Automatic Folding Golf Cart

- Opens and Closes Automatically
- Perfectly Balanced Won't Tip
- Big 11" Disc Wheels

The handiest popular priced golf cart offered today. Has specially designed 11" disc type ball bearing wheels reinforced to take the hard bumps of the fairways made of steel. Has L shaped brackets to hold Pipe Organ type bags or any other shape bag in an edge wise position. Also adaptable for use on round bags. Lift handle for opening—open handle, cart closes for compact easy storage. Plastic plated grip sweat proof dirt proof handle. Ship wt 14 lbs.

No. 2048 List $29.95
Dealer's, each **17.97**

Kolapsi Kart Automatic Folding Golf Cart

- 14" Heavy Duty Wire Spoke Wheels
- Opens and Closes Automatically
- Rolls Easy Over Fairways

A super deluxe cart designed with extra large 14" heavy duty wire spoke wheels with ball bearings. The larger the wheels the easier a cart pulls over rough ground. U shaped bracket takes all types of bags. Automatic locking simply lift handle and cart opens; drop handle and cart closes for quick easy compact storing. Luggage compartment above bag holders perfectly without adjustment for any size or weight of load. Ship wt 22 lbs.

No. 2049 List $33.95
Dealer's, each **20.37**

Roll King Deluxe Golf Cart

- Folds and Unfolds by Raising or Lowering Handle Automatically
- Adjustable Brackets
- 10" Air Cushion Wheels

Has automatic folding ... folded ... by lowering and raising ... and ... fold ... wheels ... Upper bar ... special sleeve that cushions rolled rut bearings ... wheel bearings impossible. 10x17...

No. 2014 ... List $... 95
Dealer's ... **9.69**

Satisfaction Guaranteed or Money Refunded

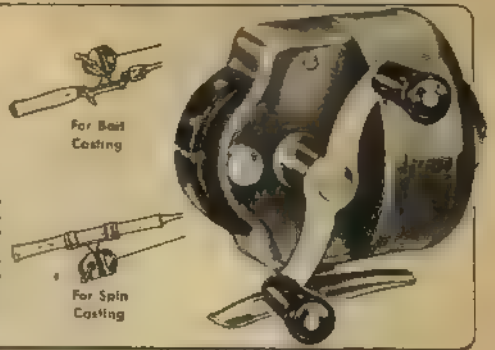
AIREX Nationally Famous Spinning Reels

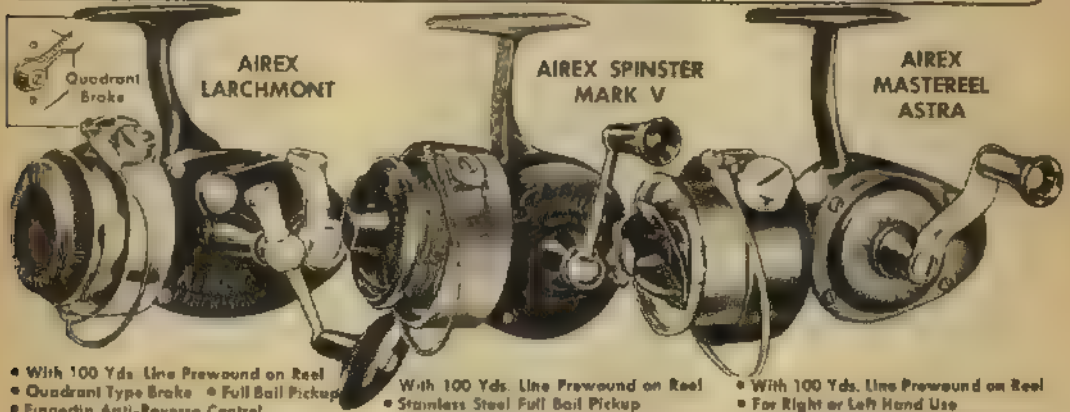
AIREX MASTERCAST

For Spin Casting and Bait Casting

- **Complete With 100 Yds. 6 Lb. Test Line Prewound on Reel • complete with 2 Handles**
- **For Right or Left Hand Use • No Backlash**
- **Brake Setting Can Be Changed by Flick of Finger**
- **Control Line by Thumb While Fighting Fish**

A new Airex reel that does everything! Priced surprisingly low! Use for spin casting has positive smooth brake setting changes with a flick of the finger; use for bait casting silky smooth drag, line controlled by thumb while fighting fish. Use right or left hand for both bait and spin casting. 100 yds. 6 lb. test monofilament line prewound on reel. Interchangeable spool—capacity 150 yds. 8 lb. test. Positive anti-reverse; no backlash. Ratio 3:1. Gears are machined for life-time use. Cordova green finish. Has 2 handles—double grip for bait casting rod or single grip for spin casting rod. No. 616. Wt. 7 oz. List $14.95. Dealer's, each **9.57**





- **With 100 Yds. Line Prewound on Reel**
- **Quadrant Type Brake • Full Bail Pickup**
- **Fingertip Anti-Reverse Control**
- **200 Yard Capacity**

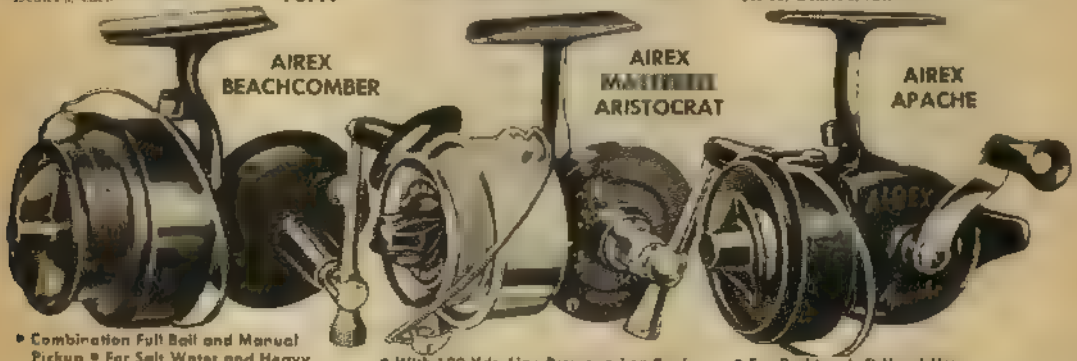
The Airex Larchmont—the spinning reel with every new important feature desired by spin fishermen. 100 yds. braided nylon line prewound on reel. Exclusive quadrant brake takes guess work out of brake settings; preset any test line to a second—change spools without affecting brake setting. Free spooling with flick of finger; pass bait line without backlash. Stainless steel full bail and fingertip pick-up. Bail automatically returns line to perfect cross wind; all gears run in oil bath. 3.44 to 1. Fingertip side type anti-reverse control. No. 612. 10.2 oz. List $26.95. Dealer's, each **16.17**

- **With 100 Yds. Line Prewound on Reel**
- **Stainless Steel Full Bail Pickup**
- **Fingertip Anti-Reverse Control**
- **200 Yd. Line Capacity**

A popularly priced spinning reel with 100 yds. monofilament line pre wound on reel. Has exclusive Mark V bail release—flick a finger and bail folds against housing for safe storage. Stainless steel full bail. Lifetime guaranteed convex face gears. Gear ratio 3.44 to 1. Removable handle for quick, easy storage. Fingertip anti-reverse control. Duralov [illegible] cup. Line capacity 200 yds. 6 lb. test line. Nylon expansion drum brake. No. 613. Wt. 9.8 oz. List $14.95. Dealer's, each **8.97**

- **With 100 Yds. Line Prewound on Reel**
- **For Right or Left Hand Use**
- **Full Bail Pickup • 220 Yds. Line Cap.**
- **Foul-proof Anti-Reverse**

Greater line capacity makes this the ideal reel for fresh and light salt water spin fishing. 100 yds. braided nylon line prewound on reel. For right or left hand use. Positive full bail internally activated. Foul proof anti-reverse. Gear ratio 3.44 to 1. Perfectly balanced cam mechanism. Brass gear guaranteed for reel's life. 220 yd. 8 lb. line capacity. Removable handle. Anti-corrosive finish. Exclusive nylon expansion brake. Compact, streamline design. No. 614. Wt. 10 oz. List $19.95. Dealer's, each **11.97**



- **Combination Full Bail and Manual Pickup • For Salt Water and Heavy Fresh Water Fishing**
- **Anti-Reverse Side type Lock Button**
- **270 Yd. Capacity 12 Lb. Line**

This big spinning reel brings spin-casting to beach and boat. Equally adaptable to surf casting, boat fishing "squidding" or trolling. Can be converted to manual type reel by removing bail. Full stainless steel bail with roller pickup. Anti-corrosive construction. Internal expansion brake; anti reverse side type lock button. Large torpedo handle, reversible for compact carrying. Convex faced gears. Wt. 14 oz. No. 636. List $27.50. Dlr's., ea. **16.50**

- **With 100 Yds. Line Prewound on Reel**
- **Fingertip Anti-Reverse Control**
- **Full Bail Pickup Can Be Converted to Manual Operation • 200 Yd. Line Cap.**

The Mastereel Aristocrat is a spinning reel designed for full bail or manual pickup. Has 100 yds. braided line prewound on reel. Perfectly balanced cup. Nylon expansion drum brake. Fingertip anti-reverse control. Convex-face gears, bronze friction-free bearings. Gear ratio 3.44 to 1. Counterbalanced handle reverses. Capacity 200 yds. 6 lb. test. Extra metal spool included. No. 611. Wt. 10½ oz. List $22.95. Dealer's, each. **13.77**

- **For Right or Left Hand Use**
- **Fingertip Anti-Reverse Lock**
- **Stainless Steel Full Bail Pickup**
- **Convex Faced Gears**

A popularly priced spinning reel with most of the features found on high priced reels. Metal spool holds 100 yds. 8 lb. test line. Has die cast housing and cover. Guaranteed convex faced gears. Stainless steel full bail. Finger-tip tension brake. Line cross winds on spool. Finger-tip anti-reverse lock. Ambidextrous for right or left hand use. Perfectly balanced for accurate spin casting. No. 615. Wt. 7 oz. List $9.95. Dealer's, each **5.97**

(A) HARRY CHITI MODEL. The fastest pitches are easily handled with this rugged, professional size catcher's mitt. Made of high grade, specially tanned cowhide mitt leather. Jute felt padding. Vinyl plastic binding. Snap action lacing—full grease-set pocket. Leather laced wood shearling wrist pad. R. H. player. Wt. 2 lbs.
20-5400-847 . . . . . Retail **12.95**

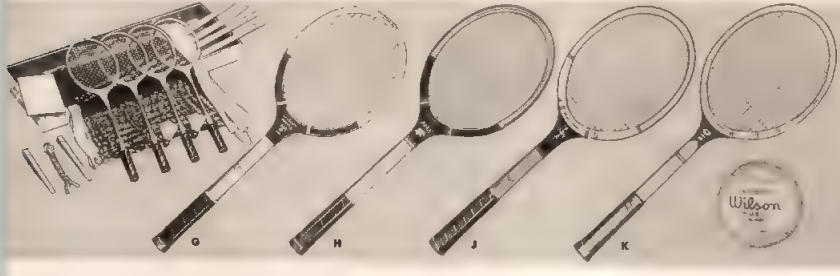
(B) JIM HEGAN CATCHER'S MITT. Has the size and "feel" of a major league backstop's mitt. A true replica of the glove used by many of the game's outstanding receivers. Tan cowhide—hand type palm. Regular fingers for sure catch of any pitch. Laced type wrist strap. Hand pad, flat binding. Laced thumb. R. H. player, Wt. 2¾ lbs.
20-5401-810. . . . . Retail **7.95**

(C) PROFESSIONAL TRAPPER. Designed to allow more action of all fingers. Made of special quality cowhide leather, fully oiled. Hand-formed felt pad, fibre reinforced thumb and finger sections. Grease-set pocket. Roll leather binding—rawhide leather laced edge. Wt. 2 lbs.
20-5402-847 R.H. player . Retail **12.95**
20-5403-847 L.H player . . Retail **12.95**

(D) YOUTH'S TRAPPER MODEL. Built on a professional pattern in a medium size. The whole glove works with the hand and closes over the ball at impact. Made of glove cowhide. Jute felt padding with fibre stiffening. Roll leather binding. Full grease-set pocket. Wt. 2 lbs.
20-5404-627 R.H. player . . Retail **9.45**
20-5405-627 L.H. player . . . .Retail **9.45**

(E) BOB PORTERFIELD MODEL. Made of tanned high grade ansonia cowhide. Extra long fingers to give better control, solid ball trap feature, interlaced fingers and welted seams. Cowhide lining, rolled binding, inner greased pocket, streamlined back, laced heel
20-5418-1335 R.H. player . . Retail **23.50**
20-5419-1335 L.H. player. . Retail **23.50**

(F) CARL FURILLO MODEL. Tan cowhide. Heavily greased pocket and fully oiled. Leather welted throughout, rolled leather binding. Solid ball trap feature, leather interlaced fingers, leather laced heel and adjustable pocket lace. Designed for the major leaguer.
20-5420-599 R.H. player . Retail **10.50**
20-5421-599 L.H. player . Retail **10.50**



WILSON BADMINTON SETS. For the family on Sunday afternoon, or the kids on home-from-school days. Can be used indoors or outdoors. This superb set consists of four finalist model rackets, one badminton net, one pair of net posts, two special shuttlecocks and a badminton rule book. Wilson's skilled craftsmen built this equipment to give you top performance features and long life. Wt 5 lbs.
20-3400-1489 Retail **24.00**
20-3401-960 As above
2 rackets. 3 lbs. **15.00**

(G) WILSON "PHOENIX" Economically priced. "Strata-Bow" construction provides splendid balance. Red throat and shoulders, natural-finished handle, maroon leather grip, fiber laminated Ash frame. Nylon strung.
20-3402-500 Wt. 1½ lbs. Retail **8.00**

WILSON "HARDWICK TITLEIST." (Not illus.) Blue and White with natural-fin. handle, leather grip. Nylon strung.
20-3409-615 Wt. 13 oz. Retail **10.00**

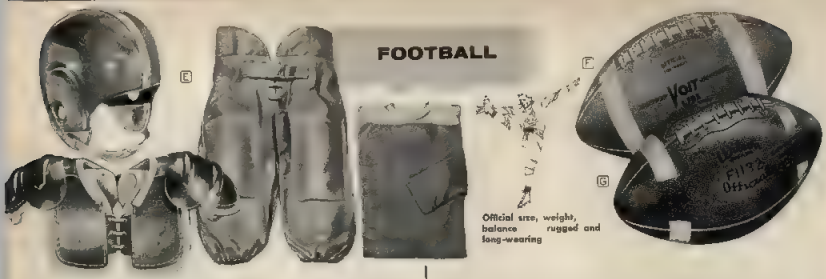
(H) WRIGHT & DITSON "PARK." By Spalding. Frame is 8-ply ash and fiber construction. Leather grip. Fin. in 2 colors and nat. wood. Nylon strung.
20-3403-614 Wt. 1¼ lbs.. . . . **9.95**

(J) GONZALES SIGNATURE BY SPALDING. Here is a "Pancho" Gonzales model at a popular price. Noted for its popularity and dependability. Laminated frame of maple and fiber strips. In attractive colors: light blue throat, white shoulders and handle flakes. Beautiful natural bow. Leather grip. Nylon strung. Wt. 1¼ lbs.
20-3405-775 Retail **12.50**

(K) WRIGHT & DITSON "DAVIS CUP" . . . by Spalding. Endorsed by many famous Davis Cup players. Eleven-ply laminated construction of choice ash and fiber stripes, with selected beech outer strip. Bow has rawhide shoulders, handle and throat are reinforced with white fiber. Red leather grip. Nylon strung. Wt. 1¼ lbs.
20-3406-1315 . . . . . Retail **20.50**

WILSON CHAMPIONSHIP TENNIS BALLS. The choice of leading players. No floating, drifting or fading. 100% natural rubber, felt cover. Sold in cans of 3 balls. Wt. ½ lb
20-3407-203
Retail Per Can **2.65**

WRIGHT & DITSON TENNIS BALLS. (Not illus.). Perfect uniformity in bounce, flight, speed and control. Sold in hermetically sealed cans of 3 balls. Wt. ½ lb.
20-3408-203
Retail Per can **2.65**



E BABE PARILLI FOOTBALL UNIFORM . . . when the whistle blows to start that neighborhood football game, send your junior-size football hero on the field in this outfit—guaranteed to help him make a touchdown! (Note to Mother: Saves his other clothes from gridiron wear and tear.) Outfit includes tough red tanite helmet with adjustable chin strap, fiber shoulder pads, sturdy fabric pants and easy-to-wash red-and-white cotton knit jersey. Specify boy's sizes S(8 to 10 yrs.,, M(10 to 12) or L(12 to 14). From Ohio.

80-8816 D798 Parilli Uniform **$13.25**

F VOIT COLLEGIATE FOOTBALL . . . official size, shape, weight . . . balanced for dependable performance. Water- and scuff-proof rubber cover, fabric lined. With inflating needle.

80-8832 B535 Voit Football; Tan with white stripes **$7.95**

G OTTO GRAHAM FOOTBALL . . . by Wilson. Full grain pebbled cowhide, lock-stitch construction. Triple lining, rawhide lacing, rubber valve bladder. Tan with white stripes.

80-8824 B875 Otto Graham Football..... **$12.00**

ROCKY MARCIANO BOXING GLOVES . autographed by the world's heavyweight champion! Wine color sheepskin leather, fabric lined with goat hair filler. Deep-laced with well-padded wrists. Set includes 2 prs. and book, "How to Box Like a Champion."

80-8840 E420 4-oz., up to 8 yrs. Set..$ **6.50**
80-8857 B635 8-oz., up to 14 yrs. Set **9.50**
80-8865 B775 10-oz., Adult size Set **11.50**

SPORTS EQUIPMENT

On the football field . . . in the backyard or basement . . . here is the equipment to help you fill your leisure hours with healthful pleasure.

STRIKING BAG AND PLATFORM . . . Complete set for building muscles . . . practicing self-defense . . . keeping in shape. Hardwood frame with 22" diam steel rebound ring, hook-type swivel. Willow grain leather bag lined with heavy twill and equipped with valve bladder is attached to rebound ring by the new balanced steel hanger

80-8873 C675 Striking Bag, Platform. **$11.25**

YORK ARISTOCRAT WEIGHT TRAINING SETS build muscles, keep healthy, have fun with this superior set of bar bells. Chrome-plated extra heavy duty Locktite wrenchless collars—4 each of 1¼, 2½, 5 and 10-lb plates. 4-ft. knurled, machined and chrome-plated steel bar with chrome-plated hand fittings and revolving sleeve. Machined ends. Pair of solid steel 14" dumbbell-swingbells with revolving handles of molded polished aluminum. Training courses included.

80-8899 D1745 York Bar Bell, 110 lb. Shipped from Penna. **$26.95**
80-8907 D1195 York Bar Bell. 70 lb. Shipped from Penna **17.95**

SIX-IN-ONE WHITLEY BAR-BELL SET . . . the complete home gym! Includes a bar-bell combination, 5-cable chest pull, rowing machine, wall pull exerciser, one-arm dumbbell and a pair of Grip-O-Steel. Combination is made up of five strong nickel-plated springs with new Scri-Tee grip handles, two wooden bars, one pair of hand grips and one pair of plated stirrups. Now you can keep yourself in condition in the privacy of your own home. Book, "Your Know How to Super Strength" gives a modern Muscle Culture course.

80-8881 B598 Bar-Bell Set **$9.95**

Winner FIBERGLAS® BOATS

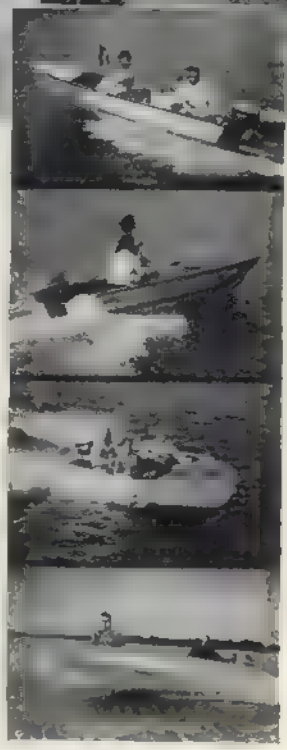
Advanced design and high-style spark Winner's ten top-performing Fiberglas boats for 1956. Built for family boating pleasure, these dominant PlastiCrafts will meet the most exacting demands of America's boat-minded public.

These durable, time-tested outboards have the unrivaled "built-in" safety of the renowned Winner one-piece Fiberglas hull. Sure to please both youth and the young-in-heart, they are available in sparkling color combinations.

Pioneer manufacturing experience and engineering know-how have provided a sleek, uniform smoothness to these powerful Winner hulls to give them breath-taking speed, solid seaworthiness and matchless maneuverability.

Family boat buyers will find Winner boats gems for minimum maintenance and low upkeep. They have no seams to crack or open under shock or vibration, are impervious to absorption by water and require no seasonal preparation or painting.

From grandparent to grandchild, every member of the family will thrill to these dynamic Winner Fiberglas Boats, from the majestic 16' Viking to the perky 12' Wasp.



See them at the Boat Shows and at your dealers.

Write for 1956 catalog and name of nearest Winner dealer.

Winner proudly presents these popular models:

10 DYNAMIC FAMILY BOATING OUTBOARDS, 3 PRESENTED FOR THE FIRST TIME . . .

The **VIKING** — majestic *NEW* 16-footer. A striking figure in the roughest water, with long, sleek lines, luxuriously roomy!

Two *NEW* luxurious 14-footers, the **SKYLARK**, a deluxe, and the **SCORPION**, a utility model, both with long foredecks, wider gunwales.

Four other 14' models, accenting family boating. The **SCIMITAR**, a Fisherman model which sports a shorter foredeck for extra roominess — the **SEA DART** and the **SABRE**, both deluxe outboards with *two-tone decking effect* — and the **SCARAB**, a utility model, all superb performers in the roughest water.

Three powerful 12-footers. The **WARRIOR**, a deluxe model — the **WHIPLASH** and the **WASP**, both utility models, all colorful, high-style leaders.

Winner WORLD'S MOST EXPERIENCED MANUFACTURER OF FIBERGLAS BOATS

WINNER MANUFACTURING COMPANY, Inc.
Dept. M. TRENTON 3, NEW JERSEY

ZOBEL'S
THE FINEST IN SEA SKIFFS

23' SEA FOX "ADMIRAL"

Full vision thru windshield in standing or sitting position. Level cockpit floor, Two 6'8" bunks, Toilet, Copper fastened, 125 HP Chrysler engine.

Built by craftsmen of famous Sea Bright dory era.

NOW BUILDING 21', 22', 23', 26'
SEA FOX SKIFFS

All models on display at our new showroom. Visitors welcome. Have a ride in one of the boats of our test fleet.

Open 7 days a week.

Place orders now for early delivery.

Free literature on request.

ZOBEL'S SEA SKIFF AND YACHT WORKS
SEA BRIGHT, NEW JERSEY

★ UNDER THE BLUE ENSIGN ★

At the Annual Fall Board Meeting of the Eighth District in New Orleans on October 29, reports of the various division captains showed that attendance in boating safety courses had reached an all time high, approximately 400 per cent over last year. A highlight of the meeting was the description of the Mobile Plan by John C. Tainter, division captain of Div. II, Mobile, Alabama. A boating safety quiz is conducted each year in the public schools with the cooperation of the school boards and other city and county officials and reaches several thousand children in both grammar and high schools. Prizes are awarded to winners in the various schools and finals are broadcast over a local radio station.

The District meeting was concluded after electing a new slate of district officers for 1956: Dr. J. W. Rosenthal, New Orleans, La., commodore; J. W. Hill, Houston, Texas, vice commodore; J. C. Tainter, Mobile, Ala., rear commodore.

The Seventh District Auxiliary held a highly successful annual Fall Convention at Fort Lauderdale, Fla. on October 28-30. Over 250 members, wives and guests were in attendance to make the affair the largest ever held in the district. Distinguished guests present included Chief Director, Capt. H. B. Roberts and Capt. S. P. Swicegood, district commander. Convention entertainment included a deep sea fishing tournament, a sight-seeing trip, a fish fry, a fashion show, a water ballet and the convention ball, plus panel sessions on Auxiliary subjects. William Keane of Boynton Beach flotilla received the National "A" award from Captain Roberts for an outstanding rescue at Boynton Inlet. W. S. Schley, captain of the Seventh's Division VIII, was presented with a certificate by Ldr. R. J. LoForte, district director, officially designating his unit as the Big Bend Division, as that Division's area covers the western part of Florida which bends northwestward to form the eastern shore of the Gulf of Mexico. Officers elected for 1956, at the board meeting on the final day were A. Harlow Merryday, Palatka, Fla., commodore; Richard L. Smith, Miami, vice commodore; Miguel A. Colorado, San Juan, rear commodore and Herbert E. Lutz, Fort Lauderdale, rear commodore.

Results of the remaining annual fall elections of district officers have been reported to National Headquarters. The First District elected Clarence E. Emery of Whitman, Mass., commodore, Harland B. Bruns of Portland, Maine, vice commodore and Leon F. Mowry of Andover, Mass., rear commodore. In the Ninth District, board members chose Charles S. Greanoff of Lakeview, Ohio as commodore; Joseph V. Day of Chicago, Illinois, vice commodore and Bert Kitson of

U. S. Coast Guard Photo

Dr. J. W. Rosenthal (left) commodore-elect of the Eighth Coast Guard District Auxiliary (Gulf Area) is congratulated by Captain Harold B. Roberts (center), USCG Chief Director. Louis J. Trudeau, former commodore, watches.

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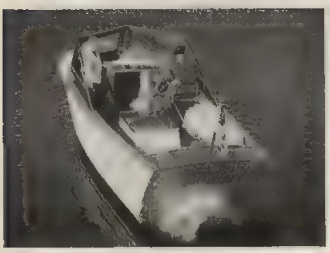
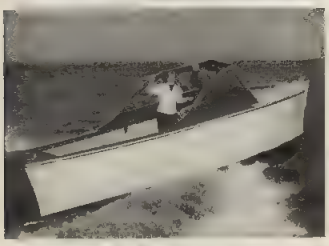
WINNER MANUFACTURING COMPANY, Inc.
Dept. M. TRENTON 3, NEW JERSEY

ZOBEL'S
THE FINEST IN SEA SKIFFS



23' SEA FOX "ADMIRAL"



Full vision thru windshield in standing or sitting position. Level cockpit floor, Two 6'8" bunks, Toilet, Copper fastened, 125 HP Chrysler engine.

Built by craftsmen of famous Sea Bright dory era.

NOW BUILDING 21', 22', 23', 26'
SEA FOX SKIFFS

All models on display at our new showroom. Visitors welcome. Have a ride in one of the boats of our test fleet.

Open 7 days a week.

Place orders now for early delivery.

Free literature on request.

ZOBEL'S SEA SKIFF AND YACHT WORKS
SEA BRIGHT, NEW JERSEY

★ UNDER THE BLUE ENSIGN ★

At the Annual Fall Board Meeting of the Eighth District in New Orleans on October 29, reports of the various division captains showed that attendance in boating safety courses had reached an all time high, approximately 400 per cent over last year. A highlight of the meeting was the description of the Mobile Plan by John C. Tainter, division captain of Div. II, Mobile, Alabama. A boating safety quiz is conducted each year in the public schools with the cooperation of the school boards and other city and county officials and reaches several thousand children in both grammar and high schools. Prizes are awarded to winners in the various schools and finals are broadcast over a local radio station.

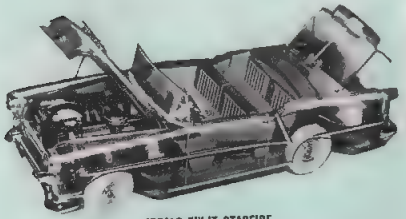
The District meeting was concluded after electing a new slate of district officers for 1956: Dr. J. W. Rosenthal, New Orleans, La., commodore; J. W. Hill, Houston, Texas, vice commodore; J. C. Tainter, Mobile, Ala., rear commodore.

The Seventh District Auxiliary held a highly successful annual Fall Convention at Fort Lauderdale, Fla., on October 28-30. Over 250 members, wives and guests were in attendance to make the affair the largest ever held in the district. Distinguished guests present included Chief Director, Capt. H. B. Roberts and Capt. S. P. Swicegood, district commander. Convention entertainment included a deep sea fishing tournament, a sight-seeing trip, a fish fry, a fashion show, a water ballet and the convention ball, plus panel sessions on Auxiliary subjects. William Keane of Boynton Beach flotilla received the National "A" award from Captain Roberts for an outstanding rescue at Boynton Inlet. W. S. Schley, captain of the Seventh's Division VIII, was presented with a certificate by Lcdr. R. J. LoForte, district director, officially designating his unit as the Big Bend Division, as that Division's area covers the western part of Florida which bends northwestward to form the eastern shore of the Gulf of Mexico. Officers elected for 1956, at the board meeting on the final day were A. Harlow Merryday, Palatka, Fla., commodore; Richard L. Smith, Miami, vice commodore; Miguel A. Colorado, San Juan, rear commodore and Herbert E. Lutz, Fort Lauderdale, rear commodore.

Results of the remaining annual fall elections of district officers have been reported to National Headquarters. The First District elected Clarence E. Emery of Whitman, Mass., commodore, Harland B. Bruns of Portland, Maine, vice commodore and Leon F. Mowry of Andover, Mass., rear commodore. In the Ninth District, board members chose Charles S. Greenoff of Lakeview, Ohio as commodore; Joseph V. Day of Chicago, Illinois, vice commodore and Bert Kitson of

U. S. Coast Guard Photo

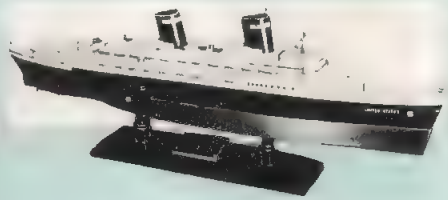
Dr. J. W. Rosenthal (left) commodore-elect of the Eighth Coast Guard District Auxiliary (Gulf Area) is congratulated by Captain Harold B. Roberts (center), USCG Chief Director. Louis J. Trudeau, former commodore, watches.



IDEALS FIX-IT STARFIRE

The only toy automobile made that has almost every working feature of a real car Complete electrical system, moving steering wheel, crankshaft turns, vinyl tires with separate hubs, and many, many others. Made of high impact almost unbreakable plastic. Over 130 parts. 20" long.

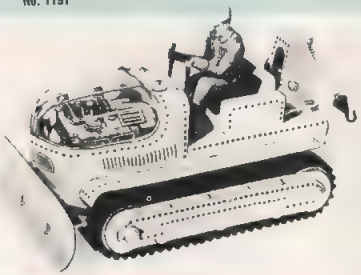
No. 1191 **List $15.00**



U.S.S. UNITED STATES ASSEMBLY KIT

World's luxury ship reproduced in plastic in an assembly kit of more than 200 parts. Scaled to model size. Parts are pre-painted Comes with light and wiring equipment to illuminate the ship Size fully assembled 29" long, 7" high.

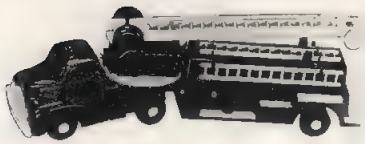
No. 1190 **List $10.00**



TOY MYSTERY BATTERY TRACTOR

Sturdily made of metal with plastic cover over motor Man operates levers, motor parts actually move when in operation. When tractor hits objects, it automatically backs off and continues in another direction Size 11" long x 6¾" wide x 6" high Battery operated

No. 1256 **List $9.95**



REMOTE CONTROL FIRE ENGINE

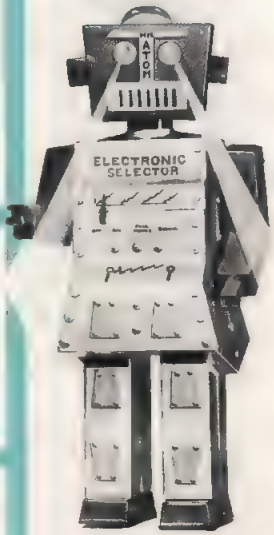
Battery operated fire engine. Steers left, right, goes forward and reverse all controlled from steering wheel control box. Has realistic, flashing dome light and sounding siren. 18" extension ladder and removable aux liaries Rubber wheels Red with white accessories Size 16" x 3¾' x 3¾"

No 1197 **List $5.95**

REMOTE CONTROL FIRE CHIEF

Remote control fire chief car. Goes forward, and reverse by remote control Battery operated Has flashing red dome light and sounding siren. Size: 9½" x 3¾" x 2½".

No. 1198 **List $3.98**



MR. ATOM

The robot from outer space Big 21", made of solid steel construction with unbreakable plastic body and head Moving head, legs and arms Eyes and dome light up Push button electronically operated Kiddies delight

No. 1181 **List $7.95**

WINNIE THE BRIDE
Winnie is a big 26" Bride, made of unbreakable plastic. Vinyl head with rooted combable hair The only bride doll that walks, talks and sings the "Wedding March" mechanically. Gorgeously gowned for her big day
No. 1182 **List $24.95**

IDEAL'S NEW REVLON'S $64,000 DOLL
This doll features magic touch skin, unbreakable yet almost like natural skin. Long shapely legs with high heel shoes, long tapered fingers with manicured finger nails, saran wig, can be washed and waved. Bends at waist and head moves in all direct ons. Fashion dress with crinolin and undies. 18" tall.
No. 1188 **List $12.00**

WANDA THE MAJORETTE
Wanda swings her head, arms and legs as she walks all by herself. Full 19" tall, soft head with rooted hair, that can be washed and set. Plastic indestructable body
No. 1183 **List $13.95**

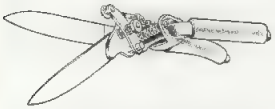
IDEAL'S BETSY WETSY
Betsy Wetsy drinks, wets, cries real tears, blows her nose, cries, and goes to sleep She can be washed, powdered and lotioned Saran wig can be washed and waved. Packed in carrying case including dress, bonnet, powder puffs, bottle and nipple, soap, shirt and diapers 13½ inches tall.
No. 1189 **List $13.00**

DOLL LAMP
Every little girl would love this 24" lamp in her room Fully dressed unbreakable doll on a brass base with shade to match doll She'll love you for it.
No. 1274 **List $14.95**

MUSICAL BEAR
All plush panda bear plays a song on imported Swiss musical instrument. The kiddies delight
No. 1179 **List $5.95**

FRENCH POODLE
Taken from real life, this family pet comes in long hair plush with colorful leash. Life like size.
No. 1180 **List $7.50**

GRASS SHEARS
MIRACLE



A drop forged tool, precision hollow ground, razor sharp. Hardened and tempered individually. Large bearing surface all around. Spring breakage unknown. Blister proof, soft cushion rubber handles, comfortable and easy operation.

Each

No. 2 4½ in. cut, 13 in. long; wt each 1¼ lbs. $3.35

One in a box, thirty six in a carton

A drop forged tool, precision hollow ground, razor sharp. Hardened and tempered individually. Large bearing surface all around. Spring breakage unknown. Steel handles.

Each

No. 1—4½ in. cut, 13 in. long; wt. each 1½ lbs. $3.00

One in a box, thirty-six in a carton.

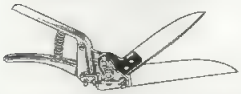
The finest quality, easy working shear ever offered at such a reasonable price. Has the same proven push-cut action as other Miracle shears; made of superior materials, nicely finished

Each

No. 4 4½ in. cut, 11⅞ in. long; wt each 1¼ lbs. $2.65

One in a box, thirty-six in a carton

MIRACLE TURF EDGER



Fills a neglected need in small edging tools. With a back and forth movement a trench can be cut in the ground with the serrated edge.

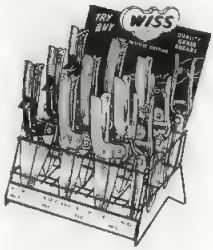
Also used as a regular shear and has the many high quality features described in the other Miracle grass shears, above

Each

No. 3—12 in. long; wt. each 1⅝ lbs. $3.25

One in a box, twelve in a carton

GRASS SHEAR ASSORTMENTS
WISS



Sturdy metal display stand of compact construction enables display to be placed in maximum traffic area for extra impulse sales.

All items are removable for customer inspection. An attractive label identifies each shear and provides a place for pricing.

Contents of Assortment

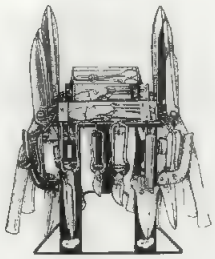
6—No. 500 Grass-Snip shears, 10 in.
6—No. 700 Wiss-Clipper shears, 12 in.
6—No. 801 Quick Trim shears, 12 in.
6—No. 5000 Professional shears, 12 in.

Per assortment

No. GT12—Assortment, consists of 24 shears as enumerated above, in a 12½x9x17 in. display; wt. per assortment 25 lbs. $46.80

One assortment in a carton

LAWN AND GARDEN SHEAR ASSORTMENTS
WISS



Sturdy metal display stand is compact and attractive

Contents of Assortment

1 No. 500 Grass Snip grass shears, 10 in.
1 No. 700 Wiss-Clipper grass shears, 12 in.
1—No. 801 Quick Trim grass shears, 12 in.
1 No. 5000 Professional grass shears, 12 in.
1 No. 397R Pruning shears, 7 in
1 No. 609 Pruning shears, 9 in.
1 No. 906 Hy Power pruning shears, 7 in
1 No. 908 Hy power pruning shears, 8 in
1—No. FH4 Flower shears, 6½ in.
1 No. 6SL Featherweight hedge shears, 6⅝ in
1 No. 8C standard hedge shears, 8 in.
1 No. 8A American Cutler hedge shears, 8 in
1 No. 9A American Cutler hedge shears, 9 in
1—No. 8½E English Cutler hedge shears, 8½ in.
1 No. 9½E English Cutler hedge shears, 9½ in

Per assortment

No. GT55—Assortment, consists of 15 shears as listed above in a display, wt per assortment 27½ lbs. $46.60

One assortment in a carton

SERVICE

Selling service as well as hardware is our greatest wish. We want you to be pleased with the quality, the price and the promptness of our deliveries. Situated right in your front yard, with ample possibilities to serve you promptly and well, we hope that you will use us more and more.

We sincerely want to please you.

GRASS SHEARS
DOO-KLIP

Hollow ground, tempered hi-carbon steel blades. Thru-hardened so keen cutting edge may be maintained indefinitely. Up-and-down action.

Precision cast lightweight aluminum alloy handles with finger grip and thumb rest. Handles at offset angle with blade. Natural finish

Each

No. DK101—45/8 in. cut, 12¾ in. long; wt. each 1 lb. $3.25

Three in a carton.

Serrated, polished electroplated blades of hi-carbon tempered steel. Thru-hardened to permit extra long life for keen cutting edge.

Improved blade assembly simplifies maintenance.

Patented tilting stud.

Dual-purpose activating spring. Patented thumb-locking device

Baked green enamel wrinkle finished handles. Comfortable grip.

Each

No. DK202—5¼ in. cut, 11¾ in. long; wt. each 1¼ lbs. $2.10

Six in a carton.

WISS

The only grass shears that will cut certain types of tough wiry grass satisfactorily

Entirely hot drop forged of cutlery steel with hardened, tempered, hollow-ground blades. Red baked enamel handles. Fitted with a closing latch.

Each

No. 5600—12 in. long; wt. each 1⅛ lbs. $2.75

One in a box, thirty-six in a carton.

GRASS SHEARS
WISS-CLIPPER

Up-and-down handle action takes the muscle strain out of grass trimming. Bright nickel plated rust-resisting blades, accurately adjusted for perfect cutting from heel to points. Handles contoured for comfort and fitted with new grip guard to prevent slipping. Closing catch Red and black baked enamel handles.

Each

No. 700—12 in. long; wt. each 1¼ lbs. $1.95

One in a box, thirty-six in a carton

WISS QUICK TRIM

Easy up-and-down handle action. Perfect cutting from heel to point. Rust-resistant bright nickel plated, hardened blades. Easily disassembled for sharpening. Closing latch. Green baked enamel finish handles.

Each

No. 801 -12 in. long; wt. each 1⅛ lbs. $1.75

One in a box, thirty-six in a carton.

WISS GRASS-SNIP

Low in price yet high in quality. Compact, sturdy, easy cutting. Vertical handle action; new riveted construction. Bright, nickel plated steel blades, hardened and tempered; expertly adjusted. Comfortable contoured handles finished in baked yellow enamel

Each

No. 500—10 in. long; wt. each ⅞ lb. $1.35

One in a box, thirty-six in a carton.

GRASS SHEARS
TRUE TEMPER DYNAMIC

Improved squeeze-type action Streamlined design for comfort and eye appeal. Built-in tension spring puts constant pressure on cutting edges. Precision built; works smoothly and cuts toughest grass with ease

Long, high carbon steel blades, tempered to take a keen edge and stay sharp longer. Chrome plated finish.

Each

No. 99—12 in. long; wt. each 15 lbs. .$4.00

Six in a carton.

Long blades of high carbon steel, tempered to take a keen edge and stay sharp longer. Spring tension on blades provides constant, uniform blade contact; cuts smoothly out to the tip; keeps blades in better adjustment.

Sturdy, streamlined handles have a smooth finish, lacquered in crystalline maroon.

Each

No. 88—12 in. long; wt. each 15 oz. .$3.68

Six in a carton.

BRIAR EDGE

A low priced shear for mass market appeal Its smaller size makes it ideal for use by ladies. Newly designed. Has easy squeeze-type action. Pressed steel handles. Tempered steel blades. Handles finished in fire engine red.

Each

No. 66—10¼ in. long; wt. each 13 lbs. $1.60

Six in a box

FAMOUS LIGHTHOUSES..
Off the coast of Brittany, France, the Ile de Vierge Light stands 274 ft. above a sturdy, wave swept base. It was built in 1902. The old tower at the left is preserved as a monument.

Like a Lighthouse,

WOLF'S HEAD MARINE OILS

are strictly nautical

Just as mariners rely on lighthouses for safe direction, you can rely on WOLF'S HEAD Marine Engine Oils for safe protection. WOLF'S HEAD Marine Engine Oils are specifically refined to meet marine conditions. They're strictly nautical.

Your engines get richer, tougher protection with WOLF'S HEAD—100% Pure Pennsylvania—refined from nature's finest crude. You'll enjoy faster starts, less battery drag, smooth power. And you'll use less oil, too, when you insist on WOLF'S HEAD!

For Outboard Motors, WOLF'S HEAD Outboard Motor Oil—100% Pure Pennsylvania—is specially refined to provide full protection and superior performance. Get it in special one-quart dripless screw-top cans.

Free! WOLF'S HEAD MARINE FOLDER. Contains a wealth of navigational aids, required shipboard gear, rules of the road and other data. Send for your copy today.

WOLF'S HEAD OIL REFINING CO., INC.
OIL CITY, PA.
NEW YORK OFFICE: GLENDALE 27, N. Y.

WOLF'S HEAD

100% Pure Pennsylvania

Member, Penna. Grade Crude Oil Association

WOOLRICH

E Woolrich Button-Jac Coat. 24 oz. 100% wool ideal for sports and all-around wear. Tailored collar, 2 double button pockets, 2 slash pockets. Button front. Specify: Brown/White or Red/Black, even sizes 34-46.
80-5598 D1260 From Penna **$18.00**

F Woolrich 20-Oz. Hunting Shirt. 100% wool, tailored for action-free fit. Shaped collar, roomy pockets, neat button front. Pre-shrunk and colorfast. Specify Scarlet, Red/Black or White/Black, 14-18 collar.
80-5614 D945 From Penna **$13.50**

G Woolrich 14-Oz. Hunting Shirt. Like above. State color collar size.
80-5606 D795 From Penna **$11.50**

H Woolrich Scarlet Hunting Coat. Another hunter's favorite by Woolrich—makers of comfortable long-wearing hunting clothing for over 124 years! 32-oz. 100% wool, snug wool wristlets. Duvetyn lining. 6 pockets in front, large game pocket in back. In flaming scarlet which may well save your life in the woods, for no careless hunter can mistake you for game! Specify size. 34-46.
80-5572 D2195 From Penna ... **$32.50**

K Woolrich Scarlet Hunting Pants. Match coat above. Zouave style—made to allow full freedom of movement. Double knee and seat. 32-oz. 100% wool. In flaming scarlet to protect you from other hunters! Specify size: 32 to 46. From Penna.
80-5580 D1595 Hunting Pants **$22.50**

L Woolrich Plaid Hunting Coat. 24-oz. 100% wool with full duvetyn lining. Snug wool wristlets. 6 pockets in front, full double back game pocket. Red/Black plaid. Specify size: 34 to 46
80-5549 D1845 From Penna **$28.00**

M Woolrich Plaid Hunting Pants. Full cut Zouave style with double knee. 24-oz. 100% wool, knitted wool cuffs. 4 roomy pockets; watch pocket. Red/Black plaid. From Pa.
80-5556 D1195 State size: 30-46 .....**$17.50**

N Woolrich Scarlet Hunting Cap. Crown lined with duvetyn. Turn-down ear-flaps lined with soft velour. 21-oz. 100% wool. Visor. State size 6⅞ to 7¾
80-5564 D265 From Penna.. ..... **$4.00**

P Heavy-Weight Fleeced Cotton Sweat Shirt. Cut full for comfort. Tailored with extra wide cuffs, waistband. V-insert neckline. Specify Small, Med., Large or X-Large.
80-5788 B169 Specify size .**$2.50**

R Combed Cotton T-Shirts. Nylon reinforced neckband. State: Small, Medium or Large.
57-1356 B430 White. Box of 6.....**$6.00**

S Wool-Nylon Athletic Stretch Socks. Mold smoothly to your foot. 65% wool, 35% nylon. State: S (9-11) or L (10-13).
80-5796 B200 White. Set of 3 pairs.....**$3.00**

T U Skyway Cold Weather Undersuit. Outdoorsmen everywhere are learning that they can be warm and comfortable in cold weather without the bother of heavy, bulky clothes that bind and interfere with every movement. A new idea of insulation—this quilted garment is worn next to the skin, without cumbersome outer clothing. Feather weight, yet it will keep you warm in temperatures as low as 40° below zero! Tan nylon shell, air cell quilted insulation. 100% washable. Specify Small, Medium or Large.
T **80-5713 D1075** Coat **$17.95**
U **80-5721 D995** Pants **17.00**

W to Y Ensolite Lightweight Clothing. Keeps you snugly warm in wind, wet and rain! It's the miracle insulation that keeps cold air out while it holds body heat in, yet is extra-light, comfortable to wear and non-bulky! Jacket and pants lined with Ensolite will float a man in water indefinitely. The insulating, lightweight and flotation qualities are not impaired by prolonged exposure to rain or immersion. Tan color. State size: Small, Medium or Large.
W **80-5689 D1795** Ensolite Coat **$29.95**
X **80-5697 D1495** Ensolite Pants **24.95**
Y **80-5705 D210** Reversible Hood ... **3.50**

WORCESTER

PLAYTIME PLASTICS

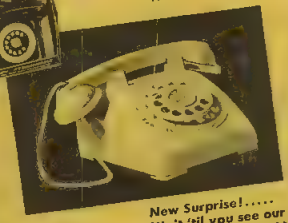
WORCESTER TOY CO

Check this tab on Page 1 of the Yellow Pages

For catalogs

TELEPHONES

BEAUTIFULLY PACKAGED
No 47 UNBREAKABLE POLYETHYLENE TOY TELEPHONE



No. 45 BAGGED UNBREAKABLE POLYETHYLENE TOY TELEPHONE

- The dial spins
- The dial returns
- The bell rings
- It's unbreakable
- It's authentic
- It's loaded with features

New Surprise!.....
Wait 'til you see our
COIN BOX TELEPHONE

TEA TIME SETS

- MODEL KITS
- BAGGED ITEMS
- CRADLE BELLS
- ICE CREAM SETS
- SPRING & SUMMER SETS

Sole Sales Representatives
HENRY KATZ
PLAYTHINGS, INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WORCESTER TOY CO. WORCESTER MASS

Build a Precision Engineered Radio

(K) to (P) REAL RADIO KITS TO ASSEMBLE. (8 to 15 yrs.) 'Junior" radio amateurs, have the fun and excitement of building and listening to your own radio. (L), (M), (P) feature new electronic wonder—the "transistor"—makes radio tubes unnecessary. All parts precision engineered. Instruction diagram with each shows placement. Assemble with screwdriver; wires fit into clips. All kits operate on Standard Broadcast Band. Tested and Approved by Wards Laboratory. Attractive pre-assembled cases. Batteries not incl.

(K) NEW 2-TUBE RADIO KIT. Nationally advertised for $16.95. Easy to assemble. Handsome hand-rubbed mahogany cabinet. Built-in 4-in. PM Alnico magnetic speaker. Excellent reception power; for local, distant stations. Selector knob, combination On-Off switch and volume control; grille cloth. Variable condenser, ferrite core antenna coil, all plastic, mounting board. Easy to build—no soldering, parts fit into clips. Needs 1 Radio A, 1 Radio B battery (45 volt); (1), (3) below, right.
48 T 2308—Base 10¼x6½ in. Ship. wt. 3 lbs. 10 oz. 12.95

(L) NEW "TWIN-TRANSISTOR" PORTABLE RADIO KIT. Nationally advertised for $23.95. Wards finest radio kit designed for the "teen-age" hobbyist. Has portable clear plastic case with handle that you can take anywhere, enjoy loud, clear reception of local and neighboring community stations. 2 high efficiency transistors for extra power (no tubes needed); germanium diode, 4-in. PM Alnico magnetic speaker. All parts are prewired and fit into clips—no soldering. On-Off volume control and station knobs. Needs 1 9-V Radio battery (Zinc type), see (4) below, right on this page.
48 T 2308—Cabinet 7½x5x1½ in. Ship. wt. 3 lbs. 17.95

(M) NEW REMCO TRANSISTOR RADIO KIT WITH BROADCAST SYSTEM. Nationally advertised for $9.95. Build your own professional type transistor radio set. Pick up favorite local radio programs on sensitive 1500 Ohm head set. Have fun announcing your own broadcast. Plastic cabinet; 4-in. Alnico loudspeaker, powerful broadcast microphone. Connecting wire. Selective station tuner, diode detector. Needs 3 Radio C batteries (buy 4 for "spare"); (2) below, right.
48 T 2225—Base 17x3¼x8½ in. high. Wt. 3 lbs. 8 oz. 8.69

(N) REMCO CRYSTAL RADIO KIT. Nationally advertised for $3.98. Sturdy plastic case, tuning knob station selector; plug-ins for antenna, ground, headphones. 1500 Ohm earphone with adj. headband. 50-ft. wire. Fixed crystal. Easy to assemble. No batteries needed.
48 W 2247—Base 6x2½ in. Ship. wt. 1 lb. 4 oz. . . . 3.49

(P) NEW REMCO TRANSISTOR RADIO KIT. Nationally advertised for $6.95. Easy to build. Plastic cabinet; sensitive station tuner, 1500 Ohm headphone. Diode detector. Needs 1 Radio A battery; (1) below.
48 T 2221—50 ft. wire. Base 8x3x5 in. high. Wt. 3 lbs. 6 19

SEND AND RECEIVE MESSAGES WITH YOUR PALS

(T) ELECTRONIC TOY "RADIO STATION." (Ages to 10.) "Operators" can send, receive voice or code messages. Switchboard transmitter has 2 "mikes," telegraph key (buzzes, clicks), revolving beacon, "signal detector," automatic "decoder," "Log." Durable plastic. 50-ft. wire. Needs 2 Radio A batteries; (1) at right.
48 W 2212—Inst. Abt. 12½ in. high. Wt. 1 lb. 4 oz. . . 5.85

(U) "WESTERN UNION" TELEGRAPH SET. (8 yrs. up.) Enameled steel signal sets 3x5 in. to send, receive code messages; buzzes, flashes, clicks. 50 ft. of wire. Morse Code instructions, miniature telegram blanks. Needs 4 Radio A batteries; (1) at right.
48 T 2268—Ship. wt. 1 lb. 8 oz. . . . . Set 2.19

(V) 2-WAY "WALKIE-TALKIE." (Ages to 10.) It's Electro-magnetic—no batteries or plug-in are needed. Youngsters can have fun sending and receiving "secret" messages from as far as 50 ft. Includes message panel, wave-length meter, antenna. Made of durable plastic. 50 ft. of wire and instructions included.
48 T 2214 —Abt. 10 in. high. Ship. wt. 14 oz. . Set 2.69

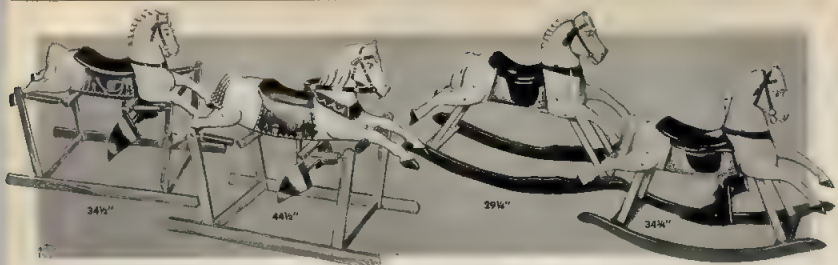
(W) DICK TRACY WRIST RADIO. (Ages to 10.) 2-way electro-magnetic "radios" really work—transmit voice clearly both ways, send "buzz" and "click" signals. 2-unit set, black and red plastic with adj. hand straps. 50-ft. wire. Larger unit abt. 4½x3¼ in.
48 T 2218—Battery incl. Ship. wt. 1 lb. 2 oz. 3.49

"HANDY WALKIE"

(R) A hand radio for 8 yr. olds and up. Nat. advertised $11.95. Miniature 1-tube set, all ready for scouting trips, sporting events, outdoor play. Compact and well-engineered, easy to operate. For local stations, Standard Broadcast Band. On-Off switch, volume control. Removable 3-in. antenna, earphone and headband. 10 ft. of ground wire for indoor use. Needs 1 Radio C battery (buy 2 for "spare"), 1 30 V Radio B battery (NEDA 210); (2) and (5) below. Plastic case 4¼x2⅞x1⅛ in. Instructions.
48 T 2249 Ship. wt. 1 lb. 4 oz. . 7.95

BATTERIES FOR ITEMS ON THESE 2 PAGES

Article No.	Type	Wt.	Price
(1) 62W23	Radio A	4 oz.	Ea. 10c
(2) 62T6	Radio C	2 oz.	Ea 10c
(3) 62W79	Radio B	14 oz.	Ea. 1 89
(4) 62T7	9V Radio B	4 oz.	Ea . 99
(5) 62T87	30V Radio B	4 oz.	Ea 1.35



BOUNCING SPRING HORSE . . . in large or giant size!

Blue ribbon champ for your tiny "buckaroo." Large moulded plastic body and head; mounted on extra heavy springs. Bell rings as he gallops! Natural finish oak base. Footrest, stirrups.

89-2158 C1750 Giant Spring Horse. With reins, 44½" long x 32" high x 21½" wide. Tan horse with red saddle. Wt. 25 lbs. **$24.95**

89-2166 C1195 Large Spring Horse. 34½" long x 28" high x 20" wide. White horse, black saddle, yellow blanket. Wt. 15 lbs. **$16.95**

PLASTIC ROCKING HORSE . . . 2-toned bell rings as he gallops

Lots of safe, exciting fun for tiny tots and young cowboys from 18 months to 5 yrs. Durable plastic body; sturdy Pine balance. White body and head; Black, Yellow and Red trim.

89-2174 C925 Large Size, 34¾" long x 24¾" high x 12" wide. Steel stirrups with plastic covers. Wt. 8 lbs. **$12.95**

89-2182 C495 Regular Size, 29¼" long x 20¼" high x 9¼" wide. Center of saddle is 13½" high. Wt. 5½ lbs. **6.95**

"CHOO CHOO" ENGINE SHOOFLY

For wee folks, right from the pages of his favorite story book. Engine is made of strong plywood with pine seat, footrest and tray . . . red, black and yellow enamel finished. Has plastic safety belt. Shoofly makes "Choo Choo" sound as it rocks to and fro. Overall size: 30x12x18" high.

89-2190 B550 Shoofly **$7.95**

"ROCK-N-RIDER" HORSE

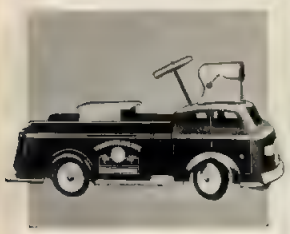
Rock him or ride him . . . wherever child's fancy leads. Sturdy rockers—convert into riding horse by pulling down steel wheels. Four large bells add to the fun. Plastic reins for a thrilling ride. Painted all over with colorful circus characters. 22" long, 13" high, 7½" wide.

89-3263 B375 Rock-N-Rider **$5.29**

DONKEY ON WHEELS—steering gear

Your youngster will be delighted with this soft, furry plush-coated donkey. He's gray and white with red felt-lined ears, and is saddled and bridled ready to ride! Nickel plated solid steel frame construction. White nylon mane and tail. Jiggle eyes. Red disc wheels; rubber tires. 9x19x26" high.

89-3305 C765 Donkey **$10.95**



STEEL RIDER FIRE TRUCK

What a thrill when a youngster receives this big 31" long fire truck that he can actually ride and steer! Complete with hand-operated siren in colorful plastic and metal housing that looks like real searchlight—flashes red light on and off as siren sounds. Bicycle type seat. 4½" rubber tires.

89-1028 C570 Fire Truck **$7.95**

MOBILE POWER DIGGER

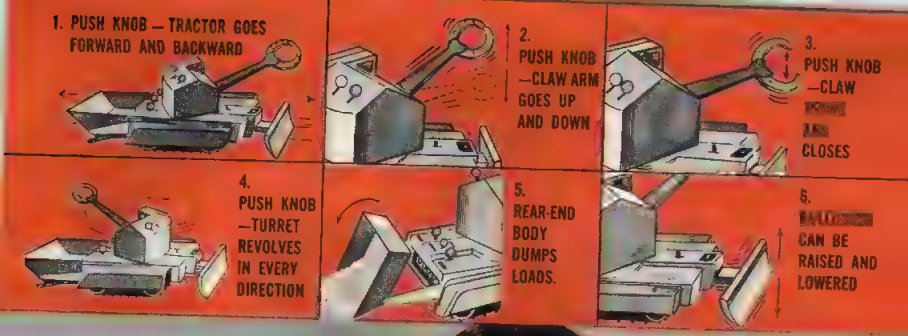
Promotes hours of constructive play for Jr. Builders! So easy to operate—scaled Digger unit swivels on truck chassis. Three controls to raise and lower—open and shut clam bucket. Dual tandem rear wheels with 10 rugged rubber tires. 30¼" long x 8" wide x 17½" high.

89-3230 C570 Power Digger **$7.95**

"RIDE 'EM" LOCOMOTIVE

All aboard! Bell rings, whistle blows (by hand). Off he goes in his shiny kiddie-car-locomotive. (Holds weight of an adult.) Comfortable seat, luggage space in tender, adjustable handle-bar steering. Made of steel automobile stock, painted Black and Red. Rubber tires. 28" long, 12½" high.

89-1739 C925 For ages 2-5. . . . . **$12.95**


1. PUSH KNOB — TRACTOR GOES FORWARD AND BACKWARD
2. PUSH KNOB —CLAW ARM GOES UP AND DOWN
3. PUSH KNOB —CLAW CLOSES
4. PUSH KNOB —TURRET REVOLVES IN EVERY DIRECTION
5. REAR-END BODY DUMPS LOADS.
6. CAN BE RAISED AND LOWERED

Wyandotte's New ELECTRO-CLAW SUPER-TRACTOR

ELECTRIFYING!

The most dramatic toy of the year! Forerunner of a brand new line of patented wonder toys by Wyandotte. You've never seen anything like them! They're exclusive with Wyandotte. Be sure to see the NEW WYANDOTTE LINE in SUITE 1156-1157 – Fifth Avenue building. There's a TREAT in store for you.

LOOK FOR THE BIG W ON THE WYANDOTTE TOYS

WYANDOTTE TOYS ALL METAL PRODUCTS CO. General Offices—PIQUA, Ohio

New York Sales Office—Suite 1156 200 Fifth Avenue, New York 10, N. Y.

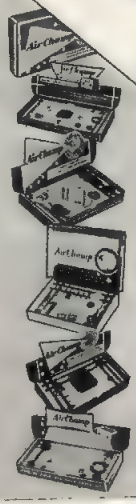
AIR CHAMP

... first and finest in Radio Kits

for young America

Continued success is seldom—if ever—an accident! Since their inception, Air Champ Kits have become America's most popular "do-it-yourself" radio item. This achievement stems from the high standards we have imposed upon ourselves. We are continuously striving for perfection in every phase of our operation!

Ever alert to the fact that dealers and consumers are constantly seeking newer and better kits, we never relax in our quest to satisfy their demands. Their ultimate trust and satisfaction is our dictum. It is small wonder, then, that year after year our kits lead all others in sales. It is no accident that the name Air Champ has become synonymous with Service, Dependability and Quality!



1-TUBE RADIO KITS

•

2-TUBE RADIO KITS

•

SHORT WAVE AMPLIFIER KITS

•

ELECTRONIC EXPERIMENTAL KITS

•

CRYSTAL RADIO KITS

•

FIXED CRYSTAL RADIO KITS

•

TRANSISTOR KITS

•

LOUDSPEAKER KITS

•

HEAD SETS

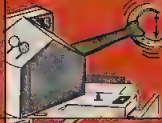
AIR • CHAMP Sales Corp.

Showroom & Offices: 200 FIFTH AVE., N.Y.C. Room 653

577 EAST 156th STREET, NEW YORK 55, NEW YORK

1. PUSH KNOB - TRACTOR GOES FORWARD AND BACKWARD

2. PUSH KNOB —CLAW-ARM GOES UP AND DOWN



3. PUSH KNOB —CLAW OPENS AND CLOSES

4. PUSH KNOB —TURRET REVOLVES IN EVERY DIRECTION

5. REAR-END BODY DUMPS LOADS.

6. BULLDOZER CAN BE RAISED AND LOWERED

Wyandotte's New ELECTRO-CLAW SUPER-TRACTOR

ELECTRIFYING!

The most dramatic toy of the year! Forerunner of a brand new line of patented wonder toys by Wyandotte. You've never seen anything like them! They're exclusive with Wyandotte. Be sure to see the NEW WYANDOTTE LINE in SUITE 1156-1157 – Fifth Avenue building. There's a TREAT in store for you.

[illegible] ON WYANDOTTE TOYS.

WYANDOTTE TOYS ALL METAL PRODUCTS CO. General Offices—PIQUA, Ohio

New York Sales Office—Suite 1156 200 Fifth Avenue, New York 10, N. Y.

P. I. E. TRUCK

NBC TRUCK

FIRE TRUCK

SANITATION TRUCK

COLLIE DOG

See "IRMA"... and all of these toys at the TOY FAIR*!

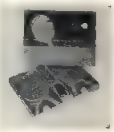


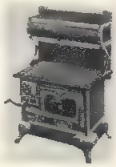
TABLE TENNIS

NEW PLAY HOOVER

TEXAS-MILLIONAIRE GAME

PUTT-A-WAY

ALSO ON DISPLAY
AT TOY & VARIETY
MERCH. FAIR
BOOTH 30-31
N.Y. TRADE SHOW BLDG.
500 - 8th AVE.



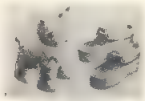
MINIATURE RANGE

HOLSTER SET

DIAL PHONE

*HOTEL NEW YORKER
ROOMS 1236-1237

1107 BROADWAY
ROOM 1216



PLAYMATE SET

BASKETBALL

INTERCOM

PLAY PAKS RACK

W. A. SAYRE ASSOCIATES

ROOM 1216 • 1107 BROADWAY • NEW YORK
N. Y.: CHelsea 2-3018 N. J.: ORange 6-9024

AUTO TRANSPORT

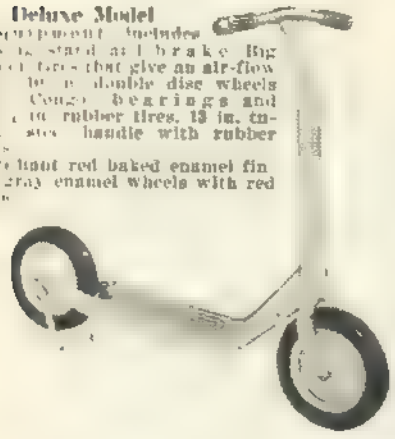
RADIO SET

SCOOTERS
RADIO

Deluxe Model

Equipment includes parking stand and brake. Big balloon tires that give an air-flow effect, double disc wheels with Congo bearings and 16x1¾ rubber tires. 13 in. tubular steel handle with rubber grips.

Bright red baked enamel finish, gray enamel wheels with red stripe.



Each

No. 1456-4—38 in. long, 34 in. high; wt. each 15 lbs. $6.00
Arizona 6.20

One in a carton.

SCOOTERS
RADIO

Super Model

Frame stamped from one piece of heavy gauge steel with embossed footrest. With parking stand. Super balloon molded tires, 6x¾ in. wheels with Congo bearings.

Bright red baked enamel finish, gray wheels with red stripe.

Each

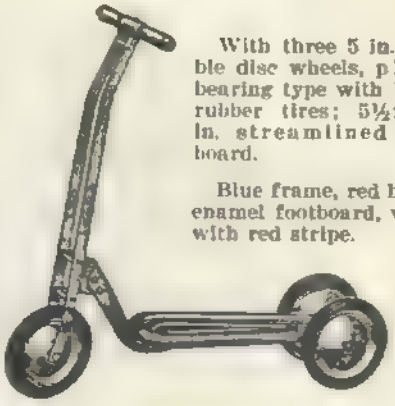
No. 1461-REX1—33 in. long, 30 in. high; wt. each 8½ lbs. $3.00
Arizona 3.10

One in a carton.

SCOOTERS
RADIO

With three 5 in. double disc wheels, plain bearing type with ½ in. rubber tires; 5½x13½ in. streamlined footboard.

Blue frame, red baked enamel footboard, white with red stripe.



Each

No. 1457-3—25 in. long, 25 in. high $2.80

Six in a carton.

SCOOTER DISPLAY STANDS
RADIO

A cleverly designed, sturdy, handsome stand that holds a scooter upright in a natural position.

Aluminum finish band steel upright with clips on sides for price tags. Black rubber tip protects scooter from scratches.

Each

No. 1463-60—8½ in. base, 13½ in. high $4.50

Two in a carton, KD.

BABY WALKERS
GARTON

Body—Seat made of seasoned lumber, finished white; metal back of seat finished white with red decorations.

Handle—Push type adjustable tubular steel, riveted to rigid steel attaching arms, in which a luggage carrier is incorporated; finished in red; detachable.

Wheels—Front 5 in. disc, rear 7 in. disc for ease in going down curbings; all wheels finished white with red stripe and equipped with easy rolling Nylon bearings and ⅝ in. extruded tiring.

Gear—New tubular design, light but extremely sturdy, finished red.

Equipment—Removable foot pan finished in red; tray; beads and rubber front bumper.

Each

No. 1466-6085—25 in. long, 19 in. wide, 17 in. high; wt. each 21 lbs. $13.50

One in a carton.

TOY WHEELBARROWS
AMSCO KIDD-E-BARRO

All steel construction. Pan of deep drawn 20 gauge steel, sturdy 20 gauge steel wheel. One-piece, molded, non-skid oversize Firestone tire. "Flexgrip" plastic handle grips. All steel tubular shafts.

Lustranamel finish. Colors include—fire engine red with ivory trim and emerald green with tangerine trim.

Each

No. 1470-366—31 in. long over all, 10¼ in. high, 12¾ in. wide, 7½ in. diam. wheel; wt. each 5¼ lbs. $3.40

Six in a carton.

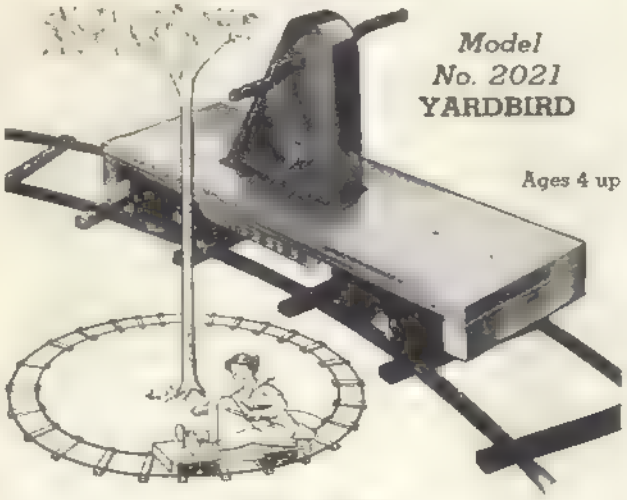
PLEASE KEEP THIS CATALOG HANDY

YOU WILL FIND this catalog very simply compiled in order that you may more conveniently select those items best adapted to your needs. It is placed with you to be used as a SILENT ASSISTANT and we hope it will prove an actual help in your business. It cannot properly serve its purpose unless it is kept convenient and within reach at all times for quick reference.

NOTE—All Wheel Goods Sold Only in Full Carton Quantities

HANDCARS

DOEPKE YARDBIRD



Chain Driven

Crank operated, chain driven. Eight cast iron wheels mounted on two trucks. Large enough to carry two youngsters.

Streaks along on its own miniature track. Additional track and trailer unit available. Young backyard railroaders can lay out a whole rail system.

Complete with forty feet of curved track.

Scarlet and yellow color.

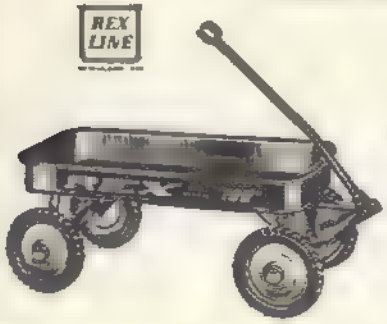
Each

No. 1847-2024—34½ in. long, 11 in. wide $41.00

One in two cartons.

COASTER WAGONS

RADIO REX

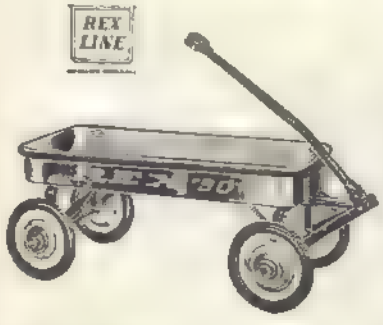


All steel construction; speedy ball bearings 8x1.25 semi pneumatic tractor style tires; double disc wheels, ½ in. round axles.

Maroon baked enamel finish body, wheels gray with maroon stripe; black undergear.

Each

No. 1460-REX100—34x15½x3¾ in. body, 8 in. wheels $9.50
Arizona 10.00



All steel construction; famous "Congo" lifetime bearings; double disc wheels; 8¼x1.25 in. semi-pneumatic tires; ½ in. round axles.

Red baked enamel finish body, gray wheels.

Each

No. 1459-REX90—34x15½x3¾ in. body, 8¼ in. wheels $8.69
Arizona 9.00

Same generally as above, except smaller size and with steel bearings, 1 in. tires, ⅜ in. axles and double disc 6 in. wheels.

Each

No. 1458-REX80 24½x12x3¼ in. body, 6 in. wheels $4.00
Arizona 4.30

All above, one in a carton.

COASTER WAGONS

RADIO FLYER

A full size top quality wagon. Heavy gauge steel body with roll top and bottom; double disc wheels with "Congo" lifetime bearings; 10x1.75 in. super-balloon molded tires, ½ in. round axles. Bright red baked enamel finish with gray enamel wheels with red stripes; black gear and handle.

Each

No. 1455-18—34x15½x4½ in. body, 10 in. wheels $12.00
Arizona 12.50

One in a carton.

RADIO SUPER

A smart, sturdy special wagon with heavy gauge bolsters, front gear and fifth wheel. Heavy gauge steel body with roll top and bottom; double disc wheels. "Congo" lifetime bearings; 7x1.25 in. super-balloon molded tires; ⅜ in. round axles. Bright red baked enamel finish with gray enamel wheels with red stripe; black gear and handle.

Each

No. 1454-9A—28x13x3¾ in. body, 7 in. wheels $7.20
Arizona 7.50

One in a carton.

AMERICAN TOT

A practical small wagon. All steel construction with roll top and bottom on body; double disc wheels, plain bearings; ½ in. solid rubber tires; ¼ in. round axles. Bright red baked enamel finish.

Each

No. 1453-7 20x10x3 in. body, 5 in. wheels $2.50
Arizona 2.70

Six in a carton.

COASTER WAGON DISPLAY FIXTURES

RADIO

A display fixture that permits the stacking of four coaster wagons in an effective display. Adjustable to fit all wagons from the largest to the smallest. Made of steel; two nuts permit quick adjustment to size wanted.

Per set

No. 1462-50-Set, consists of six adjustable steel fixtures, complete with thumb nuts, sufficient to display four wagons $5.20
Arizona 5.20

One set in a carton.

You can send in orders by mail with the assurance that they will be handled promptly and accurately and at the lowest possible prices.

Action packed games for fun and excitement

Triple Board BOWLING and SHUFFLEBOARD ALLEYS

- **An Amazingly Different and Revolutionary Game Sensation for MORE Games! . . . MORE Play! . . . MORE Fun! • 60" Long!**
- **Combines Realistic Bowling Alley Play With Fast Shuffleboard Action**
- **Not Only Bowling and Shuffleboard . . . But Actually Nine Games in One!**

Here's an amazing game that will not only catch the fancy of the pre-teens and teenagers, but it will actually provide hours of action-packed fun for mom and pop and the entire family. It's ideal for game rooms and play basements. Two extra sized bowling alleys and a shuffleboard alley each come complete with their own set of accessories that enable not only three but NINE different games to be played. Shuffleboard alley includes two shuffleboard poles and six shuffleboard pucks. Bowling alleys include Twenty plastic 3½" bowling pins, four bowling balls, two ball attachments plus eight plastic race horses. Each plastic racing cars and two number spinners. Each alley can be played individually or competitively — with room enough for a number of youngsters to play at the same time. Overall size 60" long, 29¾" wide, 26½" high. Striking red and black finish. Wt. 15 lbs.

No. 8915 List $12.95. Dealer's, each $8.50.
3 lots, each $7.75. 6 lots, each **7.28**

AUTOMATIC PIN-BALL GAME

- **Just Like the Real Thing . . . Lights Flash! . . . Bells Ring! . . . Score Registers!**
- **Hand Activated Kickers Keep Ball in Play**
- **Automatic Ball Loading Mechanism**
- **Electrically Operated**

This is just the game to fill those idle hours with fun, action and enjoyment. The blackboard is equipped with an automatic scoring mechanism so that pin ball strikes a bumper, lights flash, bells ring and the score registers. There's even a provision made for triple plays. Two hand activated kickers enable ball to be kept in play so that a score of 100,000 can be made. Automatic ball loading. Complete with five steel balls. Wood frame with heavy glass covering. Securely mounted on wooden legs. Heavy duty cord. Length 30½", width 16½". Over all height 45". Operates on 110 volt AC current. Wt. 30 lbs.

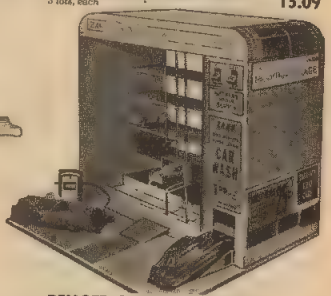
No. 8413 List $24.95. Dealer's each $16.45
3 lots, each **15.09**

"KNOCKOUT" BOXING GAME

- **Plenty of Punch For 2 to 6 Players . . . and A Room Full of Spectators • Operates on Flashlight Battery**
- **Hi-Impact Boxers Move In Every Direction**
- **Rights and Lefts Are Controlled By the Players**
- **Light and Buzzer Operate When Fighter Is Knocked Down**
- **Real Bell For the Timekeeper and 1-Minute Timer**

One of the most exciting games ever. Ends from 2 to 6 players to participate. The sturdy hi-impact boxers move in every direction. The player controls their rights and lefts and fainting and sparring. When one fighter is hit on the jaw he's "down for the count" with buzzer sounding and eight glowing Fighters are of unbreakable plastic. Ring has wooden posts and ropes. Metal base, colorfully decorated with spectators, has a real bell for the timekeeper and 1 minute timer. Non-marring feet are under the base of the 12"x12" ring. 6½" overall height. Operates by flashlight battery. Wt. 4 lbs.

No. 8070. List $6.95. Dealer's, each $4.40.
3 lots, each $4.06. 6 lots, each **3.78**
No. 14014, Battery for above. 1 required. List 15c. Dlr's., ea. .9¾c

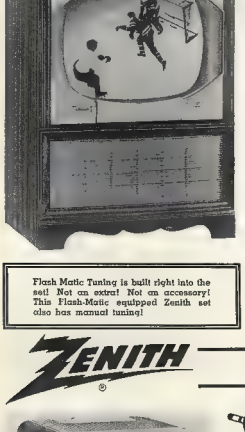


REMOTE CONTROL ELECTRIC AUTO PARKING GARAGE

- **Steel Elevator Goes Up and Down To Any Floor Location**
- **Complete with 5 Cars, Batteries and Accessories**

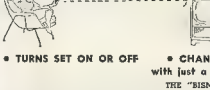
A fully equipped parking garage just like the ones seen in the largest metropolitan areas. The built in electric elevator runs on steel guide shafts. It automatically takes the cars up and down and moves them to any of the eight floor levels on any of the five parking levels. Two color ramp fits into front of garage and folds up when not in use. Constructed of Masonite Board, assembled with steel fasteners. Exposed areas painted in grey concrete color with the outer surface laminated with varnish. Decorative label is permanently fastened. Complete with built in car wash, assortment of garage accessories, cars to play with, and two standard flashlight batteries. Size 18" wide, 18" high, 8" deep. Wt. 6 lbs.

No. 8302, List $9.95. Dealer's, each $6.83
6 lots, each **5.97**



Flash Matic Tuning is built right into the set! Not an extra! Not an accessory! This Flash-Matic equipped Zenith set also has manual tuning!

ZENITH "BISMARCK" 21" CONSOLE TV



featuring Exclusive

FLASH-MATIC TUNING

- TURNS SET ON OR OFF
- CHANGES CHANNELS with just a beam of light!
- SHUTS OFF SOUND

HOW IT WORKS . . .

No cords! No wires! No strings! Just a flash of light across the room. Just aim the Zenith Flash-Gun at the light-sensitive photocells built into this Zenith Flash-Matic TV set. The touch of the trigger. Flash! The set responds instantly to your bidding. Here's what Flash-Matic tuning does: turns on set . . . turns off set . . . changes channels . . . shuts off sound while picture remains on screen, to eliminate long, annoying commercials. The greatest super-comfort tuning development ever to come from the creative genius of Zenith's exclusive Radionic Laboratories.

THE "BISMARCK." Giant 21" television console. Part of the 1956 Zenith Royalty Line. Clearer, brighter pictures even in "problem" reception areas near or far from the TV station. Zenith "Fringe Lock" circuit locks picture in place to eliminate vertical roll and side-to-side wobble. Overcomes synchronizing defects caused by other electrical appliances. Giant screen 21" Cinebeam picture tube reflects all the light out through the face of the tube for double picture power, whiter whites, blacker blacks. Darkened face plate with specially treated glass virtually eliminates reflection in lighted rooms, emphasizes background detail to produce clearer pictures without glare or milkiness. Special selective filter screens out interference, i.e., powerful police transmitters, etc. **Static-free FM sound.** Turret tuner for accurate one-knob tuning and simplified conversion to UHF stations. Built-in UHF/VHF antenna eliminates need for external antenna in many locations. **19" speaker.** Operates on 110-120 volts, 60 cycles, AC. Handsome contemporary cabinet design. Equipped with easy-rolling, heavy duty, removable casters. **Size:** 37½" high, 27½" wide, 21¾" deep. **Mahogany finish.**

D2SE829-31025.....RETAIL **$399.95**

As above: Cabinet of Grained Blond Oak color.

D2SE830-32545.....RETAIL **$419.95**

1956 ROYALTY TELEVISION LINE

"GROSSE POINT" 21" CONSOLETTE

With "Picture-Lock" stabilizer circuit to provide steadier pictures in "problem" reception areas and sensitive Cascade tuner to amplify incoming TV signals with minimum set noise. Local-distance switch provides better reception of local or distant stations. Special selective filter screens out interference from powerful police transmitters etc. "Gated Beam" sound stabilizer screens out sound interference for crystal clear reception. **Features:** spotlite dial, 7½" speaker, hideaway power cord, "pullout" UHF/VHF antenna. Tuning and volume knobs at sides of picture screen; secondary controls on top of cabinet. New trend-line styling in metal cabinet, matching base complements cabinet and houses 7½" speaker. Large "easy roll" casters. **Size:** 36⅝" high, 25⅝" wide, 20" deep. 110-125 volts, 60 cycles AC. Choice of Mahogany or Ebony finish. **Specify.**

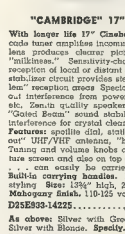
D2SE931-18525.....RETAIL **$229.95**

As above: Blonde finish.

D2SE932-20375.....RETAIL **$239.95**

CINEBEAM PICTURE TUBES

Reflects all the light out through the face of the tube for double picture power, whiter whites, blacker blacks.



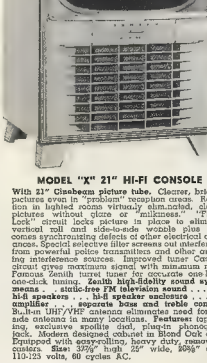
"CAMBRIDGE" 17" TABLE MODEL

With longer life 17" Cinebeam picture tubes. Cascade tuner amplifies incoming TV signals and Cinelens produces clearer pictures without glare or "milkiness." Sensitivity-change switch for better reception of local or distant stations. "Picture-Lock" stabilizer circuit provides steadier pictures in "problem" reception areas. Special selective filter screens out interference from powerful police transmitters, etc. Zenith quality speaker for finer tone quality. "Gated Beam" sound stabilizer screens out sound interference for crystal clear reception of TV sound. **Features:** spotlite dial, **static-free FM** sound, "pullout" UHF/VHF antenna, "hideaway" power cord. Tuning and volume knobs centered at sides of picture screen and also on top of cabinet. Only 45 lbs. . . . can easily be carried from room to room. **Built-in carrying handles.** New, colorful, compact styling. **Size:** 13¾" high, 20¼" wide, 18⅛" deep. **Mahogany finish.** 110-125 volts, 60 cycle AC.

D2SE933-14225.....RETAIL **$159.95**

As above: Silver with Green, Silver with Mocha, Silver with Blonde. Specify.

D2SE934-14725.....RETAIL **$168.95**



MODEL "X" 21" HI-FI CONSOLE

With 21" Cinebeam picture tube. Clearer, brighter pictures even in "problem" reception areas. Reflection in lighted rooms virtually eliminated, clearer pictures without glare or "milkiness." "Fringe Lock" circuit locks picture in place to eliminate vertical roll and side-to-side wobble plus overcomes synchronizing defects of other electrical appliances. Special selective filter screens out interference from powerful police transmitters and other annoying interference sources. Improved tuner Cascade circuit gives maximum signal with minimum noise. Famous Zenith turret tuner for accurate one-knob, one-click tuning. **Zenith high-fidelity sound system means . . . static-free FM television sound . . . dual hi-fi speakers . . . hi-fi speaker enclosure . . . hi-fi amplifier . . . separate bass and treble controls.** Built-in UHF/VHF antenna eliminates need for outside antenna in many locations. **Features:** tap tuning, exclusive spotlite dial, plug-in phonograph jack. Modern designed cabinet in Blond Oak color. Equipped with easy-rolling, heavy duty, removable casters. **Size:** 39⅝" high, 25" wide, 20⅝" deep. 110-125 volts, 60 cycles AC.

D2SE935-27125.....RETAIL **$349.95**

All Sets F.O.B. Factory, Chicago

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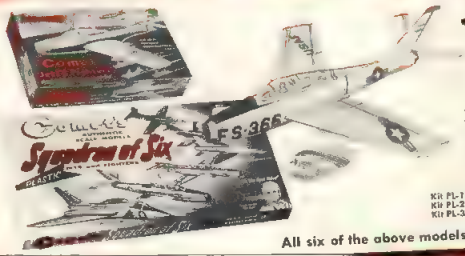
offers an ENTIRE FAMILY of AUTHENTIC SCALE PLASTIC MODELS

...at 29¢ each ALL-PLASTIC JETS and FIGHTERS—in Easy-to-Stock, Easy-to-Sell, Easy-to-Ship ASSORTMENTS



Authentic ALL-PLASTIC scale models of famous jets and fighters, rich in detail, high-gloss finish in realistic colors. Complete with clear plastic pedestal, correct decals, simple plans, in colorful box. Approx. wingspan 5½". Not toys, but true-to-scale models of the actual planes, products of Comet's famed Designing Department, with a quarter of a century of experience.

Kit PL-1 Grumman Cougar F9F-6
Kit PL-2 North American Super Sabre F100
Kit PL-3 Lockheed Starfire F94C
Kit PL-4 Douglas Skyknight F3D
Kit PL-5 Douglas Skyray F4D
Kit PL-6 Republic Thunderstreak F84F

All six of the above models in Comet's full-color "Squadron of Six" box $1.69

...at 39¢ each ALL-PLASTIC JET BOMBERS and EXECUTIVE PLANES—in Easy-to-Stock, Easy-to-Sell, Easy-to-Ship ASSORTMENTS

At 39¢ each—sensational ALL-PLASTIC reproductions of full-scale jet bombers or executive planes, with all important exterior details. Clear plastic windows, authentic colors, decals, swivel pedestals, etc. Approx. wingspan 7". In vividly printed 4-color boxes. These are the great bombers in today's headlines, and the planes flown by the top executives of American industry, all true-to-scale, rich in detail.

Kit PL-20 Douglas B-66
Kit PL-21 Boeing Stratofortress B-52
Kit PL-22 Boeing Stratojet B-47
Kit PL-23 Piper Apache
Kit PL-24 Aero Commander
Kit PL-25 Cessna 310

All six of these models in striking "Big Six" full-color box $2.29

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"Set of Seven" jars in handy container

COMET CEMENT for PLASTICS

10c and 25c TUBES

In smart metal tube. Turns out better-looking plastic models; repairs plastic objects.

...and at 98c THE BOEING 707 STRATOTANKER

KIT PL-800

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also GRUMMAN HUNTER-KILLER KIT PL-801 *(First two of a Series)*

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PAC DELIVERS FAST... PROVED BY WESTERN'S STUDY

A study conducted by K. W. Kendrick, Director of Purchasing for Western Airlines, has proved the advantages in using PAC as a source of supply. Mr. Kendrick's survey revealed that of all orders placed with PAC, over 75% were completed within 30 days and over 90% within 60 days. Pacific Airmotive's "APS"* has enabled Western to reduce inventories substantially, thereby releasing inventory dollars for other purposes. PAC is proud of this record and the confidence that Western has placed in its service. If you would like the complete story of how PAC can provide similar savings and service to your organization, write, wire or phone today.

*APS - *Advance Planning Service*

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UNDER ALL TEMPERATURES AND FLIGHT CONDITIONS!**

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The new Model R-87, shown above, was designed particularly for use on fighters and other applications where space and weight are very much at a premium. Other models are available designed as an integral part of a quadrant, cable drum, pulley or built in-line with the system.

Also, Pacific engineers are available to design a custom installation or fit an existing model to your specific control system needs. Write today for more information!

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permitting UAC personnel to pursue higher education while maintaining employment with the company, the school will be opened later to any resident of the Hartford area.

Along with increasing the supply of teachers this country must consider raising the level of what is taught, many observers feel.

DeWitt, in his study of Soviet professional manpower, points out that Russian training in mathematics and the sciences appears to be more thorough than ours.

Soviet engineering education is characterized by long hours, full weeks, and a substantial part of the year spent in actual attendance at class—far more than the equivalent in the United States, DeWitt says.

DeWitt points out that in Russian elementary schools, grades 1 to 4, technology and basic sciences take up 28% of the school time, in intermediate grades 33%; in upper secondary school grades, the figure is over 40%.

In engineering schools, approximately 6.8% of the time is spent on what we would call the "humanities"; more than 25% is spent in general science, 25% is spent in general, non-specialized engineering; the remainder, except for 6-10% devoted to military training and physical education, is spent in the student's narrow engineering specialty.

Brig. Gen. Carlton S. Dargusch, assistant director for manpower, Office of Defense Mobilization, suggests a national system of awards to increase student as well as teacher interest in science and technology.

Dargusch's proposal is for an initial fund of at least $1 million. The awards would go to students and teachers in both high school and college for superior performance and outstanding contributions.

Several programs along this line have been in force for some years. Probably the best known is Westinghouse's annual science talent search.

In addition, several companies, notably General Motors, maintains a long-term promotional program, designed to interest the nation's youth in technology as a career.

Education got a tremendous boost late last year when the Ford Foundation announced its $500 million grant, mainly designed to raise teaching salaries. In addition, more scholarships are being made available constantly to help those attend school who might otherwise not be able to.

Today, fewer than half the young people in the top quarter of the population from the IQ standpoint finish a four-year college course. The most general reason behind this failure is financial. It is hoped that increased scholarship opportunities will help increase the yield from this rich source.

Phillips 66 puts the Giant Power of Petroleum into Rockets

Petroleum-derived materials produce the power for a wide variety of rockets designed and developed by Phillips scientists and engineers, including the largest known thrust single rocket motor. Phillips has developed a family of solid propellant rockets, utilizing petroleum raw materials of which the Company is a major producer.

Air Force Plant 66 operated by Phillips and located in Central Texas, provides extensive facilities for applied research, development, testing, and manufacture of solid propellant rockets. Skilled scientists and engineers are available for consultation on major technical and production problems of the aircraft and missile industry.

Your inquiries are invited.

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Bartlesville, Oklahoma

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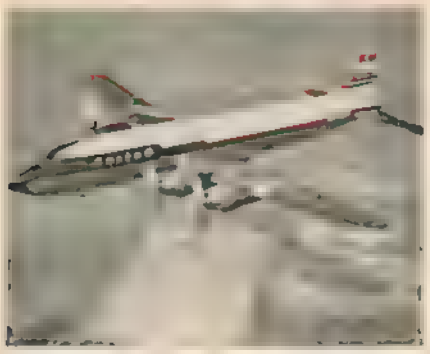
Phillips 66

Phillips 66 LOOKS AHEAD with UNITED

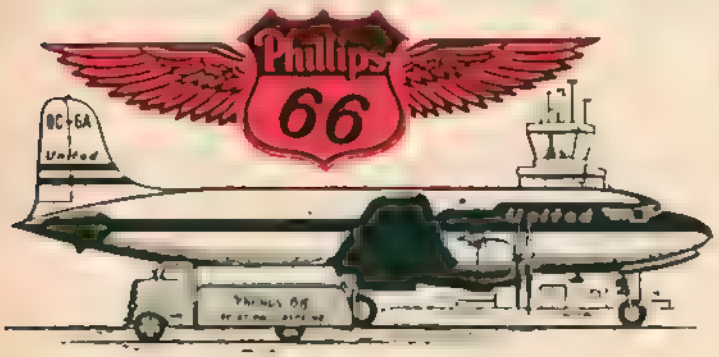
"We made a $5,500,000 investment in the future of air freight." That is the statement of R. L. Mangold, manager of cargo sales, United Air Lines. Mr. Mangold referred to United's recent addition of five new DC-6As to its cargo fleet. This addition to its DC-4 Cargoliners will expand United's all-cargo productivity from 125,000 to 225,000 ton miles daily. The 5-mile-a-minute DC-6A cargo carriers will fly coast-to-coast in less than a half a day, including an en route stop; they will cut 6 hours westbound and 5½ hours eastbound from transcontinental flights.



ACCENT ON SPEED; *cruising speed of 300 miles an hour and quick loading through oversize main cabin door assure swift delivery of mail, freight, express.*

HUGE MAIN CABIN *has 4,433 cubic feet of space, more than 200 tie-down rings and is pressurized. Temperature control permits range of 40 to 70 degrees.*

LARGE-SIZE OBJECTS, *hitherto restricted from air shipment, fit easily into the spacious cabin of United's DC-6A. Cargo capacity is 30,000 pounds.*



Today, Phillips 66 Aviation Gasoline gives dependable, efficient performance to United and other leading air lines, as well as to the military air services.

In step with the future, Phillips is a leading producer of *super performance* Jet Fuels for the latest designs in turbo-props and jets. And Phillips research continues to lead the way for development of fuels for the aircraft of tomorrow.

AVIATION DIVISION • PHILLIPS PETROLEUM COMPANY • BARTLESVILLE, OKLAHOMA

USAF Contracts

Following is a list of unclassified contracts for $25,000 and over as released by Air Force Contracting Offices:

MIDDLETOWN AIR MATERIEL AREA, Olmsted AFB, Middletown, Pa.

Superior Valve & Fittings Co., 1509 W. Liberty Ave., Pittsburgh 26, Pa., valve assembly, nitrogen, oxygen and helium, (RFP PR 528113), 21,200 ea., $45,136

Dow Chemical Co., Midland, Mich., gas dibromodifluoromethane, (IFB PR 546758) 52,688 lb., $163 944.

Sikorsky Aircraft Div., United Aircraft Corp., Bridgeport 1, Conn., IRAN maintenance of H-19 aircraft, (PR 598996), 12 ea. $87,800

Aeronautical Div., Minneapolis Honeywell Regulator Co., 2600 Ridgeway Road, Minneapolis 13, Minn., coupler and compensator repair, (RFP PR 597875), 900 ea., $84,127

Sperry Gyroscope Co., Sperry Rand Corp., Great Neck, N. Y., repair components of drone stabilization control systems, (RFP PR 598143), 145 ea., $22,679

ROME AIR FORCE DEPOT, Griffis AFB, Rome, N. Y.

Ceravolo Construction Co., Inc., RD #2, Rome, N. Y., construction of T/F communication and navigation antenna range, (IFB-30 635 56-177), job, $132 213

Bonnwell Corp., 662 Pacific St., Brooklyn 17 N. Y., H-75A/AIC elec. headset, 11,000 ea., (RFP-30-635-56-4156), $319 76

Delco Radio Div., General Motors Corp., 700 East Firmin St., Kokomo, Ind. amplifier sub-assembly, 450 ea., (RFP 30 635-56-4167), $26,892.

Motorola Communication & Electronics, Inc., 900 N Kilbourne Ave. Chicago 51, Ill. Motorola MRR-4 and MRR-5 microwave equipment and maintenance spare parts (RFP-30-635-56-5731), $1,923

Surprenant Mfg. Co., 172 Sterling St., Clinton, Mass., wire, elec. (MIL-W-5086) 65 500 ft., wire, elec. (Mil-W-5086) 120,000 ft., wire, elec. (MIL-W-5086) 2,500,000 ft., (RFP 30-635-56-4020), $57,482

Fulton Mfg. Corp., Linfoot St., Wauseon Ohio, attachable light for life vests IAW MIL-L-573, 77,806 ea., (RFP-30-635-56-1031), $56,798

DAYTON AIR FORCE DEPOT, Gentile AF Station, Dayton, Ohio.

Electronic Tube Div., Westinghouse Electric Corp., Elmira, N. Y., tube, electron type WL-5796 in a/w BU ships spec dtd 28 Mar 52, 6,000 ea., PR GE-574565, $54,900

Lamp Div., Westinghouse Electric Corp., 30 N Main St., Dayton, Ohio, lamp, incandescent, P/N AN 3131-303, 91,000 ea lamp incandescent, P/N AN 3128-4501 16,000 ea., PR 579360 $46,998

Leach Relay Co., 5915 Avalon Blvd. Los Angeles 3, Calif., relay assembly, Leach Relay Co., #3043, 175 ea., RFP 33 604-56-1311 $26, 05

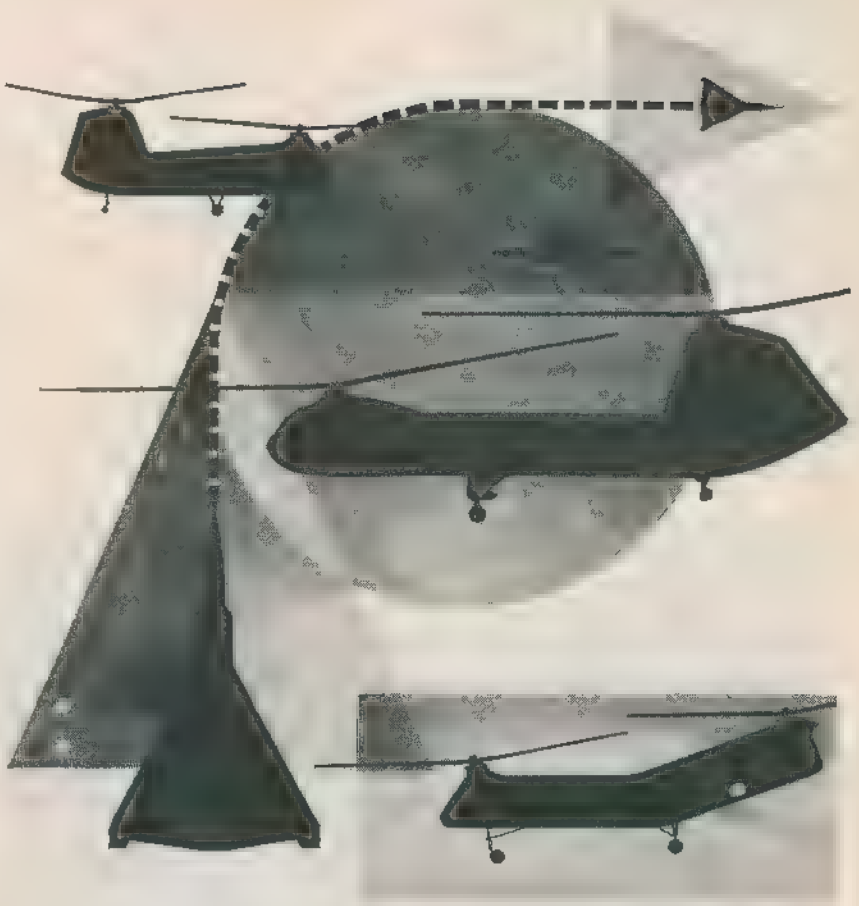
Westinghouse Electric Corp., 32 N. Main St., Dayton, Ohio, relay, armature non pick up type Bendix P/Dwg N 218326-1, 200 ea., handbook data, RFP-31-60,-55-3000 $32, 508

WAC Engineering Co., 35 S. St. Clair St., Dayton 2, Ohio, dummy load, electrical, AN/URM-58 in a/w exhibit Nr WCL-349C dtd 7 Mar 55 except para 3.3.14 is deleted in its entirety, 188 ea., engrg data, RFP [illegible] $ 4 196

Phaostron Co., 151 Pasadena Ave., S Pasadena, Calif., test sets, electrical power, 400 cycle a.c. system Type MA I in a/w military specification MIL-T-8095 (USAF) dtd 30 Dec 52 and Amdt No 1 thereto dtd 7 Jan 55, 103 ea., engrg data, maintenance data, RFP-33-604-56-1193, $46 161.

Cutler Hammer, Inc., 8th Plum St., Cincinnati Ohio, switches, aircraft, toggle in a/w MIL-S-6745, 15 Items, 72,500 ea., IFB 33 604 [illegible] $123,580

Mechanical Products, Inc., 1824 River St., Jackson, Mich., circuit breakers, non-trip-free in a/w specification MIL-C-7079, 7 items, 164,655 ea., IFB 33-604-56-23, $354,-263.



NEW SHAPES of things to come from Piasecki ...

Startling new flight concepts are taking shape on the drawing boards—in the test cells—of the Piasecki Research and Development Division.

New airfoils, new control devices, new lift configurations—these are the building blocks of future Piasecki developments.

Looking to the immediate future, progress has already been made in Vertical Takeoff aircraft. New and improved helicopter designs—projections of Piasecki's long research and engineering experience in high performance helicopter design and production—are nearing the flight stage.

Today, many different models of Piasecki helicopters are flying for the three Armed Services . . . everywhere . . . doing dozens of difficult jobs. Tomorrow, the shape of Piasecki aircraft to come will be a vital part of our Defense picture, our air transport scene.

In the future, as today, Piasecki will design and build aircraft for performance, for versatility—*for the toughest jobs.*

ENGINEERS NEEDED FOR DESIGN • AERODYNAMICS
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MORTON, PENNSYLVANIA

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Norway at the southern end of Lake Pennesseewassee is a business and recreational center for the surrounding area. It is noted for its manufacture of shoes, wood products, snowshoes, skis, sleds and moccasins and several nearby mines turn out feldspar, quartz and semi-precious stones.

A few miles east of Norway is Paris, shire town of the county, made up of South Paris, West Paris and Paris Hill. South Paris is also a busy industrial and business center, producing wood and leather products, toys and novelties. Paris Hill was the earliest residential section of the township and the birthplace of Hannibal Hamlin, Vice-President of the United States with the martyred Lincoln. From here a spectacular panoramic view of the Oxford Hills is afforded. Nearby are Snow Falls, with a drop of 40 feet to the gorge of the Little Androscoggin River; a Maine Mineral Store, a museum of Maine gems, and Mount Mica.

Bryant Pond and Locke's Mills, both on the road from

(Continued on Page 44)

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"A friendly place for nice people"

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Combines the simplicity of a camp with the comforts of an Inn and the bountiful produce of a large farm. Delicious, old fashioned country cooking. Log cabin main house and individual cabins all with bath

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with a beautiful, white sandy beach. We have everything to offer for a restful vacation—

BOATING, SWIMMING, FISHING

Modern cabins with fireplaces and showers

We serve excellent food

Rates Reasonable

American Plan

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Tel. Sebago 30-5

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We specialize in home cooked food

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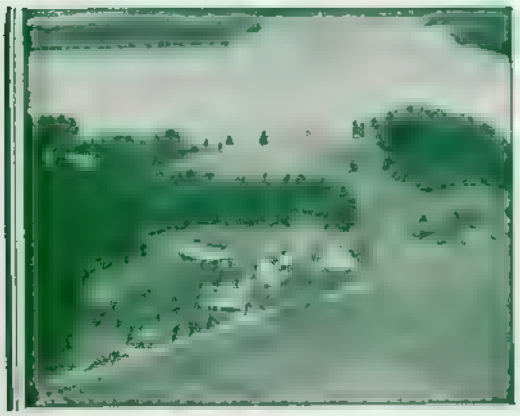
NELL and HAROLD SPARKS, Owners



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Magnificent views of Casco Bay on the east and the mountains on the west are to be had from Portland's Eastern and Western Promenades, beautiful landscaped esplanades on high ground at either end of the city. Noteworthy points include its unsurpassed water system (from Sebago Lake); Kotzschmar Memorial Organ in Portland City Hall, with public summer recitals by outstanding organists; Portland Municipal Airport (Class 3) near the Stroudwater terminus of the old Cumberland-Oxford Canal; the Wadsworth-Longfellow House; Portland Observatory on Munjoy Hill; Tate House; Victoria Mansion, the many museums and art exhibits and Portland's nearness to beach, lake and mountain.

West of Portland, at the Southwestern entrance to the Sebago Lake region is historic Gorham, first called Narragansett.

Numerous highways lead to the Sebago Lake-Long Lake region stretching to the northern part of the county and beyond, a veritable wonderland of lakes, streams, forests and hills. Sebago Lake, 14 miles long and 11 miles wide reaches a depth of 400 feet in some places. From the

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A home-like country inn of high quality and refinement. Private and semi-private baths. Unsurpassed for rest and relaxation on Long Lake in North Bridgton, Maine. Accommodations for 18 guests. Open all the year. American and European Plan. *Illustrated folder will be sent upon request*

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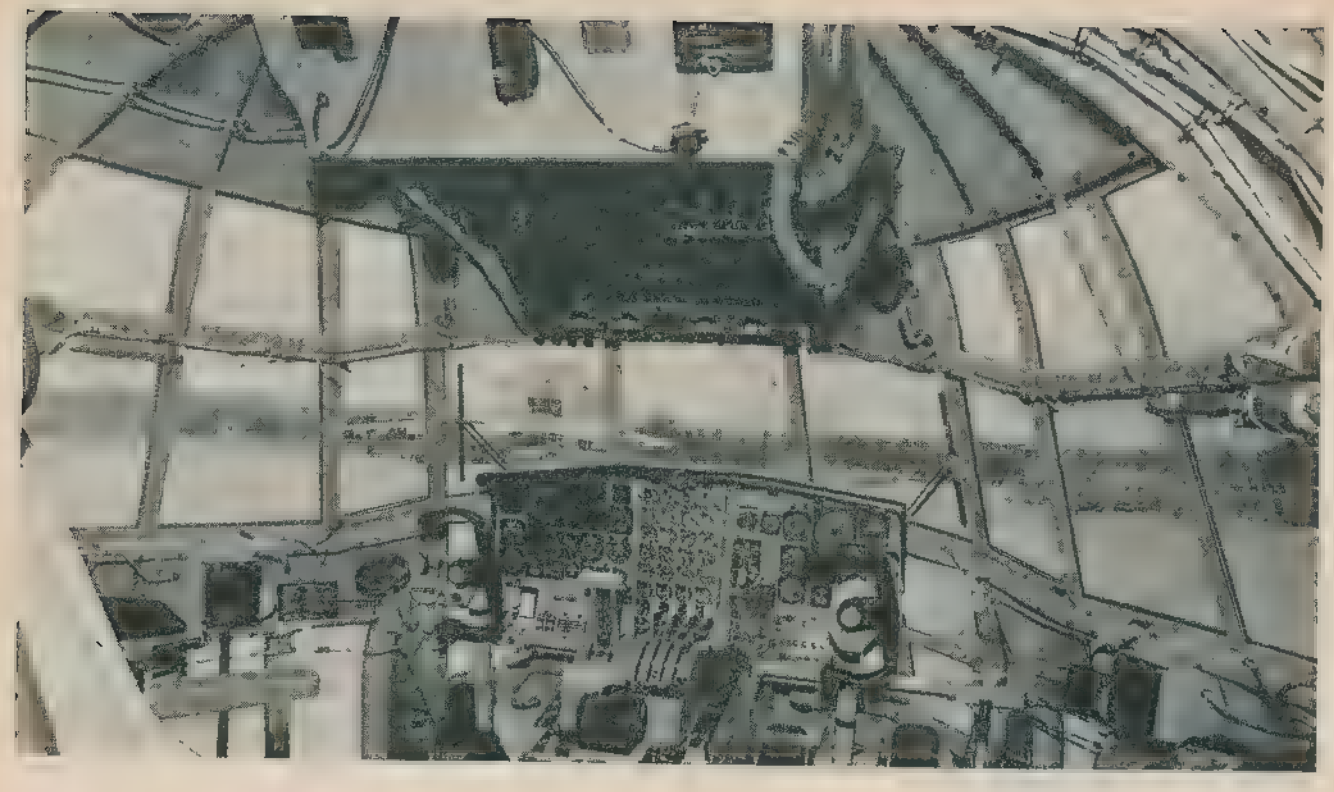

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Lockheed's C-130 Hercules is the Air Force's first turbo-prop transport. It is built to fly higher and faster *or* lower and slower (and more economically) than any existing military transport. The cargo compartment is much larger than a standard railroad freight car. It will carry about 20 tons of cargo.

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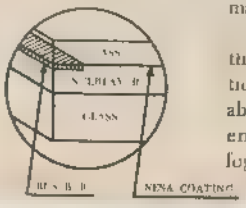

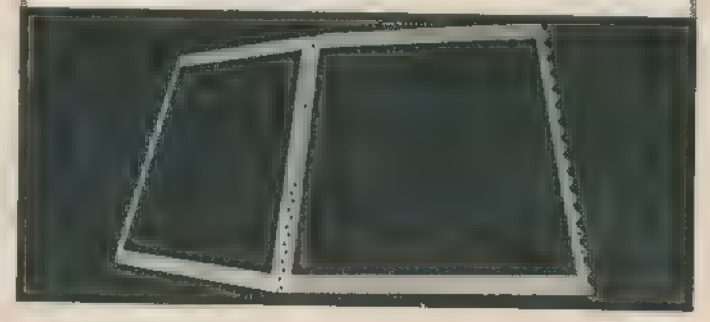

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outskirts of the city, with square-tails, brown trout and perch, while many excellent nearby brooks provide good trout fishing. Taylor Pond, just west of Auburn, and Sabattus Pond, east of Lewiston, are favorite swimming, cottage and boating spots for twin-city residents.

In Western Androscoggin County is the famous lake and resort area of Poland Spring, capped by the world-renowned Poland Spring Hotels. The Mansion House and Poland Spring House stand at the top of Ricker Hill, which commands a broad panorama of hills and lakes. The sunsets from Ricker Hill are one of the most beautiful sights in Maine. Grouped about the base of the hill, which has a world-famous golf course, are the five Range Ponds, with excellent fishing, boating and bathing facilities. Poland Spring also is the home of Poland water, which is shipped all over the world. The Spring House, with its gleaming marble and spotless metal interior, is visited annually by thousands of people

Beyond Poland Spring are Tripp Lake and the southern end of Thompson Lake, which stretches into Cumberland and Oxford Counties. Both are popular resort and tourist centers, with excellent boating, fishing, hunting and water sports facilities.

Dairying, poultry raising, canning crops, apples and potatoes are the chief agricultural activities of Androscoggin County. Canning factories are located at Auburn, Poland, West Minot, Livermore Falls and Leeds. Turner, Turner Center, Durham and Greene also are centers of farming areas based on livestock, vegetables and orcharding

Livermore and Livermore Falls, at the northern tip of the county, are agricultural and industrial centers, the latter having one of the largest paper mills in Maine, a famous foundry, a glove factory and a large cannery, besides numerous commercial establishments. Numerous small ponds and streams dot the area.

Lisbon and its business center, Lisbon Falls, is the site of the Worumbo Manufacturing Company, long famous for its men's coatings and other fine fabrics, a linoleum factory, and lumber mills. Mechanic Falls, on the western side of the county, is a commercial center for a pond and stream area and has several wood products plants.

The area of eastern Androscoggin County, reached through Wales, Webster, Sabattus, Greene, Leeds and East Livermore, adjoins the famous Kennebec Lakes Region and all of its streams, ponds and lakes including Androscoggin Lake, are well-known to fishermen, cottagers and vacationers.

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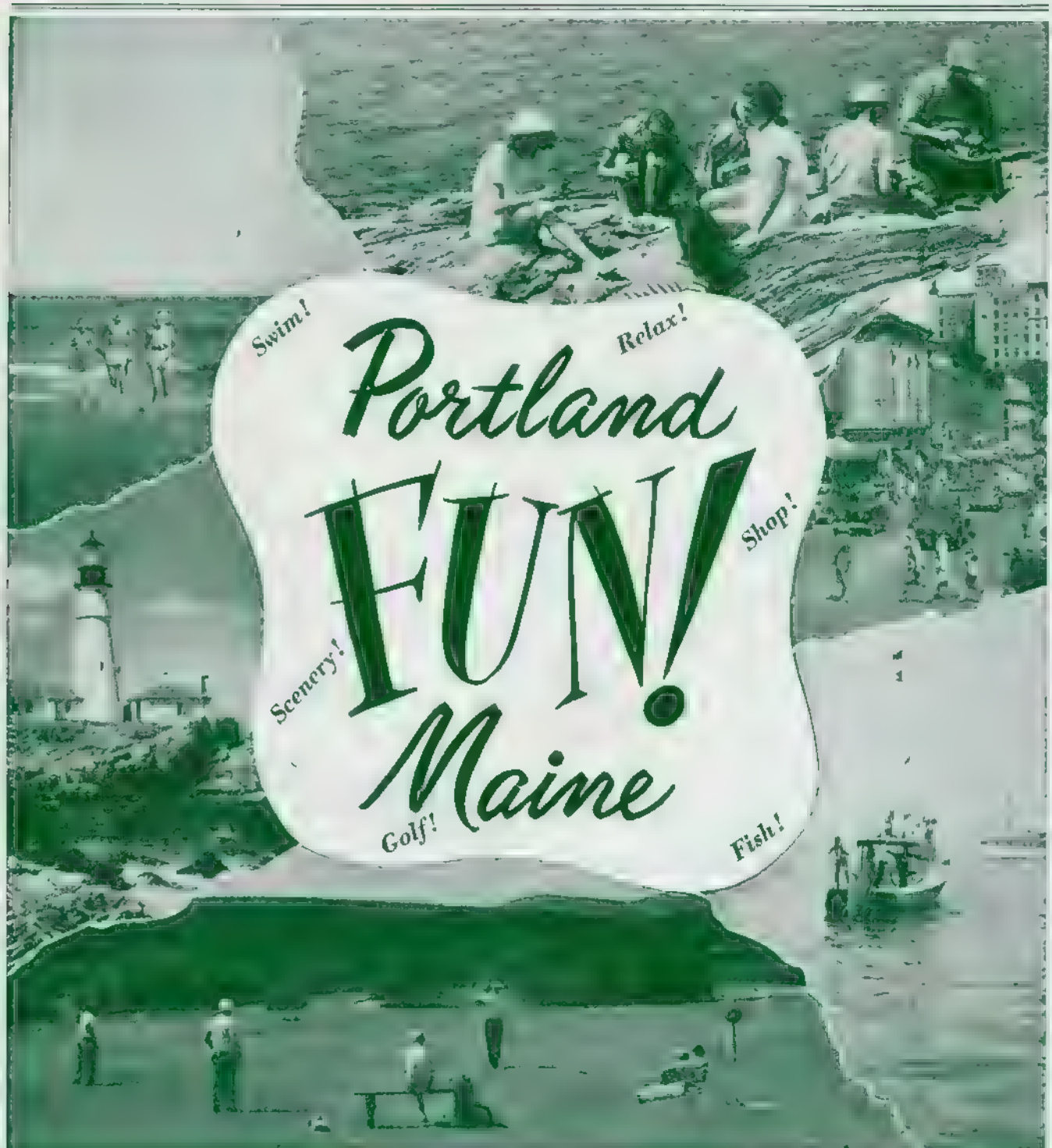

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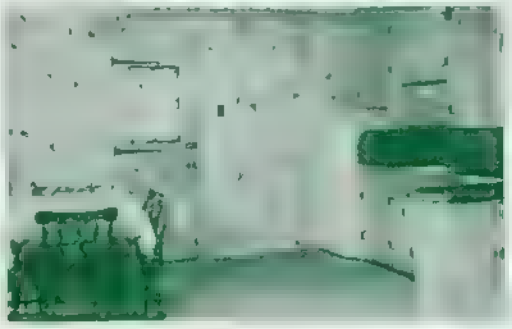

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miles of tall Norway pines, one of the few remaining stands of virgin timber. From Eustis the road follows the northern branch of Dead River over the Height of Land and through Chain of Ponds to the Lake Megantic region in Quebec. There Arnold's men followed the Chaudiere River to where it empties into the St. Lawrence near Quebec City.

The most travelled road out of Farmington is Route 4, leading to the Rangeley region. Strong, known as the toothpick center of the state, has many woodworking and woodturning mills. Phillips is a thriving community in the upper Sandy River valley, overshadowed by majestic Mount Blue, Saddleback and Mount Abraham. Fertile upland and

(Continued on Page 53)

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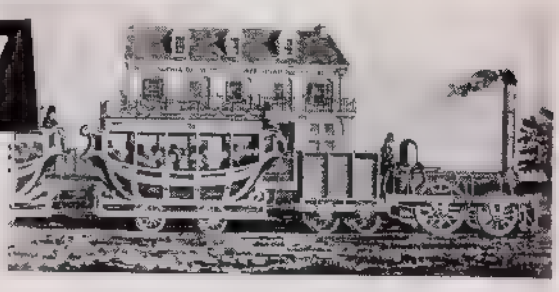

"Old Ironsides", built in 1832, was the first engine to run on the Reading Railroad as well as the first to make scheduled runs in Pennsylvania It was constructed for the Philadelphia, Germantown and Norristown Railroad

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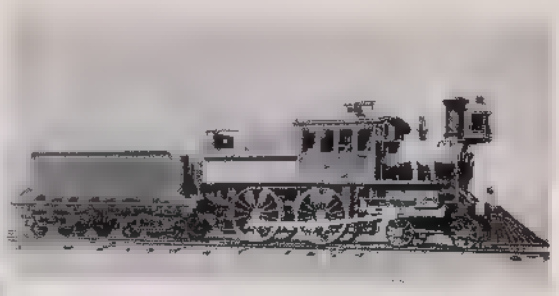

Locomotive 411, built by the Reading Railroad in 1880, was the heaviest class passenger engine constructed in the United States at the time This pioneer, anthracite-burning, "Camelback"-type locomotive was the high-speed engine of its day. Most important, it exerted marked influence on the development of high-power boilers for the mighty steam locomotives that were to follow

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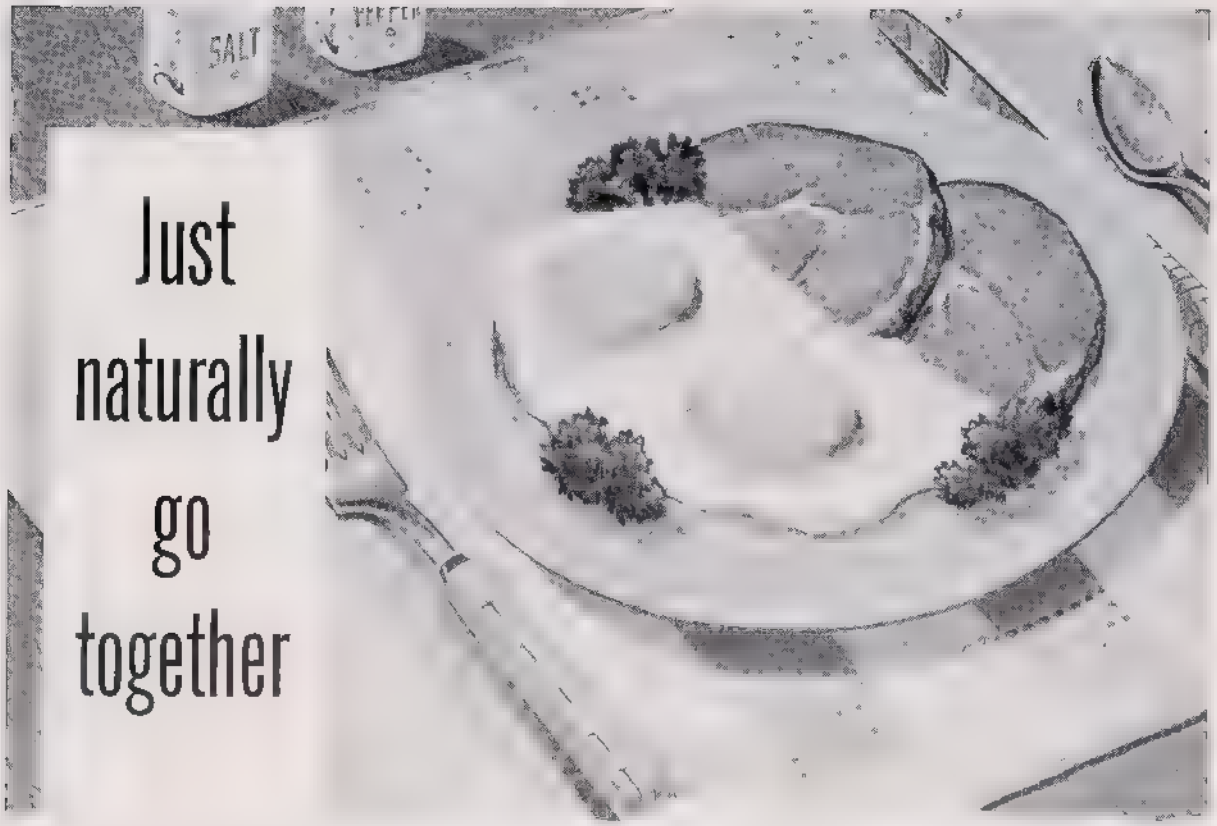

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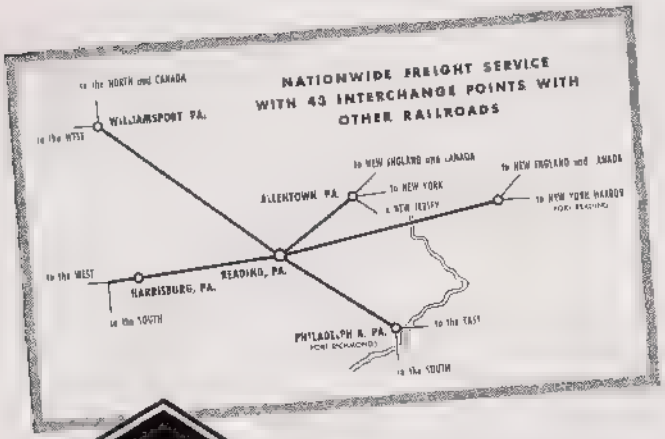

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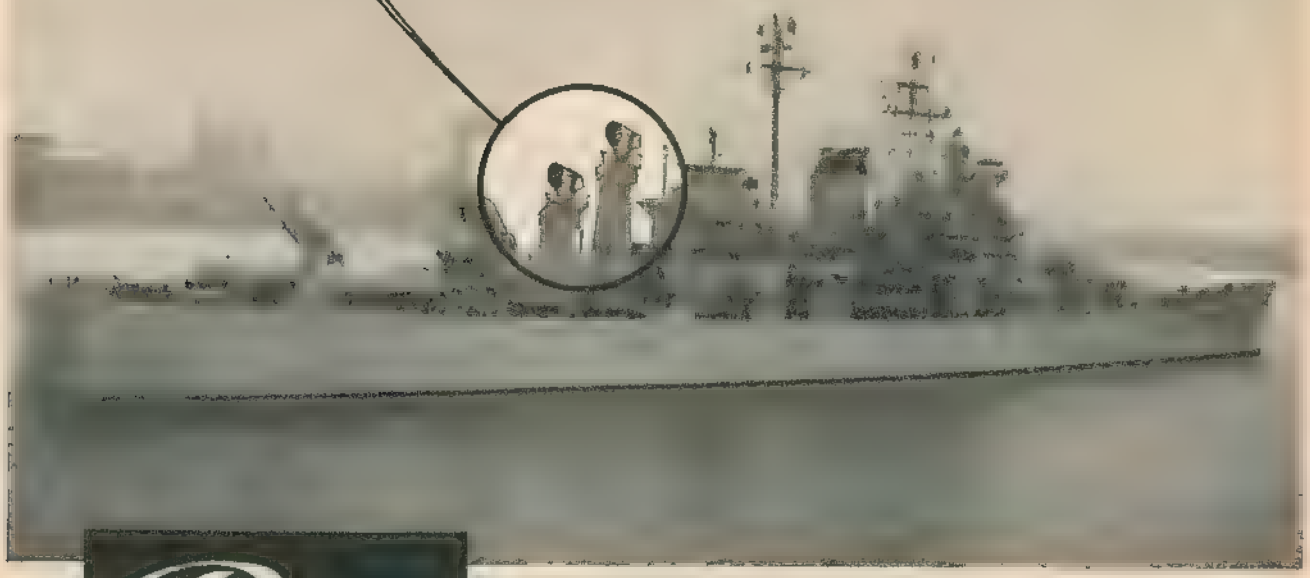

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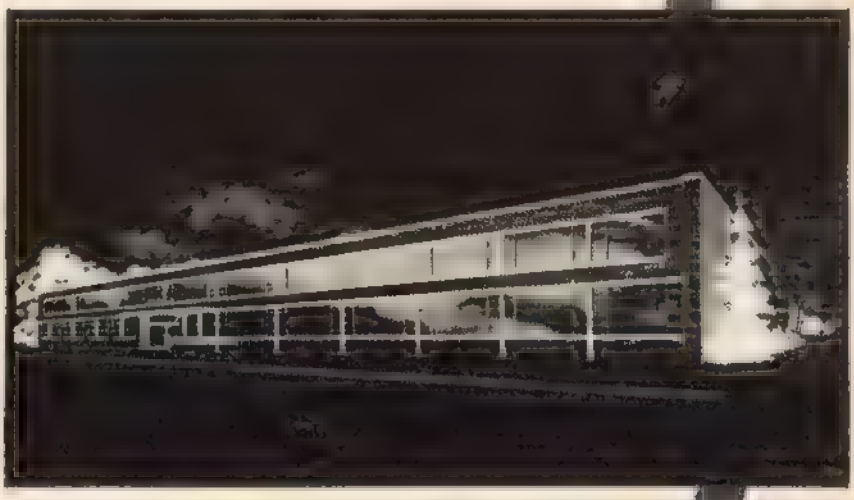

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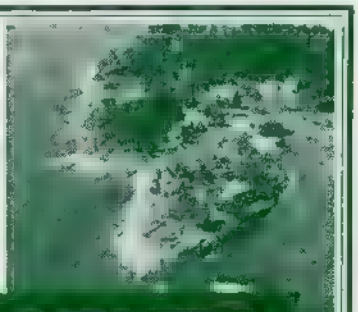
From Woolwich, across the river from Bath, Route 127 runs down across a group of heavily wooded islands forming the eastern side of the mouth of the Kennebec and with Sheepscot Bay and River on its easterly side. Here are Arrowsic, Georgetown, Five Islands and Robinhood, small farming and fishing villages with many cottages and shore outing spots where small boats put in from the neighboring coastal region

At Georgetown is the new Reid State Park. Major features are picnic areas, bath houses, Mile Beach and a six-acre impounded salt water lagoon, suitable for bathing and canoeing, in the Griffith's Head area

Phipps Point, overlooking beautiful Hockamock Bay, is the site of numerous fine summer homes. It was the birthplace of the great adventurer for whom it was named. Sir William Phipps was at one time Provincial Governor and was the first American knighted at the English court in recognition for having brought treasure taken from old Spanish galleons sunk in the Caribbean Sea.

Many small islands, some of them privately-owned, lie off this section of the coast and numerous artists and sculptors of note annually summer in this region Five Islands has an excellent harbor and has been the frequent rendezvous of the Boston and other yacht clubs. Bay Point and MacMahan Island also are favorites of summer visitors.

. . . on the shores of CASCO BAY



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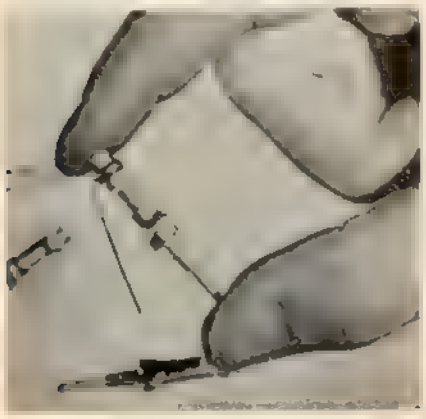
ROLLS-ROYCE AERO ENGINES LEAD THE WORLD

and 1818B, come in hermetically sealed cases. Arnoux Corp., 11924 West Washington Blvd., Los Angeles 66, Calif.

• **Glass trimmer capacitor,** has linear tuning characteristics over capacity range of 0.5 to 4.0 mmfd. Unit is de



signed for critically tuned RF and high-Q circuits. Corning Glass Works, Corning, N. Y.

• **Transistorized d.c. to d.c. converter,** delivers 50 watts at d.c. voltage of 20 to 20,000 v. operating from 28 v.d.c

input. Unit weighs only 2 lb. Universal Atomics Corp., 19 East 48th St., New York 17, N. Y.

• **Power transistor,** P-N-P germanium Type 2N235A, for audio applications, can dissipate 5 watts at 75C mounting base temperature. Collector current rating is 2 amps at 75C. Power gain is 30-40 db. Transistor operates from 12 volts.

Semiconductor Products, Red Bank Div., Bendix Aviation Corp., 201 Westwood Ave., Long Branch, N. J.

• **Transistor,** P-N-P germanium diffused alloy junction Type 2N237, is rated 150 mw. collector dissipation at 55C. and intended for low noise audio applications.

Marvelco Electronic Div., National Aircraft Corp., 3411 Tulare Ave., Burbank, Calif.

Microwave Devices

• **Ferrite isolator,** Model 152-2A, for use in the 8 to 12 kmc. band, will handle 100 kw., give 25 db. isolation with insertion loss of less than 0.25 db. over a 200 to 300 mc. bandwidth. Kearfott Co., Inc., Western Div., 253 No. Vinedo Ave., Pasadena, Calif.

• **Miniature backward wave oscillator,** Model VA-161, operates over 8.5 to 9.6 kmc. band, requires less than 300 volts, weighs under 5 lb. Unit employs metal-ceramic construction, enabling it to withstand airborne environment. Manufacturer says additional models for fre-

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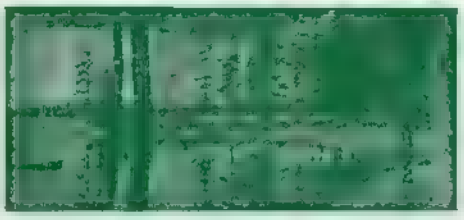

Individual cabins with fireplaces, hot and cold water, and all modern conveniences. Attractive log lodge with eight rooms overlooking lake, and central dining room where we aim to satisfy in service and delicious food. Wonderful fighting small mouth bass fishing, also pickerel and perch. Water sports. American Plan

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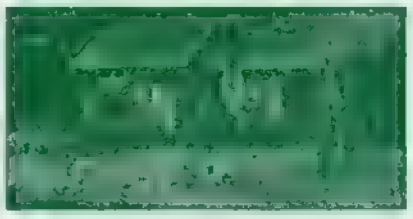

lage centers for nearby summer estates and resorts. Near Prospect is Fort Knox, a massive structure of Mt. Waldo granite, commanding one of the most beautiful views on the Penobscot River. On the road to Frankfort are the surface quarries of Mt. Waldo, where countless tons of fine granite have been cut out of the mountainside. Frankfort is a riverside town, once an important seaport, overshadowed by Mt. Waldo, from whence has come much of the finely-polished granite for government buildings in Washington, New York's Church of St. John the Divine and Boston's New England Mutual Building, to name only a few.

Winterport is an historic town of many fine homes, including the Blaisdell homestead, built in 1789 and designed by Christopher Wren, famous English architect. As the head of winter navigation on the Penobscot it was once an important shipbuilding community and seaport and these activities still are carried on to a limited extent.

One of the main roads leading into Belfast from the west is Route 3 from Augusta. This traverses the Waldo County towns of Palermo, Montville, Liberty, Searsmont and Belmont. Belmont's Tilden Pond is a popular summer resort, while Lake Quantabacook between Searsmont and North Searsmont offers many cottages and charming scenery in every direction. Nearby is the country home of the late Ben Ames Williams where he wrote many of his famous novels. Liberty, on Georges Lake, is the site of the 5,310-acre St. George State Park, located also in adjoining Montville. Palermo is near Sheepscot Lake, making it an ideal place to fish, rest and enjoy life in the open.

Waldo, Brooks, Knox, Morrill, Freedom, Thorndike, Unity, Troy and Burnham are on Route 137 and connecting roads and in an area serviced by the historic and unique Belfast and Moosehead Lake Railroad. All are inland towns that have rivers, lakes, streams and groves that appeal to those in search of recreation and rest. Unity Lake is one of the best black bass and brown trout fishing waters in this section of Maine.

Swanville is located on Swan Lake, noted for its salmon fishing and offers fine accommodations for tourists. Monroe and Jackson are farming and lumbering communities where tourists may rest at farm homes and enjoy the delicious foods that Maine women always seem to know how to cook best

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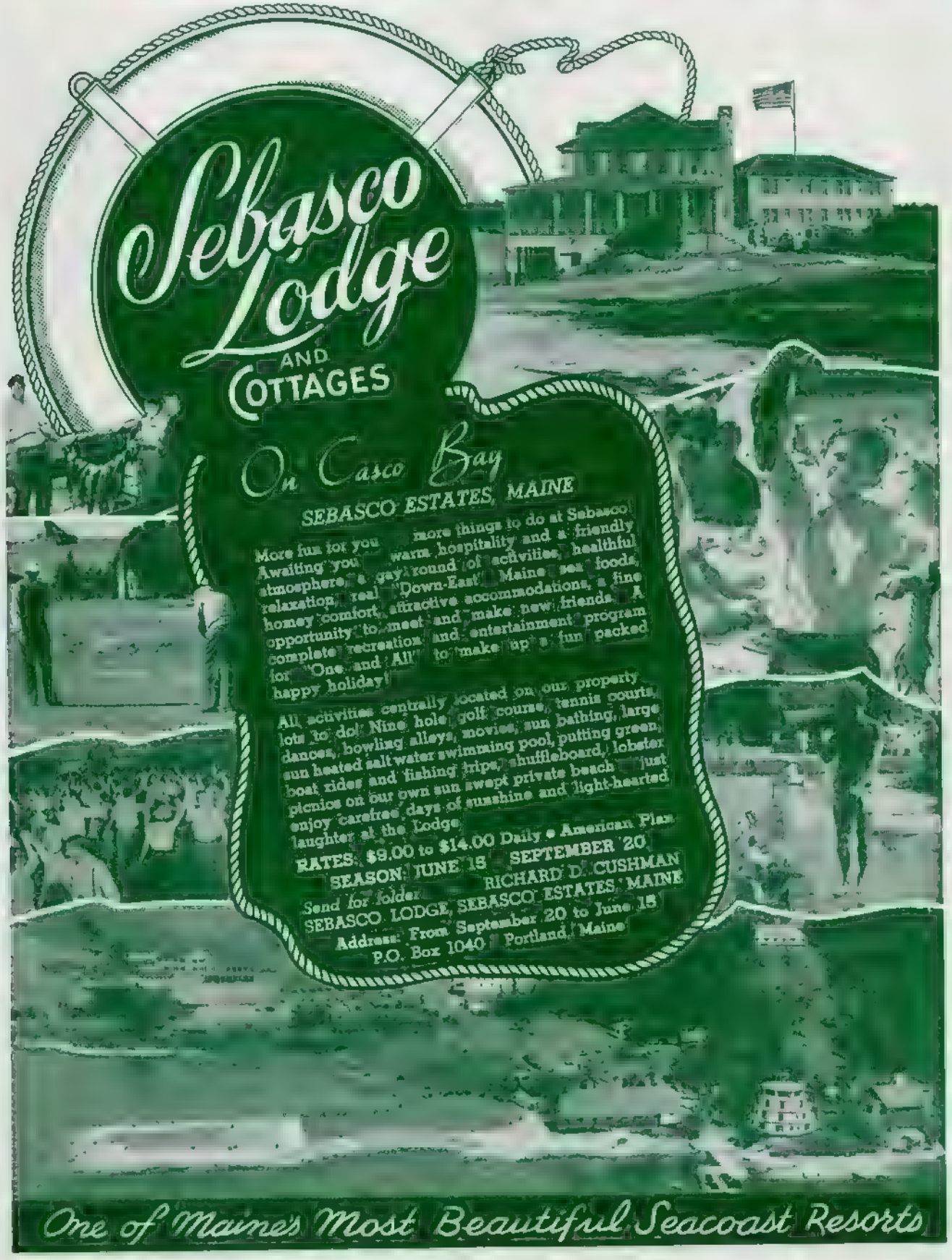
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IN THE MEDITERRANEAN SEA—Participating in amphibious exercises of the U. S. Navy in the Mediterranean area are Sikorsky HRS helicopters of the Marine Corps. They are shown above with the escort carrier *Siboney*, which carried 15 helicopters from their home base at New River, North Carolina. The training exercises featured helicopter vertical envelopment tactics.

AROUND THE WORLD WITH SIKORSKY HELICOPTERS

SAVED—A DANISH SEAMAN—A Sikorsky HO4S helicopter from the U. S. Coast Guard Station at Salem, Mass., takes a Danish sailor from the merchant ship *Paula Dan* 25 miles off Block Island. The sailor, stricken with acute appendicitis, was lifted in the basket visible below the helicopter and was flown to a hospital ashore for surgery.

SAVED—A U. S. COASTGUARDSMAN—Two days later the same HO4S helicopter picked up a U. S. Coastguardsman from the Nantucket Lightship. Also a victim of acute appendicitis, the man was quickly and safely taken to the same shore hospital. Helicopters have rescued more than 10,000 people in all parts of the world.

LARGER S-58s FOR NEW YORK AIRWAYS—The first of a new fleet of 12-passenger Sikorsky S-58s has been delivered to New York Airways, the helicopter airline serving Greater New York and nearby communities in three states. Sabena Belgian World Airlines has ordered eight for its European helicopter service. Both lines currently use Sikorsky S-55s. The S-58s will be the largest helicopters to be in regular airline service anywhere in the world.

HELICOPTER HISTORY

FIRST SCHEDULED HELICOPTER SERVICE

On October 1, 1947, the world's first scheduled helicopter service was started by Los Angeles Airways, carrying air mail. One of the line's original Sikorsky S-51s, above, is still operating and has flown 10,000 hours. Los Angeles Airways was a pioneer in night operation and instrument flying, and carried over 10 million pounds of air mail in its first three years. The line now carries passengers as well as mail and express in its fleet of Sikorsky S-55s.

SIKORSKY AIRCRAFT

BRIDGEPORT, CONNECTICUT

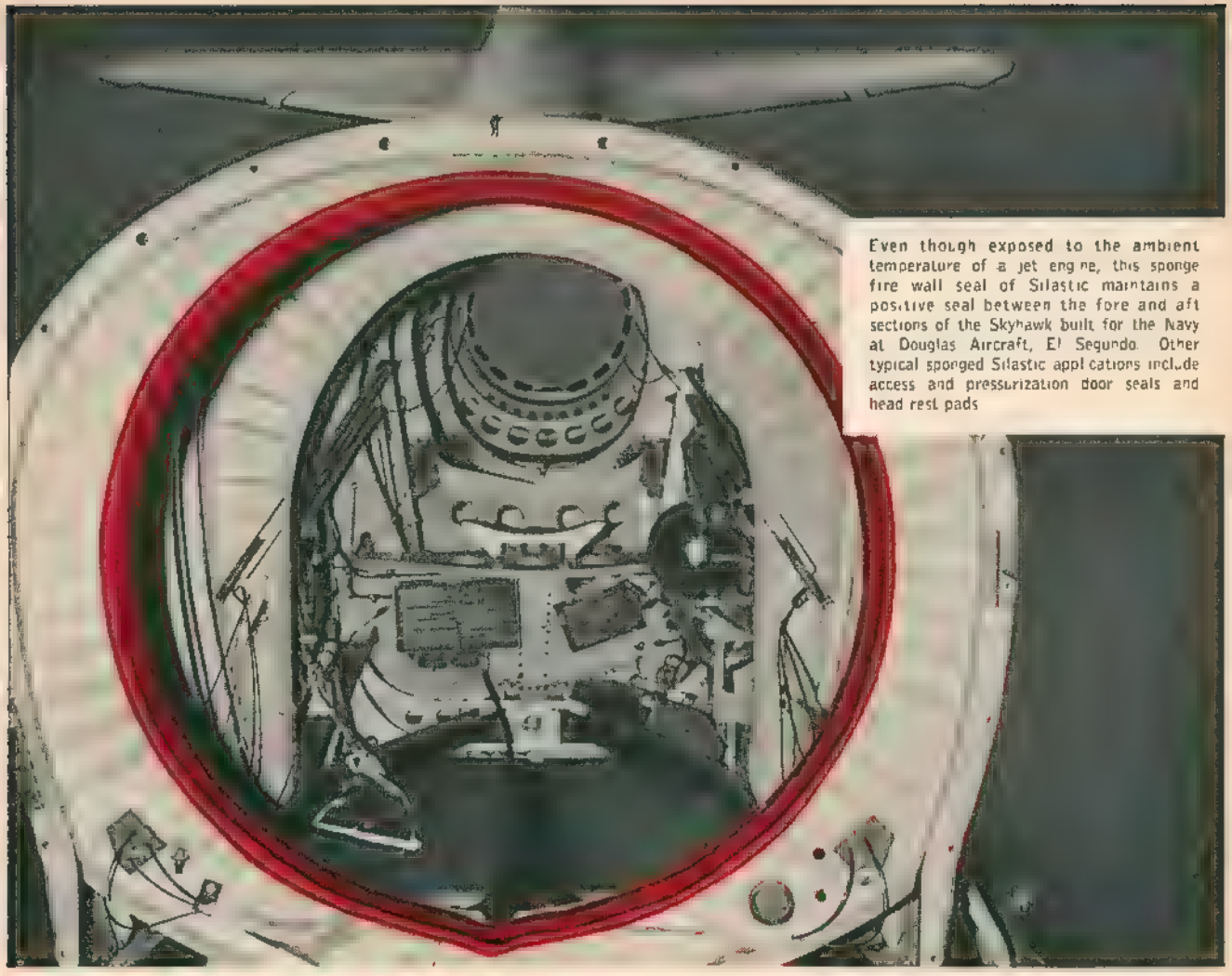
One of the Divisions of United Aircraft Corporation

HARD WORK IN ICELAND—Supporting an aerial survey team in Iceland, this Sikorsky H-19 of the U.S. Air Force carried personnel and supplies between ship and shore bases. In 23 flying hours, the helicopter carried 41 people and 47,000 pounds of cargo. This is a good example of how rugged Sikorsky helicopters can operate from very small areas, with minimum support facilities, and under a variety of weather conditions.

AROUND THE WORLD WITH SIKORSKY HELICOPTERS

FIRST S-58 TO BELGIUM—The first units of a fleet of 12-passenger Sikorsky S-58Cs have been delivered to Sabena Belgian World Airlines. Sabena will operate the fleet on its European routes. Larger and more powerful than the S55s Sabena now flies, the S-58C, named the *Continental*, cruises at 105 miles per hour.

1000th S-55—B. L. Whelan, general manager, and Igor Sikorsky, engineering manager, mark a milestone in production of transport helicopters with completion of this 1000th Sikorsky S-55, a Marine Corps HRS. Two newer and larger helicopters are also in production, the S-58 and the twin-engined S-56.



Even though exposed to the ambient temperature of a jet engine, this sponge fire wall seal of Silastic maintains a positive seal between the fore and aft sections of the Skyhawk built for the Navy at Douglas Aircraft, El Segundo. Other typical sponged Silastic applications include access and pressurization door seals and head rest pads

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Typical Properties of Silastic Sponge

- Temperature range, °F — 130 to 500
- Ozone resistance excellent
- Specific gravity 0.25 and higher
- Corrosion Noncorrosive to metal
- Structure Closed cell

Lightweight • Flexible • Weather resistant

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• Temperature range, °F	—130 to 500
• Weather, ozone and corona resistance	Excellent
• Abrasion resistance	Fair to Good
• Fungus resistance	Excellent
• Dielectric strength, volts/mil	800 to 1200

Flame resistant coated glass fabrics are obtainable by using selected Silastic stocks.

If you consider ALL the properties of a silicone rubber, you'll specify SILASTIC.

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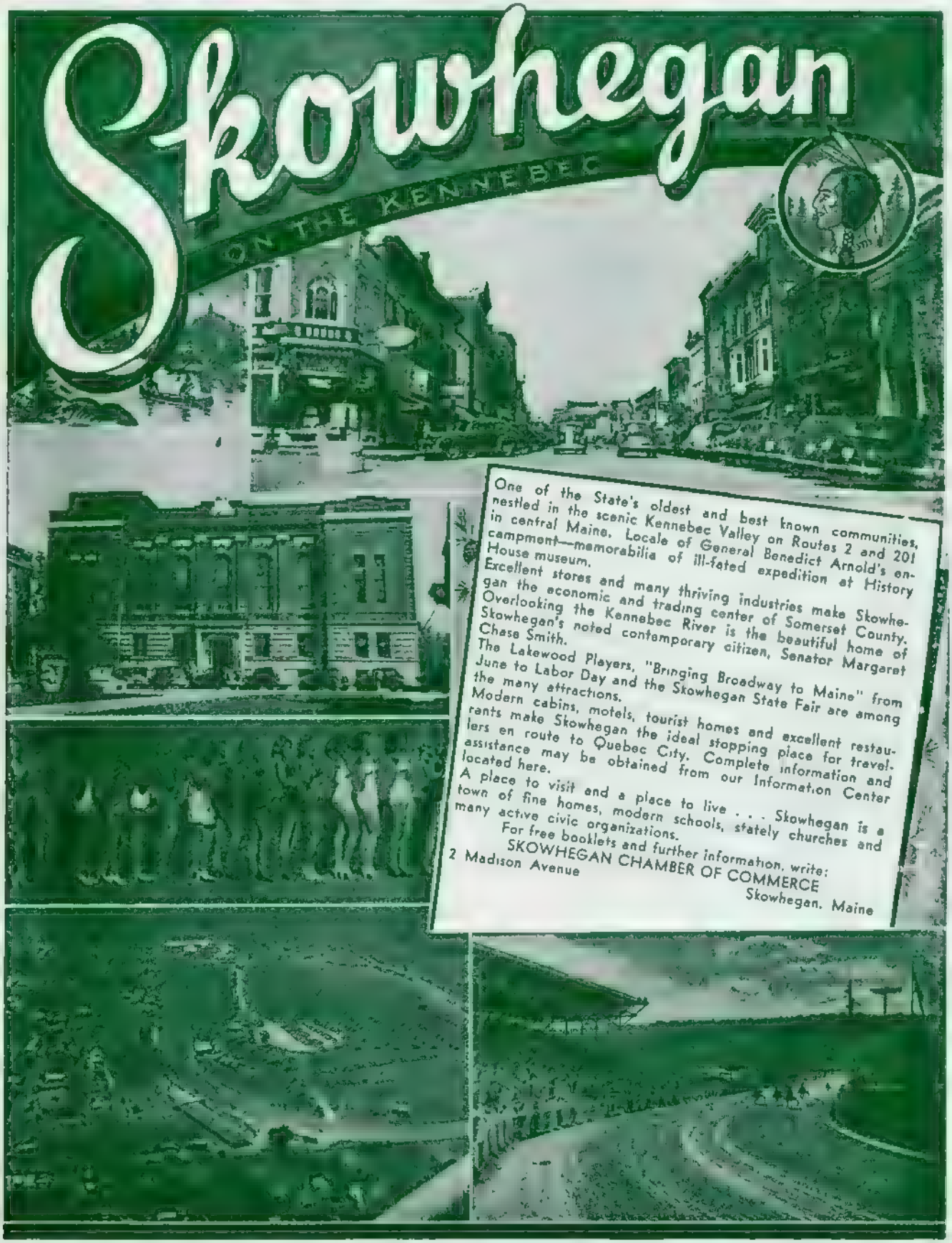

One of the State's oldest and best known communities, nestled in the scenic Kennebec Valley on Routes 2 and 201 in central Maine. Locale of General Benedict Arnold's encampment—memorabilia of ill-fated expedition at History House museum.

Excellent stores and many thriving industries make Skowhegan the economic and trading center of Somerset County. Overlooking the Kennebec River is the beautiful home of Skowhegan's noted contemporary citizen, Senator Margaret Chase Smith.

The Lakewood Players, "Bringing Broadway to Maine" from June to Labor Day and the Skowhegan State Fair are among the many attractions.

Modern cabins, motels, tourist homes and excellent restaurants make Skowhegan the ideal stopping place for travelers en route to Quebec City. Complete information and assistance may be obtained from our Information Center located here.

A place to visit and a place to live . . . Skowhegan is a town of fine homes, modern schools, stately churches and many active civic organizations.

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SKOWHEGAN CHAMBER OF COMMERCE
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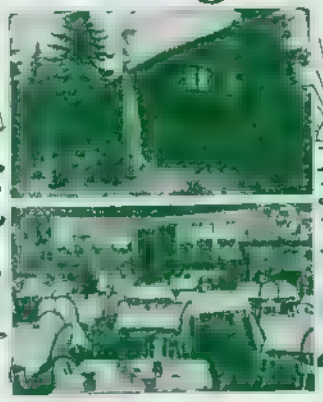

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(Conitnued on Page 87)

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On the edge of a beautiful salt water cove. 300 acres of countryside including beautiful evergreen forests. Free rowboats, bathing, fishing, tennis, hiking, dancing, badminton, recreation room. Golf nearby. Best of food with fresh farm products. $35 to $39 a week with meals. Accommodations limited so early reservations requested

Send for illustrated folder

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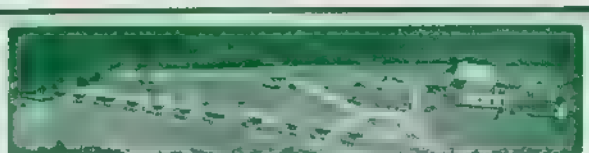

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Maine "The Pine Tree State," is looking for you this summer. Come to Maine and stop at Moody's Cabins for a night or more. We have 17 modern equipped cabins for 2, 3, 4 and 6 people. 3 are housekeeping cabins. All heated and screened for comfort and TV. We are situated on a high hill, one half mile east of Waldoboro village. A view of the surrounding country is sure to stay in your memory. When approaching Waldoboro look for Picture sign at mouth of Cabin road. Moody's Diner and Dining Room a short way from Cabins. 24 hour service with a varied menu. *Write for booklet and rates.*

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Delivering groceries to the Sierra crest

Snowbound in June! Every year from November to the first days of summer, a snow-survey engineer and his wife are isolated in their home high in the mountains south of Lake Tahoe. And each month Max Jones, a grocer of Gardnerville, Nevada, flies over the Sierra Nevada's crest to drop fresh vegetables, meat and mail into the soft snowdrifts piled near their door.

"Much of the trip is low-level flying," says Mr. Jones. "In spite of going over the top at 10,000 feet I don't have much room to spare. But even in a downdraft I get all the power I need with Chevron Aviation Gasoline 80/87 in our Stinson's Lycoming. Chevron 80/87 gives me performance to spare when I'm climbing, yet I can lean down for real economy in level flight. Burns clean, too; never fouls plugs.

"Flying over this kind of rugged wilderness calls for a really dependable engine. Ours has 500 hours on it now, and RPM Aviation Oils have kept it good as new. Compression is still up to factory standards. It's never missed a beat, always runs smooth as a watch. All the years I've flown, I've never had engine trouble using 'RPM'."

TIP OF THE MONTH

Downdrafts are often violent near the top of a mountain range. Mr. Jones advises flying on the windward side of any ridge or pinnacle; then you can turn upwind if you hit a pocket.

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Pantobase

(All Bases)

and

BLC

(Boundary Layer Control)

It is with pride that Stroukoff Aircraft is producing for the United States Air Force the most efficient advanced assault air transport in the history of military aviation.

This development combines slow landing speeds through means of the Boundary Layer Control system, and includes the Pantobase installation, both designed by Stroukoff Aircraft Corporation.

The MS-8-1 is able to land and take-off from unprepared surfaces such as rough terrain, sand, snow, ice, ordinary runways and to operate from water as well. It will do so at low speeds never before possible with aircraft of its weight; and in half the area needed by its prototypes.

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For Qualified Engineers — now — in this progressive Aircraft Research and Development organization. If interested please send resume to Mr R C Ward, Director of Personnel, Stroukoff Aircraft Corporation, West Trenton, N. J.

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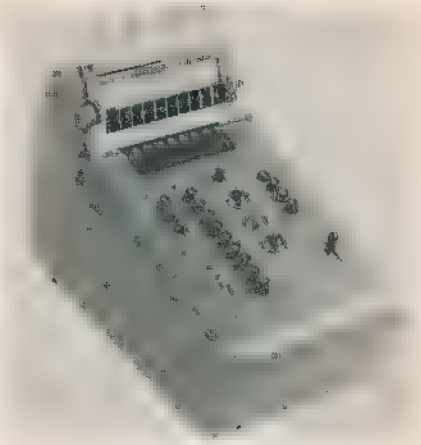

AGENT SET can interrogate either Availability Panel or Reservisor computer.

airlines, enabling each to instantly interrogate the other's reservations computer or Availability Panel for connecting space.

Although electronic inventory control systems will do much to speed reservations handling to enable the airlines to cope with anticipated traffic growth, there will still remain a large and costly area of manual operations. For example:

- **Name of each passenger,** his contact point, stop-over station and special instructions (such as "needs a wheel chair"), still must be recorded manually.
- **Multiple handling** of such data and transformation onto other records, is a slow, costly process and introduces the possibility of human error.
- **Obtaining necessary financial** and operational data from such manual records is a time-consuming and costly process.

However, electronic data processing equipment which will be available in the near future will perform many of these existing tasks automatically and will also provide services and information which is not now available to airline management and operations people, Charles G. Abbott told the Air Transport Association's Reservations Committee, during its recent meeting in New Orleans. Abbott is manager of Advanced Process Application for American Airlines.

In addition to the inherent advantage that "once information is correctly introduced into this system it cannot go wrong," Abbott said that electronic data processing could provide the airlines with the following:

- **All name, continuing space** and other identifying information would be stored automatically and be available to all users in a split second.
- **Alphabetic filing** of all passengers records, which has long been a dream of reservations people but impractical with present manual methods, will become a reality.
- **Messages to outlying stations** will be

All the World is OUR Airport

The remote corners of the world are now accessible to aircraft designed to include the Stroukoff Pantobase landing system. A product of Stroukoff research and development, Pantobase will permit landings and take-offs from snow, ice, water, sand and unimproved terrain as well as standard runways. The increased versatility of the aircraft will reduce the need for conventional airports and contribute materially to the advancement of logistical techniques. The safety of the Pantobase landing system, is assured by the extensive experience and complete reliability of the Stroukoff organization.

Pantobase — When designed into an aircraft the Stroukoff Pantobase system enables the plane to land and take off from many types of surface without changes or additional landing equipment.

BLC — Boundary layer control as developed by Stroukoff increases the effective lift and delays stalling of the wing, thereby reducing required speeds and distances for take-offs and landings.

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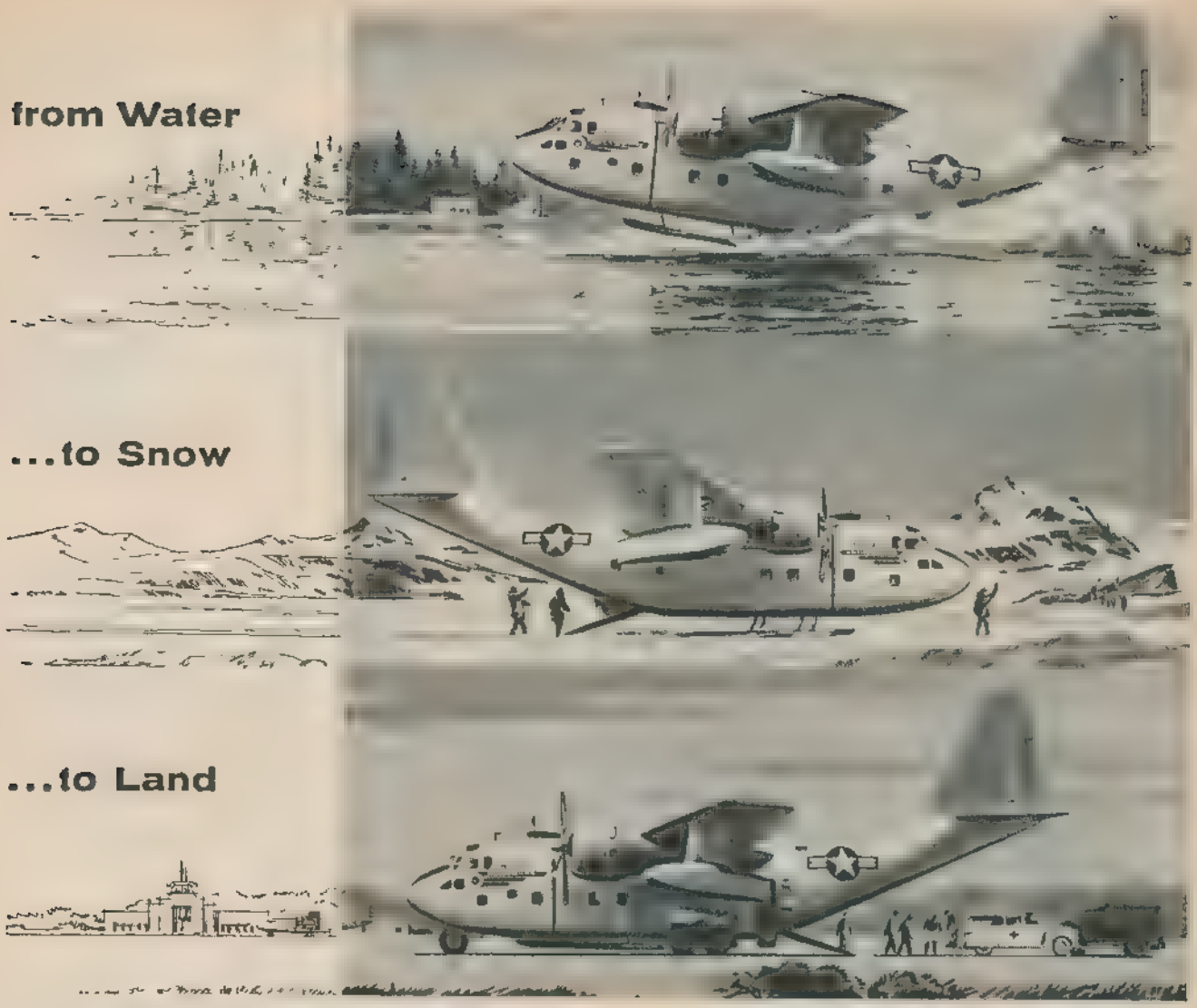
Stroukoff AIRCRAFT CORPORATION

WEST TRENTON, NEW JERSEY



"Mayday" Mission for Pantobase

Only Pantobase equipped planes can accomplish this mission with the all-important dispatch that often makes the difference between life and death. Airplanes with Stroukoff developed Pantobase stand ready at all times to take off and land on any surface – ice, water, snow, unimproved terrain, sand, slush, mud, soft ice, or a conventional runway. No advance preparation is necessary for operation of Pantobase aircraft either in adjustments to the landing gear or in preparation of runways. *All the world is an airport.*

Achievement is a tradition at Stroukoff. Leaders in the development and design of cargo and transport aircraft, Stroukoff offers challenging opportunities to engineers in many fields. Send complete resume and salary requirements to our personnel manager.

STROUKOFF AVITRUC

Extending the Frontiers of Aircraft Performance

Stroukoff AIRCRAFT CORP.

WEST TRENTON, N. J.

duction in the United States at the present time.

While know-how and ideas from German and other sources have helped in this Soviet accomplishment, they would not have been absorbed and put to effective use so rapidly if native groups such as Loitsianski's had not mastered the fundamentals of the problem independently and prepared a sufficient number of engineers to extend and improve good borrowed ideas in an original and skillful manner.

In connection with such work it is essential to check experimentally the results predicted from various simplifying assumptions, since these are suggested by engineering intuition and must be discarded unless they give reliable estimates. And, indeed, some competent instrumentation has been developed and used in connection with Loitsianski's work, especially the later work on turbines.

Although the Soviets are generally close-mouthed about their aeronautical testing equipment, they have recently described some optical apparatus and some fast-acting pressure pickups which indicate an ability to perform accurate measurements under difficult physical conditions.

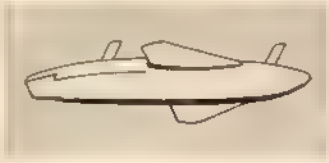
The inevitable reliance on experiment makes it difficult to organize engineering development task forces similar to the theoretical groups described previously. The Soviet development engineer is more closely linked with his equipment and his versatility, while surprisingly great in a few leaders like Loitsianski, cannot be compared with that of an applied mathematician. Nevertheless, the research personnel at Soviet polytechnic institutes who contribute to the study of basic engineering concepts underlying aircraft propulsion are doing their jobs with imagination, competence, and apparent success

Flow Techniques

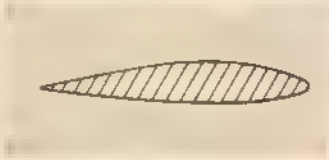
An indication of the quality of the research done at the Zhukovski Academy is given by a recent booklet published by A. N. Zaks on flow visualization techniques (1950) which describes the quality and type of equipment available there for experiments in aerodynamics. Zaks, who graduated from the Academy in the late 1940's, discusses some of the wind tunnels and optical instruments available at the Academy and shows photographs of simple tests carried out there.

Facilities in which speeds up to twice the speed of sound are reached were evidently in operation in the late forties, and adequate instrumentation was also in use. The Zaks booklet and other stray references in the Soviet literature suggest that the experimental equipment available at the Academy is kept fully up-to-date and as good as

Yes even ice- and snow-covered areas can be utilized as landing fields for aircraft designed to include the Pantobase landing system. A product of Stroukoff research and development, Pantobase will permit landings and take-offs from snow, ice, sand, water and unimproved terrain, thereby extending the operational capabilities of the aircraft and reducing the need for conventional airports in many remote and previously inaccessible parts of the earth's surface.



Pantobase—When designed into an aircraft the Pantobase system enables the plane to land and take-off from many types of surface without changes of additional landing equipment.



BLC-Boundary layer control as developed by Stroukoff increases the effective lift and delays stalling of the wing, thereby reducing required speeds and distances for take-offs and landings.

Achievement is a tradition at Stroukoff. A leader in the development and design of cargo and transport aircraft, Stroukoff offers challenging opportunities to creative engineers.

Extending the Frontiers STROUKOFF AVITRUC *of Aircraft Performance*

Stroukoff

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Swedlow HEAT-REFLECTIVE PLASTICS IN NORTH AMERICAN AVIATION'S F-100

North American Aviation has effectively resolved the increasingly critical heat transfer problem by installing Swedlow's recently developed heat-reflective plastic laminate in no less than sixteen vital components in the F-100 Super-Sabre jet.

This light-weight laminate (.0625" thick, weighing .530 pounds per square foot) shows a temperature drop from 1200°F on one face to 560°F on the other face after prolonged exposure.

Most important, it is light in weight and can be easily molded to any shape. If you have a heat transfer problem, investigate Swedlow heat-reflective laminate.

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SELF SELLERS / FAST MOVERS!

Still Going Strong!

Results? Fabulous! 3 months of cash turn already beats a year of "on shelf" display. Look over **your** stock for the fill-ins at left below . . . or OK a #9000 rack complete, if this great "salesman" is not yet on your staff.

BIG PROFITS, STEADY VOLUME . . .

You Get STURDY STEEL RACK, MDSE. IN SEALED POLY BAGS

No. 9000 Rack Assortment

6 doz.	15c	retailers
4 doz.	25c	retailers
2 doz.	29c	retailers
2 doz.	39c	retailers

Rack and Mdse. ships at 30 lbs.

SEE YOUR JOBBER

15c 25c 29c 39c

ORDER THESE **PROFITABLE FILL-INS** BY NUMBER

No.		Retail	In Boxes of:	Shpg. Ctn.	Lbs.
9001	Police Chief Car, Badge, Gun	39c	1 dz	1 gr.	33
9002	Fire Chief Car, Badge, Helmet	39c	1 dz	1 gr	27
9003	Truck, Shovel, Sledge, Axe, Fork	29c	1 dz	1 gr	33
9004	Jet Plane & Badge	29c	1 dz	1 gr	21
9025	Car & 2 Road Signs	25c	1 dz.	1 gr.	21
9015	Car & 1 Road Sign	15c	2 dz.	2 gr.	47

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TOOTSIETOYS

- AUTHENTIC SCALE MINIATURES
- STRONG, IN METAL
- SMOOTH ROLL ON REAL RUBBER
- BAKED ENAMEL COLOR FINISHES

SEE NEW PROFITMAKER, other side

DOWST Mfg. Co. • 600 N. PULASKI • CHICAGO 24

Announcing Brand New

Tootsietoys

PEGBOARD PROFITMAKERS

Here's a "salesman" that works every minute of the day for you. Keeps Gift Boxed TOOTSIETOYS moving out fast . . . cash coming in steadily. Put him to work now while Introductory Profitmaker Offer remains in force

Masonite, 24 x 36". Hanging fixtures if desired

No		Retail	Shpg Ctn.	Lbs
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389	Tractor with Scoop	89c	3 dz.	21
589	Van	98c	3 dz	24
489	Hook and Ladder	89c	3 dz	17
289	Tractor and Disc Harrow	79c	3 dz.	20
679	Road Grader	79c	3 dz	18
869	Utility Trailer	79c	3 dz	22
769	Greyhound Scenicruiser	69c	3 dz.	20
569	Logger	69c	3 dz	19
669	Oil Tanker	69c	3 dz	20
469	Fire Engine Pumper	69c	3 dz.	20

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YOU GET:	VALUE:
72 GIFT BOXED TOYS	$59.10
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6 EXTRA TOYS ($5.50) AT NO CHARGE	
BRINGS IN	$64.60

69c 79c 89c 98c

SEE YOUR JOBBER

"So Real"

TOOTSIETOYS

SEE POLY BAG MDSE OFFER ON OTHER SIDE

DOWST Mfg. Co.

600 N. PULASKI
CHICAGO 24

AMERICA'S KIDS BUY THIS GUY

16 MILLION FANS WATCH HIM 5 TIMES A WEEK, 52 WEEKS A YEAR

Jimmie Dodd reaches deep into the hearts and homes of 16 million children and their parents every weekday. Kids love him. They sing his songs, buy his records, and wear the same style Mousecap and tee shirt he wears on the Mickey Mouse Club TV Show.

These millions of fans will soon be asking for the *new* Jimmie Dodd merchandise now in production. Look for it *now*—buy the merchandise America's kids are sold on.

Walt Disney Productions Inc.

CHARACTER MERCHANDISING DIVISION.
477 MADISON AVENUE. N.Y

[redacted]

HERE'S HOW TO IMPROVE YOUR PROFIT PICTURE!

with the OFFICIAL

MICKEY MOUSE CAMERA OUTFIT

©Walt Disney Productions

"The official camera of the Mickey Mouse TV Club"

PRESOLD FOR YOU!

Cash in on the hottest name in the toy field today—that brings you unlimited sales potential with a BIG 4 POINT MERCHANDISING PROGRAM.

1 A PRECISION MADE, TOP QUALITY CAMERA OUTFIT—

The finest in its price field! It's easy to use! Includes double-exposure prevention and many other quality features

2 BIG, COLORFUL, POINT OF SALE MERCHANDISING AIDS—

that include window banners, counter easel displays, dealer envelope stuffers, contest rules folders, and newspapers advertising mats. (The Mickey Mouse Camera Outfit itself makes a colorful display unit too!)

3 A TREMENDOUS NATIONWIDE PHOTO CONTEST FOR YOUNGSTERS—

featuring 500 big prizes . . . with first prize a free trip to Disneyland for a youngster and two adults! AS A SPECIAL INCENTIVE TO RETAILERS AND THEIR SALES PERSONS . . . duplicate prizes will be awarded to the retail salesman who sells a prize winning Mickey Mouse Camera

4 BIG NATIONWIDE TELEVISION PROMOTION—

that will reach more than 40,000,000 Mickey Mouse TV Club Fans! What's more—the Mickey Mouse Camera Outfit will be seen on such well known network shows as Art Linkletter's "House Party," Les Lear's "Magic Kingdom" and many others

You can't miss with this kind of "team effort", plus a high quality precision-made item that will stand up on its own merits anytime!

BIG 15-PIECE OUTFIT INCLUDES —

- Quality camera decorated with Mickey Mouse identification
- Flash gun and unbreakable reflector
- Two rolls of No. 127 film
- Two Bright Star photo flash batteries
- Six Amplex flash bulbs
- A protective flash shield for added safety
- Prize photographer badge
- Attractive, compact carrying case

Retail: $10.95 complete, manual included

Don't wait! Phone—wire—or mail your initial order today!

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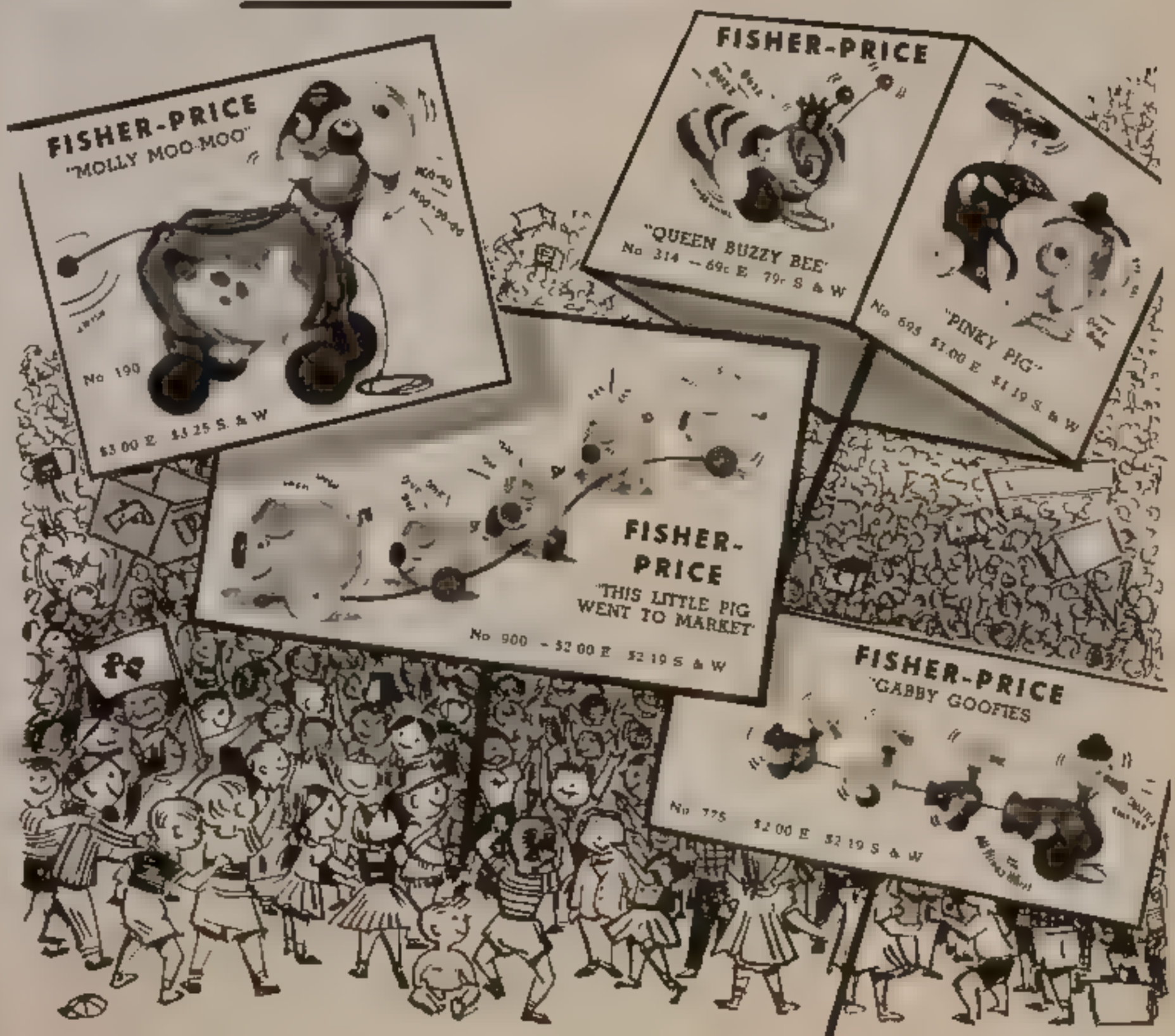
Cast your order early for the children's choice!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"MOLLY MOO-MOO"
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$3.00 E $3.25 S. & W
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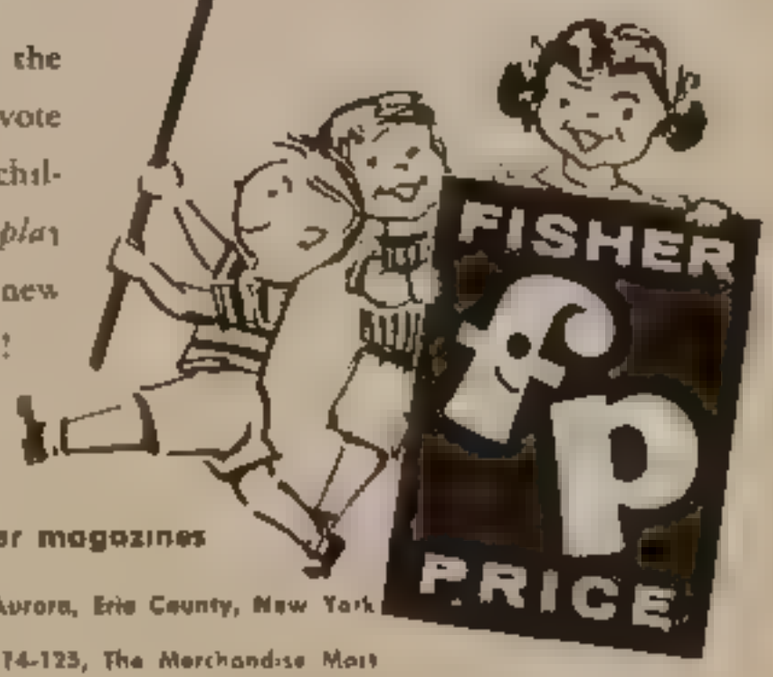
For sure sales, sure clean-outs, buy FISHER-PRICE,— toys the children *really like.* Play-tested for over 25 years, children 1-5 vote FISHER-PRICE TOYS *number one!* Most important, toys the children love, *parents buy,* time and time again. Put these famous *play companions* at the top of your buying list. Refer to your new catalog (or write for a copy) . . . and "cast" your order today!



Nationally Advertised year around in leading consumer magazines

FISHER-PRICE TOYS, INC., In Western New York State at East Aurora, Erie County, New York

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Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD

THREE FOR THE MONEY!

SCOOP	$5.00
CAMELOT	$3.00
ASTRON	$1.00

Here are three Parker Games that will make money for you year 'round. SCOOP is a new game with all the fun of editing a newspaper. CAMELOT is the famous battle game that calls for cunning and patient strategy. And ASTRON is the action game that actually moves as you play. Stock and feature all three for extra sales.

Parker Brothers, Inc. SALEM, MASSACHUSETTS

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Now . . . a
HOME MODEL
of the
game that's
taken the
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VALLEY'S BUMPER POOL TABLE

MODEL 100
36" x 52" x 31" High

- **Compact Design**
  —use in practically any room
- **Folding Legs**
  —for easy storage.
- **Genuine Billiard Table Fittings—Accessories**
- **Complete with:**
  4 Cue Sticks
  Set of 10 Balls
  Instructions

Introduced to the American public by Valley Mfg. Co.—enjoyed by millions in commercial locations everywhere—a fascinating recreation now ready in a Home Model Table for profitable selling to your game room equipment customers. You'll find quick acceptance of Valley's custom quality and superb workmanship . . . attractive, modern styling in beautifully finished solid White Maple . . . rugged, rock-steady construction. There's a ready enthusiasm, too, for Valley's Bumper Pool play . . . traditional pocket billiard action enhanced by the exciting skill challenge of bumper-guarded holes

Top promotional features—strong merchandising helps—good mark-up!

A Lifetime of Fun for All the Family!

Retail—$179.50, F.O.B. Bay City, Michigan
Shipping Weight, Approx. 125 lbs

ORDER NOW—PROMPT DELIVERY

REPRESENTATIVES: Valley's Bumper Pool Table offers excellent opportunity to add to earnings. Write, Wire, Phone

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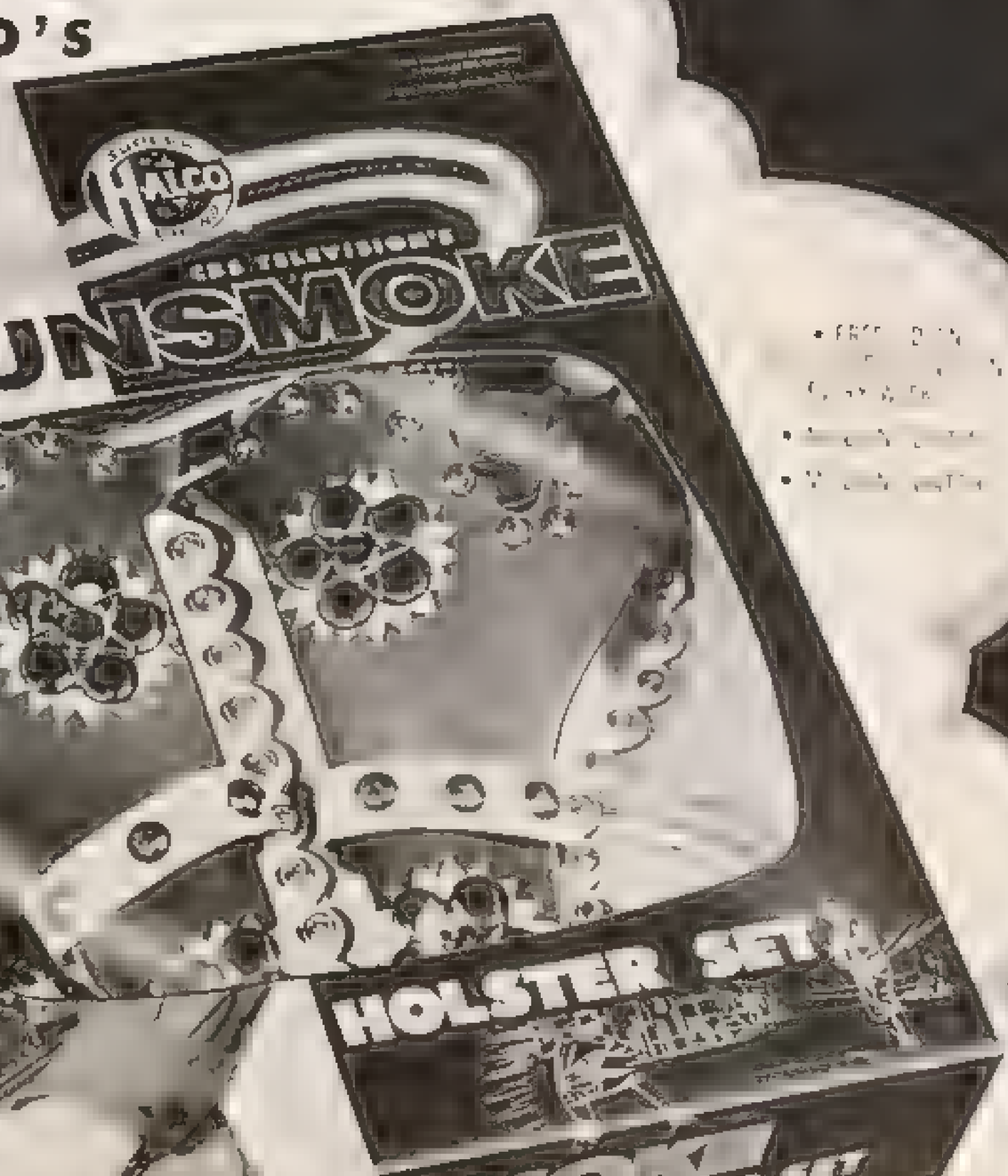
FEARLESS WESTERN . . . YOUR TOP PROMOTION FOR '56

HALCO'S



HANDSOME
COLOR
WINDOW BOX
GIVES TOP
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SECRET CAP BOX BUCKLE for extra toy pistol caps

SWIVEL POCKETS move with hip action!

No. 7805-06 Double Holster Set
Sug. Retail $4.95

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HARD-HITTING! GO-GETTING!

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Quick on the draw and set to out-draw ALL HOLSTER SALES!

This is the year for GUNSMOKE! It's going great guns on radio and television network shows every week. A truly sensational winner! With ratings moving up consistently, Gunsmoke's popularity is assured, and your holster volume is assured. Get in on this all-out gunning for sales—early. Remember, only Halco gives you Gunsmoke—so order early for adequate stocks! Gunsmoke will be a sell-out!

Gunsmoke is only one of Halco's many famous licensed characters. Write for New 1956 Holster Catalog today!

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Your HASBRO Guide to America's MOST WANTED Toys!

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Retail $2.00

No. 2295
MICKEY MOUSE CLUB
Oil Painting by Number Set
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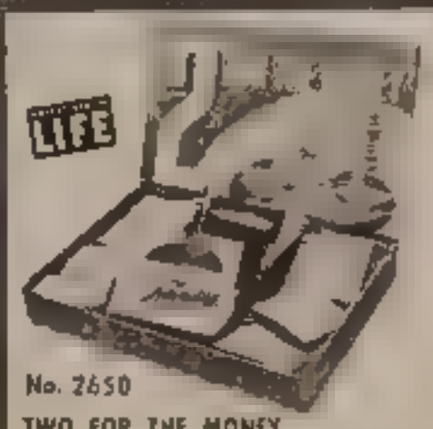
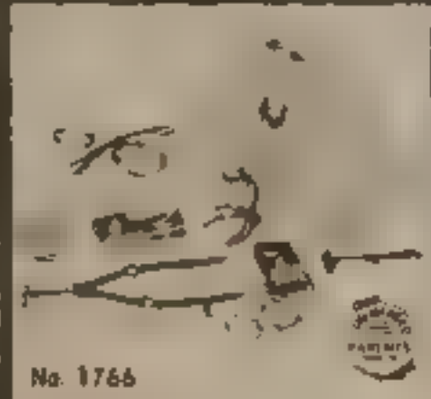


No. 2650
TWO FOR THE MONEY
Retail $4.00

No. 2610
Retail $2.00

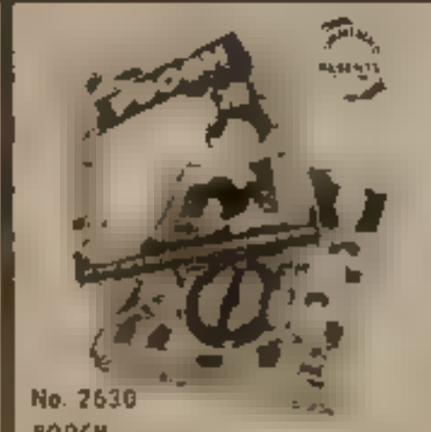


No. 1766
DOLLY NURSE CASE
Retail $3.00

No. 1366
DOCTOR CASE
Retail $3.00

No. 2310
JEWELRY CRAFT
Retail $4.00

No. 1919
Junior Miss
TRAVEL COSMETIC CASE
Retail $3.00



No. 2630
POOCH
Retail $2.00

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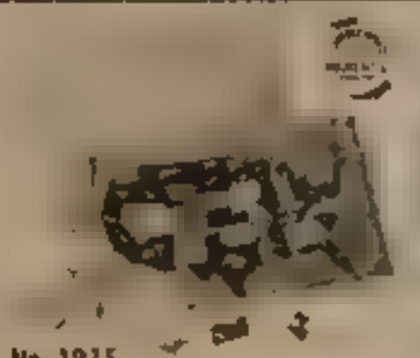
Junior Miss
KNITTING SET
Retail $3.00

No. 1542
Little Miss Seamstress
NECCHI SEWING KIT
Retail $4.00



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Teach A Toy
U. S. PLASTIC MAP
Retail $3.00

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PENCIL CRAFT PAINTING SET
Retail $2.00

YOUR CUSTOMERS WILL WANT THESE TOYS

LIFE
NOV. 26, 1956
FULL PAGE
FULL COLOR

Parents'
DECEMBER, 1956
BACK INSIDE COVER
FULL COLOR

ORDER NOW!

HASSENFELD BROS., Inc., Central Falls, R.I., U.S.A.

An exciting, authentic and educational game for young and old alike!

HOME COURT BASKETBALL

A brand-new pastime . . . a game that recreates all of the situations and thrills to be found in a real hardwood court contest . . . devised with the know-how of Charley Eckman, the famous professional coach.

Home Court Basketball is as close to America's fastest-growing sport as it is possible to get without donning a uniform and playing in an actual game on the hardwood court . . . in Home Court Basketball are the authentic situations, problems and percentages to be found in a real game. By itself it is an enjoyable pastime and it contains the added bonus of educating basketball spectators to a fuller enjoyment of games played on the hardwood court. Home Court Basketball is not a mechanical or electrical device, but a game requiring thought and skill. A deck of 80 cards, each one different, governs the play.

If there is a situation, predicament or problem in the game of basketball that has not been experienced by Charley Eckman, it would be difficult to name . . . and now all of his know-how of the game has been done up in an attractive package called Home Court Basketball.

A former top referee in the National Basketball Association, Charley Eckman has been coach of the professional Zollner Pistons basketball team for two years. During that time he has achieved a fame that brought him wide recognition and featured places on the pages of The Saturday Evening Post, Time, Sports Illustrated and other leading publications.

Shipping Weight { 1 Dozen—21 Lbs.
2 Dozen—42 Lbs

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EDDALE CORPORATION
810 FORT WAYNE NATIONAL BANK BLDG.
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Kay Stanley's BAT-EM . . . CATCH-EM

Fully automatic battery-operated pitching machine for indoor or outdoor use. Plastic and metal construction. 4 lightweight balls included. Size when packed 4" x 13" x 6". Weight 6 lbs. Packed 4 to carton. Suggested Retail $

Kay Stanley's BAKING CONTEST SET

. . . two prizes Pillsbury's Carnation and Fleischmann's Royal products. Backed up by national baking contest promotion . . . two prizes totaling $5,000 in prizes and $5,000,000 consumer advertising impression. Sets packed 6 to carton. Weight 30 lbs. Suggested list $5.00

North . . . South . . . East . . . or West

Kay Stanley PRESENTS

FOUR FEATURES SPARKLING WITH SALES ZEST!

Kay Stanley's CAKE MIX SET

A . . . Cake Mix Set featuring the . . . Pillsbury's Cake Mixes and Frosting. Complete with . . . Weight 16 lbs. Suggested Retail $ . . .

Kay Stanley's FASHION SHOW

. . . Playing for girls. Actually four toys in one . . . sewing . . . and stage . . . Battery operated for . . . individually boxed with . . . Packed 4 to a . . . Weight 16 lbs. Suggested retail $ . . .

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PRODUCES HUGE VOLUME SALES

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NOW A SMALL UNIT SALE SMALL SPACE

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Magic Slate Story Books sell fast from this NEW COUNTER UNIT. 8 titles, 20 pages each — packed assorted with BIG 6⅜ x 9 MAGIC SLATE in each to write and draw dozens of activities. ORDER TODAY from YOUR JOBBER

ONLY 6½ x 9 COUNTER SPACE

Strathmore

MAGIC SLATE ACTIVITIES

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EACH RETAIL

A B C MAGIC
FIRST PLANE TRIP
SEE OUR WORLD
FISHING TRIP

WHERE JESUS LIVED
TRIP TO MEXICO
DAY AT CIRCUS
MAGIC FOREST

SPECIFICATIONS
STOCK NO. 25X. MAGIC SLATE ACTIVITY BOOKS
SIZE: 6⅜ x 9 — 20 Pages with Magic Slate and Stylus
PACKED: One Dozen Assorted in Display Box
12 (one dozen boxes to the case — 28 lbs.)

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John Davidson
P O Box 395
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another happy money-maker for you by

EMENEE
MUSICAL TOYS

THE WALL STREET JOURNAL
Monday, February 27, 1956

Banjo-Plunking Spree Strikes a Happy Note For Music Business

• • •

Jazz Addicts, Square Dancers Help Spark a Revival for The Dixieland Instrument

By a Wall Street Journal Staff Reporter

The times are fast, loud and happy as the banjo. That's why people want more of its music.

With that remark Ch... president of H... strument ... string ...

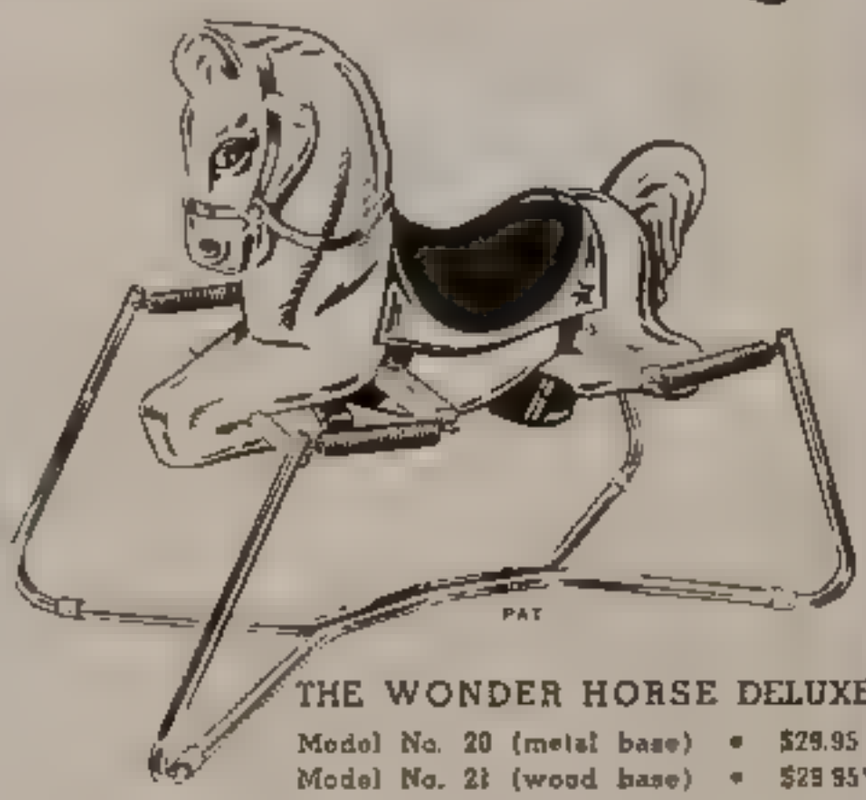
GOLDEN BANJO

with Emenee automatic banjo player **$7.00** *retail*

EMENEE INDUSTRIES, INC.
200 FIFTH AVENUE
NEW YORK 10, N Y
World's largest manufacturer of musical toys

WANTED!

THE WONDER HORSE



THE WONDER HORSE DELUXE
Model No. 20 (metal base) • $29.95
Model No. 21 (wood base) • $29.95*

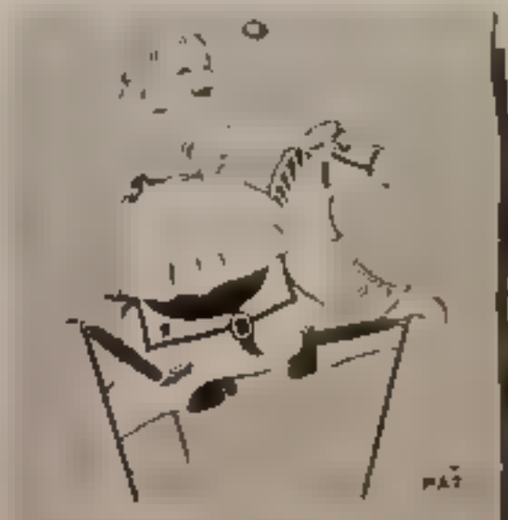
Charge: Stealing the hearts of children all over America

Last Seen: On TV screens across the country . . . in national trade and consumer magazines . and in countless homes from coast to coast

Description: Sturdy, rugged construction . . . patented Magic Spring Action . . . realistic, engaging appearance . bears the Parents' Seal of Approval

Reward: Capture The Original Wonder Horse—and you capture a tremendous market of children 1 to 7 !

THE WONDER PONY
Model No. 30 • $10.95*
Slightly higher Far West and Northeast



THE WONDER HORSE REGULAR
M[illegible] • $[illegible]*
Slightly higher Far West and Northeast

THE WONDER MARE
M[illegible] • $[illegible]*
[illegible]

*Suggested retail price

Prestige Toy
PARENTS

WONDER PRODUCTS CO.

COLLIERVILLE TENN
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WHAT'S

SO NEW ABOUT SATURN GYRO-TOPS?

Not the planet, that is, but SATURN GYROscopeTOPS that have cut quite a swath in the scientific toy field lately. The news is, that SATURN's had "satellites," so to speak. Two brand spanking new gyros called MERCURY and JUPITER are busting out all over the universe, and if our guess is right, they're going to give old SATURN quite a run for the star spot. MERC and JUP have really got it! All steel construction, solidly welded, and with all steel rotors, too. MERCURY will be a sensation at 98c 'cause it's coated with colorful Vinyl, and the rotor is mounted on precision ball bearings. JUPITER's a real buy, too. The finest quality 59c toy gyroscope to ever grace a counter.

SATURN's a bit green eyed about the new "starlets", but old SAT is still the apple of our eye. SATURN GYROscopeTOPS are made of DOW STYRON 475 with impact resistance five times as great as any other plastic, and flashing star-studded rotors are filled with special round grain 'fluid' sand that makes them balance and spin perfectly — on ball bearings! Absolutely can't be beat at $1.49.

For the real news, did you know that Paul Henry is the only company making a complete line of toy gyroscopes? Let our rep tell you more about the all new MERCURY and JUPITER — he'll be happy for the chance.

SO NEW ABOUT NEWELL?

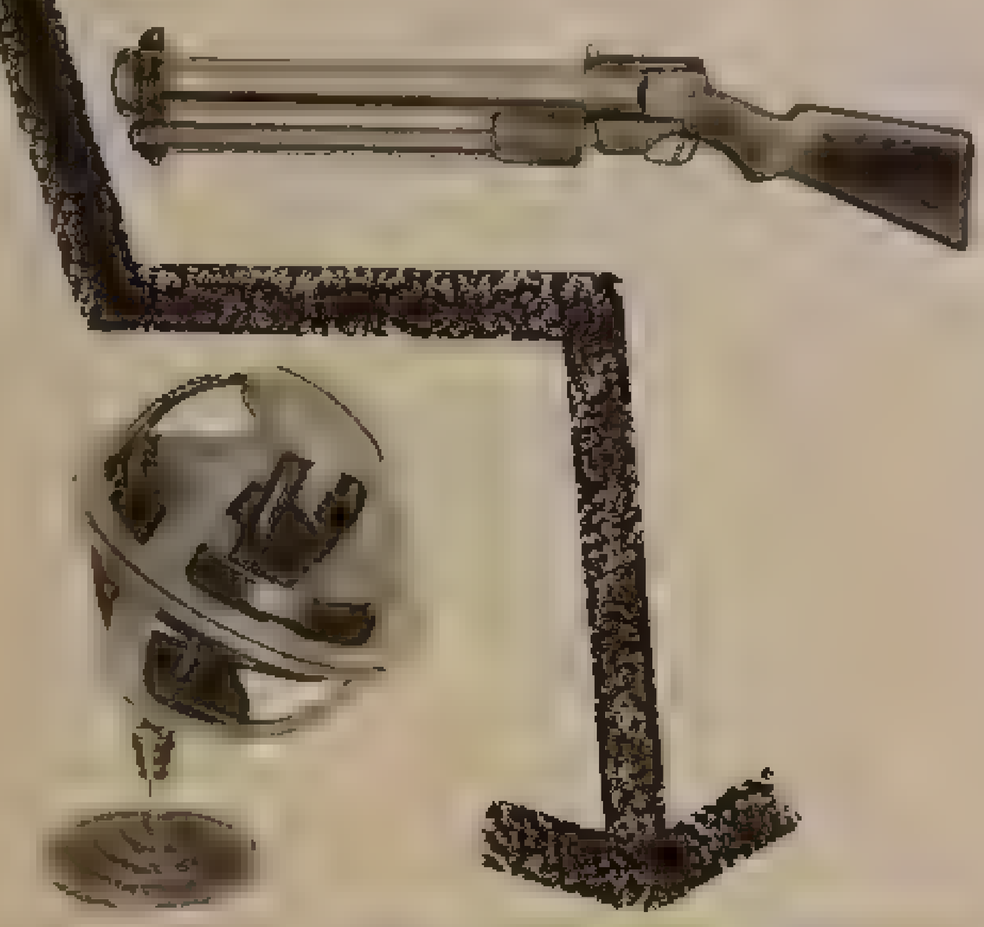
Typical reaction of a toy buyer, we'd say — what's so newsy about a line of air pressure ball guns that were pretty good sellers back a year or two ago? As things go in the toy business, they should be gone and forgotten (hot items have a way of getting cold, you know). BUT HOLD ON! Here's what's new about Newell Airfire Ball Guns — they didn't fade away like usually — their sales are going strong and GETTING STRONGER EVERY DAY! Would "other" ball guns be hitting the market now if it weren't for NEWELL's proven and continuing success?

We know why NEWELL's sales are up — it's a fine product, made of superior materials such as acetate and aluminum, and built right to give long life and excellent service. Newell's high standards of quality are now being perpetuated by Paul Henry's gyro specialists who know and understand what it means to build and sell toy items that stay in the books, year after year.

Some "odd ball" guns now on the market cause us to be deadly serious for a moment: BE SURE of ball gun standards. ALL NEWELL guns fire standard full-sized table tennis balls — they can't hurt even the smallest tyke. *NEWELL AIRFIRE BALL GUNS are approved as completely safe by leading law enforcement authorities.*

That's the news about NEWELL — let a PAUL HENRY rep tell you how riding with the winner will boost your profits.

"Those small-sized hard heavy balls that hurt when they hit!



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6760 Stony Island Ave
Chicago 49, Ill

MINNEAPOLIS
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Minneapolis 3, Minn

ATLANTA
Mr Dick Shoup
196 Alberta Dr., N E
Atlanta 5, Ga

FORT WORTH
Mr Bill Curry
Kyle-Curry Co.
P O Box 1673
Fort Worth, Texas

SALT LAKE CITY
Mr Alan F Wells
Alan F Wells Co.
158 Second No 1 Ave
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(Can't reach a rep? — Call us, we'll make 'em hustle!)

THE PAUL HENRY COMPANY
1900 N. Washington Ave.
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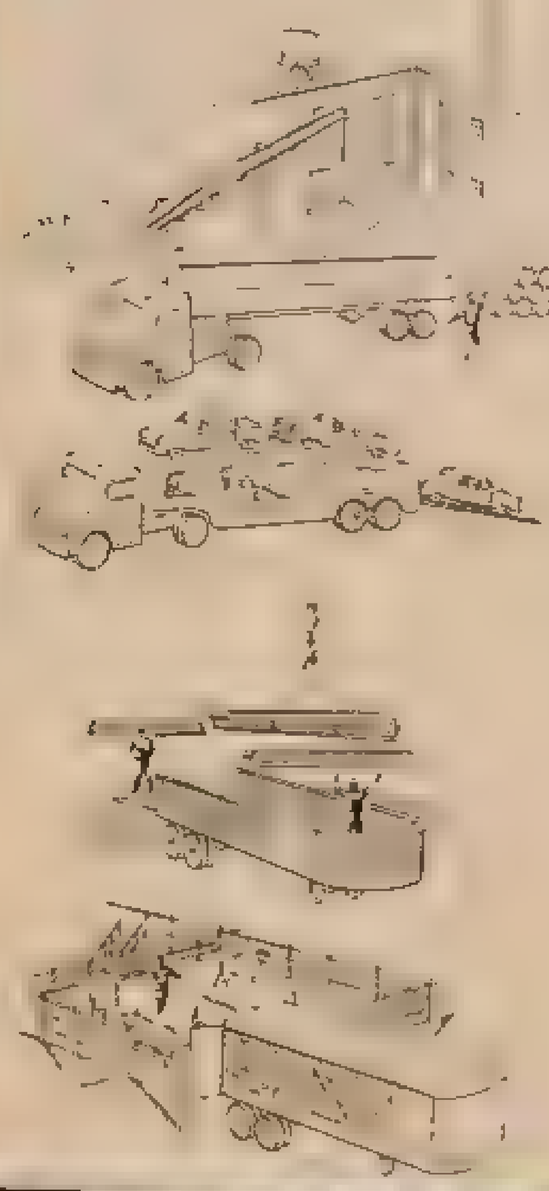
COMMENDED BY THE PARENTS' MAGAZINE

New, Colorful, Award-Winning STRUCTO

No. 726 "Big Job" Transcontinental Fleet

DELUXE, 32-PIECE TRUCK and TRAILER ASSORTMENT

No. 726 is one of four Structo toy assortments designed to educate as well as entertain. You will find these colorful, "child-conditioned" Structo sets both pleasingly popular and highly profitable.



Here's a wonderful fleet for the active young trucker. Assortment includes two Chrome-Plated Aluminum Cabs and one each No. 706 Deluxe Auto Transport Trailer, No. 712 Cattle Transport Trailer, No. 714 Timber Toter Trailer, and Deluxe Steel Cargo Trailer. In addition, there are four Die-Cast Metal Automobiles, ten Hand-Painted Die-Cast Metal Animals, assorted "Play" Cartons for load, and six Realistic Wood Logs. Complete 32-Piece Set is packed in a beautiful display carton that will help you sell it.

EXCLUSIVE TWO SEPARATE LEANED METALLIC COATS OF POLYCHROMATIC ENAMEL ON EVERY STRUCTO TOY

STRUCTO MANUFACTURING COMPANY

GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS

DISPLAY ROOMS: NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 2330 W. Third St.; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

with this
on your
counter...
your
cash register
will make
beautiful
music!

other side
for all the
exciting
details!

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MARK WELL THE NAME

Schoenhut

strikes a new note in novelty pianos that will resound throughout the toy business!

TURN-A-TUNE PIANOS

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- MAKES JUNIOR A MASTER-OF-MUSIC IN HALF A MINUTE
- IRRESISTIBLY PRICED FOR YEAR 'ROUND, RUB-YOUR-EYES VOLUME!
- DAZZLING EYE APPEAL WITH COLORS THAT SHOUT FUN-FOR-ALL!
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- TRY-OUT TESTS WITH KIDS AND PARENTS PROVE SENSATIONAL SALES POTENTIAL!
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MOSELEY & ABRAHAMS • 200 FIFTH AVE • NEW YORK 10, N. Y.

Navy's first primary jet trainer by Temco

Ready today for training tomorrow's jet pilots

Now it's jet training from the ground up!

Temco's two-place jet trainer — the Navy's TT-1 — opens up an entirely new concept in military flight training. Now, student pilots can actually begin their training in a jet aircraft.

Temco developed its fighter-type trainer to give fledgling pilots jet wings at the very start . . . to shorten the number of hours required for military flight training programs. Outstanding safety features, ease of handling, plus the flight characteristics of true jet performance make the TT-1 today's most efficient answer to the needs of military training commands.

The TT-1 will be a "new" aircraft tomorrow and for years to come, thanks to its carefully engineered growth factor. Temco designed its rugged trainer to permit important up-to-the-minute changes with only minor modification.

Proving its worth in competitive flight evaluation tests at the Patuxent River Air Test Center, Temco's jet trainer won its Navy wings in June to bring closer the day when a cadet flyer's first solo will be jet-powered.

Engineers: Openings in all phases of aircraft design and development; write to Joe Russell, Engineering Personnel, Temco Aircraft Corporation, Dallas, Texas.

TEMCO

AIRCRAFT CORPORATION, DALLAS

New simplified approach to temperature control has superior reliability

Edison Reverses Trend Toward Complexity In Aircraft Accessory Systems

Proved in service on the Douglas C-124 Globemaster, the Convair delta wing F-102, the Boeing B-50 and many other operational aircraft, the Edison simplified temperature control now reverses the trend toward complexity in aircraft accessory systems.

Compact and lightweight, this highly reliable temperature control uses only standard electro-mechanical components—no electronic equipment. Its design simplicity eliminates costly maintenance training. The instrument's checkout procedure is familiar to any electrician.

This basic control teams up with the rugged Edison Fire Detector Cable or with any of Edison's accurate Resistance Temperature Detectors to warn of fire in engines and baggage areas or to signal dangerous temperatures in bearings, heating ducts or oil lines. Simultaneous or selective temperature indication is optional on all overheat detecting systems using RTD's.

Edison field engineers with years of aircraft experience are located in Ft. Worth, Dayton, Glendale, Chicago and West Orange. They will gladly analyze your temperature control problems and recommend action. Just write any of these offices and let us know your requirements.

Thomas A. Edison

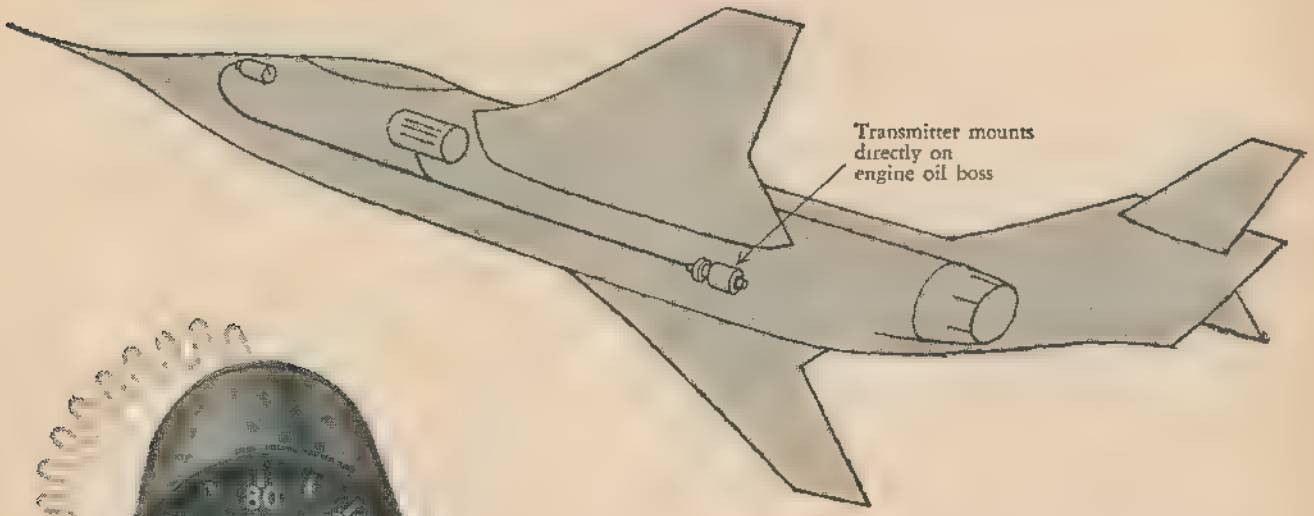
A GREAT NAME CONTINUES GREAT NEW ACHIEVEMENTS

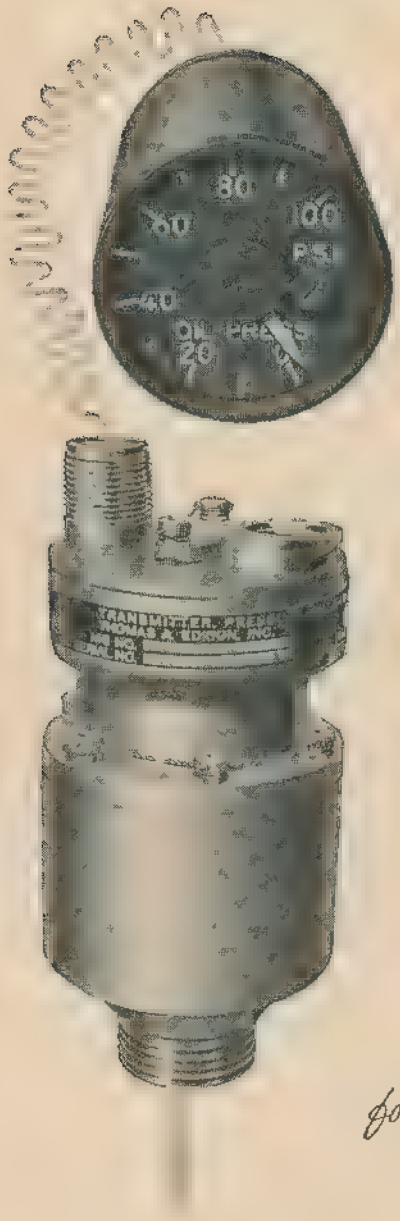
Thomas A. Edison

INCORPORATED

INSTRUMENT DIVISION • 49 LAKESIDE AVENUE • WEST ORANGE, NEW JERSEY

Announcing an important Edison development





new Pressure Indicating System eliminates shock mounting

Latest development to stem from the famous Edison Research Laboratories is this rugged Remote Pressure Indicating System. Specified on the Lockheed F-104, the system now makes it possible to mount the transmitter directly on the engine without shock or vibration isolators. For either jet or reciprocal engines, it provides accurate, continuous indication of oil pressure—unaffected by cold, heat, vibration or lead wire distance.

The transmitter is accurate through a vibration range up to 500 cps, temperatures up to 232°C and shock to 20 g. Oil hose or tubing is eliminated, thus removing a major cause of malfunction and delayed readings due to cold, sluggish oil. The transmitter has only one moving part and is frictionless.

The entire Edison Pressure Indicating System weighs only 2.5 pounds (plus wiring) and consumes a low 1.5 watts power. Because of its simplified electro-mechanical design, installation and maintenance problems have been minimized.

for complete details on the Edison Pressure Indicating System, write for Publication 3041.

A GREAT NAME CONTINUES GREAT NEW ACHIEVEMENTS

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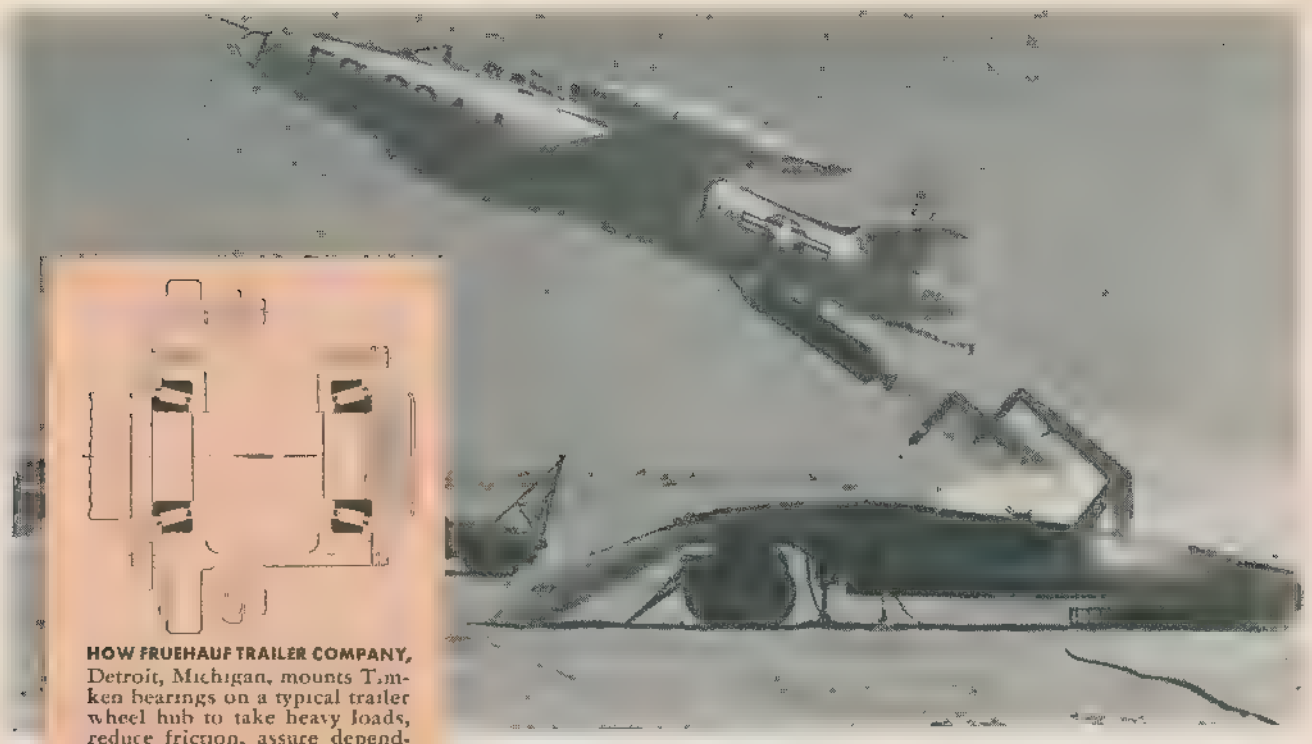

HOW FRUEHAUF TRAILER COMPANY, Detroit, Michigan, mounts Timken bearings on a typical trailer wheel hub to take heavy loads, reduce friction, assure dependable performance.

35,000-pound airport rolls on TIMKEN® bearings

TO make possible launching jet fighters and missiles without runways, Fruehauf built the new "Zero-Length" semitrailer for Martin, Baltimore. And to be sure the wheels and axles could take the 35,000-lb. trailer load *plus* the weight of the plane or missile, Fruehauf engineers specified Timken® tapered roller bearings for the wheel mountings.

Timken bearings take *both* radial and thrust loads in any combination. Their tapered construction does it. And full line contact between their rollers and races gives Timken bearings extra load-carrying capacity. The trailer wheels roll easily on Timken bearings. Need no special devices to take the heavy thrust loads of turning.

Wear and maintenance are cut, longer bearing life assured because Timken bearings practically eliminate friction. They're geometrically designed to have true rolling motion and manufactured with microscopic accuracy to conform to their design. Closures are more effective because Timken bearings hold wheels, hubs and axles concentric. Dirt can't get in, lubricant can't get out. And Timken bearings shrug off the shock encountered pulling the trailer over rugged terrain because their rollers and races are case-carburized to give them a hard, wear-resistant surface over a tough, shock-resistant core. The fine alloy steel used in Timken bearings is made in our own mill. We're America's only bearing manufacturer that takes this extra step to insure bearing quality.

No other bearing gives you all the advantages that Timken bearings give you. Specify them for the machines you design, buy or build. Always look for the No. 1 sign of value on every bearing—the trademark "Timken". The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

This symbol on a product means its bearings are the best.

WE MAKE OUR OWN STEEL

The special grade alloy steel which gives Timken bearings their strength and resistance to wear is made in our own steel mills.

Only Timken tapered roller bearings have these advantages. 1. advanced design; 2. precision manufacture; 3. rigid quality control; 4. Timken fine alloy steels.

TIMKEN

TAPERED ROLLER BEARINGS

NOT JUST A BALL NOT JUST A ROLLER , THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

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Every hour, every day—in almost every part of the free world Vertol helicopters are on the job.

They carry men and supplies to our remote radar outposts—the Distant Early Warning stations in the arctic, the Texas Towers off our coasts. They deliver assault troops in Atomic Age maneuvers, and haul cargo to locations out of reach of other vehicles. Bulk equipment is airlifted—flying crane fashion—over rivers and mountains.

Their naval duties range in scope from pilot rescue to ambulance and liaison missions.

Around the clock, around the world, Vertol helicopters are being picked again and again for *the toughest jobs.*

VERTOL

Engineers, join Vertol's advanced engineering team!

Aircraft Corporation

MORTON PENNSYLVANIA

FORMERLY PIASECKI HELICOPTER CORPORATION

the new TURBO-PROP VICKERS VANGUARD

THREE TIMES NORMAL FREIGHT CAPACITY! The double deck design of the new Vickers Vanguard is the answer to the problem of how to carry a high payload even during night or off-peak periods without modifying the aircraft in any way. Two extensive lower deck cargo holds provide three times the freight capacity of its closest rival. With a working height of over four feet in the holds, and doors over five feet wide, not only is freight handling faster and easier, but simultaneous loading and unloading is also possible. Such large cargo holds allow an economic freight payload with only 30% of passenger seats sold. Moreover, the lower deck can be filled with low density freight when carrying a full passenger load. In either case no modifications in layout are needed.

GREATER SPEED, GREATER RANGE! The turbo-prop Vickers Vanguard is designed to carry up to 115 passengers on medium and long ranges up to 2600 miles, cruising at speeds as high as 425 m.p.h.

***turbo-prop* VICKERS**

VANGUARD

POWERED BY FOUR ROLLS-ROYCE TYNE ENGINES

U.S. Representative. Christopher Clarkson
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VICKERS - ARMSTRONGS (AIRCRAFT) LTD., WEYBRIDGE, ENGLAND • MEMBER COMPANY OF THE VICKERS GROUP

Over a million airline hours of turbo-prop Viscount experience will be built into the Viscount 810·840.

the new 400 mph turbo-prop

VISCOUNT 810·840

designed for greater profits and economy

The Viscount 810 • 840 is designed to cruise up to 400 miles an hour at 20,000 feet. Carrying up to 70 passengers, it will be the ideal aircraft for medium haul, high-density routes. Higher speed and enlarged capacity are combined with greater engine economy and relatively low first cost to give the Viscount 810 • 840 its unique advantages. Powered by four new Rolls-Royce Dart R. Da. 7 or R. Da. 8 turbo-prop engines, the new Vickers Viscount 810 • 840 will be put into service by Continental Airlines in 1958. By then Vickers Viscount aircraft will have amassed more than a million hours of flying experience.

Behind the new Viscount 810 • 840 stands the great name of the Vickers Group—internationally famous as makers of aircraft, ships, industrial machinery and precision equipment.

United States Representative: Christopher Clarkson, 10 Rockefeller Plaza, New York 20, N. Y.

turbo-prop VICKERS VISCOUNT

POWERED BY FOUR ROLLS ROYCE DART ENGINES

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VICKERS LEADS THE WORLD IN SALE OF TURBO-PROP AIRLINERS

Vickers' pre-eminence in the field of turbo-prop airliners is securely rooted in the superiority of the Viscount. The world's first and only turbo-prop airliner in commercial service, the Viscount has demonstrated its power to make new traffic and speed records throughout the world. Passengers are exceptionally enthusiastic about the Viscount's freedom from noise and vibration, its luxurious comfort and the largest picture windows in any commercial aircraft. And airline operators have discovered that the Viscount's appeal to air travelers is paralleled by its unmatched economy and efficiency of operation.

Behind the Viscount stand the great name and service organization of the Vickers Group—internationally famous as makers of aircraft, ships, industrial machinery and precision equipment.

342 VISCOUNTS SOLD WORLD-WIDE AS OF AUGUST, 1956

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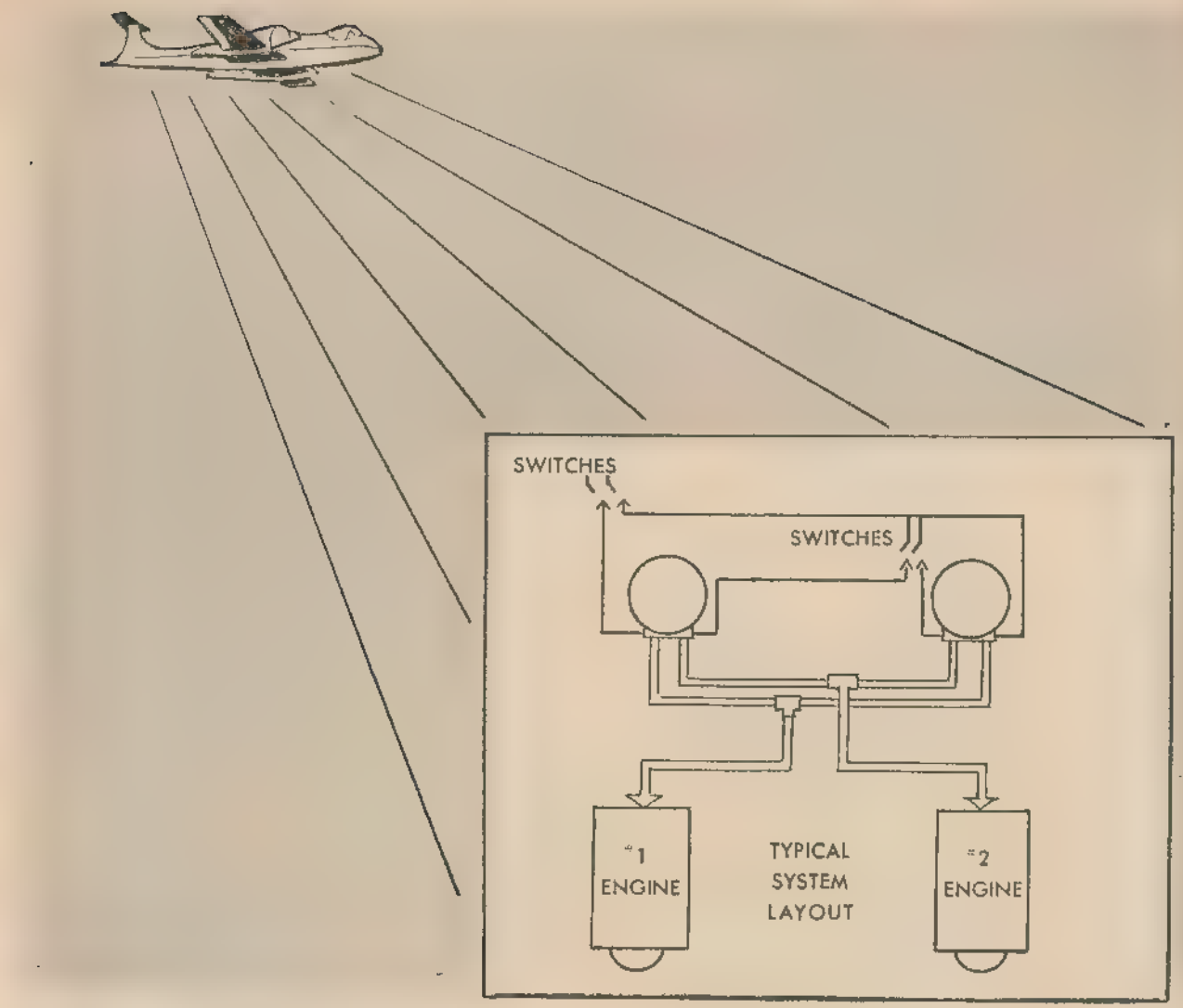

From Kidde:

Push-button fire fighting!

The extinguishing agent: CF_3BR, CB, MB, CF_2BR_2 or CO_2 . . . pressurized in "Main" and "Reserve" spheres of strong, lightweight steel.

The method of operation: Manual actuation (cable or electrical switch) by the pilot.

The discharge time: Almost instantaneous—from .5 to .9 of a second.

Designed and perfected by Kidde aviation engineers, specialists in aircraft fire fighting problems for more than 25 years, Kidde Nacelle Fire Extinguishing Systems offer dependable, fast-acting protection plus almost unlimited installation flexibility.

For recharging and service, Kidde has strategically located stations in the United States, Canada and throughout the world.

For further protection: The Kidde Aircraft Continuous Automatic Resetting Fire Detector, whose sensitive, nacelle-installed element immediately signals the pilot at the first sign of fire or abnormal engine overheat

Kidde engineers are now working hand in hand with those interested in aircraft fire protection and safety, developing new extinguishing agents, corrosion inhibitors and special systems for ambient temperatures up to 250° F. Other Kidde aircraft safety projects include high pressure oxygen equipment, inflation equipment, flotation equipment, crash fire prevention systems, purging and pressurization systems.

If you have a problem involving aircraft safety, contact the manufacturer of more than 95% of the aviation fire extinguishing systems installed on U. S.-built planes. Write Kidde today.

Kidde

Walter Kidde & Company, Inc., 918 Main St., Belleville 9, N. J.

Walter Kidde & Company of Canada Ltd., Montreal—Toronto

F4D Skyray . . . Navy's Sunday Punch!

The Navy's F4D Skyray — newest all-weather fleet interceptor — gets its deadly sting from its Westinghouse Aero 13 armament control system.

Visibility good, or zero — when a Navy pilot is searching out enemy targets in a Douglas F4D, a blip on his Aero 13 radarscope shows him where the invading planes are. He selects the appropriate target and locks on, tracking. The Aero 13 computer calculates the proper attack course (at the pilot's option) until the target is in range. Directed by the Aero 13, the weapons are fired at the right instant — another intercept mission is accomplished!

The Aero 13 embodies advanced design for convenience of installation and maintenance, by cylindrical packaging, which is adaptable for the nose of any modern high-speed fighter aircraft. It consists of hinged panels which can be swung outward and downward for quick maintenance.

Each panel section in turn contains removable subassemblies. Complete circuits can be checked with test

U. S. Navy Photo

equipment similar to an ordinary tube tester. Built-in test points in the radar subassemblies provide quick localizing of trouble.

Latest in the Air Arm fire control series, the Aero 13 is a refinement of an earlier Westinghouse development that scored the first blind kill of an enemy aircraft over Korea. It is one more example of creative engineering by Westinghouse — airborne defense systems to keep America free.

For assistance in specific fields of airborne electronics defense systems, contact Westinghouse Electric Corporation, Air Arm Division, Friendship International Airport, Baltimore 27, Md.

J-91049

The Aero 13 incorporates the complete radar and computing system in a unique barrel-type package which fits perfectly in the nose of the aircraft. Overhead slide-rail mounting provides easy pull-out for service.

The Air Arm Systems Family

Fighter Armament	Bomber Defense	Flight Control
Missile Guidance	Special Purpose	Systems Components

WATCH WESTINGHOUSE!

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU***

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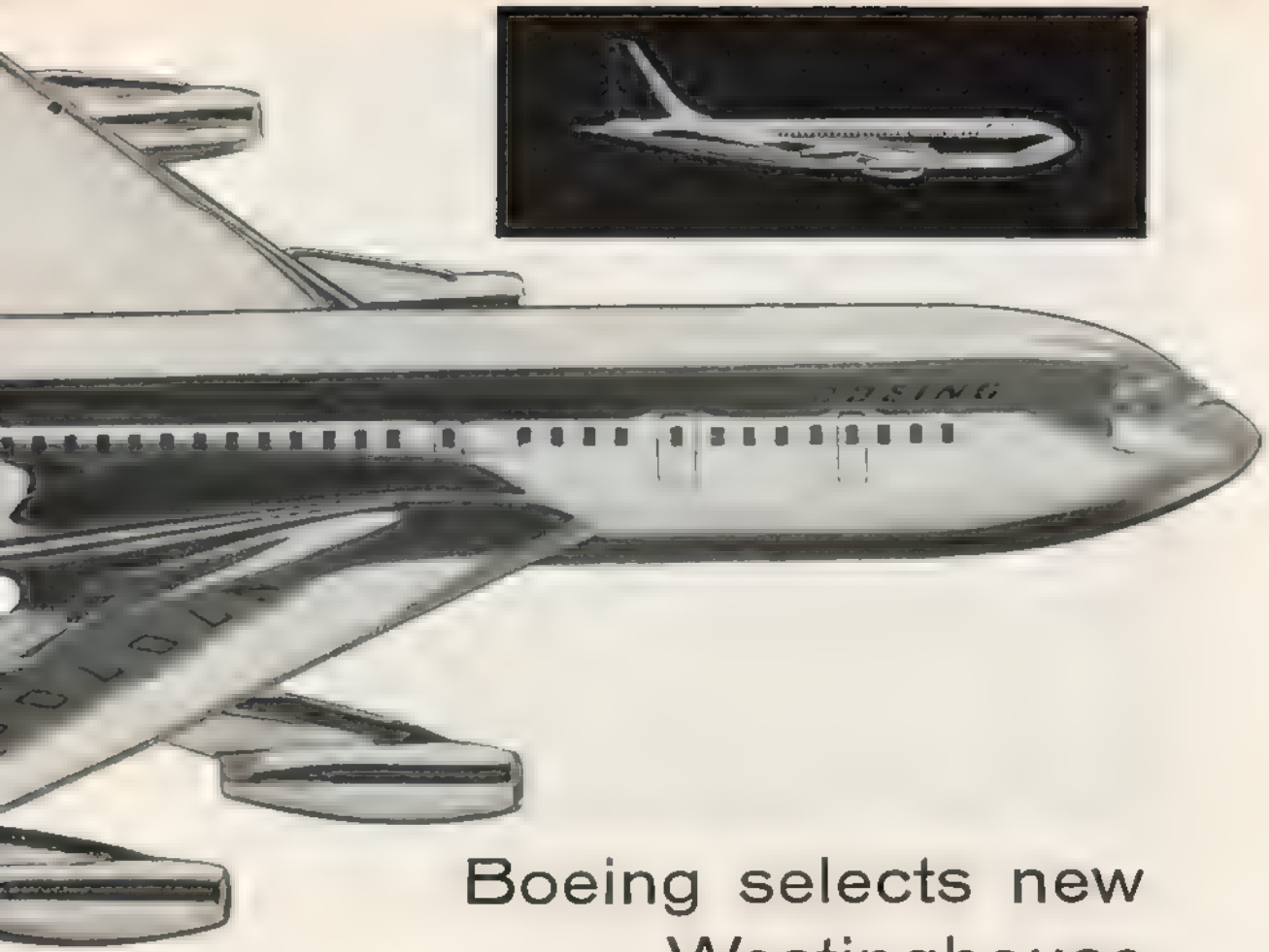


Boeing selects new Westinghouse electrical system for 707

AIRLINES ASSURED MOST ADVANCED PERFORMANCE BY NEW BRUSHLESS GENERATOR, NEW MAGAMP* REGULATOR, NEW STATIC CONTROL PANEL

Boeing engineers will achieve both *system reliability* and *reduced maintenance* for the new 707 Strato-Liner as a result of choosing integrated a-c systems developed by *Westinghouse*.

The rotating rectifier a-c generator eliminates commutators, brushes and collector rings. It does away with the troublesome maintenance problems that these components force on other systems. Excitation is self-contained in the generator—no vulnerable power cables between the generator and exciter. Static circuitry gives sealed-in accuracy, assures system reliability.

The systems are tailored to meet the requirements of the airlines using three or four generators rated 30 or 40 kva, and, of course, the systems have automatic protection.

Contact your Westinghouse sales engineer for complete information about this new integrated electrical system, or write: Westinghouse Electric Corporation, Aircraft Equipment Department, Lima, Ohio. J-03028

*Trade-Mark

YOU CAN BE SURE...IF IT'S Westinghouse®

YORKS LOG VILLAGE

Sixty-eighth Year

Three Generations

GERALD YORK, Owner-Manager

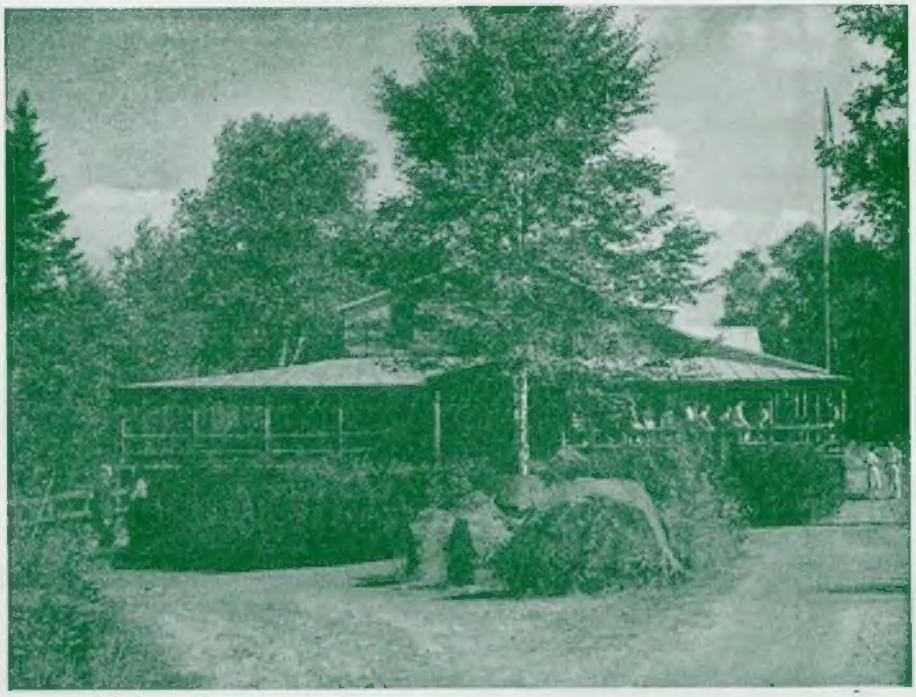
AMERICAN PLAN--rates include golf, tennis, boats, canoes, garage.

Exclusive Woods and Lake area five miles from Rangeley, Maine. Protestant and Catholic Churches nearby.

On Loon Lake **RANGELEY**

Special Rates

Before July 20
and After
September 10



THE HASTINGS-LYMAN

YORK BEACH, MAINE

On a rocky bluff with a glorious view of ocean, sandy bathing beach and village. Homelike, informal atmosphere. Recreation and relaxation. Accommodates 100 guests. $49 a week up includes delicious meals. *Write for booklet or reservations to*

JIM and HELEN LEWIS, Managers

Rust's Lodge and Cottages and Cabins

On Route 1A, at York Beach, Me.—Ocean Front

40 cottages for 2 to 8 persons. Each has screened porch, toilet, city water. Some with twin beds and housekeeping facilities. Also twin bed rooms in main lodge. Showers, continuous hot water. Cottages overlook two-mile bathing beach and Atlantic Ocean. Deep sea fishing and sailing parties daily. Bathing and all beach sports. Season May 15 to October 1.

For reservations telephone H. RUST, Proprietor

P. O. York Beach, Maine Telephone 8110

OCEAN HOUSE and DE LUXE MOTEL

Directly on the Ocean

YORK BEACH, MAINE

Accommodating 175 guests. Private bathing pavilion. Running water in every room. Private baths. Rooms or suite.

Bathing, fishing, tennis

Two Golf Courses Unusual food. Moderate rates. Southern hospitality.

Booklet on request

Winter Season: Boca Ciega Inn, St. Petersburg, Fla.

P. B. CAMP, Ownership-Management

THE ANCHORAGE

LONG SANDS YORK BEACH, MAINE

American Plan Situated on Superb Long Sands

Private shuffleboard. Diversified Seafood menu. Rooms with running water and private baths. Ask the guest who has stopped here.

Booklet on request

Season June 20 thru Labor Day

Sears and Mary Duarte, Ownership-Management

THE YORK PLAZA HOTEL

DIRECTLY ON THE OCEAN

YORK BEACH, MAINE

Excellent bathing beach. Wide double veranda looking straight out to sea—a perfect place to relax. 50 large comfortable rooms. Handy to restaurants, gift shops, theatre, bowling, roller skating, amusement park, dancing, fishing, and all other activities. Recreation rooms — shuffleboard. European plan—reasonable rates. Free parking. Booklet on request.

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Alberta and Cy Turner

Ownership-Management

ALGONQUIN HOTEL, INC.

York Beach, on U. S. Route 1A

18 rooms, opposite parking lot overlooking ocean and in center of all activities. $6.00 per day per person, 2 in a room, including choice of menu, breakfast and dinner, in our dining room. Swimming beach 150 ft. in front of hotel.

The Betty Doon

5 Beach Street Ogunquit, Maine

Pleasant rooms on Beach Street with all modern appointments. Public Dining Room

Sunnyside Cottages and TOURIST HOME

OSSIPEE LAKE

A grand vacation place for the day or season

Cottages Equipped for Housekeeping

Rates according to size of party and cottage

April 1 to December 1

MR. and MRS. HARRY A. SMITH

Route 5 EAST WATERBORO, MAINE

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Yornoc Lodge and Cabins

Lake Cobbosseecontee [12 Miles West of Augusta and South of Winthrop, 7 Miles off Route 202 at Manchester] **West Gardiner, Me.**

"The Camp That Has Everything" for a Happy Vacation

A vacation Lodge with Cabins for those who enjoy the outdoors where nature is at its best—A place to relax or play—Cabins with Bath and Fireplace, for two or three persons—Rooms in the Main Lodge—Excellent Food—Good Beds—Informal Atmosphere—Central Dining Room—Observation Windows.

Beautiful Location—250 Acre Peninsula in Center of Lake—Good Fishing, Bass, Perch, Pickerel—Sandy Beach—Swimming Floats—Boats—Canoes—Outboard Motors—Speed-boat Rides.

Free use of Equipment for Archery, Quoits, Croquet, Practice Golf, Badminton, Basket, Volley and Soft Ball, Shuffleboard, Ping-pong, Row-boats and Grumman (Aluminum) Canoes, Sun Cabanas, Children's Play-gym.

Dancing in the Evening—Well stocked Library—Pool Table—Recreation Room—Outdoor Fireplace—Rates for Cabins $60 a week or $10 a day each person—Rooms in Main Lodge starting at $45 or $7 a day—These rates include meals and free use of all sports equipment—Reservations in advance—Limited to 30 guests—38th season—Special rates pre- and post-season.

Guests will be met on request, normal taxi rate, at Augusta train or bus—Transportation to CATHOLIC and PROTESTANT CHURCHES—For Reservations or Illustrated Folder, Write, Wire or Phone 1 Ring 14

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and COTTAGES

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